

James F. Petrick, Ph.D.
Curriculum Vita

WORK ADDRESS:

Department of Recreation, Park & Tourism Sciences
Texas A&M University
TAMU 2261
College Station, Texas 77843-2261
(979) 845-8806
jpetrick@tamu.edu

Last Updated: May 2018

EDUCATIONAL BACKGROUND

- 1999** **Ph.D.**, Parks, Recreation and Tourism Management
 Tourism Management Concentration
 Clemson University, Clemson, South Carolina
 Dissertation Topic: An Examination of the Relationship
 Between Golf Travelers' Satisfaction, Perceived Value, Loyalty and Intentions
 to Revisit
 Chair: Sheila Backman, Ph.D.
- 1996** **M.S.**, Recreation Management and Therapeutic Recreation
 Recreation Management Concentration
 University of Wisconsin-La Crosse, La Crosse, Wisconsin
 Thesis Topic: The Effects of Participation in Organized
 Baseball on Eight Year Old Boys' Locus of Control
 Chair: George Arimond, Ph.D.
- 1989** **B.S.**, Recreation and Parks Management
 Recreation Administration Option
 University of Wisconsin-La Crosse, La Crosse, Wisconsin

ACADEMIC EXPERIENCE

- 9/10 to present Professor**, Texas A&M University, Department of Recreation, Park and Tourism
 Sciences.
- 1/09 to present Research Fellow**, Texas A&M University, Department of Recreation, Park and Tourism
 Sciences
- 9/05 to 8/10** **Associate Professor**, Texas A&M University, Department of Recreation, Park and
 Tourism Sciences
- 8/99 to 8/05** **Assistant Professor** Texas A&M University, Department of Recreation, Park and Tourism
 Sciences

Courses Taught

RPTS 202 Foundations of Tourism - Fall 1999-2005, 2007-2012; Spring, 2004-
 2012; Summer 2000
 RPTS 304 Administration of Recreation Agencies - Spring 2001, 2002; Fall 2003
 RPTS 331 Tourism Marketing – Spring 2013-2017, Fall 2013-2016
 RPTS 403 Financing and Marketing RPTS Resources - Spring 2003, 2018, Fall
 2017.
 RPTS 423 Tourism Management - Spring 2005-2007
 RPTS 489 Cruise Tourism Management – Spring 2012, 2013

RPTS 606 Overview of Tourism - Spring 2000, 2010-2014; Fall 2007
 RPTS 615 Analytic Techniques in Recreation, Park and Tourism Spring 2001-
 2003, 2009

Institution Involvement

Member: Cohort IV, College of AGLS Advanced Leadership Program; 2016-2017
 Member: Center for Sport Management Research and Education; 2015-present
 College of AGLS Promotion and Tenure Committee; 2015-present
 Vice Chancellor's Awards in Excellence Selection Committee; 2009-2013
 Preparing Future Faculty Committee, College Rep.; 2007-present
 Associate Department Head – Graduate Studies; 2006-present

Graduate Program Council - Dept. Representative; 2006-present
 Theme Park Organization, Advisor; 2013-present
 Aggie Access Learning Communities; 2005-present
 RPTS Major's Club, Co-Advisor; 1999-present
 Restaurant & Hospitality Club, Advisor 2008-present
 Restaurant & Hospitality Club, Co-Advisor 2006-present
 Graduate Affairs Committee, Member; 1999-2003
 Undergraduate Affairs Committee, Member; 2003-present
 Texas Event Leadership Program, Board Member 2000-present
 National Tourism Foundation, Department Representative
 Congressional Intern Program, Department Representative
 Quasiquicentennial Celebration Committee, Dept. Representative
 Texas Nature Tourism Initiative Team
 Guatemala Eco-Tourism Feasibility Analysis Team

Industry Involvement

Travel and Tourism Research Association - Board Member
 Texas Travel and Tourism Research Association - President
 Texas Travel Industry Association (TTIA) - Board Member
 TTIA Education Committee – Member
 Bryan/College Station CVB – Board Member
 Texas Event Leadership Program - Board Member

8/96 - 8/99 Teaching Assistant - Clemson University, Department of Parks, Recreation and Tourism Management, Clemson, South Carolina

Course Taught

PRTM 309 Behavioral Concepts in Parks, Recreation and Tourism
 (3 credits) - Spring 1999
 PRTM 342 Introduction to Tourism (3 credits) - Fall 1998
 PRTM 410 Recreation Research II (3 credits) - Fall 1998
 PRTM 410 Recreation Research II (Lab) - Spring 1997, Fall 1997, Fall 1998, And Spring 1998
 L S 170 Beginning Golf (1 credit) - Fall 1996, Spring 1997, Summer 1997, 1998, Fall 1998

Courses Assisted

PRTM 342 Introduction to Tourism (3 credits) - Fall 1996, Spring 1997
 (Dr. Sheila Backman)
 PRTM 343 Spatial Aspects of Tourism (3 credits) - Fall 1998
 (Dr. Kenneth Backman)
 PRTM 344 Tourism Markets (3 credits) - Spring 1997
 (Dr. Sheila Backman)
 PRTM 409 Recreation Research I (3 credits) - Fall 1998
 (Dr. Kenneth Backman)
 PRTM 410 Recreation Research II (3 credits) Spring 1997, Fall 1997
 (Dr. Robert McLellan)

8/94 - 6/96 Graduate Assistant - University of Wisconsin-La Crosse, Department of Recreation Management and Therapeutic Recreation, La Crosse, WI

Courses Assisted

REC 201 Outdoor Recreation (3 credits) - Fall 1994 and 1995
 (Dr. Steve Simpson)
 REC 320 Commercial Recreation and Tourism (3 credits) Spring 1995
 (Dr. George Arimond)

REC 420 Commercial Recreation Management (3 credits) Fall 1995
(Dr. George Arimond)

AWARDS/HONORS/ACHIEVEMENTS

- Named an “Awesome Scholar in Tourism” by Women Academics in Tourism (WAIT), for “Goodness...beyond H-Indices and Journal Rankings,” 2018.
- World record “Two-Step” holder, Guinness Book of World Records, 2017.
- Graduated from the College of Agriculture and Life Sciences Advanced Leader Program (Cohort IV) at Texas A&M, 2017.
- Chosen by the College of Agriculture and Life Sciences to be a member of Cohort IV for the Advanced Leaders program at Texas A&M, 2016.
- Named a member of the four person Editorial Policy Board for the *Journal of Travel Research*, 2016
- Texas A&M Halftime Card Formation Specialist, Texas A&M 2016
- Voted by graduating Corps of Cadets as the Texas A&M University Faculty member who was most Veteran Friendly, 2015
- Awarded *Distinguished Alumni of the Year*, Clemson University Department of PRTM, 2015
- Named a *Faculty Fellow for Critical Thinking*, Texas A&M University, 2015
- Named the second most published tourism researcher in the world (1st in the U.S.) from 2004-2013 by a study published in *Tourism Management Perspectives*, volume 13, 1-6; 2015.
- Named a *Faculty Fellow for Innovation in High-Impact Learning Experiences*, Texas A&M University, 2014
- Named the second most published tourism researcher in the world (1st in the U.S.) from 2000-2009 by a study published in the *Journal of Hospitality and Tourism Research*, volume 35(3), 381-416; 2011
- Association of Former Students, *Distinguished Achievement Award in Teaching*, Texas A&M University, 2009
- *Slate Teaching Award*, Texas A&M University, 2009
- Named an *Agri-Life Research “Fellow”*, Texas A&M University, 2009
- Awarded as an “*Emerging Scholar of Distinction*”, International Academy for the study of Tourism, 2009
- Recipient of an ING *Professor of Excellence Award*, Texas A&M University, 2009
- Finalist; *Slate Teaching Award*, Texas A&M University, 2008
- Person of the Year, *Time Magazine*, 2006 (along with everyone else)
- *Professor of the Year*, National Resort and Commercial Recreation Association, November 2006

- *Outstanding Role Model*, Corps of Cadets, Texas A&M University, March 2006
- Awarded a namesake for the Aggie Access Learning Community's "Vosper Learning Community", August 2005
- Nominated President of Texas Travel and Tourism Research Association, April 2005
- Nominated Department of RPTS for a National Tourism Foundation Scholarship for undergraduates (\$500), which was awarded May 2004
- Nominated Department of RPTS for a "Tourism Best Practice" which was awarded by Georgia Tech University's Department of Economic Development, March 2004
- Outstanding Role Model, Corps of Cadets, Texas A&M University, March 2003
- Teaching Mentor, Graduate Teaching Academy, Texas A&M University, Spring 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2011, 2012, 2014, 2015, 2016
- Howdy Camp Namesake, Green Camp, Texas A&M University, January 2003
- Travel Research Grant Award, Travel and Tourism Research Association, National Conference, Arlington, Virginia, June 2002
- Professor of the Year, Department of Recreation, Park and Tourism Sciences, awarded by vote of undergraduate students in the major, April 2001
- Most Outstanding Conference Paper, Travel and Tourism Research Association National Conference, Burbank, California, June 2000
- Professor of the Year, Department of Recreation, Park and Tourism Sciences, awarded by vote of undergraduate students in the major, April 2000
- Holland America Line Westours Research Award, in recognition of important research for the travel & tourism field, American Society of Travel Agents, January 2000
- Travel Award for outstanding research, Graduate Student Government, Clemson University, Spring 1998
- Holland America Line Westours Scholarship, in recognition of a future travel and tourism leader, American Society of Travel Agents, December 1997
- Excellence in Research Award, Resort and Commercial Recreation Association, November 1997
- William C. Carlson - Commercial Recreation Scholarship, April 1996
- Lawrence L. Jarr - Outstanding Non-traditional Student Scholarship, April 1996
- Scholar Athlete - Sport of golf, University of Wisconsin-La Crosse, May 1989

RESEARCH AND SCHOLARLY GOALS

My research interest focuses on exploring the applicability of psychology and marketing principles in the context of leisure services. Pursuant to this interest, my research is concentrated on predicting tourists' and recreationists' repurchase behaviors by better understanding their perceived value, satisfaction,

perceptions of quality and loyalty. Other research areas include the analysis of Jimmy Buffett fans' behaviors and advertising effectiveness.

RESEARCH PROJECTS

Benefits of Tourism Study: Created three state of the art literature reviews related to the benefits of travel, in the areas of: a) family and relationships, b) education, and c) health and wellness for the United States Travel Association. The three literature reviews were separate projects that were all awarded to my lab. November 2011 to July 2012.

Multiple Cruise Passenger Behavior Studies: Five national studies related to the determinants of cruise passenger loyalty, the constraints to cruising, and the motivations of cruising were conducted with national panels to assist cruise management, and to generate theoretical frameworks in these areas. September 2007 to Current.

Development of a Manual for Developing Community Tourism: Developed a manual, and coinciding Web site to assist communities in determining: tourism needs, tourism attributes/deficiencies, potential partners, and means for developing tourism from a community-base perspective. A manual, Web page and case studies were all generated from the project. September 2006 to 2009

Land Between the Lakes: National conversion study, analyzing inquirers' perceptions of the information provided, visitor and non-visitor perceptions/image of the destination, competitors' analysis, brand analysis and target market development/analysis. Developed mail-in and online questionnaire with Dr. Robert Li. Prepared quarterly reports and final reports. Analyzed data with SPSS. May 2006 to November 2007

Development of a Tourism Marketing Plan Tool for the National Park Service:

Developed a manual and Web site to assist Park Managers at Parks associated with the National Park Service's 28 Heritage Trails in developing comprehensive marketing plans. Results of the project will allow Park Managers to develop their own marketing plans, with an emphasis on forming partnerships, relationship marketing, sustainable marketing, and branding. December 2004 to December 2005

Project Impact: The Development of Standardized Procedures for Evaluating the Economic

Impacts of Festivals and Events in North America: Worked with Judy Rogers for the government of Canada, to develop specific methods and tools for assisting Festival and Event Managers in assessing both the economic, and non-market impacts of their events. January 2004 to December 2005

Holland America Cruise Line Branding Study: Assisting Holland America Cruise Line in better understanding both their customers' and non-customers' perceptions of their brand, and the barriers that they have regarding purchasing their product. Results of the study assisted Holland America Cruise Line in altering their product and advertising campaign to better position themselves against their competitors. November 2004 to November 2007

Accountability and Advertising Effectiveness Study: Conducting a nationwide, continual study of the Texas Economic Development (TED) Tourism Division's marketing effectiveness, utilizing phone interviews. Analyzing overall image of the state, desirability, return on investment, importance/performance of state attributes, and conversion rate, of current and potential visitors to the state, broken down into four distinct tiers (by geographical closeness to the state). June 2001 to present

Group Return on Investment Study: Conducting a statewide (Texas) continual study to determine the Return on Investment (ROI) for the marketing campaigns conducted by: Texas Park and Wildlife, Texas Commission on the Arts, Texas Department of Transportation, Texas Historical Commission and Texas Economic Development's Tourism Division. The study also includes an image study and an importance/performance evaluation for activities related to each of the partners. Data is collected via phone interviews conducted monthly. June 2004 to present

Evaluation of State Tourism Web sites: Conducting a continual evaluation of tourism Web sites for Multiple states. States that have participated include: Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Georgia, Illinois, Louisiana, Maryland, Missouri, Nevada, New Mexico, New York, Pennsylvania, South Carolina, Texas, Virginia, Washington, and Wyoming in two phases. Phase one analyzes visitors overall evaluation of the website, while profiling visitors preferences and demographics. Phase two is a follow-up survey, e-mailed six months after the Phase one survey is completed, in order to determine reasons why respondents decided to travel or not to travel to Texas. June 2001 to present

Evaluation of City Tourism Web sites: Conducting a continual evaluation of tourism Web sites for CVB Web sites across the country. The study debuted in July of 2004, with approximately ten cities participating. To date, more than 20 cities have participated. July 2004 to present

An Analysis of Mayfest Visitors: Assessing the perceived value, satisfaction, perceived quality, and repurchase intentions of visitors to Mayfest utilizing onsite surveys. Results of the study are utilized to offer more desirable experiences to visitors in the future and to identify target markets for future advertising campaigns. May 2002 to present

Development of an Online Tourism Market Assessment Tool for Destination Managers: Developing a searchable, online database of Travel Researchers for the National Tourism Foundation. The developed website will also have research tools for assisting tourism practitioners in collecting their own market data. The website will also allow practitioners to search for travel researchers by geography in order to find assistance with projects. July 2002 to Present

Development of an Online Nature Tourism Market Determination Tool for Texas Landowners: Creating online tools for assisting landowners in the state of Texas with data collection that can be used to make better market decisions on how to attract and retain visitors to their attractions/destinations. The online tool will assist practitioners in the research process, and in generating reports. January 2002 to present

Economic Impact Analysis and Visitor Behavior of a Birding Festival: Assessing the perceived quality, satisfaction and intentions to revisit a Florida Birding Festival as well as the economic impact of the festival on the host community. Results of the study will be used to better utilized marketing resources in future years, and will give information to the stakeholders regarding the value of conducting the festival. September 2002 to August 2003.

State of Texas Hotel Tax Study: Examining how hotel tax monies that are collected throughout the state are being utilized to further develop local, regional and state tourism. Data are collected on-line, via mail survey, and via fax. The final report is utilized by the State of Texas to derive resources for tourism marketing and research. January 2002 to August 2003

National Cruise Ship Passenger Survey: Conducted nationwide survey of cruise ship passengers. Developed mail-in questionnaire measuring respondents' demographics, tripographics, satisfaction, perceived value, loyalty, expectations, desires and intentions to repurchase. Creating a model for predicting future passengers' intentions to revisit, while providing managerial direction in how to retain clientele. February 2000 to present.

Development of Complementary Market Data and Evaluation Manual for Texas Nature Tourism Enterprises: Development of a nature tourism visitor data collection and evaluation manual for ranch owners in the state of Texas. Creating a statewide survey of ranch owners in order to better understand their research needs. This data will be used to create a state-wide nature tourism database. January 2000 to present

Greater Austin First Tee: Analysis of the Greater Austin First Tee Program.

Developed mentoring manual and conducted training for program mentors. Used pre and post measures of participants to examine motives and expectations. Conducted personal interviews with participants, parents, mentors and golf professionals. Completed beta program evaluation. Assisting in the development of future program curriculum including a life skill component. Attend National First Tee meetings as a subject matter expert regarding life skill development. October 1999 to January 2002.

Natural Bridge Caverns: An analysis of current customers' post-visit, cognitive assessment of their experience. Created a survey for measuring guests' attribute level satisfaction, while determining important antecedents of customer revisitation. Assisting with the evolution of the survey, in order to better allocate resources, based on results of the study. December 2000 to December 2001.

