

PATRICK J. HOLLADAY

Professor, Hospitality, Tourism and Event Management
School of Hospitality, Sport and Tourism Management
Sorrell College of Business
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EDUCATION

Clemson University

Ph.D. Parks, Recreation & Tourism Management, 2011

Emphasis: Travel & Tourism.

Cognate: Parks and Conservation Area Management

Dissertation: *An integrated approach to assessing the resilience and sustainability of community-based tourism development in the Commonwealth of Dominica*

Eastern Kentucky University

M.S., Biological Sciences, 2004

Emphasis: Applied Ecology.

Thesis: *Resident attitudes towards ecotourism and conservation in a community co-managed protected area: The Five Blues National Park, Belize*

Clemson University

B. S., Aquaculture, Fisheries & Wildlife Biology, 1998

Emphasis: Wildlife Biology.

SCHOLARSHIP & RESEARCH ACTIVITIES

My research focuses on sustainability, social-ecological resilience, and community development with a holistic approach across social, ecological, economic, and institutional domains of social-ecological systems. This work is largely conducted through the lens of tourism, such as ecotourism, agritourism, sustainable tourism, community development through tourism, tourism planning and global issues in tourism but crosses into areas like food security, natural resources, social justice and faith/spirituality.

BOOKS

Holladay, P.J. (under contract, 2023). *Teaching Agritourism: A Practical Approach*. Cheltenham: Edward Elgar Publishing.

Roberts, A.L. & Holladay, P.J. (2019). *Gullah Geechee Heritage in the Golden Isles*. Charleston: History Press.

PEER-REVIEWED JOURNAL ARTICLES

Cretors, K., Brundiars, K., Holladay, P.J., Mendez-Lazaro, P., & Wu, Y. (2023). A visual-spatial inventory of agritourism assets in central Puerto Rico to leverage sustainable regional development. *Journal of Responsible Tourism Management*, 3(1), 56-78.

Krishnamoorthy, A., and Holladay, P.J. (2023). The perceptions of foreign nationals visiting Mongolia: a tourism satisfaction study. *Pasos: Journal of Tourism & Cultural Change*, 21(2), 395-404.

Abernathy, B., Dixon, A.W., Koo, G. & Holladay, P.J. (2022). Determinants of Canadian and US mountain bike tourists' site preferences: Examining the push-pull relationship. *Journal of Sport & Tourism*, 26(3), 249-268.

Crawford, C., Maples, J.N., Bradley, M.J., & Holladay, P.J. (2021). Portable technology use and perceptions of its use among ultramarathon runners. *Alabama ASASHPERD Journal*, 42(1), 8-15.

Krishnamoorthy, A., & Holladay, P.J. (2021). An analysis of factors influencing organizational structure in two East Asian nations. *Journal of Transnational Management*, 26(4), 269-290.

Holladay, P.J., Mendez-Lazaro, P., & Brundiars, K. (2021). From hurricanes to pandemics: community-based transformation and destination resilience in Utuado, Puerto Rico. *Journal of Sustainability and Resilience*, 1(2), 1-6.

Massally, A., Holladay, P.J., McGough, F.M., & King, R. (2021). The Sierra Leone-Gullah Geechee connection-deepening the connection: a tourist satisfaction study. *Studia Periegetica*, 2(34), 27-43.

Wies, K., Chamber, C. & Holladay, P.J. (2021). Social-ecological resilience and community-based tourism in the Commonwealth of Dominica. *Tourism Geographies*, 23(3), 458-478.

Holladay, P.J., Dixon, A.W., Nguyen, M.C, Bao, L., Xu, S., & Price-Howard, K. (2020). Stakeholder perceptions of Da Nang, Vietnam as a tourism gateway city. *Journal of Tourism Insights*, 10(1), Article 8.

Holladay, P.J., Mendez-Lazaro, P., Centeno, H.M., Rivera, R., Adams, K., & Brundiars, K. (2019). Utuado, Puerto Rico and community resilience post-Hurricane Maria: the case of Tetuan Reborn. *Recreation, Parks, and Tourism in Public Health*. 3, 5-16.

Keller, C.T., Dylla, S. & Holladay, P.J. (2019). An intersection of digital historic preservation and heritage tourism: Prince Frederik's Battery, Virgin Islands National Park. *e-Review of Tourism Research*. 16(4), 294-307.

Curriculum vitae for Patrick J. Holladay

Holladay, P.J. (2018). Destination resilience and sustainable tourism development. *Tourism Review International*, 22(3-4), 251-261.

Holladay, P.J. (2018). Transformative potential of a short-term mission trip experience. *International Journal of Religious Tourism and Pilgrimage*, 6(3), 5.

Holladay, P.J., Dixon, A.W., Nguyen, M.C, Nguyen, B.L., Xu, S., & Price-Howard, K. (2018). Stakeholder perceptions of tourism assets and sustainable tourism development in Da Nang, Vietnam. *Enlightening Tourism: A Pathmaking Journal*, 8(2), 74-98.

Powell, R.B., Green, T.F., Holladay, P.J., Krafte, K.E., Duda, M., Nguyen, M.T., Spencer, J.H. & Das, P. (2018). Examining community resilience to assist in sustainable tourism development planning in Dong Van Karst Plateau Geopark, Viet Nam. *Tourism Planning & Development*, 15(4), 436-457.

Holladay, P.J., Skibins, J.C., Zach, F.J. & Arze, M. (2017). Exploratory social network analysis of stakeholder organizations along the Illinois and Michigan Canal National Heritage Corridor. *Journal of Park and Recreation Administration*, 35(4), 37-48

Holladay, P.J., & Powell, R.B. (2016). Social-ecological systems, stakeholders and sustainability: a qualitative inquiry into community-based tourism in the Commonwealth of Dominica. *Caribbean Studies*, 44 (1-2), 3-28.

