

**Bruno Ferreira, PhD**  
(January 2024)  
School of Community Resources and Development  
HAITC – HNU/ASU Joint International Tourism College, China  
Arizona State University  
bsimoesf@asu.edu

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## **EDUCATION**

<b>North Carolina State University</b> Ph.D., Parks, Recreation and Tourism Management Dissertation: <i>Permatourism: concept development and empirical validation</i>	2019
<b>North Carolina State University</b> M.S., Parks, Recreation and Tourism Management Thesis: <i>Dev. and validation of the Tourism e-Microentrepreneurial Self-Efficacy scale</i>	2016
<b>Technical University of Lisbon, Portugal</b> Bachelor of Science in Sports Sciences	2005

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## **PROFESSIONAL EXPERIENCE**

<b>Arizona State University</b> , Hainan, China Assistant Professor Adjunct Faculty	Fall 2020 – Spring 2020
<b>North Carolina State University</b> , Raleigh, NC Research & Teaching Assistant	2014 – 2019
<b>Humana Povo para Povo</b> , Bahia, Brazil Community Development Project Manager	2011 – 2013
<b>One World Institute</b> , Lillehammer, Norway Instructor & team leader	2010 – 2011
<b>Associação Desenvolvimento Povo Para Povo</b> , Zambezia, Mozambique Instructor & student advisor	2009
<b>Ministry of Education of Portugal</b> , several locations Physical Education Teacher	2003 – 2008

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## **AWARDS**

<b>Anne Larason Schneider Community Research Award</b> (\$3,000) <i>For a participatory action-research proposal in Roşia Montană, Romania</i>	2022
<b>The Grange Award</b> <i>For professional excellence in the NC Cooperative Extension Service</i>	2018

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## **PUBLICATIONS**

### **Journal Articles**

1. **Ferreira, B.**, Morais, D. B., Jakes, S., Brothers, G., & Brookins, C. (2022). Self-Efficacy mechanism in farm tourism microentrepreneurship. *Frontiers in Psychology*, 13:875096. DOI: 10.3389/fpsyg.2022.875096
2. **Ferreira, B.**, Carrillo, B., & Szczytko, R. (2022). A phenomenological exploration of the craft beer movement. *Journal of Foodservice Business Research*, 25(6), 630–651. DOI:10.1080/15378020.2021.1964932
3. KC, B., LaPan, C., **Ferreira, B.**, & Morais, D. (2021). Tourism microentrepreneurship: state of the art and research agenda. *Tourism Review International*, 25(4), 279-292.
4. **Ferreira, B.**, Morais, D. B., Szabo, A, Bowen, B., & Jakes, S. (2020). A gap analysis of farm tourism microentrepreneurial mentoring needs in North Carolina, USA. *Journal of Agriculture, Food Systems, and Community Development*, 10(1), 83–89.
5. **Ferreira, B.** Morais, D. B., & Brothers, G. (2019). Enhancing self-efficacy to enable tourism microentrepreneurship: a quasi-experiment. *Journal of Teaching in Travel & Tourism*. 19(4), 341-359.
6. **Ferreira, B. S.**, Morais, D. B., Pollack, J. M., & Bunds, K. S. (2018). Development and validation of the tourism e-microentrepreneurial self-efficacy scale [Research note]. *Tourism Analysis*, 23(2), 275-282.

### **Encyclopedia entries**

1. **Ferreira, B.** & Morais, D. (in press). Permatourism. In J. Jafari, H. Xiao, & A. Osmond (eds.), *Encyclopedia of Tourism*. Springer.
2. Morais, D. & **Ferreira, B.** (2022). Microentrepreneurship. In D. Buhalis (ed.), *Encyclopedia of Tourism Management and Marketing*. Cheltenham, UK: Edward Elgar Publishing. <https://doi.org/10.4337/9781800377486.microentrepreneurship>
3. **Ferreira, B.** & Brothers, G. (2022). Permatourism. In D. Buhalis (ed.), *Encyclopedia of Tourism Management and Marketing*. Cheltenham, UK: Edward Elgar Publishing. <https://doi.org/10.4337/9781800377486.permatourism>

### **Book chapters**

1. **Ferreira, B.** & Long, Y. (2023). Exploring the potential of craft brewing for rural revitalization in China: the brewers' perspectives. In M. W. Patterson & N. Hoalst-Pullen (Eds.), *Policies, Perceptions, and Place (The Geography of Beer, Vol. 3)* (pp. 373–384). Cham, Switzerland: Springer. [https://doi.org/10.1007/978-3-031-39008-1\\_29](https://doi.org/10.1007/978-3-031-39008-1_29)
2. **Ferreira, B.**, Morais, D., Brothers, G., Brookins, C., & Jakes, S. (2021). Conceptualizing Permatourism. In D. Morais (Ed.), *Tourism Microentrepreneurship (Bridging Tourism Theory and Practice, Vol. 12)* (pp. 165–179). London, UK: Emerald.