MCI Classic - The Heritage of Golf: Comprehensive study of tournament attendees, sponsors of the event, potential future visitors, and residents. Developed interview instrument utilized to obtain demographic, economic and cognitive appraisal data from attendees, and assisted in the interview process. Developed interview instrument used to obtain economic data from event sponsors and directed data collection. Directed national survey of potential future attendees. Assisted with focus groups regarding the impacts of the event on residents. May 1999 to February 2000

Caravelle Resort: National survey, analyzing visitors' cognitive appraisal of a golf vacation package. Developed mail-in questionnaire measuring respondents' satisfaction, perceived value, loyalty, intentions to revisit, experience use history and demographics. Directed and completed data collection. Analyzed data with SPSS and SAS. July 1998 to January 2000

National Estuarine Research Reserve: National survey, analyzing visitors' attitudes and perceptions toward estuarine reserves and activities. Developed mail-in questionnaire with Dr. Bill Norman and assisted in data collection and analyses. June 1998 to April 1999

Myrtle Beach Entertainment Holiday: National conversion study, analyzing inquirers' perceptions of the information provided, visit, perceptions of entertainment packages, and demographic profiles. Developed mail-in questionnaire with Dr. Bill Norman. Directed year long longitudinal data collection of inquirers to Myrtle Beach Entertainment Holiday. Prepared quarterly reports and final reports. Analyzed data with SPSS. October 1997 to June 1999

Cleveland Metro Parks: Using second hand data collected by Rob Bixler, Ph.D., analyzed golfers satisfaction, attachment, loyalty, perceived value and demographic profiles. Analyzed data with SPSS. June 1997 - May 1998

Strom Thurmond Institute: Statewide survey, analyzing retiree recruitment/retention in South Carolina. Developed mail-in questionnaire with Dr. Ken Backman and directed the collection of data. Analyzed data with SAS. Assisted in follow-up qualitative and quantitative analyses and the final report. May 1997 to May 1998

South Carolina Heritage Corridor: Statewide survey, analyzing potential users' preferences, and desires for an organized historic corridor in the upstate of South Carolina. Created questionnaire with Dr. Bill Norman, and directed data collection. Analyzed data with SPSS and created Executive Summary. September, 1996 to December 1996

PUBLICATIONS/PRESENTATIONS

I currently have one hundred and five articles that have either been published, or accepted for publication (not yet in print). Of these, all but three have been written while at Texas A&M. Additionally, the majority have been published in tier 1 journals.

Refereed Journal Articles

105. Wassler, P., Schuckert, M., Hung, K., & Petrick, J.F. You're Welcome? Hong Kong's attitude towards the Individual Visit Scheme. *International Journal of Tourism Research*. <https://onlinelibrary.wiley.com/doi/abs/10.1002/jtr.2212>.
104. Chen, C.C. & Petrick, J.F. Would You Be More Satisfied with Your Life if You Traveled More Frequently? *Tourism Analysis*. (Accepted, not yet in print).
103. Wang, F., Deng, Z & Petrick, J.F. Exploring the formation mechanisms of urban residents' travel behaviour in China: perceptions of travel benefits and travel constraints. *Journal of Travel & Tourism Marketing*, <https://doi.org/10.1080/10548408.2018.1445575>
102. Kim, J.K., Lee, C.K, Petrick, J.F. & Hahn. Factors affecting international event visitors' behavioral intentions: The moderating role of attachment avoidance. *Journal of Travel & Tourism Marketing*. <https://doi.org/10.1080/10548408.2018.1468855>
101. Zhou, S. & Petrick, J.F. Testing the Effect of Price Framing on Non-residents' Perceptions of Dual Pricing in State Parks: An Application of Prospect Theory. *Leisure Sciences*. (Accepted with minor revisions).
100. Chen, C.C., Zou, S. & Petrick, J.F. Is Travel and Tourism a Priority for you? A Comparative Study of American and Taiwanese Residents. *Journal of Travel Research*. (Accepted, not yet in print). <http://journals.sagepub.com/doi/pdf/10.1177/0047287518771211>
99. Kim, S.S., Kim, S. & Petrick, J.F. The Effect of Film Nostalgia on Involvement, Familiarity, and Behavioral Intentions. *Journal of Travel Research* (Accepted, not yet in print) <https://doi.org/10.1177/0047287517746015>
98. Lee, S.J., Song, H, Lee, C.K. & Petrick, J.F. An Integrated Model of Pop Culture Fans' Travel Decision-making Processes. *Journal of Travel Research*. (Accepted, not yet in print) <http://journals.sagepub.com/doi/pdf/10.1177/0047287517708619>
97. Migacz, S. & Petrick, J.F. (2018). Millennials: America's Cash Cow is Not Necessarily a Herd. *Journal of Tourism Futures*, 4(1), 16-30.
96. Kim, S.S., Choe, J.Y. & Petrick, J.F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing & Management*, 9, 320-329.
95. Kim, S.S., Chung, J.C., Petrick, J.F. & Park, J.W. (2018). Determination of Preferred Performing Arts Tourism Products Using Conjoint Analysis. *Journal of Vacation Marketing*, 24 (1), 44-61.
94. Migacz, M., Zou, S. & Petrick, J.F. (2018). The "Terminal" Effects of Service Failure on Airlines: Examining Service Recovery with Justice Theory. *Journal of Travel Research*, 57(1), 83-98.
93. Chen, C.C., Huang, W.J., Gao, J. & Petrick, J.F. (2018). Antecedents and Consequences of Work-related Smartphone Use on a Vacation: An Exploratory Study of Taiwanese Tourists. *Journal of Travel Research*, 57(6), 743-756.
92. Zou, S. & Petrick, J.F. (2017). Tapping the Chinese Market: An Examination of Images and Constraints towards Cruising and Their Influences on Cruising Intentions. *Tourism Review International*, 21(4), 347-364.
91. Yoon, S.J., Petrick, J.F. and Backman, S.J. (2017). Twitter power and sport fan loyalty: The Moderating Effects of Twitter Usage. *International Journal of Sport Communication*, 10(2), 153-157.
90. Stone, M.J. & Petrick, J.F. (2017). Exploring Learning Outcomes of Domestic Travel Experiences through Mothers' Voices. *Tourism Research International*, 21(1), 17-30.

89. Zou, S.S., Migacz, J.S. & Petrick, J.F. (2017). Utilizing Critical Incident Technique to Examine Chinese Tourists' Cruising Desires and Intentions. *Tourism Analysis*, 22 (4), 577-582.
88. Durko, A.M & Petrick, J.F. (2016). The Nutella Project: An Education Initiative to Suggest Tourism as a Means to Peace between the United States and Afghanistan. *Journal of Travel Research*, 55(8), 1081-1093.
87. Choo, H.S & Petrick, J.F. (2016). Understanding the role of social influences in festival revisiting intentions: Comparison between first-timers and repeaters. *Tourism Analysis*, 21 2/3, 279-286.
86. Chen, C.C., Lai, Y.H.R, Petrick, J.F. & Lin, Y.H. (2016). Tourism Between Divided Nations: An Examination of Stereotyping on the Formation of Destination Image. *Tourism Management*, 55, 25-36.
85. Chung, J.Y. & Petrick, J.F. (2016). Revisiting Destination Choice Sets: Two Evaluation Modes. *Tourism Analysis*, 21(5), 549-555.
84. Durko, A.M. & Petrick, J.F. (2016). Travel as Relationship Therapy: Examining the Effect of Vacation Satisfaction Applied to the Investment Model. *Journal of Travel Research*, 55(7), 904-918.
83. Chen, C.C. & Petrick, J.F. (2016) The Roles of Perceived Travel Benefits, Importance and Constraints in Predicting Travel Behavior. *Journal of Travel Research*, 55(4), 509-522.
82. Chen, C.C., Huang, W.J. & Petrick, J.F. (2016). Holiday Recovery Experiences, Tourism Satisfaction and Life Satisfaction: Is There a Relationship? *Tourism Management*, 53, 140-147.
81. Zou, S. & Petrick, J.F. (2016). Segmenting Chinese Tourists with Cruising Constraints. *Journal of Tourism in Marine Environments*, 11(2/3), 109-122.
80. Migacz, S., Durko, A. & Petrick, J.F. (2016). It was the Best of Times, it was the Worst of Times: The Effects of Critical Incidents on Cruise Passengers' Experiences. *Journal of Tourism in Marine Environments*, 11(2/3), 123-136.
79. Durko, A. & Petrick, J.F. (2016). Changes in Latitudes, Changes in Attitudes: How a Cruise May Lead to Changes in Passengers' Stress, Health and Relationships. *Journal of Tourism in Marine Environments*, 11(2/3), 189-196.
78. Soulard, J. & Petrick, J.F. (2016). Messages in the Bottle: Customers' Reactions to Expertise, Blame and Compensation after a Severe Cruising Crisis. *Journal of Tourism in Marine Environments*, 11(2/3), 197-206.
77. Choo, H. & Petrick, J.F. (2016). An Integrated Model of Festival Revisit Intentions: Theory of Planned Behavior and Festival quality/satisfaction. *International Journal of Hospitality Management*, 28(4), 818-838.
76. Chen, C.C. & Petrick, J.F. & Shahvali, M. (2016). Tourism Experiences as a Stress Reliever: Examining the Effects of Tourism Recovery Experiences on Life Satisfaction. *Journal of Travel Research*, 55 (2), 150-160.
75. Chung, J.Y., & Petrick, J.F. (2015). Measuring Price Fairness: Development of a Multidimensional Scale. *Journal of Travel & Tourism Marketing*, 32(7), 907-922.
74. Chen, C.C. & Petrick, J.F. (2015). The Discriminant Effect of Perceived Value on Travel Intention: Visitors Versus Non-Visitors of the Florida Keys. *Tourism Review International*, 19(3), 105-178.
73. Petrick, J.F. & Zou, S. (2015). The Benefits of Leisure Travel. *Tourism Tribune*, 30(1), 1-5.

72. Chung, J.Y. & Petrick, J.F. (2015). Measuring Price Fairness: Development of a Multi-dimensional scale. *Journal of Travel and Tourism Marketing*, 32(7), 907-922.
71. Choo, H. & Petrick, J.F. (2015). The Importance of Travel Companionship and We-Intentions at Tourism Service Encounters, *Journal of Quality Assurance in Hospitality and Tourism*, 16(1), 1-23.
70. Petrick, J.F. & Durko, A.M. (2015). Segmenting Luxury Cruise Tourists Based on Their Motivations. *Tourism in Marine Environments*, 10(3-4), 149-158.
69. Choo, H. & Petrick, J.F. (2014). Social Interactions and Intentions to Revisit for Agritourism Service Encounters. *Tourism Management*, 40, 372-381.
68. Petrick, J.F. (2014). A Portrait of John Crompton's Career: Running a Marathon at Quarter Mile Pace. *Anatolia – An International Journal of Tourism and Hospitality Research*, 25(3), 499-505.
67. Petrick, J.F. & Huether, D. (2013). Is Travel Better than Chocolate and Wine? The Benefits of Travel: A Special Edition. *Journal of Travel Research*, 52(6), 705-708.
66. Durko, A. & Petrick, J.F. (2013). Relationship Benefits of Tourism Experiences: A Literature Review. *Journal of Travel Research*, 52(6), 720-730.
65. Stone, M. & Petrick, J.F. (2013). Education Benefits of Tourism Experiences: A Literature Review. *Journal of Travel Research*, 52(6), 731-744.
64. Chen, C.C. & Petrick, J.F. (2013). Health and Wellness Benefits of Tourism Experiences: A Literature Review. *Journal of Travel Research*, 52(6), 709-719.
63. Choo, H. & Petrick, J.F. (2013). Resource Exchanges for Agritourism Service Encounters. *Journal of Hospitality Marketing and Management*, 22: 770-780..
62. Chung, J.Y. and Petrick, J.F. (2013). Price Fairness of Airline Ancillary Fees: An Attributional Approach. *Journal of Travel Research*, 52(2), 168-181.
61. Chen, C.C. Lin, Y.H. & Petrick, J.F. (2013). Social Biases of Destination Perceptions. *Journal of Travel Research*, 52(2), 240-252.
60. Petrick, J.F., Bennett, G. & Tsuji, Y. (2013). Measuring Event Attendee's Evaluations of a Sporting Event to Determine Loyalty. *Event Management*, 17(2), 97-110.
59. Chung, J.Y. & Petrick, J.F. (2012). Measuring Attribute-Specific and Overall Satisfaction with destination experience. *Asia Pacific Journal of Tourism Research*, 18(5), DOI:10.1080/10941665.2012.658411, 1-12.
58. Chen, C.C., Hsiu, Y.H. & Petrick, J.F. (2012). International Stereotype and the Collective Construction of Destination Image. *Tourism Analysis*, 17(1), 55-66.
57. Hung, K. & Petrick, J.F. (2012). Comparing Constraints to Cruising Between Cruisers and Non-cruisers: A Test of the Constraints-Effects-Mitigation Model. *Journal of Travel and Tourism Marketing*, 29, 242-262.
56. Hung, K. & Petrick, J.F. (2012). Testing the Effects of Congruity, Travel Constraints, and Self-Efficacy on Travel Intentions: An Alternative Decision-Making Model. *Tourism Management*, 33 (4), 855-867.
55. Choo, H.S. & Petrick, J.F. (2012). Comparisons Between First-Timers and Repeaters for Relationship Marketing Implications, *International Journal of Tourism Research*, 14 (3), 298-302.
54. Petrick, J.F. (2011). Segmenting Cruise Passengers with Perceived Reputation. *Journal of Hospitality and Tourism Management*, 18, 48-53.

53. Chung, J., Kyle, G., Petrick, J.F & J.D. Asher (2011). Fairness of Prices, User Fee Policy and Willingness to Pay Among Visitors to a National Forrestr. *Tourism Management*, 32 (5), 1038-1046 .
52. Chung, J. & Petrick, J.F. (2011). Doctoral Students Scholarly Productivity: An Analysis of Publications in Tourism and Hospitality Journals. *Journal of Hospitality, Leisure and Sport Education*, 10 (1), 63-71.
51. Hung, K. & Petrick, J.F. (2011). The Role of Self-Congruity and Functional Congruity in Cruising Intentions. *Journal of Travel Research*, 50, 1, 100-112.
50. Choo, H.S., Park, S.Y. & Petrick, J.F. (2011). The Influence of the Resident's Identification with a Tourism Destination Brand on their Behavior. *Journal of Hospitality Marketing and Management*, 20 (2), 198-216.
49. Cheng, C.K., Li, X., Petrick, J.F. & O'Leary, J.T. (2011). An Examination of Tourism Journal Development. *Tourism Management*, 32 (1), 53-61.
48. Hung, K. & Petrick, J.F. (2011). Why do you cruise? Exploring Motivation to Cruising and its Influence on Cruising Intentions. *Tourism Management*, 32 (2), 386-393.
47. Li, R. & Petrick, J.F. (2010). Towards an Integrative Model of Loyalty Formation: The Role of Quality and Value. *Leisure Sciences*, 32 (3), 201-221.
46. Hung, K. & Petrick, J.F. (2010). Development of a Measurement Scale for Constraints to Cruising. *Annals of Tourism Research*, 37 (1), 206-228.
45. Chung, J., Jung, C.S., Kyle, G. & Petrick, J.F. (2010). Servant Leadership in the U.S. National Park Service: The Antecedents of Job Satisfaction. *Journal of Park and Recreation Administration*, 28 (3), 1-15.
44. Hung, K., Li, R., Pan, B. & Petrick, J.F. (2010). Knowledge Dissemination in Tourism Education: A Case of Tourism. *Journal of Travel and Tourism Marketing*, 27 (5), 519-532.
43. Li, X. & Petrick, J.F. (2010). Revisiting the Commitment-Loyalty Distinction in a Cruising Context. *Journal of Leisure Research*, 42 (1), 67-90.
42. Hung, K. & Petrick, J.F. (2009). How do we Get Baby Boomers and Future Seniors on Motorcoaches? *Tourism Analysis*, 14 (5), 665-675.
41. Kim, S.S., Chun, H. & Petrick, J.F. (2009). Career Path Profiles of General Managers of Korean Super Deluxe Hotels and Factors Influencing Their Career Development: Vocational Insights For HTM Students and Hotel Employees. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 8 (2), 97-116.
40. Park, S.Y. & Petrick, J.F. (2009). Examining Current Non-customers: A Cruise Vacation Case. *Journal of Vacation Marketing*, 15, 275-293.
39. Park, S.Y & Petrick, J.F. (2009). Conceptualizing Intention to Take a Vacation Form to Understand Non-Customers. *Journal of Travel & Tourism Marketing* , 26, 264-283.
38. Li, X. & Petrick, J.F. (2008). Examining the Antecedents of Brand Loyalty from an Investment Model Perspective. *Journal of Travel Research*, 47 (1), 25-34.
37. Li, R. & Petrick, J.F., Zhou, Y. (2008). Toward a Conceptual Framework for Tourists' Destination Knowledge and Loyalty. *Journal of Quality Assurance in Hospitality and Tourism*, 8 (3), 73-96.