Price-Howard, K. & Holladay, P.J. (2014). Resorts, resilience and retention after the BP Oil Spill Disaster of 2010. *Journal of Tourism Insights*, 5(1), Article 2.

Holladay, P.J. & Powell, R. B. (2013). Resident perceptions of social–ecological resilience and the sustainability of community-based tourism development in the Commonwealth of Dominica. *Journal of Sustainable Tourism*, 21(8), 1188-1211

Holladay, P.J., & Ponder, L.M. (2012). Identification-of-self through a yoga-travel-spirit nexus. *Academic Quarter*, 4, 297-306.

Holladay, P.J., & Ormsby, A.A. (2011). A comparative study of local perceptions of ecotourism and conservation at the Five Blues Lake National Park, Belize. *Journal of Ecotourism*, 10(2), 118-134.

EDITOR-REVIEWED ARTICLES

Holladay, P.J. (2019). Agritourism 101: What the heck is agritourism anyway? *Southern Soil*, 2(3), 12-15. <https://issuu.com/southernsoil/docs/03.issue.2019/s/118784>

Holladay, P.J. (2019). The new Georgia Grown Trail 17: A coastal agritourism experience. *Southern Soil*, 2(3), 24-26. <https://issuu.com/southernsoil/docs/03.issue.2019/s/118787>

Curriculum vitae for Patrick J. Holladay

Holladay, P. J., Pavich, M. R., Keller, C. T., & Bagwell, T. E. (2019). Gullah Geechee Research in the Golden Isles, Georgia. *International Gullah Geechee and African Diaspora Conference*. 62. <https://digitalcommons.coastal.edu/iggad/2019/fullconference/62>

Holladay, P.J. (2019). Working with and conducting research in sensitive communities. *Tourism RESET: Race, Ethnicity, and Social Equity in Tourism*. <https://www.tourismreset.com/news>

Holladay, P.J. (2019). Farmers markets: going beyond food, fun & fellowship. *Southern Soil*, 2(1), 16-18. <https://issuu.com/southernsoil/docs/01.issue.2019/s/69788>

Holladay, P.J. (2018, book review). The tourism imaginary and pilgrimages to the edges of the world. *Journal of Tourism and Cultural Change*, 16(1), 107-108.

Arze, M. & Holladay, P.J. (2017). Overcoming externalities: towards best ecotourism business practices in the Yacuma River Protected Area, Bolivia. *Journal of Ecotourism*, 16(3), 300-309.

Holladay, P.J. (2017, book review). Political ecology of tourism: community, power and the environment. *Journal of Tourism and Cultural Change*, 16(4), 455-456.

Holladay, P.J. (2017, book review). Leisure and positive psychology: linking activities with positiveness. *Annals of Leisure Research*, 20(2), 246-248.

Holladay, P.J. (2016). I've never seen a garden before. *Slow Food Coastal Georgia Newsletter*. <https://us11.campaignarchive.com/?u=455bf899cf902ea90060290c6&id=8f2d129016>

Holladay, P.J. (2016, book review). Spices and tourism: destinations, attractions and cuisines. *Tourism Recreation Research*, 41(3), 367-368.

Holladay, P.J. (2016, book review). Travel and transformation. *Journal of Tourism and Cultural Change*, 15(5), 502-504.

Holladay, P.J. (2016, book review). Blackpool's seaside heritage. *Journal of Tourism and Cultural Change*, 14(4), 364-365.

Holladay, P.J. (2015, book review). Tourism, travel and art. *Journal of Heritage Tourism*, 10(3), 320-321.

Holladay, P.J. (2014, book review). Tourism policy and planning: yesterday, today and tomorrow, 2nd Ed. *International Journal of Tourism Policy*, 5(3), 236-237.

Holladay, P.J. (2014, book review). Securing paradise: tourism and militarism in Hawai'i and the Philippines. *Tourism, Culture and Communication*, 14(1), 55.

Curriculum vitae for Patrick J. Holladay

Holladay, P.J. (2014, book review). The secret language of sacred spaces: decoding churches, temples, mosques and other places of worship around the world. *Journal of Heritage Tourism*, 9(4), 363-364.

Holladay, P.J. (2010). Shelf mushroom on mossy log. *Semantics: The study of meaning*, 16-17. Clemson: Clemson University

BOOK CHAPTERS & COMPENDIA

Ponder, L. M. & Holladay, P. J. (2022). Yoga tourism. In J. Jafari & H. Xiao (Eds.), *The Encyclopedia of Tourism, Living Edition*. New York: Springer.

Weis, K., Chambers, C., & Holladay, P.J. (2022). Social-ecological resilience and community-based tourism in the commonwealth of Dominica. In M. McLeod, R. Dodds & R. Butler (Eds.), *Island Tourism Sustainability and Resiliency*. New York: Routledge.

Weis, K., Chambers, C., & Holladay, P.J. (2018). Social-ecological resilience and the role of tourism in Dominica. In C. Patrick Heidkamp & J. Morrissey (Eds.), *Towards Coastal Resilience and Sustainability*. New York: Routledge.

Holladay, P. J. (2017). Pedagogy for online tourism classes. In P. Benckendorff & A. Zehrer (Eds.), *International Handbook of Teaching and Learning in Tourism*. Cheltenham: Edward Elgar Publishing.

Ponder, L. M. & Holladay, P. J. (2016). Yoga tourism. In J. Jafari & H. Xiao (Eds.), *The Encyclopedia of Tourism*. New York: Springer.

Holladay, P. J. (2015). Baseline. In C. Cater, Garrod, B., & Low, T. (Eds.) *The Encyclopedia of Sustainable Tourism*. Oxford: CABI. pp. 48-49.

