

Chadley R. Hollas

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I. Education

- Expected 2026** **Doctor of Philosophy**
Forestry and Natural Resources; Parks, Recreation and Tourism Management
University of Georgia, Athens, Georgia
- 2019** **Master of Science**
Recreation, Park and Tourism Sciences
Texas A&M University, College Station, Texas
Thesis: I Knew Who I Was This Morning: The Hosts' Journey of Self-Discovery and Self-Reflection in the Midst of Volunteer Tourism
- 2013** **Bachelor of Science**
Recreation, Park and Tourism Sciences
Texas A&M University, College Station, Texas

II. Research

Peer-Reviewed Publications

13. Chase, L.C., **Hollas, C.R.**, and Barbieri, C. (Forthcoming) Building networks to strengthen agritourism around the globe. *CABI Tourism Cases, Special Issue on The Evolution of Agritourism – Past and Present*.
12. Schmidt, C., **Hollas, C. R.**, Infante-Casella, M, Daigle, K., & Chase, L. C. (Forthcoming). Agritourism Safety and Liability: The Need for a Regional Support System. *Journal of Extension*.
11. Sharma, S., Singh, G., Woosnam, K. M., & **Hollas, C. R.** (2025). Rest as a reason to travel: A Stimulus-Organism-Response Approach to understanding domestic sleep tourism intentions in Fiji. *Current Issues in Tourism*, 1-19.
10. **Hollas, C. R.**, Sarmiento, F. O., Bush, M. B., Chávez-Velásquez, C. R., Sinaluisa, A., Cruz, J., Weatherford, Yépez-Noboa, A., & Woosnam, K. M. (2025). Los legados ecológicos en el etnoturismo de montaña: El mito de la naturaleza intacta de los flancos andino-amazónicos. *Pirineos: Revista de Ecología de Montaña*.
9. Woosnam, K. M., Sharma, S., Stylidis, D., Singh, G., & **Hollas, C. R.** (2025). Emotional intelligence as a catalyst for emotional solidarity in tourism: insights from Fiji. *Current Issues in Tourism*, 1-20.
8. Gavilanes-Montoya, A., Castillo-Vizueté, D., **Hollas, C. R.**, Woosnam, K. M., Ribeiro, M. A., Chávez-Velásquez, C., & Sarmiento, F. O. (2025). Sociodemographic and socioeconomic heterogeneity in considering residents' empowerment from ecotourism. *Journal of Ecotourism*, 1-17.
7. **Hollas, C. R.**, Schmidt, C., Tian, Z., Goetz, S., & Chase, L. (2024). Insights and oversights: Behind the data on agritourism and direct sales in the United States. *Journal of Agriculture, Food Systems, and Community Development*, 13(4), 1-11

6. Castillo-Vizueté, D., Gavilanes-Montoya, A., Woosnam, K. M., Ribeiro, M. A., Chávez-Velásquez, C., Sarmiento, F. O., & **Hollas, C. R.** (2024). Intention to engage in ecotourism development: validation and extension of the Resident Empowerment through Tourism Scale (Version 2.1). *Current Issues in Tourism*, 1-17.
5. Schmidt, C., Tian, Z., Goetz, S., **Hollas, C. R.**, Chase, L. (2023). Agritourism and Direct Sales Clusters in the United States. *Agricultural and Resource Economics Review*.
4. **Hollas, C. R.**, Wang, W., Chase, L., Conner, D., Kolodinsky, J. (2022). Challenges for the agritourism sector in the United States: Regional comparisons of access. *Journal of Agriculture, Food Systems, and Community Development*, 11(4), 61–76.
3. **Hollas, C. R.**, Jamal, T., Woosnam, K.M. (2022). Host self-esteem in volunteer tourism. *Journal of Sustainable Tourism*, 30(4), 767-786.
2. **Hollas, C. R.**, Chase, L., Conner, D., Dickes, L., Lamie, R. D., Schmidt, C., Singh-Knights, D., et al. (2021). Factors Related to Profitability of Agritourism in the United States: Results from a National Survey of Operators. *Sustainability*, 13(23), 13334.
1. Joo, D., Tasci, A. D. A., Woosnam, K. M., Maruyama, N. U., **Hollas, C. R.**, & Aleshinloye, K.D. (2018). Residents' attitudes toward domestic tourists explained by contact, emotional solidarity and social distance. *Tourism Management*, 64, 245-257.

Book Chapters

1. Chase, L., **Hollas, C. R.**, & Davidson, A. (2025). Agritourism: Sustaining foodways and agricultural heritage. In Di Giovine, M. and Matta, R., & Williams-Forson, P. (Eds.), *Routledge Handbook on Food and Cultural Heritage*. Routledge.