3. Patterson, V., Morais, D., & **Ferreira, B.** (2021). Tourism Microentrepreneurship in Family Farms. In D. Morais (Ed.), *Tourism Microentrepreneurship (Bridging Tourism Theory and Practice, Vol. 12)* (pp. 39-49). London, UK: Emerald.
4. Morais, D., **Ferreira, B.**, Nazariadli, S., & Ghahramani, L. (2017). Knowledge co-generation and transfer in the People-First Tourism project. In N. Scott, M. Van Niekerk, & M. De Martino (Eds.), *Knowledge Transfer to and within Tourism: Academic, Industry and Government Bridges (Bridging Tourism Theory and Practice, Vol. 8)* (pp. 73-96). London, UK: Emerald.
5. Morais, D., **Ferreira, B.**, & Wallace, T. (2017). Aprendizagem Aplicada e Investigação-Ação Participativa através do Projecto People-First Tourism: Uma visão geral de métodos e instrumentos. In K. Solha, I. Elesbão, & M. de Souza (Eds.), *O Turismo rural comunitários como estratégia de desenvolvimento* (pp. 87-114). Porto Alegre, Brazil: Editora da UFRGS.

### **Conference proceedings**

1. **Ferreira, B.**, & Long, Y. (2023). *Hop(e)s of rural revitalization in China? The craft brewers' perspectives*. Proceedings from the 53<sup>rd</sup> Travel and Tourism Research Association Conference. St. Louis, Missouri. <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2901&context=ttra>
2. **Ferreira, B.**, & Morais, D. (2022). *The regenerative power of video and film: The Fork-to-Farmer approach*. Proceedings from the 52<sup>nd</sup> Travel and Tourism Research Association Conference. Victoria, Canada. <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2719&context=ttra>
3. Szabo, A., & **Ferreira, B.** (2022). *Could tourism be the real gold mine?*. Proceedings from the 52<sup>nd</sup> Travel and Tourism Research Association Conference. Victoria, Canada. <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2801&context=ttra>
4. **Ferreira, B.**, Morais, D., Jakes, S., Brothers, G., & Brookins, C. (2021). *The Effect of Synergies Between the Informal and Formal Tourism Sectors on Farmers' Tourism Microentrepreneurial Intentions*. Proceedings from the 51<sup>st</sup> Travel and Tourism Research Association Conference (online). <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2606&context=ttra>
5. **Ferreira, B.**, Morais, D., Brothers, G., Brookins, C., & Jakes, S. (2019). *Resisting socioeconomic apartheid through tourism microentrepreneurship in Bahía de Banderas — Puerto Vallarta*. Proceedings from the 50<sup>th</sup> Travel and Tourism Research Association Conference. Melbourne, Australia. <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2364&context=ttra>
6. **Ferreira, B.** (2018). *From Farm-to-Fork to Fork-to-Farmer: advancing Permatourism in North Carolina*. Proceedings from the 49<sup>th</sup> Travel and Tourism Research Association Conference. Miami, FL. <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2211&context=ttra>
7. **Ferreira, B.**, Morais, D. B., & Brothers, G. (2018). *Entrepreneurship in tourism education: a self-efficacy approach*. Proceedings from the 49<sup>th</sup> Travel and Tourism Research

Association Conference. Miami, FL. <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2169&context=ttra>

8. **Ferreira, B.** Morais, D. B., Pollack, J. M., & Bunds, K. S. (2017). *Toward the operationalization of Tourism e-Microentrepreneurial Self-Efficacy*. Proceedings from the 48th Travel and Tourism Research Association Conference. Quebec, Canada. <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2100&context=ttra>
9. Morais, D. B., **Ferreira, B.** Hoogendoorn, G., & Wang, Y. A. (2016). *Co-construction of knowledge through Participatory Action Research: People-First Tourism methodology and research tools*. Proceedings from the 47<sup>th</sup> Travel and Tourism Research Association Conference, Vail, CO. <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1270&context=ttra>