36. Li, X. & Petrick, J.F. (2008). Reexamining the Dimensionality of Brand Loyalty: The Case of the Cruise Industry. *Journal of Travel and Tourism Marketing*, 25 (1), 68-85.
35. Li, X., Cheng, C-K., Kim, H., & Petrick, J. (2008). A systematic comparison of first-time and repeat visitors via a two-phase online survey. *Tourism Management*, 29 (2), 278-293.
34. Li, R. & Petrick, J.F. (2008). Tourism Marketing in an Era of Paradigm Shift. *Journal of Travel Research*, 46 (3), 235-244.
33. Huang, Y.C., Tseng, Y.P. & Petrick, J.F. (2007). Crisis Management Planning to Restore Tourism After Disasters: A Case Study of Taiwan. *Journal of Travel & Tourism Marketing*, 23 (2), 203-221.
32. Petrick, J.F., Li, R. & Park, S.Y. (2007). Cruise Passengers' Decision-making Process. *Journal of Travel & Tourism Marketing*, 23 (1), 1-14.
31. Li, X., & Petrick, J.F. (2007) Benchmarking destinations via DMO websites: A methodological process. *Tourism Analysis*, 12 (4), 271-286. .
30. Lee, S.Y. Petrick, J.F., & Crompton, J.L. (2007). The roles of price quality and intermediary constructs in determining festival attendees' behavioral intentions. *Journal of Travel Research*, 45 (4), 402-412.
29. Park, S.Y. & Petrick, J.F. (2006). Destinations' perspectives of branding. *Annals of Tourism Research*, 33 (1), 262-265.
28. Petrick, J.F., Tonner, C., & Quinn, C. (2006). The utilization of critical incident technique to examine cruise passengers' repurchase intentions. *Journal of Travel Research*, 44 (3), 273-280.
27. Li, X., & Petrick, J.F. (2005). A review of festival and event motivation studies. *Event Management*, 9 (4), 239-245.
26. Petrick, J.F. (2005). Re-operationalizing loyalty as a segmentation tool. *Tourism and Hospitality Research*, 5 (3), 199-212.
25. Petrick, J.F. (2005). Segmenting cruise passengers with price sensitivity. *Tourism Management*, 26 (5), 753-762.
24. Kim, S.S., Chun, H. & Petrick, J.F. (2005). Positioning analysis of overseas golf destination by Korean golf tourists. *Tourism Management*, 26 (6), 905-917
23. Kim, S.S., & Petrick, J.F. (2005). Residents' perceptions of the 2002 World Cup: A case of Seoul as a host city. *Tourism Management*, 26 (1), 25-38.

Post tenure

Pre tenure

22. Petrick, J.F. & Sirakaya, E. (2004). Segmenting cruisers by loyalty. *Annals of Tourism Research*, 31 (2), 472-475.
21. Ismert, M., & Petrick, J.F. (2004). Indicators and standards of quality related to seasonal employment in the ski industry. *Journal of Travel Research*, 43 (1), 46-56.
20. Petrick, J.F. (2004). First timers' and repeaters' perceived value. *Journal of Travel Research*, 43 (1), 29-38.
19. Sirakaya, E., Petrick, J.F. & Choi, H.S. (2004). The role of mood on tourism product evaluations. *Annals of Tourism Research*, 31 (3), 517-539.
18. Petrick, J.F. (2004). Are loyal visitors desired visitors? *Tourism Management*, 25 (5), 463-470.

17. Petrick, J.F., & Backman, S.J. (2004). Using square measures of perceived value to fill round holes in the service literature: Why product-based measures are inadequate for tourism research. *Journal of Travel Research*, 42 (4), 429-431.
16. Petrick, J.F. (2004). The roles of quality, value and satisfaction in predicting cruise passengers' behavioral intentions. *Journal of Travel Research*, 42 (4), 397-407.
15. Kim, S.S., & Petrick, J.F. (2004). Segmenting horse racing gamblers using the concept of involvement. *Tourism Analysis*, 9 (1/2).
14. Petrick, J.F. (2003). Measuring cruise passengers' perceived value. *Tourism Analysis*, 7 (3/4), 251-258.
13. Petrick, J.F. (2002). Experience use history as a segmentation tool to examine golf travelers' satisfaction, perceived value and repurchase intentions. *Journal of Vacation Marketing*, 8 (4), 332-342.
12. Petrick, J.F. (2002). Development of a multi-dimensional scale for measuring the perceived value of a service. *Journal of Leisure Research*, 34 (2), 119-134.
11. Petrick, J.F. (2002). An examination of golf vacationers' novelty. *Annals of Tourism Research*, 29 (2), 384-400.
10. Petrick, J.F. & Backman, S.J. (2002). An examination of the determinants of golf travelers satisfaction. *Journal of Travel Research*, 40 (Feb.), 252-258.
9. Petrick, J.F. & Backman, S.J. (2002). An examination of the construct of perceived value for the prediction of golf travelers' intentions to repurchase. *Journal of Travel Research*, 41 (Aug), 38-45.
8. Petrick, J.F., Backman, S.J., Bixler, R. & Norman, W. (2001). Analysis of golfer motivations and constraints by experience use history. *Journal of Leisure Research*, 33 (1), 56-70.
7. Petrick, J. F. & Backman, S. J (2001). An examination of golf travelers' satisfaction, perceived value, loyalty, and intentions to revisit. *Tourism Analysis*, 6 (3/4), 223-237.
6. Petrick, J.F., Morais, D., & Norman, W. (2001). An examination of the determinants of entertainment vacationers' intentions to visit. *Journal of Travel Research*, 40 (1), 41-48.
5. Petrick, J.F., Backman, S.J. & Bixler, R. (2000). An investigation of selected factors on golfer attachment. *Visions in Leisure and Business*, 18 (3/4), 44-50.
4. Petrick, J.F. (2000). An examination of the relationship between golf travelers' satisfaction, perceived value and loyalty and their intentions to revisit. *Anatolia*, 11 (1), 82-83.
3. Petrick, J.F., Backman, S.J. & Bixler, R. (1999). An investigation of selected factors effect on golfer satisfaction and perceived value. *Journal of Park and Recreation Administration*, 17(1), 40-59.
2. Arimond, G. & Petrick, J.F. (1998). Organized baseball's effect on eight year old boys perceived locus of control. *Journal of Applied Recreation Research*, 23 (3), 91-111.
1. Petrick, J.F., Backman, S.J. & Bixler, R. (1998). An investigation of selected factors on golfer attachment. *Visions in Leisure and Business*, 17 (1), 4-10.

Refereed Journal Articles In Review/In Progress

NOT UPDATED

Wassler, P., Schuckert, M., Hung, K. and Petrick, J.F. Visitor (Mis)Management? Hong Kong Attitude towards the Individual Visit Scheme. *Journal of Sustainable Tourism*. In review.

Book Chapters

9. Petrick, J.F., Zou, S. & Hung, K. (2017). Motivations and Constraints of Cruising for the U.S. and Chinese Markets. In Handbook of Cruise Ship Tourism – 2nd Edition. Edited by Clare Weeden and Ross Dowling. CABI Publishing.
8. Petrick, J.F. & Durko, A. (2015). Cruise Tourism. In J. Jafari & H. Xiao, The *Encyclopedia of Tourism*, Springer, Article ID: 369931, Chapter ID: 42: [doi:10.1007/978-3-319-01669-6_42-1](https://doi.org/10.1007/978-3-319-01669-6_42-1))
7. Petrick, J.F. (2014). Perceived Value of Service (PVS). In Measurement for Leisure Services and Leisure Studies. Edited by Mounir Ragheb. Idyll Arbor: Washington.
6. Huang, Y.C. & Petrick, J.F. (2010). Generation Y's Travel Behaviors: A Comparison With Baby Boomers and Generation X. In Tourism and Generation Y. Edited by P. Beckendork, G. Moscardo, and D. Pendergast. CABI: Oxford.
5. Petrick, J.F. & Backman, S.J. (2008). An Examination of the Determinants of Golf Travelers' Satisfaction. In Sport & Tourism: A Reader. Edited by Mike Reed, Routledge Publishing.
4. Li, R. & Petrick, J.F. (2008). In Search of a Theoretical Explanation for Loyalty Building in a Tourism Context. In Handbook of Consumer Research in Tourism: Theory & Practice. Edited by Metin Kozak, Routledge Publishing.
3. Huang, Y.C., Tseng, Y.P. & Petrick, J.F. (2008). Crisis Management Planning to Restore Tourism After Disasters: A Case Study of Taiwan. In Safety and Security in Tourism: Recovery Marketing after Crises. Haworth Publishing.
2. Li, R. & Petrick, J.F. (2005). What drives cruise passengers perceptions of value? In *Cruise Tourism: Issues, Impacts, Cases*. Edited by Ross Dowling. CABI Publishing: Wallingford, UK.
1. Backman, S.J., Petrick, J.F. & Wright, B.A. (2001). Management tools and techniques: An Integrated Approach to Planning. In *The Encyclopedia of Ecotourism*. CABI Publishing: Wallingford, UK.

Technical Reports

Multiple others; needs to be updated

175. Petrick, J.F. & Lai, Y.H. (2011). *Tourism Advertising Effectiveness & Conversion*. Report for Door County, WI (April 27, 2011).
174. Petrick, J.F. & Lai, Y.H. (2011). *Tourism Destination Website Conversion Report*. Report for Fairfax County, VA (April 4, 2011).
173. Petrick, J.F. & Lai, Y.H. (2011). *Tourism Advertising Effectiveness & Conversion*. Report for Georgetown County, SC (February 24, 2011).
172. Petrick, J.F. & Lai, Y.H. (2010). *Tourism Advertising Effectiveness & Conversion*. Report for Gatlinburg, TN (December 10, 2010).
171. Petrick, J.F. & Lai, Y.H. (2010). *Tourism Advertising Effectiveness & Conversion*. Report for Nebraska (November 25, 2010).
170. Petrick, J.F. & Lai, Y.H. (2010). *Tourism Advertising Effectiveness & Conversion*. Report for Kissimmee, FL (November 12, 2010).

169. Petrick, J.F. & Lai, Y.H. (2010). *Tourism Destination Website Conversion Report*. Report for Fairfax County, VA (July 28, 2010).
168. Petrick, J.F. & Lai, Y.H. (2010). *Tourism Advertising Effectiveness & Conversion*. Report for Fairfax County, VA (July 19, 2010).
167. Petrick, J.F. & Lai, Y.H. (2010). *Tourism Advertising Effectiveness & Conversion*. Report for Door County, WI (April 23, 2010).
166. Petrick, J.F. & Lai, Y.H. (2010). *Tourism Advertising Effectiveness & Conversion*. Report for Idaho (March 15, 2010).
165. Petrick, J.F. & Lai, Y.H. (2010). *Tourism Advertising Effectiveness & Conversion*. Report for Dallas, TX (February 10, 2010).
164. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Alaska (December 2, 2009).
163. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Destination Website Conversion Study*. Report for Kentucky (October 3, 2009).
162. Petrick, J.F., & Choo, H.S. (2009). *Texas Travel Advertising and Literature Fulfillment: Fourth Quarter*. Report for the Office of the Governor, Texas: Market Texas Tourism (September 17, 2009).
161. Petrick, J.F., & Lai, Y.H. (2009). *Non-Texas Travel Advertising and Literature Fulfillment: Fourth*. Report for the Office of the Governor, Texas: Market Texas Tourism (September 16, 2009).
160. Petrick, J.F. & Beyer, C. (2009). *Trends in Survey Research*. White sheet for DMO's (August 3, 2009).
159. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Kissimmee, FL (July 10, 2009).
158. Petrick, J.F., & Choo, H.S. (2009). *Texas Travel Advertising and Literature Fulfillment: Third Quarter*. Report for the Office of the Governor, Texas: Market Texas Tourism (June 18, 2009).
157. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Tampa Bay, FL (June 25, 2009).
156. Petrick, J.F., & Lai, Y.H. (2009). *Non-Texas Travel Advertising and Literature Fulfillment: Third Quarter*. Report for the Office of the Governor, Texas: Market Texas Tourism (June 18, 2009).
155. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Virginia Beach II, (June 10, 2009).
154. Petrick, J.F. & Chung, J.Y. (2009). *Strategies to Increase Response Rates for e-mail Surveys*. White sheet for DMO's (June 3, 2009).
153. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for North Carolina Division of Tourism (May 26, 2009).
152. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Hocking Hills Tourism Association (May 6, 2009).
151. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Fairfax, VA (April 10, 2009).

150. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Door County, WI II (April 3, 2009).
150. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Door County, WI II (March 20, 2009).
149. Petrick, J.F., & Choo, H.S. (2009). *Texas Travel Advertising and Literature Fulfillment: Second Quarter*. Report for the Office of the Governor, Texas: Market Texas Tourism (March 17, 2009).
148. Petrick, J.F., & Huang, Y.C. (2009). *Non-Texas Travel Advertising and Literature Fulfillment: Second Quarter*. Report for the Office of the Governor, Texas: Market Texas Tourism (March 16, 2009).
147. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Newport Beach (March 9, 2009).
146. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Hilton Head Island (February 21, 2009).
145. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Website Effectiveness & Conversion*. Report for Door County, WI Convention and Visitors Bureau (February 9, 2009).
144. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Kentucky Department of Travel III (January 26, 2009).
143. Petrick, J.F. & Chung, J.Y. (2009). *Open/Click Conversion Ratios*. Report for e-Brains (January 12, 2009).
142. Petrick, J.F. & Chung, J.Y. (2009). *Tourism Advertising Effectiveness & Conversion*. Report for Louisiana (January 2, 2009).
141. Petrick, J.F., & Choo, H, S. (2008). *Texas Travel Advertising and Literature Fulfillment: First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 15, 2008).
140. Petrick, J.F., & Huang, Y.C. (2008). *Non-Texas Travel Advertising and Literature Fulfillment: First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 15, 2008).
139. Petrick, J.F. & Chung, J.Y. (2008). *Tourism Advertising Effectiveness & Conversion*. Report for Kentucky Department of Travel II (November 18, 2008).
138. Petrick, J.F., & Choo, H.S. (2008). *Texas Travel Advertising and Literature Fulfillment: Annual Report for Fiscal Year 2008*. Report for the Office of the Governor, Texas: Market Texas Tourism (November 15, 2008).
137. Petrick, J.F., & Huang, Y.C. (2008). *Non-Texas Travel Advertising and Literature Fulfillment: Annual Report for Fiscal Year 2008*. Report for the Office of the Governor, Texas: Market Texas Tourism (November 17, 2008).
136. Petrick, J.F. & Chung, J.Y. (2008). *Tourism Advertising Effectiveness & Conversion*. Report for Door County Visitor Bureau II (September 22, 2008).
135. Petrick, J.F., & Choo, H.S. (2008). *Texas Travel Advertising and Literature Fulfillment: Fourth Quarter*. Report for the Office of the Governor, Texas: Market Texas Tourism (September 18, 2008).
134. Petrick, J.F., & Huang, Y.C. (2008). *Non-Texas Travel Advertising and Literature Fulfillment: Fourth Quarter*. Report for the Office of the Governor, Texas: Market Texas Tourism (September 20, 2008).

133. Petrick, J.F. & Chung, J.Y. (2008). *2007-2008 Visitor & Non-visitor benchmark study*. Report for State Tourism Directors (July 31, 2008).
132. Petrick, J.F. & Chung, J.Y. (2008). *Tourism Advertising Effectiveness & Conversion*. Report for Virginia Beach Convention Visitor Bureau (July 10, 2008).
131. Petrick, J.F. & Chung, J.Y. (2008). *Tourism Advertising Effectiveness & Conversion*. Report for New Orleans Tourism Marketing Corporation (June 28, 2008).
130. Petrick, J.F., & Choo, H.S. (2008). *Texas Travel Advertising and Literature Fulfillment: Third Quarter*. Report for the Office of the Governor, Texas: Market Texas Tourism (June 22, 2008).
129. Petrick, J.F., & Huang, Y.C. (2008). *Non-Texas Travel Advertising and Literature Fulfillment: Third Quarter*. Report for the Office of the Governor, Texas: Market Texas Tourism (June 21, 2008).
128. Petrick, J.F. & Chung, J.Y. (2008). *Tourism Advertising Effectiveness & Conversion*. Report for Hilton Head Island– Bluffton Chamber of Commerce (June 6, 2008).
127. Petrick, J.F. & Chung, J.Y. (2008). *Tourism Advertising Effectiveness & Conversion*. Report for Door County Visitor Bureau I (April 5, 2008).
126. Petrick, J.F., Pang, S. (2008). *Website Effectiveness Evaluation: First Quarter 2007*, Report for State Tourism Directors. (April 28, 2008).
125. Petrick, J.F., Pang, S. (2008). *Website Effectiveness Evaluation: First Quarter 2007*, Report for City Tourism Directors. (April 24, 2008).
124. Petrick, J.F., & Choo, H.S. (2008). *Texas Travel Advertising and Literature Fulfillment: Second Quarter*. Report for the Office of the Governor, Texas: Market Texas Tourism (March 20, 2008).
123. Petrick, J.F., & Huang, Y.C. (2008). *Non-Texas Travel Advertising and Literature Fulfillment: Second Quarter*. Report for the Office of the Governor, Texas: Market Texas Tourism (March 19, 2008).
122. Petrick, J.F. & Chung, J.Y. (2008). *Tourism Advertising Effectiveness & Conversion*. Report for Kentucky Department of Travel (March 18, 2008).
121. Petrick, J.F. & Chung, J.Y. (2008). *Tourism Advertising Effectiveness & Conversion*. Report for Arizona State Office of Tourism (February 12, 2008).
120. Petrick, J.F., & Choo, H.S. (2008). *Texas Travel Advertising and Literature Fulfillment: Annual Report*. Report for the Office of the Governor, Texas: Market Texas Tourism (January 29, 2008).
119. Petrick, J.F., & Huang, Y.C. (2008). *Non-Texas Travel Advertising and Literature Fulfillment: Annual Report*. Report for the Office of the Governor, Texas: Market Texas Tourism (January 25, 2008).
118. Petrick, J.F., Pang, S. (2008). *Annual Visitor and Non-Visitor Analysis 2007*, Report for City Tourism Directors. (January 25, 2008).

