

**ANTHONY W DIXON**  
**338-A Stadium Tower**  
**Troy, AL 36082**  
**awdixon@troy.edu**

## **EDUCATIONAL BACKGROUND**

**Doctor of Philosophy: Parks, Recreation and Tourism Management**  
**Clemson University, Clemson, South Carolina, May 2009**

*Advisor:* Dr. Shelia Backman

*Dissertation Title:* Estimating the economic benefits derived from the college football game experience

*Emphasis Areas:* Sport, Tourism and Economic Development

**Master of Business Administration**

**East Carolina University, Greenville, North Carolina, May 2002**

*Emphasis Areas:* Strategic Management and Marketing

**Bachelor of Science: Finance**

**University of North Carolina at Wilmington**

**Wilmington, North Carolina, December 1999**

## **PROFESSIONAL EXPERIENCE**

**Interim Director:** School of Hospitality, Sport and Tourism Management, Troy University: Troy Alabama. (August 2013 – Present)

- Managing the administrative affairs of the school
- Supervising departmental faculty and staff
- Providing leadership through coordinating departmental planning and curriculum evaluation and reform
- Mentoring and evaluating faculty
- Recommending personnel actions including tenure, promotion, and continuance
- Developing departmental resources through student and faculty recruitment and retention
- Providing an appropriate atmosphere for grant and contract activity
- Preparing and managing the departmental budget
- Representing the department on the campus and in the community
- Finalizing the schedule of classes of undergraduate and graduate classes
- Finalizing the assignment of undergraduate and graduate teaching duties
- Manage undergraduate and graduate student issues
- Ensure Global Campus Coordinator, Undergraduate Program Coordinator, and Graduate Program Coordinator effectively collaborate with each other
- Ensure Global Campus Coordinator, Undergraduate Program Coordinator, and Graduate Program Coordinator effectively perform assigned job responsibilities

**Assistant Professor:** Sport & Fitness Management, Department of Kinesiology and Health Promotion, Troy University: Troy, Alabama. (August 2010 – Present)

- Teach graduate courses in sport finance, research methods, and entrepreneurship
- Teach undergraduate courses in sport finance, research methods, event management, legal aspects of sport and fitness management, and introduction to sport management
- Organize and direct Research Boot Camp for department faculty members to assist with production of scholarly research
- Advise students about course selection, career aspirations, and internship opportunities
- Develop new courses for undergraduate core curriculum (research methods)
- Redesign courses in graduate core curriculum (research methods and statistics)
- Conduct scholarly research and other creative activities
- Direct graduate student research
- Serve on various committees in the department, college, and university
- Provide service to community and university
- Develop collaborative relationships with other academic units and various organizations outside the university

**Consultant:** Center for International Business and Economic Development: Sorrell College of Business, Troy University. (August 2011 – Present)

- Collaborate with members of the Center to identify potential research projects
- Meet with economic development officials throughout Alabama about potential of tourism
- Develop and present research proposals to government and economic development officials
- Develop scenarios of utilization of tourism attractions, sport facilities, and events
- Perform and interpret economic impact analysis of various sport and tourism attractions

**Assistant Professor:** Sport Management & Marketing, School of Kinesiology Marshall University: Huntington, West Virginia. (August 2009 – July 2010)

- Sport Management Research Lab Coordinator
- Responsible for transforming Sport Management Research Lab into Marshall University Research Institute for Sport Studies
- Teach undergraduate and graduate courses in sport management, sport finance, and sport tourism
- Develop new courses for undergraduate and graduate core curriculum
- Advise students about course selection, career aspirations, and internship opportunities
- Develop collaborative relationships with other academic units, various organizations, and the Athletic Department
- Serve on various committees in the department, college, and university
- Serve on graduate students' comprehensive exam committee

**Consultant:** Cabell County Conventions and Visitors Bureau: Huntington, West Virginia (Fall 2009 – Spring 2010)

- Collaborate with county officials to determine tourism development options
- Analyze various sport tourism products
- Determine information requirements to accomplish goals of sporting events
- Assist in development of tourism and sport tourism products

**Graduate Intern:** Mountain Lakes Conventions and Visitors Bureau: Oconee County, South Carolina. (Spring 2009)

- Establish and maintain cooperative relationships with private and public organizations
- Assist with promotion of various types of events
- Conduct research about visitors and potential visitors to Oconee County
- Gather and analyze data
- Create database to track CVBs performance
- Communicate with public officials

**Graduate Assistant:** Department of Parks, Recreation and Tourism Management: Clemson University, Clemson, South Carolina. (Spring 2005 – Spring 2009)

- Establish and maintain cooperative relationships with county and city organizations
- Gather research material for various research projects
- Conduct statistical analysis for numerous research projects
- Assist with economic impact analysis of various research projects
- Assist the Director and Assistant Director of Leisure Skills department with planning and organizing course schedules
- Develop curriculum for leisure skills courses
- Provide guidelines to leisure skills instructors related to course evaluation
- Assist with writing *Leisure Skills Policy and Procedure Manual*
- Assist with development of leisure skills instructor evaluation
- Manage personnel

