

## Curriculum Vitae

# Margaret J. Daniels

Assistant Professor of Tourism and Events Management  
School of Recreation, Health, and Tourism  
George Mason University  
703-993-4279, mdaniels@gmu.edu

## EDUCATION

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**Ph.D.:** Clemson University, May 2002  
**Major:** Parks, Recreation and Tourism Management  
**Emphasis:** Travel and Tourism  
**Minor:** Applied Economics

**M.A.:** University of Georgia, August 1993  
**Major:** Interpersonal Communication  
**Emphasis:** Health Communication

**B.A.:** Miami University of Ohio, May 1991  
**Major:** Interpersonal Communication  
**Emphasis:** Organizational Communication

## TEACHING EXPERIENCE

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**Teacher of Record**

**Fall 2002 - present**

*George Mason University: School of Recreation, Health, and Tourism*

TOUR 499	Independent Study
TOUR 470	Senior Seminar
TOUR 440	Meetings and Conventions
TOUR 420	Tourism Planning and Policy
TOUR 241	Practicum
TOUR 220	Introduction to Events Management
TOUR 190	Wedding Planning and Management
BIS 490	BIS Senior Project
HEAL 323	Program Leadership & Evaluation

**TEACHING EXPERIENCE, continued**

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**Teacher of Record**

**Fall 2000 – Spring 2002**

*Clemson University: Department of Parks, Recreation and Tourism Management*

PRTM 308 Leadership and Groups  
PRTM 410 Research Methods II  
PRTM 409 Research Methods I  
SPCH 250 Public Speaking

**Lab Instructor**

**Fall 1999 – Spring 2001**

*Clemson University: Department of Experimental Statistics*

EXST 301L Experimental Statistics Lab

**Teacher of Record**

**Fall 1994 – Spring 1999**

*Trident Technical College: Department of Speech, Theatre and Foreign Languages*

SPC 205 Public Speaking  
SPC 209 Interpersonal Communication

**Teaching Assistant**

**Spring 1994**

*The University of Georgia: Department of Speech Communication*

SPC 490 Health Communication

**Teacher of Record**

**Fall 1991 – Spring 1994**

*The University of Georgia: Department of Speech Communication*

SPC 108 Public Speaking  
SPC 109 Interpersonal Communication

**REFEREED JOURNAL ARTICLES**

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**Daniels, M. J.** (in press). Running solo. *Tourism Review International*.

**Daniels, M. J.** (2007). The “Sleeping Giant”: Leisure tourism branding of a business tourism destination. *Tourism Analysis*, 12, 397-407.

**Daniels, M. J.,** Bowen, H. E., & Adgani, P. A. (2007). Aristotle’s forms of proof: The keys to teaching recreation marketing. *SCHOLE: A Journal of Leisure Studies and Recreation Education*, 22, 47-50.

**REFEREED JOURNAL ARTICLES, continued**

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**Daniels, M. J.** (2007). Central place theory and sport tourism impacts. *Annals of Tourism Research, 34*(2), 332-347.

**Daniels, M. J., Baker, R., Backman, K. F., & Backman, S. J.** (2007). What sponsors want. *International Journal of Sport Management, 8*(2), 131-146.

Bowen, H. E., & **Daniels, M. J.** (2006). Beyond body: Buying and selling attitude and fantasy. *Leisure/Loisir: Journal of the Canadian Association of Leisure Studies, 30*(1), 87-110.

Bowen, H. E., **Daniels, M. J., & Ingram, L.** (2006). Hybrid analysis in tourism research. *Tourism Recreation Research, 31*(2), 59-66.

**Daniels, M. J., & Norman, W. C.** (2005). Motivations of equestrian tourists: An analysis of the Colonial Cup Races. *Journal of Sport & Tourism, 10*(3), 201-210.

Bowen, H. E., & **Daniels, M. J.** (2005). Does the music matter? Motivations for attending a music festival. *Event Management, 9*(3), 155-164.

**Daniels, M. J., Rodgers, E. B. D., & Wiggins, B. P.** (2005). "Travel Tales": An interpretive analysis of constraints and negotiations to pleasure travel as experienced by persons with physical disabilities. *Tourism Management, 26*(6), 919-930.

**Daniels, M. J., Loda, M. D., & Norman, W. C.** (2005). "Always on my mind": Recall of daily travel occurrences. *Journal of Travel and Tourism Marketing, 18*(3), 1-10.

Bowen, H. E., & **Daniels, M. J.** (2005). The Horseshoe Club: A case study of deviant leisure. *SCHOLE: A Journal of Leisure Studies and Recreation Education, 20*, 113-117.

Canberg, A. S., & **Daniels, M. J.** (2004). The diffusion of outdoor adventure leadership degree programs in the United States. *World Leisure Journal, 46*(4), 22-34.

**Daniels, M. J.** (2004). Beyond input-output analysis: Using occupation-based modeling to estimate wages generated by a sport tourism event. *Journal of Travel Research, 43*(1), 75-82.