### **Technical reports, working papers and fact-sheets**

1. **Ferreira, B.**, Morais, D., Bowen, B., Jakes, S., Dankbar, H., Patterson, V., Davis, B., & Blevins, M. (2020). Vacationer Supported Agriculture – Summer 2019. *NC Cooperative Extension factsheet*, Raleigh, NC. [https://content.ces.ncsu.edu/static/publication/js/pdf\\_js/web/viewer.html?slug=vacationer-supported-agriculture-summer-2019](https://content.ces.ncsu.edu/static/publication/js/pdf_js/web/viewer.html?slug=vacationer-supported-agriculture-summer-2019)
2. Pasalar, C., Morais, D., Brookins, C., Trivedi, P., Kuss, T., Sharmin, R., Towns, C., Balcanay, E., & **Ferreira, B.** (2019). *Envisioning the Future: The Southeast Equine Community and Research Center - A Final Report*. Southeast Equine Research and Education Partnership progress report III. DOI:10.5281/zenodo.3261814
3. **Ferreira, B.**, Morais, D., & Lee, KJ (2018). *Visioning Unicoi Co. Tourism — Directions for equitable prosperity and environmental conservation* (Report No. P1tLab 2018-001). DOI: 10.13140/RG.2.2.22054.57920
4. Morais, D., Brookins, C., Pasalar, C., **Ferreira, B.**, Scheunemann, A., Kuss, T., & Jones, B. (2018). *Identifying Opportunities*. Southeast Equine Research and Education Partnership progress report II. DOI: 10.13140/RG.2.2.27368.16643
5. Brookins, C., Pasalar, C., Morais, D., Kuss, T., Jones, B. Scheunemann, A., & **Ferreira, B.** (2017). *Preliminary Analysis*. Southeast Equine Research and Education Partnership progress report I. [https://www.researchgate.net/publication/318781135\\_Southeast\\_Equine\\_Research\\_and\\_Education\\_Partnership\\_Progress\\_Report\\_I](https://www.researchgate.net/publication/318781135_Southeast_Equine_Research_and_Education_Partnership_Progress_Report_I)
6. **Ferreira, B.**, Bass, J., & Morais, D. B. (2017). *Kupitio: a feasibility study* (Report No. P1tLab 2017-003). DOI 10.13140/RG.2.2.33222.06729
7. Nazariadli, S., **Ferreira, B.**, Morais, D. B., & Bass, J. (2017). *Overview of SMS survey services* (Report No. P1tLab 2017-001).
8. Nazariadli, S., Morais, D. B., **Ferreira, B.**, & Bass, J. (2016). *Methodological considerations for SMS surveys* (Report No. P1TLab 2016-001). DOI: 10.13140/RG.2.2.20759.57768
9. **Ferreira, B.**, Morais, D. & Lorscheider M. (2015). Using web marketplaces to reach untapped markets. *NC Cooperative Extension Publications AG-811*, Raleigh, NC. [https://content.ces.ncsu.edu/show\\_ep3\\_pdf/1540576623/23020/](https://content.ces.ncsu.edu/show_ep3_pdf/1540576623/23020/)

## SYMPOSIA

### Refereed presentations

1. **Ferreira, B.**, & Szabo, A. (October 29, 2023). *Environmental resistance and entrepreneurial pathways towards conservation in the Romanian countryside*. Oral presentation at the Nature Education forum of the Network of Environmental Social Scientists International Congress, Hainan, China.
2. **Ferreira, B.** & Long, Y. (June 13, 2023). *Hop(e)s of rural revitalization in China? The craft brewers' perspectives*. Poster presentation at the 53<sup>rd</sup> Travel and Tourism Research Association Conference. St. Louis, Missouri.
3. Szabo, A., & **Ferreira, B.** (June 15, 2022). *Could tourism be the real gold mine?*. Oral presentation at the 52<sup>nd</sup> Travel and Tourism Research Association Conference (online).
4. **Ferreira, B.**, & Morais, D. (June 14, 2022). *The regenerative power of video and film: The Fork-to-Farmer approach*. Qualitative methods workshop delivered at the 52<sup>nd</sup> Travel and Tourism Research Association Conference (online).
5. **Ferreira, B.**, Morais, D., Jakes, S., Brothers, G., & Brookins, C. (June 16, 2021). *The Effect of Synergies Between the Informal and Formal Tourism Sectors on Farmers' Tourism Microentrepreneurial Intentions*. Poster presentation at the 51<sup>st</sup> Travel and Tourism Research Association Conference (online).
6. HengHao, L., **Ferreira, B.**, Morais, D., & Brothers, G. (March 29–31, 2020). *The breadth and depth of AirBnB Experiences microentrepreneurs*. Oral presentation at 42<sup>nd</sup> Southeast Environment and Recreation Research Conference (online).
7. **Ferreira, B.**, Morais, D., Brothers, G., Brookins, C., & Jakes, S. (June 26, 2019). *Resisting socioeconomic apartheid through tourism microentrepreneurship in Bahía de Banderas — Puerto Vallarta*. Oral presentation at the 50<sup>th</sup> Travel and Tourism Research Association Conference. Melbourne, Australia.
8. **Ferreira, B.**, Morais, D., Bowen, B., & Jakes, S. (March 25, 2019). *Fork 2 Farmer: bringing farmers to the frontstage through food-themed farm tourism*. Poster presentation at the 41<sup>st</sup> Southeastern Recreation Research Conference, Athens, GA.
9. Patterson, V., **Ferreira, B.**, Morais, D., & Nazariadli, S. (March 24, 2019). *The Impact of Farm Tourism Microentrepreneurship on Family Farming Operations*. Oral presentation at the 41<sup>st</sup> Southeastern Recreation Research Conference. Athens, GA.
10. Morais, D. & **Ferreira, B.** (March 14, 2019). *Hence Permatourism: Thinking beyond sustainability for more equitable destinations*. Poster presentation at the 2<sup>nd</sup> International Conference on Tourism Research. Porto, Portugal.
11. Morais, D., Brothers, G., **Ferreira, B.**, KC, B., LaPan, C., Peroff, D., & Nazariadli, S. (March 14, 2019). *Multi-method longitudinal study of tourism microentrepreneurs' agency, networking and success*. Oral presentation at the 2<sup>nd</sup> International Conference on Tourism Research. Porto, Portugal.

