

CURRICULUM VITA

Bruce Erik Wicks
2010

I. Personal Data

Office Address: Department of Recreation, Sport and Tourism
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1206 South Fourth Street
University of Illinois
Champaign, IL 61820
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II. Education

Ph.D., Texas A&M University, 1986.
Major: Recreation and Resources Development
Minors: Political Science and Public Administration

Dissertation: An Empirical Investigation of the Equitable Distribution Models of Publicly Provided Recreation and Park Services in Austin, Texas.

Dr. John L. Crompton, Chair

M.A. The State University of New York College at Brockport, 1979.
Major: Liberal Studies

B.S. The State University of New York College at Brockport, 1970.
Major: Political Science
Minors: History and English

III. Research Interests

- Festivals and special events
- Tourism as a function of community development
- Educational technologies

IV. Professional Experience

Associate Professor, Department of Recreation, Sport and Tourism, College of Applied Health Sciences, University of Illinois Urbana-Champaign, 1996-present. (25% appointment)
Director of Graduate Studies. 2003-2006

Associate Professor, University of Illinois Extension, College of Agriculture, Consumer and Environmental Sciences, University of Illinois Urbana-Champaign, 1996-present. (75% appointment)

Director, East St. Louis Action Research Project, College of Fine and Applied Arts, University of Illinois Urbana-Champaign, 2006 – present.

IV. **Professional Experience** (continued)

Assistant Professor, Department of Leisure Studies, College of Applied Life Studies, University of Illinois, Champaign-Urbana, Illinois, 1990-1996.

Director, Office of Recreation and Tourism Development, Cooperative Extension Service and Department of Leisure Studies, College of Agriculture, Consumer and Environmental Sciences, University of Illinois, Champaign-Urbana, 1991-1996, 1997-2002.

Adjunct Assistant Professor, Department of Parks, Recreation and Tourism Management, Clemson University, Clemson, South Carolina, 1994-present.

Consultant, Management Learning Laboratories, Champaign, Illinois, 1989-1993.

Visiting Assistant Professor, Department of Leisure Studies and Cooperative Extension Service, University of Illinois, Champaign-Urbana, Illinois, 1989-1990.

Recreation and Park Specialist, Texas Agricultural Extension Service, Texas A&M University System, 1983-1989.

V. **University of Illinois Resident Instruction**

"Administration of Leisure Services," RST 310

"Recreation Business," RST 218

"Outdoor Recreation Resource Planning," RST 341

"Comprehensive Planning for Leisure Services," RST 199A/594A

"The Dynamics of Tourism," RST 212/594T

"Festival Management and Event Tourism," RST 594FE

"Tourism Development," RST 457

"Action Research Methods" ARCH 401 ESL

"Work and Leisure in America," RST 199D

"Experiencing Meaningful Travel," RST 199D

Ph.D. Committees Completed:

Elepu, G. Segmentation of Farmers Markets' Shoppers in Illinois Using A Multi-step Cluster Analysis Method. Ph.D. Committee Member. August, 2005

Yi-Kook, J. Leisure in reproduction of Race and Ethnicity: Leisure Among Korean Americans. Ph.D. Committee Member. June, 2005

Wang, Y. Collaborative Tourism Destination Marketing: Towards a Theoretical Framework. Committee Member. May, 2004

Makopondo, R. Partnerships and the Involvement of Racial Minorities with National Park Recreation Resources: An Inter-organizational Collaboration Theory Perspective. Committee Chair. Completed May, 2003.

Park, J. Factors Contributing to Mega-event City Selection. Committee Chair and Director of Research. Completed May 2003.

Ross, S. Committee Member. Completion expected July, 2003

- Yuan, Y. (2001) Evaluation of the Implementation of Network Technology in the Tourism Industry: Cases by Destination Marketing Organizations. Member.
- Schlatter, B.E. (1995). Antecedents of Leisure Consumptive Behavior Among Farm Women. Research Director.
- MacKay, K.J. (1995). The Pictorial Element of Destination Promotions in Tourist Destination Image Formation. Member.
- Hood, R.D. (1993). Environmental Values and Technological Specialization. Member.
- Rotem, G-A. (1992). The Importance of the Appropriate Segmentation Approach and Strategic Fit Between Users and Clubs in the Health Club Industry: Theoretical Framework and an Empirical Examination. Member.
- M.S. Committees Completed:*
- Xiang, Z. Assessing Interface Mataphors For Searching the Web: Implications For Travel Related Website Design. Member. Completed
- Peralta-Olaechea, J. Committee Member. Completion expected May, 2003
- Yi, J. (2000). Developing an Effective Volunteer Program: A Case Study of the Puppet Festival Chunchon Volunteer Program. Member
- Gervais, J-F. (1997). The Evolution of Hours of Work in the United States Between 1968 and 1994. Member.
- Welker, S.B. (1995). Corporate-Community Partnerships in Festivals and Special Events: A Sponsor's Perspective. Chair.
- Yu, C-Y. (1994). Testing Progression on the Recreation Specialization Model: Using a Taiwanese Ecotourism Example. Chair.
- Lee, A. Y-M. (1994). The Research of International Travel Motivation: A Case Study of Taiwanese Tourists. Chair.
- Greenfield, R. (1993). Joint Management and Its Relationship to Employee Satisfaction. Chair.
- Lai, H-W. (1992). Minimizing the Negative Impacts of Tourism on the Environment. Chair.
- Humphreys, S.J. (1992). Leisure and Adolescents. Chair.
- Mansfield, M.E. (1992). A Conceptual Plan and Analysis for the Creation of A Youth Sports and Recreation District. Chair.
- Kim, S. (1991). Effects of Raising Lodging Prices in U.S. National Parks on Visitors' Demand and Concessionaires' Revenues. Chair.