**Daniels, M. J., Norman, W. C., & Henry, M. S.** (2004). Estimating income effects of a sport tourism event. *Annals of Tourism Research, 31*(1), 180-199.

**Daniels, M. J., Backman, K. F., & Backman, S. J.** (2003). Supplementing economic impact results with perspectives from host community business and opinion leaders. *Event Management 8*(3), 117- 125.

**REFEREED JOURNAL ARTICLES, continued**

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**Daniels, M. J., & Norman, W. C.** (2003). Estimating the economic impacts of seven regular sport tourism events. *Journal of Sport Tourism*, 8(4), 214-222.

**Daniels, M. J. & Bowen, H. E.** (2003). Feminist implications of anti-leisure in dystopian fiction. *Journal of Leisure Research*, 35(4), 423-440.

**Daniels, M. J., & Lawton, L. J.** (2003). Adolescent sport participants: Segmentation by motivation patterns. *World Leisure Journal*, 45(3), 35-42.

Norman, W.C., **Daniels, M. J.**, McGuire, F. A., & Norman, C. A. (2001). Whither the mature market: An empirical examination of heterogeneity versus homogeneity in the travel motivations of neo-mature and veteran-mature markets. *Journal of Hospitality and Leisure Marketing*, 8(3/4), 113-130.

Szucs, F. K., **Daniels, M. J.**, & McGuire, F. A. (2001). Motivations of Elderhostel participants in selected United States and European travel programs. *Journal of Hospitality and Leisure Marketing*, 9(1/2), 21-34.

Lemieux, R., Tighe, M. R., **Daniels, M. J.**, Greene, K., Hocking, J. E., Cairns, A. B., & Hale, J. L. (1998, Winter). The persuasive effect of the AIDS NAMES quilt on behavioral intentions. *Communication Research Reports*, 15(1), 113-120.

**BOOK**

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**Daniels, M. J., & Loveless, C. M.** (2007). *Wedding planning and management: Consultancy for diverse clients*. Burlington, MA: Elsevier Butterworth-Heinemann.

**BOOK-RELATED PUBLICITY**

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Ezarik, M. (2008, February). Wedding planning class not a piece of cake. *University Business* (interview), retrievable from <http://www.universitybusiness.com/viewarticle.aspx?articleid=994&p=4>

Rich, C. K. (2008, Winter). Managing bridezillas and bliss. *Mason Spirit*.

**Daniels, M. J. & Loveless, C. M.** (2007-2008). Wedding Experts Q & A (questions by Brittany Boyd), *Northern Virginia Bridal Planner*.

Kinzie, S. (2007, December 3). You're the wedding planner. Now what do you do? *The Washington Post*, retrievable from <http://www.washingtonpost.com/wp-dyn/content/article/2007/12/02/AR2007120202098.html>

(The above article was reprinted in newspapers across the United States)

**BOOK-RELATED PUBLICITY, continued**

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Rich, C. K. (2007, July 9). Course, new text introduce students to the rigors of wedding planning. *The Mason Gazette* (interview), retrievable from <http://gazette.gmu.edu/articles/10479/print>

Rousseau, C. (2007, July 6). Wedding day at Wal-mart. *Associated Press* (interview), retrievable from <http://asap.ap.org/stories/1570510.s>

Mason Book Shelf: Wedding Planning & Management (2007, Fall). *Mason Spirit*.

**Daniels, M. J., & Loveless, C. M.** (2007, June/July). Celebrity weddings inspire choices of brides to be. *Wedding Professional Magazine* (The leading magazine for wedding consultants and bridal buyers in the United Kingdom).

**BOOK CHAPTERS**

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**Daniels, M. J.,** Harmon, L. K., Park, M., & Brayley, R. E. (under review). National Mall & Memorial Parks: Past, present, future. In W. Frost, & C. M. Hall (Eds.), *Tourism and the origins and development of the National Park concept*.

**Daniels, M. J., & Pennington-Gray, L.** (2006). Introduction to political-economic construction of quality tourism experiences. In G. Jennings, & N. Nickerson (Eds.), *Quality tourism experiences* (pp. 159-170). Oxford: Butterworth Heinemann.

Bricker, K. S., **Daniels, M. J.,** & Carmichael, B. A. (2006). Quality tourism development and planning. In G. Jennings, & N. Nickerson (Eds.), *Quality tourism experiences* (pp. 171-191). Oxford: Butterworth Heinemann.

Jurowski, C., **Daniels, M. J.,** & Pennington-Gray, L. (2006). The distribution of tourism benefits. In G. Jennings, & N. Nickerson (Eds.), *Quality tourism experiences* (pp. 192-207). Oxford: Butterworth Heinemann.

Parrott, R. L., & **Daniels, M. J.** (1996). Promoting prenatal and pregnancy care to women: Promises, pitfalls and pratfalls. In R. L. Parrott & C. M. Condit (Eds.) *Evaluating women's health messages: A resource book* (pp. 205-221). Thousand Oaks: Sage.