12. **Ferreira, B.** & Morais, D. (October 15, 2018). *O sector equestre como potenciador de Permaturismo no sudeste estado-unidense*. Oral presentation at XI Congreso Internacional de Turismo Rural y Desarrollo Sostenible. Nicoya, Costa Rica.
13. Morais, D. & **Ferreira, B.** (October 14, 2018). *Fork to Farmer: Criando oportunidades de receitas directas para pequenos agricultores através de colaborações com restaurantes famosos e o turismo gastronómico*. Oral presentation at XI Congreso Internacional de Turismo Rural y Desarrollo Sostenible. Nicoya, Costa Rica.
14. **Ferreira, B.** Morais, D. B., & Brothers, G. (June 27, 2018). *Entrepreneurship in tourism education: a self-efficacy approach*. Oral presentation at the 49<sup>th</sup> Travel and Tourism Research Association Conference. Miami, FL.
15. **Ferreira, B.** (June 26, 2018). *From Farm-to-Fork to Fork-to-Farmer: advancing Permatourism in North Carolina*. Poster presentation and research pitch at the Graduate Symposium at the 49<sup>th</sup> Travel and Tourism Research Association Conference. Miami, FL.
16. **Ferreira, B.**, Morais, D., Brookins, C., Scheunemann, A., C. Pasalar, Jones, B., & Kuss, T. (March 25, 2017). *A participatory assessment of community assets at the outset of a regional equine tourism economy*. Oral presentation at the 40<sup>th</sup> Southeastern Recreation Research Conference. Athens, GA.
17. **Ferreira, B. S.**, Morais, D. B., Pollack, J. M., & Bunds, K. S. (June 21, 2017). *Toward the operationalization of Tourism e-Microentrepreneurial Self-Efficacy*. Oral presentation at the 48<sup>th</sup> Tourism and Travel Research Association Conference. Quebec, Canada.
18. **Ferreira, B.**, Carrillo, B., Szczytko, R. & Seekamp, E. (March 21, 2017). *Exploring the meaning within the movement: craft beer from the members' perspectives*. Oral presentation at the Southeastern Recreation Research Conference, Asheville, NC.
19. **Ferreira, B.** & Morais, D. (March 20, 2017). *Uncovering the training needs of tourism microentrepreneurs in NC*. Oral presentation at the Southeastern Recreation Research Conference, Asheville, NC.
20. Morais, D. B., **Ferreira, B. S.**, Hoogendoorn, G., & Wang, Y. A. (June 14, 2016). *Co-construction of knowledge through Participatory Action Research: People-First Tourism methodology and research tools*. Qualitative methods workshop delivered at the 47<sup>th</sup> Travel and Tourism Research Association Conference. Vail, CO.
21. **Ferreira, B.**, Morais, D., Bunds, K., & Pollack, J. (April 4, 2016). *Mentoring Tourism e-Microentrepreneurship: the Self-Efficacy Scale for rural development change agents*. Oral presentation at the Northeastern Recreation Research Conference. Maryland, MD.
22. **Ferreira, B.**, Bunds, K., Morais, D., & Pollack, J. (March 22, 2016). *A Mixed Methods Study to Develop and Validate the Tourism e-Microentrepreneurial Self-Efficacy Scale*. Oral presentation at the Southeastern Recreation Research Conference. Asheville, NC.
23. **Ferreira, B.**, Morais, D., & Lorscheider, M. (March 23, 2015). *Using web marketplaces to reach untapped markets*. Poster presented at the Southeastern Recreation Research Conference. Asheville, NC.

24. Kellison T., Bunds K., & **Ferreira B.** (Feb 20, 2015). *Sport franchises, civic paternalism, and social division in bankrupt Detroit*. Oral presentation at Southern Sport Management Association Conference. Baton Rouge, LA.

