



**37th Annual
Southeastern Recreation Research Conference
March 22nd – 24th, 2015
Renaissance Asheville Hotel
Asheville, North Carolina
*Conference Website – <http://serrconference.org>***

CONFERENCE PROGRAM

Sunday, March 22nd, 2015

3:00 – 6:00pm Registration in the Ballroom Foyer

**3:45 – 3:50 Welcome: Yu-Fai Leung & Wayne Morse, Conference Co-Chairs –
Room: Windsor**

**3:55 – 5:35 SESSION #1.1: Career Development and Recreation Professionals –
Room: Alexander (Moderator: TBA)**

**3:55 – 4:20 Career mobility and African American women employed in public recreation
and parks organizations: a descriptive study**
Steven Waller, Angela Wozencroft, Sylvia Trendafilova, Manuela Picariella
(University of Tennessee)

**4:20 – 4:45 Employee perception of radio training: Analysis of the 2010 United States
Forest Service radio use questionnaire**
Alexander Fulmer, Bynum Boley, Gary Green (University of Georgia)

**4:45 – 5:10 College students' teaching and learning preferences in a natural resources
conservation course**
Lauren Ward, Gary Green (University of Georgia)

**5:10 – 5:35 Effects of outdoor orientation programs on learning transfer of university
freshman**
David Blake Osborn (Middle Tennessee State University)

**3:55 – 5:35 SESSION #1.2: Tourism Research – Room: Windsor
(Moderator: TBA)**

**3:55 – 4:20 Micro-entrepreneurship, eco-literacy, and tourism among Tz'utujil Mayan
coffee farmers**
Deidre Peroff, Duarte Morais, Tim Wallace, Erin Sills (NC State University)

**4:20 – 4:45 Examining social networking and social capital among wildlife tourism micro-
entrepreneurs from North Carolina's Pamlico Sound Region**
Birendra KC, Duarte Morais, Jordan Smith, Erin Seekamp, Nils Peterson (NC
State University)

- 4:45 – 5:10 **Mapping resident attitudes toward tourism: Opportunities to blend traditional survey methods with smart phone technologies and geographic information systems (GIS)**
Emily Ayscue, Bynum Boley (University of Georgia)
- 5:10 – 5:35 **Projecting visitor responses to climate change: winter recreation and tourism on Minnesota's north shore**
Allie McCreary¹, Erin Seekamp¹, Jordan Smith¹, M.T. Kanazawa², M.A. Davenport³ (¹NC State University, ²Carleton College, ³University of Minnesota)
- 5:35 – 6:00 **Why Southern Black-American family forest landowners do not actively participate in federal landowner assistance programs**
Puneet Dwivedi (University of Georgia)
- 6:00 – late **Dinner/Socializing/Networking at *Laughing Seed*** (40 Wall Street)

Monday, March 23rd, 2015

7:30 – 8:30 Breakfast

8:30 – 10:10 SESSION #2.1: Leisure and Recreation Research I – Room: Top of the Plaza (Moderator: TBA)

- 8:30 – 8:55 **The role of leisure meanings in moderating acculturative stress of Korean immigrants in Winnipeg, Canada**
JuSung Kim (University of Manitoba, Canada)
- 8:55 – 9:20 **Leisure expatriation: Making the most of past experience**
Justin Harmon, Kyle Woosnam (Texas A&M University)
- 9:20 – 9:45 **An exploratory qualitative study on mobile leisure: A case of mobile phone holders in Turkey**
Sabri Kaya¹, Metin Argan² (¹Kirikkale University, ²Anadolu University, Turkey)
- 9:45-10:10 **Public Recreation Decision Making: The Demographic Determinates of the Decision to Close a Recreation Center**
Garrett Stone¹, Ryan Gagnon¹, Eva Witesman² (¹Clemson, University, ²Brigham Young University)

8:30 – 10:10 SESSION #2.2: Recreation Impacts and Management – Room: Windsor (Moderator: TBA)