**Consultant:** Williamsburg County, South Carolina. (Fall 2007).

- Collaborate with county officials to determine tourism development options
- Provide feasibility analysis of equestrian center for county
- Develop scenarios for utilization of equestrian center
- Interview regional equestrian centers
- Interview national, regional, and state equestrian associations

**Consultant:** Myrtle Beach Planning and Development Department: Myrtle Beach, South Carolina. (Summer 2007)

- Determine information requirements to accomplish goals of department
- Assist in development of questionnaire for summer beach visitors
- Design sampling strategy
- Train city interns on proper research procedures
- Train city interns related to the utilization of handheld computers to collect data

**Consultant:** Rock Hill Department of Parks, Recreation and Tourism: Rock Hill, South Carolina. (Summer 2006)

- Determine information requirements to accomplish goals of department
- Develop survey instrument
- Develop scenarios of yearly utilization of sport facilities
- Perform and interpret economic impact analysis of different scenarios
- Presentation of findings at city council meeting

## **TEACHING EXPERIENCE**

### **Instructor of Record**

SFM 6616: Sport Finance (Graduate), Troy University

SFM 6617: Research Methods I (Graduate), Troy University

SFM 6691: Research Methods II (Graduate), Troy University

SFM 6674: Entrepreneurship (Graduate), Troy University

SFM 6680: Practicum in Sport and Fitness Management (Graduate), Troy University

HSTM 4490: Internship in Concentration, Troy University

KHP 3355: Introduction to Sport and Fitness Management, Troy University

KHP 4445: Evaluation Procedures in Sport and Fitness Management (Developed this new undergraduate course), Troy University.

KHP 4450: Event Management (Service Learning), Troy University.

KHP 4451: Sport Finance and Business, Troy University.

KHP 4453: Legal Aspects in Sport and Physical Activity, Troy University.

ESS 674: Sport Finance, Marshall University (Developed this new Graduate course).

ESS 671: Research Methods in Sport Studies, Marshall University (Developed this new Graduate course).

ESS 475: Seminar in Sport Management & Marketing, Marshall University (Capstone course).

ESS 381: Sport Finance, Marshall University (Developed this new undergraduate course).

ESS 270: Sport Tourism, Marshall University (Developed this new undergraduate course).

PLS 340: Event Management, Marshall University.

PRTM 391: Sport Tourism, Clemson University. (Developed this new undergraduate course).

PRTM 254: Introduction to Sport Management, Clemson University.

### **Guest Lectures**

Fall 2008. *Economic Impact of events*. Presented at Clemson University in PRTM 342: Introduction to Tourism. Course Instructor: Dr. Shelia Backman.

Fall 2008. *Economics of outdoor recreation*. Presented at Clemson University in PRTM 201: The Recreation/Leisure Environment. Course Instructor: Dr. William Hammitt.

Fall 2007. *Budgeting and financial management of recreation/leisure organizations*. Presented at Clemson University in PRTM 321: Recreation Administration. Course Instructor: Dr. Skye Arthur-Banning.

Fall 2007. *Economics of outdoor recreation*. Presented at Clemson University in PRTM 201: The Recreation/Leisure Environment. Course Instructor: Dr. Chi Ok Oh.

Spring 2006. *Introduction to Sport Management*. Presented at Clemson University in PRTM 101: Concepts of Leisure. Course Instructor: Preetha Sundareswaran.

Spring 2006. *Economic impact of events*. Presented at Clemson University in PRTM 455: Advance Programming for Parks and Recreation. Course Instructor: Dr. Denise Anderson.

## **SCHOLARSHIP AND CREATIVE ACTIVITY**

### **PEER-REVIEWED PUBLICATIONS**

**Dixon, A.**, Henry, M., & Martinez, M. (2013). Assessing the economic impact of sport tourists' expenditures related to a university's baseball season attendance. *Journal of Issues in Intercollegiate Athletics*, 6, 96-113.

**Dixon, A.**, Oh, C., & Draper, J. (2012). Access to the beach: Comparing the economic values of coastal residents and tourists. *Journal of Travel Research*, 54(6), 742-753.

**Dixon, A.**, Backman, S., Norman, W., & Backman, K. (2012). Expenditure based segmentation of sport tourists. *Journal of Sport & Tourism*, 17(1), 5-21.

**Dixon, A.**, Oh, C., Backman, S., Norman, W., Backman, K., & Henry, M. (2012). Valuing the private consumption benefits of the college football game experience. *Journal of Issues in Intercollegiate Athletics*, 5, 172-191.

Cheung, S. Y., Mak, J. Y., & **Dixon, A.** (2012). Active sport tourist in the 2009 East Asian Games. *Research Quarterly for Exercise and Sport*, 83, A-24.

Oh, C., Draper, J., & **Dixon, A.** (2010). Comparing resident and tourist preferences for public beach access and related amenities. *Ocean & Coastal Management*, 53, 245-251.

Oh, C., Draper, J., & **Dixon, A.** (2009). Assessing tourists' multi-attribute preferences for public beach access. *Coastal Management*, 37(2), 119-135.

Anderson, D. & **Dixon, A.** (2008). Winning isn't everything: Goal orientation and gender differences in university leisure-skills classes. *Recreational Sport Journal*, 33, 1-12.

