

VITA

BRIAN J. HILL

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ACADEMIC CREDENTIALS

ACADEMIC POSITIONS

Professor of Experience Design and Management, August 2017-present
Experience Design and Management, Brigham Young University

Experience Design and Management Undergraduate Coordinator, August 2012-August 2019
Experience Design and Management, Brigham Young University

Professor of Recreation Management & Youth Leadership, August 2002-August 2017
Recreation Management & Youth Leadership, Brigham Young University

Graduate Coordinator, November 2007-August 2012
Youth and Family Recreation, Brigham Young University

Adjunct Professor, September 2008-August 2010
Parks, Recreation, and Tourism Management, Clemson University

Affiliated Faculty in School of Family Life, November 2001-August 2008
School of Family Life, Brigham Young University

Department Chair of Recreation Management & Youth Leadership, June 2000-July 2006
Recreation Management & Youth Leadership, Brigham Young University

Associate Professor of Recreation Management & Youth Leadership, August 1999-August 2002
Recreation Management & Youth Leadership, Brigham Young University

Associate Professor of Travel and Tourism, August 1995-August 1999
Health, Physical Education, Recreation and Leisure Studies,
University of Nebraska at Kearney

Graduate Faculty Member, August 1996-August 1999
University of Nebraska

Cooperative Extension Community Tourism Specialist, June 1992-August 1999
Center for Rural Community Revitalization and Development,
University of Nebraska-Lincoln

Director, Nebraska Tourism Resource Center, August 1990-August 1999
College of Education, University of Nebraska at Kearney

Assistant Professor of Travel and Tourism, August 1989-July 1995
Health, Physical Education, Recreation and Leisure Studies,
University of Nebraska at Kearney

Graduate Research and Teaching Assistant, August 1986-July 1989
Parks, Recreation, and Tourism Management, Clemson University

EDUCATION

Doctor of Philosophy, Clemson University, August 1994
Department of Parks, Recreation and Tourism Management
Emphases: Tourism Planning and Natural Resources
Minors: Natural Resource Economics, City and Regional Planning

Bachelor's of Science, Brigham Young University, August 1986
Department of Recreation Management and Youth Leadership
Option: Outdoor Recreation

RECENT HONORS AND AWARDS

Visiting Research and Teaching Professor, FH Salzburg University, Tourism Experience Design, Fulbright Scholarship Commission, 2023.

Clemson University Department of Parks, Recreation, and Tourism Management Outstanding Academic Alumnus Award, 2018.

Utah Recreation and Parks Association Outstanding Academic Professional Award, 2016.

Brigham Young University Marriott School of Management Outstanding Citizenship Award, 2014.

Brigham Young University College of Health and Human Performance Outstanding Citizenship Award, 2008.

Brigham Young University Teaching and Learning with Technology Fellow, 2002-2003

Phi Kappa Phi, 1998

Brigham Young University Honored Alumni, 1998

Brigham Young University Recreation Management and Youth Leadership, Alma and Israel Heaton Professional of the Year, 1998

Nebraska's Outstanding Statewide Event – Mormon Trail Wagon Train, 1997

Kearney Hub Freedom Award – Religion, 1997

CERTIFICATIONS

Wilderness First Responder, 2006-present.

Wilderness Emergency Medical Technician, 2008-2024.

Amateur Radio Technician, 2009-present

Advanced Emergency Medical Technician, 2014-2024.

Emergency Medical Technician-Basic, 2008-2014.

RESEARCH ACTIVITY

RESEARCH INTERESTS

Current research interests revolve around integrating experience, emotion, and connections with other people. Also studying experience industry management and defining the experience industry, guiding transformations, using technology in outdoor recreation settings,

and performing economic analyses. Previous research interests included the role of recreation in strengthening marriages and families as well as basic research in the measurement of family time. Much of my research agenda concentrated on rural tourism and natural resource based recreation. I have also been involved in projects considering religious tourism, international rural tourism development, and “ideal” recreation experiences.

FUNDED GRANT PROPOSALS

Principal Investigator, Measurement and Evaluation of Emotion in Structured Experiences – Mentoring Environments Grant, 2017.

Office of Research and Creative Activity, Brigham Young University, \$20,000.

Co-Investigator, The Role of Leisure in Emerging Adults, 2012.

Fulton Awards, Brigham Young University, \$3,500.

Principal Investigator, Family Recreation Applications, 2008.

Office of Research and Creative Activity, Brigham Young University, \$13,666.

Principal Investigator. Johannesburg Applied Ancestry International Travel Award, 2005

College of Health and Human Performance, Brigham Young University, \$2,410

Principal Investigator. Exploration of Family Time Research Fellowship, 2005

College of Health and Human Performance, Brigham Young University, \$4,000

Co-Investigator. Environments for Mentoring, 2002

Office of Research and Creative Activity, Brigham Young University, \$20,000

Principal Investigator. Environments for Mentoring, 2001

Office of Research and Creative Activity, Brigham Young University, \$20,000

Co-Investigator. The Effects of Challenging Recreation on Family Strength, 2001

Family Studies Center, Brigham Young University, \$7700

Principal Investigator. International Tourism Development for Rural Communities, 2000-2002

Fund for Rural America, U.S. Department of Agriculture, \$130,000 (re-issued to BYU)

Principal Investigator. Building Family Strength through Challenging Family Recreation Experiences, 2000

College of Health and Human Performance, Brigham Young University, \$4500

Principal Investigator. Family Recreation Research Team, 1999-2000

College of Health and Human Performance, Brigham Young University, \$2000

Principal Investigator. International Tourism Development for Rural Communities, 1998-1999
Fund for Rural America, U.S. Department of Agriculture, \$165,000

Project Director. Extension Community Tourism Specialist, 1998-1999
Center for Rural Community Revitalization and Development, UNL, \$12,800

Co-Investigator. Tourism Beyond Our Borders, 1998
Institute for Agriculture and Natural Resources, UNL, \$11,500