Manuscripts in Review

Kumar, S., Kaushik, A., **Hollas, C. R.**, German, L. Re-Thinking Environmental Justice in South Asia. In Review at *Environment and Planning E: Nature and Space*.

Manuscripts in Progress

Schmidt, C., Entsminger, J., Chase, L., **Hollas, C. R.**, Goetz, S., Tomas, S., Schweichler, J., & Windon, S. The Support Ecosystem for Agritourism Operators in the United States – Research and Policy Needs. Being prepared for *Journal of Agriculture, Food Systems, and Community Development*.

Hollas, C. R., Whitehouse, C., & Chase, L. Comparing outcomes of virtual, hybrid and in-person professional events. Being prepared for *Event Management*.

Hollas, C. R. Agritourists. Being prepared for *Comprehensive Foundations of Tourism, First Edition*. Elsevier.

Hollas, C. R. The precarity of mountainscapes. Being prepared for *Montology: Convergent Science of Mountains for Development and Innovation, Volume 4*. Springer-Nature/Switzerland.

Select Projects Managed

Developing a National Network and Resource Repository for Agritourism (October 2022 – September 2024)

Project Summary: This project supports U.S. agritourism service providers by building a national resource library and network to share knowledge and strengthen support for producers.

Funded by the Agricultural Marketing Resource Center (AgMRC).

A Team Science Examination of Virtual, Hybrid, and In-Person Strategies for Strengthening International Collaboration on Agritourism Research (July 2021 – October 2023)

Project Summary: This project examined how different modes of engagement affect international collaboration among agritourism stakeholders, using a team science lens to produce both scholarly and professional outputs.

Funded by the NSF.

Creating an Effective Support System for Small and Medium-Sized Farm Operators to Succeed in Agritourism (March 2022 – June 2023)

Project Summary: This project developed and shared practical resources to help small- and medium-sized farms and rural communities benefit from agritourism, while assessing support needs, growth factors, and delivering educational materials for farmers, service providers, and policymakers.

Funded by USDA-NIFA.

Survey of Agritourism in the United States (December 2018 – June 2021)

Project Summary: From 2019–2020, a national survey of farmers, ranchers, and vineyard operators examined agritourism activities, economic viability, and strategies to support resilient farm communities.

Funded by the USDA-NIFA.

Research Skills

Quantitative Methodologies

- Survey design, administration, and analysis
- Psychometric scale development and validation
- Structural Equation Modeling (SEM)
- Spatial statistics and visualization
- Regression techniques (linear, logistic, and multiple regression)
- Multivariate statistical analysis (ANOVA, MANOVA)

Qualitative Methodologies

- Ethnography and participant observation (including rural and indigenous contexts)
- Semi-structured and in-depth interviews
- Focus groups and participatory research methods
- Narrative and discourse analysis (policy documents, media, and lived experiences)
- Case study design and comparative analysis

Analytical Tools

- R, SPSS, Excel, NVivo

III. Teaching

Academic Teaching Experience

University of Georgia

2023 – Present Teaching Assistant
PRTM 1100e – Introduction to Travel and Tourism (online)
PRTM 4700 – Social Science Methods in Natural Resources

Texas A&M University

2016 – 2015 Teaching Assistant
RPTS 311 - Planning and Implementation of Events and Programs
RPTS 320 - Event Management and Operations I
2015 Graduate Internship Coordinator

Guest Lectures

2025 Oregon State University
TRAL 354: Communities, Natural Areas, and Sustainable Tourism

2024 University of Georgia
First Year Odyssey Seminar: Social Impacts of Tourism

2023 University of Illinois, Urbana-Champaign
RST 150: Foundations of Tourism

2023 University of Georgia
First Year Odyssey Seminar: Introduction to Tourism Impacts

Non-Academic Teaching Experience

2024 – Present Curriculum Design Specialist
In collaboration with West Virginia University and Cornell University, an education project focused on beginning farmers and ranchers diversifying into agritourism. *Funded by USDA NIFA.*

2024 Facilitator
Travel Unity Youth Forum, Jackson, MS

2022 – 2024 Instructor and Coach
Designed and taught business management and marketing curriculum for agritourism operators on contract with the Maine Department of Agriculture, Forestry and Conservation and the Maine Cheese Guild.

IV. Professional Experience

My professional experience in the tourism industry directly informs my statement of research and extension. The roles I've championed were founded on the latest insights into destination management, event management, hospitality, and the visitor experience, which I now examine through applied research and community outreach.

