

CARLA ALMEIDA SANTOS

University of Illinois at Urbana-Champaign
Department of Recreation, Sport and Tourism
104 Huff Hall, MC-584, 1206 South Fourth Street
Champaign, IL 61820
Email: csantos@illinois.edu

EDUCATION

- 2002** **Ph.D., Mass Communication**
The Pennsylvania State University
- 1998** **M.A., Speech Communication**
University of North Dakota
- 1993** **B.A., Mass Communication (Advertising), French and Spanish**
University of North Dakota

FOREIGN LANGUAGES (Spoken, Read and Written):

English, Spanish and Portuguese; Basic Italian and French.

PROFESSIONAL EXPERIENCE

- 2009 – Present** **Associate Professor (currently serving as Director of Graduate Studies)**
- 2002 – 2009** **Assistant Professor**
Department of Recreation, Sport and Tourism
University of Illinois at Urbana-Champaign
RST 150 Foundations of Tourism
RST 330 Leisure and Consumer Culture
RST 351 Social & Cultural Aspects of Tourism
RST 530 Critical Issues in Tourism Management
RST 570 Cultural Aspects of Tourism Development
RST 599A Doctoral Research Seminar
- 2008 – Present** **Subject Matter Expert and Instructor**
Online Master of Science degree in Recreation, Sport and Tourism
University of Illinois at Urbana-Champaign
RST 530 Critical Issues in Tourism Management
RST 593 Capstone Seminar

OTHER PROFESSIONAL EXPERIENCE

- 2012 – Present** **Book Review Editor, *Journal of Tourism and Cultural Change***
- 2011 – 2014** **Director of Graduate Studies, Department of Recreation, Sport and Tourism, University of Illinois at Urbana-Champaign**
- 2011 – Present** **Faculty Associate, Lemann Institute for Brazilian Studies, University of Illinois at Urbana-Champaign**

- 2011 – 2013** **Co-Director, Tourism and Sport Management Research Laboratory,**
University of Illinois at Urbana-Champaign
- 2009- Present** **Board of Directors, Collaborative for Cultural Heritage Management
and Policy,** University of Illinois at Urbana-Champaign
- 2009- Present** **Faculty Associate, European Union Center,** University of Illinois at
Urbana-Champaign
- 2009- Present** **Faculty Associate, Global Studies,** University of Illinois at Urbana-
Champaign
- 2004- 2011** **Co-Director, Tourism Lab for Economic and Social Behavior Research,**
University of Illinois at Urbana-Champaign
- 2004- Present** **Steering Committee, Human Dimensions of Environmental Systems,**
University of Illinois at Urbana-Champaign
- 2002- Present** **Faculty Associate/Steering Committee, Center for Latin American and
Caribbean Studies,** University of Illinois at Urbana-Champaign
- 1998- 2002** **Graduate Teaching Assistant & Lecturer**
College of Communications, The Pennsylvania State University
Courses taught: COMM 100 Mass Media and Society
 COMM 410 International Communication
 COMM 411 Cultural Aspects of Mass Media
 COMM 419 World Media Systems
- 1994- 1998** **Graduate Teaching Assistant**
School of Communication, University of North Dakota
Courses taught: COMM 161 Public Speaking

PUBLICATIONS

◆ Denotes publication with graduate student

◆ Shim, C. S. & Santos, C. A. (*In Press*). Tourism, Place and Placelessness in the Phenomenological Experience of Shopping Malls in Seoul Tourism Management. *Tourism Management*.

◆ Bueno-O'Dowd, K., Santos, C. A., Ozkan, S. & Irigoyen-García, J. (2014). An Islamic Past in Contemporary Spanish and Portuguese Tourism Narratives. *Tourism, Culture and Communication*, 13(3), 191-202.

◆ Shim, C. S., Santos, C. A. & Choi, M. J. (2013). *Malling* as a Leisure Activity in South Korea. *Journal of Leisure Research*, 45(3), 367-392.

◆ Santos, C. A., Tainsky, S., Schmidt, A., & Shim, C. S. (2013). Framing the Octagon: An Analysis of News-Media Coverage of Mixed Martial Arts. *International Journal of Sport Communication*, 6, 66-86.

Tainsky, S., Salaga, S., & Santos, C. A. (2013). Determinants of Pay-Per-View Broadcast Viewership in Sports: The Case of the Ultimate Fighting Championship. *Journal of Sport Management*, 27, 43-58.

◆ Shim, C. S. & Santos, C. A. (2012). Authenticity Issues in Urban Tourism: Concepts and Implications. *Korean Journal of Tourism Studies*, 24(3), 33-56.

Tainsky, S., Salaga, S. & Santos, C. A. (2012). Estimating Attendance for the Ultimate Fighting Championship: A Demand Theory Approach. *International Journal of Sport Management and Marketing*, 11(3/4), 206-224.

◆ Santos, C. A. & Zobler, K. (2012). The Bridge on the River Elbe: Heritage in a Modern City. *Annals of Tourism Research*, 39(1), 484-486.

Barbieri, C., Santos, C. A. & Katsube, Y. (2012). Volunteer Tourism: On-The-Ground Observations from Rwanda. *Tourism Management*, 33(1), 509-516.

◆ Shim, C. & Santos, C. A. (2011). Orientalism in American Travel Writing about Korea. *Korean Journal of Tourism Studies*, 28, 23-40.

Rozier, S. & Santos, C. A. (2011). Processing Promotional Travel Narratives. *Tourism Management*, 32(2), 394-405.

◆ Yan, C. & Santos, C. A. (2010). Re-positioning Chinese Tourism Media Studies: A Socio-Cultural Perspective. *Journal of China Tourism Research*, 6(2), 202-214.

