

## **PATRICK J. HOLLADAY**

Associate Professor of Tourism Management  
School of Hospitality, Sport and Tourism Management  
Troy University-Brunswick | 664 Scranton Rd, Suite 207 | Brunswick, GA 31520  
(912) 262-2511 | pholladay@troy.edu

### **EDUCATION**

#### **Clemson University**

Ph.D. Parks, Recreation & Tourism Management, 2011

Emphasis: Travel & Tourism.

Cognate: Parks and Conservation Area Management

Dissertation: *An integrated approach to assessing the resilience and sustainability of community-based tourism development in the Commonwealth of Dominica*

#### **Eastern Kentucky University**

M.S., Biological Sciences, 2004

Emphasis: Applied Ecology.

Thesis: *Resident attitudes towards ecotourism and conservation in a community co-managed protected area: The Five Blues National Park, Belize*

#### **Clemson University**

B. S., Aquaculture, Fisheries & Wildlife Biology, 1998

Emphasis: Wildlife Biology.

### **SCHOLARSHIP & RESEARCH ACTIVITIES**

My research focuses on sustainability, social-ecological resilience, and community development with a holistic approach across social, ecological, economic, and institutional domains of social-ecological systems. This work is largely conducted through the lens of tourism, such as ecotourism, agritourism, sustainable tourism, community development through tourism, tourism planning and global issues in tourism but crosses into areas like food security, natural resources, social justice and faith/spirituality.

### **PEER-REVIEWED JOURNAL ARTICLES**

11. Keller, C.T., Dylla, S. & Holladay, P.J. (2019). An intersection of digital historic preservation and heritage tourism: Prince Frederik's Battery, Virgin Islands National Park. *e-Review of Tourism Research*. 16(4), 294-307.

10. Holladay, P.J. (2018). Destination resilience and sustainable tourism development. *Tourism Review International*, 22(3-4), 251-261.

9. Holladay, P.J. (2018). Transformative potential of a short-term mission trip experience. *International Journal of Religious Tourism and Pilgrimage*, 6(3), 5.

8. Holladay, P.J., Dixon, A.W., Nguyen, M.C, Nguyen, B.L., Xu, S., & Price-Howard, K. (2018). Stakeholder perceptions of tourism assets and sustainable tourism development in Da Nang, Vietnam. *Enlightening Tourism: A Pathmaking Journal*, 8(2), 74-98.
7. Powell, R.B., Green, T.F., Holladay, P.J., Krafte, K.E., Duda, M., Nguyen, M.T., Spencer, J.H. & Das, P. (2018). Examining community resilience to assist in sustainable tourism development planning in Dong Van Karst Plateau Geopark, Viet Nam. *Tourism Planning & Development*, 15(4), 436-457.
6. Holladay, P.J., Skibins, J.C., Zach, F.J. & Arze, M. (2017). Exploratory social network analysis of stakeholder organizations along the Illinois and Michigan Canal National Heritage Corridor. *Journal of Park and Recreation Administration*, 35(4), 37-48
5. Holladay, P.J., & Powell, R.B. (2016). Social-ecological systems, stakeholders and sustainability: a qualitative inquiry into community-based tourism in the Commonwealth of Dominica. *Caribbean Studies*, 44 (1-2), 3-28.
4. Price-Howard, K. & Holladay, P.J. (2014). Resorts, resilience and retention after the BP Oil Spill Disaster of 2010. *Journal of Tourism Insights*, 5(1), Article 2.
3. Holladay, P.J. & Powell, R. B. (2013). Resident perceptions of social–ecological resilience and the sustainability of community-based tourism development in the Commonwealth of Dominica. *Journal of Sustainable Tourism*, 21(8), 1188-1211
2. Holladay, P.J., & Ponder, L.M. (2012). Identification-of-self through a yoga-travel-spirit nexus. *Academic Quarter*, 4, 297-306.
1. Holladay, P.J., & Ormsby, A.A. (2011). A comparative study of local perceptions of ecotourism and conservation at the Five Blues Lake National Park, Belize. *Journal of Ecotourism*, 10(2), 118-134.

### **PEER-REVIEWED JOURNAL ARTICLES (IN REVIEW)**

3. Holladay, P.J., Dixon, A.W., Nguyen, M.C, Bao, L., Xu, S., & Price-Howard, K. (in review). Stakeholder perceptions of Da Nang, Vietnam as a tourism gateway city. *Journal of Tourism Insights*.
2. Wies, K., Chamber, C. & Holladay, P.J. (in review). Social-ecological resilience and community-based tourism in the Commonwealth of Dominica. *Tourism Geographies*.
1. Holladay, P.J., Mendez-Lazaro, P., Centeno, H.M., Rivera, R., & Adams, K. Utuado, resilience and Hurricane Maria. *Recreation, Parks, Tourism & Public Health*.

