

VITA

STEPHEN M. HOLLAND

TITLES

Professor Emeritus, Ph.D.

Certified Park & Recreation
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ADDRESS

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EDUCATION

B.S. 1973	University of Maryland	Psychology
B.S. 1976	University of Maryland	Conservation & Resource Management
M.S. 1979	Texas A&M University	Recreation & Resources Development
PhD. 1985	Texas A&M University	Recreation & Resources Development

PROFESSIONAL EXPERIENCE

Professor Emeritus (University of Florida) 2016 (Aug)-present: advised several graduate students and formally served as committee member on tourism doctoral committee, available for consulting research opportunities, guest lectures and advise newer faculty as needed and write recommendation letters for former students; continued leading study abroad trips in 2018 & 2019; spend some time in summers in Adirondack State Preserve in New York state.

Professor (University of Florida) - 2014 to 2016: Tenured; Graduate faculty status, Graduate Coordinator (2011-present); conduct park, tourism, coastal and river water based recreation research; teach graduate and undergraduate courses, conduct study abroad class in New Zealand and serve on multiple committees.

Associate Professor (University of Florida) - 1992 to 2014: Tenured; Graduate faculty status, Department Chair (2003 – 2007); Graduate Coordinator (2001 – 2003; 2011-2014); Director, Center for Tourism Research and Development (1994-2001), Associate Director, Eric Friedheim Tourism Institute (2008- 2014); conduct park, tourism, coastal and water based recreation research; teach graduate and undergraduate courses and serve on multiple committees.

Department Chair (University of Florida) – July 2003 to June 2007: Chair department with ~900 students and 18 faculty; supervise 5 staff; manage \$2 million budget; hire new faculty; make tenure and promotion decisions; represent Department within and outside University. Oversaw integration of Sport Management program into Dept. of Rec., Parks & Tourism and renaming of department to include Sport Management.

Assistant Professor (University of Florida) - Jan. 1986 to July 1992: Teach graduate and undergraduate resource recreation, current issues and evaluation and research methods courses. Graduate faculty status, serve on committees and conduct park, tourism, coastal and water based recreation research.

Visiting Lecturer-Assistant Professor (University of Illinois) - Aug. 1984 to Dec. 1985: Teach undergraduate outdoor recreation classes. Research Coordinator Illinois-Indiana Sea Grant Program.

Research Associate (Texas A&M University) - Jun. 1985 to Aug. 1985: Develop survey items for state fishing survey. Assistance with economic impact of fishing studies.

Research Assistant (Texas A&M University) - Jan. 1980 to Aug. 1984: Research Coordinator for two Sea Grant recreation research projects and two National Park Service recreation research projects.

COURSES TAUGHT

Undergraduate

LEIST 141 Introduction to Outdoor Recreation (U. of Illinois)

LEIST 199 Outdoor Recreation Activities (U. of Illinois)

LEI 3250 Outdoor Recreation Trends and Issues*

LEI 3180 Current Trends in Leisure Service

LEI 3400 Recreation Programs

LEI 3546 Park Management*

LEI 3830 Principles of Travel and Tourism

LEI 3831 Tourism Development

LEI 4833 Ecotourism*

LEI 4880 Evaluation of Leisure Services**

LEI 4905 Outdoor Recreation and Rural Tourism Consortium*

LEI 4940 Internship in Leisure Services

LEI 4955 Humans and the Environment (Study Abroad Course in North Queensland, Australia)

LEI 4955 Humans and the Environment (Study Abroad Course in Sydney, Australia)*

LEI 4955 Environmental Sustainability (Study Abroad Course in New Zealand) 4 times

LEI 4955 Adventure Recreation & Tourism (Study Abroad Course in New Zealand)

Courses Taught (continued)

Graduate

LEI 5188 Trends in Leisure Studies

LEI 5255 Outdoor Recreation Management*

LEI 6557 Recreation Management and Development in the Coastal Zone*

LEI 6834 Ecotourism*

LEI 6839 Heritage Tourism* (developed course proposal but did not get assigned to teach it)

LEI 6971 Master's Thesis Research

LEI 7933 Doctoral Research Seminar*

HLP 6345 Research Methods in Recreation, Parks & Tourism

HLP 5936 PhD Professional Development Seminar*

* new courses developed

** entire course videotaped and available for on-line distance education; also taught in regular classroom settings multiple times.

AWARDS

Gulf of Mexico Fishery Management Council Certificate of Service in recognition of distinguished and dedicated service to the people of the Gulf states on the Socioeconomic Scientific Statistical Committee, 1991-2015, presented July 9, 2015 by Douglas Gregory, Executive Director.

Dr. Stephen Holland and his former doctoral student Dr. Chul Jeong were selected by the *Journal of Travel & Tourism Marketing* Editorial Board as one of the two recipients of the "Martin Oppermann Memorial Award" for the Best Article of the Year 2012 for their article "Destination Image Saturation." Award was announced and presented in February, 2014.

Nominated to submit application to NOAA Director to be considered to serve as Florida representative to the Gulf of Mexico Fishing Management Council. One of three finalists, but not selected to be Council Member by Governor Scott.

Plaque of Appreciation for "Dedicated and Steady Leadership" as FDE President, October, 2011

Sole candidate nominated from college for the Doctoral Dissertation Advisor/Mentoring Award, November 2009.

Designated as Outstanding Teacher by College of Liberal Arts & Sciences, Fall Convocation, Oct. 2, 2008.

National Society for Park Resources Service Award for Board of Director Service, October 2006.

National Society for Park Resources William Penn Mott, Jr. Award for Excellence, October 2004

Awards (continued)

Listed in Cambridge Who's Who among Executives and Professionals, Honors Edition, 2006-07 and 2007-08, 2008-09 Editions.

National Society for Park Resources Service Award for Board of Director Service, October 2003.

University of Florida Research Foundation Research Professorship Award, October, 2003-2006.

Plaque of Appreciation for Seventeen Years of Leadership at the National Outdoor Recreation and Rural Tourism Consortium, September, 2003.

Certificate of Appreciation, Alachua County Partnership Celebration, Alachua County Board of County Commissioners, September, 2002.

Plaque of Appreciation for Ten Years of Leadership at the National Outdoor Recreation and Rural Tourism Consortium, September, 1996.

Department Teacher of the Year Award, April, 1994

University Teaching Improvement Plan Award, December, 1994

Society of Park and Recreation Educators President's Recognition Award for Outstanding and Dedicated Service, October, 1992.

Recipient of the University of Florida "Outstanding Achievement and Performance Award", October, 1990

Listed in "Who's Who of Emerging Leaders of America", 3rd Edition, 1990.

Certificate of Appreciation, Florida Recreation and Park Association, New Member Recruitment, September, 1989.

PUBLICATIONS

Book Chapters

Kil, N., Kim, J. J., Holland, S., & Kim, J. (2019). Relationships between experiential benefits, place attachment, health/well-being, and healthy lifestyle behaviors for forest therapy campers. *International Handbook of Forest Therapy*: International Nature and Forest Therapy Alliance (INFTA), Melbourne VIC, Australia.

Holland, S. and P. Eagles. 2006. "Parks in Canada and the United States" In: *Introduction to Recreation and Leisure*, edited by Human Kinetics, Champaign, IL; pp. 75-108.

Milon, J. W., S. Holland and D. Whitmarsh. 2000. Social and economic evaluation methods. Chapter 6 in: W. Seaman (Ed) *Artificial reef evaluation with application to natural marine habitats*. Boca Raton, FL: CRC Press. pp. 165-194.

Monographs

Thapa, B., Holland, S. (co-author), & Absher, J. 2008. Perceived risk, attitude, knowledge and reactionary behaviors towards wildfires among Florida tourists (pp. 87-101). *Fire Social Science Research* GTR-PSW-209 U.S. Department of Agriculture-Forest Service: Riverside, California. http://www.fs.fed.us/psw/publications/documents/psw_gtr209/psw_gtr209.pdf

Holland, S., B. Thapa and L. Pennington-Gray. 2001 *Recreation Facility Population Ratios: a review of the literature and state of the art*. Department of Environmental Protection, Office of Park Planning. 17 p.

Holland, S., L. Pennington-Gray, and B. Thapa. 2001. *Outdoor Recreation Needs Assessment for Florida: where do we go from here?* Department of Environmental Protection, Office of Park Planning. 29 p.

Refereed Publications (59)

Kim, S-H., Kim, M.S., Holland, S & Townsend, K (accepted). Consumer-based brand authenticity and brand trust in brand loyalty in the Korean Coffee shop market. *Journal of Hospitality & Tourism Research*.

Kim, S-H., Kim, M.S., & Holland, S. 2019. Effects of intrinsic motivation on organizational citizenship behaviors of hospitality employees: The mediating roles of reciprocity and organizational commitment. *Journal of Human Resources in Hospitality & Tourism* 19 (2), 168-195.

PUBLICATIONS, Refereed Publications (continued)

Pennisi, L., Lackey, N.Q. and Holland, S. 2017. Can an immersion exhibit inspire connection to nature and environmentally responsible behavior? *Journal of Interpretation Research* 22(2) 1-21.

Kim, M., Thapa, B. & Holland, S. 2018. Drivers of market and eco-performance in the foodservice industry. *International Journal of Contemporary Hospitality Management*, 30 (2) 720-739.

Kim, S. H., Kim, M. S., Holland, S. & Han, H.S. 2018. Hospitality employees' citizenship behavior: The moderating role of cultural values. *International Journal of Contemporary Hospitality Management* 30 (2)662-684.

Kim, S. H., Kim, M. S., & Holland, S. 2018. How customer personality traits influence brand loyalty in the coffee shop industry: The moderating role of business types. *International Journal of Hospitality & Tourism Administration*, 19 (3), 311-335.

Kim, J., Kil, N., Holland, S. & Middleton, W. 2017. The effect of visual and auditory coherence on perceptions of tranquility after simulated nature experiences. *Ecopsychology* 9(3)182-189.

Kim, S-H, M. Kim, H-S Han, S. Holland. 2016. The determinants of hospitality employees' pro-environmental behaviors: The moderating role of generational differences. *International Journal of Hospitality Management*, 52:56-67.

Kil, N., Holland, S., & Stein, T. 2015. Experiential benefits, place meanings, and environmental setting preferences between proximate and distant visitors to a national scenic trail. *Environmental Management*, 55, 1-15.

Jin, L., Zhang, J., Pitts, B. Connaughton, D., Swisher, M. Holland, S. & Spengler, J. 2015. Factors associated with an athletic donors' intention to donate to green stadium initiatives of a college athletic program. *International Journal of Event Management Research* 10(1) 37-62.

Mao, L., J. Zhang, D. Connaughton and S. Holland. 2015. Examining the impact of socio-demographic factors on the demand for sports lottery. *Asia Pacific Journal of Sport and Social Science*, 4(1) 34-42.

Cole, Z., S. Holland & H. Donohoe. 2015. A social values typology for comprehensive assessment of coastal zone ecosystem services. *Society and Natural Resources*, 28:1-18.

McCormick, J.G. and S.M. Holland. 2015. Strategies in use to reduce incivilities, provide security, and reduce crime in urban parks. *Security Journal* 28, 374-391.

PUBLICATIONS, Refereed Publications (continued)

Kil, N., Holland, S. M., & Stein, T. V. 2014. Structural relationships between environmental attitudes, recreation participation motivations, and environmentally responsible behaviors. *Journal of Outdoor Recreation and Tourism*, 7-8, 16-25.

Kil, N. T. Stein, & S. Holland. 2014. Influences of wildland-urban interface and wildland hiking areas on experiential recreation outcomes and environmental setting preferences. *Landscape and Urban Planning*, 127:1-12.

Kil, N., S. Holland & T. Stein. 2014. Place meaning and participatory planning intentions. *Society and Natural Resources*, 27, 5:475-49.

Buta, N., S. Holland, & K. Kaplanidou. 2014. Local communities and protected areas: the mediating role of park attachment for pro-environmental civic engagement. *Journal of Outdoor Recreation and Tourism* 5-6: 1-10.

Cazanova, J., R. Ward & S. Holland. 2014. Habit persistence in air passenger traffic destined for Florida. *Journal of Travel Research*, 53, 5: 638-655.

Mao, L., J. Zhang, D. Connaughton, S. Holland and J. Spengler. 2013. An associative learning account of branding effects of sponsorship. *Journal of Customer Behaviour* 12, 1, 25-51.