◆ Santos, C. A. & Yan, C. (2010). Genealogical Tourism: A Phenomenological Examination. *Journal of Travel Research* 49(1), 56-67.

Santos, C. A. & Rozier (2009). Travel Writing as a Representational Space: "Doing Deviance." *Tourism, Culture and Communication*, 9(3), 137-150.

Buzinde, C. & Santos, C. A. (2009). Interpreting Slavery Tourism. *Annals of Tourism Research*, 36(3), 439-458.

◆ Caton, K. & Santos, C. A. (2009). Images of the Other: Selling Study Abroad in a Postcolonial World. *Journal of Travel Research*, 48(2), 191-204.

◆ Yan, C. & Santos, C. A. (2009). "China, Forever": Tourism Discourse and Self-Orientalism. *Annals of Tourism Research*, 36(2), 295-316.

◆ Santos, C. & Yan, C. (2008). Representational Politics in Chinatown: The Ethnic Other. *Annals of Tourism Research*, 35(4), 879-899.

◆ Santos, C. A., Belhassen, Y. & Caton, K. (2008). Re-imagining Chinatown: An Analysis of Tourism Discourse. *Tourism Management*, 29, 1002-1012.

Santos, C. A. (2008). Tourism as Science and Science as Tourism: Imagining, Experiencing, and Portraying Environment, Society, Self, and Other in Papua New Guinea. A Commentary. *Current Anthropology*, 49(4).

Buzinde, C. & Santos, C. A. (2008). Representations of slavery. *Annals of Tourism Research*, 35(2), 469-488.

◆ Caton, K. & Santos, C. A. (2008). Closing the hermeneutic circle: Photographic encounters with the Other. *Annals of Tourism Research*, 35(1), 7-26.

Santos, C. A. (2008). Política representacional no turismo étnico (Representational politics and ethnic tourism). *O Turismo em...: Impactos, Desafios, Oportunidades*, 68-69.

◆ Belhassen, Y., Santos, C. A. & Uriely, N. (2007). Cannabis usage in tourism: A sociological perspective. *Leisure Studies*, 23(3), 309-319. Abstract republished in: *The Chronicle of Higher Education*, 53 (44), A6.

◆ Santos, C. A. & Rozier, S. (2007). Intercultural communication competence and conflict negotiation strategies: Perceptions of park staff and diverse park users. *Journal of Park and Recreation Administration*, 25(1), 22-49.

◆ Caton, K. & Santos, C. A. (2007). Heritage tourism on Route 66: Deconstructing nostalgia. *Journal of Travel Research*, 45(4), 371-386.

◆ Santos, C. A. & Buzinde, C. (2007). Politics of identity and space: Representational dynamics. *Journal of Travel Research*, 45(3), 322-332.

Stodolska, M. & Santos, C. A. (2006). "You must think of *Familia*": The everyday lives of Mexican migrants in destination communities. *Social & Cultural Geography*, 7(4), 627-647.

Shinew, K., Stodolska, M., Floyd, M., Hibbler, D., Allison, M., Johnson, C. & Santos, C. (2006). Race and ethnicity in leisure research: Where have we been and where do we need to go? *Leisure Sciences*, 28 (4), 403-408.

Santos, C. A. (2006). Cultural politics in contemporary travel writing. *Annals of Tourism Research*, 33(3), 624-644.

◆ Buzinde, C., Santos, C. A. & Smith, S. (2006). Ethnic representations: Destination imagery. *Annals of Tourism Research*, 33(3), 707-728.

Barros, C. P. & Santos, C. A. (2006). The measurement of efficiency in Portuguese hotels using Data Envelopment Analysis. *Journal of Hospitality and Tourism Research*, 30(3), 378-400.

Stodolska, M. & Santos, C. A. (2006). Transnationalism and leisure: Mexican temporary migrants in the United States. *Journal of Leisure Research*, 38(2), 143-167.

◆ Belhassen, Y. & Santos, C. A. (2006). An American evangelical pilgrimage to Israel: A case study on politics and triangulation. *Journal of Travel Research*, 44(4), 431-441.

Santos, C. (2005). El encuadre mediático de Portugal: La dinámica de representación. *Annals of Tourism Research en Español*, 7(2), 377-396.

McGehee, N. G. & Santos, C. A. (2005). Social change and volunteer tourism: Mobilizing discourse. *Annals of Tourism Research*, 32(3), 760-779.

Santos, C. A. (2004). Perception and interpretation of leisure travel articles. *Leisure Sciences*, 26(4), 393-410.

Santos, C. A. & Proffitt, J. M. (2004). The humor in it: Tourists and intercultural interaction. *Tourism – An International Interdisciplinary Journal*, 52(1), 51-64.

◆ Jeong, S. & Santos, C. A. (2004). Cultural politics and contested place identity. *Annals of Tourism Research*, 31(3), 640-656.

Santos, C. (2004). Framing Portugal: Representational dynamics. *Annals of Tourism Research*, 31(1), 122-138.

BOOK CHAPTERS & ENCYCLOPEDIA ENTRIES

Barbieri, C.; Santos, C. A., & Katsube, Y. (in press). Volunteer Tourism Facilitators: Learning from Field Observations in Nyakinama. In Clemmons, D. and McGehee, N.G. (eds.). *The Voluntourism Research Anthology 2005-2012: A Compilation*. San Diego: Voluntourism.org Publications.

Santos, C. A. & Shim, C. (2012). Cross Cultural Approaches. In L. Dwyer, A. Gill and Dr. N. Seetaram (Eds.), *Handbook of Research Methods in Tourism: Quantitative and Qualitative Approaches* (pp. 392-402). Edward Elgar Publishing.

Shim, C., & Santos, C. (2012). Orientalism in American Travel Writing about Korea. In H. Park (Ed.), *Korean Culture and Orientalism*. Seoul: Bogosa. (Invited Reprint of Journal Article).