**Daniels, M. J.,** & Parrott, R. L. (1996). Prenatal care from the woman's perspective: A thematic analysis of the newspaper media. In R. L. Parrott & C. M. Condit (Eds.) *Evaluating women's health messages: A resource book* (pp. 222-233). Thousand Oaks: Sage.

**PUBLISHED REFEREED CONFERENCE PAPERS AND ABSTRACTS**

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- Bowen, H. E., & Daniels, M. J. (2006). Hostel travel and cross-cultural understanding. *Abstracts from the 2006 Symposium on Leisure Research.*
- Daniels, M. J., Rodgers, E. B. D., & Wiggins, B. P. (2003). Understanding the pleasure travel experiences of persons with disabilities: An interpretive analysis of constraints and negotiations. *Abstracts from the 2003 Symposium on Leisure Research.*
- Daniels, M. J., Norman, W. C., & Henry, M. S. (2002). A comparison of social accounting matrix modeling techniques for estimating the personal income distribution effects of a sport tourism event across different household income levels. *Proceedings of the 33<sup>rd</sup> Annual Travel and Tourism Research Association Conference.*
- Daniels, M. J., Norman, W. D., & Henry, M. S. (2002). Occupation-based modeling as a means of assessing the income effects of sport tourism events. *Abstracts from the 2002 Symposium on Leisure Research.*
- Daniels, M. J., Henry, M. S., Norman, W. C., Backman, S. J., & Backman, K. F. (2001). Determining the relative economic impacts of a large sport tourism event. *Abstracts from the 2001 Symposium on Leisure Research.*
- Daniels, M. J., & Norman, W. C. (2001). Uncertainty reduction theory: A means of exploring travel information seeking. *Proceedings of the 32<sup>nd</sup> Annual Travel and Tourism Research Association Conference.*
- Daniels, M. J. (2000). Feminist implications of anti-leisure in dystopian fiction. *Abstracts from the 2000 Symposium on Leisure Research.*
- Norman, W. C., Daniels, M. J., & Pelletier, C. R. (2000). An examination of leisure constraints and self-efficacy across the leisure career of amateur alpine skiers. *Abstracts from the 2000 Symposium on Leisure Research.*

**OTHER ACADEMIC PUBLICATIONS**

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- Daniels, M. J. (2005). Introduction: Special issue on travelers with specialized needs. *Tourism Review International*, 8(3), 165-166.
- Daniels, M. J. (2002, Winter). [Review of the book *Leadership in leisure services: Making a difference*]. *Journal of Park and Recreation Administration*, 20(4), 201-203. Retrieved from <http://www.sagamorepub.com/ebooks/jprabackissues/jpra204333/>
- Daniels, M. J., & Cairns, A. B. (1993). Instructor's manual for the book *Persuasive communication campaigns*. Boston: Allyn & Bacon.

## PUBLICATIONS IN PROGRESS

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Bowen, H. E., & **Daniels, M. J.** (in progress). Hostelling and peace. *Annals of Tourism Research*.

**Daniels, M. J.**, & Norman, W. C. (in progress). A comparison of data collection methods at amateur sport events. *Event Management*.

Lawton, L. J. & **Daniels, M. J.** (in progress). Factors underlying resident non-visitation to a local museum. *Visitors Studies*.

## PRESENTATIONS

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**Daniels, M. J.** (2008, March). Trends in wedding planning and management: Addressing the needs of diverse clients. Invited presentation at the College of Charleston. Charleston, SC.

**Daniels, M. J.** (2008, February). Ten trends for 2008: What you need to know to plan your wedding. Invited presentation at the Bridal Showcase. Baltimore, MD.

**Daniels, M. J.** (2008, January). Ten trends for 2008: What you need to know to plan your wedding. Invited presentation at the Bridal Showcase. Dulles, VA.

**Daniels, M. J.** (2007, March). *Survey and evaluation tools for recreation managers*. Invited session presented at the Virginia Recreation & Park Society's workshop: Event Management – It's in the Details. Herndon, VA.

Kalka, J., **Daniels, M. J.**, & Feil, B. (2007, February). *Effective management*. Invited session presented at Celebrate Fairfax, Inc.: 5<sup>th</sup> Annual Events 101. Fairfax, VA.

**Daniels, M. J.** (2007, February). *Recruiting interns*. Invited session presented at Celebrate Fairfax, Inc.: 5<sup>th</sup> Annual Events 101. Fairfax, VA.

**Daniels, M. J.**, & Feil, B. (2007, February). *Community impact*. Invited session presented at Celebrate Fairfax, Inc.: 5<sup>th</sup> Annual Events 101. Fairfax, VA.

Bowen, H. E., & **Daniels, M. J.** (2006, October). *Hostel travel and cross-cultural understanding*. Paper presented at the National Recreation and Park Association 2006 Congress (presented by Bowen), Seattle, WA.

**Daniels, M. J.** (2006, February). *Developing event timelines and production schedules*. Invited session presented at Celebrate Fairfax, Inc.: 4<sup>th</sup> Annual Events 101. Fairfax, VA.