**Dixon, A.**, Oh, C., & Draper, J. (2008) Management and policy implications of coastal tourism forecasts. *Tourism Analysis*, 13, 579-590.

Oh, C., **Dixon, A.**, Mjelde, J., & Draper, J. (2008). Valuing visitors' economic benefits of public beach access points. *Ocean & Coastal Management*, 51(12), 847-853.

**Dixon, A.**, Hegreiness, R., Arthur-Banning, S., & Wells, M. (2007). Maximizing the economic potential of youth sport tournaments. *The Journal of Youth Sport*, 2, 24-28.

Arsal I. & **Dixon, A.** (2007). Conference report: Travel and Tourism Research Association 38<sup>th</sup> Annual Conference, Las Vegas, Nevada. *Event Management*, 11, 157-158.

## **MANUSCRIPTS IN PROGRESS**

**Dixon, A.** & Martinez, M. Assessing fan motivation in college sport: Implications for strategic marketing.

Cheung, S. Y., Mak, J. Y., & **Dixon, A.** Active sport tourists in the 2009 East Asian Games: Impacts and images.

**Dixon, A.**, Oh, C., Backman, K., & Backman, S. Valuing sport tourist's experiences.

**Dixon, A.**, & Oh, C. Assessing the use value of sporting events: An application of the contingent valuation method.

**Dixon, A.**, & Cockrell, R. Estimating the economic impact of commercial hunting outfitters on State of Alabama.

**Dixon, A.** Comparing sport tourists' expenditures across multiple sporting events.

Barrett, M., **Dixon, A.**, & Martinez, J. Examining the perceived importance and success of social media in accomplishing organizational objectives.

Martinez, J., Stinson, J., & **Dixon, A.** Internal marketing in intercollegiate athletic departments: Maximizing effectiveness across job types.

**Dixon, A.** Estimating the use value of the college basketball game experience.

**Dixon, A.**, & Henry, M. Economic impact of a college football season on a rural economy.

**Dixon, A.**, & Brookover, R. Have sport tourists' expenditure levels return: Comparing a PGA tournament before and after the Great Recession.

**Dixon, A.**, & Henry, M. Assessing the economic impact of sport tourist's expenditures: An investigation of college basketball.

**Dixon, A.** Comparing the spectators' motivation to attend sporting events across multiple sports.

Draper, J., **Dixon, A.**, & Oh, C. Influence of perceived impacts and resource attachment on residents' attitudes and support for tourism.

## GRANTS

- Dixon, A.** (2013). Athletic Training and Sport & Fitness Management Costa Rican international service learning experience. *Chancellor's Initiative Grant*. Awarded: \$2,178.
- Mixon, P., & **Dixon, A.** (2012). Financial feasibility of proposed sport and entertainment complex in Foley, Alabama. *City of Foley, Alabama*. Awarded: \$20,000.
- Dixon, A. (2012). Assessing fan motivation in college sport: Implications for strategic marketing. *Troy University Faculty Development Funds*. Awarded: \$375.
- Dixon, A.** (2012). Instructional improvement in economic impact analysis: Attending IMPLAN training seminar. *Troy University Faculty Development Funds*. Awarded: \$2,000.
- Blankenship, W., & **Dixon, A.** (2011). Economic impact of Bass Fishing Hall of Fame. *Marshall County, Alabama*. Not funded: \$20,000.
- Dixon, A.**, & Blankenship, W. (2011). Economic impact of the Garret Coliseum and State fairgrounds. *Montgomery County, Alabama*. Not funded: \$25,000.
- Dixon, A.** (2011). Economic benefits derived from the college football game experience. *Troy University Faculty Development Funds*. Awarded: \$725.
- Draper, J., & **Dixon, A.** (2010). Economic impact of the 2011 Houston Marathon. *Houston Marathon Committee*. Not funded: \$20,000.
- Yin, C., Mak, J., & **Dixon, A.** (2009). Economic benefits of the 2009 East Asian Games in Hong Kong. *Dr. Stephen Hui Research Center*. Awarded: \$3,795.
- Brookover, R., **Dixon, A.**, & Wright, B. (2009). Estimating the economic impact of the 2009 Artisphere: The international arts festival of Greenville. *Metropolitan Arts Council*. Not funded: \$30,000.
- Dixon, A.**, & Backman, S. (2007). Economic benefits of the Clemson University football season. *Clemson University Athletic Department*. Not funded: \$10,000.
- Dixon, A.** & Brookover, R. (2007). Evaluating the effectiveness of Internet surveys in estimating the economic impact of golf tournament attendees. *The Heritage Classic Foundation*. Not funded: \$5,000.
- Oh, C., Draper, J., & **Dixon, A.** (2007). South Carolina coastal resident needs assessment and economic analysis at local beaches. *Office of Ocean and Coastal Resource Management, South Carolina Department of Health and Environmental Control*. Awarded: \$37,000.
- Oh, C., **Dixon, A.**, & Slocum, S. (2007). Assessing visitor characteristics and economic benefits of Table Rock State Park. *South Carolina Park Service*. Awarded: \$5,000.