Huang, W. & Santos, C. A. (2011). Tourism and National Identity in the United States: The Case of Washington, DC. In Frew, E. A. and White, L. K. (Eds.), *Tourism and National Identities: An International Perspective* (pp. 13-25). Routledge; Oxon, UK.

Beeton, S., Bowen, H. & Santos, C. A., (2005). State of knowledge: Mass media and its relationship to perceptions of quality. In G. Jennings, & N. Nickerson (Eds.), *Quality Tourism Experiences?* (pp. 23-37). Oxford: Butterworth Heinemann.

Bowen, H. & Santos, C. A. (2005). Constructing quality, constructing reality. In G. Jennings, & N. Nickerson (Eds.), *Quality Tourism Experiences?* (pp. 38-54). Oxford: Butterworth Heinemann.

Santos, C. A. (2005). Framing analysis: Examining mass mediated tourism narratives. In B. Ritchie, P. Burns, and C. Palmer (Eds.), *Tourism Research Methods: Integrating Theory and Practice* (pp. 149-161). CAB International Tourism/Leisure Series.

GRANTS AND CONTRACTS AWARDED

Bond, T., Nguyen, H., Santos, C. A. & Francisco, P. (2014-2016). "Toward the New Global Extension: Ensuring a Culture of Quality in Transferring Solutions to the Base of the Economic Pyramid." Research Thrust Program; \$25,290.

University of Illinois Graduate College Block Grant Program (2014-2017) (written and submitted on the behalf of the Department of Recreation, Sport and Tourism). Awarded: \$41,592.

Santos, C. A. (2011-2013). "Tourism and Socioeconomic Realities in Brazil: A Framing Analysis." Lemann Institute for Brazilian Studies; \$10,597.

Santos, C. A. (2010-2011). "Heritage Tourism and Entrepreneurship." Academy for Entrepreneurial Leadership; \$10,000.

Santos, C. A. (2009-2011). "Tourism and Cultural Identity: EU Heritage Politics". University of Illinois at Urbana-Champaign Campus Research Board; \$11,350.

Santos, C. A. (2009). "The Politics of EU Heritage: Negotiating Cultural Identity and Tourism in a Globalizing Portugal." Department of Education Title VI funds administered through the European Union Center; \$13,500.

Santos, C. A. & Humphreys, B. (2007). "Intersecting Social and Economic Forces of Tourism: A Community Approach." Lake Tahoe Visitors Authority; \$20,000.

Rayward, B., Santos, C. A., Silverman, H. & Trofanenko, B. (2006-2007). "Civic Commitment & Public Engagement in 3 Illinois Museums." University of Illinois at Urbana-Champaign Task Force on Civic Commitment in the 21st Century; \$11,000.

Santos, C. A. & Schwartz, Z. (2005-2006). "Evaluation of the Advertising Program for the Lake County Convention and Visitors Bureau." Lake County Illinois Convention and Visitor Bureau; \$8,800.

Shinew, K., Stodolska, M., Santos, C. A, Zhu, W. & Nedovic-Budic, Z. (2005-2006). "The Effect of Sport Facilities and Trail Systems on The Use of Green Spaces for Physical Activity Among Latino(a) Americans." Robert Wood Johnson Foundation (ALPES program); \$132,779.

Stodolska, M., Shinew, K. J. & Santos, C. A. (2005-2006). "Increasing Intercultural Understanding Between Park Managers and African American and Latino Users of Urban Parks." National Recreation and Park Association; \$27,646.

Santos, C. A. (2002-2004). "Investigating the Sociopolitical Relationship between Promotional Messages and Experiences of the Individual and Host in Community Tours." University of

Illinois at Urbana-Champaign Campus Research Board; \$12,028 – *The Arnold O. Beckman Research Award*.

SELECTED CONFERENCE PRESENTATIONS, INVITED SPEAKER, AND ABSTRACTS

Martin, S. D. & Santos, C. A. (February 2014). Share, Like, Tweet and Cheer: An Examination of Social Media Usage and NFL Fans. *Western States Communication Association Annual Conference*. Anaheim, California.

Santos, C. A. & McKenna, E. (July 2013). Framing Analysis and Contemporary Tourism Discourse: Brazil as a Tourism Destination. *3rd International Conference on Intangible Heritage: Sharing Cultures*. Aveiro, Portugal.

O'Dowd, K., Santos, C. A., Ozkan, S., & Irigoyen-Garcia, J. (July 2013). An Islamic Past in Contemporary Spanish and Portuguese Tourism Representations. *3rd International Conference on Intangible Heritage: Sharing Cultures*. Aveiro, Portugal.

(Invited Speaker) Santos, C. A. (June 2013). Tourism Development in the Mediterranean: Contemporary Dynamics. *The Timeless Mediterranean and the New European Union: Transnational Spaces and Integration*. Urbana, Illinois.

Shim, C. S., Vargas, P., & Santos, C. A. (April 2013). A Quantitative Analysis of Orientalism as a Destination Image. *Association of American Geographers*. Los Angeles, CA.

McKenna, E. F. & Santos, C. A. (March 2013) “Enquadrando o Brasil para prazer ou negocio: Um Frame Análise do Destino” (“Framing Brazil for Pleasure or Business: A Destination Frame Analysis”). Invited presentation at the Universidade Federal da Bahia (Federal University of Bahia), Salvador, Brazil.

Santos, C. A., O'Dowd, K., Ozkan, S., & Irigoyen-Garcia, J. (January 2013). An Islamic Past in Contemporary Spanish and Portuguese Tourism Narratives. *Researching and Teaching the EU: Best Practices & Current Trends in EU Scholarship*. Chicago, IL.