117. Petrick, J.F., Pang, S. (2008). *Annual Visitor and Non-Visitor Analysis 2007*, Report for State Tourism Directors. (January 20, 2008).
116. Petrick, J.F. & Chung, J.Y. (2008). *Tourism Advertising Effectiveness & Conversion*. Report for West Virginia Division of Tourism (January 20, 2008).
115. Petrick, J.F., Pang, S. (2008). *Website Effectiveness Evaluation: Fourth Quarter 2007* Report for City Tourism Directors. (January 12 2008).
114. Petrick, J.F., Pang, S. (2008). *Website Effectiveness Evaluation: Fourth Quarter 2007*, Report for State Tourism Directors. (January 10, 2008).
113. Petrick, J.F., & Choo, H, S. (2007). *Texas Travel Advertising and Literature Fulfillment: First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 22, 2007).
112. Petrick, J.F., & Huang, Y.C. (2007). *Non-Texas Travel Advertising and Literature Fulfillment: First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 20, 2007).
111. Petick, J.F. & Li, R. (2007). *An Analysis of Advertising and Positioning Effectiveness*. Report for Bryan/College Station Convention and Visitors Bureau (November 20, 2007).
110. Petrick, J.F., Pang, S. (2007). *Website Effectiveness Evaluation: Third Quarter 2007*. Report for City Tourism Directors (October 30, 2007).
109. Petrick, J.F., Pang, S. (2007). *Website Effectiveness Evaluation: Third Quarter 2007*. Report for State Tourism Directors (October 28, 2007).
108. Petrick, J.F., & Choo, H, S. (2007). *Texan Travel Advertising and Literature Fulfillment: Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (September 30, 2007).
107. Petrick, J.F., & Huang, Y.C. (2007). *Non-Texan Travel Advertising and Literature Fulfillment: Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (September 29, 2007).
106. Petrick, J.F., Pang, S. (2007). *Website Effectiveness Evaluation: Second Quarter 2007*, Report for City Tourism Directors. (July 30, 2007).
105. Petrick, J.F., Pang, S. (2007). *Website Effectiveness Evaluation: Second Quarter 2007*, Report for State Tourism Directors. (July 27, 2007).
104. Petrick, J.F., Pang, S. (2007). *Visitor and Non-Visitor Analysis 2007*, Report for City Tourism Directors (July 24, 2007).
103. Petrick, J.F., Pang, S. (2007). *Visitor and Non-Visitor Analysis 2007*, Report for State Tourism Directors (July 22, 2007).
102. Petrick, J.F., Pang, S. (2007). *Website Effectiveness Evaluation: Second Quarter 2007*, Report for City Tourism Directors (July 22, 2007).
101. Petrick, J.F., Pang, S. (2007). *Website Effectiveness Evaluation: Second Quarter 2007*, Report for State Tourism Directors (July 20, 2007).
100. Petrick, J.F.,& Choo, H.S. (2007). *Texan Travel Advertising and Literature Fulfillment: Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 22, 2007)
99. Petrick, J.F.,& Huang, Y.C. (2007). *Non-Texan Travel Advertising and Literature Fulfillment: Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 28, 2007).

98. Petrick, J.F., Pang, S. (2007). *Website Effectiveness Evaluation: First Quarter 2007*, Report for State Tourism Directors. (April 28, 2007).
97. Petrick, J.F., Pang, S. (2007). *Website Effectiveness Evaluation: First Quarter 2007*, Report for City Tourism Directors. (April 22, 2007).
96. Petrick, J.F., & Choo, H.S. (2007). *Texan Travel Advertising and Literature Fulfillment: Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 23, 2007).
95. Petrick, J.F., & Huang, Y.C. (2007). *Non-Texan Travel Advertising and Literature Fulfillment: Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 18, 2007).
94. Petrick, J.F., & Huang, Y.C. (2007). *Texas Travel Advertising and Literature Fulfillment: Annual Report*. Report for Texas Economic Development, Market Texas Tourism (January 25, 2007).
93. Petrick, J.F., Pang, S. (2007). *Visitor and Non-Visitor Analysis 2006*, Report for City Tourism Directors (January 25, 2007).
92. Petrick, J.F., Pang, S. (2007). *Visitor and Non-Visitor Analysis 2006*, Report for State Tourism Directors (January 20, 2007).
91. Petrick, J.F., Pang, S. (2007). *Website Effectiveness Evaluation: Fourth Quarter 2006*, Report for City Tourism Directors (January 16, 2007).
90. Petrick, J.F., Pang, S. (2007). *Website Effectiveness Evaluation: Fourth Quarter 2006*, Report for State Tourism Directors (January 10, 2007).
89. Petrick, J.F., & Choo, H.S. (2006). *Texan Travel Advertising and Literature Fulfillment: First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 23, 2006).
88. Petrick, J.F., & Huang, Y.C. (2006). *Non-Texan Travel Advertising and Literature Fulfillment: First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 20, 2006).
87. Petrick, J.F., Pang, S. (2006). *Website Effectiveness Evaluation: Third Quarter 2006*, Report for State Tourism Directors (October 27, 2006).
86. Petrick, J.F., Pang, S. (2006). *Website Effectiveness Evaluation: Third Quarter 2006*, Report for City Tourism Directors (October 20, 2006).
85. Petrick, J.F., & Huang, Y.C. (2006). *Texas Travel Advertising and Literature Fulfillment: Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (September 30, 2006).
84. Petick, J.F. & Li, R. (2006). *An Analysis of Advertising and Positioning Effectiveness*. Report for Land Between the Lakes, National Demonstration Laboratory. (September 20, 2006).
83. Petrick, J.F., Li, R.(2006). *Visitor and Non-Visitor Analysis 2006*, Report for City Tourism Directors (July 28, 2006).
82. Petrick, J.F., Li, R.(2006). *Visitor and Non-Visitor Analysis 2006*, Report for State Tourism Directors (July 22, 2006).
81. Petrick, J.F., Li, R. (2006). *Website Effectiveness Evaluation: Second Quarter 2006*, Report for State Tourism Directors (July 20, 2006).
80. Petrick, J.F., Li, R. (2006). *Website Effectiveness Evaluation: Second Quarter 2006*, Report for City Tourism Directors (July 17, 2006).

79. Petrick, J.F., & Park, S. (2006). *Texas Travel Advertising and Literature Fulfillment: Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 22, 2006).
78. Petrick, J.F., Li, R. (2006). *Website Effectiveness Evaluation: First Quarter*, Report for State Tourism Directors (April 28, 2006).
77. Petrick, J.F., Li, R. (2006). *Website Effectiveness Evaluation: First Quarter*, Report for City Tourism Directors (April 22, 2006).
76. Petrick, J.F., & Park, S. (2006). *Texas Travel Advertising and Literature Fulfillment: Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 18, 2006).
75. Petrick, J.F., & Park, S. (2006). *Texas Travel Advertising and Literature Fulfillment: Annual Report*. Report for Texas Economic Development, Market Texas Tourism (January 27, 2006).
74. Petrick, J.F., Li, R.(2006). *Visitor and Non-Visitor Analysis 2005*, Report for City Tourism Directors (January 25, 2006).
73. Petrick, J.F., Li, R.(2006). *Visitor and Non-Visitor Analysis 2005*, Report for State Tourism Directors (January 20, 2006).
72. Petrick, J.F., Li, R. (2006). *Website Effectiveness Evaluation: Fourth Quarter 2005*, Report for City Tourism Directors (January 16, 2006).
71. Petrick, J.F., Li, R. (2006). *Website Effectiveness Evaluation: Fourth Quarter 2005*, Report for State Tourism Directors (January 10, 2006).
70. Petrick, J.F., & Park, S. (2005). *Texas Travel Advertising and Literature Fulfillment: First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 20, 2005).
69. Petrick, J.F., Li, R. (2005). *Website Effectiveness Evaluation: Third Quarter 2004*, Report for State Tourism Directors (October 28, 2005).
68. Petrick, J.F., Li, R. (2005). *Website Effectiveness Evaluation: Third Quarter 2004*, Report for City Tourism Directors (October 21, 2005).
67. Petrick, J.F., & Park, S. (2005). *Texas Travel Advertising and Literature Fulfillment: Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (September 30, 2005).
66. Petrick, J.F., Li, R.(2005). *Website Effectiveness Evaluation: Second Quarter 2005* Report for City Tourism Directors (July 28, 2005).
65. Petrick, J.F., Li, R. (2005). *Visitor and Non-Visitor Analysis 2005*, Report for State Tourism Directors (July 26, 2005).
64. Petrick, J.F., Li, R. (2005). *Visitor and Non-Visitor Analysis 2005*, Report for City Tourism Directors (July 22, 2005).
63. Petrick, J.F., Li, R. (2005). *Website Effectiveness Evaluation: Second Quarter 2005*, Report for State Tourism Directors (July 20, 2005).
62. Petrick, J.F., Sirakaya, E. & Park, S. (2005). *Texas Travel Advertising and Literature Fulfillment: Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 22, 2005).
61. Petrick, J.F., Li, R. (2005). *Website Effectiveness Evaluation: First Quarter 2005*, Report for State Tourism Directors (April 28, 2005).
60. Petrick, J.F., Li, R. (2005). *Website Effectiveness Evaluation: First Quarter 2005*, Report for City Tourism Directors (April 20, 2005).

59. Petrick, J.F. & Park, S. (2005). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2004, Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 22, 2005).
58. Petrick, J.F. & Park, S. (2005). *Texas Travel Advertising and Literature Fulfillment: Fiscal Year 2004, Annual Report*. Report for Texas Economic Development, Market Texas Tourism (January 31, 2005).
57. Petrick, J.F., Li, R. (2005). *Visitor and Non-Visitor Analysis 2004*, Report for State Tourism Directors. (January 28, 2004).
56. Petrick, J.F., Li, R. (2005). *Visitor and Non-Visitor Analysis 2004*, Report for City Tourism Directors. (January 25, 2004).
55. Petrick, J.F., Li, R. (2005). *Website Effectiveness Evaluation: Fourth Quarter 2004*, Report for State Tourism Directors (January 20, 2004).
54. Petrick, J.F., Li, R. (2005). *Website Effectiveness Evaluation: Fourth Quarter 2004*, Report for City Tourism Directors (January 18, 2004).
53. Petrick, J.F. & Park, S. (2004). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2004, First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 22, 2004).
52. Petrick, J.F., Li, R. (2004). *Website Effectiveness Evaluation: Third Quarter 2004* , Report for State Tourism Directors (October 28, 2004).
51. Petrick, J.F., Li, R. (2004). *Website Effectiveness Evaluation: Third Quarter 2004* , Report for City Tourism Directors (October 22, 2004).
50. Petrick, J.F. & Park, S. (2004). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2003, Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (September 30, 2004).
49. Petrick, J.F., Li, R. (2004). *Visitor and Non-Visitor Analysis I: 2004*, Report for State Tourism Directors (July 30, 2004).
48. Petrick, J.F., Li, R. & Skadberg, A. (2004). *Website Effectiveness Evaluation: Second Quarter 2004*, Report for State Tourism Directors (July 28, 2004).
47. Petrick, J.F., Li, R. & Skadberg, A. (2004). *Website Effectiveness Evaluation: Second Quarter 2004*, Report for City Tourism Directors (July 20, 2004).
46. Petrick, J.F. (2004). *An Analysis of Visitors to Mayfest 2004*. Report for Gynna Harlin, Mayfest Assistant Chair (July 2004).
45. Petrick, J.F., Sirakaya, E. & Park, S. (2004). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2003, Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 30, 2004).
44. Petrick, J.F., Li, R.. & Skadberg, A. (2004). *Website Effectiveness Evaluation: First Quarter 2004*, Report for City Tourism Directors (April 22, 2004).
43. Petrick, J.F., Li, R.. & Skadberg, A. (2004). *Website Effectiveness Evaluation: First Quarter 2004*, Report for State Tourism Directors (April 15, 2004).

42. Petrick, J.F., Sirakaya, E. & Park, S. (2004). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2003, Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 29, 2004).
41. Petrick, J.F., Sirakaya, E. & Park, S. (2004). *Texas Travel Advertising and Literature Fulfillment: Fiscal Year 2003, Annual Report*. Report for Texas Economic Development, Market Texas Tourism (January 31, 2004).
40. Petrick, J.F., Li, R. & Skadberg, A. (2004). *Visitor and Non-Visitor Analysis: 2003*, Report for State Tourism Directors (January 28, 2004)
39. Petrick, J.F., Li, R. & Skadberg, A. (2003). *Website Effectiveness Evaluation: Fourth Quarter 2003*, Report for State Tourism Directors (January 15, 2004).
38. Petrick, J.F., Li, R. & Skadberg, A. (2004). *Year-End Report: 2003*. Report for the State Tourism Directors in: Arkansas, Arizona Colorado, Connecticut, Delaware, Georgia, Illinois, Louisiana, Maryland, Missouri, New Mexico, Nevada, Pennsylvania, Texas, Washington and Wyoming. (January 18, 2004)
37. Petrick, J.F., Sirakaya, E. & Park, S. (2003). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2003, First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 28, 2003).
36. Petrick, J.F., Li, R. & Skadberg, A. (2003). *Website Effectiveness Evaluation: Third Quarter 2003*, Report for State Tourism Directors (October 15, 2003).
35. Petrick, J.F., Sirakaya, E. & Park, S. (2003). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2002, Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (September 30, 2003).
34. Petrick, J.F., Jamal, T. & Choi, H. (2003). *Texas Local Hotel Tax: Annual Report 2002*. Report for Texas Economic Development, Market Texas Tourism (July 31, 2003).
33. Petrick, J.F., Quinn, C. & Skadberg, A. (2003). *Website Effectiveness Evaluation: Second Quarter 2003*, Report for State Tourism Directors (July 28, 2003).
32. Petrick, J.F. (2003). *An Analysis of Visitors to Mayfest 2003*. Report for Gynna Harlin, Mayfest Assistant Chair (July 2003).
31. Petrick, J.F., Sirakaya, E. & Park, S. (2003). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2003, Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 30, 2003).
30. Petrick, J.F., Hayes, H. & Skadberg, A. (2003). *Website Effectiveness Evaluation: First Quarter 2003*, Report for State Tourism Directors (April 15, 2003).
29. Petrick, J.F., Sirakaya, E. & Park, S. (2003). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2002, Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 29, 2003).
28. Petrick, J.F., Sirakaya, E. & Oh, C. (2003). *Texas Travel Advertising and Literature Fulfillment: Fiscal Year 2002, Annual Report*. Report for Texas Economic Development, Market Texas Tourism (January 31, 2003).
27. Petrick, J.F., Hayes, H. & Skadberg, A. (2003). *Visitor and Non-Visitor Analysis: 2002*, Report for

State Tourism Directors (January 20, 2003).

26. Petrick, J.F., Hayes, H. & Skadberg, A. (2003). *Website Effectiveness Evaluation: Fourth Quarter 2002*, Report for State Tourism Directors (January 15, 2003).
25. Petrick, J.F., Sirakaya, E. & Oh, C. (2002). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2002, First Quarter*, Report for State Tourism Directors (December 28, 2002).
24. Petrick, J.F., Hayes, H. & Skadberg, A. (2002). *Website Effectiveness Evaluation: Third Quarter 2002*, Report for State Tourism Directors (October 15, 2002).
23. Petrick, J.F., Sirakaya, E. & Oh, C. (2002). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2002, Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (September 30, 2002).
22. Petrick, J.F., Jamal, T. & Choi, H. (2002). *Texas Local Hotel Tax: Annual Report 2001*. Report for Texas Economic Development, Market Texas Tourism (July 31, 2002).
21. Petrick, J.F. ,Choi, H. & Skadberg, A. (2002). *Website Effectiveness Evaluation: Second Quarter 2002*, Report for State Tourism Directors (July 15, 2002).
20. Petrick, J.F., Sirakaya, E. & Oh, C. (2002). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2002, Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 30, 2002).
19. Petrick, J.F. (2002). *An Analysis of Visitors to Mayfest 2002*. Report for Gynna Harlin, Mayfest Assistant Chair (June 2002).
18. Petrick, J.F. ,Choi, H. & Skadberg, A. (2002). *Website Effectiveness Evaluation: First Quarter 2002*, Report for State Tourism Directors (April 15, 2002).
17. Petrick, J.F., Sirakaya, E. & Oh, C. (2002). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2002, Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 29, 2002).
16. Petrick, J.F., Sirakaya, E. & Oh, C. (2002). *Texas Travel Advertising and Literature Fulfillment: Fiscal Year 2001, Annual Report*. Report for Texas Economic Development, Market Texas Tourism (January 31, 2002).
15. Petrick, J.F. ,Choi, H. & Skadberg, A. (2001). *Website Effectiveness Evaluation: Fourth Quarter 2001*, Report for State Tourism Directors (January 30, 2002).
14. Petrick, J.F., Sirakaya, E. & Oh, C. (2001). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2001, First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 28, 2001).
13. Petrick, J.F. (2001). *Effects on MS Zaandam Passengers' Intentions to Repurchase a Holland America Line Cruise*. Report for Holland America Line, Seattle, Washington.
12. Petrick, J.F. (2001). *A Quantitative Analysis of Guests On Board the MS Zaandam*. Report for Holland America Line, Seattle, Washington.