Oh, C., **Dixon, A.**, & Draper, J. (2006). South Carolina beach visitors' preferences. *Office of Ocean and Coastal Resource Management, South Carolina Department of Health and Environmental Control*. Awarded: \$67,450.

**Dixon, A.**, Norman, W., & Henry, M. (2006). The economic impact of a proposed cycling center. *Rock Hill, South Carolina, Department of Parks, Recreation and Tourism*. Awarded: \$10,000.

Norman, W., **Dixon, A.**, & Henry, M. (2005). The economic impact of a proposed velodrome. *Rock Hill, South Carolina, Department of Parks, Recreation and Tourism*. Awarded: \$5,000.

Backman, S., Backman, K., Brookover, R., Henry, M., Norman, W., & **Dixon, A.** (2005). Economic impacts of the MCI Heritage Classic golf tournament. *The Heritage Classic Foundation*. Awarded: \$48,000.

### **INVITED PRESENTATIONS**

**Dixon, A.** Economic impact of sport tourism. *South Carolina Recreation and Park Association's 63<sup>rd</sup> Annual State Conference*, Greenville, SC, September 7 – 9, 2008.

### **PEER-REVIEWED CONFERENCE PRESENTATIONS**

**Dixon, A.**, Backman, S., Backman, K., & Dixon, H. Segmenting sport tourists: A novel approach. *2<sup>nd</sup> World Research Summit for Tourism and Hospitality: Crossing the Bridge*. Orlando, Florida: December 15-17, 2013.

Montgomery, R., **Dixon, A.**, & Martinez, J. M. Evaluating sport sponsorship effectiveness at a mid-major Division I institution. *Sporting Entertainment & Venues Tomorrow*, Columbia, South Carolina: November 20-22, 2013.

**Dixon, A.**, Martinez, M., Barrett, M., & Martin, C. Social media marketing in intercollegiate athletics: Usage and effectiveness. *Sport Marketing Association*. Albuquerque, New Mexico: October 23-26, 2013.

**Dixon, A.**, Martinez, J., & Barrett, M. Assessing fan motivation in college sport: Implications for strategic marketing. *Sport Marketing Association*. Orlando, Florida: October 23-27, 2012.

Martinez, J. M., Stinson, J., & **Dixon, A.** Internal marketing in intercollegiate athletic departments: Maximizing effectiveness across job type. *North American Society of Sport Management*. Seattle, Washington: May 22-26, 2012.

Barrett, M., & **Dixon, A.** Effectiveness of social media marketing strategies in intercollegiate athletics departments. *Southern Sport Management Conference*, Troy, Alabama: April 11-13, 2012.



- Cockrell, R. & **Dixon, A.** Economic impact of non-resident hunters visiting commercial hunting outfitters in Alabama. *Southern Sport Management Conference*, Troy, Alabama: April 11-13, 2012.
- Cheung, S. Y., Mak, J. Y., & **Dixon, A.** Active sport tourist in the 2009 East Asian Games. *American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD): National Convention & Exposition*, Boston, Massachusetts: March 13-17, 2012.
- Dixon, A.**, & Oh, C. Economic benefits derived from the college football game experience. *Sporting Entertainment & Venues Tomorrow*, Columbia, South Carolina: November 16-18, 2011.
- Dixon, A.**, & Henry, M. Estimating the economic significance of college football as a tourism attraction. *Southeast Travel and Tourism Association*, Destin, Florida: March 23-25, 2011.
- Dixon, A.** Valuing the private consumption benefits derived from the college football game experience. *North American Society of Sport Management*, Tampa, Florida: June 1-5, 2010.
- Dixon, A.** Estimating the economic significance of college baseball games as a tourist attraction. *Southeast Travel and Tourism Association*, Nashville, Tennessee: March 22-24, 2010.
- Dixon, A.**, Schenewark, J., Henry, M., & Maxey, B. Estimating the economic impact of college baseball games on local economy. *Southern Sport Management Conference*, Troy, Alabama: April 14-16, 2010.
- Oh, C., Draper, J., & **Dixon, A.** Comparison of resident and tourist preferences for public beach access. *The Coastal Society 22<sup>nd</sup> Annual Conference*, Wilmington, NC: June 19 -21, 2010.
- Anderson, D. & **Dixon, A.** Goal orientation and gender differences in leisure skills courses. *National Recreation and Park Association Annual Conference*, Indianapolis, IN: September 25 – 29, 2007.
- Dixon, A.**, Backman, S., Norman, W., Backman, K., & Brookover, R. Expenditure-based segmentation of sport tourists. *Travel and Tourism Research Association Annual Conference*, Las Vegas, NV: June 19 -21, 2007.
- Oh, C., **Dixon, A.**, Draper, J., & Mjelde, J. Estimating tourists' economic values of public beach access. *Travel and Tourism Research Association Annual Conference*, Las Vegas, NV: June 19 -21, 2007.
- Oh, C., Draper, J., **Dixon, A. W.**, & von Kolnitz, E. (2007). Understanding visitors' preferences for public beach access using a stated preference choice approach. *International Symposium on Society and Natural Resources*, Park City, UT: June, June 17-21, 2007

Oh, C., Draper, J., & **Dixon, A. W.** (2007). Assessing visitor preferences for beach access. *Northeastern Recreation Research Symposium*, Bolton Landing, NY: April 15 - 17, 2007

**Dixon, A.**, Draper, J., Norman, W., Backman, S., Backman, K., & Brookover, R. Segmenting sport tourist by days attended: Implications for event management and marketing. *Southeast Travel and Tourism Society Annual Conference*, Biloxi, MS: March 19-21, 2007.