Barbieri, C., Santos, C. A., Katsube, Y. (October 2012) Volunteer Tourism Facilitators: Learning From Field Observations in Niyakinama, Rwanda. *The VolunTourist Newsletter*.

Santos, C. A. & McKenna, E. (September 2012). Brazil as a Tourism and Business Destination: A Framing Analysis. *Eleventh International Congress of the Brazilian Studies Association*. Champaign, IL.

Shim, C. S. & Santos, C. A. (July 2012). Urban Tourism and Authenticity: A Conceptual Approach. *TOSOK International Tourism Conference*. Ulsan, Korea.

Santos, C. A., Tainsky, S., Schmidt, K. A., & Shim, C. S. (May 2012). From Human Cockfighting to Legitimate Sport: Politicians Weigh in on MMA. *North American Society for Sport Management Conference*. Seattle, WA.

Santos C. A., Tainsky, S, Schmidt, A., & Shim, C. (March 2012). Framing the Octagon: A Media Analysis of Mixed Martial Arts and the Ultimate Fighting Championship. *Fifth Summit on Communication & Sport*.

Shim, C., & Santos, A. (March 2012). Place and Placeness in Shopping Complexes: A Model of Contemporary Authenticity. *Contemporary Authenticity Conference*.

(Invited Speaker) Santos, C. A. (March 2012). Representing, managing and experiencing tourism. Health, Leisure & Human Performance Research Institute, University of Manitoba, Winnipeg, Canada.

Shim, C., Santos, C. A. & Choi, M. (October 2011). Shopping malls as urban leisure spaces: A mixed method approach. In *Abstracts from the 2011 National Recreation and Parks Association Leisure Research Symposium*, and paper presented at Conference, Atlanta, GA.

Barbierri, C. & Santos, C. A. (September 2011). Volunteer tourism: Observations from Rwanda. *CenStates TTRA Quarterly Newsletter*.

Shim, C. & Santos, C. A. (June 2011). Urban tourism: *Placelessness* and *placeness* in shopping complexes. In *Conference Proceedings from the 2011 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Ontario, Canada.

Tainsky, S., Salaga, S. & Santos, C. A. (June 2011). Demand for individual sports: Estimating pay-per-view buyrates for the Ultimate Fighting Championship. Paper presented at the *North American Society for Sport Management Conference*, Ontario, Canada.

(Invited Speaker) Santos, C. A. (September 2011). Urban ethnic communities: Representation and identity. Western Michigan University *Lucia Harrison Speaker Series* (Department of Geography). Kalamazoo, MI.

Rich, S. R. & Santos, C. A. (December 2010). Reading promotional travel narratives: Processing and skepticism. *CenStates TTRA Quarterly Newsletter*.

Santos, C. A. (October 2010). Genealogical tourism: Discovering personal boundaries. *CenStates TTRA Quarterly Newsletter*.

Buzinde, C. & Santos, C. A. (April 2010). Tourists' reception of plantation slavery. *Association of American Geographers*, Washington, DC.

(Invited Speaker) Santos, C. A. (March 2010). Tourism and EU Heritage: Supranational tools, local practices. Polytechnic Institute of Viana do Castelo. Viana do Castelo, Portugal.

(Invited Speaker) Santos, C. A. (December 2009). The Politics of EU Heritage: Negotiating tourism, culture and identity. *European Union Center Lecture Series*. University of Illinois, Champaign, IL.

(Invited Speaker) Santos, C. A. (November 2009). Developing a tourism research agenda. Hospitality and Tourism Management Department, Virginia Polytechnic Institute and State University. Blacksburg, VA.

Rozier, S. & Santos, C. A. (June 2009). The influence of gender and age on the processing of travel articles. In *Conference Proceedings from the 2009 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Oahu, Hawaii.

Yan, C. & Santos, C. A. (June 2009). Bizarre food: Postmodern tourism and media. In *Conference Proceedings from the 2009 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Oahu, Hawaii.

Rozier, S. & Santos, C. A. (June 2009). Using consumer behavior scales to examine the persuasiveness of travel narratives. In *Conference Proceedings from the 2009 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Oahu, Hawaii.

Rozier, S. & Santos, C. A. (June 2009). The influence of gender and age on the persuasability of travel articles and travel brochures. . In *Conference Proceedings from the 2009 National Extension Tourism (NET)* (CD-ROM). Paper presented at conference, Park City, Utah.

Santos, C. A. & Yan, C. (June 2008). Chinatown and the ethnic "Other". In *Proceedings from the 2008 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Philadelphia, PA. -- Best Research Paper Award.

Yan, C. & Santos, C. A. (June 2008). Tourism discourse and Orientalism: Representational Dynamics. In *Proceedings from the 2008 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Philadelphia, PA.

(Invited Keynote Speaker) Santos, C. A. (September 2007). Politics of identity and space: Representational dynamics in the U.S. *The Association for Tourism and Leisure Education* (ATLAS). Viana do Castelo, Portugal. Published in: *ATLAS Reflections 2007*.

(Invited Speaker) Santos, C. A. & Yan, C. (December 2007). The representation of ethnic Others in urban tourism spaces. *Human Dimensions of Environmental Systems Program*. University of Illinois, Champaign, IL.

Santos, C. A. & Rozier, S. (June 2007). *What happens in Vegas...*Amsterdam, Bangkok, and New Orleans. In: *Proceedings from the 2007 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Las Vegas, NV.

Buzinde, C. & Santos, C. A. (June 2007). The Hampton Plantation: State engineered amnesia. In: *Proceedings from the 2007 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Las Vegas, NV.

Yan, C. & Santos, C. A. (2007). Towards an understanding of family history research: A motivation study of visitors to Fort Wayne Genealogy Library. In: *Proceedings from the 2007*

International Travel and Tourism Research Association (CD-ROM). Poster presented at conference, Las Vegas, NV.