Buta, N. S. Holland and M. Brennan. 2013. Residents interactions' with and attachments to Retezat National Park, Romania: Implications for environmental responsibility. *World Leisure* 55, 2, 1-16.

Thapa, B., I. Cahyanto, S. Holland and J. Absher. 2013. Wildfires and tourist behaviors in Florida. *Tourism Management* 36, 284-296.

Jeong, C. and S. Holland. 2012. Destination image saturation. *Journal of Travel and Tourism Marketing* 21, 501-519. {Awarded "Best Paper" of 2012 by JTTM Editorial Board}

Kil, N. T. Stein, S. Holland & D. Anderson. Understanding place meanings in planning and managing the wildland-urban interface: The case of Florida trail hikers. *Landscape and Urban Planning* 107, 370-379.

Buta, N., M. Brennan and S. Holland. Rural Romanian communities: A mixed method investigation of community attachment. *Journal of Rural Social Sciences* 27, 1, 24-51.

PUBLICATIONS, Refereed Publications (continued)

Kil, N., Holland, S., & Stein, T. 2012. Identifying differences between off-highway vehicle (OHV) and non-OHV user groups for recreation resource planning. *Environmental Management* 50, 3, 365-380.

Kim, S., S. Holland and H.S. Han 2012. A structural model for examining how destination image, perceived value, and service quality affect loyalty: a case study of Orlando. *International Journal of Tourism Research* 15, 4, 313-328.

Kil, N., Holland, S., Stein, T and Ko, Y. 2012. Place attachment as a mediator of the relationship between nature-based recreation benefits and future visit intentions. *Journal of Sustainable Tourism* 20, 4, 603-626.

Jun, S., and S. Holland. 2012. Information-processing strategies: a focus on pictorial information roles. *Journal of Travel Research* 51, 2, 205-218.

Jeong, C., S. Holland, S. H. Jun, and H. Gibson. 2012. Enhancing destination image through travel website information. *International Journal of Tourism Research* 14, 1, 16-27.

Oh, C., Lyu, S.O. and S. Holland. 2012. Understanding tourists' preferences for boat fishing trips. *Tourism Economics* 18, 2, 413-429.

Kil, N., Holland, S & Stein, T. 2010. Improving the management of natural resource recreation areas through understanding place attached visitor segments. *Journal of Park and Recreation Administration* 28, 3:16-41.

McCormick, J, S. Holland and L.R. Szydlo. 2010. Experiential learning 2.0: incorporating YouTube® in leisure studies. *Schole* 25:74-78.

Zhang, J. J., Lam, E. T. C., Cianfrone, B. A., Zapalac, R. K., Holland, S., & Williamson, D. P. 2011. An importance-performance analysis of media activities associated with WNBA game consumption. *Sport Management Review* 14:64-78.

Huang, C., Pennington-Gray, L., Thapa, B., Phillips, R. & Holland, S. (2011). Timeshare owners' perceptions of and preferred ways of participating in tourism planning, *Journal of Hospitality Marketing and Management* 20(1):103-120.

Kim, S., H. Han, S. Holland and K. Byon. 2009. Structural relationships among involvement, destination brand equity, satisfaction and destination visit intentions: The case of Japanese outbound travelers. *Journal of Vacation Marketing* 15(4):349-365.

PUBLICATIONS, Refereed Publications (continued)

Zhang, J. J., Fogarty, T. D., Holland, S. & Stotlar, D. K. 2009. Hierarchical relationships among entertainment options, interests in professional sports, and professional sport consumption. *International Journal of Asian Society for Sport, Physical Education, and Dance*, 7(1), 69-84.

Lepp, A. and S. Holland. 2006. A comparison of local attitudes toward state led conservation and community based conservation in the village of Bigodi, Uganda. *Society and Natural Resources Journal* 19:609-23

Pennisi, L., S. Holland and T. Stein. 2004. Tourists viewing bats as a method of species conservation. *Journal of Ecotourism* 3(3):1-13.

Pennington-Gray, L., B. Thapa, and S. Holland. 2002. Florida residents' constraints to parks and public lands visitation: An assessment of the validity of an interpersonal, interpersonal and structural model. *World Leisure* 44(4)51-60.

Ditton, R., S. Holland and D. Anderson. 2002. Recreational fishing as tourism. *Fisheries* 27(3)17-24.

Holland, S., R. Ditton and A. Graefe. 2000. A response to "Ecotourism on trial: the case of billfish angling as ecotourism". *Journal of Sustainable Tourism* 8(4)346-351.

McDonald, D. and S. Holland. 1998. Waves of grain, waves of change: rural tourism and America=s agricultural heritage. *Conservation Voices* 1(5)15-18

Holland, S., R. Ditton and A. Graefe. 1998. An ecotourism perspective on billfish fisheries. *Journal of Sustainable Tourism* 6(2)97-116.

Crotts, J. and S. Holland. 1993. Objective indicators of the impact of rural tourism development in the state of Florida. *Journal of Sustainable Tourism* 1(2)112-120.

Roehl, W., R. Ditton, S. Holland, and R. Perdue. 1993. Developing new tourism products: sport fishing in the Southeast United States. *Tourism Management* 14(3)279-288.

Holland, S. and L. Thornton. 1993. Quality control in maintaining certification: the CEU game. *Trends* 30(3)9-13.

Gill, D., R. Ditton and S. Holland. 1993. Charter and party boat operators in the U.S. Gulf of Mexico: a social structure perspective. *Marine Fisheries Review* 55(3)16-20.

Holland, S. Cognitive objectives of consortia curricula. 1993. *Trends* 30(1)20-23.

PUBLICATIONS, Refereed Publications (continued)

Holland, S and R. Ditton. 1992. Fishing trip satisfaction: a typology of anglers. *North American Journal of Fisheries Management* 12:28-33.

Holland, S., R. Ditton and D. Gill. 1992. The U.S. Gulf of Mexico charter boat industry: activity centers, species targeted and fisheries management opinions. *Marine Fisheries Review* 54(2)21-27.

Holland, S. and J. Crotts. 1992. Cooperative tourism development in rural communities. *Visions in Leisure and Business* 11(1)14-23.

Ditton, R., S. Holland and D. Gill. 1992. The U.S. Gulf of Mexico party boat industry: activity centers, species targeted and fisheries management opinions. *Marine Fisheries Review* 54(2)15-20.

Ricci, P. and S. Holland. 1992. Incentive travel: recreation as a motivational medium. *Tourism Management* 13(3)288-296.

Holland, S. 1991. Demographic indicators of the relative need for artificial reefs in Florida. *Coastal Management* 19:219-238.

Holland, S., A. Fedler and R. Ditton. 1986. The group representative bias: another look. *Leisure Sciences* 8(1):79-91.

Thomas, R., S. Holland and R. Ditton. 1985. Measuring the impact of the Ixtoc 1 oil spill on visitation at three Texas public coastal parks. *Coastal Zone Management Journal* 13(2):177-201.

VanDoren, C., S. Holland and J. Crompton. 1984. Publishing in the primary leisure journals: insights into the structure and boundaries of our research. *Leisure Sciences* 6(2):239-256.

Bury, R., S. Holland and D. McEwen. 1983. Analyzing recreational conflicts. *Journal of Soil and Water Conservation* 38(5):401-403.

Manuscripts in Process

Kim, S.H., Kim, M. S., & Holland, S. Innovative behavior motivations among hospitality employees: The mediating role of knowledge management. Submitted to *Asia Pacific Journal of Human Resources* Nov., 2017.

Pennisi, L. and Holland, S. The multidimensional qualities of the human-nature relationship.

Kim, J., Kil, N., Holland, S. & Middleton, W. 2017. The effect of visual and auditory coherence on perceptions of tranquility after simulated nature experiences. *Ecopsychology*

Manuscripts in Process (continued)

Kim, S. H., Kim, M. S., & Holland, S. Hospitality employees' citizenship behavior: The moderating role of cultural values. Submitted to *International Journal of Contemporary Hospitality Management*.

Manafian, H., S. M. Holland, A.T. Williams, & M. Kalashami. The recreational value of Abyaneh Village, Iran utilizing a two-stage Heckman method. May be submitted to *TOURISMOS: International Multidisciplinary Journal of Tourism*.

PUBLICATIONS, Non-refereed Publications

Cichra, C., S. Holland, J. Stephens & A. Croteau. 2013. Recreational impacts on the Rainbow River. *Aquatics* 35, 3, 9-15.

Holdnak, A. and S. Holland. 1996. Edu-tourism: vacationing to learn. *Parks and Recreation* 31(9) 72-76

Holland, S. and E. Thunberg. 1996. Tourism – what's it worth? *Explorer* 2(1):1-2.

Holland, S. 1995. Trends in the Human Dimensions of Recreational Fisheries. pp. 542-544 In: *Proceedings of the Fourth International Outdoor Recreation & Tourism Trends Symposium*. St. Paul: University of Minnesota.

Holland, S. 1993. Challenges in Coastal Recreation Management. *TRENDS* 30(2):2-3.

Humphreys, Jay. 1993. What Makes a Good Fishing Trip? *FATHOM* 5(3) (Article about S. Holland's work).

Holland, S. 1992. Let this be a voice. Editorial for November issue of *Parks and Recreation*, p. 36.

Holland, S., D. Pybas and A. Sanders. 1992. Personal watercrafts: splashing fun, speed and conflict across the water. *Parks & Recreation* 27(11)52-56.

Crotts, J. and S. Holland. 1992. Objective indicators of the social impact of rural tourism development in the state of Florida. *Travel and Tourism Research Association Proceedings* of 1992 TTRA Conference.

Holland, S. 1991. Recreation and tourism: evolution of the social mission. Introductory Section In: Zeiger, J. and L. Caneday (Eds), *Tourism and Leisure: Dynamics and Diversity*. (book) Arlington: National Recreation and Park Association.

PUBLICATIONS, Non-refereed Publications (continued)

Holland, S. and C. Covington. 1991. Directory of recreation programs in NRPA Southern region states. Society of Park and Recreation Educators. Atlanta: NRPA Southern Regional Office.

Mattei, N. 1991. Index identifies best location for artificial reefs. *Fathom* 2(3):9-10. (Summary article on S. Holland's work; Holland provided most of information for article).

Varnes, P. and S. Holland. 1991. Looking out for the environment. *Parks and Recreation* 26(9):84-87.

Holland, S. 1990. Beach parks: environmental beacons. *Parks and Recreation* 25(9):78-82, 112.

Holland, S. and R. Simons. 1990. Balancing recreational uses with the preserve. In: Robert Hutchinson (Ed), Paynes Prairie: People and the Preserve. Gainesville: League of Women Voters.

Holland, S. 1987. Florida outdoor recreation plan. *Florida Recreation and Park News* Spring 1987:26.

Holland, S. 1985. What makes fishermen happy? *Sport Fishing Institute Bulletin* No. 370, 1-2.

PUBLICATIONS, Book Reviews

Holland, S. 2007. Review of "Experience-scapes: tourism, culture and economy" by T. O'Dell and P. Billing (eds), Copenhagen Business School Press, Køge. *Tourism Management*, 28 (4), p.1154-1155, Aug.

Holland, S. 2006. Review of "Ocean Travel and Cruising: a cultural analysis" by A.B. Berger, Haworth Hospitality Press, New York. *Tourism Management* 27: 543.

Holland, S. 2004. Review of "Explore Wine Tourism: management, development & destinations" by Donald Getz, Cognizant Communication Corporation: New York. *Information Technology for Tourism Journal* 7(2).

Holland, S. 1987. Review of: "Marine parks and conservation: challenge and promise (two volumes)." *Leisure Sciences* 9(4):293-295

Holland, S. 1987. Review of: "Marketing government and social services." *Florida Recreation and Park News* Winter: 16

Holland, S. 1985. Review of: "How many is too many? Determining social carrying capacity." *Leisure Sciences* 7(1):245-249.

PUBLICATIONS, Miscellaneous

Technical Reports

Borisovaa, T., Bia, X, Hodges, A & Holland, S. 2017. Economic Importance and Public Preferences for Water Resource Management of the Ocklawaha River. Florida Springs Institute, Gainesville, Florida, 40 p.

Holland, S. 2016. Silver River Recreational Use and Resource Condition Baseline Study. Department of Environmental Protection, Florida Park Service, Tallahassee, 66 p.