Project Director. Extension Community Tourism Specialist, 1997-1998
Center for Rural Community Revitalization and Development, UNL, \$12,800

Principal Investigator. Data Collection for Four Tourism Event and Religious Tourism
Research Projects, 1997
Research Services Council, Office of Graduate Studies, UNK, \$4533

Project Director. Extension Community Tourism Specialist, 1996-1997
Center for Rural Community Revitalization and Development, UNL, \$19,700

Project Director. Nebraska Mormon Trail Advertising Campaign, 1996
Nebraska Division of Travel and Tourism, \$5000

Project Director. Nebraska Mormon Pioneer Historic Trail Wayside Exhibits, 1996
National Park Service, \$30,000

Project Director. Extension Community Tourism Specialist, 1995-1996
Center for Rural Community Revitalization and Development, UNL, \$19,700

Project Director. Extension Community Tourism Specialist, 1994-1995
Center for Rural Community Revitalization and Development, UNL, \$19,700

Co-Investigator. Regional Market Research and Coalition Building, 1994-1995
U.S. Forest Service, \$20,000

Co-Investigator. Enhancing Nebraska-Owned Restaurants, 1994-1995
Center for Rural Community Revitalization and Development, \$10,000

Project Director. Extension Community Tourism Specialist, 1993-1994
Center for Rural Community Revitalization and Development, UNL, \$19,700

Principal Investigator. Scottsbluff Tourism Marketing Study, 1993-1994
Scottsbluff County Tourism Advisory Board, \$3,600

Principal Investigator. The Effectiveness of County Lodging Tax Expenditures, 1993-1994
Great Plains Center for Rural Development, \$1,300

Principle Investigator. Harlan County Reservoir Economic Impact Analysis, 1993
Harlan County Water Resources Committee, \$5,500

Project Director. Extension Community Tourism Specialist, 1992-1993
Center for Rural Community Revitalization and Development, UNL, \$11,300

Project Director. Midwest World Affairs Conference Tourism Session with Bill Gartner, 1992
University of Nebraska Foundation, \$1,000

Project Director. Monthly Tourism Trends Monitoring Report, 1992
Nebraska Department of Economic Development, \$2,000

Project Director. The Great Plains Tourism Challenge Seminar with Claire Gunn, 1991
Nebraska Department of Economic Development, \$500. Symposia and Distinguished
Lecturers Committee, \$500

Principal Investigator. An Analysis of the Internal Image and Internal Marketing Needs of
Nebraska for Tourism, 1991
University of Nebraska at Kearney Research Services Council, \$1,500

Principal Investigator. The Extent of Adventure Travel Among Americans, 1990
University of Nebraska at Kearney Research Services Council, \$1,000

Project Director. Swanson Lakes: Private Tourism Development Feasibility Study, 1990.
Nebraska Business Development Center, \$100

Co-Investigator. Nebraska 1989 Summer Automobile Visitor Survey
Nebraska Department of Economic Development, \$35,000

Project Director. Camden Tourism Feasibility Study, 1988
Kershaw County Tourism Advisory Board, \$250

PUBLICATIONS

Peer Reviewed Articles in Periodicals and Books

Freeman, Patti A., Gary D. Ellis, and Brian J. Hill. (accepted). Facilitating Savoring and Experience Value at Multinational Travel Destinations. *World Leisure Journal*.

Freeman, Patti A., Gary D. Ellis, and Brian J. Hill. (accepted). Experience Value and Its Determinants. *Journal of Design Business and Society*, 11(1), .

Freeman, Patti A., Gary D. Ellis, Brian J. Hill, Sarah T. Agate, and Austin S. Cook. 2025. Creating Guest Experience Value: an Empirical Analysis of Journey, Motif, and Story Themes. *International Journal of Hospitality & Tourism Administration*, 26(3), 577-602.

Freeman, Patti A., Gary D. Ellis, and Brian J. Hill. 2024. "On-Campus Leisure Experiences and Student Sense of Connectedness." *Journal of College Student Retention: Research, Theory & Practice* (2024): 15210251241235309

Freeman, Patti A., Gary D. Ellis, Brian J. Hill, Sarah T. Agate, and Austin S. Cook. 2024. "Creating Guest Experience Value: An Empirical Analysis of Journey, Motif, and Story Themes." *International Journal of Hospitality & Tourism Administration* (2024): 1-26.

Ellis, Gary D., Patti A. Freeman, Brian J. Hill, Jingxian Jiang, and Kaylee Janes. 2024 . "A Labeled Magnitude Scale for Measuring the Anticipated Impact of Immediate Experiences." *Journal of Leisure Research*, 2024: 1-20.

Ellis, Gary D., Patti A. Freeman, Brian J. Hill, and Jian Jiang. 2023. "Category Versus Labeled Magnitude Scale Measures of Immediate Conscious Leisure Experiences: Engagement, Immersion, and Absorption." *Journal of Leisure Research*, 2023: 1-22.

Haydon, Clive G., Brian J. Hill, Peter J. Ward, and Dennis L. Eggett. 2023. "Identity Development and Its Relationship to Family History Knowledge among Late Adolescents." *Genealogy* 7(1), 13.

Lundberg, Neil, Peter Ward, Grant Lundberg, Brian Hill, Jennifer Bown, Ramon Zabriskie, Mat Duerden and Heather Ashby. 2021. "Developing the Experience Impact Scale: A Qualitative Study Using a Study Abroad and International Internship Program." *Journal of Leisure Research*, DOI: [10.1080/00222216.2021.1916798](https://doi.org/10.1080/00222216.2021.1916798)

Lacanienta, Andrew, Gary Ellis, Brian Hill, Patti Freeman, and Jingxian Jiang. 2020. "Provocation and Related Subjective Experiences along the Dark Tourism Spectrum." *Journal of Heritage Tourism* 15(6) 626-647.

Ward, Peter, and Brian Hill. 2020. "Designing Experiences at Holocaust Memorial Sites." In D.H. Olsen and M. Korstanje (editors) *Dark Tourism and Pilgrimage*. Wallingford, UK: CAB International.