Santos, C. A., Rozier, S., Shiness, K. J. & Stodolska, M. (October 2006). Perceptions of intercultural communication and conflict strategies among park staff and Latino and African American park users. In: *Abstracts from the 2006 National Recreation and Parks Association Leisure Research Symposium*, and paper presented at conference, Seattle, WA.

Santos, C. A. (June 2006). Politics of identity and space: Representational dynamics. 2nd Annual *Community as Intellectual Space 2006: From Community Organizing to Community Building*. Chicago, IL.

Morais, D., Ribeiro, N. & Santos, C. A. (June 2006). Heirs of a fallen empire: The Portuguese colonial gaze upon Brazil. In: *Conference proceedings from the 37th Annual International Travel and Tourism Research Association*, and paper presented at conference, Dublin, Ireland.

Stodolska, M., Shiness, K. J., Santos, C. A., Nedovic-Budic, Z. & Zhu, W. (February 2006). The effect of sport facilities and trail systems on the use of green spaces for physical activity among Latino[a] Americans. Paper presented at the *Active Living Research 2006 Annual Conference*, Coronado, CA.

Belhassen, Y., Santos, C. A. & Uriely, N. (October 2005). Cannabis usage in tourism: A sociological perspective. In: *Abstracts from the 2005 National Recreation and Parks Association Leisure Research Symposium*, and paper presented at conference, San Antonio, TX.

(Invited Speaker) Santos, C. A. & Buzinde, C. (January 2005). Humboldt Park, Chicago: Investigating a Puerto Rican community identity. *Human Dimensions of Environmental Systems Program*. University of Illinois, Champaign, IL.

Santos, C. A. (November 2004). Implementing student involvement and participation practices: Suggestions for teaching large classes. *Applied Life Studies Teaching Academy*. University of Illinois, Champaign, IL.

Stodolska, M. & Santos, C. A. (October 2004). Transnationalism and leisure behavior of temporary Mexican migrants in the U.S. In: *Abstracts from the 2004 National Recreation and Parks Association Leisure Research Symposium*, and paper presented at conference, Reno, NV.

Bowen, H. & Santos, C. A. (June 2004). Constructing quality, constructing reality. Poster session at the *35th Annual International Travel and Tourism Research Association*, Montreal, Canada.

Buzinde, C., Santos, C. A. & Smith, S. (June 2004). Experiencing the "Other": Destination imagery in multicultural Canada. In: *Conference proceedings from the 35th Annual International Travel and Tourism Research Association*, and paper presented at conference, Montreal, Canada.

Stodolska, M. & Santos, C. A. (March 2004). Transnational activities of Mexican migrant workers in the Midwest. In: *Abstracts from the 100th Association of American Geographers Annual Meeting*, and paper presented at conference, Philadelphia, PA.

Santos, C. A. (June 2003). The contradictory narratives that frame tourist destinations: The case of Portugal. In: *Conference proceedings from the 34th Annual International Travel and Tourism Research Association*, and paper presented at conference, St. Louis, MO.

Ross, S., Jeong, S. & Santos, C. A. (June 2003). The role of awareness, attractiveness and familiarity with a "sport-tourism" destination: The case of the Midwest. In: *Conference proceedings from the 34th Annual International Travel and Tourism Research Association*, and paper presented at conference, St. Louis, MO.

Santos, C. A. (2003). A study of tourism discourse: The New York Times travel section coverage of tourism in Portugal. In: *Journalism and Mass Communication Abstracts*.

Santos, C. A. (May 2002). Incorporation, rejection or transformation of information provided in travel articles: A case study of tourist destinations in Portugal. Paper presented at the *International Communication Association*, San Diego, CA.

Santos, C. A. (November 2002). Contemporary actuality and historical changes in tourism dialogue. Paper presented at the Mass Communication Division at the *National Communication Association*, New Orleans, LA.

Santos, C. A. & Proffitt, J. M. (February 2002) The American tourist according to The New Yorker: a framing analysis of *The New Yorker* cartoons. Paper presented at the *Intercultural Communication Conference*, Miami, FL.

Santos, C. A. (November 2001). Newspaper travel sections and its coverage of tourism destinations and hosts. Poster session at the *National Communications Association*, Atlanta, GA.

(Invited Speaker) Santos, C. A. (August 2001). When adapting is not enough: Contributing to a graduate program. Minority and International Ph.D. Students Round Table. International Communications Division at the *Association for Education in Journalism and Mass Communication*, Washington, D.C.

Kerstetter, D., Yarnal, C. & Santos, C. A. (June 2001). Geographic Information Systems (GIS): A tool for evaluating the effectiveness of promotional campaigns. Poster session presented at the *32nd Annual International Travel and Tourism Research Association*, Fort Myers, FL.

GRADUATE STUDENT SUPERVISOR

Master's Student Chair and Thesis Supervisor

Isabel Sanchez Villarreal, Graduation date: May 2015

Robert Bingle, May 2014. Placement: Account Executive, Gohagan & Company.

Rebecca Van Tine, August 2011. "*Liminality and the Study Abroad Experience.*"

Wei-Jue Huang, May 2008. "*Tourism and the Political Capital City*"; Placement: Doctoral program, Clemson University.

Kellee Caton, May 2005. "*Heritage Tourism: The case of Route 66*". Placement: Doctoral program, University of Illinois at Urbana-Champaign.

Patrick Kaler, May 2005. Placement: Executive Director, Lake Tahoe Visitors Authority.

Master's Student Member of Thesis Committee

Daniil Tendra, Department of Spanish, Italian and Portuguese. Thesis Topic: Tourism Discourse and the Notion of "Magic" in Destination Marketing of Mexico. May 2014.

Katherine O'Dowd, European Union Studies. Thesis Topic: *From the Past to the Present: Muslims' Role in Spain and Portugal*. May 2013.