VI. **Honors and Awards**

Katherine Dunham Center for Arts and Humanities. Executive Board Member. 2007-present

Illinois Park and Recreation Association. Best Feature Article for 2000, Park and Recreation Magazine. January, 2001.

Named to the Incomplete List of Teachers Ranked as Excellent by Their Students, Leisure Studies 494CP, Spring 1995.

Visiting Scholar, The Strom Thurmond Institute of Government and Public Affairs, Clemson University. Summer, 1995

Doctoral Dissertation Award, 1988 Winner, American Academy for Park and Recreation Administration.

Rho Phi Alpha, Honorary Professional Recreation and Park Administration Fraternity, Texas A&M University.

VII. **Professional Association Memberships**

International Festivals and Events Association Foundation. Board Member (1991-2000) Chair- (2002).

Travel and Tourism Research Association. Member. (1992-present)

National Recreation and Parks Association. Member. (1979-present)

Park Law Enforcement Association. Executive Board Member. (1987-present)

Illinois Park Law Enforcement Association. Board Member. (1990-present)

Community Development Society, Illinois Chapter. (1994-present)

Illinois Special Events Network. Board Member. (1993-1998)

VIII. **Professional Service**

Editor, Event Management: An International Journal. 2003 -2006

Co-Editor, Festival Management and Event Tourism: An International Journal. 1992-1999, 2007.

Co-Coordinator, International Festivals Association, Annual Research Symposium. North America: 1992-2001; Europe: 1994-1996.

National Recreation and Park Association, Congress Program Committee. 1989-2007.

Editorial Board Member, Journal of International Hospitality, Leisure and Tourism Management, 1995.

Associate Editor, Journal of Park and Recreation Administration. 1996-1999.

Guest Editor for Parks and Recreation, 26(12). 1993.

Reviewer for Choice Magazine

Reviewer for Journal of Parks and Recreation Administration

Reviewer for Journal of Leisure Research

Reviewer for Journal of Urban Affairs

Reviewer for Journal of International Consumer Marketing

Reviewer for Tourism Management

Reviewer for Annals of Tourism Research

Reviewer for Journal of Travel and Tourism Marketing

Reviewer for Leisure Sciences

Research Proposal Reviewer, Social Sciences and Humanities, South Carolina Sea Grant Program. 1993, 1996, 1997. 2002, 2004

Research Proposal Reviewer, Research Council of Canada. 1994.

IX. **University Service**

University –

Alerton Park, Policy Advisory Committee. 2005-present
Faculty Senate. Member (2001-2002) (2004 –present)
Chair, Library committee 2002-2003
Educational Technologies Board. Member (2000-present)
Chair 2004
CET Director Review Sub-committee. Chair.
CET Director Search Committee
East St. Louis Action Research Project. Executive Committee Member (2000 –present)
Co-chair 2004.
University of Illinois Alumni Assoc. Club Speaker. 2000-2001.
University Library. Government Documents Division, Search Committee, Member. 2000
Campus Graduate Faculty. Member. 1991-present.
Center for Writing Studies. Campuswide Advisory Committee. Member, 1991- 1997.
Co-chair, 1996-1997

Colleges -

ACES, Information Technology and Communication Services Advisory Committee. 1999-2002.
ACES, UIE Program Leaders Committee. 1995-2001.
ALS, Department Head Search Committee. 1999-2000.
ALS, Education Technologies Committee. 1996-2003.
Webmaster Search Committee. 2001
ALS, Awards Committee. 2000-2001
ALS, Dean Search Committee. 1998
ALS Library Committee. 1993-present.