Bennion, John S., Brian Cannon, Brian J. Hill, Riley Nelson, and Meagan Ricks. 2019. "Asking the Right Questions: Using Reflective Essays for Experiential Assessment." *Journal of Experiential Education*, 21: 1-18. DOI: [10.1177/1053825919880202](https://doi.org/10.1177/1053825919880202)

Ellis, Gary D., Andrew Lacanienta, Patti A. Freeman and Brian J. Hill. 2019. "Evaluating the Theory of Structured Experience Propositions: Effects of Service Quality and Experience Industry Techniques on Quality of Immediate Leisure Experiences." *Annals of Leisure Research*, 22. DOI: [10.1080/11745398.2019.1568890](https://doi.org/10.1080/11745398.2019.1568890)

Layland, Eric, Brian Hill, and Larry Nelson. 2018. "Freedom to Explore the Self: How Emerging Adults Use Leisure to Develop Identity." *The Journal of Positive Psychology*, 13(1): 78-91. DOI: [10.1080/17439760.2017.1374440](https://doi.org/10.1080/17439760.2017.1374440)

Duerden, Mathew, Neil Lundberg, Stacy Taniguchi, Mark Widmer, Brian Hill, Ramon Zabriskie, and Peter Ward. 2018. "From Ordinary to Extraordinary: A Framework of Experience Types." *Journal of Leisure Research* 49(3-5): 196-216.

Olsen, Daniel, and Brian Hill. 2018. "Pilgrimage and Identity along the Mormon Trail." In D.H. Olsen and A Trono (editors) *Religious Pilgrimage Routes and Trails: Sustainable Development and Management*. Wallingford, UK: CAB International.

Hill, Karen, and Brian Hill. 2018. "Help Me Grow Utah and the Impact on Family Protective Factors." *Journal of Children's Services* 13(1): 33-43. DOI: 10.1108/JCS-0502017-0016

Brinton, Christian, Brian Hill, and Peter Ward. 2017. "Authoritative Coaching: Building Youth through Sport." *Journal of Park and Recreation Administration*, 35(1): 51-65. DOI: [10.18666/JPra-2017-V35-I1-7296](https://doi.org/10.18666/JPra-2017-V35-I1-7296)

Ward, Peter, and Brian Hill. 2017. "Case Teaching and Writing: Another Connection with Practitioners." *SCHOLE*, 32 (1): 91-101. DOI: [10.1080/1937156X.2017.11970353](https://doi.org/10.1080/1937156X.2017.11970353)

Stone, Garrett, Mathew Duerden, Lauren Duffy, Brian Hill, and Eva Whitesman. 2017. "Measurement of Transformative Learning in Study Abroad: An Application of the Learning Activities Survey." *Journal of Hospitality, Leisure, Sport, & Tourism Education*, 21(A): 23-32. DOI: [10.1016/j.jhlste.2017.05.003](https://doi.org/10.1016/j.jhlste.2017.05.003)

Freeman, Patti, Mathew Duerden, and Brian Hill. 2016. "Being Student and Practitioner Centered: Lessons Learned from Integrating a Recreation Management Department into a Business School." *SCHOLE*, 31(2): unpaginated.

Ward, Peter, Mathew Duerden, Brian Hill and John Conner. 2015. "The Color Run: Racing to Maintain and Grow Their Market Share." *Journal of Parks and Recreation Administration*, 2015: 76-86.

Taylor, Shallie, Peter J. Ward, and Brian J. Hill. 2012. "Obesity as It Relates to Adolescents' Intent to Participate in Active Family Leisure." *Leisure Sciences*, 34(4): 332-349.

Hodge, Camilla J., Brian J. Hill and Christian Brinton. 2011. "The Value of a Master's Degree to Recreation Professionals." *SCHOLE*, 27(2): unpaginated.

Hill, Brian J. 2006. "Book Review: 'Sports in Zion: Mormon Recreation 1890-1940' by Richard Ian Kimball." *BYU Studies*, 45(3): 186-188.

Johnson, Heather A., Ramon B. Zabriskie, and Brian Hill. 2006. "The Contribution of Couple Leisure: Involvement, Leisure Time, and Leisure Satisfaction to Marital Satisfaction." *Marriage and Family Review*, 40(1): 69-91.

Huff, Christy, Mark Widmer, Kelly McCoy, and Brian Hill. 2003. "The Influence of Challenging Outdoor Recreation on Parent-Adolescent Communication." *Therapeutic Recreation Journal*, 37(1):18-37.

Hill, Brian J. 2002. "Foreword." In David Edgell *Best Practices Guidebook for International Tourism Development for Rural Communities*. Provo, UT: Department of Recreation Management and Youth Leadership, Brigham Young University.

Freeman, Patti A., Brian J. Hill, and Christy Huff. 2002. "Development of a Family Recreation Agenda." *LARNet; The Cyber Journal of Applied Leisure and Recreation Research*. (<http://www.nccu.edu/larnet/abstracts.html>, March, 2002)

Hill, Brian J. 2001. "Trends in Family Travel." In K. Luft and S. McDonald (Compilers) *Trends 2000: Shaping the Future, Contributed Papers for the 5th Outdoor Recreation and Tourism Trends Symposium*. East Lansing: Michigan State University, Department of Park, Recreation, and Tourism Resources.

Hill, Brian J. and Michael N. Landon. 2000. "Coming Out of Obscurity through the Pioneer Sesquicentennial Celebration." In Susan E. Black (editor) *Coming Out of Obscurity in the 20th Century*. Salt Lake City: Deseret Book.

Widmer, Mark A., David J. Cherrington, E. Jeffrey Hill, and Brian J. Hill. 2000. "Wholesome Family Recreation." In David C. Dollahite (editor) *Strengthening Our Families: An In-Depth Look at the Proclamation on the Family*. Salt Lake City: Bookcraft.