Holladay, P. J. (2015). Biodiversity. In C. Cater, Garrod, B., & Low, T. (Eds.) *The Encyclopedia of Sustainable Tourism*. Oxford: CABI. pp. 54-55.

Holladay, P. J. (2015). Caribbean Alliance for Sustainable Tourism. In C. Cater, Garrod, B., & Low, T. (Eds.) *The Encyclopedia of Sustainable Tourism*. Oxford: CABI. pp. 66.

Holladay, P. J. (2015). Ecosystem, Ecosystem Services. In C. Cater, Garrod, B., & Low, T. (Eds.) *The Encyclopedia of Sustainable Tourism*. Oxford: CABI. pp. 164.

Ponder, L. M., & Holladay, P. J. (2013). The transformative power of yoga tourism. In Y. Reisinger (Ed.), *Transformational Tourism: Tourist Perspectives*. Oxford: CABI.

Curriculum vitae for Patrick J. Holladay

EXTERNAL RESEARCH GRANTS, CONTRACTS AND AGREEMENTS

TOTAL FUNDING \$1,755,350.00

Year	Title	Sponsor	Role	Amount
2022	Preserving the Gullah Geechee Cultural Heritage Corridor	Andrew W. Mellon Foundation	Principal Investigator	835,000 (in review)
2022	Marketing for Sustainable Agritourism in Coastal Georgia: Georgia Grown Trail 17	Southern Sustainable Agriculture Research & Education	Principal Investigator	30,000 (not funded)
2022	Agritourism business plans	Southern Risk Management Education Center	Co-Principal Investigator David Laramie Will Culler	100,000 (not funded)
2022	Supporting connections among heritage crops, tourism trail systems, and culturally indigenous people along the Gullah Geechee Heritage Corridor	Southern Sustainable Agriculture Research & Education	Co-Principal Investigator David Laramie Will Culler	80,000 (not funded)
2022	St Simons African American Heritage Coalition Succession Planning	Okefenokee Rural Electric Membership Cooperation Foundation	Grant writer & Coordinator	3,000.00
2022	Georgia Oyster Trail	Georgia Sea Grant	Grant writer & Coordinator	15,000.00
2021	Documentation and Education	Friends of Coastal Georgia	Grant writer & Coordinator	2,310.23
2021	Docent and tour guide training: Gullah Geechee heritage preservation	National Trust for Historic Preservation	Grant writer & Coordinator	50,000.00
2020	Exploring agritourism to increase agricultural sustainability and resilience in the municipality of Utuado, Puerto Rico	National Institute of Food and Agriculture, U.S. Department of Agriculture through the Southern Sustainable Agriculture Research and Education program.	Principal Investigator	300,000.00
2020	Historical Marker Impact Study	Georgia Historical Society	Consultant	25,000.00
2020	Agritourism business and strategic plan development	Southwest Georgia Project for Community Education, Inc.	Consultant	2,750.00
2019	Agritourism education for socially disadvantaged farmers	Southern Sustainable Agriculture Research & Education	Coordinator	3,000.00

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2019	Hickman County AG Pavilion Feasibility Study	Hickman County (TN) Economic & Community Development Association	Consultant	15,000.00
2017	Tourism visioning for Hickman County, TN	Hickman County (TN) Economic & Community Development Association	Consultant	1,000.00
2017	Historical Harrington School Interpretation Materials Project	Georgia Department of Economic Development	Coordinator	10,000
2017	Perception vs. Reality: Triangulating the hazards of sea level rise with subjective and objective measures of community resiliency and vulnerability	Georgia Sea Grant	Co-PI	105,000 (not funded)
2017	Organizational capacity building for the Historic Harrington School	National Trust for Historic Preservation	Co-PI	100,000 (not funded)
2014	The “how’s” and “shy’s” of developing sustainable networks and dynamic partnerships	South Carolina National Heritage Corridor	Consultant	300.00
2011	Fulbright Scholar-In-Residence for University of St. Francis	US Department of State	Coordinator	91,300.00
2009	National Hunting and Fishing Day visitor study in Upstate South Carolina	Weatherby Foundation	Coordinator	1,000.00
2001	The historical, cultural and environmental aspects of the Zahorie Protected Landscape Area, Slovakia	United States Agency for International Development; Slovak Municipal Governments.	Coordinator	6,000.00

INTERNAL RESEARCH GRANTS, CONTRACTS AND AGREEMENTS TOTAL FUNDING \$20,650.00

Year	Title	Sponsor	Role	Amount
2021	Faculty Development Grant	Troy University	Presenter	750.00
2019	Agritourism for economic development in Utuado	Troy University, summer research grant	Principal Investigator	3,000.00
2018	Faculty Development Grant	Troy University	Presenter	750.00
2018	Agritourism for economic development in Utuado	Troy University, summer research grant	Principal Investigator	2,000.00
2016	Faculty Development Grant	Troy University	Presenter	750.00

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2015	Faculty Development Grant	Troy University	Presenter	750.00
2015	Tourism resource audit for Da Nang, Vietnam	Troy University	Co-Principal Investigator	3,000.00
2015	Faculty Development Grant	Troy University	Presenter	750.00
2014	Faculty Development Grant	Troy University	Presenter	750.00
2013	Travel Grant	University of St. Francis	Presenter	1,000.00
2012	Technology Grant	University of St. Francis	Instructor of record	1,500.00
2011	Travel Grant	Clemson University	Presenter	750.00
2010	An integrated approach to assessing the resilience and sustainability of community-based tourism development in the Commonwealth of Dominica	Clemson University Professional Enrichment Grant; Clemson University International Institute for Tourism Research Grant; Clemson University Office Public Service & Agriculture Grant	Dissertation research	2,500.00
2009	Travel Grant	Clemson University	Presenter	750.00
2008	Travel Grant	Clemson University	Presenter	750.00
2006	Efficacy of recirculating aquaculture systems as educational tools in ecology studies	Central Carolina Technical College	Instructor of record	1,000.00
2003	Resident attitudes towards ecotourism and conservation in the Five Blues Lake National Park, Belize	Eastern Kentucky University	Thesis research	650.00

GRADUATE STUDENT COMMITTEES

Brian Abernathy. (2021). *Mountain Bike Tourism and Destination Attractiveness: An Analysis of Push-Pull Motivations*. Master of Sport Management. Troy University, USA.