- 2020 – Present** **Principal**
Cultivating Tourism
Provide management consulting, project leadership, and research services in hospitality, tourism development, and agritourism. Directed projects with partners including the University of Vermont, Penn State, Cornell University, and the State of Maine, delivering research outputs, strategic planning, and actionable resources.
- 2022 – 2025** **Co-Founder**
Delve Experiences
Launched and managed a Dallas-based social enterprise connecting travelers with meaningful local experiences. Expanded market access for farms and food producers through tourism integration, digital booking platforms, and brand development.
- 2021 – 2022** **Founder (Farmer, Goatherd, Cheesemaker, Marketer)**
Cadence Creamery | Austin, Texas
Established and operated a farmstead goat dairy, overseeing herd management, cheesemaking, and direct-to-consumer sales. Built brand identity and visitor experiences around sustainable agriculture and responsible husbandry practices.
- 2018 – 2020** **Director of Tourism**
Village of Salado | Salado, Texas
Directed destination management and branding initiatives that increased visitor tax revenues by 24% (vs. 4% statewide). Led marketing campaigns, tourism development strategies, and community engagement to strengthen the village's tourism economy.
- 2013 – 2017** **National Events Manager**
M.O.R.E. | Nationwide
Planned and executed large-scale events nationwide, managing logistics and personnel for gatherings of 25,000+ attendees. Oversaw volunteers and staff management, vendor agreements, and the attendee experience to ensure seamless delivery.
- 2013 – 2015** **Senior Sales and Revenue Manager**
White Lodging | Austin, Texas
Optimized revenue and sales for a dual-branded hotel cluster during a full-scale renovation. Directed account management, sales strategy, and revenue forecasting, ensuring profitability even under a full-scale renovation.
- 2013** **Operations Bench Manager**
Marriott Timber Lodge | South Lake Tahoe, California
Provided cross-departmental operational support during peak season, introducing a new pre-arrival guest experience system.

- 2012** **Sales and Marketing Intern**
Park Plaza Westminster Bridge | London, U.K.
 Supported corporate and SMERF sales teams at a flagship London property, contributing to client outreach and marketing initiatives.
- 2010 –** **Front Office Supervisor**
2013 *Sage Hospitality* | College Station, Texas
 Managed front desk and bell staff operations, cross-trained in housekeeping, and improved guest satisfaction. Promoted from Front Desk Agent within six months; recognized with Employee of the Month award.

Other Relevant Experience

- 2020** **Hospitality and Marketing Specialist**
Stonewall Farm | Keene, New Hampshire
 Redesigned on-farm visitor experience, expanding private event amenities, implementing digital booking, and revitalizing brand presence through farm tours and social media.

V. Awards and Honors

Awards

- 2025 *Best Paper Award*
 GSTC2025 Global Sustainable Tourism Conference, Denarau, Fiji
- 2025 *Best Paper in Tourism Marketing Award*
 International Conference on Tourism (ICOT), Dubrovnik, Croatia
- 2023 *USDA NIFA Partnership Award for Multistate Efforts*
 Presented to the Agritourism Research and Extension Collaborative
- 2023 *Excellence in Tourism Programming Award*
 National Extension Tourism Committee
 Presented to the International Workshop on Agritourism planning committee at the 2023 National Extension Tourism Conference, Milwaukee, WI.
- 2021 *Excellence in Tourism Programming Award*
 National Extension Tourism Committee
 Presented to the Agritourism Multi-State Project Team at the 2021 National Extension Tourism Conference, Savannah, GA.
- 2016 *Tourism Cares Academic Award*

Scholarships and Fellowships

- 2025 *Terrell Fellowship (2025-2026)*
 Warnell School of Forestry and Natural Resources
 University of Georgia

- 2025 *Mr. Terence and Ms. Sheila Green NRRT Award*
Warnell School of Forestry and Natural Resources
University of Georgia
- 2024 *Shirey Forestry and Natural Resources Education Endowment Scholarship*
Warnell School of Forestry and Natural Resources
University of Georgia
- 2023 *University of Georgia Presidential Graduate Fellow Award*
The University of Georgia’s Presidential Graduate Fellow award is the University’s most prestigious fellowship award for incoming doctoral students.
- 2016 *Gene Phillips Memorial Scholarship*
Department of Recreation, Park and Tourism Sciences
Texas A&M University

VI. Funding and Grants

The projects listed below represent grants and funded initiatives where I was formally included on the proposal team and contributed directly to conceptualizing and writing the proposal. In addition to those listed, I have provided expertise as an external consultant on other projects. Further details on those contributions are available upon request. This list does not include pending projects or proposals in review.