**EDITOR-REVIEWED ARTICLES & SCHOLARSHIP**

17. Holladay, P.J. (2019). Agritourism 101: What the heck is agritourism anyway?. *Southern Soil*, 2(3), 12-15. <http://www.southernsoil.org/editions>
16. Holladay, P.J. (2019). The new Georgia Grown Trail 17: A coastal agritourism experience. *Southern Soil*, 2(3), 24-26. <http://www.southernsoil.org/editions>
15. Holladay, P.J., Pavich, M.R., Keller, C.T., & Bagwell, T.E. (2019). Gullah Geechee Research in the Golden Isles, Georgia. *International Gullah Geechee and African Diaspora Conference*. 62.
14. Holladay, P.J. (2019). Working with and conducting research in sensitive communities. *Tourism RESET: Race, Ethnicity, and Social Equity in Tourism*. <https://www.tourismreset.com/news>
13. Holladay, P.J. (2019). Farmers markets: going beyond food, fun & fellowship. *Southern Soil*, 2(1), 16-18. <http://www.southernsoil.org/editions>
12. Holladay, P.J. (2018, book review). The tourism imaginary and pilgrimages to the edges of the world. *Journal of Tourism and Cultural Change*, 16(1), 107-108.
11. Arze, M. & Holladay, P.J. (2017). Overcoming externalities: towards best ecotourism business practices in the Yacuma River Protected Area, Bolivia. *Journal of Ecotourism*, 16(3), 300-309.
10. Holladay, P.J. (2017, book review). Political ecology of tourism: community, power and the environment. *Journal of Tourism and Cultural Change*, 16(4), 455-456.
9. Holladay, P.J. (2017, book review). Leisure and positive psychology: linking activities with positiveness. *Annals of Leisure Research*, 20(2), 246-248.
8. Holladay, P.J. (2016, book review). Spices and tourism: destinations, attractions and cuisines. *Tourism Recreation Research*, 41(3), 367-368.
7. Holladay, P.J. (2016, book review). Travel and transformation. *Journal of Tourism and Cultural Change*, 15(5), 502-504.
6. Holladay, P.J. (2016, book review). Blackpool's seaside heritage. *Journal of Tourism and Cultural Change*, 14(4), 364-365.
5. Holladay, P.J. (2015, book review). Tourism, travel and art. *Journal of Heritage Tourism*, 10(3), 320-321.
4. Holladay, P.J. (2014, book review). Tourism policy and planning: yesterday, today and tomorrow, 2<sup>nd</sup> Ed. *International Journal of Tourism Policy*, 5(3), 236-237.

3. Holladay, P.J. (2014, book review). Securing paradise: tourism and militarism in Hawai'i and the Philippines. *Tourism, Culture and Communication*, 14(1), 55.
2. Holladay, P.J. (2014, book review). The secret language of sacred spaces: decoding churches, temples, mosques and other places of worship around the world. *Journal of Heritage Tourism*, 9(4), 363-364.
1. Holladay, P.J. (2010). Shelf mushroom on mossy log. *Semantics: The study of meaning*, 16-17. Clemson: Clemson University

### **BOOKS**

Roberts, A.L. & Holladay, P.J. (2019). *Gullah Geechee Heritage in the Golden Isles*. Charleston: History Press.

### **BOOK CHAPTERS & COMPENDIA**

8. Weis, K., Chambers, C., & Holladay, P.J. (2018). Social-ecological resilience and the role of tourism in Dominica. In C. Patrick Heidkamp & J. Morrissey (Eds.), *Towards Coastal Resilience and Sustainability*. New York: Routledge.
7. Holladay, P. J. (2017). Pedagogy for online tourism classes. In P. Benckendorff & A. Zehrer (Eds.), *International Handbook of Teaching and Learning in Tourism*. Cheltenham: Edward Elgar Publishing.
6. Ponder, L. M. & Holladay, P. J. (2016). Yoga tourism. In J. Jafari & H. Xiao (Eds.), *The Encyclopedia of Tourism*. New York: Springer.
5. Holladay, P. J. (2015). Baseline. In C. Cater, Garrod, B., & Low, T. (Eds.) *The Encyclopedia of Sustainable Tourism*. Oxford: CABI. pp. 48-49.
4. Holladay, P. J. (2015). Biodiversity. In C. Cater, Garrod, B., & Low, T. (Eds.) *The Encyclopedia of Sustainable Tourism*. Oxford: CABI. pp. 54-55.
3. Holladay, P. J. (2015). Caribbean Alliance for Sustainable Tourism. In C. Cater, Garrod, B., & Low, T. (Eds.) *The Encyclopedia of Sustainable Tourism*. Oxford: CABI. pp. 66.
2. Holladay, P. J. (2015). Ecosystem, Ecosystem Services. In C. Cater, Garrod, B., & Low, T. (Eds.) *The Encyclopedia of Sustainable Tourism*. Oxford: CABI. pp. 164.
1. Ponder, L. M., & Holladay, P. J. (2013). The transformative power of yoga tourism. In Y. Reisinger (Ed.), *Transformational Tourism: Tourist Perspectives*. Oxford: CABI.

