

**SHU TIAN COLE**

DEPARTMENT OF RECREATION, PARK, AND TOURISM STUDIES  
 INDIAN UNIVERSITY SCHOOL OF PUBLIC HEALTH  
 INDIANA UNIVERSITY  
 SPH 133, 1025 E. 7<sup>TH</sup> ST., BLOOMINGTON, IN 47406  
 TEL. (812) 855-9037; FAX: (812) 855-3998; EMAIL: [COLEST@INDIANA.EDU](mailto:COLEST@INDIANA.EDU)

EDUCATION

Ph.D. in Recreation, Park & Tourism Sciences, Texas A&M University, December 1998  
 M.A. in Philosophy, Texas A&M University, August 1993  
 B.A. in English Language and Literature, Nankai University, China, July 1988.

Employment

Associate Professor	Aug 2006 – present
Associate Chair for Research and Graduate Studies	Aug 2011 – present
Tourism Option Coordinator	Jan 2007 – Jul 2011
Member of Doctoral Faculty	
Dept. of Recreation, Park, and Tourism Studies, Indiana University	
Assistant Professor	July 2000 – July 2006
Member of Graduate Faculty	
Member of Doctoral Faculty	
Dept. of Parks, Recreation and Tourism, University of Missouri-Columbia	
Lecturer	Aug 1999 - May 2000
Dept. of Recreation & Leisure Studies, San Jose State University	
Consular Assistant	Jul. 1988 - Jun. 1991
Consular Section, American Embassy in Beijing, China	
Foreign Diplomat Services Bureau, Chinese Foreign Ministry, Beijing, China	

REFEREED PUBLICATIONS

Wang, W., & Cole, S.T. (2013). Public Anxiety Toward Television Report on Airplane Accidents. *Advances in Hospitality and Leisure*, 9, 207-224.

Zhang, Y., Cole, S.T., & Chancellor, H.C. (2013). Residents' Preferences for Involvement in Tourism Development and Influences from Individual Profiles. *Tourism Planning and Development*, DOI:10.1080/21568316.2012.747984.

Shi, L., Cole, S.T., & Chancellor, H.C. (2012). Exploring leisure travel motivations of travelers with acquired mobility impairments. *Tourism Management*, 33, 228-231.

Yu, C.P., Chancellor, H.C., & Cole, S.T. (2011). Examining the effects of tourism impacts on resident quality of life: Evidence from rural Midwestern communities in USA. *International Journal of Tourism Sciences*, 11(2), 161-186.

Chancellor, H.C., Yu, C.P., & Cole, S.T. (2011). "Exploring Quality of Life Perceptions in Rural Midwestern (USA) Communities: An Application of the Core-Periphery Concept in A Tourism Development Context." *International Journal of Tourism Research*, 13, 496-507.

- Yu, C.P., Chancellor, H.C., & Cole, S.T. (2011). Measuring Residents' Attitudes toward Sustainable Tourism: A Reexamination of the Sustainable Tourism Attitude (SUS-TAS) Scale. *Journal of Travel Research*, 50(1), 57-63.
- Cole, S.T., & Chancellor, H.C. (2009). Examining the festival attributes that impact visitor experience, satisfaction and re-visit intention. *Journal of Vacation Marketing*, 15(4), 323-333.
- Chancellor, H.C., & Cole, S.T. (2008) Applying a geographic information system to travel pattern market research data. *Journal of Travel and Tourism Marketing*, 25(3&4), 341-354.
- Cole, J.S., & Cole, S.T. (2008). Accreditation and educational quality: Are students in accredited programs more academically engaged? *Scholar: A Journal of Leisure Studies & Recreation Education*, 23, 75-90.
- Liang, Y.T., Illum, S.A., & Cole, S.T. (2008). Benefits received and behavioral intentions of festival visitors in relation to distance traveled and their origins. *International Journal of Event Management Research*, 4(1), 12-23.
- Bi, Y.H., Card, J. A., & Cole, S. (2007). Accessibility and attitudinal barriers encountered by Chinese travelers with physical disabilities. *International Journal of Tourism Research*, 9(3), 205-216.
- Zhu, T., Cole, S. T., and Card, J. A. (2007). The association of tourist' cultural tendencies and their perceived service quality of a Chinese travel agency. *Journal of Travel and Tourism Marketing*, 22(2), 1-14.
- Cole, J. S., Cole, S. T., and Ferguson, A. P. (2006). Students' motivation to learn: A comparison between undergraduate students majoring in Parks, Recreation and Tourism and those in other majors. *Journal of Teaching in Travel and Tourism*. 6(2), 57-66.
- Bi, Y. H., Card, J. A., and Cole, S. T. (2006). The accessibility and attitudinal barriers model: Chinese travelers with physical disabilities. *China Tourism Research*, 2(1/2), 14-26.
- Card, J. A., Cole, S. T., and Humphrey, A. H. (2006). A comparison of the accessibility and attitudinal barriers model: Travel providers and travelers with physical disabilities. *Asia Pacific Journal of Tourism Research*, 11(2), 161-175.
- Osman, R. W, Cole, S. T., and Vessell, C. R. (2006). Examining the role of perceived service quality in predicting user satisfaction and behavioral intentions in a campus recreation setting. *The Recreational Sports Journal*, 30(1), 20-29.
- Cole, S. T., and Illum, S. F. (2006). Examining the mediating role of festival visitors' satisfaction in the relationship between service quality and behavioral intentions." *Journal of Vacation Marketing*, 12(2): 160-173.
- Chung, S. M., Card, J. A., and Cole, S. T. (2005). Spatial relationships of public outdoor recreation areas to local communities: An environmental justice perspective". *LARNet – The Cyber Journal of Applied Leisure and Recreation Research*.  
<http://www.nccu.edu/larnet/2005-01.html>

