Bruno Ferreira, PhD

(September 2026)
Associate Teaching Professor
School of Community Resources and Development
HAIC – HNU/ASU International College, Hainan, China
Arizona State University
bsimoesf@asu.edu

EDUCATION

North Carolina State University 2019
Ph.D., Parks, Recreation and Tourism Management
Dissertation: *Permatourism: concept development and empirical validation*

North Carolina State University 2016
M.S., Parks, Recreation and Tourism Management
Thesis: *Dev. and validation of the Tourism e-Microentrepreneurial Self-Efficacy scale*

Technical University of Lisbon, Portugal 2005
Bachelor of Science in Sports Sciences

PROFESSIONAL EXPERIENCE

Arizona State University, Hainan, China
Associate Teaching Professor 2025 –
Assistant Professor 2020 – 2025
Adjunct Faculty 2020

North Carolina State University, Raleigh, NC
Research & Teaching Assistant 2014 – 2019

Humana Povo para Povo, Bahia, Brazil
Community Development Project Manager 2011 – 2013

One World Institute, Lillehammer, Norway
Instructor & team leader 2010 – 2011

Associação Desenvolvimento Povo Para Povo, Zambezia, Mozambique
Instructor & student advisor 2009

Ministry of Education of Portugal, several locations
Physical Education Teacher 2003 – 2008

AWARDS

Anne Larason Schneider Community Research Award ($3,000) 2022
For a participatory action-research proposal in Roșia Montană, Romania

The Grange Award 2018

For professional excellence in the NC Cooperative Extension Service

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PUBLICATIONS

Journal Articles

1. Zhan, Y., Choe, Y., **Ferreira, B.**, & Lee, W. (2026). From the Virtual to On-site Visiting: A Phenomenological Exploration of Tourists' Perceived Value of Tourism E-Commerce Livestreaming in Hainan, China. *Tourism Review International*, *30*(3), 295-310.

2. **Ferreira, B.** (2026). When the spotlight is shone on farmers: the transformative power of video in tourism research*. Consumer Behavior in Tourism and Hospitality, 21*(1), 157–170. https://doi.org/10.1108/CBTH-06-2024-0200

3. **Ferreira, B.**, Hoogendoorn, G., Back, A., & Xu, Y. H. (2024). Second-home tourism in tropical China: residents' perception of socio-economic impacts. *Scandinavian Journal of Hospitality and Tourism*, *24*(2), 199–221. https://doi.org/10.1080/15022250.2024.2369062

4. **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

5. **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

6. 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.

7. **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.

8. **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*.*

9. **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. (2024). Permatourism. In J. Jafari, & H. Xiao (eds.), *Encyclopedia of Tourism* (pp. 786–787)*.* Springer. https://doi.org/10.1007/978-3-030-74923-1_894

2. Morais, D. & **Ferreira, B.** (2022). Microentrepreneurship. In D. Buhalis (ed.), *Encyclopedia of Tourism Management and Marketing* (pp. 210–213). 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* (pp. 464–466). 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). Springer. 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). 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). 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). Emerald.

5. Morais, D., **Ferreira, B.**, & Wallace, T. (2017). Aprendizagem Aplicada e Investigação-Acção 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). Editora da UFRGS.

Conference proceedings

1. **Ferreira, B.** (2025). *Exploring cross-cultural perceptions of craft beer: employing Q methodology in tourism research.* Proceedings from the 55th Travel and Tourism Research Association Conference. Galway, Ireland. https://scholarworks.umass.edu/entities/publication/664daa4b-58b0-4dde-8c4d-827949fd63a4

2. **Ferreira, B.**, & Long, Y. (2023). *Hop(e)s of rural revitalization in China? The craft brewers' perspectives.* Proceedings from the 53rd Travel and Tourism Research Association Conference. St. Louis, Missouri. https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2901&context=ttra