Hill, Brian J. 1999. *Estimating Tourism's Economic Impact in Nebraska Counties, Nebguide 99-1380*. Lincoln, Nebraska: Institute of Agriculture and Natural Resources.

Hill, Brian J. 1999. *Following, Indexing, and Publicizing Local Tourism Trends, Nebguide 99-1381*. Lincoln, Nebraska: Institute of Agriculture and Natural Resources.

Hill, Brian J. 1998. "Heritage Trails and Sustainable Tourism Development." In Derek Hall and Linsey O'Hanlon (editors) *Rural Tourism Management: Sustainable Options International Conference*. Auchincruive, Ayr, Scotland: Scottish Agricultural College.

Hill, Brian J. 1998. *Nebraska's Lodging Tax, Nebguide G98-1357*. Lincoln, Nebraska: Institute of Agriculture and Natural Resources.

Hill, Brian J. 1998. "Reflections on an Outdoor Recreation Experience." *Parks and Recreation*, August 1998, 33(8): 58-63.

Hill, Brian J. 1997. "Historic Religious Celebrations and the Growth of Religious Tolerance: A Case Study of the 150th Anniversary of the Mormon Migration." *Annali Italiani del Turismo Internazionale*, 1997-1998, 2(1).

Hill, Brian J. 1995. "A Guide To Adventure Travel." *Parks and Recreation*, September 1995, 30(9): 56-65.

Hill, Brian J. 1995. "Basic Marketing Concepts for Forest and Conservation Nurseries." In Thomas D. Landis and Bert Cregg (technical coordinators) *National Proceedings: Forest and Conservation Nursery Associations 1995*, General Technical Report PNW-GTR-365. Portland, Oregon: Pacific Northwest Research Station, Forest Service, United States Department of Agriculture.

Hill, Brian J. 1995. "Transportation Businesses." In John Sem (editor) *Tourism Business Entrepreneurial Handbook: A Guide for People Interested in Starting a Tourism Business*. Denver: Western Entrepreneurial Network at the University of Colorado at Denver.

Hill, Brian, Deirdre Gibbons, Steve Illum, and Turgut Var. 1995. "International Institute of Peace through Tourism." *Annals of Tourism Research*, 22(3): 709-710.

Gibbons, Deirdre, Brian Hill, Steve Illum, and Turgut Var. 1995. "Building a Sustainable World through Tourism." *Annals of Tourism Research*, 22(3):701-702.

Hill, Brian J. 1994. "Wilderness Valuation." *Parks and Recreation*, August 1994, 29(8): 28-31.

Gibbons, Deirdre and Brian J. Hill. 1993. "Discovering the Unique Synergy Potential of Undergraduate Research and Tourism Service Needs." *Visions in Leisure and Business*, Spring 1993. 12(1): 4-12.

Hill, Brian J. 1993. "The Future of Rural Tourism." *Parks and Recreation*, September 1993, 28(9): 98-101,123.

Hill, Brian J. 1993. Two contributions in Barbara Koth, Glenn Kreag and Matthew Robinson (editors), *Q & A about Rural Tourism Development*. St. Paul, Minnesota: Minnesota Extension Service, University of Minnesota.

Hill, Brian J. 1992. "Sustainable Tourism." *Parks and Recreation*, September 1992, 27(9): 84-89,130.

Hill, Brian J. 1991. "Tourism and Natural Resource Conflict and Resolution." In Jeffrey B. Zeiger and Lowell M. Caneday (editors), *Tourism and Leisure: Dynamics and Diversity*. Alexandria, Virginia: National Recreation and Park Association.

Hill, Brian J. 1991. "A Truly Multi-Disciplinary Academic Tourism Program." In Laurie K. Maes, Marie E. Rovelstad, and James M. Rovelstad (editors), *1991 Proceedings of the 12th Annual Censtates TTRA Conference*, Kenosha: Wisconsin: Center for Survey and Marketing Research.

Hill, Brian J. 1990. "Servicing Visitors in the National Parks." *Trends* 27 (3): 27-31.

Hill, Brian J., Cary D. McDonald, and Muzzafer Uysal. 1990. "Resort Motivations for Different Family Life Cycle Stages." *Visions in Leisure and Business* Winter 1990, 8(4): 18-27.

Hill, Brian J., and W. Jeffrey Burroughs. 1989. "Towards a Taxonomy of Outdoor Recreation Values and Its Implications for Activity Substitution." In *Proceedings--Southeastern Recreation Research Symposium*. Asheville, North Carolina.

Peer Reviewed Abstracts Published

Hill, Brian J., Neil Lundberg, Maggie Holt, Viviana Gonzalez, Jackson DeBuck, Ann d'Hulst, Elise Garnder, Tamas Martos, and Viola Sallay. 2025. "The Location of Experience Emotions: Student's Perspectives from a Large Private University." In *Proceedings of 2025 7 Experiences Summit*. On-line at <https://experienceresearchsociety.org>.

Haydon, Clive, Emma Bradshaw, Jiesi Guo, Richard Ryan, Brian Hill, Taren Sanders, Ben Steward, Emma Minchin, and Kelly Ferber. "Basic Psychological Needs Support within the Family Environment and Eudaemonic Well-Being: A Systematic Review and Meta-Analysis." In *Proceedings of the 2025 International Positive Psychology Association Congress*, Brisbane, Australia..

Jiang, Jingxian, Patti Freeman, and Brian Hill. 2024. "Services Marketing." *The Association of Collegiate Marketing Educators* (2024): 96.

Bennion, John S., Brian Q. Cannon, Brian J. Hill, Riley Nelson, and Meagan Ricks. 2017. "Asking the Right Questions: Using Open-ended Responses to Evaluate Student Apprehension of Threshold Concepts." In *Proceedings of the 2017 Symposium on Experiential*

Education, Montreal, Quebec.

Hill, Brian J., and Ty W. Turley. 2015. "Improving the Positive Impact of Tourism by Enhancing Tourism Labor Compensation and Status." In *The 5th Conference of the International Association of Tourism Economics Book of Abstracts*, (pp 111-112). Hong Kong, China.

