

**NANCY GARD McGEHEE  
CURRICULUM VITA**

*Office*

Department of Parks, Recreation, and Tourism Management  
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**EDUCATION**

**Virginia Polytechnic Institute and State University, Blacksburg, VA**

Doctoral Candidate, Dept. of Sociology. Dissertation: "Impacts of Alternative Tourism: A Social Movement Perspective." *June 1999*

M.S. Major: Sociology. Thesis: "The Contribution of Tourism-Related Craft Marketing Cooperatives to Community Development in Appalachia." *Dec. 1994*

**North Carolina State University, Raleigh, NC**

M.S. Major: Tourism Management. Thesis: "Marketing Tourism to the North Carolina State Legislature." *Aug. 1991*

**Marshall University, Huntington, WV**

B.A., Huntington, WV. Major: Sports Marketing and Management. *Dec. 1985*

**SPECIALIZATIONS AND INTERESTS**

Sociological theory of leisure, sport, and tourism  
Community-based development of tourism and recreation  
Tourism marketing and promotion  
Gendered travel motivations and behavior

**PROFESSIONAL EXPERIENCE**

**Academic Experience**

**Concord College, Athens, WV Department of Travel Industry Mgt.**

**Instructor.** Full-time temporary position. Course load of three to four classes per semester. Teaching in areas of tourism marketing, tourism planning, and tourism mgt., Advised 30 students, served on curriculum revitalization committee, student relations committee.

*Jan. 1998-Dec. 1998*

*(Academic Professional experience, cont'd.)*

**Virginia Polytechnic Institute and State University, Blacksburg, VA  
Department of Sociology**

**Graduate Teaching Assistant.** Duties included: teaching assistantship for introduction to Sociology and Social Psychology, guest lecturing on the relationship between tourism and social theory; guest lecturing on the relationship between leisure and social theory, specifically the work-leisure relationship before, during, and after the industrial revolution.

*Aug. 1993 - Dec. 1997*

**Graduate Research Assistant.** Duties included: design and development of a case study of marketing cooperatives in rural Appalachia; implementation of an Agricultural Extension graduate-level telecourse entitled "Rural Communities: Social and Economic Perspectives", technical assistantship that consisted of upkeep and service of software and hardware for the department.

*Aug. 1993 - Dec. 1997*

**Instructor.** First session summer school. Social Psychology.

*May-June 1996*

**Concord College, Athens, WV Department of Travel Industry Mgt.**

**Instructor.** Adjunct instruction of undergraduate courses in tourism marketing and impacts of tourism.

*Aug. 1992-Dec. 1993*

**North Carolina State University, Raleigh, NC.**

**Graduate Assistant.** Duties included: Project Manager for a study of North Carolina Legislators opinions and knowledge of the tourism industry, implemented for the North Carolina Travel Council; Research Assistant with an 18-month visitor study for the Durham Convention and Visitors Bureau.

*Aug. 1990-Aug. 1991*

**Applied Experience**

**Concord College, Athens, WV**

**Interim Director, Appalachian Tourism Research and Development Center.** Managed \$400,000.00 annual grant from the Appalachian Regional Commission (see below for details of the Center's operations).

*May-Dec 1994*

**Assistant Director, Appalachian Tourism Research and Development Center**

*Sept. 1991-Aug.1993*

*Work in all aspects of Center operations, including:*

*Education and Technical Assistance -*

*Development and implementation of Traditional Hospitality Training that may be applied to all aspects of the tourism industry.... Development and*

implementation "One Visitor at a Time", a Train the Trainers approach to Hospitality Training...Development and implementation of "Tourism: Your (*Applied Professional experience, cont'd.*)

Passport to Success," a tourism awareness workshop and manual... Tourism planning assistance to local tourism development entities, i.e. civic groups, Chambers of Commerce, Local Development Districts, through speaking engagements, workshops and seminar presentations. Presentation topics included, but were not limited to: marketing tourism on a limited budget, sustainable tourism marketing and development, marketing bed and breakfasts, and marketing to and preparing for the international tourist...developed a market feasibility study for Civil War site development.