Huda Khalife. (2021). *Increasing Socio-economic resilience of Utuado Farmers through Agritourism*. Master of Sustainability Solutions. Arizona State University, USA.

Casey Kretors. (2021). *Agritourism in Puerto Rico: Exploring the Spatial Networks of Sustainable Agritourism in the Municipalities of Utuado, Ciales, Florida, and Jayuya*. Honors College Thesis. Arizona State University, USA.

Kristin Weis. (2018). *Social-ecological Resilience and Tourism in The Coastal Zone: A Case Study in Dominica*. Master of Resource Management. University Centre of the Westfjords, Iceland.

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CONSULTATIONS & SYNERGISTIC ACTIVITIES

- 2021 Gullah Geechee Cultural Heritage Corridor, Natural Resources Management Plan, Adhoc Committee
- 2020 Reviewer for the U.S. National Park Service, Cumberland Island National Seashore Visitor Management Plan.
- 2019 Facilitated an agritourism workshop an agritourism disadvantaged and minority farmers. The workshop was a partnership of Troy University, the USDA-funded Southern Sustainable Agriculture Research and Education Program and Albany-based non-profit Southwest Georgia Project for Community Education, Inc.
- 2018 Developed a strategic path and business plan for the communities of Utuado, Puerto Rico to harness community-based agritourism as a development tool for socio-economic development following the devastation of Hurricane Maria. *The Utuado Socioeconomic Health and Development Corporation, Puerto Rico.*
- 2017 Consultant to the Georgia Department of Economic Development's Tourism Resource Team in identifying and developing African American heritage tourism resources for Glynn County, GA. *Georgia Department of Economic Development, Georgia.*
- 2016 Organized and facilitated a roundtable that brought together 17 stakeholders and experts representing 15 public, private and nonprofit entities to discuss a vision for heritage tourism and identification of local heritage tourism assets. *Glynn County, Georgia and the City of Brunswick, Georgia.*
- 2015 Wrote the business plan for the Historic Harrington School of St. Simons Island, GA. Built in the 1920s this historic school was for the children of local African American communities and is now a cultural center and heritage tourism site. *St. Simons African American Heritage Coalition, Georgia.*
- 2014 Oglethorpe Block Redevelopment Project in Historic Downtown Brunswick, GA. Provided consultation related to special tax money and development in Downtown Brunswick centered on the construction of a boutique hotel and conference center. *City of Brunswick, Georgia and Public-Private Partnership Project Management, Inc.*
- 2013 Co-created and was part of the leadership team for the first Canal Alliance Congress. The Congress was a conference for stakeholders along the Illinois & Michigan National Heritage Corridor, in the state of Illinois, representing 35 public, private and nonprofit organizations in the resource areas (as designated in the Corridor Master Plan) of heritage development/tourism; resource protection/preservation; recreation; conservation; and education/interpretation. *Canal Corridor Alliance and Illinois & Michigan National Heritage Corridor.*

CONFERENCE PRESENTATIONS

Price-Howard, L. K., Dixon, H. E., Holladay, P., & Dixon, A. (March 2023). *An ethnographic exploration into international teaching assignments in hospitality and tourism*. Southeast, Central & South American Federation-Council on Hotel, Restaurant, and Institutional Education, Orlando, Fl.

Dixon, A., Holladay, P., & Dixon, H. E. (February 2023). *Residents' perceptions of destination resilience in Da Nang, Vietnam*. Critical Tourism Studies-Asia Pacific Conference Hanoi, Viet Nam.

Bradley, M.J., Maples, J.N., & Holladay, P. (September, 2022). *Technology and social media use of ultramarathon runners*. 2022 National Outdoor Recreation Conference. Knoxville, Tennessee.

Holladay, P.J., Mendez-Lazaro, P., & Brundiars, K. (August, 2022). *Mejorando la calidad de vida y el bienestar de las comunidades rurales de Puerto Rico*. Second Annual Agroturistica de la Montana Conference and Fair. Utuado, Puerto Rico.

Holladay, P.J. (February, 2022). *Practical Tools for Agritourism*. Georgia Grown Symposium, Athens, Georgia.

Holladay, P.J., Mendez-Lazaro, P., & Brundiars, K. (November, 2021). *Using agritourism to increase agricultural sustainability and resilience in the municipality of Utuado, Puerto Rico*. National Extension Tourism Conference. Savannah, Georgia.

Abernathy, B.E., Dixon, A.W., Holladay, P.J. & Koo, G. (October, 2021). *An examination of the travel behaviors and site preferences of Canadian and US mountain bike tourists*. Travel and Tourism Research Association Canada Virtual Conference.

Abernathy, B.E., Dixon, A.W., Holladay, P.J. & Koo, G. (March, 2021). *Mountain bike tourism and destination attractiveness: an analysis of push-pull motivations*. Southeast Environment and Recreation Research Virtual Conference. Athens, Georgia.

Esteves, T. & Holladay, P.J. (April, 2021). *Leadership for Ag 4.0-enhancing agricultural sustainability in the Fourth Industrial Revolution (4IR)*. SUSTEX2021, Killeen, Texas.