11. Petrick, J.F. (2001). *A Qualitative Analysis of Guests On Board the MS Zaandam*. Report for Holland America Line, Seattle, Washington.
10. Petrick, J.F. (2000). *An Investigation of Cruise Travelers' Decision Making Process*. Report for Holland America Line, Seattle, Washington.
9. Petrick, J.F. & Witt, P.A. (2000). Evaluation of the Greater Austin First Tee youth golf like skills mentoring program. Report for Greater Austin First Tee, Austin, Texas.
8. Petrick, J.F. & Witt, P.A. (1999). *Orientation manual for mentors: Greater Austin First Tee Program*. Report for Greater Austin First Tee, Austin, Texas.
7. Backman, S.J. , Backman, K.F, Claussen, C.L. Henry, M., Norman, W.C. Petrick, J.P. & Daniels, M.J. (1999). *The Impact of the 1999 MCI - The Heritage of Golf* (125 pg.), Report for the Heritage Classic Foundation
6. Petrick, J.F. & Backman, S.J. (1999). *An assessment of the determinants of golf vacationers intentions to revisit*. Report for Creel, Incorporated, Myrtle Beach, South Carolina
5. Backman, K.F., Backman, S.J., Petrick, J.F. & Hawkins, M.O. (1999). The extent of in-migrant retiree interdependence and its role in successful rural economic development. Report for TVA-Rural Development Program, University of Kentucky.
4. Petrick, J.F & Norman, W. (1998). *An examination of the differences between visitors and non-visitors to entertainment venues in Myrtle Beach*. Report for Myrtle Beach Entertainment Holiday, Myrtle Beach, South Carolina.
3. Petrick, J.F. & Norman, W. (1998). *Entertainment visitors conversion study*. Report for Myrtle Beach Entertainment Holiday, Myrtle Beach, South Carolina.
2. Backman, K.F., Backman, S.J., Hawkins, M.O. & Petrick, J.F. (1998). *The extent friendship has a role in retiree recruitment and retention in South Carolina: Survey results*. Report for TVA-Rural Development Program, University of Kentucky.
1. Petrick, J.F. & Norman, W. (1997). *Sociodemographic assessment of nature-based travelers to the South Carolina Upstate*. Report for South Carolina Department of Parks, Recreation and Tourism - Heritage Corridor Committee.

Refereed Conference Publications

2017: TTRA;

2017: ISTTE: Testing the Effectiveness of Price Framing on Tourists' Perceptions of Dual Pricing: An Application of Prospect Theory, Charleston, SC.

2016: 4 TTRA, 1 NASSM, 3 HK = 8 conference presentations

Need to add 2016 TTRA, NASSM and 2016 Hong Kong presentations and Publications

Yoon, S.J., Petrick, J.F. & Yang, H. The Agony of Defeat: Disappointment Impacts on Baseball Fans. NASSM (2016) Orlando, FL

Does Disappointment in the Evaluation of a Sporting Event Reduce Sport Consumption?

Sukjoon Yoon and James Petrick, Texas A&M University

Let Justice be done, from Coach to First Class: Examining Service Recovery through Justice

Theory – Steven Migacz, Texas A&M University

Exploring The Effects Of Organic And Induced Experiences On Perceptions, Travel Motivations

And Study Abroad Intentions – Angela Durko, Texas A&M University

Chinese Tourists' Images and Constraints towards Cruising –

Suiwen Zou and James Petrick, Texas A&M University

Yoon, S.J., Petrick, J. F. (Advisor), and Kim, J.W. (September, 2015). The Impact of Using an Anchored Putter on Winning and Putting Performance. 2015 New England Symposium on Statistics in Sports Conference, *Cambridge, MA*.

Yoon, S.J. & Petrick, J.F. (Advisor) (June, 2015). Does Disappointment in the Evaluation of a Sporting Event Reduce Sport Consumption?. 2015 Travel and Tourism Research Association (TTRA) International Conference, *Portland, OR*.

Yoon, S.J. & Petrick, J.F. (Advisor) (June, 2014). An Examination of the Relationship between Sport Tourists' Involvement with a Sport Event Destination and their Twitter Usage. 2014 Travel and Tourism Research Association (TTRA) International Conference, *Bruges, Belgium*.

Yoon, S.J., Petrick, J.F. (Advisor), Backman, S.J (Advisor), Ramshaw, G, Denham, B.E, & Sanderson, J. (May, 2014). Collegiate Sport Fans Allegiance: The Mediating Effects of Twitter Usage. 2014 North America Society for Sport Management (NASSM) Conference, *Pittsburgh, PA*.

76. Durko, A.M. and Petrick, J.F. (2014) How Nutella and Grand Theft Auto May Bridge the Gap of Cultural Misconceptions: Study of Texas and Afghanistan Student Interactions. Proceedings of the 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014.

75. Soulard, J. and Petrick J.F. (2014). The Efficacy of Marketing Methods in the Cruise Industry, Proceedings of the 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014
74. Ghoshal, A.K. and Petrick, J.F. (2014). Desert Tourism – Mirage or Sustainability Challenge? Proceedings of the 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014
73. Durko, A.M., Stone, M.J. and Petrick, J.F. (2014). Even Lovers Need a Holiday: Toward an Understanding of Women Traveling Without their Partners. Proceedings of the 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014
72. Stone, M.J. and Petrick, J.F. (2014). Reflections of Learning from Domestic Travel. Proceedings of the 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014
71. Yoon, S.J. and Petrick, J.F. (2014). An Examination of the Relationship between Sport Tourists' Involvement with a Sport Event Destination and their Twitter Usage.
70. Stone, M.J. and Petrick, J.F. (2014). Even Lovers Need a Holiday: Toward an Understanding of Women Traveling Without their Partners. Proceedings of the 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014
69. Yoon, S.J., Backman, S.J. and Petrick, J.F. (2014). Collegiate Sport Fans Allegiance: The Mediating Effects of Twitter Usage", NASSM 2014 Conference, being held in Pittsburgh, Pennsylvania.
68. Durko, A.M. (2013). Girlfriend Getaways and Mancations: Measuring the Effects of Travel on Leisure, Relationship and Life Satisfaction. Proceedings of the 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.
67. Stone, M.J. (2013). Generic Skills Learned from Domestic Travel Experiences. Proceedings of the 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.
66. Migacz, S. (2013). Trick or Tweet: Does the Utilization of Social Media Increase Awareness of Street Food or Food Trucks? Proceedings of the 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.
65. Chen, C. C. and Petrick, J.F. (2013). Why People Travel? Examining Perceived Benefits of Tourism. Proceedings of the 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.
64. Durko, A.M. and Petrick, J.F. (2013) The Benefits of Travel: Family and Relationships Review of Literature. Proceedings of the 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.
63. Stone, M. J. and Petrick, J.F. (2013). Indulge! Presentation of Dining and Drinking Experiences in Mass Media Travel Writing. Proceedings of the 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.

- Add 4 Bamboo presentations

62. Chen, C.C. and Petrick, J.F. (2013). Effects of tourism experiences on trip and life satisfaction. Proceedings of the 3rd Advances in Hospitality and Tourism Management Conference, Taipei, Taiwan, June, 2013
61. Durko, A.M and Petrick, J.F. (2012). Authenticity in Souvenir Purchases. Proceedings of the 43rd Annual Travel and Tourism Research Association Conference, Virginia Beach, VA, June 2012.
60. Stone, M.J and Petrick, J.F. (2012). Site Selection Factors for Youth Sport Tournaments. Proceedings of the 43rd Annual Travel and Tourism Research Association Conference, Virginia Beach, VA, June 2012.
59. Chen, C.C. and Petrick, J.F. (2012). Vacation recovery experiences on life satisfaction. Proceedings of the 43rd Annual Travel and Tourism Research Association Conference, Virginia Beach, VA, June 2012.
58. Hung, K. and Petrick, J.F. (2011). ????? Proceedings of the 42nd Annual Travel and Tourism Research Association Conference, London, Ontario, June, 2011.
57. Lai, Y.H., Chu, J.Y., and Petrick, J.F. (2011). Examining the relationships between perceived value, service quality, satisfaction, and willingness to revisit a theme park. Proceedings of the 42nd Annual Travel and Tourism Research Association Conference, London, Ontario, June, 2011.
56. Chung, J.Y., Buhalis, D. and Petrick, J.F. (2010). The use of social network analysis to examine the interactions between locals and tourists in an online community. Proceedings of the 41st Annual Travel and Tourism Researcher Association Conference, San Antonio, TX, June, 2010.
55. Park, C. And Petrick, J.F. (2010). Developing the optimal Korean performing arts tourism product for Japanese tourists. Proceedings of the 41st Annual Travel and Tourism Researcher Association Conference, San Antonio, TX, June, 2010.
54. Chen, C.C., Lai, Y.H, and Petrick, J.F. (2010). The discriminant effect of perceived value on travel intention: Visitors and Non-Visitors. Proceedings of the 41st Annual Travel and Tourism Researcher Association Conference, San Antonio, TX, June, 2010.
53. Lai, Y.H. Chen, C.C. and Petrick, J.F. (2010). The economic impact on leisure activities. Proceedings of the 41st Annual Travel and Tourism Researcher Association Conference, San Antonio, TX, June, 2010.
52. Chung, J.Y. and Petrick, J.F. (2009). Measuring attribute-specific and overall satisfaction with destination experience. Proceedings of the International Society of Travel & Tourism Educators Conference, San Antonio, TX, October, 2009
51. Hung, K. & Petrick, J.F. (2009). Congruity and destination image: An integrative approach for travel decision-making. Proceedings of the International Society of Travel & Tourism Educators Conference, San Antonio, TX, October, 2009

50. Choo, H. & Petrick, J.F. (2009). The relationship between social interactions and satisfaction for agritourism service encounters. *Proceedings of the 40th Annual Travel and Tourism Research Association Conference*, Honolulu, HI, June 2009.
49. Chung, J.Y. & Petrick, J.F. (2009). A conceptual framework of perceived price fairness: An attributional approach. *Proceedings of the 40th Annual Travel and Tourism Research Association Conference*, Honolulu, HI, June 2009.
48. Chung, J.Y. & Petrick, J.F. (2009). Decomposing joint versus separate evaluation modes using destination choice sets. *Proceedings of the 40th Annual Travel and Tourism Research Association Conference*, Honolulu, HI, June 2009.
47. Tomas, S.R., Petrick, J.F. & Crompton, J.L. (2008). Exploring the interrelationship between attitudes, quality, satisfaction and behavioral intentions. *Proceedings of the 2008 National Recreation and Park Association Symposium on Leisure*, Baltimore, MD, October 2008.
46. Li, R. & Petrick, J.P. (2008). CHRIE: The Role of Quality and Value in Cruisers Loyalty Formation, *Proceedings of the Council on Hotel, Restaurant and Institutional Education Conference*, July 2008.
45. Hung, K. & Petrick, J.F. (2008). Self congruity and destination image: Developing a conceptual model of tourist decision-making. *Proceedings of the 39th Annual Travel and Tourism Research Association Conference*, Philadelphia, PA, June 2008.
44. Hung, K., & Petrick, J.F. (2008). Baby boomers and future seniors: How to get them on motorcoaches. *Proceedings of the 39th Annual Travel and Tourism Research Association Conference*, Philadelphia, PA, June 2008.
43. Hung, K., Petrick, J.F., & O'Leary, J.T. (2007). Revealing the travel expenditure pattern among senior travelers in the United States. *Proceedings of the 2007 International Society of Travel and Tourism Educators Conference*, Charleston, S.C. October, 2007.
42. Huang, Y.C., Petrick, J.F., Tseng, Y.P. (2007). Differences in travel behaviors between baby boomers, generation X'ers and generation Y'ers. *Proceedings of the 2007 International Society of Travel and Tourism Educators Conference*, Charleston, S.C. October, 2007.
41. Huang, Y.C., Choo, H. & Petrick, J.F. (2007). A comparison of the cognitive destination image of resident and non-resident tourists based on importance-performance approach. *Proceedings of the 2007 International Society of Travel and Tourism Educators Conference*, Charleston, S.C. October, 2007.
40. Tsuji, Y., Petrick, J. F., & Bennett, G. (2007). Measuring spectators' evaluations of a sporting event to determine loyalty. *Proceedings of the 2007 North American Society for Sport Management annual conference*, Ft. Lauderdale, FL, May, 2007.
39. *Li, X. & Petrick, J.F. (2007). Examining the Determinants of Loyalty from an Investment

Model Perspective. *Proceedings of the 2007 International CHRIE Conference*, Dallas, TX, July 2007.

38. *Choo, H. & Petrick, J.F. (2007). Internal Branding of Tourism Destination: The Influence of Local People's Brand Identification on Visitor Satisfaction Activities Toward Visitors, Their Intention of Word of Mouth and their Participation in Tourism and Leisure Activities. *Proceedings of the 38th Annual Travel and Tourism Research Association Conference*, Las Vegas, NV, June 2007.
37. *Hung, K., Petrick, J.F. & O'Leary, J. (2007). An Investigation of the Variations of Travel Behaviors on the Variations of Travel Behaviors Across Different Age Cohorts. *Proceedings of the 38th Annual Travel and Tourism Research Association Conference*, Las Vegas, NV, June 2007.
36. *Li, X., Hung, K., Cheng, C., & Petrick, J. (2007). Park Visitors' Perceived Risk and Information Search Behavior. *Proceedings of the 38th Annual Travel and Tourism Research Association Conference*, Las Vegas, NV, June 2007.
35. *Li, X. & Petrick, J. (2007). Reconceptualizing Brand Loyalty: Its Conceptual Domain, Components, and Structure. *Proceedings of the 38th Annual Travel and Tourism Research Association Conference*, Las Vegas, NV, June 2007.
34. *Li, X. & Petrick, J.F. (2007). Revisiting the Commitment-Loyalty Link in a Tourism Context. *Proceedings of the Sixth CPTHL Symposium for Consumer Psychology of Tourism, Hospitality, and Leisure Research*, Charleston, SC, June 2007.
33. Huang, Y.C., Cheng, C.K. Petrick, J.F. and O'Leary, J.T. (2006). Information Search Behavior of Taiwan's Inbound Leisure Travelers. *Proceedings of the 2006 ISTTE Conference*, Las Vegas, NV, October, 2006.
32. *Tsuji, Y., Bennett, G. And Petrick, J.F. (2006). Investigating Factors Affecting Behavioral Intention at an Action Sports Event. *Proceedings of the Asian Association for Sport Management*, Tokyo, Japan, August 2006.
31. *Li, X., and Petrick, J.F. (2006). A Proposed Conceptual Framework for Tourists' Destination Brand Knowledge and Loyalty. *Proceedings of the 37th Annual Travel and Tourism Research Association*, Dublin, Ireland, June 2006.
30. Li, X., Park, S.Y., and Petrick, J.F. (2005). The Role of Choice Sets in Cruise Passengers' Decision-Making Processes. *Proceedings of the 2005 National Recreation and Park Association Symposium on Leisure*, San Antonio, TX, October 2005.
29. Park, S.Y., and Petrick, J.F. (2005). Analyzing Importance Factors for a Leisure Trip: Toward Effective Travel Advertising. *Proceedings of the 2005 National Recreation and Park Association Symposium on Leisure*, San Antonio, TX, October 2005.
28. Li, X., Cheng, C.K., and Petrick, J.F. (2005). A Comparison of First-time and Repeat Visitors via a Two-phase On-line Survey. *Proceedings of the 2005 National Recreation and Park*

Association Symposium on Leisure, San Antonio, TX, October 2005.

27. *Li, X., and Petrick, J.F. (2005). The Utilization of Benchmarking to Examine the Effectiveness of State Tourism Websites—A Methodological Process. *Proceedings of the 36th Annual Travel and Tourism Research Association Conference*, New Orleans, LA, June 2005.
26. *Li, X., and Petrick, J.F. (2005). Tourism Marketing in an Era of Paradigm Shift. *Proceedings of the 36th Annual Travel and Tourism Research Association Conference*, New Orleans, LA, June 2005.
25. *Cheng, C.K., Li, X., Petrick, J.F., and O'Learly, J.T. (2005). Examining Tourism Knowledge Development from Journal Topics. *Proceedings of the 36th Annual Travel and Tourism Research Association Conference*, New Orleans, LA, June 2005.
24. Petrick, J.F., Tonner, C. and Quinn, C. (2004). The Utilization of Critical Incident Technique to Examine Cruise Passengers' Repurchase Intentions. *Proceedings of the 2004 National Recreation and Park Association Symposium on Leisure*, Reno, NV, October 2004.
23. Tonner, C., and Petrick, J.F. (2004). An Examination of the Motivations of Cruise Passengers. *Proceedings of the 2004 National Recreation and Park Association Symposium on Leisure*, Reno, NV, October 2004.
22. Petrick, J.F. (2004). Segmenting Cruise Passengers with Perceived Reputation. *Proceedings of the 2004 National Recreation and Park Association Symposium on Leisure*, Reno, NV, October 2004.
21. *Petrick, J.F. (2004). Segmenting cruise passengers with price sensitivity. *Proceedings of the 35th Annual Conference of the Travel and Tourism Research Association*, Montreal, Canada.
20. *Petrick, J.F. & Li, X. (2004). A post-hoc analysis of state tourism website users: Differences between visitors and non-visitors. *Proceedings of the 35th Annual Conference of the Travel and Tourism Research Association*, Montreal, Canada.
19. Lee, S.Y. & Petrick, J.F. (2003). An examination of festival attendees satisfaction, perceived value and intentions to revisit. *Proceedings of the 2003 National Recreation and Park Association Symposium on Leisure*, St. Louis, MO, October 2003.
18. Tonner, C., & Petrick, J.F. (2003). Becker's side bets theory as a segmentation tool for examining golf travelers' behaviors. *Proceedings of the 2003 National Recreation and Park Association Symposium on Leisure*, St. Louis, MO, October 2003.
17. Petrick, J.F. (2003). Reexamining the perceived value framework. *Proceedings of the 2003 National Recreation and Park Association Symposium on Leisure*, St. Louis, MO, October 2003.
16. *Petrick, J.F. (2003). The Roles of Quality, Value and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions. *Proceedings of the 34th Annual Conference of the Travel*

and Tourism Research Association, St. Louis, MO.