### **Non-refereed presentations**

1. **Ferreira, B.** (September 27, 2022). *The case for tourism microentrepreneurship*. Oral presentation at the Webinar on Solutions, Practices, and Action – Tourism’s Contribution to the SDGs, Center for Sustainable Tourism, Arizona State University.
2. Freeze, J., **Ferreira, B.**, & Morais, D. (July 15, 2021). *People-first Destination Stewardship: A Permatourism Approach*. Oral presentation at the Destinations International Annual Convention, Baltimore, MD.
3. Bowen, B., **Ferreira, B.**, Morais, D., & Jakes, S. (November 15, 2018). *Vacation Vittles: lessons from Ocean Isle Beach*. Oral presentation at the State Extension Conference, Raleigh, NC.
4. Patterson, V., **Ferreira, B.**, & Morais, D. (April 18, 2018). *The Impact of Tourism Microentrepreneurship on Family Farming Operations*. Poster presented at the 27<sup>th</sup> Annual NCSU Undergraduate Research & Creativity Spring Symposium. Raleigh, NC.
5. **Ferreira, B.** (November 14, 2017). *Fork2Farmer*. Ignite presentation at the statewide Extension Local Food Training. Pittsboro, NC.
6. **Ferreira, B.**, Bowen, B., & Jakes, S. (May 25, 2016). *Fork2Farmer: a new strategy on agritourism development*. Oral presentation at the NC Cooperative Extension Service Community and Economic Development Statewide Conference, Winston-Salem, NC.
7. Kerchmar, C., **Ferreira, B.**, Harms, A., & Li, P. (April 21, 2016). *eSports Career Path: the KYMIRA example*. Poster presented at the Leadership & Innovation Showcase by NC State's Poole College of Management. Raleigh, NC.
8. **Ferreira, B.**, Kelly, S., & Morais, D. (December 10, 2015). *Using web marketplaces to reach untapped markets*. Oral presentation at the State Extension Conference, Raleigh, NC.
9. **Ferreira B.**, Willis A., Kriegel C., & Hitchins J. (Mar 8/9, 2015). *People-First Marketplace*. Poster presented at the Social Entrepreneurship and Education Consortium Conference. High Point, NC.
10. **Ferreira B.**, Willis A., Kriegel C. & Hitchins J. (Feb 11, 2015). *People-First Marketplace*. Poster presentation and elevator pitch at the UNC Social Entrepreneurship Conference. Greensboro, NC

### **Invited presentations**

1. **Ferreira, B.** (October 12, 2023). *Natural and cultural heritage to the rescue in Roşia Montana: tourism saves the day!* Research webinar for the Cultural Tourism Geographies Lab at the Peruvian University of Applied Sciences, Peru.
2. **Ferreira, B.** (October 26, 2022). *Agricultura apoiada por veranistas: o permatourismo na Carolina do Norte*. Oral presentation at the webinar “IV Encontro de Inovação e Empreendedorismo em Turismo”, organized by the Núcleo de Pesquisa em Turismo

- at the Universidade Unigranrio, Brazil. <https://www.youtube.com/watch?v=MQ-dapRULfY&t=6061s>
3. **Ferreira, B.** (August 30, 2022). *Community development through agritourism*. Oral presentation at the webinar “Developing community-based tourism in Hainan, China”, organized by the Hainan Community Farms Association, China.
  4. **Ferreira, B.** (February 12, 2022). *Key symptoms of destination health*. Oral presentation at the webinar “AI for SMART destination stewardship” organized by the Smart Community Tourism Webinar Series. <https://youtu.be/lQxWai0S8o8?t=1469>
  5. **Ferreira, B.** (October 28, 2020). *Oportunidades para el microemprendimiento turístico pospandémico*. Oral presentation at the webinar “Recuperación del turismo en comunidades rurales en Colombia”, organized by the Tadeo Lozano University.
  6. **Ferreira, B.,** Morais, D., & Bowen, B. (September 4, 2018). *Vacation Vittles*. Oral presentation at the 1<sup>st</sup> Innovation Lab for the NC State Social Innovation Fellows. Raleigh, NC.
  7. **Ferreira, B.** (June 22, 2018). *Autoeficacia empresarial en turismo*. Oral presentation at the Red Cultural del Banco de la República. San Andrés, Colombia.
  8. **Ferreira, B.,** Morais, D., & Nazariadli, S. (November 3, 2016). *People-First Tourism: Enabling equitable livelihoods glocally*. Poster presented at the "Seeding Global Research: A Networking Reception" by NC State's Office of International Affairs, Raleigh, NC.
  9. **Ferreira, B.** (May 24, 2016). *Fork2Farmer*. Oral presentation at NC State’s Outreach & Engagement packCONNECT. Kinston, NC.
  10. **Ferreira, B.,** Meyer, A. (May 2, 2016). *People-First Tourism in Northern Wake County*. Oral presentation at the Wake County Northern Regional Center. Wake Forest, NC.
  11. Morais, D. B., **Ferreira, B. S.,** & Nazariadli, S. (February 8, 2016). *University engagement, research and community partnerships through the P1tLab*. Web presentation to graduate seminar of Universidade Europeia. Lisbon, Portugal.
  12. **Ferreira, B.** (October, 2015). *People-First Tourism in Eastern Wake County*. Oral presentation at the Wake County Eastern Regional Center. Zebulon, NC.
  13. **Ferreira, B.** (September, 2015). *Conceptualizing Tourism e-Microentrepreneurial Self-Efficacy*. Oral presentation at the P1tLab on the occasion of the visit of Dr. Jafar Jafari. Raleigh, NC.
  14. **Ferreira, B.** (March 25, 2015). *Engaged learning at the College of Natural Resources: a People-First-Tourism approach*. Oral presentation at NC State’s College of Natural Resources on the occasion of the visit of Chancellor Randy Woodson. Raleigh, NC.
  15. **Ferreira, B.** (Sep 04, 2014). *River Mondego: a sea-lamprey grassroots conservation model in Europe*. Oral presentation at Dr. Kittle Autry’s Environmental Communication class. Raleigh, NC.