Leyland, Eric, Brian Hill, Larry Nelson and Stacy Tanaguchi. 2014. "Europe Emerging Adults in the Context of Free Time and Leisure." In E. Gomez & J. Sibthorp (Ed.), *Abstracts from the 2014 Leisure Research Symposium*, (pp. 125-129). Charlotte, NC.

Stone, Garrett, Brian Hill, Mathew Duerden and Eva Witesman. 2014. "Transformative Travel: Measuring Study Abroad Activities and Outcomes." In E. Gomez & J. Sibthorp (Ed.), *Abstracts from the 2014 Leisure Research Symposium*, (pp. 209-212). Charlotte, NC.

Stone, Garrett, Brian Hill, Mathew Duerden and Eva Witesman. 2014. "Transformative Travel: Measuring Study Abroad Activities and Outcomes." In D. Dredge (Ed.), *Proceedings of the 8th Annual Tourism Education Future Initiatives Conference*, (pp. 95-96). Guelph, ON, CA.

Hodge, Camilla J., Brian J. Hill, and Christian Brinton. 2011. "The Value of a Master's Degree to Recreation Professionals." In *Abstracts from the 2011 Leisure Research Symposium*, Ashburn, Virginia: National Recreation and Parks Association.

Hill, Brian J., Neil Lundberg, Karen Hill, Shallie Taylor, and Melissa Russell. 2010. "Today's Families and Leisure Time." In *Abstracts from the 2010 Leisure Research Symposium*, Ashburn, Virginia: National Recreation and Parks Association.

Taylor, Shallie, Peter Ward, Brian Hill, and Carl Hanson. 2010. "Influences on Active Family Leisure and Its Relationship to Obesity." In *Abstracts from the 2010 Leisure Research Symposium*, Ashburn, Virginia: National Recreation and Parks Association.

Hill, Karen D., and Brian J. Hill. 2008. "Family Strengths and Extended Family Activities." In *Strengthening Families, Youth, and Communities: Putting Knowledge to Work*, Clemson, SC: Clemson University.

Rancie, Elisa, and Brian J. Hill. 2004. "Unplugged: An International Applied Ancestry Program." In *CIES 48th Annual Conference Development as Freedom: The Role of Education*, Provo, Utah: Brigham Young University.

Hill, Brian J., Patti A. Freeman, and Christy Huff. 2001. "The Influence of Challenging Family Recreation on Family Functioning." In *Abstracts from the 2001 Symposium on Leisure Research*, Ashburn, Virginia: National Recreation and Parks Association.

Huff, Christy, Brian J. Hill, and Patti A. Freeman. 2000. "Development of a Family Recreation Research Agenda." In *Abstracts from the 2000 Symposium on Leisure Research*, Ashburn, Virginia: National Recreation and Parks Association.

Hill, Brian J., and W. Jeff Burroughs. 1992. "Self-Presentation and Leisure Identity for Five Outdoor Recreation Activities." In *Abstracts from the 1992 Symposium on Leisure Research*, Arlington, Virginia: National Recreation and Parks Association.

Hill, Brian J., Robert H. Becker, and G. Wesley Burnett. 1989. "America's Wilderness: Protection of Social Values." In *1989 Association of American Geographers Annual Meeting, March 19-22, Program and Abstracts*, Washington, D.C.: Association of American Geographers.

Reports

Hill, Brian J., Deirdre Gibbons, Nancy J. Bjorklund. 1993. *Harlan County Reservoir Economic Impact Analysis*. Kearney, Nebraska: Nebraska Tourism Resource Center.

Hill, Brian and Harry Hafer. 1988. "Camden Tourism Feasibility Study." Camden, South Carolina. Report on file: Kershaw County Chamber of Commerce, Kershaw County Tourism Advisory Board, Camden, South Carolina.

Hill, Brian, Ed McCallum, and Joel Stroud. 1988. "White Consolidated Economic and Fiscal Impact Study." Anderson, South Carolina. Report on file: Anderson County Planning and Development Board, Anderson, South Carolina.

Harrison, Patricia, Brian Hill, Alma Evans, Norbaya Katan, Muhamad Jamian, Tom Staub, and Joel Stroud. 1987. "Industrial Site Analysis for SC 187 Property in Anderson, South Carolina." Pendleton, South Carolina. Report on file: Anderson County Planning and Development Board, Anderson, South Carolina.

Hill, Brian J. 1986. "Lake Isabella Park Headquarters and Information Center Handicap Access Report." Lake Isabella, California. Report on file: U.S. Army Corp of Engineers, Sacramento District, Isabella Lake, California.

Miscellaneous

Hill, Brian and Karen Hill. 1997. *Angels Among Us*. (Audio Tape). Salt Lake City: Covenant Communications.

Hill, Brian J. 1994. *Concepts of Wilderness Valuation*. Ph. D. Dissertation, Clemson University.

Quarterly submissions in *Great Plains Tourism Connection Newsletter*, 5 issues published.

Hill, Brian J. 1985. "Fireworks--More than Magic." *Official Rumor, Monthly Newspaper for Salt Lake City Employees*. August 1985, p. 1.

RESEARCH PRESENTATIONS

*"The Location of Experience Emotions: Student's Perspectives from a Large Private University." 7 Experience Summit – Experience Research Society Annual Conference, Online October 2025.

*"Qualitative Examination of Absorption Experiences: Techniques that Elevate, Enhance, or Detract." World Leisure Organization, Breda, Netherlands, August 2025.

*"Leisure and Tourism Experience Evaluation Using Labeled Magnitude Scales: Using LMS in your Research and Evaluation Workshop." World Leisure Organization, Breda, Netherlands, August 2025.

*"Basic Psychological Needs Support within the Family Environment and Eudaemonic Well-Being: A Systematic Review and Meta-Analysis." International Positive Psychology Association Congress, Brisbane, Australia, July 2025.

*"Transformative Conversations: A Framework for Facilitating Difficult Conversations in the Classroom." The Academy of Leisure Sciences Research and Teaching Conference, Pittsburg, PA, March 2025.