**Dixon, A.** & Wooten, M. The sport and museum connection: Assessing spectator satisfaction at a golf tournament using museum research. *Southeast Travel and Tourism Society Annual Conference*, Sarasota, FL: April 3-7, 2006.

**Dixon, A.** & Aarsal, I. Using PDAs to evaluate services. *North Carolina and South Carolina Recreation and Park Association Joint Conference*, Asheville, NC: November 12-16, 2005.

#### **NON-PEER REVIEWED PRESENTATIONS**

**Dixon, A.**, Backman, S., Norman, W., & Backman, K. (2007). Segmentation of golf tournament attendees. *2007 College of Health, Education and Human Development Faculty Forum*, Clemson University, April 2007.

Aarsal, I., **Dixon, A.**, & Backman, S. (2007). Destination competitiveness: SWOT analysis of Myrtle Beach. *2007 College of Health, Education and Human Development Faculty Forum*, Clemson University, April 2007.

Oh, C., Draper, J., & **Dixon, A.** (2007). Understanding visitors' preferences for public beach access using a stated preference choice approach. *2007 College of Health, Education and Human Development Faculty Forum*, Clemson University, April 2007.

**Dixon, A.** Economic impact studies of tourism in South Carolina: On-going projects. *Promoting Graduate Research of South Carolina Universities: The Governor's New Initiative*, Columbia, SC, April, 25, 2006.

**Dixon, A.** & Aarsal, I. Present and Future Research Objectives of Clemson University's Department of Parks, Recreation and Tourism Management. *College of Health, Education and Human Development Annual Presentation*, Clemson, SC, September 21, 2005.

#### **TECHNICAL REPORTS**

**Dixon, A.**, & Mixon, P. (2012). *Economic development analysis of proposed tourist development and multisport complex*. Report prepared for City of Foley, Alabama.

- Dixon, A.** (2011). *Economic impact of 2011 Alabama high school super-regional softball tournament on local economy*. Report prepared for Troy Parks and Recreation Department, Troy, Alabama.
- Yin, C., Mak, J., & **Dixon, A.** (2010). *Economic benefits of the 2009 East Asian Games in Hong Kong*. Report prepared for Dr. Stephen Hui Research Center, Hong Kong.
- Brookover, R. & **Dixon, A.** (2008). *Strategic/Product Development Plan for Tourism and Recreation in Fountain Inn, South Carolina*. Report prepared for Greenville County Planning Department and City of Fountain Inn, South Carolina.
- Dixon, A.** & Oh, C. (2008). *A strategic tourism plan for the Salkehatchie Region, South Carolina: Estimating the economic impact of tourism development*. Report prepared for Salkehatchie Leadership Institute, Allendale, South Carolina.
- Dixon, A.** (2008). *Assessing visitor characteristics and economic analysis of Clemson University baseball games*. Report prepared for Clemson University Athletic Department, Clemson, South Carolina.
- Draper, J., **Dixon, A.**, & Oh, C. (2008). *South Carolina coastal residents needs assessment and economic analysis at local beaches*. Report prepared for South Carolina Department of Health and Environmental Control, Charleston, South Carolina.
- Slocum, S., **Dixon, A.**, & Oh, C. (2007). *Assessing visitor characteristics and economic benefits of Table Rock State Park in South Carolina*. Report prepared for South Carolina State Park Service, Columbia, South Carolina.
- Oh, C., **Dixon, A.**, & Draper, J. (2006). *Visitor needs assessment and economic analysis at South Carolina beaches*. Report prepared for South Carolina Department of Health and Environmental Control, Charleston, South Carolina.
- Norman, W., **Dixon, A.**, & Henry, M. (2006). *The economic impacts of a proposed cycling center in Rock Hill, South Carolina*. Report prepared for Rock Hill Department of Parks, Recreation and Tourism, Rock Hill, South Carolina.
- Oh, C & **Dixon, A.** (2006). *A strategic tourism development and marketing plan for Kershaw County, South Carolina: Estimating the economic impact of tourism development*. Report prepared for Economic Development Office, Kershaw County, South Carolina.
- Backman, S., Backman, K., Brookover, R., Henry, M., Norman, W., & **Dixon, A.** (2006). *Economic impacts of the MCI Heritage Classic golf tournament*. Report prepared for The Heritage Foundation, Hilton Head Island, South Carolina.
- Norman, W., **Dixon, A.**, & Henry, M. (2005). *Economic impact of a proposed velodrome*. Report prepared for Rock Hill Department of Parks, Recreation and Tourism, Rock Hill, South Carolina.

## RESEARCH EXPERIENCE

**Principal Investigator:** *Financial feasibility of sport and entertainment complex in Foley, Alabama.* Troy University, Troy, Alabama, Summer 2012.