16. Wallace, T. & **Ferreira, B.** (Aug 22, 2014). *People-First Tourism in Guatemala*. Web presentation for undergraduate seminar at Universidad dell Valle de Guatemala – Altiplano Campus. Lago de Atitlán, Guatemala.

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## GRANTS

### Since employment with ASU

- Wise, N., Andereck, K., Bricker, K., Manuel-Navarrete, D., **Ferreira, B.**, Buzinde, C., and Xiao, X. *Customizing Sustainable Tourism Development for Island Destinations: Assessing Socio-Ecological and Socio-Economic Indicators, the case of Galápagos*. Cintana/Arizona State University, \$13,500 (co-PI) [awarded] 2021
- Bricker, K., Xiao, X., Lu, J., **Ferreira, B.**, Xu, Y., and Lee, Y. *Five-Finger Mountain National Park Baseline Study*. Hainan Institute for National Parks, (\$70,000) (co-PI) [under review]. 2023
- Bricker, K., Xiao, X., Lu, J., **Ferreira, B.**, and Xu, Y. *Chinese National Parks Symposium*. Hainan Institute for National Parks \$41,000 (co-PI) [under review].
- Zhang, L., **Ferreira, B.**, Zhen, C., Lu, J., and Pan, Y. *Mechanisms and Effects of Micro-regeneration of Old Residential Communities in Hainan*. Hainan Province Branch of the Natural Science Foundation of China (High-Level Talent Grant), RMB 100,000 (~\$15,000) (co-PI) [not awarded]. 2022
- Andereck, K., Wise, **Ferreira, B.**, Choe, Y., & Xiao, X. *Visitor profile study*. Oregon Tourism Commission, dba Travel Oregon, \$100,000 (co-PI) [not awarded]. 2021
- Andereck, K., Wise, N., Choe, Y., **Ferreira, B.**, & Xiao, X. *Ketchikan, Alaska tourism strategy*. Ketchikan Gateway Borough, \$59,105 (co-PI) [not awarded]. 2021

### Graduate student grants and fellowships

- NC State University, \$500 2019  
*Graduate Student Association Travel Assistance Award*
- Tourism Cares for Tomorrow, \$4,000 2018  
*ASTA Holland America Line Graduate Research Scholarship*
- NC State University, \$3,000 2018  
*Parks, Recreation and Tourism Fellowship*
- Southeast States Chapter of TTRA, \$1,000 2017  
*Sean McCarthy Memorial Research Grant*
- NC State University, \$44,000 2016 – 2017  
*Provost's Doctoral Fellowship*
- Southeast States Chapter of TTRA, \$1,000 2016  
*Sean McCarthy Memorial Research Grant*

Southeast States Chapter of TTRA, \$1,000 <i>Sean McCarthy Memorial Research Grant</i>	2015
NCSU Institute for Nonprofits, \$200 <i>Social entrepreneurship scholarship</i>	2015

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## TEACHING

### **Arizona State University** – School of Community Resources and Development

- CRD 552: Critical Issues of Community Development (Spring 2023, instructor of record)
- TDM 205: Intro to Travel and Tourism (Spring 2020 – 2023, instructor of record)
- TDM 401: Tourism Management/Management of Tourism and Leisure Enterprises (Fall 2020 – 2023 instructor of record)
- CRD 683: Fieldwork (May 16, 2021, guest lecturer)
- TDM 402: Assessment & Evaluation of Community Services (Fall 2021, instructor of record)
- CRD 500-620: (Community) Research Methods (October 27, 2020, guest lecturer)

### **Hainan University** – HNU/ASU Joint International Tourism College

- Experiencing Western Culture (Spring 2022, invited instructor)

### **North Carolina State University** – Department of Parks, Recreation & Tourism Management

- PRT 380: Analysis and Evaluation in Parks and Recreation (Fall 2019, Spring 2019, Fall 2018, Fall 2016, teaching assistant with lab instruction)
- PRT 152: Introduction to Parks, Recreation and Tourism (November 14, 2019, guest lecturer)
- PRT 238: Diversity and Inclusion in Recreation and Sport (Fall 2017, Spring 2015, teaching assistant)
- PRT 220: Introduction to Tourism Management and Commercial Recreation (Fall 2015, co-instructor of record)