**PRESENTATIONS, continued**

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- Daniels, M. J.** (2006, February). *Increasing revenue and relationships through "friendraising."* Invited moderator for panel session at Celebrate Fairfax, Inc.: 4<sup>th</sup> Annual Events 101. Fairfax, VA.
- Daniels, M. J.**, Norman, W. C., & Lawton, L. J. (2005, June). *Sport tourism across the lifespan.* Illustrated paper presented at 2005 Travel and Tourism Research Association Conference, New Orleans, LA.
- Daniels, M. J.** (2005, February). *Surveys and evaluation for event managers.* Invited session presented at Celebrate Fairfax, Inc.: 3<sup>rd</sup> Annual Events 101. Alexandria, VA.
- Wiggins, B. P., Rodgers, E. B. D., & **Daniels, M. J.** (2004, September). *Assessing the leisure needs of persons with disabilities.* Session facilitated at the 2004 Virginia Recreation and Park Society Annual Conference (presented by Wiggins and Rodgers), Alexandria, VA.
- Pennington-Gray, L., Carmichael, B., & **Daniels, M. J.** (2004, June). *Political-economic construction of quality tourism experiences.* Illustrated paper presented at the 2004 Travel and Tourism Research Association Conference (presented by Pennington-Gray), Montréal, Canada.
- Daniels, M. J.** (2004, February). *Programming ideas for special events: The really good, the really bad, and what made them unforgettable.* Invited session presented at Celebrate Fairfax, Inc.: 2<sup>nd</sup> Annual Events 101. Fairfax, VA.
- Rodgers, E. B. D., Wiggins, B. P., & **Daniels, M. J.** (2004, January). *Addressing the physical activity needs of persons with disabilities: Application of the International Classification of Functioning, Disability and Health for Assessment.* Paper presented at the National Association for Physical Education in Higher Education 2004 Conference (presented by Rodgers and Wiggins), Clearwater Beach, FL.
- Daniels, M. J.**, Rodgers, E. B. D., & Wiggins, B. P. (2003, October). *Understanding the pleasure travel experiences of persons with disabilities: An interpretive analysis of constraints and negotiations.* Paper presented at the National Recreation and Park Association 2003 Congress, St. Louis, MO.
- Rodgers, E. B. D., **Daniels, M. J.**, & Wiggins, B. P. (2003, October). *Leisure needs of persons with disabilities.* Education session presented at the National Recreation and Park Association 2003 Congress, St. Louis, MO.
- Daniels, M. J.**, Norman, W. D., & Henry, M. S. (2002, October). *Occupation-based modeling as a means of assessing the income effects of sport tourism events.* Paper presented at the National Recreation and Park Association 2002 Congress, Tampa, FL.

**PRESENTATIONS, continued**

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**Daniels, M. J.**, Norman, W. C., & Henry, M. S. (2002, September). *Alternatives for estimating the impacts of a tourism event across host county income groups.*

Paper presented at the 2002 IMPLAN Users Conference (presented by Henry), New Orleans, LA.

**Daniels, M. J.**, Norman, W. C., & Henry, M. S. (2002, June). *A comparison of social accounting matrix modeling techniques for estimating the personal income distribution effects of a sport tourism event across different household income levels.* Paper presented at the 2002 Travel and Tourism Research Association Conference (presented by Norman), Alexandria, VA.

**Daniels, M. J.**, Loda, M. D., & Norman, W. C. (2002, June). *Always on my mind: Recall of daily travel occurrences.* Poster presented at the 2002 Travel and Tourism Research Association Conference, Alexandria, VA.

Braswell, A. C., & **Daniels, M. J.** (2002, April). *Sustainable tourism development: Attitudes regarding the responsibility of the tourism industry.* Paper presented at the 2002 Southeastern Recreation Research Conference (presented by Braswell), Athens, GA.

Loda, M. D., **Daniels, M. J.**, & Norman, W. C. (2002, April). *Tourism marketing: Investing in the best information sources.* Poster presented at the 2002 Southeastern Recreation Research Conference, Athens, GA.

**Daniels, M. J.** (2001, October). *Listen up!* CEU education session presented at the National Recreation and Park Association 2001 Congress, Denver, CO.

**Daniels, M. J.**, Henry, M. S., Norman, W. C., Backman, S. J., & Backman, K. F. (2001, October). *Determining the relative economic impacts of a large sport tourism event.* Poster presented at the National Recreation and Park Association 2001 Congress, Denver, CO.

**Daniels, M. J.**, & Norman, W. C. (2001, June). *Uncertainty reduction theory: A means of exploring travel information seeking.* Paper presented at the 2001 Travel and Tourism Research Association Conference (presented by Norman), Fort Myers, FL.

Backlund, E. A., Hammitt, W. E., & **Daniels, M. J.** (2001, February). *Recreation place bonding: A new conceptual taxonomy and empirical test of place attachment.* Paper presented at the 2001 Southeastern Recreation Research Conference (presented by Backlund), Asheville, NC.

**Daniels, M. J.** (2000, November). *Anger management.* Roundtable presented at the 8<sup>th</sup> Annual Festival & Event Managers' Workshop, Clemson, SC.