**Principal Investigator:** *Economic impact of Troy University's Athletic Department on State of Alabama.* Troy University, Troy, Alabama, Spring 2012.

**Principal Investigator:** *Economic impact of Alabama High School Super-Regional Softball Tournament.* Troy Parks and Recreation Department, Troy, Alabama, Spring 2011.

**Co-project Coordinator:** *Economic benefits of the 2009 East Asian Games in Hong Kong.* Dr. Stephen Hui Research Center, Spring 2010.

**Data Analyst:** *Recreational needs assessment for Irmo-Chapin, South Carolina.* Cities of Irmo and Chapin, South Carolina, Summer 2009.

**Data Analyst:** *Strategic development plan for tourism and recreation in Greer, South Carolina.* City of Greer, South Carolina, Spring 2009.

**Project Coordinator:** *Assessing visitor characteristics and economic analysis of Clemson University basketball games.* Clemson University Athletic Department. (Spring 2009).

**Project Coordinator:** *Economic analysis of Clemson University home football games.* Clemson University Athletic Department. (Fall 2008).

**Project Coordinator:** *Strategic/product development plan for tourism and recreation in Fountain Inn, South Carolina.* Greenville County Planning Department and City of Fountain Inn, South Carolina. (Summer 2008).

**Project Coordinator:** *A strategic tourism plan for the Salkehatchie Region, South Carolina: Estimating the economic impact of tourism development.* Salkehatchie Leadership Institute. (Spring 2008).

**Project Coordinator:** *Assessing visitor characteristics and economic analysis of Clemson University baseball games.* Clemson University Athletic Department. (Spring 2008).

**Co-Project Coordinator:** *South Carolina coastal residents' needs assessment and economic analysis at local beaches.* South Carolina Department of Health and Environmental Control, Ocean and Coastal Resource Management. (Fall 2007).

**Economic Analysis Coordinator:** *Assessing visitor characteristics and economic benefits of Table Rock State Park in South Carolina.* South Carolina Park Service. (Spring 2007).

**Project Coordinator:** *An examination of student experiences in Leisure Skills courses at Clemson University.* Department of Leisure Skills. (Spring 2006 – present).

**Co-Project Coordinator:** *Visitor needs assessment and economic analysis at South Carolina beaches.* South Carolina Department of Health and Environmental Control, Ocean and Coastal Resource Management. (Spring 2006).

**Project Coordinator:** *The economic impacts of a proposed cycling center in Rock Hill, South Carolina.* Rock Hill Department of Parks, Recreation and Tourism. (Spring 2006).

**Project Coordinator:** *Preferences of Tournament Attendees at the Verizon Heritage Golf Tournament.* The Heritage Foundation. (Spring 2006).

**Project Coordinator:** *A strategic tourism development and marketing plan for Kershaw County, South Carolina: Estimating the economic impact of tourism development.* Economic Development Office of Kershaw County. (Fall 2005).

**Project Coordinator:** *Economic impact of a proposed velodrome.* Rock Hill, South Carolina Department of Parks, Recreation and Tourism. (Summer 2005).

**Project Coordinator:** *Visitors of 54<sup>th</sup> annual Sun Fun Festival.* Myrtle Beach Chamber of Commerce. (Summer 2005).

**Project Coordinator:** *A profile of visitors using the Myrtle Beach Airport.* Myrtle Beach Airport. (Summer 2005).

**Lead Research Assistant:** *Economic impact of the MCI Heritage Classic golf tournament: Study of spectators.* The Heritage Foundation. (Spring 2005).

**Lead Research Assistant:** *Economic impact of the MCI Heritage Classic golf tournament: Study of sponsors.* The Heritage Foundation. (Spring 2005).

## **CURRENT RESEARCH PROJECTS**

**Dixon, A., Oh, C., & Mathner, R.** Assessing active sport tourists' multi-attribute preferences for event selection.

**Dixon, A., Mathner, R., & Martin, C.** Learning outcome of a service learning course in sport management.

**Dixon, A.** Determining the willingness to pay for campus recreation facilities.

**Dixon, A.** Determinants of sport tourist's expenditures.

**Dixon, A.** Factor influencing sport tourists' willingness to pay.

## **GRADUATE-ADVISED RESEARCH**

Riley Montgomery (Fall 2012 – Spring 2013). *Measuring the effectiveness of sponsorship in football at Troy University*. Troy University.

Taylor Edwards (Fall 2012 – Spring 2013). *Economic impact study of NCAA men's College Cup*. Troy University.

Jonathan Gardner (Fall 2012 – Spring 2013). *Effects of current student recreation facilities on students' decision to attend Troy University*. Troy University.

Brandon Williams (Fall 2012 – Spring 2013). *The motivation factors of adults using leisure time to participate in parks and recreational/leisure activities*. Troy University.

Bart Barnes (Fall 2012 – Spring 2013). *Visitor expenditure profile for AISA football championship*. Troy University.

Chris Wasson (Fall 2012 – Spring 2013). *Effectiveness of social media promotional activities in Major League Soccer*. Troy University.