Year	Project/Grant Name	Funder	Role	Amount	Funded?
2024	Empowering Agritourism Service Providers to Strengthen Agritourism Programs as a Farm Diversification Strategy to Enhance Beginning Farmers and Ranchers Success	USDA Beginning Farmer and Rancher Development Program (BFRDP)	Co-PI	\$750,000	Yes
2023	Maine small ruminant dairy cohort to improve best practices in agritourism marketing, communications, and biosecurity	Northeast Dairy Business Innovation Center	Co-PI	\$51,599	Yes
2023	Agritourism and Land Use: Good Neighbors and Good Business for Rural Resilience	Northeast SARE	Collaborator	\$149,900	Yes
2022	Value Added Producer Grant	USDA Rural Development	Co-PI	\$49,900	Yes
Total Funded				\$1,001,399	

VII. Conferences and Presentations

Invited Presentations

13. Singh-Knights, D., Pashow, L., & **Hollas, C.** (2025, May 15). *A Holistic Approach to Agritourism Professional Development – A US Example*. 18th World Agritourism Day, Pune, Maharashtra, India.
12. **Hollas, C. R.** (2025, April 17). *Cultivating Real Maine Tourism: Building the Maine Brand Through Cross-Sector Collaboration* [Panel Presentation]. Maine Governor's Conference on Tourism, Bangor, Maine, USA.
11. Singh-Knights, D. & **Hollas, C. R.** (2025, March 31). *Empowering Agritourism Service Providers to Strengthen Agritourism Programs as a Farm Diversification Strategy*. Extension Risk Management Education (ERME) National Conference, Nashville, Tennessee, USA.
10. **Hollas, C. R.** (2025, January 16). *An Update on US Agritourism in 2025* [Keynote Presentation]. Maine Agritourism Summit, Augusta, Maine, USA.
9. **Hollas, C.R.**, Whitehouse, C., Chase, L. (2024, December 5). *Virtual Versus In-Person Meetings: What Works Best?* [Webinar]. National Extension Tourism Network, Virtual.
8. **Hollas, C. R.** (2024, June 27). *Planning for Agritourism in Rural Communities* [Webinar]. State of Washington Tourism – Tourism Skillshops, Virtual. Recording available at <https://youtu.be/60N335FC7vA?si=s5X1141K2x-uuqar>.
7. **Hollas, C. R.** (2024, May 16). *Agritourism in the United States* [Keynote Presentation]. 2nd World Agritourism Congress, Bolzano, Italy.
6. **Hollas, C. R.** (2024, January 11). *Agritourism in 2024: A Bird's Eye View* [Keynote Presentation]. Maine Agritourism Summit, Augusta, Maine, USA.
5. **Hollas, C. R.** (2023, October 18). *Supporting Tourism Development through Advocacy and Education* [Keynote Presentation]. UNWTO General Assembly: Education Forum, Samarkand, Uzbekistan.
4. **Hollas, C. R.** & Klitsnouva, V. (2023, June 22). *Strengthening International Collaboration on Agritourism Research* [Conference presentation]. International Congress on the Topic: Focus on Tourism and Creative Economy, Silk Road International University of Tourism and Cultural Heritage, Samarkand, Uzbekistan.
3. **Hollas, C. R.** (2023, May 16). *Socioeconomic development and poverty reduction through agritourism* [Conference presentation]. 16th Annual World Agritourism Day International Conference on Agri Tourism, Pune, Maharashtra, India.
2. Chase, L. & **Hollas, C.** (2022, January 20). *Trends and Future Directions for Rural Tourism, Outdoor Recreation, and Agritourism* [Keynote presentation]. 2nd Annual NETTRA Conference.
1. Chase, L., Schmidt, C., **Hollas, C.** (2021, May 15). *Agritourism development and research in the USA* [Conference presentation]. 14th Annual World Agritourism Day International Conference on Agri Tourism, Pune, India.