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**EXTERNAL RESEARCH GRANTS, CONTRACTS AND AGREEMENTS**  
**TOTAL FUNDING \$671,600.00**

<b>Year</b>	<b>Title</b>	<b>Sponsor</b>	<b>Amount</b>
2019	Agritourism education for socially disadvantaged farmers	Southern Sustainable Research & Education; Southwest Georgia Project for Community Education, Inc.	3,000.00
2019	Hickman County AG Pavilion Feasibility Study	Hickman County (TN) Economic & Community Development Association	15,000.00
2019	Exploring agritourism to increase agricultural sustainability and resilience in the municipality of Utuado, Puerto Rico	Southern Sustainable Research & Education	300,000.00 (in review)
2018	Harrington School Cultural Preservation Center	National Trust for Historic Preservation	100,000 (not funded)
2017	Tourism visioning for Hickman County, TN	Hickman County (TN) Economic & Community Development Association	1,000.00
2016	Perception vs. Reality: Triangulating the hazards of sea level rise with subjective and objective measures of community resiliency and vulnerability	Georgia Sea Grant	155,000.00 (not funded)
2014	The “how’s” and “shy’s” of developing sustainable networks and dynamic partnerships	South Carolina National Heritage Corridor	300.00
2011	Fulbright Scholar-In-Residence for University of St. Francis	US Department of State	91,300.00
2009	National Hunting and Fishing Day visitor study in Upstate South Carolina	Weatherby Foundation	1,000.00
2001	The historical, cultural and environmental aspects of the Zahorie Protected Landscape Area, Slovakia	United States Agency for International Development; Slovak Municipal Governments.	6,000.00

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**INTERNAL RESEARCH GRANTS, CONTRACTS AND AGREEMENTS**  
**TOTAL FUNDING \$20,650.00**

<b>Year</b>	<b>Title</b>	<b>Sponsor</b>	<b>Amount</b>
2019	Agritourism for economic development in Utuado	Troy University, summer research grant	3,000.00
2018	Faculty Development Grant	Troy University	750.00
2018	Agritourism for economic development in Utuado	Troy University, summer research grant	2,000.00
2016	Faculty Development Grant	Troy University	750.00
2015	Faculty Development Grant	Troy University	750.00
2015	A local/regional tourism community assets assessment and resource audit for Da Nang, Vietnam	Troy University	3,000.00
2015	Faculty Development Grant	Troy University	750.00
2014	Faculty Development Grant	Troy University	750.00
2013	Travel Grant	University of St. Francis	1,000.00
2012	Technology Grant	University of St. Francis	1,500.00
2011	Travel Grant	Clemson University	750.00
2010	An integrated approach to assessing the resilience and sustainability of community-based tourism development in the Commonwealth of Dominica	Clemson University Professional Enrichment Grant; Clemson University International Institute for Tourism Research Grant; Clemson University Office Public Service & Agriculture Grant	2,500.00
2009	Travel Grant	Clemson University	750.00
2008	Travel Grant	Clemson University	750.00
2006	Efficacy of recirculating aquaculture systems as educational tools in ecology studies	Central Carolina Technical College	1,000.00
2003	Resident attitudes towards ecotourism and conservation in the Five Blues Lake National Park, Belize	Eastern Kentucky University	650.00

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**CONSULTATIONS & SYNERGISTIC ACTIVITIES**

- 2018 Developed a strategic path and business plan for the communities of Utuado, Puerto Rico to harness community-based agritourism as a development tool for socio-economic development following the devastation of Hurricane Maria. *The Utuado Socioeconomic Health and Development Corporation, Puerto Rico.*
- 2017 Consultant to the Georgia Department of Economic Development's Tourism Resource Team in identifying and developing African American heritage tourism