Holladay, P.J. (March, 2020). *"Don't Ask, Won't Sell": Gullah Geechee and the war for land in coastal Georgia*. International Gullah Geechee and African Diaspora Conference, Conway, South Carolina.

Buice, B., Holladay, P.J, & Wigger, A. (April, 2019). *Coastal Tourism Development*. Coastal Georgia Tourism Conference, Savannah, Georgia.

Holladay, P.J., Pavich, M., Keller, C.T., & Bagwell, T. (March, 2019). *Gullah Geechee Research in the Golden Isles, GA*. International Gullah Geechee and African Diaspora Conference, Conway, South Carolina.

Curriculum vitae for Patrick J. Holladay

Holladay, P.J., Dixon, A.W., Nguyen, M.C., & Nguyen, B.L. (December, 2018). *Do residents derive value from public beach access: Da Nang, Vietnam*. Asia Pacific Travel and Tourism Research Association Conference, Ho Chi Minh City, Vietnam.

Holladay, P.J. (March, 2018). *Agrileisure: the farmers market for food, fun and fellowship*. Southeastern Recreation Research Conference, Athens, Georgia.

Dixon, A.W., Holladay, P.J., Nguyen, M.C., & Nguyen, B.L. (December, 2017). *Estimating residents' willingness to pay for public beach access*. Fourth World Research Summit for Tourism and Hospitality: Innovation, Partnerships and Sharing, Orlando, Florida.

Holladay, P.J. (March, 2017). *Christian tourism options and their transformative potentials*. Everyday Theology Conference: A Theology of Rest and Recreation, Lynchburg, Virginia.

Weis, K., Chambers, C. & Holladay, P.J. (March, 2017). *Social-ecological resilience and the role of tourism in Dominica*. Coastal Transitions: Sustainability Transitions in the Coastal Zone, New Haven, Connecticut.

Holladay, P.J., Dixon, A.W., Nguyen, M.C. & Xu, S. (November, 2016). *Development of resort and beach tourism in Da Nang, Vietnam*. Resort and Commercial Recreation Association 2016 National Conference, Palm Coast, Florida.

Holladay, P.J. (April, 2016). *Reflections on e-service learning in an online tourism class*. 2016 Community-Based Learning: Exploring the Possibilities eConference. Troy University and Portland State University.

Holladay, P.J. (March, 2016). *Ecotourism in coastal Georgia*. 4th Annual Jekyll Island Green Screen Film Festival and Environmental Research Showcase, Jekyll Island, Georgia.

Lanier, P., Holladay, P.J., & Munarura, I. (January, 2016). *Case studies in ecotourism and indigenous tourism: a panel discussion*. Ecotourism and Sustainable Tourism Conference: Transforming Our World Through Sustainable Tourism Solutions, Tampa, Florida

Holladay, P.J., Dixon, A.W., Nguyen, M.C., Xu, S., & Vuong, L.H. (January, 2016). *Stakeholder perceptions of riverine and montane ecotourism development in Da Nang, Vietnam*. Ecotourism and Sustainable Tourism Conference: Transforming Our World Through Sustainable Tourism Solutions, Tampa, Florida

Dixon, A., Dixon, H., & Holladay, P. (December, 2015). *Estimating the value derived by sport tourists from their trip experience*. Third World Research Summit for Tourism and Hospitality, Orlando, Florida.

Holladay, P. J., Bradley, M., Dixon, A., Dixon, H., Keller, C., Madison, L., Ponder, L., & Skibins, J. (June, 2015). *De place dem whbey we fa gadda fa mek we scrong: cultural preservation, resilience and the Gullah-Geechee*. 21st International Symposium on Society and Resource Management Conference, Charleston, South Carolina.

Curriculum vitae for Patrick J. Holladay

Bradley, M., Stella, L., Wu, N., & Holladay, P.J. (June, 2015). *Identifying factors to increase visitation to Kentucky State Parks*. 21st International Symposium on Society and Resource Management Conference, Charleston, South Carolina.

Holdnak, A., Price-Howard, K. & Holladay, P. J. (April, 2015). *Gulf Horizon Oil Spill—5 years later. Impacts on Northwest Florida Coastal Tourism*. Northeastern Recreation Research Symposium, Annapolis, Maryland.

Holladay, P. J. (November, 2014). *Considerations for tourism extension services to enhance local capacities and adaptive governance: two case studies from the Caribbean*. 3rd International Tourism Conference, Tourism and Innovation: Re-inventing, Revolutionizing, Transforming, Montego Bay, Jamaica.

Holladay, P. J. (October, 2014). *Efficacy of reflection journals for student learning in an online environment*. Georgia Education Research Association 39th Annual Meeting, Savannah, Georgia. <https://digitalcommons.georgiasouthern.edu/gera/2014/2014/44/>

Price, L. K., Holdnak, A., & Holladay, P. J. (September, 2014). *A look at the economic impact on the Florida/Alabama Gulf Coast following the BP Oil Spill of 2010*. World Leisure Congress, Mobile, Alabama.

Skibins, J. C., & Holladay, P. J. (March, 2014). *Social network and sustainability analyses for the Illinois & Michigan Canal National Heritage Corridor*. Second Annual Canal Corridor Alliance Conference, Channahon, Illinois.

Holladay, P.J. & Skibins, J.C. (March, 2014). *Stakeholder perceptions of sustainability along the Illinois & Michigan National Heritage Corridor*. Southeastern Recreation Research Conference, Asheville, North Carolina.

Price, L. K. & Holladay, P.J. (November, 2013). *Resorts, resilience and retention: a look at the tourism rebound of the Florida/Alabama Gulf Coast after the BP oil spill disaster of 2010*. Resort and Commercial Recreation Association National Conference, Amelia Island, Florida.

