



**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 – 5:15 **SESSION #5: 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 – 10:10 **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. 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)
- 25. 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)

- 26. Socio-demographic Analysis of Adolescent with Risky Behavior in North Carolina**
Ramesh Ghimire¹, Stephanie West², Gary Green¹ (¹University of Georgia, ²Appalachian State University)
- 27. Determining Barriers for Kentuckians Visiting Kentucky State Resort Parks**
Taylor Newsome, Michael Bradley (Eastern Kentucky University)
- 28. Championing Big Data Business Analytics: Leveraging competitive advantage for Recreation and Tourism Micro Entrepreneurships**
Gene Brothers, Shaun Fisher, Duarte Morais (NC State University)
- 29. Government Officials' Perceptions of the Triple Bottom Line: A Case Study of North Carolina's County Seats**
Christopher Hetland (East Carolina University)
- 30. 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)
- 31. How do Rural Youth Spend their Time Outdoors?**
David Putnam (Appalachian State University)
- 32. Up, Up And Away: Who Attends The Carolina Balloonfest?**
Lindsey Hynes, Stephanie West, Melissa Weddell (Appalachian State University)
- 33. Music and Mountains: Increasing Natural Resource Recreation and Tourism in Paintsville, Kentucky**
Jamie Hunter, Ryan Sharp, Michael Bradley (Eastern Kentucky University)
- 34. Self-esteem, Empowerment and Recreation: A Meta-Analysis of Outdoor Recreation on Adolescent Females**
Michael Bradley, Andrea Jasper, Catherine Ransdell (Eastern Kentucky University)
- 35. Carolina BalloonFest: Measuring Visitor Spending**
Brent Rayfield, Stephanie West, Melissa Weddell (Appalachian State University)
- 36. 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!