Department -

Search Committee, Assistant/Associate Professor. Chair. 2000
Undergraduate Student Clubs Advisor. 2000-2001
Promotion and Tenure Committee. 1996- present
Advisory Committee. 1996- present.
Awards Committee. Chair. 1999-2000.
Affirmative Action Officer. 1997.
Search Committee, Assistant/Associate Professor. Chair. 1996.
Search Committee, Extension Specialist and Assistant/Associate Professor. Chair. 1994.
Search Committee, Extension Specialist Position. Chair. 1993.
Search Committee, Lecturer Position. Chair. 1991.
Undergraduate Curriculum Committee. 1998-2001
Graduate Curriculum Committee. 1997-1998
Festival and Event Managers' Workshop. Conference Coordinator. 1990-1997.
Awards Banquet Committee. Chair. 1993.

X. **Community Service**

Village of Homer, Homer

Recreation Association. President. 2000
Wireless Internet Committee 2005 - present
Champaign County Attractions, Member. 1995.
Champaign-Urbana Convention and Visitors Bureau, Attraction Committee. Member. 1990-1993.
Champaign County Forest Preserve District, Citizen Advisory Committee. Member and Chair.
1989-1993.

XI. **Research Grants**

University of Illinois South Farms Visitor Plan. University of Illinois Extension. February-May 2005. \$6,100.

Improving the Profitability of Sustainable Agriculture Enterprises through Online Agritourism Education: A Demonstration Project. Illinois Department of Agriculture, Sustainable Agriculture Program. To find, annotate and post digital resources on Agritourism website. \$4,300.

Creating an Agritourism Association in Illinois (With the Central Illinois Tourism Development Office). Agrifirst grant from Illinois Department of Agriculture. 2003. \$20,000.

Creating an Online Agritourism Workshop. 2000-2001. University of Illinois Extension. University of Illinois at Urbana-Champaign. Principal Investigator. \$30,000.

Modernizing Internship Programs Through Internet Applications. 1999-2000. Sloan Center for Asynchronous Networks (SCALE). University of Illinois at Urbana-Champaign. Principal Investigator. \$17,000.

Conversion of Leisure Studies 218 (Recreation Business to a Web Based Class. 1998-99. University of Illinois at Urbana-Champaign, Office of the Provost. Principal Investigator. \$6,000.

Funding from the Sloan Center for Asynchronous Networks (SCALE). 1999. University of Illinois at Urbana-Champaign. Principal Investigator. \$1,500.

A Meta-Program for Analysis and Coordination of U.S. Gambling Research and Academic Initiatives. 1999. University of Illinois at Urbana-Champaign. Co-Principal Investigator. \$9,700.

Taste of Champaign Market Study. Champaign-Urbana Economic Partnership. \$3,600. Principal Investigator.

Springfield, Illinois Visitor Survey. 1996. Springfield Convention and Visitors Bureau. \$4,200. Principal Investigator.

Olivette Park Redevelopment Study. The Office of Community Development, City of East St. Louis with East St. Louis Action Research Project. 1995. \$21,212. Co-Principal Investigator.

Springfield, Illinois Summer Visitor Survey. 1995. Springfield Convention and Visitors Bureau. \$4,200. Principal Investigator.

Market Analysis of Peak Season Visitors to Galena, Illinois. 1995 Galena/Jo Daviess County Convention and Visitors Bureau and Illinois Bureau of Tourism. \$13,997. Principal Investigator.

Market Analysis of Winter and Spring Visitors to Galena, Illinois. 1995 Galena/Jo Daviess County Convention and Visitors Bureau and Illinois Bureau of Tourism. \$13,447. Principal Investigator.

An Advertising Conversion Study for the Chicago Area Market. 1995. Springfield, Illinois Convention and Visitors Bureau and Illinois Bureau of Tourism. \$9,185. Principal Investigator.

Experiments in Regional Tourism Assessments. 1994. Illinois Bureau of Tourism. \$15,000. Co-Principal Investigator.