15. *Ismert, M. & Petrick, J.F. (2003). Indicators and Standards of Quality Related to Seasonal Employment in the Ski Industry. *Proceedings of the 34th Annual Conference of the Travel and Tourism Research Association*, St. Louis, MO.
14. Petrick, J.F. (2002). Are Loyal Visitors Desired Visitors?. *Proceedings of the 2002 National Recreation and Park Association Symposium on Leisure*, Orlando, FL, October 2002.
13. Tonner, C. & Petrick, J.F. (2002). Experience Use History as a Segmentation Tool to Examine Golf Travelers' Satisfaction, Perceived Value and Repurchase Intentions. *Proceedings of the 2002 National Recreation and Park Association Symposium on Leisure*, Orlando, FL, October 2002.
12. *Sirakaya, E. and Petrick, J.F. (2002). The Influence of Mood on Vacationers'Evaluation of Cruise Experiences. *Proceedings of the 33rd Annual Conference of the Travel and Tourism Research Association*, Arlington, VA, June 2002.
11. Petrick, J.F. (2001). Re-operationalizing Loyalty as a Segmentation Tool. *Proceedings of the 2001 National Recreation and Park Association Symposium on Leisure Research*, Denver, CO, October 2001.
10. Petrick, J.F. (2001). An Analysis of Cruise Passengers' Perceived ValueUtilizing the SERV-PERVAL Scale. *Proceedings of the 2001 National Recreation and Park Association Symposium on Leisure Research*, Denver, CO, October 2001.
9. *Petrick, J.F. (2001). Development of a multi-dimensional scale for measuring the perceived value of a service, *Proceedings of the 32nd Annual Conference of the Travel and Tourism Research Association*, Fort Myers, Florida.
8. Petrick, J.F. & Backman, S.J. (2000). An examination of the construct of perceived value for the prediction of golf travelers' intentions to repurchase, *Proceedings of the 2000 National Recreation and Park Association Symposium on Leisure Research*, Phoenix, Arizona.
7. *Petrick, J.F. & Backman, S.J. (2000). An examination of the determinants of golf travelers satisfaction. *Proceedings of the 31st Annual Conference of the Travel and Tourism Research Association*, Burbank, California.
6. *Petrick, J.F., Morais, D.D. & Norman, W.C. (2000). An examination of the determinants of entertainment vacationers' intentions to revisit. *Proceedings of the 31st Annual Conference of the Travel and Tourism Research Association*, Burbank, California.
5. Petrick, J.F., Backman, S.J. (1999). An examination of golf travelers' satisfaction, perceived value, loyalty and intention to revisit, *Proceedings of the 1999 National Recreation and Park Association Symposium on Leisure Research*, Nashville, Tennessee.
4. Petrick, J.F., Backman, S.J. (1999). An examination of golf travelers' satisfaction, perceived value, loyalty and intention to revisit, *Proceedings of the 1999 National Recreation and Park*

Association Symposium on Leisure Research, Nashville, Tennessee.

3. *Backman, K.F., Backman, S.J. Petrick, J.F. & Norman, W.C. (1998). An analysis of selected factors on golfer loyalty. *Proceedings of the 29th Annual Conference of the Travel and Tourism Research Association*, Fort Worth, Texas, pp. 124-127.
2. Petrick, J.F., Backman, S.J., Bixler, R. & Norman, W.C. (1998). Analysis of golfer motivations and constraints by experience use history, *Proceedings of the 1998 National Recreation and Park Association Symposium on Leisure Research*, Miami, Florida.
1. Petrick, J.F., & Backman S.J. (1997). An investigation of selected factors effect on golfer satisfaction, *Proceedings of the 1997 National Recreation and Park Association Symposium on Leisure Research*, Salt Lake City, Utah.

Refereed Conference Presentations

Does Disappointment in the Evaluation of a Sporting Event Reduce Sport Consumption?

Sukjoon Yoon and James Petrick, Texas A&M University

Let Justice be done, from Coach to First Class: Examining Service Recovery through Justice

Theory – Steven Migacz, Texas A&M University

Exploring The Effects Of Organic And Induced Experiences On Perceptions, Travel Motivations

And Study Abroad Intentions – Angela Durko, Texas A&M University

Chinese Tourists' Images and Constraints towards Cruising –

Suiwen Zou and James Petrick, Texas A&M University

Yoon, S.J., Petrick, J. F. (Advisor), and Kim, J.W. (September, 2015). The Impact of Using an Anchored Putter on Winning and Putting Performance. 2015 New England Symposium on Statistics in Sports Conference, *Cambridge, MA*.

Yoon, S.J. & Petrick, J.F. (Advisor) (June, 2015). Does Disappointment in the Evaluation of a Sporting Event Reduce Sport Consumption?. 2015 Travel and Tourism Research Association (TTRA) International Conference, *Portland, OR*.

Yoon, S.J. & Petrick, J.F. (Advisor) (June, 2014). An Examination of the Relationship between Sport Tourists' Involvement with a Sport Event Destination and their Twitter Usage. 2014 Travel and Tourism Research Association (TTRA) International Conference, *Bruges, Belgium*.

Yoon, S.J., Petrick, J.F. (Advisor), Backman, S.J (Advisor), Ramshaw, G, Denham, B.E, & Sanderson, J. (May, 2014). Collegiate Sport Fans Allegiance: The Mediating Effects of Twitter Usage. *2014 North America Society for Sport Management (NASSM) Conference, Pittsburgh, PA.*

76. Durko, A.M. and Petrick, J.F. (2014) How Nutella and Grand Theft Auto May Bridge the Gap of Cultural Misconceptions: Study of Texas and Afghanistan Student Interactions. 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014.
75. Soulard, J. and Petrick J.F. (2014). The Efficacy of Marketing Methods in the Cruise Industry. 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014
74. Ghoshal, A.K. and Petrick, J.F. (2014). Desert Tourism – Mirage or Sustainability Challenge? 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014
73. Durko, A.M., Stone, M.J. and Petrick, J.F. (2014). Even Lovers Need a Holiday: Toward an Understanding of Women Traveling Without their Partners. 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014
72. Stone, M.J. and Petrick, J.F. (2014). Reflections of Learning from Domestic Travel. 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014
71. Yoon, S.J. and Petrick, J.F. (2014). An Examination of the Relationship between Sport Tourists' Involvement with a Sport Event Destination and their Twitter Usage. 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014
70. Stone, M.J. and Petrick, J.F. (2014). Even Lovers Need a Holiday: Toward an Understanding of Women Traveling Without their Partners. 45th Travel and Tourism Research Association Conference, Bruges, Belgium, June 2014
69. Yoon, S.J., Backman, S.J. and Petrick, J.F. (2014). Collegiate Sport Fans Allegiance: The Mediating Effects of Twitter Usage", NASSM 2014 Conference, being held in Pittsburgh, Pennsylvania.
68. Durko, A.M. (2013). Girlfriend Getaways and Mancations: Measuring the Effects of Travel on Leisure, Relationship and Life Satisfaction. 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.
67. Stone, M.J. (2013). Generic Skills Learned from Domestic Travel Experiences. 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.
66. Migacz, S. (2013). Trick or Tweet: Does the Utilization of Social Media Increase Awareness of Street Food or Food Trucks? 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.

65. Chen, C. C. and Petrick, J.F. (2013). Why People Travel? Examining Perceived Benefits of Tourism. 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.
64. Durko, A.M. and Petrick, J.F. (2013) The Benefits of Travel: Family and Relationships Review of Literature. 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.
63. Stone, M. J. and Petrick, J.F. (2013). Indulge! Presentation of Dining and Drinking Experiences in Mass Media Travel Writing. 44th Travel and Tourism Research Association Annual Conference, Kansas City, MO, June 2013.
- Add 4 Bamboo presentations
62. Chen, C.C. and Petrick, J.F. (2013). Effects of tourism experiences on trip and life satisfaction. 3rd Advances in Hospitality and Tourism Management Conference, Taipei, Taiwan, June, 2013
61. Durko, A.M and Petrick, J.F. (2012). Owning a Piece of Paradise: How Familiarity with Location and Intended Recipient Effect Souvenir Purchase Decisions. 43rd Annual Travel and Tourism Research Association Conference, Virginia Beach, VA, June 2012.
60. Stone, M.J and Petrick, J.F. (2012). Site Selection Factors for Youth Sport Tournaments. 43rd Annual Travel and Tourism Research Association Conference, Virginia Beach, VA, June 2012.
59. Chen, C.C. and Petrick, J.F. (2012). Vacation recovery experiences on life satisfaction. 43rd Annual Travel and Tourism Research Association Conference, Virginia Beach, VA, June 2012.
58. Hung, K. and Petrick, J.F. (2011). ????? 42nd Annual Travel and Tourism Research Association Conference, London, Ontario, June, 2011.
57. Lai, Y.H., Chu, J.Y., and Petrick, J.F. (2011). Examining the relationships between perceived value, service quality, satisfaction, and willingness to revisit a theme park. 42nd Annual Travel and Tourism Research Association Conference, London, Ontario, June, 2011.
56. Chung, J.Y., Buhalis, D. and Petrick, J.F. (2010). The use of social network analysis to examine the interactions between locals and tourists in an online community. 41st Annual Travel and Tourism Researcher Association Conference, San Antonio, TX, June, 2010.
55. Park, C. And Petrick, J.F. (2010). Developing the optimal Korean performing arts tourism product for Japanese tourists. 41st Annual Travel and Tourism Researcher Association Conference, San Antonio, TX, June, 2010.
54. Chen, C.C., Lai, Y.H, and Petrick, J.F. (2010). The discriminant effect of perceived value on travel intention: Visitors and Non-Visitors. 41st Annual Travel and Tourism Researcher Association Conference, San Antonio, TX, June, 2010.
53. Lai, Y.H. Chen, C.C. and Petrick, J.F. (2010). The economic impact on leisure activities. 41st Annual Travel and Tourism Researcher Association Conference, San Antonio, TX, June, 2010.

52. Chung, J.Y. and Petrick, J.F. (2009). Measuring attribute-specific and overall satisfaction with destination experience. International Society of Travel & Tourism Educators Conference, San Antonio, TX, October, 2009
51. Hung, K. & Petrick, J.F. (2009). Congruity and destination image: An integrative approach for travel decision-making. International Society of Travel & Tourism Educators Conference, San Antonio, TX, October, 2009
50. Choo, H. & Petrick, J.F. (2009). The relationship between social interactions and satisfaction for agritourism service encounters Annual Travel and Tourism Research Association Conference, Honolulu, HI, June 2009.
49. Chung, J.Y. & Petrick, J.F. (2009). A conceptual framework of perceived price fairness: An attributional approach. Annual Travel and Tourism Research Association Conference, Honolulu, HI, June 2009.
48. Chung, J.Y. & Petrick, J.F. (2009). Decomposing joint versus separate evaluation modes using destination choice sets. Annual Travel and Tourism Research Association Conference, Honolulu, HI, June 2009.
47. Tomas, S.R., Petrick, J.F. & Crompton, J.L. (2008). Exploring the interrelationship between attitudes, quality, satisfaction and behavioral intentions. National Recreation and Park Association Symposium on Leisure, Baltimore, MD, October 2008.
46. Li, R. & Petrick, J.P. (2008). CHRIE: The Role of Quality and Value in Cruisers Loyalty Formation, Council on Hotel, Restaurant and Institutional Education Conference, July 2008.
45. Hung, K. & Petrick, J.F. (2008). Self congruity and destination image: Developing a conceptual model of tourist decision-making. Annual Travel and Tourism Research Association Conference, Philadelphia, PA, June 2008.
44. Hung, K., & Petrick, J.F. (2008). Baby boomers and future seniors: How to get them on motorcoaches. Annual Travel and Tourism Research Association Conference, Philadelphia, PA, June 2008.
43. Hung, K., Petrick, J.F., & O'Leary, J.T. (2007). Revealing the travel expenditure pattern among senior travelers in the United States. International Society of Travel and Tourism Educators Conference, Charleston, S.C. October, 2007.
42. Huang, Y.C., Petrick, J.F., Tseng, Y.P. (2007). Differences in travel behaviors between baby boomers, generation X'ers and generation Y'ers. International Society of Travel and Tourism Educators Conference, Charleston, S.C. October, 2007.
41. Huang, Y.C., Choo, H. & Petrick, J.F. (2007). A comparison of the cognitive destination image of resident and non-resident tourists based on importance-performance approach.

International Society of Travel and Tourism Educators Conference, Charleston, S.C. October, 2007.

40. Tsuji, Y., Petrick, J. F., & Bennett, G. (2007). Measuring spectators' evaluations of a sporting event to determine loyalty. North American Society for Sport Management annual conference, Ft. Lauderdale, FL, May, 2007.
39. Li, X. & Petrick, J.F. (2007). Examining the Determinants of Loyalty from an Investment Model Perspective. *International CHRIE Conference*, Dallas, TX, July 2007.
38. Choo, H. & Petrick, J.F. (2007). Internal Branding of Tourism Destination: The Influence of Local People's Brand Identification on Visitor Satisfaction Activities Toward Visitors, Their Intention of Word of Mouth and their Participation in Tourism and Leisure Activities. *Annual Travel and Tourism Research Association Conference*, Las Vegas, NV, June 2007.
37. Hung, K., Petrick, J.F. & O'Leary, J. (2007). An Investigation of the Variations of Travel Behaviors on the Variations of Travel Behaviors Across Different Age Cohorts. *Annual Travel and Tourism Research Association Conference*, Las Vegas, NV, June 2007.
36. Li, X. & Petrick, J.F. (2007). Revisiting the Commitment-Loyalty Link in a Tourism Context. Sixth CPTHL Symposium for Consumer Psychology of Tourism, Hospitality, and Leisure Research in Charleston, SC.
35. Li, X., Hung, K., Cheng, C., & Petrick, J. (2007). Park Visitors' Perceived Risk and Information Search Behavior. Travel and Tourism Research Association. Las Vegas. June 2007.
34. Li, X. & Petrick, J. (2007). Reconceptualizing Brand Loyalty: Its Conceptual Domain, Components, and Structure. Travel and Tourism Research Association. Las Vegas. June 2007.
33. Huang, Y.C., Cheng, C.K. Petrick, J.F. and O'Leary, J.T. (2006). *Information Search Behavior of Taiwan's Inbound Leisure Travelers*. ISTTE Conference, Las Vegas, NV, October, 2006.
32. Tsuji, Y., Bennett, G., and Petrick, J.F. (2006). *Investigating Factors Affecting Behavioral Intention at an Action Sports Event*. Asian Association for Sport Management Conference, Tokyo, Japan, August 2006.
31. Li, X., and Petrick, J.F. (2006). *A Proposed Conceptual Framework for Tourists' Destination Brand Knowledge and Loyalty*. Travel and Tourism Research Association Conference, Dublin, Ireland, June 2006.
32. Li, X., Park, S.Y., and Petrick, J.F. (2005). *The Role of Choice Sets in Cruise Passengers' Decision-Making Processes*. National Recreation and Park Association Symposium on Leisure, Research San Antonio, TX, October 2005.