Holladay, P. J., Arze, M., & Skibins, J. C. (March, 2013). *Bridging connections: exploratory social network analysis of the Illinois & Michigan National Heritage Corridor*. George Wright Society Conference on Parks, Protected Areas, & Cultural Sites, Denver, Colorado.

Arze, M., & Holladay, P. J. (March, 2013). *Does nature subsidize costs for ecotourism providers? Externality cost analysis for best business practices in Bolivia*. George Wright Society Conference on Parks, Protected Areas, & Cultural Sites, Denver, Colorado.

Holladay, P. J. (March, 2013). *Social networks: importance, analysis and visualization*. First Annual Canal Corridor Alliance Conference, Channahon, Illinois.

Holladay, P. J., Kelly, W., & Bort, S. (March, 2013). *Creating partnerships and connections in tourism*. First Annual Canal Corridor Alliance Conference, Channahon, Illinois.

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Skibins, J. C., & Holladay, P. J. (March, 2013). *Passageways and partnerships: using best practices in interpretation in the Corridor*. First Annual Canal Corridor Alliance Conference, Channahon, Illinois.

Prim, K. & Holladay, P. J. (April, 2012). *Storm water Management and greenroofs*. University of St. Francis and the American Chemical Society, 9th Annual Green Week Celebration, Joliet, Illinois.

Holladay, P. J., & Powell, R. B. (March, 2011). *An integrated approach to assessing social-ecological resilience and sustainability of community-based nature tourism development in the small island state of the Commonwealth of Dominica*. Resilience, Innovation, and Sustainability: Navigating the Complexities of Global Change. Second International Science and Policy Conference, Tempe, Arizona.

Holladay, P. J., & Powell, R. B. (March, 2011). *Social-ecological resilience and sustainability of community-based nature tourism development: the Commonwealth of Dominica*. George Wright Society Conference on Parks, Protected Areas, & Cultural Sites, New Orleans, Louisiana.

Holladay, P. J. (April, 2010). *The chaotic complexion of complexity and chaos: applications to tourism management*. Twelfth Annual College of Health, Education, and Human Development Faculty Forum, Clemson, South Carolina.

Mainieri, T. L., Hartman, C. L., Holladay, P. J., & Skibins, J. C. (April, 2010). *Examining the effect of generational cohort on civic engagement and social capital*. Twelfth Annual College of Health, Education, and Human Development Faculty Forum, Clemson, South Carolina.

Holladay, P. J., (April, 2009). *Intersecting theories of sustainability and resilience: an application for tourism management*. Eleventh Annual College of Health, Education, and Human Development Faculty Forum, Clemson, South Carolina.

Holladay, P. J., & Skibins, J. C. (April, 2009). *Ecotourism and wildlife impacts: loving nature to death at the ends of the Earth*. Eleventh Annual College of Health, Education, and Human Development Faculty Forum, Clemson, South Carolina.

Holladay, P. J., & Ormsby, A. A. (March, 2009). *A comparative study of local perceptions of ecotourism and conservation at the Five Blues Lake National Park, Belize*. Southeast Chapter of Travel and Tourism Research Association Annual Conference & Tourism Research Symposium, Montgomery, Alabama.

Holladay, P. J., & Baldwin, E. D. (June, 2008). *Whose fault is it? Critical barriers to successful community co-management in the Five Blues Lake National Park, Belize*. Fourteenth International Symposium on Society and Resource Management Conference, Burlington, Vermont.

Holladay, P. J., Schmalz, D. L., & Norman, W. C. (June, 2008). *Reels, Remington's, & reputations: stereotypes of hunters & anglers*. Fourteenth International Symposium on Society and Resource Management Conference, Burlington, Vermont.

Curriculum vitae for Patrick J. Holladay

INVITED SPEAKING, WORKSHOPS & WEBINARS

Holladay, P.J. (February, 2022). *Practical Tools for Agritourism*. Way Green Cooperative & Georgia Grown Trail 17, Waycross, Georgia.

Holladay, P.J. (2021, February). *History of the Gullah Geechee people*. Ft. King George State Historic Site of Georgia Tricentennial Speaker Series.

Holladay, P.J. (2021, February). *Exploring Opportunities of Niche Markets: Agritourism & Cultural Heritage Tourism*. Georgia Department of Economic Development and Georgia Department of Agriculture.

Holladay, P.J. (2021, February). *Defining Ecotourism*. University of Georgia Marine Extension and Georgia Sea Grant Coastal Awareness and Responsible Ecotourism (CARE) certification.

Holladay, P.J. (2021, February). *Managing Visitor Expectations*. University of Georgia Marine Extension and Georgia Sea Grant Coastal Awareness and Responsible Ecotourism (CARE) certification.

Holladay, P.J. (2020, February). *Gullah Geechee Heritage in the Golden Isles*. Coastal Georgia Historical Society.

Holladay, P.J. (2019, September). *Tourism in Georgia*. Georgia Academy for Economic Development. Georgia Department of Community Affairs.

Holladay, P.J. (2019, June). *The Historic Harrington School*. Green Scene of Coastal Georgia, Green Drinks.

Holladay, P.J. (2018, March). *African American and Gullah Geechee Heritage Resources in the Golden Isles*. Gullah Geechee Cultural Heritage Corridor Research Consortium.

Holladay, P.J. (2017, November). *Sustainable Tourism for Development*. Green Scene of Coastal Georgia Eco-lecture Series.

Holladay, P.J. (2017, July). *GCTA 101 or What Can GCTA Do For You*. Georgia Coast Travel Association, St. Simons Island, GA.

Holladay, P. J. (2016, July). *Tourism and its Impact on the Golden Isles*. Golden Isles Employer Committee, Brunswick, GA.