Borisovaa, T., Bia, X, Hodges, A & Holland, S. 2016. Tourism and Recreation on the Ocklawaha River: Economic Importance and Public Preferences for Water Resource Management (Phase 1). Florida Springs Institute, Gainesville, Florida, 10 p.

Holland, S. 2014. Delnor-Wiggins Pass State Park Visitor Assessment: Final Report. Department of Environmental Protection, Florida Park Service, Tallahassee, 27 p.

Holland, S (PI), C. Oh, S. Larkin and A. Hodges. 2012. The Operations and Economics of the For-Hire Fishing Fleets of the South Atlantic States and the Atlantic Coast of Florida. NOAA, National Marine Fisheries Service, 150 p.

Holland, S. and S. Kim. 2009. Bicycle rider event participants on Suwannee River Water Management District lands. Suwannee River Water Management District, 18 p.

Holland, S. and S. Kim. 2009. Hunter survey report. Suwannee River Water Management District, 18 p.

Holland, S. 2009. Coastal public beach access sites for 13 Florida panhandle and big bend counties: inventory and descriptions. Florida Coastal Management Program: Department of Environmental Protection, 64 p.

Holland, S. and S. Kim. 2009. Suwannee spring users survey report. Suwannee River Water Management District, 18 p.

Holland, S. and S. Kim. 2009. Anderson spring users survey report. Suwannee River Water Management District, 18 p.

Holland, S. and S. Kim. 2008. Quality of recreation experiences on the Suwannee river water management district lands among special use permit holders. Suwannee River Water Management District, 17 p.

Technical Reports (continued)

Holland, S., R. Swett, B. Delany, T. Ruppert, L. Schnell et al. 2008. Countywide waterways master plan for Alachua county. Alachua County Commission. 472 p.

Holland, S., N.Y. Kil, J. Confer. 2007. Parks and recreation master plan. Putnam County Parks and Recreation, June 2007, 326p.

Holland, S., L. Suau, and N. Kil. 2007. GIS maps of public beach access sites in Florida. Florida Coastal Management Program: Department of Environmental Protection.

Confer, J., S. Holland and N.Y. Kil. 2006. Parks and recreation in Putnam County: A preliminary examination of user characteristics, behaviors and attitudes. Phase 1 Final Report Submitted to the Putnam County Parks and Recreation, 28 p.

Floyd, M. and S. Holland. 2005. Taking fisheries extension/outreach to the people of Florida: focusing on diverse populations. Report submitted to Florida Sea Grant; Gainesville, FL, 9 p.

Fedler, A and S. Holland. 1998-9. Modeling the effects of fisheries regulations and trip attributes on angler behavior. U.S. Department of Commerce.

Stein, T., R. Albritton, M. Floyd, S. Holland. 2005. Jackson county sustainable tourism development plan. Technical report for the Jackson County Tourism Development Council, Marianna, FL. June, 59 p.

Stein, T., S. Holland, M. Floyd and R. Albritton. 2005. Summary report of community survey results on sustainable tourism development in Jackson County. Marianna, FL. January, 55 p.

Confer, J., S. Holland and R. Greist. 2004. Timucuan preserve environs visitor study: Duval County, Florida. Technical Report for Preservation Project Jacksonville, the National Park Service, Florida Division of Recreation and Parks, and City of Jacksonville Department of Parks, Recreation and Entertainment, November, 246 p.

Stein, T., M. Floyd, S. Holland and G. Sanders. 2004. Initial Results from the modified focus group meeting for the Jackson County Sustainable Tourism Plan. Report to the Jackson County Tourism Development Council, FL, June, 6 p.

Thapa, B., S. Holland and J. Absher. 2002. Wildfire and tourist behaviors in Florida. RWU 4902 Technical Report for USDA Forest Service, Southwest Research Station, Riverside, CA. November, 51p.

Technical Reports (continued)

Confer, J., L. Pennington-Gray, B. Thapa, and S. Holland. 2002. Heritage Tourism Study St. Johns County, Florida: Draft Final Report. Technical report for St. Johns County Tourist Development Council and the St. Augustine, Ponte Vedra & The Beaches Visitor and Convention Bureau, October, 113 p.

Pennington-Gray, L. & S. Holland 2001. Study of tourist behaviors and economic impact of tourism in Indian River county- final report. Indian River County Chamber of Commerce, 74 pp.

Holdnak, A. and S. Holland. 2001. Florida State Park Visitors Survey –2000 -Final Report. Florida Department of Environmental Protection. 117 p.

Holland, S., Pennington-Gray, L. and B. Thapa. 2001. Florida Statewide Outdoor Recreation Tourist Participation Survey. Department of Environmental Protection, Office of Park Planning. 87 p.

Holland, S., B. Thapa and Pennington-Gray, L. 2001. Florida Statewide Outdoor Recreation Resident Participation Survey. Department of Environmental Protection, Office of Park Planning. 94 p.

Holland, S. A. Fedler and J.W. Milon. 1999. The operations and economics of the charter and headboat fleets of the eastern Gulf of Mexico and South Atlantic coasts. Technical Report for U.S. Dept of Commerce: National Marine Fisheries Service. 337 p.

Creveling, K., A. Greider, and S. Holland. 1999. Market opportunities for ecotourism in the Mayport area of Northeast Florida. Technical Report for Florida Department of Community Affairs. 53 p.

Holland, S., A. Holdnak and A. J. Fedler. 1996. Florida camper survey. Department of Environmental Protection: Tallahassee. 89 p.

Holland, S. J. Wade and R. Hamann. 1995. Public access to the coast of Florida: 1995 issues. Florida Department of Community Affairs, Office of Coastal Zone Management, 58 p.

Holland, S. and C. Cichra. 1995. Human and environmental dimensions of the recreational use of Blue Run and Rainbow Springs State Park. Florida Department of Environmental Protection: Tallahassee. 197 p.

Holland, S. 1994. Assessing angler preference for management actions directed at marine recreational fisheries. U.S. Department of Commerce, National Marine Fisheries Service; St. Petersburg, Florida. 96 p.

Technical Reports (continued)

Holland, S. and J. Crotts. 1993. Motivations for recreational fishing (Chap. 5) in A Regional Analysis of Florida Resident Anglers' Valuation of Near-Shore Marine Fisheries, J. Walter Milon, and Eric M. Thunberg (Ed.), Florida Marine Fisheries Commission, Tallahassee, pp. 5/1-20.

Milon, J. W. and S. Holland. 1992. Snapshot of an artificial reef (Chap. 3) and reef data: social and economic (Chap. 9) in "Environmental and Fishery Performance of Florida Artificial Reef Habitats", William Seaman, Jr. (Ed.), Florida Dept. of Natural Resources, Tallahassee, pp. 17-28, 175-198.

Holland, S. and J. W. Milon. 1989. The structure and economics of the charter and party boat fishing fleet of the Gulf Coast of Florida. U.S. Department of Commerce, National Marine Fisheries Service; St. Petersburg, Florida. 278 p.

Holland, S. M. 1988. Recreation standards for comprehensive planning in Florida. Florida Department of Natural Resources and Institute of Government. Tallahassee. 136 p.

Holland, S. M. 1988. Charter and Headboat Fishing as a sector of the tourism industry in Florida: guidelines for greater integration and improved economic vitality. U.S. Department of Commerce, National Marine Fisheries Service; St. Petersburg, Florida. 279 p.

Ditton, R. B., S. M. Holland, S. Choi and G. Matlock. 1988. Characteristics, attitudes and preferences of shore-based spring black drum anglers in Galveston Bay, Texas. Management Data Series Report 151; Texas Parks and Wildlife Department; Austin, Texas. 23 p.

Ditton, R. B. and S. M. Holland. 1984. Understanding involved fishermen: a survey of the members of the Gulf Coast Conservation Association. Texas A&M Sea Grant Publication TABU-SG-84-623. 70 p.

Fedler, A., R. B. Ditton, S. Holland and A. R. Graefe. 1982. A user/setting approach to understanding recreational experiences. USDA Forest Service Technical Report. pp. 237-252.

Ditton R. and S. Holland. 1981. The Buffalo National River recreation study. National Park Service Technical Report, Southwest Region. 192 p.

Ditton, R., A. Fedler and S. Holland. 1981. A survey and analysis of use patterns in Santa Elena Canyon, Rio Grande River in Big Bend National Park. National Park Service Technical Report, Southwest Region. 40 p.

EXTERNAL FUNDED GRANTS

GRANTS, Funded and Completed

Borisova, T., Hodges, A. & Holland, S. (consultant). 2017. *Tourism & Recreation on the Ocklawaha River: Economic Importance and Public Preferences for Water Resource Management: Phase 2 –non-drawdown period*, Florida Springs Institute, \$15,000, Feb. 2017 – Oct., 2017.

Holland, S. (PI) and C. Cichra. 2014-16. *Silver Springs Recreational Use Study*. Florida Department of Environmental Protection, Tallahassee. \$125,854.

Borisova, T., Hodges, A. & Holland, S. (co-PI). 2016. *Tourism & Recreation on the Ocklawaha River: Economic Importance and Public Preferences for Water Resource Management: Part 1 – drawdown period*, Florida Springs Institute, \$15,000, Feb. 2016 – Aug. 2016.

Holland, S. 2013-14. (PI) *Delnor-Wiggins Pass State Park Visitor Assessment*. Florida Department of Environmental Protection, Tallahassee. \$42,835.

Cichra, C. and S. Holland (co-PI). 2011-12. *Rainbow River Environmental Study*. Florida Department of Environmental Protection, Tallahassee. \$99,942.

Holland, S. (PI), S. Larkin and C. Oh. 2009-12. *The Operations and Economics of the For-Hire Fishing Fleets of the South Atlantic States and the Atlantic Coast of Florida*. NOAA MARFIN program, National Marine Fisheries Service, Washington, DC. \$215,000.

Holland, S. (PI) 2009-10. *Florida Public Beach Access: Gulf Peninsula County Reports*. Florida Coastal Zone Management Program, Tallahassee, FL. \$49,916.

Oh, C. and S. Holland (co-PI). 2009. *A Stated Preference Choice Model Approach to Understanding Angler Preferences for Various Fishing Trip Options*. The Ocean Conservancy: Houston, TX \$49,696.

Holland, S. (PI) 2007-08. *Evaluating Suwannee River Water Management District recreational programs: Phase II*. Suwannee River Water Management District, Live Oak, FL. \$19,991.

Holland, S. (PI) 2007-08. *Florida public beach access: west Florida county reports*. Florida Coastal Zone Management Program, Tallahassee, \$49,984.

Holland, S. (PI) R. Swett, J. Confer, B. Delaney, and T. Ankersen 2006-07. *Alachua county waterways master plan*. Alachua County Commission. \$160, 353.

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Holland, S. (PI) 2007. *Mapping Florida public beach access sites*. Florida Coastal Zone Management Program, Tallahassee, \$32,161.

Holland, S. (PI). 2006. *Evaluating Suwannee River Water Management District programs*. Suwannee River Water Management District, Live Oak, FL. \$19,983.

Holland, S. (PI) and N. Kil. 2006. *A parks and recreation master plan for Putnam County, Florida: Phase II*. Putnam County Commission. \$24,994.

Holland, S. (PI), M. Spangler, R. Makopondo. 2006-2007. *Recreational fisheries extension outreach to the people of Florida: Year 3*. Sea Grant College Program. \$89,981.

Alavalapati, J., S. Jose, T. Stein and S. Holland (collaborator). 2005. *Creating a cooperative for sustainable management of Florida's public forest resources*. School of Natural Resources and the Environment Seed Grant program, June. \$30,000.

Ward, R., S. Holland (co-PI) and L. Pennington-Gray. 2005. *Feasibility study of measuring the impact of FLAUSA Visit Florida generic promotion programs*. Visit Florida, Tallahassee, \$20,000.

Confer, J., S. Holland (co-PI) and N. Kil. 2005. *A parks and recreation master plan for Putnam County, Florida*. Putnam County Commission. \$28,131.

Stein, T., M. Floyd, and S. Holland (co-PI). 2003-2005. *Developing a sustainable tourism plan for Jackson County, Florida*. Jackson County Tourism Development Council, \$49,250.

Holland, S. (PI), M. Spangler, R. Makopondo. 2005-2006. *Recreational fisheries extension outreach to the people of Florida: Year 2*. Sea Grant College Program. \$89,981.

Holland, S. (PI), M. Spangler, M. Floyd. 2004-2005. *Recreational fisheries extension outreach to the people of Florida: Year 1*. Sea Grant College Program. \$89,981.