- resources for Glynn County, GA. *Georgia Department of Economic Development, Georgia.*
- 2016 Organized and facilitated a roundtable that brought together 17 stakeholders and experts representing 15 public, private and nonprofit entities to discuss a vision for heritage tourism and identification of local heritage tourism assets. *Glynn County, Georgia and the City of Brunswick, Georgia.*
- 2015 Wrote the business plan for the Historic Harrington School of St. Simons Island, GA. Built in the 1920s this historic school was for the children of local African American communities and is now a cultural center and heritage tourism site. *St. Simons African American Heritage Coalition, Georgia.*
- 2014 Oglethorpe Block Redevelopment Project in Historic Downtown Brunswick, GA. Provided consultation related to special tax money and development in Downtown Brunswick centered on the construction of a boutique hotel and conference center. *City of Brunswick, Georgia and Public-Private Partnership Project Management, Inc.*
- 2013 Co-created and was part of the leadership team for the first Canal Alliance Congress. The Congress was a conference for stakeholders along the Illinois & Michigan National Heritage Corridor, in the state of Illinois, representing 35 public, private and nonprofit organizations in the resource areas (as designated in the Corridor Master Plan) of heritage development/tourism; resource protection/preservation; recreation; conservation; and education/interpretation. *Canal Corridor Alliance and Illinois & Michigan National Heritage Corridor.*

### **CONFERENCE PRESENTATIONS**

37. Buice, B., Holladay, P.J., & Wigger, A. (April, 2019). *Coastal Tourism Development*. Coastal Georgia Tourism Conference, Savannah, Georgia.
36. Holladay, P.J., Pavich, M., Keller, C.T., & Bagwell, T. (March, 2019). *Gullah Geechee Research in the Golden Isles, GA*. International Gullah Geechee and African Diaspora Conference, Conway, South Carolina.
35. Holladay, P.J., Dixon, A.W., Nguyen, M.C., & Nguyen, B.L. (December, 2018). *Do residents derive value from public beach access: Da Nang, Vietnam*. Asia Pacific Travel and Tourism Research Association Conference, Ho Chi Minh City, Vietnam.
34. Holladay, P.J. (March, 2018). *Agrileisure: the farmers market for food, fun and fellowship*. Southeastern Recreation Research Conference, Athens, Georgia.
33. Dixon, A.W., Holladay, P.J., Nguyen, M.C., & Nguyen, B.L. (December, 2017). *Estimating residents' willingness to pay for public beach access*. Fourth World Research Summit for Tourism and Hospitality: Innovation, Partnerships and Sharing, Orlando, Florida.

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32. Holladay, P.J. (March, 2017). *Christian tourism options and their transformative potentials*. Everyday Theology Conference: A Theology of Rest and Recreation, Lynchburg, Virginia.
31. Weis, K., Chambers, C. & Holladay, P.J. (March, 2017). *Social-ecological resilience and the role of tourism in Dominica*. Coastal Transitions: Sustainability Transitions in the Coastal Zone, New Haven, Connecticut.
30. Holladay, P.J., Dixon, A.W., Nguyen, M.C. & Xu, S. (November, 2016). *Development of resort and beach tourism in Da Nang, Vietnam*. Resort and Commercial Recreation Association 2016 National Conference, Palm Coast, Florida.
29. Holladay, P.J. (April, 2016). *Reflections on e-service learning in an online tourism class*. 2016 Community-Based Learning: Exploring the Possibilities eConference. Troy University and Portland State University.
28. Holladay, P.J. (March, 2016). *Ecotourism in coastal Georgia*. 4<sup>th</sup> Annual Jekyll Island Green Screen Film Festival and Environmental Research Showcase, Jekyll Island, Georgia.
27. Lanier, P., Holladay, P.J., & Munarura, I. (January, 2016). *Case studies in ecotourism and indigenous tourism: a panel discussion*. Ecotourism and Sustainable Tourism Conference: Transforming Our World Through Sustainable Tourism Solutions, Tampa, Florida
26. Holladay, P.J., Dixon, A.W., Nguyen, M.C., Xu, S., & Vuong, L.H. (January, 2016). *Stakeholder perceptions of riverine and montane ecotourism development in Da Nang, Vietnam*. Ecotourism and Sustainable Tourism Conference: Transforming Our World Through Sustainable Tourism Solutions, Tampa, Florida
25. Dixon, A., Dixon, H., & Holladay, P. (December, 2015). *Estimating the value derived by sport tourists from their trip experience*. Third World Research Summit for Tourism and Hospitality, Orlando, Florida.
24. Holladay, P. J., Bradley, M., Dixon, A., Dixon, H., Keller, C., Madison, L., Ponder, L., & Skibins, J. (June, 2015). *De place dem why we fa gadda fa mek we scrong: cultural preservation, resilience and the Gullah-Geechee*. 21<sup>st</sup> International Symposium on Society and Resource Management Conference, Charleston, South Carolina.
23. Bradley, M., Stella, L., Wu, N., & Holladay, P.J. (June, 2015). *Identifying factors to increase visitation to Kentucky State Parks*. 21<sup>st</sup> International Symposium on Society and Resource Management Conference, Charleston, South Carolina.
22. Holdnak, A., Price-Howard, K. & Holladay, P. J. (April, 2015). *Gulf Horizon Oil Spill—5 years later. Impacts on Northwest Florida Coastal Tourism*. Northeastern Recreation Research Symposium, Annapolis, Maryland.
21. Holladay, P. J. (November, 2014). *Considerations for tourism extension services to enhance local capacities and adaptive governance: two case studies from the Caribbean*. 3<sup>rd</sup> International Tourism