31. Park, S.Y., and Petrick, J.F. (2005). *Analyzing Importance Factors for a Leisure Trip: Toward Effective Travel Advertising*. National Recreation and Park Association Symposium on Leisure Research, San Antonio, TX, October 2005.
30. Li, X., Cheng, C.K., and Petrick, J.F. (2005). *A Comparison of First-time and Repeat Visitors via a Two-phase On-line Survey*. National Recreation and Park Association Symposium on Leisure Research, San Antonio, TX, October 2005.
29. Li, X., and Petrick, J.F. (2005). *The Utilization of Benchmarking to Examine the Effectiveness of State Tourism Websites—A Methodological Process*. Travel and Tourism Research Association Conference, New Orleans, LA, June 2005.
28. Li, X., and Petrick, J.F. (2005). *Tourism Marketing in an Era of Paradigm Shift*. Travel and Tourism Research Association Conference, New Orleans, LA, June 2005.
27. Cheng, C.K., Li, X., Petrick, J.F., and O'Learly, J.T. (2005). *Examining Tourism Knowledge Development from Journal Topics*. Travel and Tourism Research Association Conference, New Orleans, LA, June 2005.
26. Petrick, J.F., Tonner, C. and Quinn, C. (2004). *The Utilization of Critical Incident Technique to Examine Cruise Passengers' Repurchase Intentions*. National Recreation and Park Association Symposium on Leisure Research, Reno, NV, October 2004.
25. Tonner, C., and Petrick, J.F. (2004). *An Examination of the Motivations of Cruise Passengers*. National Recreation and Park Association Symposium on Leisure Research, Reno, NV, October 2004.
24. Petrick, J.F. (2004). *Segmenting Cruise Passengers with Perceived Reputation*. National Recreation and Park Association Symposium on Leisure Research, Reno, NV, October 2004.
23. Petrick, J.F. (2004). *Segmenting Cruise Passengers with Price Sensitivity*. Travel and Tourism Research Association, Montreal, Canada, June 2004.
22. Petrick, J.F. & Li, X. (2004). *A Post-hoc Analysis of State Tourism Website Users: Differences Between Visitors and Non-visitors*. Travel and Tourism Research Association, Montreal, Canada, June 2004.
21. Nachlinger, K. & Petrick, J.F. (2003). *The Development of a Curriculum for Festival, Fair and Event Management Certification*. International Festival and Event Association Conference, Anaheim California, November 2003.
20. Lee, S.Y. & Petrick, J.F. (2003). *An Examination of Festival Attendees Satisfaction, Perceived Value and Intentions to Revisit*. National Recreation and Park Association Symposium on Leisure Research, St. Louis, MO, October 2003.

19. Tonner, C., & Petrick, J.F. (2003). *Becker's Side Bets Theory as a Segmentation Tool for Examining Golf Travelers' Behaviors*. National Recreation and Park Association Symposium on Leisure Research, St. Louis, MO, October 2003.
18. Petrick, J.F. (2003). *Reexamining the Perceived Value Framework*. National Recreation and Park Association Symposium on Leisure Research, St. Louis, MO, October 2003.
17. Petrick, J.F. (2003). *The Roles of Quality, Value and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions*. Travel and Tourism Research Association, St. Louis, MO.
16. Ismert, M. & Petrick, J.F. (2003). *Indicators and Standards of Quality Related to Seasonal Employment in the Ski Industry*. Travel and Tourism Research Association, St. Louis, MO.
15. Petrick, J.F. (2002). *Are Loyal Visitors Desired Visitors?*, National Recreation and Park Association Symposium on Leisure Research, Orlando, FL, October 2002.
14. Tonner, C. & Petrick, J.F. (2002). *Experience Use History as a Segmentation Tool to Examine Golf Travelers' Satisfaction, Perceived Value and Repurchase Intentions*. National Recreation and Park Association Symposium on Leisure Research, Orlando, FL, October 2002.
13. Sirakaya, E. and Petrick, J.F. (2002). *The Influence of Mood on Vacationers' Evaluation of Cruise Experiences*. Travel and Tourism Research Association, Arlington, VA, June 2002.
12. Petrick, J.F. (2001). *Re-operationalizing Loyalty as a Segmentation Tool*. National Recreation and Park Association Symposium on Leisure Research, Denver, CO, October 2001.
11. Petrick, J.F. (2001). *An Analysis of Cruise Passengers' Perceived Value Utilizing the SERV-PERVAL Scale*. National Recreation and Park Association Symposium on Leisure Research, Denver, CO, October 2001.
10. Petrick, J.F. and Witt, P.A. (2001). *Using Mentors Effectively in Youth Programming*. National Recreation and Park Association Congress Program Session, Denver, CO, October 2001.
9. Petrick, J.F. (2001). *Development of a Multi-dimensional Scale for Measuring the Perceived Value of a Service*, Travel and Tourism Research Association, Fort Myers, Florida, June 2001.
8. Petrick, J.F. & Backman, S.J. (2000). *An Examination of the Construct of Perceived Value for the Prediction of Golf Travelers' Intentions to Repurchase*, National Recreation and Park Association Symposium on Leisure Research, Phoenix, Arizona, September, 2000
7. Petrick, J.F. & Backman, S.J. (2000). *An Examination of the Determinants of Golf Travelers Satisfaction*. Travel and Tourism Research Association, Burbank, California, June 2000.

6. Petrick, J.F., Morais, D.D. & Norman, W.C. (2000). *An Examination of the Determinants of Entertainment Vacationers' Intentions to Revisit*, Travel and Tourism Research Association, Burbank, California, June 2000.
5. Petrick, J.F., Backman, S.J. (1999). *An Examination of Golf Travelers' Satisfaction, Perceived Value, Loyalty and Intention to Revisit*, National Recreation & Park Association Symposium on Leisure Research, Nashville, Tennessee, October 1999.
4. Petrick, J.F., Backman, S.J., Bixler, R. & Norman, W.C. (1998). *Analysis of Golfer Motivations and Constraints by Experience Use History*, National Recreation & Park Association Symposium on Leisure Research, Miami, Florida, September 1998.
3. Backman, K.F., Backman, S.J. & Petrick, J.F. (1998). *An Analysis of Selected Factors Effect on Golfer Loyalty*, Travel and Tourism Research Association, Fort Worth, Texas, June, 1998.
2. Petrick, J.F., Backman, S.J. & Bixler, R. (1997). *An Investigation of Selected Factors on Golfer Attachment*, Resort & Commercial Recreation Association, Virginia Beach, Virginia, November, 1997.
1. Petrick, J.F., & Backman S.J. (1997). *An Investigation of Selected Factors Effect on Golfer Satisfaction*, National Recreation and Park Association Symposium on Leisure Research, Salt Lake City, Utah, October, 1997.

Invited Presentations and Key Notes

TTIA 2017: Research and Chocolate

Conroe, 2017

Galveston, 2016

Dover, DE, 2016

Galveston, 2016

3 Beijing 2016

1 Hong Kong 2016

Manassas, VA 2015

6 Beijing (2013)

5 Shenzhen, China (2012)

1 Shanghai, China (2012)

2 TTIA 2012

1 Hong Kong, China (2012)

2 University of Houston (2012)

3 in Granbury, TX (2011)

1 in Roundtop, TX (2011)

1 TTIA (2011)

1 TACVB (2011)

3 in Korea (2011)

3 in Taiwan (2011)

Austin, Nevada, 2 Telp, student leadership at A&M: 2011

Petrick, J.F. (2010). Social/Mobile Media as a Marketing Tool. 41st Annual Travel and Tourism Research Association Conference, San Antonio, TX June 2010.

47. Petrick, J.F. (2009). An overview of Retiree Recruitment for the State of Texas. Go Texan Certified Retirement Community Conference. Bastrop, TX. August 2009.
46. Petrick, J.F. (2009). A Comprehensive Analysis of the Determinants of Cruise Tourists' Behaviors. International Academy for the Study of Tourism. June 2009
45. Petrick, J.F. (2009). Proving your Promotions with Tourism Research. Texas Travel Industry Association. October 2009.
44. Petrick, J.F. (2008). Destination Management for Service Quality, Satisfaction and Value. Brazos Valley Hometown Heroes Awards, Bryan, TX. May 2008.
43. Petrick, J.F. (2008). Marketing 101. Texas Association of Fairs and Festivals, Austin, TX. January 2008.
42. Petrick, J.F. (2008). Evaluating your Marketing, Advertising and Product: How You Do it? Texas Hotel and Lodging Association's 63rd Annual Short Course. Houston, TX. January 2008.
41. Petrick, J.F. (2007). Managing Caves to Optimize Quality, Value and Satisfaction. National Caves Association Conference, San Antonio, TX. October 2007.
40. Petrick, J.F. (2007). What is ROI, and What Does it Mean? Governor's Conference on Tourism: Missouri, Osage Beach, Missouri. October, 2007.
39. Petrick, J.F. (2007). Evaluating Your Tourism Marketing Efforts. Governor's Conference on Tourism: Missouri, Osage Beach, Missouri. October, 2007.
38. Petrick, J.F. (2007). Measuring the Value of Tourism: It's ROI and More. Texas Travel Industry Association Summit. Houston, TX. September, 2007.
37. Petrick, J.F. (2007). Marketing For Hospitality Management. Hospitality Accommodations of Texas Annual Conference. League City, TX. August, 2007.
36. Petrick, J.F. (2007). ROI: What is it, and What Does it Mean? Texas Association of Convention and Visitor Bureaus' Annual Conference. Corpus Christi, TX. August, 2007

35. Petrick, J.F. (2007). Evaluating Your CVB's Marketing Efforts. Texas Association of Convention and Visitor Bureaus' Annual Conference. Corpus Christi, TX. August, 2007
34. Petrick, J.F. (2007). Services Marketing: What am I Really Selling? Fredericksburg Tourism Council Meeting. Fredericksburg, TX. August, 2007.
33. Petrick, J.F. (2007). The Utilization of Benchmarking to Examine the Effectiveness of Tourism Websites. Travel and Tourism Research Association Annual Conference. June 2007.
32. Petrick, J.F. (2007). Confirming the Value of your Website. NSCTD Marketing Smackdown, San Antonio, TX. May 2007
31. Petrick, J.F. (2007). Developing a Tourism Marketing Plan for your Community. City wide meeting, sponsored by the Laredo Lodging and Hospitality Association, Laredo, TX. April 2007.
30. Petrick, J.F. (2007). The Value of Tourism to Your Community. Georgetown, TX City Council Meeting. March 2007.
29. Petrick, J.F. (2007). Marketing 201: Can you Hear Me Now? Texas Event Leadership Program Annual Conference, Bryan, TX. February 2007.
28. Petrick, J.F. (2007). Marketing 101: How are you Doin'? Texas Event Leadership Program Annual Conference, Bryan, TX. February 2007.
27. Petrick, J.F. (2007). Marketing Tricks of the Trade. Texas Hospitality and Lodging Association Annual Conference, Houston, TX. January 2007.
26. Petrick, J.F. (2006). The Economic Value of Signature Festivals to a Community. Bryan, TX City Council Meeting. October 2006.
25. Petrick, J.F. (2006). The Changing Visitor. Texas Travel Industry Association, Travel Summit. September 2006.
24. Petrick, J.F. (2006). Evaluating Your Marketing, Advertising and Product: How You Doin'? Texas Travel Industry Association, Travel Summit. September 2006.
23. Petrick, J.F. (2006). Generating Research Priorities. Travel and Tourism Research Association Annual Conference. Dublin, Ireland.
22. Petrick, J.F. (2006). Texas TTRA: We're All In This Together. Texas Association of Convention and Visitor Bureaus' Annual Meeting, January 2006

21. Petrick, J.F. (2005). Conversion Studies: What are They and How Can I Do One? Texas Association of Convention and Visitor Bureaus' Annual Meeting, January 2005.
20. Petrick, J.F. (2004). *Determinants of Golf Travelers' Behavior*. Keynote Address: 1st Golf Congress of the Algarve, Portugal, September 2004.
19. Petrick, J.F. (2004). *Texas Tourism...What the Visitor Thinks*. Texas Travel Industry Association Summit, South Padre Island, TX, September 2004.
18. Presenter, *Creating Long-term Festival Success with the use of Service Marketing*. City of Miami, Florida, June 2004.
17. Presenter, *Service Marketing for Festival, Fair and Event Managers*, TELP Video and live presentation for curriculum elective, College Station, TX, February 2004.
16. Presenter, *Careers Related to Recreation, Parks and Tourism*, Lindy Miller Foundation, Fort Worth, TX, March 2003
15. Presenter, *Getting Money, Getting Data and Getting Published: A Neophyte Researcher's Quest*. Department of RPTS at Texas A&M University: Brown Bag Series, College Station, TX, February 2003.
14. Presenter, *Using Academic Research to Get Repeat Visitors*, Bryan-College Station Hotel and Motel Association, Hampton Inn, College Station, TX, February, 2003
13. Presenter, *Career Paths for Recreation, Park and Tourism Science Majors'*, Student Counseling Service, Texas A&M University, October, 2002
12. Presenter, *Utilizing Marketing Tools to Improve Your Event*, Texas Festivals, Fairs and Events Institute, College Station, TX, January 2002.
11. Presenter, *The Recreation, Park and Tourism Sciences Major*, Texas A&M Major of the Month Series, College Station, TX, October, 2001.
10. Presenter, *Effective Ways to Utilize Public Relations and Market Research for the Wine Industry*, TWGGA AIM Marketing Conference, Messina Hof Winery and Resort, Bryan, TX, June 2001
9. Presenter, *Using Academic Research to Get Repeat Visitors*, Texas Chapter of TTRA Winter Meeting, College Station, Texas, January 2001
8. Presenter, *Evaluating Your Festival*, Regional Festivals and Events Workshop, Cedar Park, Texas, May, 2000.

7. Presenter, *Making Your Event Eventful Through Creative Marketing*, National Recreation and Park Association Education Session, presented in Nashville, TN October, 1999.
6. Presenter, *An Investigation of Golf Travelers' Intentions to Revisit*, Fourth Annual Graduate Student Research Forum, Clemson University, Clemson, South Carolina, April, 1999.
5. Presenter, *The Growth and Future of Golf Research*, Leisure Management and Trends Institute, Myrtle Beach, South Carolina, February, 1999.
4. Presenter, *Internet Web Sources-Roundtable*, 6th Annual Festival and Event Managers' Workshop, Clemson, South Carolina, November, 1998
3. Presenter, *Profiling the Cruise Industry Through Market Segmentation*, Clemson University Travel and Tourism Association, Clemson, South Carolina, Sept., 1998
2. Presenter, *an Analysis of Golfer Satisfaction*, Third Annual Graduate Student Research Forum, Clemson University, Clemson, South Carolina, April, 1998.
1. Presenter, *Making Your Own Travel Arrangements Without the Help of a Travel Agent*, Travel and Tourism Students' Workshop, Clemson University, November, 1997.

Educational Modules Created

8. Delgado, J. & Petrick, J.F. (2007). *Developing Tourism in Your Community*, <http://tourism.tamu.edu>
7. Kim, H.G. & Petrick, J.F. (2005). *Project Impact: A Guide to Conducting Economic Impact Studies for Festivals & Events*, <http://tourism.tamu.edu/impacts/Index.htm> also, <http://www.tourism.gov.on.ca/english/research/resources/index.html>
6. Kim, H.G. & Petrick, J.F. (2005). *National Park Service: Marketing Manual*, <http://tourism.tamu.edu/marketingplan/index.htm>
5. Patterson, J. & Petrick, J.F. (2002). *Park, Recreation and Tourism Planning: A Website for P&R Practitioners*, <http://www.rpts.tamu.edu/tce/communityrandp/>.
4. Petrick, J.F. (2001). *Marketing and Management: A Training Module for Festival, Fair and Event Management Certification*.
3. Petrick, J.F. (2001). *Marketing and Management II: A Training Module for Festival, Fair and Event Management Certification*.
2. Petrick, J.F. (2001). *The Essentials of Service Marketing: A Training Module for Festival, Fair and Event Management Certification*.

1. Petrick, J.F. (2000). *Mentors' Handbook: A Website for First Tee Mentors*,
http://tourism.tamu.edu/First_Tee/first_tee_main.htm

Cited in the Press

<http://www.rewire.org/2017/01/06/whats-better-traveling-partner-friends/>

<http://blushvancouver.com/kamloops-long-weekend/>

<http://www.caymanfinancialreview.com/2016/01/28/sustainably-capturing-cruise-passenger-spending/>
Manassas, VA Tourism: <http://www.pwcgov.org/News/Pages/Tourism-Advertising-Pays-Off.aspx>

Men's Health, 2015

Mispacha Magazine, August 14, 2013 "Friendly Faces Makes Happy Tourists"

<http://www.thebatt.com/a-m-dean-witnesses-crisis-on-cruise-1.2992846#.USJeJmf9zb8>

<http://www.nbcnews.com/travel/high-seas-safety-spotlight-year-after-deadly-costa-concordia-crash-1B7937378>

<http://frugaltraveler.blogs.nytimes.com/2011/12/06/travel-lessons-from-the-world-of-academia/>

CONTRACTS AND GRANTS

<p><i>I have been awarded more than twenty-five (25) research grants totaling more than 2 million dollars. Of these, I was the Chief Investigator and wrote the proposal for all but five.</i></p>
--

This section is not fully up to date [need 2012-16 grants].

Internal

Competitive:

2001. Skadberg, A. (PI) & Petrick, J.F. (Co-PI) Development of an Online Nature Tourism Market Determination Tool for Texas Landowners. Renewable Resources Extension Act (RREA) Grant (\$6,000). My share is \$3,000.

1999. Aukers, S. (PI), Shafer, S. (Co-PI) & Petrick, J.F. (Co-PI). Development of Complementary Market Data and Evaluation Manual for Texas Nature Tourism Enterprises, RREA Grant (\$9,000). My share is \$1,000.

1998. McGuire, F. (PI), Petrick, J.F. (Co-PI), Hinton, J. (Co-PI), & Hurtes, K. (Co-PI). Team Teaching, Team Learning, and Technology: A Multi-faceted Approach. Innovative Teaching Grant. Clemson University (\$8,543.40). My share is \$1,500.

External**Competitive**

2012. Petrick J.F. (PI). Development of three literature reviews on the benefits of travel (\$39,000).

2008-present. Petrick, J.F. (PI). Web-based conversion studies. e-Brains. (\$282,000). This is an ongoing study.