- Cole, S. T. (2005). Comparing mail and Web-based survey distribution methods: Results of surveys to leisure travel retailers. *Journal of Travel Research*, 43(4), 422-430.
- Avis, A., Card, J. A., and Cole, S. T. (2005). Accessibility and attitudinal barriers encountered by travelers with physical disabilities. *Tourism Review International*, 8: 239-248.
- Cole, S. and Scott, D. (2004). Examining the mediating role of experience quality in a model of tourist experiences. *Journal of Travel and Tourism Marketing*, 16(1): 77-88.
- Sakakida, Y, Cole, S. T., and Card, J. A. (2004). A cross-cultural study of college student's travel preferences: A value-oriented perspective. *Journal of Travel and Tourism Marketing*, 16 (1): 33-39.
- Card, J. A, Chen, C. Y, and Cole, S. T. (2003). Online travel products shopping: Differences between shoppers and nonshoppers. *Journal of Travel Research*, 42 (2): 133-139.
- Cai, L, Card, J. A. and Cole, S. T. (2003). Content delivery performance of World Wide Web sites of U.S. tour operators focusing on destinations in China. *Tourism Management*. 25 (2): 219-227.
- Tian-Cole, S., and Crompton, J. L. (2003). A conceptualization of the relationships between service quality and visitor satisfaction, and their links to destination selection. *Leisure Studies*, 22 (1): 65-80.
- Tian-Cole, S., Crompton, J. L., and Wilson, V. L. (2002). An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. *Journal of Leisure Research*, 34(1): 1-24.
- Crompton, J. L., and Tian-Cole, S. (2001). An analysis of 13 tourism surveys: Are three waves of data collection necessary? *Journal of Travel Research*, 39(4): 356-368.
- Crompton, J. L., and Tian-Cole, S. (1999). What response rate can be expected from questionnaire surveys that address park and recreation issues? *Journal of Park and Recreation Administration*, 17(1): 60-72.
- Tian, S., Crompton, J. L., and Witt, P. A. (1996). Integrating constraints and benefits to identify responsive target markets for museum attractions. *Journal of Travel Research*, 35(2): 34-45.

#### BOOK CHAPTERS

- Austin, D.R. & Cole, S.T. (2013). Inclusive Tourism. In *Inclusive and Special Recreation: Opportunities for Persons from Diverse Populations to Flourish*. Austin, D.R., & Lee, Y. (eds.).
- Voight, A., & Cole, S.T. (2010) Inclusive Travel, Tourism, and Amusements. In *Inclusive Recreation: Programs and Services for Diverse Populations*. Champaign, IL: Human Kinetics.

#### REFEREED PROCEEDING ARTICLES

- Ye, Z., & Cole, S. (2012). Modeling International Demand for Hong Kong Tourism with Panel Data Analysis. Proceeding of the 17<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL. January 2012
- This paper won the Conference Best Paper Award sponsored by Asia Pacific Journal of Tourism Research.
- Yu, C. P., Chancellor, H. C. & Cole, S. T. (2010). Tourism impacts on resident quality of life. Proceedings of the World Leisure Congress, Chun Cheon, Korea.
- Hronek, B., Cecil, A., & Cole, S. (2007). International legal trends: Impacts on tourism. Proceedings of the 1<sup>st</sup> Conference on Hospitality and Leisure: Business Advances and Applied Research. July. Lausanne, Switzerland.
- Cole, S. T., and Cho, M. J. (2007). Service quality dimensions of pleasant and unpleasant service experiences at a restaurant. Proceedings of the 1<sup>st</sup> Conference on Hospitality and Leisure: Business Advances and Applied Research. July. Lausanne, Switzerland.
- Cole, J. S., Cole, S. T., and Ferguson, A. P. (2005). Students' motivation to learn: A comparison between undergraduate students majoring in Parks, Recreation and Tourism and those in other majors. International Society of Travel and Tourism Educators' Annual Conference Proceedings, Chicago, IL.
- Card, J. A., Bi, Y. H., and Cole, S. T. (2005). Travel barriers encountered by U.S. and China travelers with physical disabilities. 2<sup>nd</sup> PolyU China Tourism Forum Proceedings. Guangzhou, China.
- Cole, S. and Sakakida, Y. (2003). Understanding travel preferences: The case of U.S. and Japanese college students. *Targeted Research: The Gateway to Accountability*. Travel and Tourism Research Association 34<sup>th</sup> Annual Conference Proceedings. St. Louis, Missouri.
- Cole, S. (2002). Service quality dimensions affecting nature tourists' intentions to revisit. *Capitalizing on Travel Research for Marketing Success*. Travel and Tourism Research Association 33<sup>rd</sup> Annual Conference Proceedings. Arlington, Virginia.