Refereed Conference Presentations

27. **Hollas, C. R.** (2025, October 10). *From vulnerability to precarity: Reinterpreting resilience in mountain tourism*. Semana de Ciencia, Tecnología, e Innovación (SECTEI 2025), Athens, GA, United States.
26. Singh-Knights, D., **Hollas, C. R.**, & Pashow, L. (2025, October 8). *Empowering agritourism service providers to strengthen agritourism programs as a farm diversification strategy*. NETtra Tourism Conference, Meredith, NH, United States.
25. Woosnam, K. M., Sharma, S., Stylidis, D., Singh, G., **Hollas, C. R.** (2025, August 5). *Exploring the role of personal values in shaping residents' engagement in tourism recovery. A value-attitude-behavior perspective*. GSTC2025 Academic Symposium, Denarau Island, Fiji.
24. Singh-Knights, D., Stearns, S., **Hollas, C. R.** (2025, June 27). *Innovative marketing strategies to advance sustainable and regenerative agritourism goals*. 2025 International Conference on Tourism (ICOT), Dubrovnik, Croatia.
23. **Hollas, C. R.**, Woosnam, K. M., Gavilanes-Montoya, A., Castillo-Vizueté, D., Chávez-Velásquez, C., Sarmiento, F. O. (2024, July 17). *An amended Residents' Empowerment through Tourism Scale: How it stacks up across various demographics*. 11th Advances in Hospitality & Tourism Marketing & Management (AHTMM), Balaclava, Mauritius.
22. **Hollas, C. R.**, Lamie, R. D., Stewart, C., Whitehouse, C., Chase, L. (2024, May 16). *Developing the Global Agritourism Network: Challenges, Successes, and Future Needs of the Network*. 2nd World Agritourism Congress, Bolzano, Italy.
21. **Hollas, C. R.**, Cormier, K., Barbieri, C. (2024, May 16) *Global agritourism values: Perspectives from the US and Canada*. 2nd World Agritourism Congress, Bolzano, Italy.
20. Sharma, S., Woosnam, K. M., Stylidis, D., Singh, G., **Hollas, C. R.** (2024, May 9). *The role of emotional intelligence as a means for emotional solidarity in tourism*. International Tourism, Culture and Economy Congress, Skopje, North Macedonia.
19. **Hollas, C. R.**, Chase, L., Whitehouse, C., (2024, May 2). *Managing agritourism across continents: A case study of virtual events of the Global Agritourism Network*. 5th Conference on Managing Tourism Across Continents, Istanbul, Türkiye.
18. Sharma, S., **Hollas, C. R.**, Woosnam, K. M., Stylidis, D., Singh, G. (2024, May 2). *The influential role of personal values in contributing to residents' involvement in tourism recovery: Applying a value-attitude-behavior model*. 5th Conference on Managing Tourism Across Continents, Istanbul, Türkiye.
17. Schmidt, C., Entsminger, J., Chase, L., **Hollas, C. R.**, Tomas, S. (2023, September 26-28). *Setting the Course for a Sustainable Future for Agritourism Operators*. 2023 National Extension Tourism Network Conference, Milwaukee, WI, United States.
16. **Hollas, C. R.**, Whitehouse, C., Dickes, L., Lamie, D., Chase, L. (2023, September 26-28). *Virtual, Hybrid and In-person Extension Programming: An Evaluation of Agritourism Gatherings*. 2023 National Extension Tourism Network Conference, Milwaukee, WI, United States.
15. Chase, L. Devlin, K., **Hollas, C. R.**, Powell, J., Schmidt, C., Entsminger, J., Lamie, D., Singh-Knights, D. (2023, September 26-28). *Developing a National Agritourism Support*