2007. Petrick, J.F. (PI). Development of a System to Evaluate Tourism Websites, e-Brains, Inc. (\$19,200).

2006. Petrick, J.F. (PI). Advertising Effectiveness and Conversion Study. Bryan/College Station, Convention & Visitors Bureau. (\$17,590).

2005. Petrick, J.F. (PI) & Park, S.Y. (Co-PI). An Examination of Holland America Cruise Line's perceived brand, and the barriers to purchasing their product (\$9,417). My share is \$8,000.

2005. Petrick, J.F. (PI). Advertising Effectiveness and Conversion Study. USDA, Land Between the Lakes. (\$18,295).

2004. Petrick, J.F. (Chief Investigator). An Examination of Loyalty to Holland America Cruise Line (\$9,800).

2004. Rogers, J. (PI) & Petrick, J.F. (Co-PI). Project Impact: The Development of Standardized Procedures for Evaluating the Economic Impacts of Festivals and Events in North America. (\$80,000). My share is \$16,200.

2004-present. Petrick, J.F. (PI). Accountability and Advertising Effectiveness Research, Texas of Economic Development, Texas Tourism (\$814,380). This is an ongoing study.

2003-present. Petrick, J.F. (PI). Continual Evaluation of State and City Tourism Websites; multiple participants, both city and state (\$279,500). This is an ongoing study.

2001-2003. Petrick, J.F. (PI) & Jamal, T. (Co-PI). State of Texas Hotel Tax Study, Texas Economic Development, Market Texas Tourism (\$9,996). My share is \$4,998.

2001-2003. Petrick, J.F. (PI) & Skadberg, A. (Co-PI). Continual Evaluation of State Tourism Websites; multiple participants) \$103,497 (per year) (P.I. with Andy Skadberg, Investigator). My share is \$93,497.

2001. Petrick, J.F. (PI) & Sirakaya, E. (Co-PI). Evaluation of Tourism Website, Texas Department of Economic Development (\$3,497). My share is \$2,000.

2000-2004. Petrick, J.F. (PI) & Sirakaya, E. (Co-PI). Accountability and Advertising Effectiveness Research, Texas Department of Economic Development, Market Texas Tourism \$500,212. My share is \$469,789.

1999. Petrick, J.F. (PI). Holland America Westours Research Award (\$4,000).

1998. Norman, B. (PI). & Petrick, J. (Co-PI). Myrtle Beach Entertainment Holiday Inquirers' Study. (\$15,000). My share is \$2,000.

1998. Backman, S.J., (PI), Backman, K., (Co-PI), Norman, B. (Co-PI), Petrick, J. (Co-PI), Henry, M. (Co-PI), & Clausen, K. (Co-PI). A Study of the Economic Impact of the MCI Classic - The Heritage of Golf. (\$39,000). My share is \$3,000.

Non-competitive:

2007. Petrick, J.F. (PI). Development of a Manual and Website for Developing Tourism in Your Community. Texas Economic Development (\$15,000).

2007. Petrick, J.F. (PI). Development of a Manual for Attracting and Retaining Retirees to the State of Texas. Texas Department of Agriculture (\$5,000).

2005. Petrick, J.F. (PI), Nepal, S. (Co-PI) & O'Leary, J. (Co-PI). Development of a tool for creating comprehensive marketing plans for Park Managers at National Parks, National Park Service, Gulf Coast Cooperative Ecosystem Studies Unit. (\$17,000). My share is \$15,000.

2000-2001. Petrick, J.F. (PI) & Witt, P. (Co-PI). Development of a Comprehensive Training Tool for Mentors and Overall Program Evaluation, First Tee Greater Austin (\$8,000). My share \$4,000.

1999-2000. Petrick, J.F. (PI) & Witt, P. (Co-PI). Development of a Mentoring Program for Greater Austin First Tee, and Evaluation of Beta Program (\$5,000). My share is \$2,500.

1998. Petrick, J.F. (PI) An Investigation of Traveling Golfers' Satisfaction, Perceived Value, and Loyalty and Their Intentions to Revisit the Caravelle Resort. (\$3,000).

Proposals submitted but not funded

1. Petrick, J.F. (PI), Sirakaya, E. (Co-PI) & Var, T. (Co-PI), South Padre Island Visitor Study and Economic Impact Analysis, South Padre Island Convention and Visitors Bureau (\$97,000).
2. Petrick, J.F. (PI). Beaumont, Texas Advertising Effectiveness Study (\$17,466).
3. Petrick, J.F. (PI). California Tourism, Return on Investment and Advertising Effectiveness Study (\$185,707).
4. Petrick, J.F. (PI). Minnesota Tourism Brand Analysis (\$84,974).
5. Petrick, J.F. (PI). Missouri Tourism Advertising and Research Assessment (\$74,710).

GRADUATE STUDENT COMMITTEES

<u>Student</u>	<u>Degree</u>	<u>Role</u>	<u>Exp. Graduation</u>
Catherine Tonner	Ph.D.	Chair	Not expected
Robert Li	Ph.D.	Chair	May 2006*
Sun Young Park	Ph.D.	Co-Chair	May 2006*
Christina Quinn	Ph.D.	Chair	Not expected
Stacy Thomas	Ph.D.	Co-Chair	December 2007*
Joanne Oh	Ph.D.	Co-Chair	December 2007*
Yu Chin Huang	Ph.D.	Chair	May 2009*
Kam Hung	Ph.D.	Chair	December 2008*
HyungSuk Choo	Ph.D.	Chair	August 2009*

Jin Chung	Ph.D.	Chair	August 2009*
Rebecca Lai	Ph.D.	Chair	May 2013*
Chun-Chu Chen	Ph.D.	Chair	December 2012*
Angela Durko	Ph.D.	Chair	August 2013
Mathew Stone	Ph.D.	Chair	August 2014
Tek Bahador Dangi	Ph.D.	Chair	December 2016
Justin Taillon	Ph.D.	Chair	May 2017
Steven Migacz	Ph.D.	Chair	August 2017
Peter LaMont	Ph.D.	Chair	Not expected
Sukjoon Yoon	Ph.D.	Chair	May 2017
Jai Girard	Ph.D.	Chair	May 2017
Suiwen Zou	Ph.D.	Chair	May 2017
Sungeun Kang	Ph.D.	Chair	December 2017
Sultan Alharbi	Ph.D.	Chair	December 2017
So Yon Lee	Ph.D.	Member	May 2005*
Jin Hyung Chon	Ph.D.	Member	May 2004*
Gilyang Kim	Ph.D.	Member	August 2005*
Hyungsuk Lee	Ph.D.	Member	August 2007*
Kyunghyan Yoo	Ph.D.	Member	May 2007*
Miriam Scotland	Ph.D.	Member	August 2008*
Hyung-Sook Lee	Ph.D.	Member	May 2007*
Jenny Lee	Ph.D.	Member	May 2008*
Ana Lily	Ph.D.	GCR	December 2002*
Carl Ford	Ph.D.	GCR	June 2003*
Joni Patterson	M.S.	Chair	December 2002*
Mathew Ismert	M.S.	Chair	August 2002*
Kyongshin Lee	M.S.	Chair	August 2008*
Jonathon Delgado	M.S.	Chair	May 2008*
Hyunjoo Kim	M.S.	Chair	December 2011*
Wei Zhou	M.S.	Chair	May 2012*
Gwanggyu Lee	M.S.	Chair	December 2012*
Ju Tu	M.S.	Chair	December 2013
Suiwen Zou	M.S.	Chair	August 2014*
Joelle Souard	M.S.	Chair	May 2015
Chih-Hung Huang	M.S.	Chair	August 2016
Hayes Bennett	M.S.	Chair	December 2016
Kelly Williams	M.S. (Non-thesis)	Chair	not expected
Ji Ah Noh	M.S. (Non-thesis)	Chair	December 2001*
Shannon Baldridge	M.S. (Non-thesis)	Chair	December 2002*
Soyoung An	M.S. (Non-thesis)	Chair	December 2003*
Casey Huckaby	M.S. (Non-thesis)	Chair	August 2005*
James Storms	M.S. (Non-thesis)	Chair	August 2005*
Sharon Pang	M.S. (Non-thesis)	Chair	May 2007*
Megan Buro	M.S. (Non-thesis)	Chair	May 2009*
Megan Nebera	M.S. (Non-thesis)	Chair	May 2009*
Andria Godfrey	M.S. (Non-thesis)	Chair	May 2010*
Cody Beyer	M.S. (Non-thesis)	Chair	May 2012*
Lingyun "Joy" He	M.S. (Non-thesis)	Chair	May 2013*
Christian Caflisch	M.S. (Non-thesis)	Chair	May 2013*
Jeremy Taylor	M.S. (Non-thesis)	Chair	December 2013

Chih-Hung Huang	M.S. (Non-thesis)	Chair	August 2016
Isaac Mirza	M.S. (Non-thesis)	Chair	May 2017
Jeremy James	M.S.	Member	August 2002*
Dina Kurmanbayeva	M.S.	Member	August 2001*
Andy Kaczynski	M.S.	Member	Dec. 2002*
Carter Hunt	M.S.	Member	May 2003*
Jennifer Hageman	M.S.	Member	December 2007
Soo Lee	M.S.	Member	December 2007*
JuJu Xiang	M.S. (Non-Thesis)	Member	August 2008*
Jennifer Fox	M.S. (Non-thesis)	Member	August 2001*
Ida Wright	M.S. (Non-thesis)	Member	August 2002*

* = has already graduated

PROFESSIONAL DEVELOPMENT

Travel and Tourism Research Association National Conference: Bruges, Belgium, 2014; Kansas City, 2013; Virginia Beach, 2012; London, Ontario, 2011; San Antonio, TX 2010; Honolulu, HI, 2009; Philadelphia, PA, 2008; Las Vegas, NV, 2007; Dublin, Ireland, 2006; New Orleans, 2005; Montreal, Canada, 2004; St. Louis, Missouri, 2003; Arlington, Virginia, 2002; Fort Meyers, Florida, 2001; Burbank, California, 2000.

National Recreation and Parks Association Congress, San Antonio, Texas 2005, Reno, Nevada, 2004; St. Louis, Missouri, 2003; Orlando, Florida, 2002; Denver, Colorado, 2001; Phoenix, Arizona, 2000; Nashville, Tennessee, 1999; Miami, Florida, 1998; Salt Lake City Utah, 1997.

Tourism Benchmarking Forum, College Station Texas 2004

Society of Park and Recreation Educators, Stillwater, Oklahoma, 2003; Myrtle Beach, South Carolina, 1999.

National Resort & Commercial Recreation Association Conference, 2007, Nassua, Bahamas, 2006; Dubuque, IA; Virginia Beach, Virginia, 1997; Las Vegas, Nevada, 1989.

Texas Festivals, Fairs and Events Institute, College Station, TX, , January 2004; January, 2003; January 2002.

Texas Wine and Grape Growers Association AIM Marketing Conference, Messina Hof Winery and Resort, Bryan, Texas, June 2001.

Texas Rural Transportation Conference, George Bush Presidential Conference Center, College Station, Texas, February, 2001.

Texas Chapter of TTRA Winter Meeting, Bryan-College Station CVB, College Station, Texas, January 2001.

Festivals...the Shining Stars of Texas, Regional Festival & Events Workshops, Cedar Park, Texas, May 2000.

National Prevention Through Recreation Services School, Dallas, Texas, 2000.

Agriculture Program Conference/New Horizons (Teaching development seminars),
College Station, Texas, 2000, 2001 and 2002.

National First Tee Conference, Houston, Texas, 1999.

Texas Travel Industry Association Travel Summit, South Padre Island, TX, 2004; Galveston, Texas, 1999.

Developing Students' Oral Communication Competencies in the Classroom,
Communication Through the Curriculum with Dr. Kathleen Galvin from Northwestern
University, Outdoor Laboratory, Clemson, SC, 1998.

Doctoral Student Teaching Seminar, Clemson University, 1997 and 1998.

Graduate Student Research Seminar, Clemson University, 1996 to 1998.

Management for Success, two week managerial workshop with Bruce Chafkin, Miami, Florida,
1992.

SERVICE

Board Member, Travel and Tourism Research Association, June 2009 to June 2012

President, Texas Travel and Tourism Research Association, April 2005 to June 2009.

Advisory Board Member, Tourism Review International, August 2014 to present

Advisory Board Member, *Journal of Sport & Tourism*, May 2006 to present

Associate Editor Panel, *Annals of Tourism Research*, March 2009 to present

Associate Editor Panel, *Journal of Travel Research*, March 2003 to present

Associate Editor Panel, *Tourism Analysis*, August 2007 to February 2015.

Associate Editor Panel, *Journal of Park and Recreation Administration*, October 1999 to 2005.

Associate Editor Panel, *Journal of Leisure Research*, June 2002 to 2008

Associate Editor Panel, *Event Management*, August 2006 to present

Guest Associate Editor, *Leisure*, January 2000

Coordinator, Tourism Benchmarking Forum (International Conference), March 2004

Chair, Travel and Tourism Research Association Research Awards Committee, 2005

Reviewer, Travel and Tourism Research Association Annual Conference, Travel Research Papers, 2003, 2005-2014..

Reviewer, *National Park Service - Social Science Program*, April 2003, 20006

Reviewer, *Tourism: The Business of Travel 3/E (textbook)*, May 2004

Reviewer, National Recreation and Parks Association Leisure Research Symposium (Management Session), 1999, 2002, 2008

Moderator, Texas Rural Transportation Conference, Overview of Transportation and Tourism Session, February 2001.

Participant, MSC Dinner Conversations (directed discussions with undergraduate students, Spring, 2001 to Spring 2002

Advisor, Recreation, Park and Tourism Sciences Major Club, Texas A&M University, 2000 to present.

Advisor, Resort and Commercial Recreation Club, University of Wisconsin-La Crosse, 1995-1996

Member, Agriculture and Natural Resource Policy Congressional Intern Program, Faculty Screening Committee, March 2001 to present

Member, Quasiquicentennial Event Celebration Planning Committee, Texas A&M University, June 2001 to present

Member, Departmental Chair Search Committee, Department of Parks, Recreation, and Tourism Management, Clemson University, 1998

Member, College of Health, Physical Education and Recreation Dean Search Committee, University of Wisconsin-La Crosse, 1989

Coordinator, Doctoral Student Teaching Seminar, Department of Parks, Recreation, and Tourism Management, Clemson University, 1997-1998

Senator, Undergraduate Student Senate, University of Wisconsin-La Crosse, 1988-89

Senator, Graduate Student Senate, Clemson University, 1997-1998

President, Graduate Recreation Majors' Club, University of Wisconsin-La Crosse, 1995-1996

Vice President, Undergraduate Recreation Majors' Club, University of Wisconsin-La Crosse, 1988-89

FIELD WORK EXPERIENCE

November 1988 - June 1994, Norwegian Cruise Line, Coral Gables, FL
Hired as Youth Coordinator. Earned following promotions: Golf Pro, Host,

Senior Host, Assistant Cruise Director, & Cruise Director.

Duties consisted of directing and scheduling an entertainment staff of 45 for weekly activities and entertainment for 1,800 passengers. Acted as Master of Ceremonies for top name entertainers. Lectured on ports of call, shipboard activities and procedures. Hosted a daily, morning television show featuring various guests. Distributed payroll for entertainment staff. Operated and handled all revenue for games of chance including bingo, lottery and horse racing. Developed and implemented daily activities. Conducted special occasion and theme parties. Performed in numerous Staff Revues. Conducted onboard golf clinics, and led golf tours.

May 1988 - September 1988, Eagle Ridge Inn and Resort, Galena Illinois, Intern

Duties consisted of supervising and maintaining, boat docks, fitness center and three pools. Supervised daily youth and teen activity programs. Assisted in programming recreation for conference groups. Created a monthly calendar of recreation events. Designed and conducted major theme parties. Created and implemented all recreation activities for holiday weekends.

January 1988 - May 1988, Coon Creek Canoe Race, Coon Creek Inc., Chairperson

Directed starting, timing and scoring of 1,500 canoeists. Coordinated 25 volunteers. Designed accurate and fast system of timing and tabulated results. Generated gross income of \$80,000.

November 1987 - May 1989, La Crosse Catbirds of the Continental Basketball Association, Entertainer

Duties consisted of performing various stunts before 7,500 home fans. Conducted fan appreciation parties.

**May 1981 - August 1987, Hickory Grove Golf Course, Fennimore, WI
Hired as Summer Help. Earned promotions to First Assistant**

Duties consisted of directing all golf tournaments and leagues. Assisted in golf course design and maintenance. Conducted youth and adult golf lessons. Coached the youth golf team.

PROFESSIONAL MEMBERSHIPS/CERTIFICATIONS

National Recreation and Park Association, 1997-2004, 2006

Travel and Tourism Research Association, 1999-present

National Consortium on Recreation and Youth Development, 2000 - 2001

Resort and Commercial Recreation Association, 1987-1989, 2004-present

Rho Phi Lambda, 1988-present

American Red Cross, Cardiopulmonary Resuscitation, 1988-1994, 1998-present

National Golf Foundation, 1997-2001

Golf Society of the United States, 1997-present

International Center for Research and Study on Tourism, January 2002-present

Electronic Hallway Network, September 2001-present