Lisa Sink, Hospitality and Tourism Management Department. *Virginia Polytechnic Institute and State University*. Dissertation Topic: *Volunteer Tourism and Facebook*. May 2012.

Xiao Xu, Department of Recreation, Sport and Tourism. Thesis Topic: *Sport and the Olympic Torch*. May 2011.

Doctoral Student Chair and Dissertation Supervisor

Sanghun Park. Topic of Dissertation: *Cross Cultural Tourism Research*
Anticipated graduation date: May 2015

Azwin Aksan. Topic of Dissertation: *Tourism Policy and Multiculturalism in Malaysia*
Anticipated graduation date: May 2015

Erin McKenna. Topic of Dissertation: *Managing Transformative Tourism Experiences*
Anticipated graduation date: May 2015

Nicholas Hryhorczuk, Ph.D. 2014. *Radioactive Heritage: An Autoethnographic Investigation of Chernobyl as a Dark Heritage Site*. Placement: Tourism Development and Investment Consultant, Horizon Capital.

Changsup Shim, Ph.D. 2013. *Postmodern Tourism as Signification: Definitional Constructs of Authenticity in the Context of Tourism and Their Influence on the Urban Tourist Experience*. Placement: Postdoctoral Fellow at the Istanbul Studies Center, Kadir Has University, Turkey.

Scott Martin, Ph.D. 2012. *Share, Like, Tweet and Cheer: An Examination of Social Media Usage and the NFL*. Placement: California State University, Fullerton.

Samantha Rozier, Ph.D. 2008. *Understanding Travel Promotional Narratives: The Influence of Narrative Transportation and Skepticism*. Placement: Assistant Professor, North Carolina State University.

Kellee Caton, Ph.D. 2008. *Encountering the Other through Study Abroad*. Placement: Assistant Professor, Rivers Thompson University, Canada.

Yaniv Belhassen, Ph.D. October 2007. *Evangelical Tours to the Holy Land: A Study on the Theopolitics of Pilgrimage*. Placement: Assistant Professor, Ben-Gurion University of the Negev, Israel.

Christine Buzinde, Ph.D. October 2006. *Representational Politics within Contested Heritage Sites: The Case of Hampton Plantation*. Placement: Assistant Professor, The Pennsylvania State University.

Doctoral Student Member of Dissertation Committee

Amy Komorowski, Hospitality and Tourism Management Department. *Virginia Polytechnic Institute and State University*.

Illona Matkovszki, Department of Landscape Architecture

Sohye Kim, Department of Recreation, Sport and Tourism

Windy Zhao, Department of Architecture

AnnaMarie Bliss, Department of Architecture

Altaf Engineer, Department of Architecture

Jeremy Robinett, Department of Recreation, Sport and Tourism

Joel Zovar, Department of Anthropology. Dissertation Topic: *Trouble Brewing: Negotiating the Politics of Craft Beer in Wisconsin*.

Heide Reible, Department of Recreation, Sport and Tourism. Ph.D. 2013. *Walking As Knowing: An Interpretative Phenomenological Analysis of Leisure in the Lived Experience of Urban Walking*.

James Barkley, Department of Recreation, Sport and Tourism. Ph.D. May 2011. *“Localized Place Meanings at Grand Canyon National Park, Arizona, USA: Facilitating Stakeholder Dialogue and Democratizing Knowledge.”*

Sunny Jeong, Department of Recreation, Sport and Tourism. Ph.D. 2008. *“Assessing Social Capital and Community Involvement: Social Network Analysis for the Sustainable Amish Community Tourism Development.”*

Zhi Li, Department of Recreation, Sport and Tourism. Ph.D. 2006. *“When East Meets West: Understanding Travel Experiences in Transnational Space.”*

SERVICE TO DISCIPLINARY AND PROFESSIONAL SOCIETIES OR ASSOCIATIONS

Book Review Editor, *Journal of Tourism and Cultural Change*

Editorial Board Member of *Annals of Tourism Research*
Editorial Board Member of *Journal of Travel Research*
Editorial Board Member of *Tourism, Culture and Communication*
Editorial Board Member of *Journal of Hospitality and Tourism Management*

Ad Hoc Reviewer, *Tourism Management*
Ad Hoc Reviewer, *Tourism Geographies*
Ad Hoc Reviewer, *Journal of Tourism and Cultural Change*
Ad Hoc Reviewer, *Tourism Review International*
Ad Hoc Reviewer, *Current Issues in Tourism*
Ad Hoc Reviewer, *Journal of Hospitality and Tourism Research*
Ad Hoc Reviewer, *Leisure Sciences*
Ad Hoc Reviewer, *Journal of Leisure Research*
Ad Hoc Reviewer, *Journal of Park and Recreation Administration*
Ad Hoc Reviewer, *Journal of Heritage Tourism*
Ad Hoc Reviewer, *Journal of Destination Marketing & Management*
Ad Hoc Reviewer, *Journal of Sport Management*

National Recreation and Parks Association Leisure Research Symposium
- Role: Academic Research Abstract Reviewer

International Travel and Tourism Research Association
- Role: Abstract Reviewer , 2004 to present
- Role: Chair, Master's Student Research Award, 2008
- Role: CenStates Board of Directors, 2010-2012
- Role: Master's Student Research Award Committee Member, 2011
- Role: Graduate Conference, Invited Leading Discussant, 2012

International Conference on Intangible Heritage
- Role: Scientific Committee, 2011 to present

Illinois Excellence in Tourism Awards
- Role: Illinois Tourism Awards Judge, 2011 to present

CIRCLE International Conference Scientific Committee
- Role: Scientific Committee, 2011 to present