- Network*. 2023 National Extension Tourism Network Conference, Milwaukee, WI, United States.
14. **Hollas, C. R.**, Chase, L., Whitehouse, C., Begerowski, S., & Dickes, L. (2023, June 13-15). *Strengthening International Collaboration on Agritourism Research [Conference presentation]*. 53rd Annual Travel and Tourism Research Association Annual International Conference, St. Louis, MO, United States.
 13. **Hollas, C. R.**, Chase, L., & Schmidt, C. (2023, May 31 – June 3). *Developing an effective national support network and resource repository for agritourism operators in the US [Conference presentation]*. 2023 Conference of the Association for the Study of Food and Society (ASFS) and the Agriculture, Food & Human Values Society (AFHVS), Boston, MA, United States
 12. **Hollas, C. R.**, Chase, L., Whitehouse, C., Begerowski, S., & Dickes, L. (2023, May 31 – June 3). *Strengthening International Collaboration on Agritourism Research [Conference presentation]*. 2023 Conference of the Association for the Study of Food and Society (ASFS) and the Agriculture, Food & Human Values Society (AFHVS), Boston, MA, United States
 11. **Hollas, C.**, Chase, L., & Schmidt, C. (2023, April 30 – May 3). *Developing an effective national support network and resource repository for agritourism operators in the US [Conference presentation]*. 2023 National Association for Community Development Extension Professionals Conference, Coeur d'Alene, ID, United States.
 10. Chase, L., Lamie, D., Devlin, K., Entsminger, J., **Hollas, C.**, Powell, J., Schmidt, C. (2022, October 23-25). *Agritourism Resources – What's Missing? [Conference presentation]*. 2022 National Agricultural Marketing Summit, Pensacola, FL, United States.
 9. **Hollas, C.** & Zabaleta, A. (2022, August 30 – September 1). *Building Community, tourism, and agriculture: The story of cooperative farming and tourism in Guatemala [Conference presentation]*. International Workshop on Agritourism, Burlington, VT, United States.
 8. **Hollas, C.**, Chase, L., Schmidt, C., Lamie, D., Dickes, L., Singh-Knights, D., Callahan, R., Feenstra, G., Stewart, M., Conner, D. (2022, August 30 – September 1). *Agritourism critical success factors for farms and ranches in the US [Conference presentation]*. International Workshop on Agritourism, Burlington, VT, United States.
 7. Schmidt, C. & **Hollas, C.** (2022, August 30 – September 1). *Agritourism support systems in the United States – Not a level playing field [Conference presentation]*. International Workshop on Agritourism, Burlington, VT, United States.
 6. Schmidt, C., Tian, Z., Goetz, S. J., Chase, L., & **Hollas, C.** (2022, July 31 – August 2). *Agritourism and Direct Sales Clusters in the United States [Conference Presentation]*. 2022 Agricultural & Applied Economics Association Annual Meeting, Anaheim, CA, United States.
 5. Singh-Knights, D, Chase, L., Schmidt, C., & **Hollas, C.** (2022, March 30-31). *Agritourism Safety and Liability: Updating Best Risk Management Practices for the COVID-19 Pandemic [Conference Presentation]*. 2022 Extension Risk Management Education National Conference, Omaha, NE, United States.

4. Chase, L., Callahan, R., Lamie, D., Stewart, M., Qian, X., & **Hollas, C.** (2021, November 7-10). *Agritourism Successes and Challenges: Results from a National Survey of Farms and Ranches Open to Visitors [Conference presentation]*. 2021 National Extension Tourism Conference, Savannah, GA, United States.
3. **Hollas, C. R.** & Chase, L., (2021, July). *Agritourism and Community: Findings from a national survey on Agritourism [Conference presentation]*. 2021 Annual International Conference for the Community Development Society, virtual.
2. **Hollas, C. R.**, & Chase, L. (2021, June). *Agritourism: Challenges and opportunities for the rural future [Conference presentation]*. 2021 Annual Conference of the Travel and Tourism Research Association (TTRA), virtual.
1. Joo, D., Woosnam, K.M., **Hollas, C. R.**, & Aleshinloye, K.D. (2017, March). *Seeking a positive link: How does residents' emotional solidarity with tourists relate to willingness to interact? [Conference presentation]*. 2017 Southeast Chapter of Travel and Tourism Research Association (SeTTRA) Annual Conference & Tourism Research Symposium and in Presentation Proceedings from the 2017 SeTTRA Tourism Research Symposium and Annual Meeting; Knoxville, Tennessee.

Poster Presentations

4. **Hollas, C. R.**, Luke, A., Chase, L. (2024, November 13 – 15). *Developing a National Support Network and Resource Repository for Agritourism Operators [Conference poster presentation]*. National Agricultural Marketing Summit, Albuquerque, NM, United States.
3. Daigle, K., Chase, L., **Hollas, C.**, Strom, A., Schmidt, C. (2022, August 30 – September 1). *Agritourism Safety and Liability: Updating best management practices for the COVID-19 pandemic [Conference poster presentation]*. International Workshop on Agritourism, Burlington, VT, United States.
2. Singh-Knights, D., Chase, L., **Hollas, C.** (2022, June 26 – July 1). *Critical Success Factors for Small and Medium-Sized Farms with Direct Sales and Agritourism – Opening Doors of Opportunity Across the U.S. and Internationally [Conference poster presentation]*. The 23rd International Farm Management Congress, Copenhagen, Denmark.
1. Singh-Knights, D., Leff, P., Chase, L., Wang, W., Quella, L., **Hollas, C.** (2021, March 23-25) *Critical Success Factors for Small and Medium-Sized Farms with Direct Sales and Agritourism – Results from a National Survey [Conference poster presentation]*. 2021 Extension Risk Management Education National Conference, virtual.