**PRESENTATIONS, continued**

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**Daniels, M. J.** (2000, October). *Feminist implications of anti-leisure in dystopian fiction*. Paper presented at the National Recreation and Park Association 2000 Congress, Phoenix, AZ.

**Daniels, M. J.** (2000, October). *Anger management: Learning to "Run the Mad"*. CEU education session presented at the National Recreation and Park Association 2000 Congress, Phoenix, AZ.

Norman, W. C., **Daniels, M. J.**, & Pelletier, C. R. (2000, October). *An examination of leisure constraints and self-efficacy across the leisure career of amateur alpine skiers*. Paper presented at the National Recreation and Park Association Research Symposium, Phoenix, AZ.

**Daniels, M. J.**, Backman, K. F., & Backman, S. J. (2000, September). *Sea Island sustainability: Comparison and implications of resident and tourist perceptions of tourism impacts on the Sea Islands of South Carolina*. Paper presented at the Sustainable Tourism Conference, Boone, NC.

**Daniels, M. J.**, & Norman, W. C. (2000, February). *Serious leisure: Preliminary scale development and testing*. Paper presented at the Southeastern Recreation Research Conference, Charleston, SC.

**Daniels, M. J.**, Backman, S. J., & Backman, K. F. (2000, February). *Culture as commodity: The Sea Islands of South Carolina*. Paper presented at the Southeastern Recreation Research Conference, Charleston, SC.

**Daniels, M. J.** (1998, October). *Course-in-a-bag development for performance classes: Making the impossible possible*. Technology in the classroom panel presentation at the 1998 annual Carolinas Speech Communication Association, Asheville, NC.

**Daniels, M. J.** (1997, September). *Anger management in interpersonal relationships*. Paper presented at the 1997 annual South Carolina Technical College Counselors' Conference in Hilton Head, SC.

**Daniels, M. J.** (1997, March). *Communicating emotions in interpersonal relationships*. Workshop presented to faculty and staff on Professional Development Day, Trident Technical College, Charleston, SC.

**Daniels, M. J.**, & Ransom, P. A. (1996, October). *Group work can work: Overcoming the barriers*. Paper presentation at the 1996 annual Carolinas Speech Communication Association, Raleigh, NC.

**PRESENTATIONS, continued**

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**Daniels, M. J., & Mihalik, K.** (1996, September). *Gender communication in the workplace: Improving employee relations*. Workshop presented at ALUMAX Manufacturing Corporation, Charleston, SC.

**Daniels, M. J., & Long, L.** (1995, April). *Clinton's health care reform speech: The rhetoric of social exchange*. Paper presented at the 1995 annual Southern States Speech Communication Association convention, New Orleans, LA.

**Daniels, M. J.** (1994, April). *Interpersonal influence during pregnancy: Whom pregnant women talk to, what about, and levels of social influence*. Paper presented at the 1994 annual Southern States Communication Association convention, Norfolk, VA (based on Master's thesis).

**Daniels, M. J.** (1993, April). *Social influence in prenatal care*. Paper presented at the 1993 annual Southern States Communication Association Convention, Lexington, KY.

Parrott, R., & **Daniels, M. J.** (1992, October). *Yours, mine, and ours--whose body is it anyway?* Paper presented at the 1992 annual meeting of the Speech Communication Association, Chicago, IL.

**TECHNICAL REPORTS**

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**Daniels, M. J.,** Brayley, R. E., Harmon, L. K., & Park, M. (2007, August). The 2007 National Independence Day Celebration: An analysis of facilities and services. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 91 pp.

**Daniels, M. J.,** Brayley, R. E., Harmon, L. K., & Park, M. (2007, June). The 2007 National Cherry Blossom Festival: An analysis of facilities and services. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 149 pp.

**Daniels, M. J.,** Brayley, R. E., Harmon, L. K., & Park, M. (2007, April). Public scoping comments report: A background report for the National Mall Plan. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 103 pp.

**Daniels, M. J.,** Lawton, L. J., & Weaver, D. B., Loomis, D., & McCleskey, J. (2007, April). Steven F. Udvar-Hazy Center visitation: An analysis of visitor feedback. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 47 pp.

**Daniels, M. J.,** Lawton, L. J., & Weaver, D. B. (2006, June). *National Air and Space Museum Steven F. Udvar-Hazy Center resident study: Phase I Preliminary findings*. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 7 pp.