### **Universidad Jorge Tadeo Lozano**– Department of Industrial Design, *Bogotá, Colombia*

- Design of tourism experiences in the Colombian Caribbean (Summer 2019, Summer 2018, invited instructor)

### **School for the Teachers of the Future**, *Quelimane, Mozambique*

- Didactics of Physical Education (2009, instructor of record)

### **Ministry of Education of Portugal**, *various locations*

- Physical Education (2006-2008, grades 1-4, instructor of record)
- Physical Education (2003-2005, grades 7-12, intern)

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## STUDENT MENTORSHIP

### **Arizona State University** – School of Community Resources and Development

- Yuxiao “Haily” Zhao (Advisor). (Master’s thesis research), Integrating intangible cultural heritage into destination planning and management, *Fall 2023* –
- Yanjie Long (Mentor). Documenting the Chinese craft beer movement (extra-curricular project), *2022/2023*
- Qihang “Russ” Mi (Advisor). (Master’s thesis research), Examining the voluntourism phenomenon in Hainan, *Fall 2022* –
- Kimberly Wilson (Co-Advisor). Examining sustainable travel practices at Olivia Travel agency (TDM 593: Applied Project), *Summer 2022*
- Benjamin Rupert (Co-Advisor). Development of the Great Basin Indigenous Tourism strategic plan (TDM 593: Applied Project), *Summer 2022*
- Samuel Holdren (Co-Advisor). Develop an evidence-based approach for a tour operator's grant-giving program (TDM 593: Applied Project), *Fall 2021*
- Sarah Daniel (Co-Advisor). Development of a sustainable culinary trail in Peru (TDM 593: Applied Project), *Summer 2021*
- Diego Cando Bermeo. Development of a business plan for a boutique hotel in Ecuador (TDM 593: Applied Project), *Summer 2021*
- Mariela Rodriguez (Co-Advisor). Development of tourism curriculum for high-school students in Puerto Rico (TDM 593: Applied Project), *Fall 2020*

**North Carolina State University** – Dep. of Parks, Recreation & Tourism Management

- Liu, Henghao (Co-Advisor). Undergraduate social science research conducted at P1tLab, Airbnb experiences hosts’ motivations, *2019/2020*
- Patterson, Victoria (Co-Advisor). Undergraduate social science research conducted at P1tLab, Agritourism motivations, *2018/2019*

**SERVICE**

**Arizona State University** – School of Community Resources and Development

- **Peer teaching evaluator**, *Fall 2021*
- **Committees**
  - **Chair**
    - Search Committee – Assistant Teaching Professor of TDM for HAIRC: *2023-2024*
  - **Member**
    - Scholarship and Awards: *2020-2021*
    - Undergraduate Standards and Appeals: *2021-2022*
    - Search Committee – Assistant Professor of TDM for HAIRC: *2021-2022*
    - Search Committee – Assistant Teaching Professor of TDM for HAIRC: *2022-2023*

**North Carolina State University**

- **Committees**
  - **President**, ES King Village Residents Council: *September 2017 – December 2019*

- **Member,**
  - PRTM Communications: *Spring 2016*
  - ES King Village Residents Council: *March 2016 – August 2016*
- **Events**
  - **Presenter**
    - Postcards from Around the World: Portugal, NC State's Osher Lifelong Learning Institute, *March 15, 2018*
    - Opportunities at EaST Research Group & Tourism Extension, PRTM Visitation Day, *October 31, 2016; October 31, 2015; August 18, 2015*
  - **Translator and co-host,**
    - Dr. Carlos Neto, University of Lisbon, during his participation in the 15<sup>th</sup> Annual Design Institute, The Natural Learning Initiative, *October 5/6, 2017*
  - **Co-host**
    - Dr. Isao Okayasu, Hiroshima University of Economics, (one week long) visits to NC State, *2015, 2016, 2017, 2018*
    - Dr. Kazem Vafadari, Ritsumeikan Asia Pacific University, visit to NC State, *18-21 December, 20017*
  - **Panelist**
    - Community-based research, NC State's Civically Engaged Scholars program, *Nov 12, 2019*

## Professional

- **Assistant guest editor**
  - Sustainability (Economic and Business Aspects of Sustainability), *2020 – 2022*
    - Special issue: Microentrepreneurial Resilience and Recovery in Face of the COVID-19 Pandemic
- **Journal reviewer**
  - Revista Turismo & Desenvolvimento, *2023*
  - Geography of Beer (Book), *2023*
  - Tourism Management Perspectives, *2022*
  - Journal of Sustainable Tourism, *2022*
  - Tourism Planning and Development, *2022*
  - Tourism Review International, *2020 –*
  - Journal of Agriculture, Food Systems, and Community Development, *2020 –*
  - Sustainability (Tourism, Culture, and Heritage), *2020 –*
  - Qualitative Market Research, *2022*
  - Tourism Culture & Communication, *2022*
  - Evergreen, *2022*
  - Land, *2021*
  - Journal of Leisure Research, *2021*
  - International Journal of Environmental Research and Public Health, *2021*