#### NON-REFEREED PROCEEDING

- Cole, S. T. (2007). Marketing recreation and tourism resources in an experience economy. Proceedings of the 4<sup>th</sup> International Mediterranean Sport Sciences Congress. November. Antalya, Turkey.

#### REFEREED ABSTRACTS/PRESENTATIONS

- Wang, W., & Cole, S. (2013). A case study of Beijing Capital International airport services for passengers with mobility impairments: Perceptions of airline and airport staff. Paper presented at 2013 Travel and Tourism Research Association Annual Conference. Kansas City, MO.
- Hu, C.M. & Cole, S.T. (2013). Destination image of attendees to a mega-event. Paper presented at 2013 Travel and Tourism Research Association Annual Conference. Kansas City, MO.

- Zhang, Y. & Cole, S. T. (2013). The factor structure of hospitality satisfaction among travelers with mobility impairments: An integration of content analysis and the three factor theory of customer satisfaction. Paper presented at 2013 Travel and Tourism Research Association Annual Conference. Kansas City, MO.
- Kang, S., & Cole, S.T. (2013). The Mediating Effect of Satisfaction on the Relationship between Service Quality and WOM Intention for EXPO 2012 Yeosu Korea: A Caregivers' Perspective. Abstract submitted to the Graduate Student Conference. Seattle, WA.
- Wang, W., & Cole, S. (2012). A constant comparative analysis to identify onboard service needs and expectations of air travelers with mobility impairments: Perceptions of flight attendants. Extended abstract submitted to the annual conference of Travel and Tourism Research Association. Virginia Beach, VA, June.
- Zhang, Y., Park, Y.W., & Cole, S. (2012). Factors influential to tourism experiences of people with mobility impairments. Extended abstract submitted to the annual conference of Travel and Tourism Research Association. Virginia Beach, VA, June.
- Cole, S. (2012). Accessible Travel and Tourism: Dream or Reality? Presentation at the 27<sup>th</sup> Pacific Rim International Conference on Disability and Diversity. Honolulu, HI, April.
- Wang, W., & Cole, S. (2012). A qualitative approach to understand service challenges for people with reduced mobility: Perceptions among flight attendants. Presentation at the 17<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL. January 2012.
- Ye, Z., & Cole, S. (2012). Modeling International Demand for Hong Kong Tourism with Panel Data Analysis. Paper presented at the 17<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL. January 2012.
- This paper won the Best Paper Award of the conference.
- Duffy, Chancellor, H.C., & Cole, S. (2011). Residents' perceptions of employment in the tourism and hospitality industry. Presentation at the annual congress of National Recreation and Park Association. Atlanta, GA, November, 2011.
- Wang, W., Cole, S., & Chancellor, H.C. (2011). Public's Physiological Reactions toward Television Report on Airplane Accidents. Presentation at the annual congress of National Recreation and Park Association. Atlanta, GA, November, 2011.
- Wang, W., Cole, S., & Chancellor, H.C. (2011). Perceived importance of employee skills in local tourism businesses. Presentation at the annual congress of National Recreation and Park Association. Atlanta, GA, November, 2011.
- Wang, W., & Cole, S. (2011). A Comparative Analysis of Event Attendees Spending Behaviors and Satisfaction by Visitor Types. Presentation at the annual conference of International Society of Travel and Tourism Educators. October, Miami, USA.
- This paper has won the Best Poster Paper Award of the conference.
- Cole, S., & Ye, Z. (2011). Service evaluations of travelers with mobility impairments. Presentation at the annual conference of International Society of Travel and Tourism Educators. October, Miami, USA.

- Wang, W., Cole, S., Chancellor, H.C. (2011). Profiling Rural Festival Visitors by Previous Visits, Purpose of Travel, and Activities: A Multi-Segmentation Approach. Presentation at the annual conference of Travel and Tourism Research Association. June, London, Canada.
- Zhang, Y., Cole, S., & Chancellor, H.C. (2011). The Relationship between Residents' Preferences for Involvement in Tourism Development and Their Individual Characteristics. Presentation at the annual conference of Travel and Tourism Research Association. June, London, Canada.
- Duffy, L., Chancellor, H.C., & Cole, S. (2011). Impacts of tourism and perceived quality of life of residents in southeast Indiana. Presentation at the annual conference of Travel and Tourism Research Association. June, London, Canada.
- Yu, C.P., Chancellor, H.C., Cole, S. (2011). Examining the Effects of Tourism Impacts on Resident Quality of Life: Evidence from Rural Midwestern Communities in USA. Paper presented at the TOSOK International Tourism Conference, July in Korea.
- This paper has won the Excellent Paper Award of the conference.
- Yu, C.P., Chancell, H.C., Cole, S. (2010). Tourism impacts on resident quality of life. Presentation at the World Leisure Congress. August, Chun Cheon, Korea.
- Cole, S. (2010). Exploring the impact of leisure travel of the quality of lives of people with mobility impairments. Presentation at the annual conference of European Travel and Tourism Research Association, Sept, Budapest, Hungary.
- Wang, W. & Cole, S.T. (2010). Media's impact on people's anxiety levels toward air travel. Presentation at the annual conference of Travel and Tourism Research Association. June, San Antonio, Texas.
- Shi, L. & Cole, S.T. (2010). Understanding leisure travel motivations of frequent travelers with acquired mobility impairments. Presentation at the annual conference of Travel and Tourism Research Association. June, San Antonio, Texas.
- Cole, J.S., Cole, S.T., & Chancellor, H.C. (2009). Understanding the impact of tourism & hospitality students' academic engagement on their academic outcomes. Presentation at the annual conference of Travel and Tourism Research Association, June, Honolulu, Hawaii.
- Chancellor, H.C., Yu, C.P., & Cole, S.T. (2009). Exploring quality of life factors in the core-peripheral model context. Presentation at the annual conference of Travel and Tourism Research Association, June, Honolulu, Hawaii.
- Chancellor, H.C., & Cole, S.T. (2008). Measuring residents' attitudes during the early phases of a major tourism development project. Presentation at the World Leisure Congress, Montreal, Canada.
- Liang, Y.T., Illum, S., & Cole, S.T. (2008). Benefits received and behavioral intentions of festival visitors in relation to distance traveled and their origins. Presentation at the World Leisure Congress, Montreal, Canada.