VIII. Extension and Outreach

Selected Extension Publications and Technical Reports

Whitehouse, C., **Hollas, C.R.**, & Chase, L. (2024). Educational Support for Agritourism: Findings from Evaluations of Webinars and Conferences. Burlington, VT: University of Vermont. <https://www.uvm.edu/d10-files/documents/2024-09/at-Education.pdf>

Whitehouse, C., **Hollas, C.R.**, & Chase, L. (2024). Growing a Global Agritourism Network: Findings from Evaluations of Webinars and Conferences. Burlington, VT: University of Vermont. <https://www.uvm.edu/d10-files/documents/2024-09/at-Network.pdf>

Schmidt, C., Lo, K., Chase, L., **Hollas, C.**, Entsminger, J., Tomas, S., Goetz, S., Cornelisse, S., (2023). Agritourism in the United States - State & National Factsheets. Penn State. 52 fact sheets available at <https://aese.psu.edu/outreach/agritourism/projects/nifa-agritourism/state-factsheets>

Chase, L., **Hollas, C.**, Conner, D., Stewart, M., Leff, P., Wang, W., Quella, L. (2021). Survey of agritourism including on-farm direct sales in the United States. Vermont Tourism Research Center.

US Fact Sheets

- [Overview \(PDF\)](#)
- [Motivations \(PDF\)](#)
- [Challenges \(PDF\)](#)
- [Supports \(PDF\)](#)
- [Revenue & Profitability \(PDF\)](#)
- [Regional Summary \(PDF\)](#)
- [State Comparison \(PDF\)](#)
- [Gender Comparison \(PDF\)](#)

Vermont Fact Sheets

- [Overview \(PDF\)](#)
- [Motivations \(PDF\)](#)
- [Challenges \(PDF\)](#)
- [Supports \(PDF\)](#)
- [Comparison Between Vermont and the U.S. \(PDF\)](#)
- [Vermont Survey Report \(PDF\)](#)

Quella, L., Chase, L., Wang, W., Conner, D., **Hollas, C.**, Leff, P., Feenstra, G, Singh-Knights, D., and Stewart, M. (2021). Agritourism and on-farm direct sales interviews: Report of qualitative findings. University of Vermont. [U.S. Interview Report \(PDF\)](#)

Chase, L., Wang, W., Bartlett, R., Conner, D., **Hollas, C.**, Quella, L., Leff, P., Feenstra, G, Singh-Knights, D., and Stewart, M. (2021) Agritourism and on-farm direct sales survey: Results for the U.S. University of Vermont. [U.S. Survey Report \(PDF\)](#)

Stewart, M., Comerford, A., Sorte, B., Anima, S., Chase, L., Wang, W., Bartlett, R., Conner, D., **Hollas, C.**, Brittain, C., Quella, L. (2021). Increasing farm viability through agritourism and on-farm direct sales: An Oregon producer survey. Oregon State University Extension Service. [Oregon Survey Report \(PDF\)](#)

Selected Outreach Presentations and Webinars

Chase, L. and **Hollas, C.** Supporting Agritourism in the United States. Agritourism Training for America’s Small Business Development Centers (SBDCs) hosted by SBDC Rural Ag Special Interest Group, (invited, virtual), January 26, 2023. 69 attended.

Hollas, C. and Chase, L. Service Providers Roundtable, NAFDMA – International Agritourism Association (invited, in person), Austin, Texas, February 3-6, 2023. 31 attended.

National Extension Tourism (2022, September 15). *Agritourism — Resources Roundup and National Networking*. Accessible at <https://extensiontourism.net/webinar-agritourism-resources-roundup-and-national-networking/>

Chase, L. and Hollas, C. (2021, April 21). *Agritourism Success Factors for Entrepreneurship and Community Development*. NACDEP Webinar Series.

IX. Media and Press Coverage

The publications below represent selected examples of media coverage that showcase the visibility and impact of my projects. This list is not exhaustive but reflects the breadth of attention my work has received.

Agritourism

Paras, C. (2025, August 25). *Romancing the Farm*. Edible Maine. In Press.

Beck, L. (2024, March 7). *The Business Behind the Farm Visit*. Modern Farmer. <https://modernfarmer.com/2024/03/the-business-behind-the-farm-visit/>

Hao, H. (2022, October 6). 论道·声音 | 国际农业旅游市场的历史新机遇. TodayGuizhou. http://jgz.app.todayguizhou.com/news/news-news_detail-news_id-11515116008746.html

Vermont Business Magazine. (2022, September 4). *Vermont hosted 56 countries to explore the importance, value and concepts of agritourism*. <https://vermontbiz.com/news/2022/september/04/vermont-hosted-56-countries-explore-importance-value-and-concepts-agritourism>

KWQC. (2022, August 30). *Vermont hosts international agritourism conference*. <https://www.kwqc.com/video/2022/08/30/vermont-hosts-international-agritourism-conference/>