*"Artifacts of Transformation: Memorabilia's Role in Transformative Experiences." 7 Experience Summit – Experience Research Society Annual Conference, Boston, Massachusetts, USA, October 2024.

*"Beyond Relaxation: Studying and Design for Challenges in Couples Vacation." 7 Experience Summit – Experience Research Society Annual Conference, Boston, Massachusetts, USA, October 2024.

*"Theming, Service Performance, and Downstream Effects of Subjective Leisure Experiences." 7 Experience Summit – Experience Research Society Annual Conference, Boston, Massachusetts, USA, October 2024.

*"Experience Evaluation Using Labeled Magnitude Scales (Part 1): Using LMS in Your Work/Research." 7 Experience Summit – Experience Research Society Annual Conference, Boston, Massachusetts, USA, October 2024.

*"Experience Evaluation Using Labeled Magnitude Scales (Part 2): How to Calibrate Amplifiers for a LMS." 7 Experience Summit – Experience Research Society Annual Conference, Boston, Massachusetts, USA, October 2024.

*"Designing Shared Experiences for Social Connection: Examining Positive Emotion, Self-Disclosure, and Social Interaction." 7 Experience Summit – Experience Research Society Annual Conference, Boston, Massachusetts, USA, October 2024.

*"Exploring Engagement and Social Learning in Experiential Education." 7 Experience Summit – Experience Research Society Annual Conference, Boston, Massachusetts, USA, October 2024.

*"Novelty, Positive Emotions, and Social Connection in Shared Experiences." European Conference on Positive Psychology, Innsbruck, Austria, July 2024.

"Experience Value of Ordinary Leisure Experiences." World Experience Organization, Brooklyn, New York, USA, May 2024.

*"Facilitating University Student Retention: Connectedness through On-Campus Leisure Experiences." Society for Research on Adolescence Annual Conference, Chicago, IL, April 2024.

*"Relations of Co-Creation and Core Experience Industry Strategies on Experience Value-During-Use and Experience Value-After-Use." Federation of Business Disciplines, Academy of Marketing Educators Annual Conference, Galveston, Texas, USA, 2024.

*"Transformational Experience Beyond Borders: Study Abroad and the Further Development of the Experience Impact Scale." 7 Experience Summit – Experience Research Society Annual Conference, Auckland, New Zealand, November 2023.

*"Theming, Service Performance, and Downstream Effects of Subjective Leisure Experiences." 7 Experience Summit – Experience Research Society Annual Conference, Auckland, New Zealand, November 2023.

*"The Impact of Novelty on Positive Emotion in Shared Experiences." International Positive Psychology Association Congress, Vancouver, Canada, July 2023.

*"Exploring the Impact of Theme on Recreation and Tourism Experiences." Recreation and Commercial Recreation Association Conference, Florida, October 2022.

*"Themes and the Quality of Guest Experiences." Recreation and Commercial Recreation Association Conference, Florida, October 2022.

*"Memorable, Meaningful, and Transformative Experiences on Study Abroad: A Qualitative Analysis from a Uniquely EXDM Perspective." 7 Experience Summit – Experience Research Society Annual Conference, Provo, Utah, October 2022.

*"Immediate Feedback on User Engagement: Prototype, Test, and Refine Experiences Using Immersion." 7 Experience Summit – Experience Research Society Annual Conference, Provo, Utah, October 2022.

*"Integrating Mechanisms of Connection into Experience Design: A Review and Synthesis of Empirical Evidence." 7 Experience Summit – Experience Research Society Annual Conference, Provo, Utah, October 2022.

*"Measuring Experiences as Instances of Perception: Category Scales and Labeled Magnitude Scales." 7 Experience Summit – Experience Research Society Annual Conference, Provo, Utah, October 2022.

*"The Intersection of Experience Research and Positive Psychology." 7 Experience Summit – Experience Research Society Annual Conference, Virtual Conference, September 2021.

*"The Influence of Relationships on Emotions in Shared Experiences." International Positive Psychology Association 2021 Congress, Virtual Conference, July 2021.

*"Designing Experiences to Build Human Connections, Positive Emotions, and Well-Being." Sequor Conference of Experience Design, Texas A&M University, May 2020 (cancelled due to COVID).

*"Exploring Emotions and Experiences Associated with Transformative, Meaningful, Memorable, and Ordinary Experience Types." International Positive Psychology Congress, Melbourne, Australia, July, 2019.

*"Provocation on the Spectrum of Dark Tourism." Australia and New Zealand Association for Leisure Studies Biennial Conference, Queenstown, New Zealand, December 2019.

*"Testing Propositions of Relaxing, Pleasurable, and Mindful Absorption Experiences from the Theory of Structured Experience." Australia and New Zealand Association for Leisure Studies Biennial Conference, Queenstown, New Zealand, December 2019.

*"Determinants and Results of Engagement During Story Experiences." Australia and New Zealand Association for Leisure Studies Biennial Conference, Queenstown, New Zealand, December 2019.

**"Transformational Experiences on Study Abroad Part 1: The Relationship between Emotions and Experience Types." Australia and New Zealand Association for Leisure Studies Biennial Conference, Queenstown, New Zealand, December 2019.

**"Transformational Experiences on Study Abroad Part 2: Developing a Psychometric Scale to Identify Different Experience Types." Australia and New Zealand Association for Leisure Studies Biennial Conference, Queenstown, New Zealand, December 2019.

* "Testing Select Propositions about Absorption from the Theory of Structured Experience." The Academy of Leisure Sciences Conference on Teaching and Research, Greenville, South Carolina, February 2019.

* "Testing Theoretical Propositions about Service Performance, Theme, Personalization, and Multisensory Appeal on Quality of Structured Experiences." Travel and Tourism Research Association 2018 International Conference, Coral Gables, Florida, June 2018.

** A Graphical Approach to Measuring Deep Structed Experiences as a Binary Phenomenon." The Academy of Leisure Sciences Conference on Teaching and Research, Indianapolis, Indiana February 2018.