3. **Ferreira, B.**, & Morais, D. (2022). *The regenerative power of video and film: The Fork-to-Farmer approach.* Proceedings from the 52nd Travel and Tourism Research Association Conference. Victoria, Canada. https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2719&context=ttra

4. Szabo, A., & **Ferreira, B.** (2022). *Could tourism be the real gold mine?.* Proceedings from the 52nd Travel and Tourism Research Association Conference. Victoria, Canada. https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2801&context=ttra

5. **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 51st Travel and Tourism Research Association Conference (online). https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2606&context=ttra

6. **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 50th Travel and Tourism Research Association Conference. Melbourne, Australia. https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2364&context=ttra

7. **Ferreira, B.** (2018). *From Farm-to-Fork to Fork-to-Farmer: advancing Permatourism in North Carolina*. Proceedings from the 49th Travel and Tourism Research Association Conference. Miami, FL. https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2211&context=ttra

8. **Ferreira, B.** Morais, D. B., & Brothers, G. (2018). *Entrepreneurship in tourism education: a self-efficacy approach*. Proceedings from the 49th Travel and Tourism Research Association Conference. Miami, FL. https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2169&context=ttra

9. **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

10. 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 47th Travel and Tourism Research Association Conference, Vail, CO. https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1270&context=ttra

Technical reports, white papers and fact-sheets

1. Chon, D., Wengel, Y., **Ferreira, B.**, & Lee, S. (2026). *Hainan, Naturally Yours: Branding of Hainan* [White paper]. Student Entrepreneurship & Innovation Center (SEIC) at Hainan University-Arizona State University International College (HAIC). doi.org/10.5281/zenodo.18230889

2. **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

3. 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

4. **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

5. 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

6. 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

7. **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

8. Nazariadli, S., **Ferreira, B.**, Morais, D. B., & Bass, J. (2017). *Overview of SMS survey services* (Report No. P1tLab 2017-001).

9. 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

10. **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/

SYMPOSIA

Refereed presentations

1. **Ferreira, B.** (March 10, 2026). *Localism in Craft Beer: Exploring Community and Identity in the Chinese Scene.* Oral presentation at the ATLAS Critical Tourism Studies Asia-Pacific In-Between Conference, Kyoto, Japan.

2. Szabo, A., Zhao, Y., **Ferreira, B.,** & Cimino, A. (March 09, 2026). *Precarity and commodification of living heritage: can creative tourism help?* Oral presentation at the ATLAS Critical Tourism Studies Asia-Pacific In-Between Conference, Kyoto, Japan.

3. Wang, X., & **Ferreira, B.** (March 10, 2026). *Navigating Study Travel: Insights and Strategies for Educational Tourism Development in Hainan, China.* Oral presentation at the ATLAS Critical Tourism Studies Asia-Pacific In-Between Conference, Kyoto, Japan.

4. Wang, W., & **Ferreira, B.** (March 09, 2026). *Breaking Barriers: Women's Contributions to China's Male-Dominated Craft Beer Scene.* Oral presentation at the ATLAS Critical Tourism Studies Asia-Pacific In-Between Conference, Kyoto, Japan.

5. Szabo, A. & **Ferreira, B.** (July 9, 2025). *The Research-Fatigued Community: A Case for Participatory Action-Research?* Oral presentation at the 5th ISA Forum of Sociology. Rabat, Morocco.

6. **Ferreira, B.** (June 24, 2025). *Exploring cross-cultural perceptions of craft beer: employing Q methodology in tourism research.* Qualitative methods workshop delivered at the 55th Travel and Tourism Research Association Conference. Galway, Ireland.

7. Mi, Q., **Ferreira, B.**, Mayer, C., & Bricker, K. (January 14, 2025). *Will sweep for surf: exploring non-conventional tourism in Riyue Bay, Hainan*. Oral presentation at the 4th ATLAS Critical Tourism Studies Asia-Pacific Conference, Haikou, China.