XI. **Research Grants** (continued)

- Measuring Decatur Residents' Attitudes About Gaming and Riverboat Casino Development. 1994. Decatur Area Convention and Visitors Bureau. \$12,177. Principal Investigator.
- Clean Vessel Act Survey and Plan. 1994. U.S. Fish and Wildlife Service through the Illinois Department of Conservation. \$86,794. Principal Investigator.
- A Conceptual Plan for Tourism Development: Galena/Jo Daviess County. 1994. Galena/Jo Daviess County Convention and Visitors Bureau. \$6,332. Principal Investigator.
- Tourism Information System and Data Analysis. 1993. Springfield, IL Convention and Visitors Bureau. \$3,000. Principal Investigator.
- Minority Ownership of Tourism Businesses in the Southern Lake Michigan Region. 1992. Illinois-Indiana Sea Grant Program. \$4,000. Principal Investigator.
- Celebrating the Great Lakes: A Study of Festivals and Events With Coastal Themes in the Southern Lake Michigan Region. 1992. Illinois-Indiana Sea Grant Program. \$4,075. Principal Investigator.
- A Longitudinal Study of the Economic, Social and Managerial Impacts of a Special Event in Illinois. 1991-1994. Illinois Cooperative Extension Service. \$30,775. Principal Investigator.
- Recreational Boating in Illinois. 1990. Illinois/Indiana Sea Grant Program. \$2,500. Project Director.
- The Investigation of the Utility of Using Travel Brochures as a Communications Tool. 1989. Zechman and Associates, Advertising, Inc., and Department of Commerce and Community Affairs, State of Illinois. \$15,814. Principal Investigator.
- A Long Range Planning Program for Washington-on-the-Brazos State Park. 1988. The Washington-on-the-Brazos Park Association. \$500. Contributor.

XII. **Books and Book Chapters**

- Wright, B.A., Backman, S.J., and Wicks, B.E. (1991). Operating at the Human-Wildlife Interface: A Marketing Approach to Wildlife Policy. In William R. Mangum (Ed.) Public Policy Issues in Wildlife Management (p. 39-52). Westport, CT: Greenwood Press.

XIII. **Publications and Research Reports** * - **Refereed Journal Articles**

- Wicks, Bruce E. (2005). Report: Vladimir Tourism Development for 2005. American Home, Illinois State University. Normal, IL
- Wicks, Bruce E., Hasara, Karen, and Lakshtanova, Yekaterina. (2004). Report: Vladimir Tourism Development Plan. American Home: Illinois State University. Normal, IL.
- * Lee, Choong-ki, Lee, Yongki and Wicks, Bruce E. (2003). Segmentation of Festival Motivation by Nationality and Satisfaction. *Tourism Management: VN*.
- Wicks, Bruce E. AGRITOURISM: An Economic Opportunity for Illinois. *Rural Research Report V14N8*. Macomb, IL. Illinois Institute for Rural Affairs, Western Illinois University.

- Wicks, Bruce E. Agritourism: Selling an Experience. *Agro-Ecology*. V10 N1. pp1-5.
- Wicks, Bruce and James, Jeffrey. (2002). US Demand for Mega-Sport Events Post 9/11: A Flash Analysis. Proceedings: International Conference for the Success of the 2002 World Cup. Korea Academic Society of Tourism Management. 2002.
- Wicks, Bruce and Latonya Webb. (2001). Necessity Spurs Community Park Collaboration. *Illinois Parks and Recreation Magazine*. V32, Nov/Dec.
- Wicks, B. E. (2001). Agritourism: Selling an Experience. *Agro-Ecology*. 10(5) 1-5.
- Wicks, B.E. (2000) "Eventing" and Other Festival Trends. *Illinois Park and Recreation magazine*. 31(5), 16-20.
- * Wicks, B.E. (2000). Keeping Focused on Marketing Objectives. *Korean Journal of Hotel Administration*, 1(2), 31-35.
 - * Backman, K.F., Wicks, B.E., and Silverberg, K.E. (1997). Coproduction of Recreation Services. *Journal of Park and Recreation Administration*, 15(3).
- Wicks, B.E. (1996). Celebrating Festivals of the Future. *Trends*, 33(3), 29-31.
- Wicks, B.E. and Norman, K. (1996.) Improving African-American Survey Response Rates. *Journal of Park and Recreation Administration*, 14(2), 1-15.
 - Wicks, B.E. and Norman, K.A. (1995). A Comparison of Attitudes Concerning Riverboat Casino Development Among African-American and Non-Minority Residents of a Midwestern City. *Journal of Travel Research*, 34(3), 17-23.
- Wicks, B.E., Makopondo, R., and Li, L. (1995). A Market Analysis of Off-Season Visitors to Galena/Jo Daviess County. Champaign, IL: Office of Recreation and Tourism Development, University of Illinois.
- Wicks, B.E. and Li, L. (1995). Report of the 1995 Summer Visitor Data: Springfield, IL. Champaign, IL: Office of Recreation and Tourism Development, University of Illinois, December.
- Wicks, B. and Makopondo, R. (1995). Advertising Conversion Study for Springfield's Chicago Area Market. Office of Recreation and Tourism Development, Department of Leisure Studies, University of Illinois at Urbana-Champaign. July.
- Wicks, B.E. and Fesenmaier, D.R. (1995). Assessment of Market Potential for Special Events: A Midwestern Case Study. *Festival Management and Event Tourism*, 3(1), 25-32.
- Wicks, B.E. and Yu, C. (1995). Report of the 1994 Summer Visitor Data: Springfield, Illinois. Champaign, IL: Office of Recreation and Tourism Development, Department of Leisure Studies, University of Illinois at Urbana-Champaign. January.
- Yoder, D.G., McKinney, W., Wicks, B.E. and Espeseth, R.D. (1995). Theory and Application of Triangulation to Public Park and Recreation Planning. *Journal of Park and Recreation Administration*.