*Research-*

Creating customized reports using computer-generated data derived from the Center's ATRIS (Appalachian Travel Resources Inventory System) database. These reports are used in communities to act as a starting point in the process of strategic planning, development and marketing. Compilation of "A Survey of Lodging Tax in the Appalachian Region."

*Information Dissemination-*

All aspects of production of The Forum, the quarterly newsletter of the ATRDC. Development of a descriptive promotional brochure for the Center. Creation of a promotional brochure for ATRIS (Appalachian Travel Resources Inventory System)...Compilation of a Clearinghouse Directory of experts in the tourism industry in Appalachia... Establishment of the Center's Library.

*Other Responsibilities-*

Proposal writing for various projects...Co-author of ATRDC long-range strategic plan.

**Marketing Division, Raleigh Parks and Recreation, Raleigh, NC**

**Marketing and Program Development Assistant.** Worked in all aspects of marketing and program development of the Raleigh Parks and Recreation Department. Special projects included market analysis of area art centers, and a demographics study for all areas surrounding community centers in the city.

*Aug. 1990-Aug.1991*

**Smithfield Parks and Recreation, Smithfield, NC.**

**Program Coordinator.** Developed and implemented all non-athletic recreation programs for a town of 8,000.

*Sept. 1988-Aug. 1990*

**Forest Hills Sports Medicine, West Palm Beach, FL**

**Marketing Coordinator.** Responsible for all marketing activities of the sports medicine clinic, including a quarterly newsletter and annual advertising campaign. Also coordinated rehabilitation for members of the Montreal Expos single-A professional baseball team.

*Aug. 1986-Aug. 1988*

## PROFESSIONAL SERVICE AND INVOLVEMENT

### *Memberships*

Travel and Tourism Research Association (TTRA)	<i>1991 to present</i>
Travel Industry Association (TIA)	<i>1991 to 1994</i>
Southern Sociological Society (SSS)	<i>1993 to present</i>
National Recreation and Parks Association (NRPA)	<i>1996 to present</i>

### *Other*

Reviewer, Poster Sessions, TTRA's 26th Annual Conference	<i>1995</i>
Referee, Journal of Tourism Analysis	<i>1998</i>

## PROFESSIONAL PRESENTATIONS

"We Can 't Get No Respect: Using Sociological Theory to Explain Travel and Tourism" Presented at the 1997 Southern Sociological Society Meeting, New Orleans, Louisiana, April 1997.

"Gender and Travel Motivation" Presented at the 1996 Travel and Tourism Research Association Annual Conference, Las Vegas, Nevada, June 1996.

"Tourism-Related Craft Marketing Cooperatives: What are the Effects on Rural Communities?" Presented at the 1995 Southern Rural Sociological Society Meeting, New Orleans, Louisiana, January, 1995.

"Formal Versus Substantive Rationality and its Effects on Tourism Related Cooperatives and Community Development." Presented at the 1994 International Symposium of Tourism Development, sponsored by Northern Arizona University, Phoenix, Arizona, May 1994.

"Marketing Tourism to the North Carolina State Legislature". Presented at the 1992 Travel and Tourism Research Association Annual Conference, Minneapolis, Minnesota, June 1992.

"Marketing Tourism to the North Carolina State Legislature - Preliminary Results". Presented at the South-eastern Recreation Research Symposium, Asheville, North Carolina, February 1991.

## AWARDS AND HONORS

*1992 Travel and Tourism Research Association Boeing Student Research Award.* This international award included registration and expenses for the 1992 Travel and Tourism Research Association's annual conference, held in Minneapolis, Minnesota, and a \$1,000.00 cash award.