8. Zhao, Y., **Ferreira, B.**, Szabo, A., & Cimino, A. (January 14, 2025). *Creative tourism: making intangible cultural heritage "come alive".* Oral presentation at the 4th ATLAS Critical Tourism Studies Asia-Pacific Conference, Haikou, China.

9. Li, X., & **Ferreira, B.** (January 15, 2025). *Advancing the diversity and inclusion agenda in the homestay tourism sector in China.* Oral presentation at the 4th ATLAS Critical Tourism Studies Asia-Pacific Conference, Haikou, China.

10. **Ferreira, B.** (January 15, 2025). *Lost in Translation: Exploring the Meaning of Craft Beer in China.* Oral presentation at the 4th ATLAS Critical Tourism Studies Asia-Pacific Conference, Haikou, China.

11. **Ferreira, B.**, & Szabo, A. (August 28, 2024). *Tension and Transformations in a Mining Community post-UNESCO Recognition – the case of Roșia Montană.* Oral presentation at the 16th European Sociological Association Conference, Porto, Portugal.

12. **Ferreira, B.**, Hoogendoorn, G., Back, A., & Xu, Y. H. (August 25, 2024). *The socioeconomic impact of second home tourism in China*. Oral presentation at the 35th International Geographical Congress, Dublin, Ireland.

13. **Ferreira, B.** & Long, Y. (June 13, 2023). *Hop(e)s of rural revitalization in China? The craft brewers' perspectives.* Poster presentation at the 53rd Travel and Tourism Research Association Conference. St. Louis, Missouri.

14. Szabo, A., & **Ferreira, B.** (June 15, 2022). *Could tourism be the real gold mine?.* Oral presentation at the 52nd Travel and Tourism Research Association Conference (online).

15. **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 52nd Travel and Tourism Research Association Conference (online).

16. **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 51st Travel and Tourism Research Association Conference (online).

17. HengHao, L., **Ferreira, B.**, Morais, D., & Brothers, G. (March 29–31, 2020). *The breadth and depth of AirBnB Experiences microentrepreneurs.* Oral presentation at 42nd Southeast Environment and Recreation Research Conference (online).

18. **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 50th Travel and Tourism Research Association Conference. Melbourne, Australia.

19. **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 41st Southeastern Recreation Research Conference, Athens, GA.
20. 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 41st Southeastern Recreation Research Conference. Athens, GA.
21. Morais, D. & **Ferreira, B.** (March 14, 2019). *Hence Permatourism: Thinking beyond sustainability for more equitable destinations*. Poster presentation at the 2nd International Conference on Tourism Research. Porto, Portugal.
22. 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 2nd International Conference on Tourism Research. Porto, Portugal.
23. **Ferreira, B.** & Morais, D. (October 15, 2018). *O sector equestre como potenciador de Permaturismo no sudeste estado-unidense.* Oral presentation at the 11th Congreso Internacional de Turismo Rural y Desarrollo Sostenible. Nicoya, Costa Rica.
24. 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 11th Congreso Internacional de Turismo Rural y Desarrollo Sostenible. Nicoya, Costa Rica.
25. **Ferreira, B.** Morais, D. B., & Brothers, G. (June 27, 2018). *Entrepreneurship in tourism education: a self-efficacy approach*. Oral presentation at the 49th Travel and Tourism Research Association Conference. Miami, FL.
26. **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 49th Travel and Tourism Research Association Conference. Miami, FL.
27. **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 40th Southeastern Recreation Research Conference. Athens, GA.
28. **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 48th Tourism and Travel Research Association Conference. Quebec, Canada.
29. **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.

30. **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.

31. 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 47th Travel and Tourism Research Association Conference. Vail, CO.

32. **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.

33. **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.

34. **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.

35. 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.** & Szabo, A. (June 8, 2026). *Nature+: Sowing the seeds of an engaged scholarship culture at HAIC and beyond.* Oral presentation at the 1st Laobacha Talk by Hainan University's Student Entrepreneurship and Innovation Center, Haikou, China.