- Wicks, B.E. and Baldwin, C. (1994). A Comparison of Tourism Market Information Sources: Intercept Survey vs. Ballot Box Methods. Champaign, IL: Office of Recreation and Tourism Development, University of Illinois.
- * Wicks, B.E. (1994). The Business Sector's Reaction to a Community Special Event in a Small Town: A Case Study of the "Autumn on Parade" Festival. Festival Management and Event Tourism, 2(3 & 4), 177-184.
- Getz, D and Wicks, B. (1994). Professionalism and Certification for Festival and Event Practitioners: Trends and Issues. Festival Management and Event Tourism, 2(2), 103-109.
- Wicks, B.E., Norman, K. and Yu, C. (1994). Riverboat Casino Development in Decatur, Illinois: A Residents Perspective. Champaign, IL: Office of Recreation and Tourism Development, Department of Leisure Studies, University of Illinois at Urbana-Champaign.
- * Wicks, B.E. and Backman, K. (1994). The Measurement of Equity Preferences: A Normative Function of Urban Service Allocation. Journal of Leisure Research, 26(4), 386-401.
- Wicks, B.E., Love, L.L., Fesenmaier, D.R. and Mann, D. (1994). Tourism 2000: A Conceptual Plan for Tourism in Galena and Jo Daviess County. Champaign, IL: Office of Recreation and Tourism Development, Department of Leisure Studies, University of Illinois at Urbana-Champaign.
- Wicks, B.E. and Love, L.L. (1994). U.S. and Regional Market Analysis Report of the 1993 Summer Visitor Data: Springfield, IL. Champaign, IL: Office of Recreation and Tourism Development, University of Illinois.
- McKinney, W.R., Espeseth, R.D. and Wicks, B.E. (1994, November). Long-Range Plan for Parks, Recreation Areas, and Facilities. Champaign, IL: Champaign Park District.
- Wicks, B.E., Uysal, M. and Kim, S. (1994). The Effects of Lodging Prices on Visitors' Demand: Everglades National Park. Hospitality Research Journal, 17(2), 51-61.
- Uysal, M. and Wicks, B. (1993). Festivals and Events. Annals of Tourism Research, 20(4).
- * Wicks, B.E. and Peterson, L. (1993). When Does a County Park Become a Municipal Park?: An Issue of Equity and Jurisdictional Responsibilities. Journal of Park and Recreation Administration, 11(3), 1-14.
- Wicks, B.E. (1993). Testing the Effect of an Economic Downturn on Equity Preferences for Park and Recreation Services. Journal of Park and Recreation Administration, 11(2), 72-81.
- * Wicks, B.E. and Fesenmaier, D.R. (1993). A Comparison of Visitor and Vendor Perceptions of Service Quality at a Special Event. Festival Management and Event Tourism, 1(1), 19-26.
- * Wicks, B.E. and Schuett, M.A. (1993). Using Travel Brochures to Target Frequent Travellers and "Big Spenders." Journal of Travel and Tourism Marketing, 2(3), 77-90.
- * Wicks, B.E., Backman, K.F., Allen, J. and Van Blaricom, D. (1993). Geographic Information Systems (GIS): A Tool for Marketing, Managing, and Planning Municipal Park Systems. Journal of Park and Recreation Administration, 11(1), 9-24.
- Wicks, B.E., Peterson, L., and Simmons, B. (1992). Celebrating the Great Lakes: A Study of Festivals and Events With Coastal Themes in the Southern Lake Michigan Region. Illinois-Indiana Sea Grant Program, University of Illinois, IL-IN-SG-R-92-14.