COMMITTEE SERVICE

2013-14 UIUC Chancellor and Provost Faculty Consultation Group
Executive Committee, Center for Latin American and Caribbean Studies
University of Illinois, Campus Research Board
Graduate College Executive Committee
Collaborative for Cultural Heritage Management and Policy
AHS Executive Committee
AHS Graduate Council
AHS Associate Dean for Academic Affairs Search Committee

RST Graduate Committee (Chair)
 RST Faculty Search Committee (Chair)
2012-13 UIUC Chancellor and Provost Faculty Consultation Group
 Executive Committee, Center for Latin American and Caribbean Studies
 EUC Foreign Languages and Area Studies Fellowship Selection Committee
 AHS College Educational Policy Committee
 AHS Bio Socio-Behavioral Excellence Hire Committee
 AHS Graduate Council
 AHS Dean's Evaluation Committee
 AHS Executive Committee
 AHS Associate Dean for Academic Affairs Search Committee
 RST Graduate Committee
 RST Faculty Search Committee
 RST Faculty Advisory Committee
 RST Appointment with Tenure Committee
2011-12 UIUC Chair, Educational Policy Committee, College of Applied Health Sciences
 Campus General Education Committee
 AHS Graduate Council
 I-LEAP Advisory Committee, College of Applied Health Sciences
 Chair, RST Graduate Committee
 RST Faculty Advisory Committee
 RST Tenure and Promotion Committee
 RST Department Chair Search Committee
 Executive Committee, Center for Latin American and Caribbean Studies
2010-11 UIUC Campus General Education Committee
 I-LEAP Advisory Committee, College of Applied Health Sciences
 Educational Policy Committee, College of Applied Health Sciences
 College Awards Committee, College of Applied Health Sciences
 RST Faculty Advisory Committee
 RST Tenure and Promotion Committee
 RST Faculty Search Committee
2009-10 UIUC Educational Policy Committee, College of Applied Health Sciences
 College Awards Committee, College of Applied Health Sciences
 RST Tenure and Promotion Committee
 RST Undergraduate Curriculum Committee
2008-09 UIUC College Awards Committee, College of Applied Health Sciences
 RST Undergraduate Curriculum Committee
 RST Chair, Grievances Committee
 Leisure and the Natural Environment Committee
 Charles K. Brightbill Alumnus Committee
2007-08 UIUC RST Graduate Curriculum Committee
2006-07 UIUC Educational Policy Committee, College of Applied Health Sciences
 RST Graduate Curriculum Committee
 RST Grievances Committee
2005-06 UIUC Educational Policy Committee, College of Applied Life Studies
 RST Undergraduate Curriculum Committee
 RST Faculty Search Committee
2004-05 UIUC RST Undergraduate Curriculum Committee

- 2003-04 UIUC** RST Undergraduate Curriculum Committee
RST Grievances Committee
Chair, RST Student Awards Committee
Chair, Rho Phi Lambda
RST Faculty Search Committee
- 2002-03 UIUC** Undergraduate Curriculum Committee

SELECTED HONORS AND AWARDS

- 2013 - UIUC List of Teachers Ranked as Excellent by Their Students
- 2012 - College of Applied Health Sciences, *Excellence in Mentoring in Graduate Education Award*
- 2010 - UIUC List of Teachers Ranked as Excellent by Their Students
- College of Applied Health Sciences, *Undergraduate Teaching Excellence Award*
- 2009 - UIUC List of Teachers Ranked as Excellent by Their Students
- College of Applied Health Sciences, *Excellence in Mentoring in Graduate Education Award*
- 2008 - UIUC List of Teachers Ranked as Excellent by Their Students
- UIUC List of Teachers Ranked as Excellent by Their Students
- *Best Research Paper Award*, International Travel and Tourism Research Association
- 2007 - UIUC List of Teachers Ranked as Excellent by Their Students
- 2006 - UIUC List of Teachers Ranked as Excellent by Their Students
- 2005 - UIUC List of Teachers Ranked as Excellent by Their Students
- 2004 - UIUC List of Teachers Ranked as Excellent by Their Students
- 2003 - UIUC List of Teachers Ranked as Excellent by Their Students
- 1998 - Outstanding Graduate Student; University of North Dakota.

REPORTS

Tainsky, S., Raycraft, M. & Santos, C. A. (2013). Fan response to proposed changes to the format of NCAA Men’s Gymnastics. Report prepared for University of Illinois Department of Intercollegiate Athletics.

Santos C. A., Janke, M., Contreras, J. & Jones, J. (2008). Elderhostel: The Lived Experience. Report prepared for Elderhostel International.

Janke, M., Santos C. A., Jones, J. & Contreras, J. (2008). Self-Regulation in Adults’ Cultural and Educational Tourism Experiences: Elderhostel. Report prepared for Elderhostel International.

Rozier, S., & Santos C. A (2008). Understanding Travel Promotional Narratives: The Influence of Narrative Transportation and Skepticism. Report prepared and presented to the Charleston Area Convention and Visitors Bureau.

Santos C. A., Humphreys, B. & Rozier, S. (2007). Intersecting Social and Economic Forces of Tourism: A Community Approach. Part 1; Report prepared for Lake Tahoe Visitors Authority.

Humphreys, B., Santos C. A. & Rozier, S. (2007). *Intersecting Social and Economic Forces of Tourism: A Community Approach*. Part 2; Report prepared for Lake Tahoe Visitors Authority.

Santos C. A., Schwartz, Z. & Rozier, S. (2006). *Analysis of Lake County Travel Market*. Part 2. Report prepared for Lake County Centre Visitors Bureau.

Santos, C. A. (2006). Report prepared for the Juan Antonio Corretjer Puerto Rican Cultural Center. Title: *Politics of Identity and Space: The Puerto Rican Community of Humboldt Park, Chicago*.