Conference, Tourism and Innovation: Re-inventing, Revolutionizing, Transforming, Montego Bay, Jamaica.

20. Holladay, P. J. (October, 2014). *Efficacy of reflection journals for student learning in an online environment*. Georgia Education Research Association 39<sup>th</sup> Annual Meeting, Savannah, Georgia. <https://digitalcommons.georgiasouthern.edu/gera/2014/2014/44/>

19. Price, L. K., Holdnak, A., & Holladay, P. J. (September, 2014). *A look at the economic impact on the Florida/Alabama Gulf Coast following the BP Oil Spill of 2010*. World Leisure Congress, Mobile, Alabama.

18. Skibins, J. C., & Holladay, P. J. (March, 2014). *Social network and sustainability analyses for the Illinois & Michigan Canal National Heritage Corridor*. Second Annual Canal Corridor Alliance Conference, Channahon, Illinois.

17. Holladay, P.J. & Skibins, J.C. (March, 2014). *Stakeholder perceptions of sustainability along the Illinois & Michigan National Heritage Corridor*. Southeastern Recreation Research Conference, Asheville, North Carolina.

16. Price, L. K. & Holladay, P.J. (November, 2013). *Resorts, resilience and retention: a look at the tourism rebound of the Florida/Alabama Gulf Coast after the BP oil spill disaster of 2010*. Resort and Commercial Recreation Association National Conference, Amelia Island, Florida.

15. Holladay, P. J., Arze, M., & Skibins, J. C. (March, 2013). *Bridging connections: exploratory social network analysis of the Illinois & Michigan National Heritage Corridor*. George Wright Society Conference on Parks, Protected Areas, & Cultural Sites, Denver, Colorado.

14. Arze, M., & Holladay, P. J. (March, 2013). *Does nature subsidize costs for ecotourism providers? Externality cost analysis for best business practices in Bolivia*. George Wright Society Conference on Parks, Protected Areas, & Cultural Sites, Denver, Colorado.

13. Holladay, P. J. (March, 2013). *Social networks: importance, analysis and visualization*. First Annual Canal Corridor Alliance Conference, Channahon, Illinois.

12. Holladay, P. J., Kelly, W., & Bort, S. (March, 2013). *Creating partnerships and connections in tourism*. First Annual Canal Corridor Alliance Conference, Channahon, Illinois.

11. Skibins, J. C., & Holladay, P. J. (March, 2013). *Passageways and partnerships: using best practices in interpretation in the Corridor*. First Annual Canal Corridor Alliance Conference, Channahon, Illinois.

10. Prim, K. & Holladay, P. J. (April, 2012). *Storm water Management and greenroofs*. University of St. Francis and the American Chemical Society, 9<sup>th</sup> Annual Green Week Celebration, Joliet, Illinois.

9. Holladay, P. J., & Powell, R. B. (March, 2011). *An integrated approach to assessing social-ecological resilience and sustainability of community-based nature tourism development in the small island*

*state of the Commonwealth of Dominica*. Resilience, Innovation, and Sustainability: Navigating the Complexities of Global Change. Second International Science and Policy Conference, Tempe, Arizona.

8. Holladay, P. J., & Powell, R. B. (March, 2011). *Social-ecological resilience and sustainability of community-based nature tourism development: the Commonwealth of Dominica*. George Wright Society Conference on Parks, Protected Areas, & Cultural Sites, New Orleans, Louisiana.

7. Holladay, P. J. (April, 2010). *The chaotic complexion of complexity and chaos: applications to tourism management*. Twelfth Annual College of Health, Education, and Human Development Faculty Forum, Clemson, South Carolina.