- Yu, Chia-Pin, Chancellor, H.C, & Cole, S.T. (2008) Exploring residents' attitudes on sustainable tourism development. Presentation at the annual conference of Travel and Tourism Research Association. Philadelphia, Pennsylvania.
- Cole, S.T., Chancellor, H.C., Cecil, A., & Huang, Y.C. (2008) Impacts of tourism development on local businesses: Perceptions of small business owners in the core and peripheral regions. Poster presented at the annual conference of Travel and Tourism Research Association. Philadelphia, Pennsylvania.
- Cole, S.T., & Cho, M.J. (2008) Are patrons' personality traits related to their evaluation of the services at a restaurant? Poster presented at the annual conference of Travel and Tourism Research Association. Philadelphia, Pennsylvania.
- Cole, S. T. (2007). Service Quality Dimensions of Pleasant and Unpleasant Service Experiences at a Restaurant. Paper to be presented at the 1<sup>st</sup> Conference on Hospitality and Leisure: Business Advances and Applied Research. Lausanne, Switzerland, July 2007.
- Hronek, B. B, Cecil, A., and Cole, S. T. (2007). International Legal Trends: Impact on Tourism. Poster presentation to be presented at the 1<sup>st</sup> Conference on Hospitality and Leisure: Business Advances and Applied Research. Lausanne, Switzerland, July 2007.
- Cole, S. T. (2006). Behavioral Outcomes as Benefits and Impacts of a Downtown Festival. Paper presented at the 9<sup>th</sup> World Leisure and Recreation Congress in Hangzhou, China, October 2006.
- Liang, Y.T., Illum, S., and Cole, S.T. (2006). Benefits Received and Behavioral Intentions of Festival Visitors in Relation to Distance Traveled and Their Origins. Paper presented at National Recreation and Park Association's Leisure Research Symposium. October 2006.
- Danner, A., and Cole, S. T. (2006). Network Structure of Community Collaboration in Rural Tourism Development . Presentation at the National Extension Tourism Conference, Burlington VT, September 2006.
- Card, J. A. (presenter), Bi, Y. H., and Cole, S. T. (2005). Travel barriers encountered by U.S. and China travelers with physical disabilities. Paper presented at the 2<sup>nd</sup> PolyU China Tourism Forum and China Tourism Academy Annual Conference. Guangzhou, China.
- Cole, S., Cole, J., and Ferguson, A. (2005). Students' motivation to learn: A comparison between undergraduate students majoring in parks, recreation and tourism and undergraduates from other majors. Paper presented at the International Society of Travel and Tourism Educators Annual Conference. October 2005.
- Zhu, T, Cole, S. T. (presenter), and Card, J. A. (2005). The association of tourists' cultural tendencies and their perceived service quality of a Chinese travel agency. Paper presented at National Recreation and Park Association's Leisure Research Symposium. October 2005.
- Cole, S (presenter), Osman, R. and Vessell, C.R. (2004). Examining the role of perceived service quality in predicting user satisfaction and behavioral intentions in a campus