Holladay, P. J. (2015, May). *Heritage Tourism*. Savannah College of Art & Design, Savannah, GA.

Holladay, P. J. (2015, April). *Hospitality, Sports and Tourism Management*. Troy University-Hampton Roads, Virginia Beach, VA.

Curriculum vitae for Patrick J. Holladay

Holladay, P. J. (2014, January). *Troy University and You... Opportunities for Partnerships*. Rotary International, Rotary Club of Brunswick, Brunswick, Georgia.

Holladay, P. J. (2013, November). *An Introduction to Troy University's School of Hospitality, Sport and Tourism Management*. St. Marys Convention and Visitors Bureau, St. Marys, Georgia.

Holladay, P. J. (2013, November). *Towards a Sustainable Regional "Town-Gown" Relationship with Troy University: Students, Employment and Opportunities for Partnerships*. Georgia Department of Labor, Kings Bay Employer Committee Meeting, Kingsland, Georgia.

MEDIA

'US Cities Most Impacted by Leisure and Hospitality Job Loss and Recovery'
<https://www.moneygeek.com/coronavirus/cities-most-hospitality-jobs-impacted-coronavirus/#expert=patrick-j-holladay-phd>

Holladay, P.J. Expert advice in, Kiernan, J.S. (2021). 2021 Memorial Day Facts. *WalletHub*, <https://wallethub.com/blog/memorial-day-stats/21363>

Holladay, P.J. Expert advice in, McCann, A. (2020). Best cities for Christmas. *WalletHub*, <https://wallethub.com/edu/best-places-for-christmas/41924>

Holladay, P.J. Expert advice in, Comoreanu, A. (2015). Best hotel rewards programs. *Cardhub*. <http://www.cardhub.com/edu/best-hotel-rewards-program/#Patrick-J.Holladay>

[Travel Pulse – Which Hotel Rewards Programs are The Best.](#)

TEACHING EXPERIENCE

TROY UNIVERSITY, BRUNSWICK, GA

2013-

HSTM 2201—Introduction to Event Management

HSTM 2210—Industry Fundamentals

HSTM 2220—Introduction to Tourism Management

HSTM 2255—Introduction to Hospitality, Sport and Tourism Management

HSTM 3330—Festivals and Special Events

HSTM 3360—Tourism Principles

HSTM 3377—Domestic and International Tourism

HSTM 4414—Sustainable Tourism

HSTM 4415—Tourism Impacts and Planning

HSTM 4417—Current Issues in Tourism

HSTM 4419—Tourism Enterprises

HSTM 4450—Event Management in Hospitality, Sport and Tourism Management.

HSTM 4460—Leadership Principles in Hospitality, Sport and Tourism Management

HSTM 4490—Senior Seminar

Curriculum vitae for Patrick J. Holladay

THE COLLEGE OF COASTAL GEORGIA, BRUNSWICK, GA 2015-2016

MKTG 4175—Global Marketing
HOSP 4100—Ecotourism

UNIVERSITY OF ST. FRANCIS, JOLIET, IL 2011—2013

RADM 100—Introduction to Recreation and Leisure Service Delivery Systems.
LEAD 101—Introduction to Leadership.
RADM 314—Sustainable Tourism.
RADM 315—Sustainability in the Hospitality Industry.
RADM 322—Outdoor Recreation, the Environment and Society.
RADM 399—Research Methods.
RADM 422—Senior Seminar.
RADM 494—Introduction to Geographical Information Systems.
RADM 498—Internship.

CLEMSON UNIVERSITY, CLEMSON, SC 2007—2011

PRTM 101—Concepts of Leisure.
PRTM 301—Recreation and Society. (Invited Guest Lecturer).
PRTM 900—Qualitative Research Methods. (Invited Guest Lecturer).
FOR 431—Recreation Resource Planning in Forest Management.

TRI-COUNTY TECHNICAL COLLEGE, ANDERSON, SC 2009

BIO 100—Introductory Biology.

FRANCIS MARION UNIVERSITY, FLORENCE, SC 2006—2007

BIO 103—Environmental Biology.
BIO 105—Introduction to Biological Science.

CENTRAL CAROLINA TECHNICAL COLLEGE, SUMTER, SC 2006—2007

BIO 100—Introductory Biology.
BIO 101—Biological Science I.
BIO 102—Biological Science II.
BIO 112—Basic Anatomy and Physiology.
BIO 115—Basic Microbiology.
BIO 205—Ecology.
BIO 206—Ecology Lab.
EVT 201—Environmental Science.

EASTERN KENTUCKY UNIVERSITY 2002—2004

BIO 171—Human Anatomy I, II.
GEO 210—Introduction to Physical Geography.

PROFESSIONAL SERVICE

2017- Board of Directors, GA Grown Highway 17 Agritourism Trail
2015- Editorial Review Board, e-Review of Tourism Research
2015- President, Board of Directors, Georgia Coast Travel Association
2017-2019 Treasurer, Board of Directors, St. Simons Food & Spirits Festival
2016-2019 Associate Editor, Journal of Ecotourism

Curriculum vitae for Patrick J. Holladay

- 2012-2013 Heritage Development & Tourism Chair, Canal Corridor Association of the Illinois & Michigan Canal National Heritage Corridor, LaSalle, IL
- 2011-2013 Board of Directors, Heritage Corridor Convention & Visitors Bureau, Romeoville, IL
- 2008-2011 Student Affairs Committee, International Association for Society & Natural Resources.

UNIVERSITY AND DEPARTMENT SERVICE

TROY UNIVERSITY

- 2022 Troy University, Office of Sponsored Programs, Award of Distinction Committee
- 2021—present Troy University, Undergraduate Academic Council
- 2021—present Sorrell College of Business, College Review Committee
- 2013 – 2016 Chair for the Event Management Certificate committee
- 2015, 16, 17 Faculty judge. CHHS undergraduate/graduate research competition.
- 2014 – 2015 HSTM new faculty search committee.
- 2013 – 2014 Mentor to two Troy University Faculty
- 2013 – 2014 Mentor to new online Troy University undergraduate students
- 2013 Panel member for the Summer Seminar Series.