6. Mainieri, T. L., Hartman, C. L., Holladay, P. J., & Skibins, J. C. (April, 2010). *Examining the effect of generational cohort on civic engagement and social capital*. Twelfth Annual College of Health, Education, and Human Development Faculty Forum, Clemson, South Carolina.

5. Holladay, P. J., (April, 2009). *Intersecting theories of sustainability and resilience: an application for tourism management*. Eleventh Annual College of Health, Education, and Human Development Faculty Forum, Clemson, South Carolina.

4. Holladay, P. J., & Skibins, J. C. (April, 2009). *Ecotourism and wildlife impacts: loving nature to death at the ends of the Earth*. Eleventh Annual College of Health, Education, and Human Development Faculty Forum, Clemson, South Carolina.

3. Holladay, P. J., & Ormsby, A. A. (March, 2009). *A comparative study of local perceptions of ecotourism and conservation at the Five Blues Lake National Park, Belize*. Southeast Chapter of Travel and Tourism Research Association Annual Conference & Tourism Research Symposium, Montgomery, Alabama.

2. Holladay, P. J., & Baldwin, E. D. (June, 2008). *Whose fault is it? Critical barriers to successful community co-management in the Five Blues Lake National Park, Belize*. Fourteenth International Symposium on Society and Resource Management Conference, Burlington, Vermont.

1. Holladay, P. J., Schmalz, D. L., & Norman, W. C. (June, 2008). *Reels, Remington's, & reputations: stereotypes of hunters & anglers*. Fourteenth International Symposium on Society and Resource Management Conference, Burlington, Vermont.

#### **INVITED SPEAKING**

Holladay, P.J. (2019, June). *The Historic Harrington School*. Green Scene of Coastal Georgia, Green Drinks.

Holladay, P.J. (2018, March). *African American and Gullah Geechee Heritage Resources in the Golden Isles*. Gullah Geechee Cultural Heritage Corridor Research Consortium.

Holladay, P.J. (2017, November). *Sustainable Tourism for Development*. Green Scene of Coastal Georgia Eco-lecture Series.

- Holladay, P.J. (2017, July). *GCTA 101 or What Can GCTA Do For You*. Georgia Coast Travel Association, St. Simons Island, GA.
- Holladay, P. J. (2016, July). *Tourism and its Impact on the Golden Isles*. Golden Isles Employer Committee, Brunswick, GA.
- Holladay, P. J. (2015, May). *Heritage Tourism*. Savannah College of Art & Design, Savannah, GA.
- Holladay, P. J. (2015, April). *Hospitality, Sports and Tourism Management*. Troy University-Hampton Roads, Virginia Beach, VA.
- Holladay, P. J. (2014, January). *Troy University and You... Opportunities for Partnerships*. Rotary International, Rotary Club of Brunswick, Brunswick, Georgia.
- Holladay, P. J. (2013, November). *An Introduction to Troy University's School of Hospitality, Sport and Tourism Management*. St. Marys Convention and Visitors Bureau, St. Marys, Georgia.
- Holladay, P. J. (2013, November). *Towards a Sustainable Regional "Town-Gown" Relationship with Troy University: Students, Employment and Opportunities for Partnerships*. Georgia Department of Labor, Kings Bay Employer Committee Meeting, Kingsland, Georgia.

#### INVITED REVIEWER OF MANUSCRIPTS & BOOKS

<i>Journal of Hospitality &amp; Tourism Research</i>	<i>e-Review of Tourism Research</i>
<i>International Journal of Tourism Policy</i>	<i>Current Issues in Tourism</i>
<i>Tourism, Culture and Communication</i>	<i>Journal of Ecotourism</i>
<i>Journal of Sustainable Tourism</i>	<i>Event Management</i>
<i>Journal of Heritage Tourism</i>	<i>Local Environment</i>
<i>Journal of Tourism Insights</i>	<i>Energies</i>

#### POPULAR MEDIA

Holladay, P.J. Expert advice in, Comoreanu, A. (2015). Best hotel rewards programs. *Cardhub*. <http://www.cardhub.com/edu/best-hotel-rewards-program/#Patrick-J.Holladay>

#### TEACHING EXPERIENCE

##### TROY UNIVERSITY, BRUNSWICK, GA

2013-

HSTM 2220—Introduction to Tourism Management  
 HSTM 2255—Introduction to Hospitality, Sport and Tourism Management  
 HSTM 3330—Festivals and Special Events  
 HSTM 3360—Tourism Principles  
 HSTM 3377—Domestic and International Tourism  
 HSTM 4414—Sustainable Tourism  
 HSTM 4415—Tourism Impacts and Planning  
 HSTM 4417—Current Issues in Tourism  
 HSTM 4419—Tourism Enterprises