- recreation setting. Paper presented at the National Recreation and Park Association, Leisure Research Symposium, Reno, Nevada.
- Cole, S. (2004). Comparing mail and Web-based survey distribution methods: Results of surveys to leisure travel retailers. Paper presented at the National Recreation and Park Association, Leisure Research Symposium, Reno, Nevada.
- Avis, A, Card, J.A. (presenter) and Cole, S. (2004). Accessibility and attitudinal barriers encountered by travelers with physical disabilities. Paper presented at the National Recreation and Park Association, Leisure Research Symposium, Reno, Nevada.
- Chung, S. M., Card, J. A. and Cole, S. T. (presenter) (2004). Location of Water-based Recreation Areas: The Makeup of Surrounding Communities. Paper presented at the Social Aspects of Recreation Research Annual Conference. San Francisco, California.
- Cole, S. and Sakakida, Y. (2003). Understanding travel preferences: The Case of U.S. and Japanese College Students. Paper presented at the Travel and Tourism Research Association Annual Conference. St. Louis, Missouri.
- Cole, S. (2002). Service quality dimensions affecting nature tourists' intentions to revisit. Paper presented at the Travel and Tourism Research Association Annual Conference. Arlington, Virginia.
- Tian-Cole, S. (2000). An empirical investigation of the relationships among service quality, visitor satisfaction and behavioral intentions at a wildlife refuge. Paper presented at the National Recreation and Park Association, Leisure Research Symposium, Phoenix, Arizona.
- Tian-Cole, S. (1999). Developing a conceptual model of the inter-relationship among service quality, visitor satisfaction, and destination selection behavior. Paper presented at the National Recreation and Park Association, Leisure Research Symposium, Nashville, Tennessee.
- Tian, S.(presenter), and Crompton, J. L. (1996) An investigation of the extent of differences across mail survey waves within similar types of variables and populations. Paper presented at the National Recreation and Park Association, Leisure Research Symposium, Kansas City, Kansas.
- Tian, S. (presenter), Crompton, J. L., and Witt, P. A. (1995) Integrating constraints and benefits to identify responsive target markets for museum attractions. Paper presented at the National Recreation and Park Association, Leisure Research Symposium, San Antonio, Texas.
- Tian, S. (1995) Results of Surveys of 1) museum visitors in Houston/Galveston areas; 2) visitors to Galveston; and interviews with 20 museums managers. Paper presented at the annual meeting of Travel and Tourism Research Association, Acapulco, Mexico.
- Scott, D. (presenter), Tian, S., Wang, P., and Munson, W. (1995) Tourism satisfaction and the cumulative nature of tourists' experiences. Paper presented at the National Recreation and Park Association, Leisure Research Symposium, San Antonio, Texas.



Tian, S. (1996) Using involvement profiles to explain differences in behavior of visitors to museum attractions. Paper presented at the Graduate Education and Graduate Students Research Conference, Houston, Texas

#### INVITED AND NON-REFEREED PRESENTATIONS

Cole, S.T. (2008). The good, better & best: Festivals and events sponsored by City of Columbia, Missouri. Invited presentation at TTRA's CenStates Chapter annual meeting.

Cole, S. T. (2007). Marketing recreation and tourism resources in an experience economy. Presentation at the 4<sup>th</sup> International Mediterranean Sport Sciences Congress. November. Antalya, Turkey.

Chancellor, H. C., & Cole, S. T. (2007). Residents' attitudes toward tourism: Beginning a longitudinal study. Presentation at the Indiana Culture Tourism Conference. May. Indianapolis, Indiana.

Cole, S. T. & Chancellor, H. C. (2007). Developing a comprehensive regional tourism development plan. Presented to Orange County Convention and Visitors Bureau and stakeholders.

#### TECHNICAL REPORTS & OTHER PUBLICATIONS

Cole, S. T., & Chancellor, H. C. (2010). Reports of Impacts of Tourism in Monroe County and Visitor Profiles. Technical reports to Monroe County/Bloomington Convention and Visitors Bureau.

Cole, S. T., & Chancellor, H. C. (2010). Database of Indiana Economic Region 9 tourism and hospitality businesses/agencies. Developed for Indiana Community Education Coalition.

Chancellor, H. C., & Cole, S. T. (2010). Database of Indiana Tourism/Hospitality Education Programs. Developed for Indiana Community Education Coalition.

Chancellor, H. C., Cole, S. T., Duffy, L., & Wang, W. (2010). Report of Visitors to 11 Counties of Southeast Indiana. A technical report to Economic Opportunity 2015 (EcO15) and Indiana Community Education Coalition.

Cole, S. T., Chancellor, H. C., Wang, W., & Duffy, L. (2010). Report of Tourism/Hospitality Employers in 11 Counties of Southeast Indiana. A technical report to Economic Opportunity 2015 (EcO15) and Indiana Community Education Coalition.

Chancellor, H. C., Cole, S. T., Duffy, L., & Wang, W. (2010). Report of Residents Attitudes toward Tourism in 11 Counties of Southeast Indiana. A technical report to Economic Opportunity 2015 (EcO15) and Indiana Community Education Coalition.

Cole, S. T., & Chancellor, H. C. (2010). Career Paths in Tourism and Hospitality Industries. A technical report to Economic Opportunity 2015 (EcO15) and Indiana Community Education Coalition.

Cole, S. T., Cho, S. H., & Wang, Wei (2009). Columbia Festivals and Events Visitor Survey Reports, IX. A technical report to City of Columbia Convention and Visitors Bureau, 66 pages.