Brynna Waters (Fall 2012 – Spring 2013). *Effectiveness of social media as communication strategy at Division I FBS automatics qualifying schools*. Troy University.

Rustin Cockrell (Fall 2011 – Spring 2012). *Estimating the economic impact of non-resident hunters using commercial outfitters in Alabama*. Troy University.

Matthew Barrett (Fall 2011 – Spring 2012). *Effectiveness of social media marketing strategies in intercollegiate athletic departments*. Troy University.

Stephanie Vieira (Fall 2011 – Spring 2012). *Aspects influencing college choice among international student-athletes*. Troy University.

Clifford McRoberts (Fall 2011 – Spring 2012). *Differences in fan attendance motivation for attendees of collegiate athletic events*. Troy University.

Elizabeth Brown (Fall 2011 – Spring 2012). *An ethnographic look at the lives of college football players at a small Division-I Football Bowl Series University*. Troy University.

Edward Bailey (Fall 2011 – Spring 2012). *Analysis of subsequent behaviors and performances of college football programs following major infractions*. Troy University.

Chris Dennis (Fall 2011 – Spring 2012). *Factors influencing the college choice of student-athletes*. Troy University.

Steven Adams (Fall 2011 – Spring 2012). *Determining the factors that influence fan attendance at collegiate athletic events*. Troy University.

Andrew Dickinson (Fall 2010 – Spring 2011). *Primary motives for college athletic donors*. Troy University.

Chad Jenkins (Fall 2010 – Spring 2011). *Assessing gender differences in motivating factors to attend college basketball games*. Troy University.

Derick Thomas (Fall 2010 – Spring 2011). *Comparing motivational factors for attendance to NCAA basketball games between season ticketholders and single game ticketholders*. Troy University.

Evan Hawkins (Fall 2010 – Spring 2011). *Sponsor motives for sport sponsorship participation at Troy University*. Troy University.

Mike Conley (Fall 2010 – Spring 2011). *Motivational factors for intercollegiate athlete's participation: Emphasis on track and field*. Troy University.

### **GRADUATE STUDENT COMMITTEE MEMBERSHIP**

*Master's (Non-Thesis)*, Marshall University, Spring 2010

- Andrew Donovan, M.S. Athletics Administration
- Jane DeWitt, M.S. Athletics Administration

### **SERVICE**

#### **Professional Service**

*Editorial Board*, Event Management.

*Associate Editor*, Journal of Sport Supervision and Administration.

*Reviewer*, Journal of Sport Management

*Reviewer*, Journal of Leisure Research

*Reviewer*, Tourism Management.

*Reviewer*, Leisure Sciences.

*Reviewer*, North American Society of Sport Management Conference, 2011-2012.

*Reviewer*, American Alliance for Health, Physical Education, Recreation and Dance Conference, 2012 - 2013.

*Reviewer*, Southern Sport Management Conference (2011 – present).

*Southern Sport Management Conference*, Executive Committee Member (2010 - present).

*Southern Sport Management Conference*, Student Presentation Judge (2009 – 2011).

#### **University Service**

*University representative*, Study-aboard program development with Hospitality and Tourism Management Program-Guatemala. Troy University, Summer 2013.

*Program leader*, Sport Management Study Aboard in Costa Rica. Troy University, Spring 2013.

*Appointed member*, Economic Impact of Troy University Taskforce. Troy University, Spring 2012.

*Faculty advisor*, Lambda Chi Alpha. Troy University, 2011 – present.

*Elected committee member, Marshall University Distinguished Artist and Scholar Award Committee. Marshall University, 2009.*

### **College Service**

*Appointed member, Ph.D. in Sport Management Proposal Taskforce. Troy University, Spring 2013.*

*Appointed Chair, Hospitality and Tourism Management Graduate Curriculum Development Taskforce. Troy University, Fall 2012 – present.*

*Appointed Chair, School of Hospitality, Sport and Tourism Management Proposal Taskforce. Troy University, Spring 2012 – Summer 2013.*

*Appointed Chair, Bachelor of Science in Hospitality, Sport and Tourism Management Proposal Taskforce. Troy University, Spring 2012.*

*Appointed Chair, Hospitality, Sport and Tourism Management Curriculum Development Taskforce. Troy University, Spring 2012.*

*College representative, Study-abroad and faculty research collaboration program development with UNIBE in Costa Rica. College of Health and Human Services, Troy University, Spring-Summer 2012.*

*Secretary, Planning and Review Committee, College of Education and Human Services. Marshall University, 2009.*

### **Departmental Service**

*Search committee Chair, Hospitality Management Tenure-Track position search eTroy. Troy University, Spring 2013.*

*Search committee Chair, Tourism Management Tenure-Track position search Troy Campus. Troy University, Spring 2013.*

*Search committee Chair, Tourism Management Tenure-Track position search eTroy. Troy University, Spring 2013.*

*Search committee member, Kinesiology and Health Promotion Chair position search Troy Campus, Spring 2013.*

*Search committee Chair, Sport and Fitness Management Tenure-Track position search Troy Campus. Troy University, Fall 2012.*

*Appointed member, Ph.D. in Sport and Fitness Management Proposal Taskforce. Troy University, Fall 2011.*