Hao, H. (2022, August 23). Agritourism Sector Reconvenes to Build on Global Synergy. Travelindex. <https://travelcommunication.net/events/forum-meetings/agritourism-sector-reconvenes-to-build-on-global-synergy/>

Cadence Creamery (2021-2022)

Texas Real Food. (2022, March 10). *The Best Texas Goat's Cheese*. <https://discover.texasrealfood.com/texas-local-food-business-spotlight/the-best-texas-goats-cheese>

Texas Agriculture Matters. (2022, February 22). *Rural Hunger* (Season 6, Episode 1). RFD-TV. Accessible at <https://www.youtube.com/watch?v=iGrJgty4k08>

Ethington, T. (2021, November 12). *It's Time to Take Texas Cheese Seriously*. Texas Monthly. <https://www.texasmonthly.com/food/taking-texas-cheese-seriously/>

Village of Salado (2018-2021)

Garner, C. (2021, January 28). *The Daytripper Explores Salado's Historic Lodging and Handmade Goods*. Texas Highways (from C. Garner's 2019 visit). <https://texashighways.com/travel/daytripper/daytripper-explores-salado-historic-lodging-handmade-goods/>

The Daytripper (2019, October). Salado, TX – Episode 1105. Accessible at <https://thedaytripper.com/episodes/salado/>

Texas Meetings and Events. (2019). Get to know the Village of Salado. Meetings Magazines. <https://tx.meetingmags.com/get-know-village-salado>

Foster, T. (2018, November). *Welcome Back to Salado's Stagecoach Inn*. Texas Monthly. <https://www.texasmonthly.com/travel/welcome-back-salados-stagecoach-inn/>

X. Professional Development

Teaching

University of Georgia Active Learning Summit – February 27-28, 2025
Participant

University Teaching Course at the Warnell School of Forestry and Natural Resources – 2024
Course Completed – Grade A+

Industry

Texas Hotel and Lodging Association Short Course – 2012
Elected Participant from my Employer, Sage Hospitality

XI. Service to Profession

Service to the Academy

Editorial Appointments

<i>Journal of Ecotourism (Student Editorial Assistant)</i>	2023 - Present
<i>Proceedings for the 2022 International Workshop on Agritourism (Co-Editor)</i>	2023

Referee

Since 2021, I have served as a volunteer reviewer for peer-reviewed journals in my areas of expertise. The full list of journals includes:

Community Development
Environmental and Sustainability Indicators
International Journal of Geoheritage and Parks
Journal of Ecotourism
Journal of Sustainable Tourism
Sustainability
Tourism and Hospitality Research

I have also reviewed submissions for national and international conference proceedings:

<i>Proceedings for the 2023 National Extension Tourism Conference</i>	2023 - 2024
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Service to Industry

Industry Board Involvement

2023 – Present	Travel Unity <i>Board of Directors</i>
2022 – Present	Global Agritourism Network (GAN) <i>Co-Founder and Secretary</i>
2018 – 2020	Texas Brazos Trail – Texas Historical Commission <i>Board of Directors</i>
2018 – 2020	Texas Prehistoric Trail <i>Board of Directors</i>

Conferences

<i>World Congress on Agritourism - Scientific Advisory Board</i>	2024
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Review of Conference Submissions

<i>World Congress on Agritourism</i>	2023
<i>International Workshop on Agritourism</i>	2022

Conference Planning

<i>2026 Global Agritourism Conference – Planning Committee Co-Chair</i>	2024 - Present
<i>2022 International Workshop on Agritourism - Planning Committee</i>	2021 - 2022

Nominated Appointments

Representative

Graduate Affairs Committee, Warnell School, University of Georgia (2025-2026)

Inclusive Excellency Committee, Warnell School, University of Georgia (2025-2026)

Seminar Committee, Warnell School, University of Georgia (2023-2025)

Treasurer

Warnell Graduate Student Association (2024-2025)

Department Head Search Committee Member

Department of Recreation, Park and Tourism Sciences, Texas A&M University (2015)

Undergraduate Departmental Representative

Department of Recreation, Park and Tourism Sciences, Texas A&M University (2012-2013)

Organizational Memberships

Southeast Tourism Society (2024 – present)

National Association of Community Development Extension Professionals (2023 – present)

Global Agritourism Network (2022 – present)

Travel and Tourism Research Association (2021 – present)

National Extension Tourism Network (2021 – present)

Texas Association of Convention and Visitor Bureaus (2018-2020)

Texas Travel Industry Association (2018-2020)

Phi Kappa Phi (2012)

Aggie Restaurant and Hospitality Club (2011-2013)

Service to Community

God's Little Creatures Animal Rescue (Board Member 2013-2017)