- Cole, S. T., Cho, S. H., & Wang, Wei (2008). Columbia Festivals and Events Visitor Survey Reports, VIII. A technical report to City of Columbia Convention and Visitors Bureau, 70 pages.
- Cole, S. T. and Cho, S. H. (2007). Columbia Festivals and Events Visitor Survey Reports, VII, 2007. A technical report to City of Columbia Convention and Visitors Bureau, 72 pages.
- Cole, S. T. and Cho, S. H. (2007). Columbia Festivals and Events Visitor Survey Reports, VI, 2006-2007. A technical report to City of Columbia Convention and Visitors Bureau, 52 pages.
- Cole, S. T. and Cho, S. H. (2006). Columbia Festivals and Events Visitor Survey Reports, V, 2006. A technical report to City of Columbia Convention and Visitors Bureau, 63 pgs.
- Cole, S. T. and Boecklemann, K. (2006). Columbia Festivals and Events Visitor Survey Reports, IV, 2005-2006. A technical report to City of Columbia Convention and Visitors Bureau.
- Card, J.A., Bi, Y., & Cole, S.T. (2006, March). Travel barriers encountered by U.S. and China Travelers with physical disabilities. *e-Review of Tourism Research (eRTR)*. Available from: <http://ertr.tamu.edu/conferenceabstracts.cfm?conferenceid=60>
- Cole, S. T. and Ferguson, A. (2005). Columbia Festivals and Events Visitor Survey Reports, III, 2005. A technical report to City of Columbia Convention and Visitors Bureau.
- Cole, S. T. and Ferguson, A. (2005). Columbia Festivals and Events Visitor Survey Reports, II, 2004-2005. A technical report to City of Columbia Convention and Visitors Bureau.
- Cole, S. T. and Ferguson, A. (2004). Columbia Festival Visitor Survey Reports, I, 2004. A technical report to City of Columbia Convention and Visitors Bureau.
- Cole, S. T. and Ferguson, A. (2004). September 2003 Columbia Downtown Twilight Festival Visitors Study. A technical report to Columbia Downtown Association.
- Morgan, J. M. and Cole, S. T. (2004). St. Joe State Park Visitor Use Study. A technical report to Missouri State Parks.
- Cole, S., Zhu, T., and Cho, M. (2003). New Challenges Facing the Travel Retailers Industry. A technical report to American Society of Travel Agents.
- Cole, S., Vessell, C.R., and Zhu, T. (2003). 2002 State Economic Impacts of Missouri State Park Visitors. A technical report to Missouri Division of State Parks.
- Cole, S. (2002). Joplin Area Visitor Survey Report. A technical report to Joplin Convention and Visitors Bureau.
- Cole, S. (2002). MU Student Recreation Center User Satisfaction Survey Results. A technical report to University of Missouri Student Recreation Center.
- Tian, S. (1998). Profile, Quality Perceptions and Satisfaction Level of Visitors to Aransas National Wildlife Refuge. A report to Aransas National Wildlife Refuge in Texas.

Tian, S., and Crompton, J. L. (1994). Results of Surveys of 1) Museum Visitors in Houston/Galveston Area; 2) Visitors to Galveston; and Interviews with 20 Museums Managers. A report to Galveston Historical Foundation in Galveston, Texas.

#### WORKSHOPS AND PRESENTATIONS

Cole, S. T. (2006). Understanding the Cultural Factors Influencing the Relationships of Service Quality, Satisfaction and Behavioral Intentions. Presentation to Faculty and Students in the College of Management in Fudan University, Shanghai, China. October 2006.

Cole, S. T. (2006). Customer Service Training for Employees. Presented at the Strengthening Communities through Cultural Heritage Tourism Conference in May 2006.

Co-facilitator and speaker with Broz, R. and Kelly, D. (2005). Developing Agri-Tourism in Your Area. University of Missouri Extension In-Service Training.

Co-facilitator and speaker with Card, J. A. (2004). Customer Service Training to Agri-Tourism Business Managers and Employees – Concordia and Hermann, MO

Cole, S. T. (2004). "Agri-tourism in Missouri: An Introduction." Presentation at the University of Missouri-Columbia Extension Annual Conference.

Cole, S. (2001) "Eco-tourism Today." Presentation at the 4-State Heartland Community Development Conference, Kimberling City, Missouri (*invited*).

#### FUNDED GRANTS

PI. Keeping Active through Leisure Travel after Spinal Cord Injury: A Self-Determination Model of Antecedents and Consequences of Leisure Travel Motivation. \$3,000, RPTS Leisure Research Institute.

PI, with co-investigators Charles Chancellor, Wei Wang and Ye Zhang. The 2013 Study of Tourism's Economic Impact in Monroe County, Indiana. Bloomington CVB, \$10,000, 2012.

Co-PI with Charles Chancellor, and co-investigators of Bill Ramos and Yaling Chen. Great Lakes Park Training Institute, Small Grant Research Program, Columbus People Trails user survey of spring 2013. \$4,000, 2012.

Cole, S.T. Travel service providers' attitudes towards travelers with mobility impairments and their challenges when serving travelers with mobility impairments. Indiana University, School of Health, Physical Education and Recreation Associate Dean's Seed Fund, \$4,200, 2011.

Cole, S.T. Exploring service evaluations of travelers with mobility impairments. Indiana University, School of Health, Physical Education and Recreation Associate Dean's Seed Fund, \$4,300, 2010.

Cole, S.T. Overseas Conference Fund. Indiana University-Bloomington. \$600. 2010.

Co-Investigator with Knudsen, D., Chancellor, H.C., Basman, C., Tuohy, S., & Pezzullo, P. Tourism Studies Workshop. IU multidisciplinary Ventures and Seminars Fund. Indiana University, \$5,000, 2010.