* "Asking the Right Questions: Using Open-ended Responses to Evaluate Student Apprehension of Threshold Concepts." Symposium on Experiential Education, Montreal, Quebec, May 2017.

**"Do Smart Phones Make Dumb People." 2016 Mountain Rescue Association Annual Conference. Port Angeles, Washington, June 2016.

**"Improving the Positive Impact of Tourism by Enhancing Tourism Labor Compensation and Status." The 5th Conference of the International Association of Tourism Economics. Hong Kong, China, July 2015.

**"Europe Emerging Adults in the Context of Free Time and Leisure." National Recreation and Parks Association Annual Congress. Charlotte, North Carolina, October, 2014.

**"Transformative Travel: Measuring Study Abroad Activities and Outcomes." National Recreation and Parks Association Annual Congress. Charlotte, North Carolina, October, 2014. Travel Education Future Initiatives Conference. University of Guelph, Ontario, Canada, 2014.

*Practice Models within the Experience Industry." Leisure Studies Association Summer Conference. Paisley, Scotland, July, 2014.

**"Defining the Experience Industry - Practitioners' Perspectives." Leisure Studies Association Summer Conference. Paisley, Scotland, July, 2014.

**Value of a Master's Degree to Recreation Professionals." National Recreation and Parks Association Annual Congress. Atlanta, Georgia, November, 2011.

"Enhancing Commercial Recreation and Tourism through the Experience Economy." Resort and Commercial Recreation Association Annual National Conference. Sunriver, Oregon. November, 2010.

* "Today's Families and Leisure Time." National Recreation and Parks Association Annual Congress. Minneapolis, MN. October, 2010.

**Influences on Active Family Leisure and Its Relationship to Obesity." National Recreation and Parks Association Annual Congress. Minneapolis, MN. October, 2010.

**Vacations and Family Time." Vacation Matters Summit. Seattle, WA. July, 2009.

**Family Strengths and Extended Family Activities." Strengthening Families, Youth, and Communities: Putting Knowledge to Work Conference. Myrtle Beach, SC. February, 2008.

**Unplugged – An International Applied Ancestry Education Program." Comparative and International Education Society Annual Conference. Salt Lake City, UT. March, 2004.

**Permit Systems on National Public Lands." International Conference on Outdoor Recreation Education. Orem, UT. November 2003.

**The Influence of Challenging Family Recreation on Family Functioning." National Recreation and Parks Association Annual Congress. Denver, CO. October 2001.

**Development of a Family Recreation Research Agenda." National Recreation and Parks Association Annual Congress. Phoenix, AZ. October 2000

**Family Travel Trends." Fifth Outdoor Recreation and Tourism Trends Symposium. East Lansing, MI. September 2000.

**Coming Out of Obscurity through the Pioneer Sesquicentennial Celebration." 2000 Sperry Symposium. Provo, UT. September 2000.

"Finding the Meaning and Power of Adventure with the Mormon Trail Wagon Train." Brigham Young University Honored Alumni Lectures. Provo, Utah. October 1998.

**Heritage Trails and Sustainable Tourism Development." Rural Tourism Management: Sustainable Options International Conference. Auchincruive, Scotland. September 1998.

"Learning the "Word and Will of the Lord" from the Mormon Trail Wagon Train."
Church Education System Doctrine and Covenants/Church History Symposium. Provo, Utah.
August 1998

"Learning History from the Mormon Trail Wagon Train – 150 Years." They Gathered to Zion,
1846-1869: A Sesquicentennial Symposium. Provo, Utah. September 1997.

"Celebrating the Mormon Trail Sesquicentennial in Nebraska." Mormon History Association
Annual Conference. Omaha, Nebraska. May 1997.

"Historic Religious Celebrations and the Growth of Religious Tolerance: A Case Study of the
150th Anniversary of the Mormon Migration." Pilgrims of the Modernity: Young People,
Travels and Peace. Milan, Italy. June 1996.

*"Wilderness Valuation." Sixth National Wilderness Conference: The Spirit Lives. Sante Fe,
NM. November 1994.

*"Sustainable Tourism--Heritage Trails in Nebraska." Second Global Conference: Building a
Sustainable World through Tourism. Montreal, Quebec. September 1994.

*"Multi-Disciplinary Tourism Education: Factors of Opportunity and Success." CenStates
Travel and Tourism Research Association Annual Conference. Omaha, NE. September 1993.

"Scottsbluff Area Market Research." Western Nebraska-Eastern Wyoming Tourism
Conference. Gering, NE. September 1993.

*"Self Presentation and Leisure Identity for Five Outdoor Recreation Activities." National
Recreation and Parks Association Annual Congress. Cincinnati, OH. October 1992.

"Tourism Trends in Nebraska." Nebraska Travel Conference. Columbus, NE. October 1992.

"A Truly Multi-Disciplinary Academic Tourism Program." CenStates Travel and Tourism
Research Association Annual Conference. Milwaukee, WI. September 1991.

"Funding Alternatives to Help Manage Growth and Change." Nebraska Recreation and Park
Association Education Institute. Kearney, NE. September 1991.

"Festival Novelty and Product Life Cycle." Nebraska Events, Inc. Fall Seminar. Nebraska City,
NE. October 1990.

*"America's Wilderness: Protection of Social Values." 1989 Association of American
Geographers Annual Meeting. Baltimore, MD. March 1989.

*"Outdoor Recreation Benefits." Southeastern Recreation Research Conference. Asheville, NC. February 1989. *Also at* College of Forest and Natural Resources Alumni Centennial Open House. Clemson, SC. April 1989.

*"The Religious Value of Wilderness." First Annual North American Interdisciplinary Wilderness Conference. Ogden, UT. February 1989.

"Marketing for Festivals." Governor's Conference on Travel and Tourism. Greenville, SC. February 1988.

*"Resort Motivations for Different Family Life Cycle Stages." Resort and Commercial Recreation Association Annual Conference. Chicago, IL. November 1987.