- 8:30 – 8:55 **Disease risk perception and visitor bird feeding behavior change at an urban park in Palm Beach County, Florida**
Shannon Curry, Sonia M. Hernandez, Gary Green (University of Georgia)

- 8:55 – 9:20 **National park managers' perceptions of mountain biking**
Zachary Cole (University of North Carolina at Greensboro)
- 9:20 – 9:45 **Photogrammetry as a tool to measure the impacts of rock climbing**
Evan Coulson, Ely Lane, Logan Park (Southern Illinois University)
- 9:45 – 10:10 **Informal trail visitor impact assessment in support of Lake Raleigh Woods Management Plan**
Kaitlin Burroughs, Shaun Fisher, Mirza Halim, Yu-Fai Leung (NC State University)
- 10:10 – 10:25 **Break**
- 10:25 – 11:15 **SESSION #3.1: Leisure and Recreation Research II – Room : Top of the Plaza** (Moderator: TBA)
- 10:25 – 10:50 **Seriousness and its relationship to enduring benefits**
David Scott¹, Scott Shafer¹, Sunwoo Lee², Liz Marchio¹ (¹Texas A&M University, ²Palacký University, Czech Republic)
- 10:50 – 11:15 **The relationship between seriousness and citizen science behavior**
Liz Marchio, Gerard Kyle, David Scott (Texas A&M University)
- 10:25 – 11:15 **SESSION #3.2: Human Dimensions Research – Room: Windsor** (Moderator: Ryan Sharp)
- 10:25 – 10:50 **Locavore consumption of wild fish and game: Preferences, barriers, and opportunities**
Lincoln Larson¹, Keith Tidball², Moira Tidball², Paul Curtis², Richard Stedman² (¹Clemson University, ²Cornell University)
- 10:50 – 11:15 **The relationship between organic coffee certification and protected forest: Measuring land use change under agrarian land reform in Chiapas, Mexico**
Matthew Jurjonas¹, Katie Crossman², Jennifer Solomon², Walter Lopez Baez³ (¹NC State University, ²Colorado State University, ³Instituto Nacional de Investigaciones Forestales, Agrícolas, y Pecuarias, Mexico)
- 11:20 – 12:20 **KEYNOTE: Dr. Carolyn Ward – Title: *Kids in Parks: Partnering for the Health of our Kids and our Parks* -- Room: Windsor**
- 12:20 – 1:45 **Lunch on your own. Explore downtown Asheville! (SERR Planning Meeting: Anyone Interested is Welcome!)**
- 1:45 – 3:25 **SESSION #4.1: Protected Areas, Parks and Open Space – Room: Top of the Plaza** (Moderator: TBA)
- 1:45 – 2:10 **Importance-performance analysis as a sustainability indicator on national forests: Some results from the southern region**
Ashley Askew¹, J. M. Bowker², Donald English² (¹University of Georgia, ²USDA Forest Service)