TECHNICAL REPORTS, continued

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- Daniels, M. J.**, McClesky, J., Morgan, T., & Toal, M. (2006, May). *Space Day 2006 at the National Air and Space Museum's Steven F. Udvar-Hazy Center: An analysis of visitor feedback*. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 16 pp.
- Daniels, M. J.** (Ed.). (2005, July). *Tourism development at the Steven F. Udvar-Hazy Center: An analysis of programs and promotion*. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 60 pp.
- Daniels, M. J.** (Ed.). (2004, October). *Tourism development in Fairfax County, Virginia: An analysis of supply resources*. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 50 pp.
- Bowen, H. E., & **Daniels, M. J.** (2004, October). *An analysis of Celebrate Fairfax! 2004*. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 77 pp.
- Daniels, M. J.**, & Norman, W. C. (2002). *The impact of the 2001 Big League World Series*. Clemson, S.C.: Recreation Travel & Tourism Institute, Department of Parks, Recreation & Tourism Management, Clemson University. 16 pp.
- Daniels, M. J.**, & Norman, W. C. (2002). *The impact of the 2001 Carolinas Golf Association Senior Amateur Championship*. Clemson, S.C.: Recreation Travel & Tourism Institute, Department of Parks, Recreation & Tourism Management, Clemson University. 8 pp.
- Daniels, M. J.**, & Norman, W. C. (2002). *The impact of the 2001 Soccer Six National Championships*. Clemson, S.C.: Recreation Travel & Tourism Institute, Department of Parks, Recreation & Tourism Management, Clemson University. 6 pp.
- Daniels, M. J.**, & Norman, W. C. (2002). *The impact of the 2001 St. Giles Youth Soccer Classic*. Clemson, S.C.: Recreation Travel & Tourism Institute, Department of Parks, Recreation & Tourism Management, Clemson University. 17 pp.
- Daniels, M. J.**, & Norman, W. C. (2002). *The impact of the 2001 Colonial Cup Horse Races*. Clemson, S.C.: Recreation Travel & Tourism Institute, Department of Parks, Recreation & Tourism Management, Clemson University. 2 pp.
- Daniels, M. J.**, & Norman, W. C. (2001). *The impact of the 2001 Cooper River Bridge Run*. Clemson, S.C.: Recreation Travel & Tourism Institute, Department of Parks, Recreation & Tourism Management, Clemson University. 35 pp.
- Daniels, M. J.**, & Norman, W. C. (2001). *The impact of the 2001 NSA Girls Fastpitch World Series*. Clemson, S.C.: Recreation Travel & Tourism Institute, Department of Parks, Recreation & Tourism Management, Clemson University. 30 pp.

**TECHNICAL REPORTS, continued**

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**Daniels, M. J., & Norman, W. C.** (2001). *The impact of the 2001 Palmetto Tennis Championships*. Clemson, S.C.: Recreation Travel & Tourism Institute, Department of Parks, Recreation & Tourism Management, Clemson University. 9 pp.

**Daniels, M. J., & Norman, W. C.** (2001). *The impact of the 2001 Southeast Regional Championship Regatta*. Clemson, S.C.: Recreation Travel & Tourism Institute, Department of Parks, Recreation & Tourism Management, Clemson University. 4 pp.

Backman, S. J., Backman, K. F., Claussen, C. L., Henry, M., Norman, W. C., Petrick, J. F., **Daniels, M. J.** (1999). *The impact of the 1999 MCI Classic - The Heritage of Golf*. Clemson, S.C.: Recreation Travel & Tourism Institute, Department of Parks, Recreation & Tourism Management, Clemson University. 78 pp.

**GRANT AND RESEARCH EXPERIENCE**

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**Public Comment Analysis on the National Mall Plan Alternatives and Socioeconomic Impacts Analysis** (2007). \$80,000 research funding sponsored by the National Park Service. Principle Investigator: Margaret Daniels, George Mason University. Co-principle investigators: Russell Brayley, Laurlyn Harmon and Min Park, George Mason University. Modification 3 to Task Agreement Number J3992-07-0400.

**A Participant Observation Study of the 2007 National Independence Day Celebration Services and Facilities** (2007). \$7,500 research funding sponsored by the National Park Service. Principle Investigator: Margaret Daniels, George Mason University. Co-principle investigators: Russell Brayley, Laurlyn Harmon and Min Park, George Mason University. Modification 2 to Task Agreement Number J3992-07-0400.

**A Participant Observation Study of the 2007 Cherry Blossom Festival Services and Facilities** (2007). \$10,000 research funding sponsored by the National Park Service. Principle Investigator: Margaret Daniels, George Mason University. Co-principle investigators: Russell Brayley, Laurlyn Harmon and Min Park, George Mason University. Modification 1 to Task Agreement Number J3992-07-0400.

**Qualitative analysis of public comments on the National Mall & Memorial Parks Management Plan** (2006). \$46,981 research funding sponsored by the National Park Service. Principle Investigator: Margaret Daniels, George Mason University. Co-principle investigators: Russell Brayley, Laurlyn Harmon and Min Park, George Mason University. Task Agreement Number J3992-07-0400.

**GRANT AND RESEARCH EXPERIENCE, continued**

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**Smithsonian Institution's National Air and Space Museum Steven F. Udvar-Hazy Center: An Analysis of Visitor Satisfaction, Involvement and Exhibit Preferences: Phase II** (2006). \$10,000 research funding sponsored by the Dominion Foundation. Principle Investigator: Margaret Daniels, George Mason University. Co-principle investigators: Laura Lawton and David Weaver, University of South Carolina.

