



Southeast Travel & Tourism Research Association
2006 Tourism Research Symposium & Annual Meeting



**March 28, 2006 ~ Hyatt Sarasota
Sarasota, Florida**

One student presenter will be awarded the 2nd Annual
"SETTRA 2006 SCHOLARSHIP" Courtesy of **The Marketing Workshop, Inc.**

Oral Presentations

Is Displacement Truly Bad? The Case of the High Point International Furniture Marketing.

Karrie M. Bartlett, Erick T Byrd, and David A Cardenas, Nancy J Gladwell. The University of North Carolina at Greensboro

Segmenting Agritourists: Implications for Marketing and Collaborative Partnerships

Jason Draper, Sajna Shenoy, Ph.D., and William C. Norman, Ph.D., Clemson University

The Broader View: State-level Tourism Accounts

Thomas E. Van Hyning, Mississippi Development Authority

Collaborative tourism planning: An application of shrimp tourism across multiple coastal regions in South Carolina

Kerry McElroy, Kyle Woosnam, Irem Arsel, and William Norman, PhD, Clemson University

Towards a typology of community engagement by heritage tourism attractions – findings of a Barbados pilot study

Michael Scantlebury Ph.D., University of Central Florida

The Sport and Museum Connection: Assessing Spectator Satisfaction at a Golf Tournament Using Museum Research

Marian H. Wooten, Anthony W. Dixon, William C. Norman, PhD, and Bob Brookover, PhD, Clemson University

Illustrated Presentations

Elements of Stakeholder Support in Rural Communities: The Case of Eastern North Carolina.

Erick T Byrd, and David A Cardenas. The University of North Carolina at Greensboro

Examining Tourism Motivation Among Classification of Environmental Values: An Application of the New Environmental Paradigm Scale

Jinhyung Chon, Georgia Southern University

The Tourism Cluster in the South Carolina Lowcountry

Julie Flowers, SC Dept of Parks, Recreation and Tourism and Katherine Easterling, University of South Carolina

Importance-Performance Analysis of Dive Shop Programs

Christina M. S. Herring and Holly E. Bosley, M.S., North Carolina State University

Evaluating the Effectiveness of Golf Resort Websites: A Comparative Study of Golf Resorts in North and South Carolina

Yu-Chin (Jerrie) Hsieh, Sunil Yoo, & Sang Won Jung, University of North Carolina Greensboro

The Influence of Language on Destination Selection

Samantha Rosenson and Kenneth Backman, PhD, Clemson University

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3400 Peachtree Rd., NE, Suite 725 Atlanta, GA 30326 (404) 364-9847P (404) 262-9518 fax

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