- Cole, S.T. Understanding the impact of leisure travel on the quality of lives of people with mobility impairments. Indiana University, School of Health, Physical Education and Recreation Associate Dean's Seed Fund, \$4,500, 2009.
- Co-PI with Charles Chancellor: EcO15 Tourism and Hospitality Studies. Indiana Community Education Coalition. \$169,453, 2009-2010.
- Principal investigator, with Charles Chancellor as co-investigator: Economic Impact of Tourism in Monroe County, Indiana. Monroe County/Bloomington Convention and Visitors Bureau. \$6,912, 2009-2010.
- Principal investigator: AICVB Membership Survey. Association of Indiana Convention and Visitors Bureaus, \$2,670. 2008.
- Cole, S. T. Overseas Conference Fund. Indiana University – Bloomington. \$600. 2007
- Cole, S. & Fan, X. C. Examining the associations of tourists' personality traits, cultural tendencies, and their evaluations of a tourist service. Leisure Research Institute, Indiana University. \$2,950. 2007.
- Principal investigator: Designing and Conducting a Tourism Development Survey for the City of Columbia – FY 2007-2008. University of Missouri-Columbia, \$6,746. 2007.
- Principal investigator: Designing and Conducting a Tourism Development Survey for the City of Columbia – FY 2006-2007. University of Missouri-Columbia, \$8,200. 2006.
- Co-Investigator with Chancellor, C. H.: Residents' Attitude toward Tourism Development in Orange County. School of Health, Physical Education and Recreation, Indiana University. \$4,500. 2006.
- Co-Investigator with Chancellor, C. H.: Residents' Attitude toward Tourism Development in Orange County. Leisure Research Institute, Dept. of Recreation, Park, & Tourism Studies, Indiana University. \$5,000. 2006.
- Co-Investigator with Chancellor, C. H.: Will Orange County Gamble Itself Rich? – Business Owners Study. School of Health, Physical Education and Recreation, Indiana University. \$4,500. 2006.
- Principal investigator: Designing and Conducting a Tourism Development Survey for the City of Columbia – FY 2006. City of Columbia. \$24,658, 2006.
- Principal investigator: Designing and Conducting a Tourism Development Survey for the City of Columbia – FY 2005. City of Columbia. \$24,998, 2005.
- Co-Investigator with Cole, J., and Ferguson, A.: Comparing PRT Transfer Students' and MU Continuing-Major Students' Motivation to Learn and Goal Orientations. MU New Faculty Teaching Scholar's Scholarship of Teaching grant. \$1,450, 2005.
- Co-Investigator with Broz, B., and Kelly, D.: Developing Agri-Tourism in your area. MU Extension In-Service Training grant. \$6,123. 2005.

Principal investigator: Designing and Conducting a Tourism Development Survey for the City of Columbia. City of Columbia. \$13,796, 2004.

Co-investigator with Card, J. A.: Customer Service Training Workshops. Missouri Department of Agriculture. \$6,008, 2004.

Co-investigator with Morgan, M.: St. Joe State Park Visitor Study, Missouri Department of Natural Resources. \$24,194, 2003-2004.

Principal investigator: An Investigation of the New Challenges to Leisure Travel Retailers. Holland America Line-Westours, Inc. Research Grant, American Society of Travel Agents Foundation. \$4,950, 2002-2003.

Co-investigator with Groves, J., Kaylen, M., Card, J. A., and Moore, K.: Cooperative Marketing Project, Missouri Division of Tourism. \$24,000, 2001-2002.

Co-investigator with Vessell, C. R.: 2001-2002 State Park Agenda Planning and Development Studies. Missouri Division of State Parks. \$37,037, 2001-2002.

Principal investigator: Attribution Style and Satisfaction: The Case of College Students who Patronize the Campus Recreation Center. MU Alumni Association Faculty Incentive Fund. \$1,718, 2002.

#### COURSES TAUGHT

Tourism Management  
 Private and Commercial Recreation  
 Tourism Planning and Development  
 Parks, Recreation and Tourism Internship  
 Master Level Graduate Seminar  
 Foundations of Tourism  
 Eco-Tourism  
 Senior Level Research in Leisure and Recreation  
 Marketing for Leisure Services  
 Customer Service and Media Relations  
 Tourism Systems Planning  
 Contemporary Issues in Tourism Studies (Graduate)  
 Graduate Seminar (Masters and Ph.D.)

#### HONORS AND AWARDS

*Outstanding Jr. Faculty Teaching Award*, College of Agriculture, Food and Natural Resources, University of Missouri. 2006.