**Space Day 2006 at the National Air and Space Museum's Steven F. Udvar-Hazy Center: An Analysis of Visitor Feedback** (2006). \$5,000 research funding sponsored by the National Air and Space Museum. Principle Investigator: Margaret Daniels, George Mason University.

**Smithsonian Institution's National Air and Space Museum Steven F. Udvar-Hazy Center: An Analysis of Visitor Satisfaction, Involvement and Exhibit Preferences: Phase I** (2005). \$10,000 research funding sponsored by the College of Education and Human Development, George Mason University and the University of South Carolina. Principle Investigator: Margaret Daniels, George Mason University. Co-principle investigators: Laura Lawton and David Weaver, University of South Carolina.

**Smithsonian Institution's National Air and Space Museum Steven F. Udvar-Hazy Center: An Analysis of Visitor Preferences, Educational Outcomes and Resident Participation** (2004). \$47,180 requested from the Boeing Company. Principle Investigator: Margaret Daniels, George Mason University. Status: Not funded.

**Celebrate Fairfax! 2004: Analysis of Visitor Expenditure and Motivation Patterns** (2003). \$5,000 research funding sponsored by the Office of the Provost, George Mason University. Principle Investigator: Heather Bowen, George Mason University, Co-principle Investigator: Margaret Daniels, George Mason University.

**An Investigation of the Influence of Parasocial Relationships on Tourists' Destination and Activity Selection** (2003). \$5,000 requested from the Office of the Provost, George Mason University. Principle Investigator: Margaret Daniels, George Mason University, Co-principle Investigator: Heather Bowen, George Mason University. Status: Not funded.

**Employing the International Classification of Functioning, Disability and Health as a Framework for Analyzing the Recreation, Fitness and Pleasure Travel Needs of Persons with Physical and Developmental Disabilities** (2002). \$447,986 requested from the U.S. Department of Education. Principle Investigator: Margaret J. Daniels, George Mason University, Co-principle Investigators: Ellen B. Drogin Rodgers and Brenda P. Wiggins, George Mason University. Status: Not funded.

**A Comprehensive Analysis of the Current and Potential Economic Impact of Sport Tourism in South Carolina** (2001). \$80,000 grant sponsored by The South Carolina Commission on Higher Education. Grant #234-2002262-0735. Principal Investigator: William Norman, Clemson University. Role: Research Assistant.

**GRANT AND RESEARCH EXPERIENCE, continued**

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**Managing Urban Forest Fear/Safety and Vegetation/Privacy: Alternative to Clearing the Trees** (2001). \$80,000 grant sponsored by the Forest Service. Grant #08-99-50-G-22. Principal Investigator: Robert Bixler, Clemson University. Role: Research Assistant.

**The Creel-Bishop Travel and Tourism Survey Series** (2000). \$19,000 grant sponsored by James Creel, Carolyn Creel and G. David Bishop. Principal Investigator: William Norman, Clemson University. Role: Research Assistant.

**MCI Classic – The Heritage of Golf** (1999). \$45,000 grant sponsored by the Heritage Foundation. Principal Investigators: Sheila Backman and William Norman, Clemson University. Role: Research Assistant.

**Cancer Prevention in Farming Communities** (1994). \$1 million grant sponsored by the National Institute of Occupational Safety and Health (NIOSH). Principal Investigator: Roxanne Parrott, The University of Georgia. Role: Research Assistant.

**AWARDS**

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51 <sup>st</sup> Annual New England Book Show: Award for <i>Wedding Planning &amp; Management: Consultancy for Diverse Clients</i>	April 2008
George Mason University Center for Global Education Winter Abroad Scholarship, Cuernavaca, Mexico	January 2004
Bishop Assistant Fellowship in Travel and Tourism	August 1999 – May 2002
Ms. Debbie DuBose Alumni Graduate Fellowship	August 1999 – May 2000
Phi Theta Kappa Award for Teaching Excellence	May 1998

**BOOK & MANUSCRIPT REVIEWS**

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Abstracts (6) reviewed for 2008 Travel and Tourism Research Association Conference, February 2008.

Manuscript reviewed for *Journal of Heritage Tourism*, February 2008

Abstracts (11) reviewed for 2007 Travel and Tourism Research Association Conference, February 2007.

Associated Editor for manuscript reviewed for *Event Management*, January 2007.

**BOOK & MANUSCRIPT REVIEWS, continued**

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Manuscript reviewed for *Event Management*, December 2006.

Manuscript resubmission reviewed for *Leisure Sciences*, August 2006

Manuscript reviewed for *Journal of Leisure Research*, August 2006

Grant proposal reviewed for New York Sea Grant, July 2006

Manuscript reviewed for *Anatolia*, July 2006

Coordinating Editor for manuscript reviewed for *Tourism Review International*, May 2006.

Manuscript reviewed for *Event Management*, March 2006

Manuscript reviewed for *Tourism Management*, December 2005

Book proposal reviewed for Elsevier Butterworth-Heinemann, November 2005

Manuscript reviewed for *Leisure Sciences*, November 2005

Manuscript reviewed for *Annals of Tourism Research*, June 2005

Manuscript reviewed for *Event Management*, June 2005

Manuscript reviewed for *Journal of Leisure Research*, March 2005

Revised manuscript (originally reviewed in February 2004) reviewed for *Journal of Leisure Research*, March 2005.