Grist, R., S. Holland (co-PI) and J. Confer. *Recreational user survey for the city of Jacksonville, the National Park Service and Florida State Parks in the Timucuan Preserve Area*. 2001-2003. Preservation Jacksonville. \$137,960.

Thapa, B. and S. Holland (co-PI). 2001-2002. *Changes in tourist behaviors due to wildfires*. USDA Forest Service. \$23,998.

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Grist, R., S. Holland (co-PI) and J. Confer. 2001. *Prospectus for a user survey of Duval county nature parks*. Preservation Jacksonville. \$11,179.

Pennington-Gray, L. S. Holland (co-PI) and D. Mulkey. 2001. *An economic impact assessment of tourism in Indian River County, Florida*. Indian River Board of County Commissioners. \$58,842.

Holland, S., (PI) L. Pennington-Gray and B. Thapa. 2001. *Florida outdoor recreation needs survey*. Department of Environmental Protection, \$83,698.

Holdnak, A. and S. Holland, (co-PI.). 1999-01. *Florida state park satisfaction survey*. Department of Environmental Protection, \$58,300

Adams, C., W. Milon, D. Mulkey, and S. Holland. (co-PI) 1999. *Development of an economic impact assessment methodology for occurrence of red tide*. Florida Department of Environmental Protection, \$100,000.

Holland, S., (PI) W. Milon and A. Fedler. 1998-9. *The operations and economics of the charter and partyboat fleets of the eastern Gulf of Mexico and South Atlantic coasts*, U.S. Dept of Commerce, \$126,572.

Fedler, A. and S. Holland. 1998-9. (co-PI). *Modeling the effects of fisheries regulations and trip attributes on angler behavior*. U.S. Dept of Commerce, \$72,000.

Holland, S, H. (PI) Gibson and A. Fedler. 1998. *A social science and historical perspective of the saltwater fishing resources of Palm Beach County, Florida*. Department of Environmental Protection and West Palm Beach Fishing Club, \$15, 685.

Holland, S. (PI) and A. Holdnak. 1997-98. *Monitoring camper (residents and tourists) reaction to the presence of pets in Florida state parks*. Department of Environmental Protection, \$24,814.

Holland, S. (PI), A. Holdnak and A. Fedler. 1996. *Florida park management issues: survey of campers*. Division of Recreation and Parks, Department of Environmental Protection, \$29,648.

Holland, S. (PI) and R. Hamann. *Access to the coast in Florida*. 1995. Department of Community Affairs, Florida Coastal Management Program. \$5,000.

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Holland, S. (PI) and J. Crotts. 1994. *Alachua county hotel-motel survey*. Alachua county tourism development council, Alachua County Commission. 1994-95. \$20,000.

Holland, S. (PI) and C. Cichra. 1994-1995. *Human and environmental dimensions of the recreational use of Blue Run and Rainbow Springs state park*. Florida Department of Environmental Protection. \$84,962 (Holland's portion \$48,498).

Holland, S. (PI). 1992-1993. *Assessing angler preference for management actions directed at marine recreational fisheries*. U.S. Department of Commerce, National Marine Fisheries Service. \$31,890.

Holland, S. (PI). 1993. *Florida public beach access inventory with evaluation and needs assessment*. Florida Department of Natural Resources, Feb. 1 - Dec. 30, \$109,877.

Holland, S. (PI). 1992. *Florida outdoor recreation survey*, Florida Department of Natural Resources, Tallahassee, August 1, 1992 - August 30, 1993. \$37,882.

Milon, W. (PI), Thunberg, E., Holland, S. (Associate PI), Adams, C. and Crotts, J. 1991-1992. *Recreational value of near-shore species for different regions of Florida*. Florida Marine Fisheries Commission. \$57,225.

Milon, W. (PI), Thunberg, E., Holland, S. (Associate PI), Adams, C. and Crotts, J. 1991-1992. *A regional analysis of marine recreational fisheries participation and attitudes about fisheries management*. Florida Department of Natural Resources. \$85,331.

Milon, W. (PI) and Holland, S (Co-PI). 1991-1992. *Socio-economic monitoring of artificial reefs*. Florida Department of Natural Resources. \$41,514.

Holland, S. (PI). *Enhancement of teaching materials for coastal recreation issues awareness*. . 1991. University of Florida, College of Health and Human Performance. \$458

Holland, S. (PI). 1990-1991. *Graduate student research assistantship support program*. University of Florida Division of Sponsored Research. \$5,168.

Holland, S. (PI) 1987-1988. *Establishing localized recreation standards for comprehensive planning*. Florida Department of Natural Resources and Institute of Government. \$26,400.

Holland, S. (PI) and Milon, W. (co-PI). 1987-1988. *The structure and economics of the charter and party boat fishing fleet of the gulf coast of Florida*. U.S. Department of Commerce, National Marine Fisheries Service. \$59,967

GRANTS, Funded and Completed

Holland, S. (PI). *Develop and evaluate strategies to integrate marine recreational fishing into tourism industry programs with special emphasis to the needs of charter and headboat fishing businesses in the southeast United States*. U.S. Department of Commerce, National Marine Fisheries Service. \$38,044. 1986-1987.

PROPOSALS

Proposals Not Funded

Hammitt, W. (PI). (S. Holland as Florida subcontractor). *Assessing Angler and Non-Angler Demand and Supply for Fishing/Value-Added Products and Services Associated with For-Hire Boat Trips on the US Southeast Coast*. U.S. Department of Commerce, National Marine Fisheries Service. \$29,463 (Holland subcontract amount).

Pennington-Gray, L and S. Holland (co-PI). *A Feasibility Analysis for Silver Springs Ecotourism Resort*. Submitted to Noetic Developments, LLC; October 2011.

Holland, S. (PI). 2008. *Disabled veteran's accessibility to parks and beaches*. Congressional Budget Request \$1,093,803, submitted to Congressman Cliff Stearns, October, 2007 for 2008 federal budget allocation.

Holland, S. (PI). 2008. *Activity wildlife refuges for active living families*. Congressional Budget Request \$685,775, submitted to Congressman Cliff Stearns, October, 2007 for 2008 federal budget allocation.

Holland, S. (PI). 2008. *Roadside nature health stops*. Congressional Budget Request \$774,261, submitted to Congressman Cliff Stearns, October, 2007 for 2008 federal budget allocation.

Spengler, J., D. Connaughton and S. Holland (co-PI). 2006. *A content analysis of municipal codes relevant to water safety at coastal and Great Lakes beaches*. Submitted to National Sea Grant Law Center, University, MS, \$102,913.

Holland, S., H. (PI) Gibson and C. McCarty. 2006. *National Park Service survey of the American public*. Submitted to the National Park Service, submitted May 2006. \$150,000.

Ward, R., and S. Holland (co-PI). 2006. *Measuring the impact of FLAUSA Visit Florida generic promotion programs*. Visit Florida, Tallahassee, submitted January 2006. 40 p. \$128,100.

Proposals Not Funded (continued)

Confer, J., M. Floyd, H. Gibson, S. Holland (co-PI), L. Pennington-Gray, J. Spengler and B. Thapa. 2004. *Evaluation of Recreational Boating and Fishing Foundation Programs*, submitted to the Recreational Boating and Fishing Foundation, \$218,185.

Floyd, M., S. Holland (co-PI) and C. McCarty. December 2002. *Understanding values, attitudes and visitation patterns among south Florida residents in relation to National Park system units in south Florida*, submitted to the National Park Service. \$69,400.

Deuver, L., K. Whitney, D. Jackson, S. Holland, J. Jacob, and J. Marion. 2002. *Suwannee River wilderness trail recreational use survey*, DEP Solicitation Number 2002019C. Florida Department of Environmental Protection, Tallahassee, \$36,000.

Holland, S. and A. Fedler. 2002-2003 *A social and demographic examination of recreational fishing participation in the United States*. International Association of Fish & Wildlife Agencies, Washington, DC. \$71,400.

Pennington-Gray, L.M. Floyd and S. Holland. 2002. *Tourist development strategic plan for Sarasota County, Florida*. Sarasota County Government. \$80,000.

Alavalapati, J, D. Carter, A. Hodges, and S. Holland. 1999. *Forest recreation in Florida*. Submitted to Florida Department of Community Affairs, February, 1999.

Donelin, DW, SM. Holland and PD. Zwick. 1996. *A recreational assessment and recreational demand study of the Suwannee River and its tributaries*. Suwannee River Water Management District. \$75,000.

Dueva, L. and S. Holland (Co-PI). 1995. *Recreational assessment and demand study of the Suwannee River and its tributaries*. Suwannee River Water Management District, \$49,000.

Holland, S. (PI). 1994. *Florida beach user survey*. Florida Department of Environmental Protection, \$122,000.

Holland, S., J. Fletemeyer and S. Freas. 1992. *Surf beach safety and the development of methods to reduce the number of drownings among minority and tourist populations*. Florida Sea Grant College Program, \$49,500.

Zeiger, J. and S. Holland. 1992. *Management preferences and economic impact of recreational user's of South Dakota's water resources*. South Dakota Water Resources Institute, \$19,470.

Proposals Not Funded (continued)

Crotts, J. and S. Holland. 1991. *Strategic planning for tourism development in rural coastal counties*. National Coastal Resources Research and Development Institute. \$32,408.

Holland, S. 1990. *Establishing beach use rates of Florida beaches*. Florida Sea Grant College Program. \$33,000.

Holland, S. and J. Fletemeyer. 1990. *Evaluation of the effectiveness of beach signage with recommendations for improvements to increase public safety*. Florida Sea Grant College Program. \$40,000.

Holland, S., J. Hatched, and R. Grist. 1987. *Conceptual planning of the Walton county beach area improvement program*. Walton County (Florida) Tourist Development Council. \$29,935.

Holland, S. 1986. *A profile of marine recreational fishing in the southeastern United States*. U.S. Department of Commerce, National Marine Fisheries Service. \$37,400.

Holland, S. and J. Zeiger. 1986. *Increasing coastal and marine resource utilization at coastal resorts*. Florida Sea Grant. \$53,500.

RESEARCH PRESENTATIONS AND PAPERS

S. Holland. (presenter) *Benefits of Ecotourism* Citrus County, Florida forum on Economic Development hosted by the Economic Development Authority for Citrus County, November 15, 2018, Lecanto, FL

S. Holland. (presenter) *Parks – Pathways to Health*. Presentation to University of Florida Department of Human Resources and University Staff as part of the Employee Wellness program, March 7, 2018, Gainesville, FL

Manafian, H. Thapa, B. & Holland, S. (co-author) *Factors that influence tourists' willingness to pay intentions and behaviors towards entry fees at Abyaneh village, Iran*. Health & Human Performance college Graduate Student Research day, poster session, October 30, 2015, Gainesville, FL

Dhakal, B., Thapa, B. & Holland, S. (co-author) *Ethics and issues of elephant safari tourism in Chitwan national park, Nepal*. Health & Human Performance college Graduate Student Research day, poster session, October 30, 2015; Gainesville, FL

Manafian, H, and S. Holland (co-author). *Abeyanth village as at tourism destination*. Stanley Lecture Health & Human Performance college poster session, March 26, 2015, Gainesville, FL

Holland, S. (presenter). *Monitoring ecotourism trends*. Presented at annual meeting of Florida Society for Ethical Ecotourism, Gainesville, June 28, 2015.

Holland, S.M. (presenter). *National parks in the US*. Presented to attendees of the New Zealand Tourism and Adventure Recreation study abroad class, Mount Cook, New Zealand, May 30, 2015.

Holland, S.M. (presenter). Gulf of Mexico Fishery Management Council, *Socioeconomic Scientific Statistical Committee report*, Biloxi, MS, August 26, 2014.

Holland, S.M. (presenter). *Origins and leaders of the National park idea*. Presented to attendees of the New Zealand Tourism and Adventure Recreation study abroad class, Te Anau, New Zealand, June 3, 2013.

Holland, S. (presenter) and C. Cichra. *Assessing recreational use and environmental impacts on the Rainbow River*. Northeastern Recreation Research Symposium. Cooperstown, NY, April 7, 2013.

RESEARCH PRESENTATIONS AND PAPERS (Continued)

Cole, Z., S. Holland, (co-author) G. Coffin. *Social values & ecosystem services in coastal environments*. 4th International Eco Summit, Ecological Sustainability: Restoring the Planet's Ecosystem Services, Columbus, OH, October 2, 2012.