- Wicks, B.E. (1992). A Case for Considering Social Equity. Recreation Canada, 50(4), 10-14.
- Fesenmaier, D.R., Wicks, B.E. and Baker, D. (1992). An Assessment of Information Needs: Illinois Convention and Visitors Bureaus. Office of Recreation and Tourism Development, University of Illinois.
- * Wicks, B.E. and Schuett, M.A. (1991). Examining the Role of Tourism Promotion Through the Use of Brochures. Tourism Management, 12(4), 301-312.
- Schuett, M.A. and Wicks, B.E. (1991). Recreational Boating in Illinois. Illinois-Indiana Sea Grant Program.
- Schuett, M.A. and Wicks, B.E. (1991). Sources of Assistance for the Illinois Tourism Industry. Office of Recreation and Park Resources, Cooperative Extension Service, University of Illinois.
- * Wicks, B.E. and Stribling, J. (1991). The Use of Peer Evaluations to Provide More Equitable Evaluation of Students and to Improve Individual Performance in Group Projects. SCHOLE: A Journal of Leisure Studies and Recreation Education, 6, Fall: 46-56.
- Wicks, B.E. and Watt, C.E. (1990). Decentralized Decision Making for the Travel Industry: Implementing a Tourism Market Information System. Proceedings: Outdoor Recreation Trends Symposium III, Indianapolis, IN.
- Wicks, B.E. and Schuett, M.A. (1990). An Investigation of the Utility of Using Brochures as a Tourism Communications Tool. Springfield, IL: Illinois Department of Commerce and Community Affairs.
- Wicks, B.E. and Crompton, J.L. (1990). Predicting the Equity Preferences of Park and Recreation Department Employees and Residents of Austin, Texas. Journal of Leisure Research, 22(1): 18-35.
 - * Wicks, B.E. (1989). The Role of Values in Service Delivery Decision-Making. SCHOLE: A Journal of Leisure Studies and Recreation Education, 4: 15-34.
 - Wicks, B.E. and Crompton, J.L. (1989). Allocating Services For Parks and Recreation: A Model for Implementing Equity Concepts in Austin, Texas. Journal of Urban Affairs, 11(2): 169-188.
- Wicks, B.E. and Crompton, J.L. (1988). Implementing Equity in the Urban Recreation and Parks Context. Trends, 25(3): 34-39.
- Crompton, J.L. and Wicks, B.E. (1988). Implementing a Preferred Equity Model for the Delivery of Leisure Services in the United States Context. Leisure Studies, 7(3): 287-304.
- Wicks, B.E. (1988). Marketing Strategies for Washington-on-the-Brazos State Park in: A Long Range Planning Program for Washington on-the-Brazos State Park. Center for Historic Resources, College of Architecture and Environmental Design, Texas A&M University.
- Wicks, B.E. (1988). 1988 Park Law Enforcement Agency Directory. Texas Agricultural Extension Service, May, 1988.
- * Wicks, B.E. (1987). The Allocation of Recreation and Park Resources: The Courts' Intervention. Journal of Park and Recreation Administration, 5(3): 1-9.
 - * Wicks, B.E. and Crompton, J.L. (1987). An Empirical Investigation of the Relationship Between Equity Choice Preference and Seven Different Public Leisure Services in a Major U.S. City. Journal of Leisure Research, 19(3): 189-204.

- * Wicks, B.E. and Crompton, J.L. (1986). Citizen and Administrator Perspectives of Equity in the Delivery of Park Service. Leisure Sciences, 8(4): 341-365.
- Wicks, B.E. and Steele, R.J. (1985). 1985 Law Enforcement Agency Directory. Texas Agricultural Extension Service, College Station, Texas.
- Wicks, B.E. and Watt, C.E. (1985). Texas Festivals and Events: A Report of Survey Results. Texas Agriculture Extension Service, College Station, Texas.
- Mills, A.S., Albrecht, D.E. and Wicks, B.E. (1984). Recreation and Parks Needs Assessment Survey Manual. Texas Agricultural Extension Service, College Station, Texas.
- Wicks, B.E. and Watt, C.E. (1983). Improve Your Fair, Festival or Event Through Management Training. Recreation Canada, 4(5).
- Watt, C.E. and Wicks, B.E. (1983). Texas County Fairs: A Report of Survey Results. Texas Agricultural Extension Service, College Station, Texas.
- Gunn, C.A. and Wicks, B.E. (1982). A Study of Visitors to Dickens Evening on the Strand. Galveston Historical Foundation, Galveston, Texas.
- Crompton, J.L. and Wicks, B.E. (1981). Survey of Adult College Station Residents. Department of Recreation and Parks, College Station, Texas.

XIV. **Submitted Manuscripts and Abstracts** * - **Refereed Journal Articles**

none

XV. **Manuscripts in Process**

Wicks, B.E. and Strzelecka M.. Understanding Tourism Impacts and Goals - A Case Study in Vladimir, Russia (in process for submission to Tourism Management)

XVII. **Juried Presentations**

Wicks, Bruce, Dearborne, Lynne & Harwood, Stacy. Annual Faculty Retreat on Active Learning. University of Illinois. February 2007. "Enhancing Student Development Through Service Learning and Civic Engagement."

Strzelecka, M. & Wicks B. Travel and Tourism Research Assoc. Dublin Ireland. July, 2006. "Tourism Promotion System in a Transitional Economy: A Case Study of Tri-cities in Poland."

Wicks, B.E. and Schultz, W.J. "Trends in Festivals and Special Events." International Festivals and Events Association Research Symposium, Vancouver, BC, Canada. October, 1995.