- 2:10 – 2:35 **Benefits of urban green space: Linking ecosystem services and human well-being**
 Viniece Jennings¹, Lincoln Larson² (¹USDA Forest Service, ²Clemson University)
- 2:35 – 3:00 **Investigating environmental ethics differences of state park visitors in eastern and western Kentucky**
 Jesse Hood, Kenneth Joseph Berend, Michael Bradley (Eastern Kentucky University)
- 3:00 – 3:25 **Examining the acceptance of fee increases to maintain services in Virginia's state forests**
 Michael Sorice¹, Chi-Ok Oh² (¹Virginia Tech, ²Chonnam National University, South Korea)
- 1:45 – 3:25 **SESSION #4.2: Recreation Research on the Youth – Room: Windsor**
 (Moderator: TBA)
- 1:45 – 2:10 **Teaching in outdoor spaces: Childhood based nature-based experiences, and its effect on adult environmental attitudes and behaviors**
 Danielle Findlay, Taylor Stein, Angela Colonna, Annie Hermansen-Báez, Michael Andreu, Kristen Kunkle, Ramesh Paudyal, Smrittee Kala Panta (University of Florida)
- 2:10 – 2:35 **Play and social inclusion: The role of play spaces in promoting social inclusion among Clemson University students**
 Bernard Kitheka, Annabelle Cooper, Jordan Roper, Erica Hubbard (Clemson University)
- 2:35 – 3:00 **Recreation participation clusters and constraints of 16 to 19 year olds: Results from the National Kids Survey**
 Gary Green¹, Ramesh Ghimire¹, Lincoln Larson², Neelam C. Poudyal³, H. Ken Cordell⁴ (¹University of Georgia, ²Clemson Univ., ³University of Tennessee, ⁴USDA Forest Service, Southern Research Station)
- 3:00 – 3:25 **Identifying preferences for Georgia big game hunting lease attributes**
 James Mingie¹, Neelam Poudyal², J. M. Bowker³, Michael Mengak¹ (¹University of Georgia, ²University of Tennessee, ³USDA Forest Service)
- 3:25 – 3:35 **Break**
- 3:35 – 4:50 **SESSION #5.2: Recreation Experience – Room: Windsor** (Moderator: TBA)
- 3:35 – 4:00 **It may be “wild”, but is it authentic? Contested activity and authenticity among Pacific Crest Trail hikers**
 Clint Luma¹, Sam Keith², David Scott¹ (¹Texas A&M University, ²Clemson University)

4:00 – 4:25 **Relationship between place attachment and event satisfaction: A study of university students**
Metin Argan¹, Sabri Kaya², Mehpare Tokay Argan³, Muge Akyildiz¹, Tanju Korkmaz¹ (¹Anadolu University, ²Kirikkale University, ³Bilecik Seyh Edebali University, Turkey)

4:25 – 4:50 **For credit leisure skills courses: Impact on body image, self-esteem, and stress**
Katherine Ann Jordan, Brandon Harris, Kellie Walters, Denise Anderson (Clemson University)

4:50 – 5:15 **A bird in the hand is worth... how much?: Birder willingness to pay for environmentally-friendly products and services**
Ginger Deason and Erin Seekamp (NC State University)

5:30 – 7:00 **POSTER SESSION AND HAPPY HOUR with heavy hors d'oeuvres** **Location: Salon A**

7:30 **Drinks and Food at *Wicked Weed Brewing*** (91 Biltmore Avenue)

Tuesday, March 24th, 2015

7:30 – 8:30 **Breakfast**

8:30 – 10:45 **SESSION #6: Perceptions , Attitudes and Behavior – Room: Windsor**
(Moderator: TBA)

8:30 – 8:55 **The effect of political ideology on individuals' perceptions of climate-related risks to coastal recreation resources: Results of an eye tracking experiment**
Karly Bitsura-Meszaros, Jordan Smith, Allie McCreary, Kaitlin Burroughs, Rosemary Keane (NC State University)

8:55 – 9:20 **Effects of educational programs on visitors' attitudes towards snake conservation**
Sarah Horsley, Gary Green (University of Georgia)

9:20 – 9:45 **Predicting future involvement at a nature center after an interpretive special event experience**
Austin Barrett, Andrew Mowen (Pennsylvania State University)

9:45 – 10:10 **Comparing the characteristics and survey responses between self-selected and random sample: Implications from a trout anglers survey in Georgia**
Neelam Poudyal¹, J. M. Bowker², R. Paudyal³, A. Dorison⁴, S. Zarnoch², Gary Green⁵ (¹University of Tennessee, ²USDA Forest Service, ³University of Florida, ⁴International Paper, ⁵University of Georgia)