2. **Ferreira, B.**, & Zhao, H. (June 23, 2024). *Framework for Community Development and Planning: Introduction to Permatourism Planning and Creative Experiences Design.* Half-day workshop delivered at the International Symposium on Management and Practice of National Parks in the United States, Haikou, China.

3. **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.

4. 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.

5. 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.

6. Patterson, V., **Ferreira, B.**, & Morais, D. (April 18, 2018). *The Impact of Tourism Microentrepreneurship on Family Farming Operations*. Poster presented at the 27th Annual NCSU Undergraduate Research & Creativity Spring Symposium. Raleigh, NC.

7. **Ferreira, B.** (November 14t, 2017). *Fork2Farmer.* Ignite presentation at the statewide Extension Local Food Training. Pittsboro, NC.

8. **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.

9. 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.

10. **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.

11. **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.

12. **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.** (June 21, 2024). *Concession management in US National Parks.* Panelist at the International Symposium on Management and Practice of National Parks in the United States, Haikou, China.

2. **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.

3. **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.

4. **Ferreira, B.** (October 26, 2022). *Agricultura apoiada por veranistas: o permaturismo 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

5. **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.

6. **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

7. **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.

8. **Ferreira, B.,** Morais, D., & Bowen, B. (September 4, 2018). *Vacation Vittles*. Oral presentation at the 1st Innovation Lab for the NC State Social Innovation Fellows. Raleigh, NC.

9. **Ferreira, B.** (June 22, 2018). *Autoeficacia empresarial en turismo*. Oral presentation at the Red Cultural del Banco de la República. San Andrés, Colombia.

10. **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.

11. **Ferreira, B.** (May 24, 2016). *Fork2Farmer.* Oral presentation at NC State's Outreach & Engagement packCONNECT. Kinston, NC.

12. **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.

13. Morais, D. B., **Ferreira, B. S.**, & Nazariadli, S. (February 8, 2016). *University engagement, research and community partnerships through the P1tLab*. Webinar for the master's program in tourism at the Universidade Europeia. Lisbon, Portugal.

14. **Ferreira, B.** (October, 2015). *People-First Tourism in Eastern Wake County.* Oral presentation at the Wake County Eastern Regional Center. Zebulon, NC.

15. **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.

16. **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.

17. **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.

18. Wallace, T. & **Ferreira, B**. (Aug 22, 2014). *People-First Tourism in Guatemala*. Webinar for the undergraduate program in tourism at the Universidad del Valle de Guatemala – Altiplano Campus. Lago de Atitlán, Guatemala.

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* 2021

Destinations: Assessing Socio-Ecological and Socio-Economic Indicators, the case of Galápagos. Cintana/Arizona State University, $13,500 (co-PI) [awarded].

Bricker, K., Xiao, X., Lu, J., **Ferreira, B.**, and Xu, Y. *Chinese National Parks Symposium*. Hainan Institute for National Parks ($41,000 budgeted) (co-PI) [awarded]. 2023

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) [not awarded]. 2023

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 2015
Sean McCarthy Memorial Research Grant

NCSU Institute for Nonprofits, $200 2015
Social entrepreneurship scholarship

TEACHING

Arizona State University – School of Community Resources and Development

- TDM 480: Sustainable Tourism (Spring 2026, instructor of record)

- TDM 215: Arizona Bucket List (Spring 2026, instructor of record)
- CRD 552: Critical Issues of Community Development (Spring 2023 – 25, instructor of record)
- TDM 205: Intro to Travel and Tourism (Spring 2020 – 2025, instructor of record)
- TDM 401: Tourism Management/Management of Tourism and Leisure Enterprises (Fall 2020 – 2025; Summer 2024 & 2025, 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 & 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)

STUDENT MENTORSHIP

Arizona State University – School of Community Resources and Development

Graduate:

- Yuxiao "Hailly" Zhao (Chair). Hanging by a Thread - Challenges to Intangible Cultural Heritage Transmission: Li Brocade and the Promise of Creative Tourism (Master's thesis research), *Fall 2023 – Summer 2025*

- Qihang "Russ" Mi (Chair). Shifting Tides: The Socioeconomic, Cultural, and Environmental Impacts of Non-Conventional Tourism in Riyue Bay, Hainan (Master's thesis research), *Fall 2022 – Summer 2025*
- Yang Zhan (Co-chair). Exploring consumers' perceived value of tourism e-commerce live-streaming: The case of Hainan Island (Master's thesis research), *2022/2024*
- 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 (Co-Advisor). 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*

Undergraduate:

- Wanning "Winnie" Wang (Mentor). The Faces Behind the Hops: Unveiling the Vital Role of Women in China's Craft Beer Industry (extra-curricular project), *2025 – ongoing*
- Yuhuan "Jessivia" Wan (Mentor). Exploring cross-cultural perceptions of craft beer (extra-curricular project), *2025*
- Xiangyu "Jenny" Wang, Yifei Zhou, Xinyue Liang, & Jingxuan Hao (Advisor). Pathways for study tourism development in Hainan, China: an RMP analysis (mandatory undergraduate thesis for Hainan University), *2024/2025*
- Xinping "Euros" Li (Mentor). Advancing the diversity and inclusion agenda in the homestay tourism sector in China (extra-curricular project), *2024 – 2025*
- Yuan Ming (Mentor). Microentrepreneurial pathways under enclave tourism conditions: A case study of West Island, Hainan (extra-curricular project), *2024*
- Yanjie "Sally" Long (Mentor). Documenting the Chinese craft beer movement (extra-curricular project), *2022/2023*

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 HAITC, *2023–2024*
  - **Member**
    - Scholarship and Awards, *2020–2021*
    - Undergraduate Standards and Appeals, *2021–2022*
    - Search Committee – Assistant Professor of TDM for HAITC, *2021–2022*
    - Search Committee – Assistant Teaching Professor of TDM for HAITC, *2022–2023*
    - HAITC Research Innovation Grant Committee, *2024–2025*
    - HAIC Alumni & Industry Engagement Committee, *2025–ongoing*
    - Promotion to Associate Teaching Professor Committee, *2026-2027*
- **Assistant soccer coach**
  - Mission Hills United (HAIC intra-mural team), *2022-present*

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 15th 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

- **Scientific committee member**
  - ATLAS Critical Tourism Studies Asia-Pacific conference (CTS), Haikou, China, 2024/2025
- **Co-guest editor**
  - Sustainability (Economic and Business Aspects of Sustainability), *2020 – 2022*
    - Special issue: Microentrepreneurial Resilience and Recovery in the Face of the COVID-19 Pandemic
- **Journal reviewer**
  - Tourism Management, 2026
  - Contemporary Social Science, 2025 –
  - African Journal of Ecology, 2025
  - Space & Culture, 2025
  - International Journal of Hospitality & Tourism Administration, *2024* –
  - Journal of Foodservice Business Research, *2024* –
  - Tourism Geographies, *2024*
  - Revista Turismo & Desenvolvimento/Journal of Tourism and Development, *2023*
  - Geography of Beer (Book series), *2023*
  - Tourism Management Perspectives, *2022*
  - Journal of Sustainable Tourism, *2022*
  - Tourism Planning and Development, *2022*
  - Tourism Review International, *2020 – 2023*
  - Journal of Agriculture, Food Systems, and Community Development, *2020* –
  - Sustainability (Tourism, Culture, and Heritage), *2020 – 2023*
  - 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**
  - ATLAS Critical Tourism Studies Asia-Pacific conference (CTS), *2024*
  - 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

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=UAlAPUcl1Iw&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
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
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
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

LANGUAGES

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