HSTM 4450—Event Management in Hospitality, Sport and Tourism Management.  
HSTM 4460—Leadership Principles in Hospitality, Sport and Tourism Management  
HSTM 4490—Senior Seminar

**THE COLLEGE OF COASTAL GEORGIA, BRUNSWICK, GA** **2015-2016**

MKTG 4175—Global Marketing  
HOSP 4100—Ecotourism

**UNIVERSITY OF ST. FRANCIS, JOLIET, IL** **2011—2013**

RADM 100—Introduction to Recreation and Leisure Service Delivery Systems.  
LEAD 101—Introduction to Leadership.  
RADM 314—Sustainable Tourism.  
RADM 315—Sustainability in the Hospitality Industry.  
RADM 322—Outdoor Recreation, the Environment and Society.  
RADM 399—Research Methods.  
RADM 422—Senior Seminar.  
RADM 494—Introduction to Geographical Information Systems.  
RADM 498—Internship.

**CLEMSON UNIVERSITY, CLEMSON, SC** **2007—2011**

PRTM 101—Concepts of Leisure.  
PRTM 301—Recreation and Society. (Invited Guest Lecturer).  
PRTM 900—Qualitative Research Methods. (Invited Guest Lecturer).  
FOR 431—Recreation Resource Planning in Forest Management.

**TRI-COUNTY TECHNICAL COLLEGE, ANDERSON, SC** **2009**

BIO 100—Introductory Biology.

**FRANCIS MARION UNIVERSITY, FLORENCE, SC** **2006—2007**

BIO 103—Environmental Biology.  
BIO 105—Introduction to Biological Science.

**CENTRAL CAROLINA TECHNICAL COLLEGE, SUMTER, SC** **2006—2007**

BIO 100—Introductory Biology.  
BIO 101—Biological Science I.  
BIO 102—Biological Science II.  
BIO 112—Basic Anatomy and Physiology.  
BIO 115—Basic Microbiology.  
BIO 205—Ecology.  
BIO 206—Ecology Lab.  
EVT 201—Environmental Science.

**EASTERN KENTUCKY UNIVERSITY** **2002—2004**

BIO 171—Human Anatomy I, II.  
GEO 210—Introduction to Physical Geography.

**PROFESSIONAL SERVICE**

- 2017- Treasurer, Board of Directors, St. Simons Food & Spirits Festival  
 2017- Board of Directors, GA Grown Highway 17 Agritourism Trail  
 2015- Editorial Review Board, e-Review of Tourism Research  
 2015- President, Board of Directors, Georgia Coast Travel Association  
 2016-2019 Associate Editor, Journal of Ecotourism  
 2012-2013 Heritage Development & Tourism Chair, Canal Corridor Association of the Illinois & Michigan Canal National Heritage Corridor, LaSalle, IL  
 2011-2013 Board of Directors, Heritage Corridor Convention & Visitors Bureau, Romeoville, IL  
 2008-2011 Student Affairs Committee, International Association for Society & Natural Resources.

**UNIVERSITY AND DEPARTMENT SERVICE****TROY UNIVERSITY**

- 2013 – present Troy University-Brunswick Relay for Life Team fundraiser  
 2013 – 2016 Chair for the Event Management Certificate committee  
 2015, 16, 17 Faculty judge. CHHS undergraduate/graduate research competition.  
 2014 – 2015 HSTM new faculty search committee.  
 2013 – 2014 Mentor to two Troy University Faculty  
 2013 – 2014 Mentor to new online Troy University undergraduate students  
 2013 Panel member for the Summer Seminar Series.

**UNIVERSITY OF ST. FRANCIS**

- 2011 - 2013 Executive Sustainability Committee.  
 2011 - 2013 College of Arts & Sciences Curriculum Committee.  
 2011 - 2013 Club Advisor for Recreation Club and Council for Social Activism.  
 2011 - 2013 Co-developer. Department 5-year Strategic Plan and Self-Assessment Plan  
 2011 - 2013 Rho Phi Lambda Readers Panel for applicants inducted into the honorary society  
 2011 - 2013 International Advisory Council.  
 2011 - 2013 Greening of Campus Committee.  
 2011 - 2013 St. Francis Faculty Working Group. South Metropolitan Higher Education Consortium Sustainability Conferences.  
 2011 - 2013 Representative. Canal Corridor Association's Canal Alliance Working Groups Meeting.