10:10 – 10:30 Break and Check Out of Rooms

10:30 – 11:50	SESSION #7: – Recreation Participation – Room: Windsor (Moderator: TBD)
10:30 – 10:55	Who recreates where: Implications from a national recreation household survey Ramesh Ghimire ¹ , Gary Green ¹ , Neelam Poudyal ² , H. Ken Cordell ³ (¹ University of Georgia, ² University of Tennessee, ³ USDA Forest Service)
10:55 – 11:20	On the trail of student participants: Seeking to identify barriers to hunting and create a hunter recruitment profile for college students in Kentucky Justin Kurtz (Eastern Kentucky University)
11:20 – 11:45	Understanding motivations of college students for participation in campus based adventure programming Chris Cantrell, Brian Clark, Ryan Sharp (Eastern Kentucky University)
11:45 – 11:50	Closing Remarks (Wayde Morse and Yu-Fai Leung) – Room: Alexander and Windsor

Poster Presentations & Happy Hour: Monday, 5:30-7pm, Salon A

- 1. Is 'Shared Use' Really Enough? Examining the Interrelationships of the Policy and Built Environment on Physical Activity Behavior**
Troy Carlton (NC State University)
- 2. Student-Athletes and Sustainability**
Lauren Mullenbach, Gary Green (University of Georgia)
- 3. Effectiveness of Natural Inquirer journals as Pre-trip Study Tools for Environmental Education Programs**
Brian Cooke, Gary Green, Barbara McDonald (University of Georgia)
- 4. An Assessment of State and Federal Protected Areas: Current Conditions and Non-Traditional Funding Opportunities**
Brett Stayton, Ryan Sharp (Eastern Kentucky University)
- 5. Does Interpretation by Commercial River Guides Have a Significant Effect on Visitor Views of Natural Resource Issues and Environmental Attitudes? Using the Chattooga River as a Case Study**
Andrew Rogers (University of Georgia)
- 6. Impact of a LEED-certified Building and Environmental Education Programming in Residence Halls: Constraints on Resident Participation in Environmental Action**
Jane Diener, Gary Green (University of Georgia)
- 7. Challenges, Limitations and Opportunities in Survey Design**
Allie McCreary, Rosemary Keane, Tian Guo, Erin Seekamp, Jordan Smith, Roger Moore (NC State University)
- 8. National Survey on Recreation and the Environment: Investigating Results for Outdoor Recreation on National Forest Land in Georgia**
Jacob Knox, Gary Green (University of Georgia)
- 9. Factors Affecting Retention of Local Government Park and Recreation Staff in Indiana**
Susan Ostby (Middle Tennessee State University)
- 10. Research Proposal -Wilderness Values & Protected Area Policy in the European Alpine Mountains**
Jane B. Diener, Gary Green (University of Georgia)
- 11. An inventory and examination of park features in Lindley Park and the Greensboro Arboretum and their relationship to physical activity**
Haylie Matthis, Candice Bruton (University of North Carolina at Greensboro)
- 12. The applicability of geospatial data on outdoor education courses: Differences between course types and leader/participant roles**
Catie Morris, Jeff Rose (Davidson College)
- 13. The Relationship between Motivation and Revisit Intention for Taiwanese Skiers and Snowboarders**
Po-Hong Shen (Middle Tennessee State University)