UNIVERSITY OF ST. FRANCIS

- 2011 - 2013 Executive Sustainability Committee.
- 2011 - 2013 College of Arts & Sciences Curriculum Committee.
- 2011 - 2013 Club Advisor for Recreation Club and Council for Social Activism.
- 2011 - 2013 Co-developer. Department 5-year Strategic Plan and Self-Assessment Plan
- 2011 - 2013 Rho Phi Lambda Readers Panel for applicants inducted into the honorary society
- 2011 - 2013 International Advisory Council.
- 2011 - 2013 Greening of Campus Committee.
- 2011 - 2013 St. Francis Faculty Working Group. South Metropolitan Higher Education Consortium Sustainability Conferences.
- 2011 - 2013 Representative. Canal Corridor Association's Canal Alliance Working Groups Meeting.

CLEMSON UNIVERSITY

- 2010 Graduate Student Government Senator.

COMMUNITY SERVICE

- 2017 – 2020 President, Friends of the Harrington School
- 2015 – 2018 Garden Manager (volunteer), HIS Ministries Community Garden
- 2015 – 2017 Board of Directors, Slow Food Coastal Georgia
- 2014 – 2017 Board of Directors, International Seafarers Center, Brunswick, GA
- 2014 – 2016 Member, Rotary International, Brunswick, GA
- 2011 – 2013 Joliet Township High School (JTHS) Career Academy. Development of JTHS Career Pathway in Hospitality, Tourism & Recreation Management. Advisory Board Member.

Curriculum vitae for Patrick J. Holladay

AWARDS AND PROFESSIONAL RECOGNITION

2022	Troy University	Office of Sponsored Programs Chancellor's Award of Distinction
2017	Troy University	Faculty supervisor for the 1 st place winner in the College of Health & Human Services undergraduate research competition.
2017	Troy University	Faculty supervisor for the 2 nd place winner in the College of Health & Human Services undergraduate research competition.
2016	Troy University	Faculty supervisor for the 1 st place winner in the College of Health & Human Services undergraduate research competition.
2016	Troy University	Faculty supervisor for the 2 nd place winner in the College of Health & Human Services undergraduate research competition.
2015	Troy University	Faculty supervisor for the 1 st place winner in the College of Health & Human Services undergraduate research competition.
2015	Troy University	Faculty supervisor for the 2 nd place winner in the College of Health & Human Services undergraduate research competition.
2011	Clemson University	Graduate Student Award for Excellence
2007-2011	Clemson University	Graduate Research Assistantship
2009	SETTRA	Graduate Student Scholarship
2008	ISSRM	Graduate Student Scholarship
2002-2004	Eastern Kentucky U.	Graduate Research Assistantship

CONTINUED PROFESSIONAL DEVELOPMENT

“Post-Crisis Hospitality Management Certificate”. University of South Florida. (2020)

“Finding and Using Open Educational Resources.” Presented by the Online Learning Consortium in cooperation with Troy University. (2016)

“Grants—How to get them and what to do next.” Presented by Judith B. Margolin via Troy University. (2014)

PROFESSIONAL ORGANIZATIONS

St. Simons African American Heritage Coalition
Golden Isles Chamber of Commerce
Georgia Coast Travel Association
St. Simons Land Trust
100 Miles

Curriculum vitae for Patrick J. Holladay

SOFTWARE AND PROGRAMMING EXPERIENCE

Learning Management Systems: Blackboard and Canvas

Social Network Analysis: Gephi

Statistical: SPSS

Structural Equation Modeling: EQS

Qualitative: QSR NVivo

RELEVANT EXPERIENCE

- 2018- Associate Professor. School of Hospitality, Sport & Tourism Management. Troy University, Troy, AL. Brunswick, GA
- 2013-2018 Assistant Professor. School of Hospitality, Sport & Tourism Management. Troy University, Troy, AL. Brunswick, GA
- 2015-2016 Adjunct Professor. School of Business & Public Affairs. The College of Coastal Georgia, Brunswick, GA
- 2011-2013 Assistant Professor. Department of Recreation, Sport & Tourism Management. University of Saint Francis, Joliet, IL
- 2007-2011 Graduate Research Assistant. Department of Parks, Recreation & Tourism Management. Clemson University, Clemson, SC
- 2009 Adjunct Faculty. Arts & Sciences Division. Tri-County Technical College, Anderson, SC
- 2006-2007 Adjunct Faculty. Department of Biology. Francis Marion University, Florence, SC
- 2006-2007 Adjunct Faculty. Science Department. Central Carolina Technical College, Sumter, SC
- 2002-2004 Graduate Research Assistant. Department of Biological Sciences and Department of Geography & Geology. Eastern Kentucky University, Richmond, KY
- 2005 Desert Tortoise Research Assistant. ITS Corporation/US Department of Defense. Fort Irwin, CA
- 2002-2004 Biological Technician. Eastern Kentucky University/US Department of the Army. Richmond, KY
- 2001-2002 Ecologist. United States Peace Corps: Parks Planning & Administration Advisors. Daphne Institute of Applied Ecology, Bratislava, Slovak Republic

Curriculum vitae for Patrick J. Holladay

- 2000-2001 Ecologist. United States Peace Corps: Parks Planning & Administration Advisors. Zahorie Protected Landscape Area, Malacky, Slovak Republic
- 1998 Outdoor Environmental Educator. Clemson University Outdoor Laboratory, Clemson, South Carolina