Wicks, B.E. "A Comparison of Community Resident Attitudes Toward Tourism and Festival Development." International Festivals Association (Europe) Research Symposium, Edinburgh, Scotland. August, 1995.

Love, L.L. and Wicks, B.E. "Understanding Tourism Impacts and Goals: Implications for Sustainable

- Community Tourism Development." Poster presentation, Travel and Tourism Research Association, 26th Annual Conference, Acapulco, Mexico. June, 1995.
- Wicks, B.E., Qui, X and Quan, S. "Food Sponsorship and Management at Special Events: A Midwestern Example." International Festivals and Events Association Research Symposium. Boston, MA. November, 2004.
- Wicks, B.E. "Corporate-Community Sponsorships: A Sponsor's Perspective." International Festivals Association Research Symposium, St. Paul, MN. October, 1994.
- Wicks, B.E. "The Autumn on Parade Festival: A Business/Owner/Manager's Perspective." International Festivals Association (Europe) Research Symposium, Stockholm, Sweden. August, 1994.
- Wicks, B.E. and Marshall, K.A. "Pre-Professionals' Attitudes About the Market Equity Construct." National Recreation and Park Association, Symposium on Leisure Research, San Jose, CA. October, 1993.
- Wicks, B.E. and Fesenmaier, D.R. "Measuring Demand for Special Events: A Midwestern Case Study." International Festivals Association, Research Symposium, San Antonio, TX. October, 1993.
- Wicks, B.E. and Fesenmaier, D.R. "A Comparison of Visitor and Vendor Perceptions of Service Quality at a Special Event." International Festivals Association, Research Symposium, Rotterdam, Netherlands. September, 1992.
- Schuett, M.A. and Wicks, B.E. "Examining the Role of Brochures in Promoting Commercial Recreation and Tourism." RCRA Research Symposium, Bend, Oregon. November, 1991.
- Wicks, B.E. and Backman, K.F. "The Measurement of Equity Preferences: A Normative Function of Urban Service Allocation." National Recreation and Park Association, Symposium on Leisure Research, Baltimore, Maryland. October, 1991.
- Wicks, B.E. and Stribling, J. "The Use of Peer Reviews to Provide a More Equitable Evaluation of Students and to Improve Individual Performance in Group Projects." National Recreation and Park Association, Symposium on Leisure Research, Phoenix, Arizona. October, 1990.
- Wicks, B.E. and Watt, C.E. "Decentralized Tourism Decision Making for Coastal Communities: Implementing a Tourism Market Information System (TMIS)." Symposium on Predicting Community Character, Tourism and Economic Development, Michigan State University, East Lansing, Michigan. April, 1990.
- Wicks, B.E. and Watt, C.E. "Decentralized Decision Making for the Travel Industry: Implementing a Tourism Market Information System." Outdoor Recreation Trends Symposium III, Indianapolis, Indiana. March, 1990.
- Wicks, B.E. "The Stability of Equity Preferences: A Longitudinal Study of Austin, Texas Residents." NRPA Symposium on Leisure Research, San Antonio, Texas. October, 1989.
- Wicks, B.E. "Equitable Service Allocation: A Menu for University Curricula and Professional Development." NRPA Symposium on Leisure Research, Indianapolis, Indiana. October, 1988.
- Wicks, B.E. "A Preliminary Examination of Preferred Equity Options Within a Recreation and Park Agency." NRPA Symposium on Leisure Research, New Orleans, Louisiana. September, 1987.

Wicks, B.E. "An Empirical Investigation of the Relationship Between Equity Choice Preferences and Seven Different Public Leisure Services in a Major U.S. City." The Fifth Canadian Congress on Leisure Research, Halifax, Nova Scotia. May, 1987.

Wicks, B.E. "The Allocation of Recreation and Park Resources: The Courts' Intervention." NRPA Symposium on Leisure Research, Dallas, Texas. October, 1985.

Wicks, B.E. "State-wide Attitudes Toward the Equitable Allocation of Park Resources." NRPA Symposium on Leisure Research, Orlando, Florida. October, 1984.

Wicks, B.E. "Identifying Constraints Which Inhibit Urban Park Visitation." NRPA Symposium on Leisure Research, Louisville, Kentucky. October, 1982.

XVIII. **Invited Presentations**

Wicks, Bruce. 5th Annual North Dakota Nature and Rural Tourism Conference. Fargo, ND. January, 2006. Keynote Presentation: "Agritourism Development in Illinois: A Five Year Perspective.

International Conference for the Success of the 2002 World Cup. Korea Academic Society of Tourism Management. Dongguk University. Seoul, Korea. US Demand for Mega-Sport Events Post 9/11: A Flash Analysis. Bruce E. Wicks & Jeffrey James. January 2002.