- 14. Initial Investigation into Creating a Bicycle Culture to Promote Healthy Lifestyles and Tourism in a Rural Appalachian Community**
April Haight, Randall Roof (Morehead State University)
- 15. Development of a Roving Interpretive Program to Promote Resource Protection and Visitor Safety at Lava Beds National Monument**
Scott Blair¹, Eric Dorner², John Peden¹ (¹Georgia Southern University, ²USDI National Park Service)
- 16. Examining Urban Environmental Histories Through City Trees: Developing a Methodology**
Sarah Horsley (Georgia Tech)
- 17. Safari guides attitudes and perceptions towards wildlife research in the tourist's area of the Mashatu Game Reserve, Botswana and Kruger National Park in South Africa**
Luis Candelario, Gary Green, Robert Warren (University of Georgia)
- 18. Transferable Skills of the Outdoor Recreation Industry**
Joey Robinson, Gary Green (University of Georgia)
- 19. Evaluating the Effects of a Lecture Class on the Conservation Perspectives and Behaviors of Undergraduate Students at the University of Georgia**
Jane Diener, Gary Green (University of Georgia)
- 20. Endangered Species on Private Lands: Can Money Buy Good Neighbors for Imperiled Species of the Southern Pine Forest?**
Lauren Ward, Gary Green (University of Georgia)
- 21. Development of a tourism extension tutorial aimed at instructing micro-entrepreneurs on how to use web marketplaces to reach untapped markets**
Bruno S. Ferreira, Duarte B. Morais (NC State University)
- 22. Transferable Skills of College Outdoor Recreation Programs**
Joseph Robinson, Gary Green (University of Georgia)
- 23. Measuring Outcomes of an Environmental Education Experience: A Mixed Methodology Study of Middle School Students in Central Kentucky**
Jamie L. Woolery, Michael J. Bradley, Ryan L. Sharp (Eastern Kentucky University)
- 24. Using the Delphi Technique to Understand Expert Perceptions of Visitor Management Approaches in Protected Areas: A Global Analysis**
Jessica Fefer, Sandra De Urioste-Stone, John Daigle, Linda Silka (University of Maine)
- 25. The "Jam" on Serious Leisure and Leisure Identity of Female Roller Derby Participants**
Brooke Hensley¹, Kari McConnell¹, Michael Bradley¹, Hungling (Stella) Liu², Brooke Burk³ (¹Eastern Kentucky University, ²Oklahoma State University, ³Minnesota State University-Mankato)

26. How Do the Public and Managers of the National Wilderness Preservation System Value Wilderness Benefits?

Ramesh Ghimire¹, Gary Green¹, H. Ken Cordell², Alan Watson³, Chad Dawson⁴ (1University of Georgia, 2USDA Forest Service, 3Aldo Leopold Wilderness Research Institute, 4SUNY College of Environmental Science and Forestry)

27. Socio-demographic Analysis of Adolescent with Risky Behavior in North Carolina

Ramesh Ghimire¹, Stephanie West², Gary Green¹ (1University of Georgia, 2Appalachian State University)

28. Determining Barriers for Kentuckians Visiting Kentucky State Resort Parks

Taylor Newsome, Michael Bradley (Eastern Kentucky University)

29. Championing Big Data Business Analytics: Leveraging competitive advantage for Recreation and Tourism Micro Entrepreneurships

Gene Brothers, Shaun Fisher, Duarte Morais (NC State University)

30. Government Officials' Perceptions of the Triple Bottom Line: A Case Study of North Carolina's County Seats

Christopher Hetland (East Carolina University)

31. Environment and Natural Resource Issues: Are Parks, Recreation, and Tourism Management Undergraduate Academic Programs Examining These with Their Students?

Eric Frauman, Caitlin Brake, Randy Eatmon (Appalachian State University)

32. How do Rural Youth Spend their Time Outdoors?

David Putnam (Appalachian State University)

33. Up, Up And Away: Who Attends The Carolina Balloonfest?

Lindsey Hynes, Stephanie West, Melissa Weddell (Appalachian State University)

34. Music and Mountains: Increasing Natural Resource Recreation and Tourism in Paintsville, Kentucky

Jamie Hunter, Ryan Sharp, Michael Bradley (Eastern Kentucky University)

35. Self-esteem, Empowerment and Recreation: A Meta-Analysis of Outdoor Recreation on Adolescent Females

Michael Bradley, Andrea Jasper, Catherine Ransdell (Eastern Kentucky University)

36. Carolina BalloonFest: Measuring Visitor Spending

Brent Rayfield, Stephanie West, Melissa Weddell (Appalachian State University)

37. Does Authenticity Matter? Comparing Potential Tourists' Assessment of Highly Authentic and Highly Appealing Agricultural Landscape Features

Duarte Morais, Jordan Smith, Carla Barbieri, Shahab Nazariadli (NC State University)

The 37th SERR Conference Organizing Committee

Yu-Fai Leung and Wayde Morse (Co-Chairs)

Bynum Boley, Eric Frauman, Gary Green, Ryan Sharp, Taylor Stein, Stephanie West

We thank all colleagues and students who have provided peer review or assistance!