Shinew, K. J., Stodolska, M., Cronan, M. & Santos, C. A. (2006). *Increasing Intercultural Understanding Between Park Managers and African American and Latino Users of Urban Parks*. Part 2. Report prepared for the National Recreation and Park Association and Kraft Foundation.

Santos C. A., Schwartz, Z. & Rozier, S. (2006). *Analysis of Lake County Travel Market*. Part 1. Report prepared for Lake County Centre Visitors Bureau.

Li, M. Z., Stodolska, M., Shinew, K. J., Santos, C. A., Acevedo, J., Skowron, M., Nedovic-Budic, Z., & Zhu, W. (2005). *The Effect of Sport Facilities and Trail Systems on the Use of Green Space for Physical Activity among Latino(a) Americans* (107 pages). Report prepared for the Robert Wood Johnson Foundation (Active Living Research Program). Also submitted to Fox Valley Park District, and City of Elgin Parks & Recreation Department, IL.

Li, M. Z., Stodolska, M., Shinew, K. J., & Santos, C. A. (2005). *Increasing Intercultural Understanding Between Park Managers and African American and Latino Users of Urban Parks*. Part 1. Report prepared for the National Recreation and Park Association and Kraft Foundation.

MEDIA

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|----------------|---|
| May 2013 | Interviewed by Sharita Forest, University of Illinois <i>News Bureau</i> and <i>Inside Illinois</i> on collaborative efforts between myself and Dr. Tainsky on the topic of MMA, media viewership and coverage. |
| November 2012 | Interviewed by Cathy Lockman, <i>Perspectives</i> (UI College of Business magazine) as a faculty fellow of the Academy for Entrepreneurial Leadership. |
| September 2012 | Interviewed by Leslie Forsberg, <i>Alaska Airlines Magazine</i> . Feature article on genealogical tourism. |
| August 2012 | Interviewed by Rasika Boice, <i>Big Think Magazine</i> (voted Time Magazine's #1 website for news and info in 2012) article on genealogical tourism. |
| March 2011 | Interviewed by Meredith Barnett, <i>This Active Life Magazine</i> , regarding genealogical tourism and the redefining of leisure travel. |
| February 2011 | Interviewed by Anne Tergesen, <i>Wall Street Journal</i> regarding genealogical tourism. |
| August 2010 | Interviewed by Stacy Tillilie, <i>AAA World Magazine</i> regarding genealogical tourism. |
| April 2010 | Interviewed by Andrea Bartz, <i>SELF Magazine</i> , regarding genealogical tourism and how to infuse a vacation with more genealogical meaning. |

- April 2010 Interviewed by Jennifer Dobner, Associated Press, regarding genealogical tourism and the redefining of leisure travel.
- March 2010 Interview and quotation by Phil Ciciora, University of Illinois *News Bureau* and *Inside Illinois* on an article regarding genealogical tourism.
- March 2010 Research and publication in JTR regarding genealogical tourism was picked-up by various international media outlets including: CBS News, Global Travel Industry News; RedOrbit; Daily India; E! Science News; PhysOrg; Science Daily; Sindh Today; Thaindian News; iStockAnalyst; United Press International; Metro Canada.
- May 2009 North Lake Tahoe Bonanza news report regarding Lake Tahoe South Shore area in Nevada study conducted by Santos and Humphreys.
- April 2009 Interviewed by the College of Business at the University of Illinois *Perspectives* regarding the Chicago Olympics bid and the possible risks and rewards for local communities.
- March 2009 Interview and quotation by Melissa Mitchell, University of Illinois *News Bureau* and *Inside Illinois* on an article regarding Chicago's Chinatown.
- February 2009 Research on intercultural communication competence and conflict negotiation strategies in U.S. park settings highlighted by The Delta Intercultural Academy.
- October 2008 News report regarding project between myself, Prof. Nikolay Ovcharov and municipality representatives of Haskovo, Bulgaria in the Sofia Morning News (Bulgaria).
- November 2008 Research on intercultural communication competence and conflict negotiation strategies between park staff and diverse park users in the U.S. highlighted on www.dialogin.
- February 2008 Interview by Courtney Hall, WCIA 3 Urbana-Champaign. Televised interview regarding the trend of adventure/travel dating.
- August 2007 Interview and quotation by Melissa Mitchell, University of Illinois News Bureau and Inside Illinois. Article regarding cannabis usage in tourism. Also published in: *The Post Chronicle* (NJ), *Earth Times* (London), *United Press International*.
- July 2007 *The Chronicle of Higher Education*, 53 (44), A6.
- March 2007 Interview and quotation by Melissa Mitchell, University of Illinois *News Bureau* and *Inside Illinois*. Article regarding intercultural communication competence and conflict negotiation strategies between park staff and diverse park users in the U.S.
- April 2006 Interview and quotation by Jim Meadows, WILL 580am Radio Champaign-Urbana on Mexican migrant workers in the U.S. Broadcasted May 8, 2006.
- April 2006 Interview and quotation by Melissa Mitchell, University of Illinois *News Bureau* and *Inside Illinois*. Article regarding Mexican migrant workers in the U.S.
- August 2003 Interview and quotation by Melissa Mitchell, University of Illinois *News Bureau* and *Inside Illinois*. Article regarding how travel writers perpetuate cultural stereotypes for tourists.
- June 2003 Interview and quotation by Yolanda Perdomo, *Hispanic Business Magazine* "Identity and Prosperity Together". Magazine article reports on how two Chicago neighborhoods are struggling with the issue of how to capitalize on their cultural assets without reverting to gentrification.

December 2002 Interview and quotation by Yolanda Perdomo, Latino USA (NPR). News radio story regarding how two Latino neighborhoods in Chicago are promoting their cultural history in an attempt to attract tourists. PROGRAM 529 Broadcasted May 30-June 5, 2003.