Cole, Z., H. Donohoe & S. Holland (co-author). *Advancing e-delphi methodologies in coastal resource management*. College of Health and Human Performance Student Poster Session, Gainesville, FL, October 23, 2012

McCormick, J. S. Holland (co-author) and H. Bell. *Incorporating web 2.0 technology into leisure studies: a qualitative assessment*. Leisure, Recreation, Sport, and Tourism Educators Teaching Institute. February 18, 2011, Rutledge, GA.

Kil, N., Holland, S. M. (co-author), Stein, T. V., Jeon, H. (presenter), & Park, S. *An importance-performance approach to understanding satisfaction and recreation benefits as antecedents to place attachment*. Paper presented at the 11th World Leisure Congress, ChunCheon, Korea, August 28 - September 2, 2010.

Holland, S. (presenter) *Overview of Friedheim Institute ecotourism and water-based tourism projects*. Eric Friedheim Foundation board. Orlando, FL, June 18, 2010.

Stein, T. V., Kil, N., & Holland, S. M. (co-author). *Integrating place attachment into outcomes-focused management*. Paper presented at the XXIII International Union of Forest Research Organizations (IUFRO) World Congress: "Forests for the Future: Sustaining Society and the Environment," Seoul, Korea, August 23-28, 2010.

Lee, YongKi, Kim, Soon-Ho, Lee, Choong-Ki and. Holland, Stephen (co-author). 2011. *Trust transfer effects on values and attitudes toward China and the Shanghai Expo 2010*. Proceedings of ICHRIE 4; Denver, CO July 28.

Makopondo, R. and S. Holland (presenter). *Fisheries management, diversity, recreational fishing and information needed for effective outreach to Latinos*. 23rd Northeastern Recreation Research Symposium. April 11, 2011. Bolton Landing, NY.

S. Holland. (presenter) *Potential impacts of Gulf oil spill on ecotourism and nature-based recreation on Florida coasts*. Florida Alumni Association, July 27, 2010; Gainesville, FL. {was later told that this was the most viewed archived presentation on-line of the six presentations from this session archived on-line}

RESEARCH PRESENTATIONS AND PAPERS (Continued)

L. Pennisi, S. Holland (presenter) and K. Kensinger. *The multiple dimensions of connection to nature*. Leisure Research Symposium, NRPA Minneapolis, MN; October 27, 2010.

Kil, N., S. Holland (presenter) and T. Stein. *Improving the management of natural resource recreation areas through understanding place attached visitor segments*. National Recreation and Park Association Congress Poster Session, Minneapolis, MN; October 27, 2010.

Kil, N., Holland, S. M. (co-author), & Stein, T. V. (presenter) (2010, October). *Improving the management of natural resource recreation areas through understanding place attached visitor segments*. Paper presented at the National Recreation and Park Association Leisure Research Symposium, Minneapolis, MN, October 26-28, 2010.

Kil, N., Holland, S. M. (co-author), Stein, T. V., Jeon, H. (presenter), & Park, S. (2010, September). *An importance-performance approach to understanding satisfaction and recreation benefits as antecedents to place attachment*. Paper presented at the 11th World Leisure Congress, ChunCheon, Korea, August 28 - September 2, 2010.

Stein, T. V. (presenter), Kil, N., & Holland, S. M. (co-author) (2010, August). *Integrating place attachment into outcomes-focused management*. Paper presented at the XXIII International Union of Forest Research Organizations (IUFRO) World Congress: "Forests for the Future: Sustaining Society and the Environment," Seoul, Korea, August, 23-28, 2010.

Pennisi, L. & Holland, S. (co-author) (2010). *Development of a connection to nature scale*. 24th International Congress for the Society of Conservation Biology: Conservation for a Changing Planet. Edmonton, Alberta, July 4-7.

Kil, N., Holland, S. (co-author), & Confer, J. (2009). *Examining the relationships between constraints to recreation programs, participation, benefits, satisfaction and overall experiences*. National Recreation and Park Association Leisure Research Symposium, Salt Lake City, UT, October 14-18, 2009.

Kil, N., Stein, T., & Holland, S. (co-author) (2009). *Examining the relationships between recreation experiences attained, place satisfaction, place attachment and overall experience in a nature-based recreation area*. National Extension Tourism Conference, Park City, UT, June 14-17, 2009.

Kil, N., Holland, S. (co-author), Fik, T., Stein, T., & Latimer, S. (2009). *Modeling recreation demand with GIS spatial analysis for recreation planning applications*. Shawnee National Forest, Harrisburg, IL, Region 9, USDA Forest Service, June 3, 2009.

RESEARCH PRESENTATIONS AND PAPERS (Continued)

Kil, N., Holland, S. (co-author), & Stein, T. (2009). *Examining differences in recreation behavior between OHV users and non-OHV users in Ocala National Forest, Florida*. 31st Southeastern Recreation Research Conference, Athens, GA, February 22-24, 2009.

Kil, N., T. Fik, S. Holland (co-author), J. Glover and T. Stein. 2007. *Modeling the effects of distance and intervening opportunities on recreation demand in Shawnee National Forest, IL: GIS spatial analysis approach*. Indianapolis, IN Sept. 27.

Kil, N., T. Fik, S. Holland (co-author), and J. Glover. 2007. *Predicting National Forest recreation user-fees and patronage using GIS and spatial models*. ISSRM Park City, UT June 19.

Holland, S. (presenter) 2007. *MegaTrends 2010: Connections to our discipline*. Society of Park & Recreation Educators Department Chairs meeting, St. Augustine, FL, January 31.

Holland, S. (presenter). *Regional partnerships: the Original Florida tourism task force*. National Extension Tourism Conference. Burlington, VT. September 11, 2006.

Holland, S (presenter) and L. Pennington-Gray. *Proposal for a visitor study of tourists to Marion county, Florida*. Presentation to the Marion County Tourism Development Council, Ocala, FL, July 13, 2005.

Thapa, B., S. Holland (presenter) and J. Absher. *Florida tourist segments based on perceptions of risk and safety in outdoor fire situations*. International Society of Social Science in Resource Management, Keystone, CO, June 5, 2004.

Holland, S. (invited presenter). *Sustainable Resort Development: Best Practice Examples*. Presentation at 2003 BELL (Business, Environment, Learning, Leadership) Conference, Ft. Lauderdale, FL, July 19, 2003.

Holland, S. (presenter). *Population Ratios for Outdoor Recreation Facility Planning: Searching for an Empirical Basis*. Presentation at National Association of Recreation Resource Planners Conference, Milwaukee, WI, May 6, 2003.

Pennington-Gray, L. & S. Holland (invited co-presenter). *Hospitality training in Cedar Key*, Cedar Key, FL, May 21, 2003. [full day workshop]

Pennington-Gray, L. & S. Holland (invited co-presenter). *Packaging tourism products for effectiveness*. Presentation for the Florida Freshwater Frontier. Okeechobee and Sebring, FL. Sept. 18-19th, 2003. [two ½ day workshops]

RESEARCH PRESENTATIONS AND PAPERS (Continued)

Holland, S. (presenter). *Forest values for recreation and tourism*. Presentation at 34th Annual Society of American Foresters and School of Forestry and Resource Conservation Spring Symposium. Gainesville, FL, April 28, 2003.

Holland, S. (presenter), B. Thapa and L. Pennington-Gray. *International Peace Parks: managing for outdoor recreation and tourism*. Presentation at the Educators Forum at the Second Global Forum on Peace through Tourism. Geneva, Switzerland, Feb. 5, 2003.

Holland, S. (presenter), J. Confer, B. Thapa and L. Pennington-Gray. *Tourist profile and economic impact associated with tourism to St. Augustine and St. Johns County, Florida*. Presentation to St. Johns County Tourist Development Council. St. Augustine, FL, Dec. 4, 2002.

Thapa, B., L. Pennington-Gray, S. Holland (co-presenter), & C. Willming. *Constraints to the outdoors: an examination of whites, blacks and hispanics*. Poster Presentation at the 2002 Leisure Research Symposium at the National Recreation and Parks Association Conference. Tampa, FL, October 16-19, 2002.

Holland, S. (invited). *Step by step tour development for agritourism sites*. Presentation to Agritourism Workshop held by the North Florida Research and Education Center, Lake City, FL. June 4, 2002.

L. Pennington-Gray, S. Holland (co-presenter) and B. Thapa. *Assessing the validity of an outdoor recreation constraints model for residents of Florida*. Presentation at the 10 Canadian Congress on Leisure Research, Edmonton, Alberta. May 24, 2002.

Holland, S. (invited presenter). *Strategies for increased partnerships, grants, sponsors, and revenue generation for parks and recreation*. Presentation at Florida Recreation and Parks Association Trends Institute, Haines City, FL, February 7, 2002.

Pennington-Gray, L. & S. Holland (co-presenter). *Tourism issues and economic impacts in Indian River County*. Presentation to Indian River County Tourism Development Council, Vero Beach, FL, December 5, 2001.

Holland, S. (invited presenter and panel moderator). *Urban sprawl impacts on recreation and parks*. National Recreation and Park Association Congress, Denver, CO, Oct. 6, 2001.

RESEARCH PRESENTATIONS AND PAPERS (Continued)

Holland, S. (presenter). *Appalachian trail – history and current issues*. National Outdoor Recreation and Rural Tourism Consortium, Great Smoky Mountain Institute, Tremont, TN; September 4, 2001.

Holland, S. (invited presenter). *Trends and issues in ecotourism in Florida*. League of Environmental Educators of Florida annual meeting, Leesburg, FL. March 22, 2001

Holland, S. (invited presenter). *Carrying capacity: theory and practice*. CEU (2.5 hr) lecture. Texas Recreation and Park Association annual conference, Conroe, TX. February 23, 2001

Holland, S. (invited panel moderator). *Educating for a culture of peace*. International Peace through Tourism Academic Working Group, Taybet Zaman, Jordan, August 8, 2000.

Holland, S. (invited panel moderator). *Tourism: A strategy for special places or a recipe for disaster: ecotourism lodge business plan-critique*. Public Interest Environmental Conference, University of Florida Law School, Gainesville, FL, March 24, 2000.

Holland, S. (invited presenter). *Building peace through community partnerships in tourism: examples from rural tourism development in Florida*. Paper presented at the Third Global Conference of the International Institute for Peace through Tourism, Glasgow, Scotland, October 19, 1999.

Holland, S. (invited presenter). *Trends in the charter and headboat industry of Florida*. Lecture presented at Gulf of Mexico Fishing Management Council meeting, Austin, TX, May 15, 1999.

Holland, S. (presenter) and A. Holdnak. *Acceptance of pets in campgrounds: anticipated effects vs. experience effects*. Southeast Recreation Researchers Conference, Gatlinburg, TN, Feb 4, 1999.

Peine, J. and S. Holland. (co-presenter). *Gateway communities of Great Smoky Mountains national park: a comparative study*. Southeast Recreation Researchers Conference, Gatlinburg, TN, Feb 4, 1999.

Holland, S. (co-presenter) and A. Fedler. *Trends in the South Atlantic and Western Gulf for-hire fishing industry*. Marine Fisheries Initiative Conference, Tampa, FL, Dec. 10, 1998.

Holland, S. (presenter) and A. R. Graefe. *Florida charter and head boats in the Gulf of Mexico and Atlantic: 1998 survey findings*. Gulf and Caribbean Fisheries Institute meeting, St. Croix, Virgin Islands, November 10, 1998.

RESEARCH PRESENTATIONS AND PAPERS (Continued)

Holland, S. (invited presenter). *Trends in the leisure theme park industry*. Candido Mendes University, Rio de Janeiro, Brazil, September 17, 1998.

Holland, S. *Social science dimensions of fisheries management plans: the role of socio-economic advisory panels*. Presented at Seventh International Symposium Society and Resource Management meeting, Columbia, MO, May 29, 1998.

Holland, S. *recreational for-hire sector fishing in the Gulf of Mexico: fishery management issues*. Presented at Gulf and Caribbean Fisheries Institute meeting, Merida, Mexico, November 13, 1997.

Holland, S. *Issues related to the recreational use of the Appalachian Trail*. Presented at National Outdoor Recreation and Rural Tourism Consortium, Tremont, TN, September 2, 1997.

Holland, S. *Tourism research in Florida*. Presented at Travel and Tourism Research Association meeting, Norfolk, VA, June 18, 1997.