*Search committee member, Sport and Fitness Management Tenure-Track position search San Antonio, TX. Troy University, Spring 2012.*

*Department representative, Study-abroad and faculty research collaboration program development with UNIBE in Costa Rica. College of Health and Human Services, Troy University, Spring-Summer 2012.*

*Committee member, Sport and Fitness Management Undergraduate Curriculum Committee. Troy University, 2010 – present.*

*Committee member, Sport and Fitness Management Graduate Curriculum Committee. Troy University, 2010 – present.*

*Director, Scholarly Research Boot Camp. Troy University, 2011 – present.*

*Faculty advisor, Phi Epsilon Kappa. Troy University, 2011 – present.*

*Department representative, Honors Convocation. Troy University, 2012.*

*Department representative, IMPACT Sessions. Troy University, 2011 – present.*



*Department representative*, Troy University Preview Day, 2011 – present.  
*Department representative*, Troy University Graduation Ceremony. Troy University, 2010 – present.  
*Co-Director*, Department of Kinesiology and Health Promotion Awards Banquet. Troy University, 2011.  
*Attendee*, Homecoming and Alumni Activities. Troy University, 2010 – present.  
*Appointed member*, Strategic Leadership Committee, School of Kinesiology. Marshall University, 2009.

### **Community Service**

*Co-Director*, Troy KHP Miracle League Charity Golf Tournament. Department of Kinesiology and Health Promotion, Troy University, 2011 – present.  
*Co-Director*, Children's Health Field Day. Department of Kinesiology and Health Promotion, Troy University, 2011 – present.  
*Committee member*, Miracle League Playground Project. Troy, Alabama, Fall 2012 – present.  
*Head Coach*, Soccer youth league, Troy Parks and Recreation Department. Troy, Alabama, Fall 2012.  
*Principal Investigator*, Economic impact of 2011 Alabama Super-Regional Softball Tournament. Troy Parks and Recreation Department, Troy Alabama, Spring 2011.  
  
*Assistant Coach*, Tee ball youth league, Troy Parks and Recreation Department. Troy, Alabama, 2012.  
*Assistant Coach*, Soccer youth league, Troy Parks and Recreation Department. Troy, Alabama, 2011.  
*Member*, Camp New You Program Evaluation Committee. School of Kinesiology, Marshall University, 2009.

### **PROFESSIONAL DEVELOPMENT**

Blackboard Teaching Online Proficiency (TOP 2012) Course. Fall 2012.  
IMPLAN Training Seminar, Minneapolis, Minnesota. Summer 2012  
Southern Sport Management Association Annual Conference. Spring 2009 – 2012.  
Scholarly Research Boot Camp. Troy University, Fall 2011  
Sport Entertainment and Venues Tomorrow Annual Conference. Fall 2011.  
National Park and Recreation Association Annual Conference. Fall 2011.  
State of Alabama Ethics Training. Troy University, 2011 – 2012.  
Southeast Travel and Tourism Research Association Annual Conference. Spring 2006, 2007, 2010 – 2011.  
Research Boot Camp. Marshall University, Spring 2010.  
Faculty Teaching Seminar. Marshall University, Fall 2009.  
First Annual Conference on Teaching and Learning. Marshall University, Fall 2009.  
North American Society of Sport Management Annual Conference. Spring 2007.  
Travel and Tourism Research Association Annual Conference. Spring 2007.  
South Carolina Recreation and Park Association Annual Conference. Fall 2008.  
North Carolina and South Carolina Recreation and Park Association Joint Conference. Fall 2005.

## **AWARDS**

*2014 Chancellor's Fellow Program*, Troy University.

*Troy University Faculty Development Funds*, Troy University. Awarded \$375 (September 2012).

*Troy University Faculty Development Funds*, Troy University. Awarded \$2000 (April 2012).

*Troy University Faculty Development Funds*, Troy University. Awarded \$725 (December 2011).  
*INCO Faculty Development Funds*, Marshall Foundation, Marshall University, awarded \$500 (April 2010).

*Faculty Development Funds*, College of Education and Human Services, Marshall University, awarded \$820 (December 2009).

*Certificate of Excellence*, College of Health, Education and Human Development, Clemson University (April 2008).

*Graduate Student Award of Excellence*, Department of Parks, Recreation and Tourism Management, Clemson University (April 2008).

*Graduate Student Travel Award* (\$750), Department of Parks, Recreation and Tourism Management, Clemson University (September 2007).

*Professional Enrichment Grant* (\$200), Clemson University's Graduate Student Government (July 2007).

*Graduate Student Travel Award* (\$250), Department of Parks, Recreation and Tourism Management, Clemson University (June 2007).

*Best Student Presentation* (\$1000), Southeast Travel and Tourism Society Annual Conference, Sarasota, Florida (March 2006).

*Graduate Assistantship*, Department of Parks, Recreation and Tourism Management, Clemson University, Clemson, South Carolina (January 2005- May 2009).

## **ORGANIZATION MEMBERSHIPS**

Sport Marketing Association  
Travel and Tourism Research Association  
North American Society of Sport Management  
Southeast Travel and Tourism Research Association  
Southern Sport Management Association