- Open Agriculture, 2019
- **Conference Abstract Reviewer**
  - Travel and Tourism Association International Conference, 2020, 2021, 2023
  - Environment & Recreation Research Symposium, 2019
  - Southeast Recreation Research Conference, 2019
- **Volunteer**
  - Travel and Tourism Association International Conference, 2016, 2017, 2019
- **Member**, Travel and Tourism Association International, 2016 – present

## Community

- **Organizer and moderator**, “Tourism gig economy in small communities”, a Smart Community Tourism Webinar, December 10, 2021. <https://www.youtube.com/watch?v=OJWkcPLMl60&t=355s>

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## VIDEO PRODUCTION

1. Helms, T. (Director), & **Ferreira, B.**, Morais, D., & Bowen, B. (Producers). (2019). *Fork to Farmer – Cleveland County* [Video file]. In *YouTube*. <https://www.youtube.com/watch?v=RfoVGYSQFxs>
2. Helms, T. (Director), & **Ferreira, B.**, Morais, D., & Bowen, B. (Producers). (2019). *Fork to Farmer – Franklin County* [Video file]. In *YouTube*. <https://www.youtube.com/watch?v=updxwiD922o>
3. Dreyer, D. & Werz, P. (Directors), & **Ferreira, B.**, Morais, D., & Bowen, B. (Producers). (2019). *Fork to Farmer – Moore County* [Video file]. In *YouTube*. <https://www.youtube.com/watch?v=w5Duk44nKE&t=>
4. Simmons, A. & Sliffe, J. (Directors), & **Ferreira, B.**, Morais, D., & Bowen, B. (Producers). (2019). *Fork to Farmer – Wake County II* [Video file]. In *YouTube*. <https://www.youtube.com/watch?v=jWTH3oln2vs>
5. Browne, M. (Director), & **Ferreira, B.** & Morais, D. (Producers). (2016). *Fork to Farmer – Madison County* [Video file]. In *YouTube*. [https://www.youtube.com/watch?v=UAIAPUcl1Iw&list=PL1CvA6Q2fgG\\_Dxf\\_IVubgbJk2b9QlJKUO&t=19s&index=7](https://www.youtube.com/watch?v=UAIAPUcl1Iw&list=PL1CvA6Q2fgG_Dxf_IVubgbJk2b9QlJKUO&t=19s&index=7)
6. Browne, M. (Director), & **Ferreira, B.** & Morais, D. (Producers). (2016). *Fork to Farmer – Buncombe County* [Video file]. In *YouTube*. [https://www.youtube.com/watch?v=JyHYmadcMTw&list=PL1CvA6Q2fgG\\_Dxf\\_IVubgbJk2b9QlJKUO&t=30s&index=6](https://www.youtube.com/watch?v=JyHYmadcMTw&list=PL1CvA6Q2fgG_Dxf_IVubgbJk2b9QlJKUO&t=30s&index=6)
7. Browne, M. (Director), & **Ferreira, B.** & Morais, D. (Producers). (2016). *Fork to Farmer – Lenoir County* [Video file]. In *YouTube*. [https://www.youtube.com/watch?v=hEJqdNk7Rck&list=PL1CvA6Q2fgG\\_Dxf\\_IVubgbJk2b9QlJKUO&t=0s&index=5](https://www.youtube.com/watch?v=hEJqdNk7Rck&list=PL1CvA6Q2fgG_Dxf_IVubgbJk2b9QlJKUO&t=0s&index=5)
8. Browne, M. (Director), & **Ferreira, B.** & Morais, D. (Producers). (2016). *Fork to Farmer – Randolph County* [Video file]. In *YouTube*. <https://www.youtube.com>

[/watch?v=QUJaYTEkskM&list=PL1CvA6Q2fgG\\_Dxf\\_IVubgbJk2b9QlJKUO&t=2s&index=4](https://www.youtube.com/watch?v=QUJaYTEkskM&list=PL1CvA6Q2fgG_Dxf_IVubgbJk2b9QlJKUO&t=2s&index=4)

9. Browne, M. (Director), & **Ferreira, B.** & Morais, D. (Producers). (2015). *Fork to Farmer – Wake County I* [Video file]. In *Youtube*. [https://www.youtube.com/watch?v=zuMLKkZ67s8&t=27s&list=PL1CvA6Q2fgG\\_Dxf\\_IVubgbJk2b9QlJKUO&index=2](https://www.youtube.com/watch?v=zuMLKkZ67s8&t=27s&list=PL1CvA6Q2fgG_Dxf_IVubgbJk2b9QlJKUO&index=2)

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**LANGUAGES**

Portuguese (native), English (fluent), Spanish (fluent)

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