Holland, S. and R. Wolff. *Teaching the benefits of parks and recreation*. 2 hour workshop. Society of Park and Recreation Educators Teaching Institute, Bradford Woods, IN, March 7, 1997.

Holland, S. and D. Loomis. *Specialization and sport fishing: angler support for rules and regulations*. Presented at Gulf and Caribbean Fisheries Institute meeting, Dover, Barbados, November 13, 1996.

Holland, S. *Social and environmental impacts on a river resource*. Presented at Sixth International Symposium on Society and Resource Management, University Park, PA, May 20, 1996.

Holland, S. *Tourism in Alachua county: hotel visitor survey findings*. Presented at Alachua County Tourism Development Council meeting, Gainesville, FL, March 19, 1996.

Holland, S., R. Ditton and A. Graefe. *An ecotourism perspective on Caribbean billfish fisheries*. Presented at Gulf and Caribbean Fisheries Institute meeting, Santo Domingo, Dominican Republic, November 8, 1995.

Holland, S. *Beach access issues in Florida*. Governor's Advisory Committee on Coastal Management, Panama City Beach, FL, September 28, 1995.

RESEARCH PRESENTATIONS AND PAPERS (Continued)

Holland, S. *Recreational angler's preferences for management actions*. Presented at American Fisheries Society 125th annual meeting, Tampa, FL August 29, 1995.

Holland, S. *Ecotourism in river environments*. International Congress for Physical Education, Health, Recreation, Sport and Dance, Gainesville, FL, July 15, 1995.

Holland, S. *Beach access issues*. Presented at Fourth International Outdoor Recreation & Tourism Trends Symposium, St. Paul, MN, May 17, 1995.

Holland S. (co-presenter), A. Graefe and R. Ditton. *Billfish Anglers in Puerto Rico and on the U.S. Mainland: understanding cultural differences*. Presented at the 47th annual Gulf and Caribbean Fisheries Institute conference, Isle de Margarita, Venezuela. November 17, 1994. In Proceedings, pp. 573-585.

Holland SM. *Recreational specialization: strategies for understanding diversity among the angling public*. Presented at American Fisheries Society conference, Halifax, Nova Scotia. August 25, 1994.

Holland, S., A. Fedler and I. Palmer. 1993. *Urban recreational fishing programs: reaching out to inner city youth-at-risk*. American Alliance for Health, Physical Education, Recreation and Dance National Convention, Washington, DC. March 18-22, 1993.

Holland, S. and A. Fedler. 1993. *Coastal recreation challenges: multiple use conflicts*. American Alliance for Health, Physical Education, Recreation and Dance National Convention, Washington, DC, March 18-22, 1993.

Holland, S. 1991. *The role of recreation management in urban recreational fishing programs*. The Role of the U.S. Fish and Wildlife Service in Urban Recreational Fishing Programs in the U.S. Workshop, Department of Interior, U. S. Fish and Wildlife Service, Hal Schramm, Assistant to the Director, Washington D.C. Phoenix, Arizona, December 4-6, 1991.

Holland, S. *Multiple Use conflicts on outdoor resource areas*. National Outdoor Recreation Consortium, Brandon Springs, Tennessee; September 7, 1992.

Holland, S. *Social and economic values of artificial reefs*. Underwater Explorations-SCUBANAUTS Conference, Jacksonville, Florida, March 1, 1992.

RESEARCH PRESENTATIONS AND PAPERS (Continued)

Holland, S. *Essential readings in conservation and outdoor recreation literature*. National Outdoor Recreation Consortium. Land between the Lakes, Brandon Springs Conference Center. Dover, Tennessee, September 4, 1991.

Holland, S. *Social research on recreational anglers*. Sea Grant Marine Extension Agent Annual Conference, Gainesville, Apr. 24, 1991.

McCall, G. and S. Holland. *Status of Alachua County funding for recreation and parks in relation to other counties*. Greenspace, Openspace, Recreation and Parks Sales Tax Commission. Gainesville, Oct. 17, 1991.

Holland, S. *A procedure for estimating recreational demand and needs for artificial reefs to enhance saltwater fishing*. National Recreation and Park Association Research Symposium. San Antonio, Texas, October 21, 1989.

Ditton, R. (presenter) and S. Holland. *Fishing Trip satisfaction: a typology of anglers*. American Fisheries Society Annual Conference, Anchorage, Alaska, September 5, 1989.

Holland, S. 1989. *The role of special events in park settings*. National Outdoor Recreation Consortium, Land between the Lakes Brandon Springs Conference Center, Dover, Tennessee. September 3, 1989.

Holland, S. 1988. *Recreation standards for comprehensive planning in Florida*. Southeastern Council of State Outdoor Recreation Planners Conference, Atlanta, November 15, 1988.

Holland, S. *The structure and economics of the charter and partyboat fishing fleet of the Gulf coast of Florida*. Marine Fisheries Initiatives Conference, Tampa, September 19, 1988.

Holland, S. *Themes in natural resource recreation literature*. National Outdoor Recreation Consortium, Land between the Lakes Brandon Springs Conference Center, Dover, Tennessee. September 7, 1988.

Holland, S. and L. Caldwell. *Leisure theory: problems, questions and hypotheses*. Society of Park and Recreation Educators Research Institute. Gideon Putnam Conference Center, Saratoga Springs, New York. March 14, 1988.

Holland, S. *Recreational demand for artificial habitats for saltwater fisheries: Florida priority zones*. Fourth International Conference on Artificial Habitats for Fisheries. University of Miami Conference Center, Miami, Florida. November 3, 1987.

RESEARCH PRESENTATIONS AND PAPERS (Continued)

Holland, S. *Conceptual dimensions of leisure satisfaction: a framework for item selection*. National Recreation and Park Association Research Symposium. Louisiana Superdome, New Orleans, Louisiana. September 20, 1987.

Holland, S. *Unobtrusive measures of park visitor behavior*. National Outdoor Recreation Consortium. Land between the Lakes Brandon Springs Conference Center, Dover, Tennessee. September 8, 1987.

Holland, S. and C. Hannon. *Youth activity outdoor programming*. Florida Recreation and Park Association Annual Conference. Bonaventure Hotel, Ft. Lauderdale, Florida. September 1, 1987.

Holland, S. *Information and education recommendations of the President's Commission on American's Outdoors*. Florida Department of Natural Resources Workshop on Implementing the Recommendations of the President's Commission on Americans Outdoors. Beardall Community Center, Orlando, Florida. August 12, 1987.

Holland, S. *Quantifying variability in the components of leisure satisfaction for recreational fishermen*. National Recreation and Park Association Research Symposium. Dallas, Texas. October 26, 1985.

Holland, S. *Unobtrusive measures for park research*. Visitor Aspects of Natural Resources Management Workshop for National Park Service. College Station, Texas. December 7, 1983.

Holland, S. *The group representative bias: another look*. National Recreation and Park Association Research Symposium. Kansas City, Kansas. October 4, 1983.

Holland, S. *Development of a leisure specialization index*. Eighth Annual Outdoor Recreation Research Seminar. Texas A&M University, College Station, Texas. May 4, 1983.

Holland, S. *Publishing in recreation and parks: insights into the structure and boundaries of our research*. General Session of the State of the Art in Leisure Research: Past Present and Future. National Recreation and Park Association Research Symposium. Louisville, Kentucky; October 24, 1982.

ACADEMIC COMMITTEE SERVICE

University

NATL (UF Natural Area Teaching Lab) Advisory Committee 2009-2016, member
Search committee for hiring of new UF Sea Grant Director, 2008, member
Academic Infrastructure Council 2006 to 2010 member
Faculty Senate Council Chair Committee 2010-2012, member
Campus Cultural Complex Committee 2006-2007 designee member
University Land Use and Facilities Planning Committee 2005-2007 designee member
University Council on Infrastructure and Support 2007-2008 member
University Incentive Efficiency Program, 1998-2003 member
Minority Mentor Council, 1991-1992 member
Student Union Board of Managers, 2003-2006 member
University Senate Nominating Committee, 2003-2006 member
Lakes, Vegetation and Landscape Committee, 2005 to 2008 member, Chair 2007-2008

College

ID15 College Future Position Paper committee, Budget Subcommittee 2014
SACS Assessment HHP Task Force 2013-2016
Graduate Faculty Committee 2011-2016
Council of PI's 2007 - 2009
College Administrative Council 2003-2007, 2015-16
Dean Search Committee 2005-06
Faculty Advisory Council 1997-1998 (Chair), 2002-2003; 2010 –2013, 2015-16 (elected)
College Tenure and Promotion Committee 2010 -2013
Graduate Coordinators Committee 2013-2016
Graduate Faculty Committee 2013 -2016
Strategic Planning Committee 2003-2007
Future of College of HHP Committee 2002-03
Overhead Incentive Fund Committee 1997-8
Library Liaison Committee 1986-1987, 1989-1995
Computer Committee 1986-1987; 1994-6 (Chair), 97-98
Curriculum Committee, 1987-1988 (Chair); 2013-2016
Center for Tourism Research & Development 1994-2001 (Director); Assoc. Director 2002-2010
Environmental Committee 1988-1990
Green Team on Sustainability Initiatives 2008-2009
Homepage Committee 1996-98
Research Committee 1989-1990
Faculty Policy Committee (elected) 1996-2000
Sabbatical Committee 1999-2000, 2008, 2009

Undergraduate Scholars Committee 2000-2003
College Advisory Council Presenter 1994-1998, 2000, 2002-2006
APK Preeminence Faculty Hire Search Committee outside member 2014
APK Department Chair Search Committee outside member 2014

School (formerly College) of Natural Resources and the Environment

Affiliate Faculty Member 1993-2016
Undergraduate Curriculum Committee 1994-1999; 2003-2005 member
Graduate Curriculum Committee 2000-2003 chair

Department

Annual Performance Report (APR) Teaching Review Committee 2014 member
Operating Codes Revisions Committee 2013-2016 member
Governance Committee 2015-16 member
RPT Certificate Creation Committee 2014, Holland created and proposed Sustainability certificate
Curriculum, 1986-1987, member, 1988-1991 chair, 1992-97 member
Undergraduate Advising, 1986-1988
Graduate Coordinator 2001-2003, 2011, 2013- 2016
Graduate Studies Advisory Committee 1992-2003, 2001-2003 chair, 2011; 2013 – 2016, chair
Faculty Mentor Dr. Ko 2007-2011, Dr. Semrad 2011-2013
RPT Curriculum Committee 2010-2012 member
Petitions Committee, 1986-1991, 1996-98 member
Graduate Faculty, 1987-to 2017
Faculty Search Committee, 1988-1990, 1994-96, 1999, 2008, 2010 (chair), 2014-15
Accreditation Committee, 1990-1991, 1996, 1999, 2006
International Studies Committee 1997-8
Tenure and Promotion Committee, 1993-2003, 2007-2016
ad hoc UFRF Professorship Committee, 2007 chair
Accreditation Committee, 1990-1991, 1995-06, 2000-01, member 2005-06 chair
Faculty Advisor for Rho Phi Lambda Honor Society, 1994 - 01
International Studies Coordinator, 1997-00
PhD Program Creation Committee, 1995-97 member
State University System Department Self-Study Representative, 1995-97
NRPA Reaccreditation Follow Up Written Response Addressing NRPA Accreditation Council
Concerns and how the Department has addressed them for RPT Undergraduate Program –July 2007;
resulted in full reaccreditation being granted for next five-year term

Eric Friedheim Tourism Institute (formerly Center for Tourism Research and Development)

Associate Director 1990-92, 2002-2015

Bills Sims MS Student Scholarship Selection Committee 2009, 2010

Bills Sims Faculty Development Award Selection Committee 2009, 2010, 2011

Director 1992-01

Center for Environmental Education

Steering Committee 1992-1994 member

Summary of graduate committee advising is served as chair or co-chair of 41 Master's committee's and member of another 42 Master's committees (5 in Forestry and Resource Conservation; 2 in Food and Resource Economics, 3 in Interdisciplinary Ecology), chaired 12 PhD committees, member of 21 PhD committees (1 in Anthropology, 2 in Food and Resource Economics; 3 in Forestry and Conservation, 1 in Interdisciplinary Ecology). (note: TRSM PhD program started in 1998). 116 graduate advisory committees in total.