"Marketing Cultural Events." International Conference for the Successful Host of the 2000 Kyongju World Culture Expo, Kyongju, Korea. February, 2000.

"A Lesson Learned." Keynote Address, International Conference for the Successful Host of the 2000 Kyongju World Culture Expo, Kyongju, Korea. February, 2000.

"Evaluating Cultural Events." APEC Conference on Event Tourism, Seoul, Korea. August, 1999.

"Models of Change Seminar." Facilitator, Indianapolis Parks and Recreation Department, Indianapolis, IN. May, 1993.

"Management and Evaluation of Leisure Services." Invited Discussant. National Recreation and Park Association, Symposium on Leisure Research, Phoenix, AZ. October, 1990.

XIX. **Presentations** (2000-present)

Wicks, Bruce. National Extension Tourism Conference. Burlington VT. July 2006. "Analysis of Agritourism Demand in Illinois."

Wicks, Bruce. Dept. of Food Science and Human Nutrition. University of Illinois. May, 2007 "Exploring the Possibilities for Agritourism."

"Agritourism: What's In It For You?" Illinois Governor's Conference on Tourism. Chicago, IL. March 2005.

"Opportunities for Agritourism in Illinois." University of Illinois Extension. Effingham, IL. Feb., 2005.

“Opportunities for Agritourism.” Clemson University South Carolina Extension Service. Myrtle Beach, SC. January, 2005.

“Agritourism: An Industry Overview for Illinois.” Central and Western IL Tourism Development Offices Annual Meeting. Springfield, IL. April 2005.

“Exploring the Possibilities for Agritourism.” Champaign County Farm Bureau, Farm Women’s Group. Champaign, IL April 2005.

“Exploring the Possibilities for Agritourism.” Champaign County Farm Bureau, Young Ag Leaders. Champaign, IL. March, 2004.

“Exploring the Possibilities for Agritourism.” Women in Agriculture Conference. Bloomington, IL. March 2005.

“Exploring the Possibilities for Agritourism.” Sept. 2004. Carroll County Farm Bureau. Rock Falls, IL. September 2004.

“Exploring the Possibilities for Agritourism.” Illinois Sustainable Agriculture Program. U of I Extension. Rantoul, IL. September 2004.

“Exploring the Opportunities for Agritourism.” Illinois Farm Bureau Commodity Conference. Springfield, IL. August, 2002.

“Exploring the Opportunities for Agritourism.” Anna, IL. Southernmost Ag Alliance. Anna, IL. August, 2002.

“Promoting Agritourism With A New Database.” Illinois Council of Convention and Visitors Bureaus. Rockford, IL. August, 2002.

“Exploring the Opportunities for Agritourism.” Ogle County Soil and Water Conservation District. Oregon, IL. September, 2002.

University of Illinois Extension Annual Staff Conference. Urban Working Group. “Agritourism: An Overview for Illinois.” University of Illinois Extension Annual Staff Conference. Urban Working Group. Champaign, IL. October, 2002.

“Exploring the Opportunities for Agritourism.” Manito Area Regional Economic Development Association. Community Leadership Program. Manito, IL. October, 2002.

“Exploring the Opportunities for Agritourism.” University of Illinois Extension, Livingston County. Pontiac, IL. November, 2002.

“Agritourism.” Lake Land College, Small Farm Enterprise Workshop. Mattoon, IL. January 2003.

“Agritourism Programming for Extension.” University of Illinois Extension, Professional Development Program. Community Development Team. Champaign, IL February, 2003

“Agritourism and Community Development.” University of Illinois Extension. Festival and Events Seminar. Moline, IL. March, 2003.

“Exploring the Possibilities for Agritourism.” Keynote presentation at workshop series presented by: Western Illinois University Institute for Rural Affairs, Illinois Bureau of Tourism, Department of

Agriculture and University of Illinois Extension.

- * Springfield IL November, 2001
- * Effingham IL December, 2001
- * Macomb, IL January, 2002
- * Carbondale, IL February, 2002
- * Sycamore IL March 2002

“Agritourism.” Poster and computer display. Ag Openhouse. University of IL.

“Agritourism in Today’s Farm Economy.” Presentation at Illinois Farm Bureau Conference. Springfield, IL. July 2002.

Panel Discussant. Committee on Institutional Cooperation Learning Technology Faculty Development Conference. Minneapolis MN April 2001.

"Making Event Sponsorships Work." Festival Managers workshop. South Suburban Convention and Visitors Bureau. Oak Lawn, IL January 2001.

"Agritourism and Destination Development." Central Illinois Tourism Development Office, Summer Seminar. Springfield, IL July, 2000

“Agritourism Training on the Internet.” National Extension Tourism Conference, Kona, HI. May, 2000.