Guest Editor, Special Issue on Travelers with Specialized Needs, *Tourism Review International*, July 2003 – October 2004.

Manuscript reviewed for *Tourism Review International* Special Issue on Women Travelers, July 2004.

Manuscript reviewed for *Events Management*, April 2004.

Manuscript reviewed for *Journal of Leisure Research*, February 2004.

Manuscript reviewed for the *Journal of Leisure Research*, August 2003.

Manuscripts reviewed for the Harvey Shields Research Award, Travel and Tourism Research Association of Greater Washington, June 2003.

**BOOK & MANUSCRIPT REVIEWS, continued**

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Manuscript reviewed for *Journal of Park and Recreation Administration*, April 2002.

Manuscript reviewed for *Leisure Studies*, October 2001.

Manuscript reviewed for the *Journal of the Canadian Association for Leisure Studies*, January 2001.

Manuscript reviewed for the *Journal of Park and Recreation Administration*, November 2000.

Manuscript reviewed for the *Festival Management & Event Tourism Journal*, October 1999.

*The Power of Public Speaking*. Book reviewed for Longman Publications, January 1997.

**SELECTED SERVICE AND PROFESSIONAL DEVELOPMENT**

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Faculty Search Committee: Tourism and Event Management

George Mason University, 2008

Faculty Search Committee: Sport Management

George Mason University, 2007

Associate Editor, *Event Management*

Cognizant Communication, 2006 – present

College of Education and Human Development Search Committee Member for Associate Dean of Research, George Mason University, 2006

College of Education and Human Development Promotional Video Speaker

George Mason University, 2006, July

Tourism and Events Management: Coordinator of Adjunct Faculty

George Mason University, 2005 - present

College of Education and Human Development Professional Development Committee

George Mason University, 2005 - 2007

Editorial Board Member, *Tourism Review International*

Cognizant Communication, 2004 – present

Sport Management Departmental Committee: Primary Affiliation

George Mason University, 2003 - present

Tourism and Events Management Departmental Committee: Primary Affiliation

George Mason University, 2002 - present

Center for Recreation and Tourism Research and Policy: Ad hoc Committee

George Mason University, 2003 - present

Faculty Search Committee: Tourism and Events Management

George Mason University, 2004; 2005

**SELECTED SERVICE AND PROFESSIONAL DEVELOPMENT, continued**

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Faculty Search Committee: Sport Management  
George Mason University, 2004 - 2005

Spanish Classes: 101, 102, 201, 202, 301, 302, 390, Independent Study  
George Mason University, August 2002 – 2006

Guest Editor, *Tourism Review International*  
Cognizant Communication, 2003 – 2004

Spanish Immersion Program: Center for Global Education  
Cuernavaca, Mexico, January 2004

HEAL 323: Event Coordinator for annual Spring “Egg”Stravaganza  
Freedom Aquatics & Fitness Center, 2003, 2004

Planning Board: Events 101  
Celebrate Fairfax, Inc., Government Center, Fairfax, VA, December 2003

Professional Convention Management Association, Capital Chapter  
Education Session: Facilities Management, Washington, D.C., September 2003

National Recreation and Park Association Congress Planning Meeting  
Ashburn, Virginia, September 2003

*Quality Tourism Experiences*. Writing Workshop  
The Center at Salmon Lake, Montana, June 2003

Planning Committee for Departmental Convocation  
George Mason University, 2003

HEAL 323: Event Coordinator for annual Fall Fun Fiesta  
Freedom Aquatics & Fitness Center, 2002; 2003; 2007

Departmental Marketing CD/DVD Development Team  
George Mason University, 2002; 2003

Parks and Outdoor Recreation / Therapeutic Recreation: Secondary Affiliation  
George Mason University, 2002; 2003

Department Chair Search Committee Member  
Clemson University, 2001

Clemson University Graduate Student Research Forum  
Clemson University, 2000; 2001

Graduate Student Research Seminar  
Clemson University, 1999; 2000; 2001

Graduate Student Teaching Seminar  
Clemson University, 1999; 2000; 2001

SACS Organization and Administration Committee  
Trident Technical College, 1998; 1999

Public Speaking Video Course Development  
Trident Technical College, 1998; 1999

Trident Technical College Foundation Internal Campaign Co-Chair  
Trident Technical College, 1998

Professional Development Committee Vice-Chair  
Trident Technical College, 1998

Student Orientation Introductory Speaker  
Trident Technical College, 1998

**SELECTED SERVICE AND PROFESSIONAL DEVELOPMENT, continued**

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Carolinas Communication Association Executive Committee Member and Treasurer  
1997; 1998; 1999

Carolinas Communication Association Convention Planning Committee  
1997; 1998; 1999

Carolinas Communication Association Convention Planning Chair  
1997