PROFESSIONAL MEMBERSHIPS

National Recreation and Park Association

National Parks and Conservation Association

National Society for Park Resources (Board of Directors- two terms)

National Recreation and Park Association National Park & Conservation Resources Network

National Association of Recreation Resource Planners

Society of Outdoor Recreation Professionals

National Trust for Historic Preservation

American Fisheries Society

American Littoral Society

National Audubon Society

National Association of Interpretation

Nature Conservancy

Society of Park and Recreation Educators

Florida Tourism Association

Florida Defenders of the Environment (President, Treasurer, Executive Board and Advisory Board)

Florida Recreation and Park Association

FRPA Professional Development Board

League of Environmental Educators in Florida
Florida Institute of Park Personnel
Putnam County Environmental Council
Putnam Land Conservancy (Advisory Board)

CONSULTATIONS OUTSIDE THE UNIVERSITY

Date	Location	Work performed	Organization/ Employer
Feb-Jly 2013	Blountstown, PA	Evaluation of Raystown Lake campground management changes	US Army Corps of Engineers
Sep-Nov 2011	Putnam County, FL	Assist in writing facility and programming grant applications	Little Orange Creek Nature Center Board of Directors
May 2010	Wichita, KS	Advice of where they should reroute products should Florida beaches become oil soaked due to BP oil spill – where will demand shift to	Coleman Camping Company Mr. Chris Carlson
Sep. Oct 2004	Tallahassee	Occupancy rates for park cabins	Florida Attorney General's Office, Mr. Daniel Dearing, Esq
Jun-Jly 2004; Mar 2005	Chuluota, Florida	Recreation use standards for lake recreation-resort area	Ms. Peggy Green, Owner Big Oaks Ranch
Jun-Aug 2003	Lake Okeechobee rural area	Ecotourism-agritourism development feasibility on company property	Lykes Brothers, Inc. Large Land Company-Farm Operation Ms. Susan Casper
Apr 2002	Tallahassee	Rural county infrastructure indicators	Florida Public Service Commission, Mr. Peric Noriega
May 2002	Miami	Update on tourism issues in Florida	Crispin, Porter and Bogusky Advertising Agency
Jan-Feb 2002	Sanford	Advertising options for promoting North Florida tourism at the Sanford Airport	Original Florida Tourism Task Force and Alachua County Visitors and Convention Bureau
Oct 2001	Gainesville	Proposed rules and criteria for creating an environmental awards program and nature photography contest	Florida Defenders of the Environment, Mr. Nick Williams

Feb – Mar 1999	Vero Beach	Information and strategies on how to conduct an economic impact study and tourism assessments	Indian River County Tourism Development Council, Ms. Ruth Meyers
May- Aug 1999	Mayport	Conducted two public meetings and provided data and wrote a section in a report on recreational use of the Mayport area	Urbanomics Consulting Company Mr. Ken Creveling
Apr - Sept 1998	Alachua County	Provided advice and information to assist the public awareness program on One Cent Sales Tax for Recreation in Alachua County committee	Ms. Allison Law
Jun – Dec 1998	Martin County	Provided expertise and co-wrote recreational use chapters of Long Range Plans for Loxahatchee and Hobe Sound National Wildlife Refuges	U.S. Fish and Wildlife Service
Mar 1998	Miami	Provided information to support tourism planning for Everglades National Park study	University of Miami School of International Studies Mr. Richard Weisskoff
Mar 1998	Columbia County	Provided information & data towards a feasibility study of demand for potential Civic Center for Lake City, Florida	Columbia County Visitors and Convention Bureau Mr. Harvey Campbell
Jun-Jly 1997	Alachua County	Provided tourism information to support a new Tourism Information Center on I-75	Alachua County Visitors and Convention Bureau Ms. Marilyn Wagener
May-Jly 1997	Putnam County	Ecotourism planning for the St. Johns River Valley area	Putnam County Tourism Development Council, Ms Barbara Goldman
Feb 1997	Kissimmee	Provided input and advise on how to improve internship training, recruiting and retention in the WDW Recreation Division	Walt Disney World
Mar-Apr 1995	Columbia, North Carolina	Served as on-site consultant for two days of ecotourism development planning and submitted a 12 page recommendation paper	Partnership for the Sounds

SELECTED PROFESSIONAL AND PUBLIC SERVICE

Serve on board of directors of *Paddle Florida*, 2018 to present

Invited Reviewer of Research Pre-Proposal related to the use of social media in promoting fishing in local coastal communities. For Robert Sadler, US Dept. of Commerce, NOAA, S-K Grant program. July 18, 2018

Invited Member of the Editorial Advisory Board of the *International Journal of Contemporary Hospitality Management*, 2018 to present

Lasell College (Massachusetts) Curriculum Advisory Board, 2017 to 2019

Invited Reviewer of Research Proposal entitled "Mapping the margins: A social science toolkit for understanding resilience among modern subsistence fishers in the United States." For US Dept. of Commerce, NOAA, MARFIN Grant program. Jan. 9, 2017

Florida Parks Summit, Audubon Florida, invited panelist-discussant with close advisor to Governor Scott hosting meeting, Maitland, FL, Oct. 24, 2015

Florida Statewide Comprehensive Outdoor Recreation Plan (SCORP) Workshop, invited participant-discussant, Jacksonville, FL, Sept. 24, 2015

Society for Outdoor Recreation Professionals (formally National Association of Recreation Resource Planners), Academic Liaison to Board of Directors, 2008-present

Park Resources Network Leader, National Society for Park Resources, September 2010 to 2017.

Moderated Leisure Research Symposium on Wilderness and Adventure Issues; NRPA Minneapolis, MN; October 28, 2010.

Park and Recreation Advisory Board, City of Hawthorne, FL 2012 - 2014

Little Orange Creek Nature Center, Advisor to the Board, 2010 - present

Moderated Leisure Research Symposium on Tourism Issues; NRPA Salt Lake City, UT; October 15, 2009.

SELECTED PROFESSIONAL AND PUBLIC SERVICE (continued)

Planned Nature Trail for Degive Property in Putnam county, FL. Putnam Land Conservancy, July-August, 2009.

Moderated Research to Practice session on evaluating programs to show evidence-based results; NRPA SPRE Symposium, Indianapolis, IN: September 25, 2007

Host and Planner of Society of Park and Recreation Educators Department Chair's annual meeting, St. Augustine, FL; Jan. 28-31, 2007.

Welcoming address to ~200 attendees of the Florida's 21st Century Community Learning Centers conference, Orlando, March 27, 2005.

Moderated sessions on "Creative Ideas" and the "Promotion through Collaboration in Agritourism" National Extension Tourism Conference. Burlington, VT. September 11-12, 2006.

Florida Sea Grant Recreational Fisheries Expert faculty assignment, June 2004- 2016.

Moderated session on Outdoor Recreation Research; NRPA SPRE Research Symposium, October 20, 2005, San Antonio, TX.

Reviewer of two manuscripts for the Bulletin of Marine Science, 2005.

Moderated session on Technology, Change, and Innovation; NRPA SPRE Research Symposium, October 15, 2004, Reno, Nevada.

Annual Reviewer of project proposals for Florida Fish and Wildlife Conservation Commission, 2004-2006

Reviewer of one proposal for CREST (Coastal Restoration and Enhancement through Science and Technology), Louisiana, 2004

Stein, T., M. Floyd, S. Holland (co-moderator) and G. Sanders. Focus Group meeting for Jackson County, FL citizens on local tourism development. Marianna, FL. April 1, 2004.

Associate Editor, Society and Natural Resources Journal, 1999 to 2002.

SELECTED PROFESSIONAL AND PUBLIC SERVICE (continued)

Scientific Socioeconomic Assessment Panel, Gulf of Mexico Fishery Management Council. Provide critical reviews and input on "best available scientific information" on the sociological and recreational aspects of Fishery Management Plans. 1991-2004, Chair 1998-00.

Reef Fish Scientific Assessment Panel, Gulf of Mexico Fishery Management Council. Provide comments and input on amendments to the Reef Fish Management Plan. 1990-1991, 1997.

Rigs to Reef Socioeconomic Assessment Panel. Provide suggestions and comments on plan to convert 23 oil platforms off the California coast to artificial reefs to the Washington DC office of the National Marine Fisheries Service, May – September, 2003.

Florida Sea Grant Extension Program Scientific Advisory Board, charter member, Gainesville, 1991-1998.

Chaired, Outdoor Recreation Research Symposium, NRPA SPRE Research Symposium, October 7, 1995, San Antonio, TX

Chaired, Session on Human Dimensions of Fisheries, American Fisheries Society Meeting, August 29, 1995, Tampa, FL

Chaired, Session on Trends in Coastal Recreation and Tourism, Outdoor Recreation & Tourism Trends Symposium, May 17, 1995, St. Paul, MN

College of Natural Resources and Environment - Affiliate Faculty, Undergraduate Curriculum Committee, University of Florida, 1993-98, 2003-present; Graduate Committee 2000-2002.

Center for Environmental Education - Steering Committee Member and Participating Faculty, University of Florida, 1992-94.

Rho Phi Lambda, Honor Society in Recreation and Parks, Faculty Advisor 1994-01.

Served as guest editor for Spring 1993 theme issue (Coastal Recreation Management) of Trends in Park Practice Programs.

National Recreation and Park Association SPRE Southern Region Representative - Serve 10 southern states and represent SPRE on the Southern Regional Council. Completed 1987-1994 terms; reappointed for 1995-1996 term.

SELECTED PROFESSIONAL AND PUBLIC SERVICE (continued)

Served as guest editor for November 1992 theme issue (Water Parks and Marinas) of Parks and Recreation.

Served as Florida Recreation and Park Association Professional Development Board Secretary - Set policy and review CEU educational sessions for quality and content. Completed 1987-1992 terms.

Florida Recreation and Park Association Ways and Means Committee Member
Introduce and review amendments to Association charter and constitution. Served 1988 - 1990 term; reappointed for 1990-1992 term.

Florida Department of Natural Resources Review Panel for the "Outdoor Recreation in Florida" SCORP Plan. 1987 and 1989 plans.

Served as faculty advisor for the UF chapter of Resort and Commercial Recreation Association (1989-1990).

Campus contact and coordinator for Student Conservation Association.

Alachua County (Florida) Recreation and Open Space Advisory Committee Chair. Give technical and public hearing input to county commission recreation and park budget, capital improvement plans, growth management planning and set priorities. Completed 1987-1989 term and 1990-1992 term.

Alachua County (Florida) Recreation and Parks Funding Task Force Member. Identify ways to permanently fund capital and operating expenses for recreation and parks in the county and city. 1988-1989.

NRPA Southern Regional Conference Program Committee Member - Plan program for 1988 conference in Jekyll Island, Georgia (April 1988). 1987-1988.

Have peer reviewed >85 manuscripts or books for the editors of *Journal of Leisure Research*, *Leisure Sciences*, *North American Journal of Fisheries Management*, *Fisheries*, *Society and Natural Resources*, *Journal of Outdoor Recreation and Tourism*, *Journal of Forestry*, *Journal of Sustainable Tourism*, *Sustainability*, *Resources*, *Journal of Park and Recreation Administration*, *TRENDS*, *International Journal of Tourism Research*, *Journal of Information Technology and Tourism*, *Coastal Management*, *Fisheries*, *Journal of Travel Research*, *Journal of Park and Recreation Administration*, *Journal of Hospitality*, *International Journal of Hospitality Management*, *Heliyon Journal*, *Journal of Hospitality and Tourism Research*, *Journal of Business Research* and *Leisure Marketing*.

CONFERENCES & WORKSHOPS

Society of Outdoor Recreation Professionals Annual Meeting, Boise, ID, May 16-20, 2016

Eric Friedheim Tourism Institute Annual Board Meeting, Ft. Lauderdale, FL, May 8, 2015

Society of Outdoor Recreation Professionals Annual Meeting, Annapolis, MD, April 14-17, 2015

Northeastern Recreation Research Symposium, Annapolis, MD, April 12-14, 2015

Health & Human Performance College retreat meetings, Gainesville, FL, August 21, December 11, 2014; February 26, 2015

Society of Outdoor Recreation Professionals Annual Meeting, San Francisco, CA, May 12-16, 2014

William Bartram Day, Little Orange Creek Nature Park, Hawthorne, FL, Feb. 22, 2014

Northeastern Recreation Research Symposium, Cooperstown, NY, April 7-9, 2013

National Recreation and Park Association National Legislative Forum. Washington, DC, Mar 19-21, 2013

KOA Campground Owners National Conference. Orlando, FL, Nov. 28-30, 2012

Society of Outdoor Recreation Professionals Conference Planning and Board meeting. Traverse City, MI, Nov. 1-4, 2011.