## PROFESSIONAL PUBLICATIONS

### *Refereed Journal Articles*

McGehee, N.G. and Alison C. Meares. 1998. "A Case Study of Three Tourism-related Craft Marketing Cooperatives in Appalachia: Contributions to Community." *The Journal of Sustainable Tourism*, 6:1, 4-25.

McGehee, N.G., Laurie Loker-Murphy, and Muzaffer Uysal. 1996. "The Australian International Pleasure Travel Market: Motivations from a Gendered Perspective." *The Journal of Tourism Studies*, 7:1, 45-57.

*Publications in Conference/Meeting Proceedings*

McGehee, N.G. (1994). "Formal Versus Substantive Rationality and its effects on Tourism Related Cooperatives and Community Development". *Proceedings of the 1994 International Symposium of Tourism Development*, sponsored by Northern Arizona University, Phoenix, AZ.

McGehee, N.G.. (1992). "Marketing Tourism to the North Carolina State Legislature". *The 23rd TTRA Annual Proceedings*. Minneapolis, Minnesota.

McGehee, N.G.. (1991). "Marketing Tourism to the North Carolina State Legislature - Preliminary Results". *Proceedings of the Southeastern Recreation Research Symposium*. Asheville, North Carolina.

*Other Publications and Reviews*

McGehee, N.G.. 1998. "Book Review of *Tourism: A Gender Analysis*, edited by Vivian Kinnaird and Derek Hall". *Tourism Analysis*, 1:2, 1998.

McGehee, N.G. and Gordon Walker. 1997. "NRPA Congress Review: The Future - Yours To Create," *Tourism Analysis*, Inaugural Issue, 1:1, 1997.

McGehee, N.G., G. Brothers, and C. Jurowski. 1995. "Review of 1994 Travel and Tourism Research Association Conference," *Journal of Travel Market Research*, Winter 1995.

Friedman, Larry, and N.G. McGehee. 1994. *Gaming and Rural Development - The Good, the Bad, and the Ugly*. Athens, WV. Appalachian Tourism Research and Development Center.

Koth, Barbara, Glenn Kreag and Matthew Robinson, eds. 1994. *Q and A About Rural Tourism Development: Based on Audience Questions from the Turn It Around with Tourism Teleconference*. Minneapolis. Tourism Center, University of Minnesota.

McGehee, N.G.. 1993. "Textbook Review of *Passport: An Introduction To The Travel and Tourism Industry*, by David C. Howell." *Journal of Travel Research*, Summer 1993.

## **TEACHING EXPERIENCE**

### TIM 250: Introduction to Tourism Promotion

All aspects of tourism marketing. Primary end product: A Destination Marketing Organization Marketing Plan. Applied orientation includes frequent guest speakers from various elements of the tourism industry.

### TIM 311: Economic, Social, and Cultural Impacts of Tourism

Theoretical and practical examination of the positive and negative impacts of tourism. Introduction to identification, interpretation, and evaluation of various methods of impact measurement.

TIM 340: Geography for the Travel Professional

Comprehensive overview of world geography and its extreme relevance to tourism planning and promotion. Fundamentals of geographical concepts, using a variety of audio-visual methods including the Internet.

TIM 402: Computer Reservation Systems

Introduction to APOLLO reservation systems software. Extremely applied coursework that develops skills in lodging, transportation and attractions reservations using APOLLO tutorials.

TIM 415: Meetings and Conventions Management

Foundations of marketing and management of the meetings and conventions industry. Focus on the planning, implementation, and follow-up necessary for successful meetings and convention sales.

TIM 458: Senior Seminar on Tourism Planning and Promotion

Highly individualized capstone course culminating in a major senior paper and project for all graduates with a planning and promotion emphasis.

SOC 1121: Introduction to Sociology

Survey course designed to familiarize students with the basic theoretical and practical applications of sociology.

SOC 2304: Individual in Society

Social Psychology course that aspires to examine the everyday interaction of people and the influences of those interactions. Theoretical fundamentals of social psychology with a strong interest in examination of practical applications.