*Scholarship for National Extension Conference*, North Central Region Center for Rural Development. 2004

*Teaching Scholars*, College of Agriculture, Food and Natural Resources, University of Missouri. 2003

*William B. Keeling Dissertation Award - Meritorious Award*, Travel and Tourism Research Association, 1999

*Tom & Ruth River's International Program Scholarship*, World Leisure and Recreation Association, 1996

*J. Desmond Slattery Marketing Award*, Travel and Tourism Research Association, 1995

*Best Student Paper Award*, Travel and Tourism Research Association -- Texas Chapter, 1995  
*International Education Study Grant*, Texas A&M University, 1996

SERVICE

Clinical Assistant Professor/Lecturer Search Committee chair, Fall 2012  
Department of Recreation, Park, & Tourism Studies

Student Service Specialist search committee, Summer 2012  
Department of Recreation, Park, & Tourism Studies

Clinical Assistant Professor/Lecturer Search Committee, Spring 2012  
Department of Recreation, Park, & Tourism Studies

P&T committee member, Fall 2012  
Department of Recreation, Park, & Tourism Studies

P&T committee member, Fall 2012  
School of Public Health

Bloomington Faculty Council – Executive Committee (Parliamentarian), Fall 2011  
Indiana University

Bloomington Faculty Council member, Fall 2011 – present  
Indiana University

University Faculty Council – Executive Committee, Fall 2011  
Indiana University

University Faculty Council member, Fall 2011  
Indiana University

Faculty Evaluation Task Force, Fall 2010 – Spring 2011  
Dept. of Recreation, Park, and Tourism Studies  
Indiana University

Bloomington Faculty Council – Faculty Affairs Committee: Fall 2010 – Spring 2011  
Indiana University

HPER Global Advisory Committee, Fall 2011 – May 2012  
School of Health, Physical Education and Recreation  
Indiana University

Assistant Professor Search Committee – Spring 2010  
Dept. of Recreation, Park, and Tourism Studies  
Indiana University

Dean's School of Public Health Transition Advisory Council, 2009 – 2010  
School of Health, Physical Education and Recreation  
Indiana University

Dean's Kitchen Cabinet, 2008-2009

School of Health, Physical Education and Recreation  
Indiana University

Executive Dean Review Committee, 2009  
School of Health, Physical Education and Recreation  
Indiana University

School Strategic Planning Committee, 2009  
School of Health, Physical Education and Recreation  
Indiana University

Associate Editor, 2008 - present  
Journal Unconventional Parks, Tourism and Recreation Research

Member of Leisure Research Institute, Aug 2007 – May 2008  
Dept. of Recreation, Park and Tourism Studies  
Indiana University

Academic Council member, Aug 2007 – May 2010  
School of Health, Physical Education and Recreation  
Indiana University

Tourism Option Coordinator and Undergraduate Committee member, Jan 2007 - present  
Dept. of Recreation, Park, and Tourism Studies  
Indiana University

Board Member, 2004 to 2006  
Travel and Tourism Research Association – CenStates Chapter  
Scholarship and Awards Committee, Fall 2002 – July 2006  
College of Agriculture, Food and Natural Resources  
University of Missouri

Executive-in-Residence Advisory Committee, Fall 2005 – July 2006  
College of Agriculture, Food and Natural Resources  
University of Missouri

Honorary Degrees Committee, Fall 2002 – Fall 2005  
University of Missouri

Faculty advisor, 2003-2005  
Little Sisters of the Pearls & Rubies (Student Service Sorority)  
University of Missouri

Chair of Student Awards Program, 2003  
Travel and Tourism Research Association - CenStates Chapter

President of Leisure Educators, 2001-2002  
Missouri Park and Recreation Association  
Faculty Search Committee, 2002  
Department of Parks, Recreation and Tourism  
University of Missouri

Committee to Enhance Equity and Diversity, 1999-2000  
College of Applied Science and Arts  
San Jose State University

EDITORSHIP:

Associate Editor, Journal of Unconventional Parks, Tourism and Recreation Research  
Associate Editor, Journal of Travel Research  
Associate Editor, Journal of Tourism Research and Hospitality  
Associate Editor, China Tourism Research

REVIEWER

Journal of Vacation Marketing 2012  
MU Alumni Faculty Incentive Fund, 2003  
Journal of Park and Recreation Administration  
Journal of Leisure Research  
Leisure Sciences  
Conference Proceedings of the International Council on Hospitality, Restaurant and Institutional Education, 2003 & 2004  
Conference Abstract Reviews for Travel and Tourism Research Association, 2005, 2007, 2008-2013  
Coordinator for Travel & Tourism, NRPA's Leisure Research Symposium, 2007.  
Tourism Management (2007, 2011, 2012)  
International Journal of Tourism Research (2010)  
External Reviewer of the Research Grant Council of Hong Kong, 2008 – present  
Conference Abstract reviewer for Athens Tourism Symposium, 2010  
Nonprofit and Voluntary Sector Quarterly (2011)  
Journal of Sustainable Tourism

AFFILIATIONS

Member of International Society of Travel & Tourism Educators, 2011  
Member of Travel and Tourism Research Association, 1999-present  
Member of Travel and Tourism Research Association, CenState Chapter, 2003-present  
Member of World Leisure and Recreation Association, 2006-2007  
Member of National Recreation and Park Association, 1995-present  
Member of Missouri Park and Recreation Association, 2001-2006  
Member of Travel Industry Association of America, 2003-2004

EXTENSION

Member of Agritourism Advisory Council for MO Dept. of Agriculture, 2003- 2005  
Member of the Planning Committee for 2006 National Tourism Extension Conference, 2006  
City of Columbia Attraction Development Committee, 2003-2004  
Member of Mid-Missouri Tourism Council, 2001-2004  
Member of River-Valley Tourism Development Council, 2003