**CLEMSON UNIVERSITY**

- 2010 Graduate Student Government Senator.

**COMMUNITY SERVICE**

- 2017 – President, Friends of the Harrington School  
 2015 – 2018 Garden Manager (volunteer), HIS Ministries Community Garden  
 2015 – 2017 Board of Directors, Slow Food Coastal Georgia  
 2014 – 2017 Board of Directors, International Seafarers Center, Brunswick, GA  
 2014 – 2016 Member, Rotary International, Brunswick, GA

2011 – 2013 Joliet Township High School (JTHS) Career Academy. Development of JTHS Career Pathway in Hospitality, Tourism & Recreation Management. Advisory Board Member.

### **AWARDS AND PROFESSIONAL RECOGNITION**

2017	Troy University	Faculty supervisor for the 1 <sup>st</sup> place winner in the College of Health & Human Services undergraduate research competition.
2017	Troy University	Faculty supervisor for the 2 <sup>nd</sup> place winner in the College of Health & Human Services undergraduate research competition.
2016	Troy University	Faculty supervisor for the 1 <sup>st</sup> place winner in the College of Health & Human Services undergraduate research competition.
2016	Troy University	Faculty supervisor for the 2 <sup>nd</sup> place winner in the College of Health & Human Services undergraduate research competition.
2015	Troy University	Faculty supervisor for the 1 <sup>st</sup> place winner in the College of Health & Human Services undergraduate research competition.
2015	Troy University	Faculty supervisor for the 2 <sup>nd</sup> place winner in the College of Health & Human Services undergraduate research competition.
2011	Clemson University	Graduate Student Award for Excellence
2007-2011	Clemson University	Graduate Research Assistantship
2009	SETTRA	Graduate Student Scholarship
2008	ISSRM	Graduate Student Scholarship
2002-2004	Eastern Kentucky U.	Graduate Research Assistantship

### **CONTINUED PROFESSIONAL DEVELOPMENT**

“Finding and Using Open Educational Resources.” Presented by the Online Learning Consortium in cooperation with Troy University. (2016)

“Grants—How to get them and what to do next.” Presented by Judith B. Margolin via Troy University. (2014)

### **PROFESSIONAL ORGANIZATIONS**

St. Simons African American Heritage Coalition  
 International Institute for Animal Ethics  
 Golden Isles Chamber of Commerce  
 Georgia Coast Travel Association  
 Slow Food Coastal Georgia

### **SOFTWARE AND PROGRAMMING EXPERIENCE**

**Learning Management Systems:** Blackboard and Canvas

**Social Network Analysis:** Gephi

**Statistical:** SPSS

**Structural Equation Modeling:** EQS

**Qualitative:** QSR NVivo

### **RELEVANT EXPERIENCE**

- 2018- Associate Professor. School of Hospitality, Sport & Tourism Management. Troy University, Troy, AL. Brunswick, GA
- 2013-2018 Assistant Professor. School of Hospitality, Sport & Tourism Management. Troy University, Troy, AL. Brunswick, GA
- 2015-2016 Adjunct Professor. School of Business & Public Affairs. The College of Coastal Georgia, Brunswick, GA
- 2011-2013 Assistant Professor. Department of Recreation, Sport & Tourism Management. University of Saint Francis, Joliet, IL
- 2007-2011 Graduate Research Assistant. Department of Parks, Recreation & Tourism Management. Clemson University, Clemson, SC
- 2009 Adjunct Faculty. Arts & Sciences Division. Tri-County Technical College, Anderson, SC
- 2006-2007 Adjunct Faculty. Department of Biology. Francis Marion University, Florence, SC
- 2006-2007 Adjunct Faculty. Science Department. Central Carolina Technical College, Sumter, SC
- 2002-2004 Graduate Research Assistant. Department of Biological Sciences and Department of Geography & Geology. Eastern Kentucky University, Richmond, KY
- 2005 Desert Tortoise Research Assistant. ITS Corporation/US Department of Defense. Fort Irwin, CA
- 2002-2004 Biological Technician. Eastern Kentucky University/US Department of the Army. Richmond, KY
- 2001-2002 Ecologist. United States Peace Corps: Parks Planning & Administration Advisors. Daphne Institute of Applied Ecology, Bratislava, Slovak Republic
- 2000-2001 Ecologist. United States Peace Corps: Parks Planning & Administration Advisors. Zahorie Protected Landscape Area, Malacky, Slovak Republic

1998            Outdoor Environmental Educator. Clemson University Outdoor  
Laboratory, Clemson, South Carolina