STEMTech {Science, Technology, Engineering, Mathematics} National Conference. Kansas City, MO, Oct. 28-31, 2012

KOA University Campground Operations workshop, KOA Company, Billings, MT, Sept. 30-Oct 4, 2012

National Association of Recreation Resource Planners. Baton Rouge, LA April 16-19, 2012

National Recreation and Park Association Conference, Atlanta, GA; November 1-3, 2011

National Association of Recreation Resource Planners. Breckenridge, CO. May 23-26, 2011

Northeast Recreation Research Conference, Bolton Landing, NY; April 10-12, 2011

CONFERENCES AND WORKSHOPS (Continued)

National Recreation and Park Association Conference, Minneapolis, MN; October 26-30, 2010

College of Agriculture and Life Sciences Teaching Enhancement Symposium, Gainesville, August 18, 2010

National Association of Recreation Resource Planners. Portland, OR. May 17-21, 2010

National Recreation and Parks National Legislative Forum, Washington, DC March 17-19, 2010

National Recreation and Park Association Conference, Salt Lake City, UT; October 13-16, 2009

Summit on the Value of Play, Clemson, SC; June 14-16, 2009

National Association of Recreation Resource Planners. Pittsburg, PA, April 28-May 1, 2009

National Recreation and Parks National Legislative Forum, Washington, DC, March 18-20, 2009

National Recreation and Park Association Conference. Baltimore, MD; October 14-18, 2008

Tourism Crisis Institute Think Tank Advisory Panel on Tourism Crisis Planning, Evaluation and Recovery – Gainesville, FL; January 18, 2008

National Recreation and Park Association Conference. Indianapolis, IN; September 25-29, 2007

National Association of Recreation Resource Planners. Austin, TX; May 6-10, 2007

Insights into Philanthropy workshop, Gainesville, FL; March 23, 2007

Gulf of Mexico Regional Fisheries Extension Conference, Biloxi, MS; March 12-14, 2007

National Sea Grant Fisheries Extension Conference. Jacksonville, FL; October 15-18, 2006

National Recreation and Park Association Conference. Seattle, WA; October 10-14, 2006

National Extension Tourism Conference. Burlington, VT. September 11-13, 2006

National Association of Recreation Resource Planners. Nashville, TN, May 15-18, 2006

SPRE Department Chairs Meeting. San Diego, CA. January 29-Feb. 2, 2006

CONFERENCES AND WORKSHOPS (Continued)

National Association of Recreation Resource Planners. Folsom, CA. May 2-4, 2005

National Recreation and Park Association Conference. San Antonio, TX; October 18-22, 2005

National Recreation and Park Association Legislative Forum. Washington, DC, Feb 16 – Feb. 20, 2005

SPRE Department Chairs Meeting. Charleston, SC. Feb. 4-6, 2005

National Recreation and Park Association Conference. Reno, NV; October 11-15, 2004

Chairing the Academic Department: Part 2. Institute for Academic Leadership. Howey-in-the-Hills, FL; June. 13-16, 2004

International Society of Social Science in Resource Management conference, Keystone, CO, June 2-5, 2004

National Association of Recreation Resource Planners Conference, Omaha, NE, May 16-19, 2004

National Recreation and Park Association Legislative Forum on Parks and Recreation – Washington, DC, Feb 25 – Feb. 28, 2004

National Recreation and Parks Association Conference. St. Louis, MO; October 21-25, 2003

Chairing the Academic Department: Part 1. Institute for Academic Leadership. Howey-in-the-Hills, FL; Oct. 12-15, 2003

2003 BELL {Business-Environment Learning and Leadership} Conference. World Resources Institute and Florida Atlantic University College of Business. Ft. Lauderdale, FL. July 19, 2003

National Association of Recreation Resource Planners Conference, Milwaukee, WI, May 4-7, 2003

National Recreation and Park Association Legislative Forum on Parks and Recreation – Washington, DC, Feb 26 – Mar. 1, 2003

Second Global Summit on Peace through Tourism – Geneva, Switzerland, Feb. 5-8, 2003

CONFERENCES AND WORKSHOPS (Continued)

National Recreation and Parks Association Conference. Tampa, FL, October 16-19, 2002

Agritourism Workshop held by the North Florida Research and Education Center, Lake City, FL. June 4, 2002

10th Canadian Congress on Leisure Research, Edmonton, Alberta. May 22-25, 2002

National Recreation and Park Association Legislative Forum on Parks and Recreation – Washington, DC, Feb 27 – Mar. 1, 2002

Great Ideas for Recruiting Graduate Students – Graduate & Professional School Enrollment Management Corporation. –Gainesville, FL, Feb. 21, 2002

National Recreation and Park Association Congress - Denver, CO, Oct. 3 - 6, 2001

National Outdoor Recreation and Rural Tourism Consortium – Tremont, TN, Sept. 1-9, 2001

Texas Recreation and Park Association annual conference, Conroe, TX. February 21-24, 2001

8th International Symposium on Society and Resource Management. Bellingham, WA, June 20, 2000

Northeast Recreation Researchers Conference, Bolton Landing, NY, March 2000

Third Global Conference on Peace through Tourism, Glasgow, Scotland, Oct. 17-21, 1999

Southeast Recreation Researchers Conference, Gatlinburg, TN, Feb 4-5, 1999

Society of Park and Recreation Educators Teaching Institute, -Myrtle Beach, SC, Jan 21-23, 1999

Gulf and Caribbean Fisheries Institute meeting, St. Croix, Virgin Islands, November 9-13, 1998

Natural Resources Forum >98: Linkages in ecosystem science, management and restoration, Gainesville, June 9-10, 1998

CONFERENCES AND WORKSHOPS (Continued)

Seventh International Symposium Society and Resource Management meeting, Columbia, MO, May 27-31, 1998

Gulf and Caribbean Fisheries Institute meeting, Merida, Mexico, November 8-13, 1997

National Recreation and Park Association Conference, Salt Lake City, UT, Oct 29-Nov 2, 1997

Florida State Comprehensive Outdoor Recreation Plan-1999 Workshop, Tallahassee, Oct 3, 1997

Florida Recreation and Park Association Conference, Haines City, September 11-13, 1997

National Outdoor Recreation and Rural Tourism Consortium, Great Smoky Mountains Institute, TN, Sept 1-6, 1997

Florida's Governor's Conference on Tourism, Boca Raton, August 10-12, 1997

Travel and Tourism Research Association meeting, Norfolk, VA, June 15-18, 1997

Economic Valuation of Natural Resources, Orlando, May 14-15, 1997

Florida Big Bend Coastal Workshop, Steinhatchee, FL, May 7-8, 1997

Nature Based Tourism Workshop, Palatka, FL, April 28, 1997

Society of Park and Recreation Educators Teaching Institute, Bradford Woods, IN Mar 6-8, 1997

Gulf and Caribbean Fisheries Institute meeting, Dover, Barbados, November 10-13, 1996

HTML Workshop, Faculty Support Center, Gainesville, June, 1996

Gulf and Caribbean Fisheries Institute, Santo Domingo, Dominican Republic, November 6-8, 1995

National Recreation and Park Association Conference, San Antonio, TX, Oct 4-8, 1995

American Fisheries Society Meeting, Tampa, FL, August 27-31, 1995

CONFERENCES AND WORKSHOPS (Continued)

International Congress for Physical Education, Health, Recreation, Sport and Dance, Gainesville, FL, July 10-16, 1995

Outdoor Recreation & Tourism Trends Symposium and the 1995 National Recreation Resource Planning Conference, St. Paul, MN, May 14-17, 1995

Gulf and Caribbean Fisheries Institute, Isle de Margarita, Venezuela, November 13-17, 1994

Florida Recreation and Park Association Conference, Tampa, FL, September 9-11, 1994

American Fisheries Society, Halifax, Nova Scotia, August 22-25, 1994

Society and Natural Resources, Ft. Collins, CO, June 7-10, 1994

Florida Recreation and Park Association Conference, Tampa, FL, September 17-20, 1993

AAHPERD National Convention, Washington, DC, March 24-28, 1993

The Gulf of Mexico Symposium, Tarpon Springs, FL, December 10-12, 1992

Special Events Planning Workshop, Champaign, IL, November 11-13, 1992

Tourism and Natural Resources Consortium, Spearfish, SD, May 15-20, 1992

University of Florida Sexual Harassment Conference, Affirmative Action Office and University Personnel Services, Gainesville, FL, July 22, 1992

Florida Recreation and Park Association Conference, Orlando, FL., September 12-14, 1992

National Rural Tourism Teleconference - Gainesville, FL; Nov. 20, 1991

National Recreation and Park Association Congress - Baltimore, MD; Oct. 17 - 20, 1991

American Fisheries Society National Conference - San Antonio, TX; Sept. 8-11, 1991

Florida Marine Fisheries Commission Research Priorities Panel Discussion - Tallahassee, FL, June 7, 1991.

Advanced WordPerfect Workshop - Gainesville, FL, June 4-6, 1991

CONFERENCES AND WORKSHOPS (Continued)

Earth Ethics Training for Youth Leaders - Marineland, FL, Apr. 27, 1991

Society of Park and Recreation Educators Teaching Institute, attended pre-institute workshop on "Ethics and Philosophy in Recreation" - Chapel Hill, NC, Feb. 28 - Mar. 2, 1991

Public Hearing and Input to the 1991 Florida Outdoor Recreation Plan, served as nominal group leader and facilitator. St. Augustine, FL, Nov. 7, 1990

NRPA National Congress - Phoenix, AZ, Oct. 11-15, 1990

FRPA State Conference - Tampa, FL, Sept. 14-17, 1990

College of Health and Human Performance College and Departmental Retreat. Ormond Beach, FL, Aug. 13 - 15, 1990

"Men of Color" National Teleconference on Minority Men in Higher Education - Gainesville, FL, Mar. 14, 1990

NRPA National Congress - San Antonio, TX; Oct. 19-23, 1989

FRPA State Conference - Jacksonville, FL; Sept. 14-19, 1989

NRPA National Congress - Indianapolis, IN; Oct. 7-10, 1988

FRPA State Conference - Orlando, FL; Sept. 15-20, 1988

Marine Fisheries Initiatives Conference - Tampa, FL; September 19-20, 1988

University of Florida, Faculty Support Center. WordPerfect 5.0 Session. Oct. 19, 21, 1988

National Recreation and Park Association Southern Regional Conference. April 11 - 14, 1988
Jekyll Island, GA. Session Chair.

Society of Park and Recreation Educators Teaching Institute. Saratoga Springs, NY, March 11 - 13, 1988

Society of Park and Recreation Educators Research Institute. Saratoga Springs, NY, March 13 - 15, 1988

CONFERENCES AND WORKSHOPS (Continued)

FRPA District II Meeting - Gainesville, FL; Mar. 19, 1987

NRPA Southern Regional Conference - Miami, FL; April 4 - 7, 1987

National Marine Fisheries Service - Research Issues in Marine Recreational Fishing in the Southeast - Miami, FL; June 16 - 17, 1987

House of Representatives Fisheries and Merchant Marine Committee Conference on Development of Marine Resources in Tropical Areas. Longworth Building, Washington D.C. June 19, 1987

STAR Grant Researchers Workshop - Tampa, FL; July 29 - 30, 1987

Implementing the Recommendations of the President's Commission on Americans Outdoors. - Orlando, FL; Aug. 12, 1987

College of Health and Human Performance College and Departmental Retreat; Marineland, FL; Aug. 12 - 14, 1987

FRPA 1987 State Conference. Ft. Lauderdale, FL; Aug. 29 - Sept. 1, 1987

Land between the Lakes Outdoor Recreation Consortium. Dover, TN; Sept. 4 - 11, 1987

NRPA Congress - New Orleans, LA; Sept. 18 - 22, 1987

Fourth International Conference on Artificial Habitats for Fisheries; Miami, FL; Nov. 2 - 4, 1987

Preparing the Capital Improvement Element Workshop-Recreation and Open Space; Gainesville, FL; Dec. 10, 1987

NRPA Congress - Orlando, FL; Oct. 14-18, 1986

FRPA State Conference - Miami, FL; Sept. 14-17, 1986

NRPA Congress - Dallas, TX; Oct. 24 - 28, 1985

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