* *denotes competitively selected presentations*

GRADUATE STUDENT SUPERVISION

Erin Measom, Ph.D,
Committee Member, April 2025.

"Decision Making in the Backcountry While Carrying a Cellular Phone," Quinn Linford, MS,
Committee Chair, December 2016

"Authoritative Coaching: Building Youth through Athletics," Christian Brinton, MS,
Committee Chair, December 2015

"Transformative Travel: Measuring Study Abroad Activities and Outcomes," Garrett Stone,
MS, Committee Chair, April 2014

"European Emerging Adults in the Context of Free Time and Leisure," Eric Leyland, MS,
Committee Chair, August 2013

"Value of Bundled Recreation Amenities in Southern Arizona Communities: A Hedonic Pricing Approach," Eliza Hoffman, MS, Committee Chair, August 2012

"Helping Families Play: Developing a Framework for Family Recreation Programming," Sarah Taylor Agate, Ph.D., Committee Member, August 2010

"The Relationship between Identity Development in Late Adolescent University Students and Family History Knowledge," Clive Haydon, MS, Committee Chair, April 2010

"Influences on Active Family Leisure and Its Relationship to Obesity," Shallie M. Taylor, MS,
Committee Member, April 2010.

“Contributions of Family Leisure to Family Functioning among Families with an Adolescent in Mental Health Treatment,” Jasmine Nutter, MS, Committee Member, November 2008

“An Exploratory Study on the Impact of Applied Ancestry on At-Risk Youth in a Wilderness Therapy Program Setting,” Elisa Rancie, M.S., Committee Chair, December 2005

“The Contribution of Couple Leisure Involvement, Leisure Time, and Leisure Satisfaction to Marital Satisfaction,” Heather Ann Johnson, M.S., Committee Chair, August 2005

“The Influence of Challenging Family Outdoor Recreation on Parent-Adolescent Communication,” Christy Huff, M.S., Committee Chair, April 2002

“One Our Honor: Individual and Family Involvement in the Boy Scouts of America from a Systemic Perspective,” Cory Bickmore, M.S., Committee Chair, August 2001

SCHOLARLY ACTIVITIES

Session Coordinator, October 2025.
7 Experience Summit, Online

Session Coordinator, November 2011.
Leisure Research Symposium: General Poster Session, Atlanta, Georgia

Session Coordinator, Reviewer, and Moderator, April–October 2010.
Leisure Research Symposium: Leisure Children and Adolescents, Minneapolis, Minnesota

Session Moderator, October 2003
Leisure Research Symposium: Recreation and Family Function II, St. Louis , Missouri

Host and Co-founder, September 2002
Family Leisure Research Retreat, Aspen Grove, Utah

Project Director, February 2002
Olympic Volunteer Training Evaluations, Salt Lake Olympic Committee, Salt Lake City, Utah

Publisher, August 1999-March 2002
Best Practices Guidebook for International Tourism Development for Rural Communities, Provo, Utah

Team Leader, January-April 2001
Faculty Development Center Scholarly Writing Workshop, Provo, Utah

Founder and Director, October 1999-present
Family Leisure Research Team, Recreation Management & Youth Leadership, BYU

Session Chair, September 1998
Rural Tourism Management: Sustainable Options, Auchincruive, Scotland

Delegate, October 1995
White House Conference on Travel and Tourism, Washington, D.C.

Session Coordinator and Moderator, September, 1993, 1994, 1996, 1997, 1998
CenStates Travel and Tourism Research Association Annual Conference, Omaha, Nebraska;
Brainerd, Minnesota; St. Louis, Missouri; Bismark, North Dakota; Grand Rapids, Michigan

Guest Editor, September 1994-September 1995
Parks and Recreation Magazine, September 1995 Tourism Issue

Director, August 1990-August 1999
Nebraska Tourism Resource Center, University of Nebraska at Kearney

Juried Referee, January 1990-present
Reviewed manuscripts for *Leisure Sciences*, *Schole*, *Annals of Tourism Research* and Von Nostrand
Reinhold

Session Coordinator, "International Tourism Images," September 1991
1991 Midwest Conference on World Affairs, Kearney, Nebraska

Session Coordinator, "Tourism and International Natural Resource Conservation"
1990 Midwest Conference on World Affairs, Kearney, Nebraska

Coordinating Committee and Advisory Board, August 1990-August 1992
Great Plains Center for Rural Development, University of Nebraska at Kearney

Assistant Director, August 1989-August 1990
Nebraska Travel, Tourism, and Recreation Resource Center, University of Nebraska at
Kearney

Discussant, "Regional Economic Impacts of Recreational Development," April, 1989
Southern Regional Science Association, Chapel Hill, North Carolina

TEACHING PROFILE

TEACHING EXPERIENCE

Fundamentals of Design – BYU*
UNIV 101: Foundations of Student Success – BYU
Honors Unexpected Connections: Flourishing – BYU*
BYU Online-Creating a Good Life through Experience Design – BYU*
Experience Design Lab--BYU
Experience Industry Management Capstone – BYU*
Creating a Good Life through Experience Design – BYU*
Dutch Oven and Camp Cooking – BYU*
Commercial Recreation – BYU
Canyoneering*--BYU
River Recreation*--BYU
Careers in Recreation--BYU
Doctrine and Covenants I and II – BYU
Latter-day Saint History: 1844-1901 – BYU
Strengthening Marriage and Family – BYU
Family Recreation*--BYU
Research and Evaluation--BYU
Management of Recreation Services--BYU
Theoretical Foundations of Family Recreation (graduate)*--BYU
Senior Seminar: The Gospel in Academic Disciplines, RMYL*--BYU
Family Outdoor Recreation Skills*--BYU
Dimensions of Tourism (Introductory)*
Travel Behavior*
Historical and Philosophical Foundations of Leisure
Special Topics in Travel and Tourism:*
Introduction to Hospitality Management*
Tour Planning Operations*
Convention and Meeting Management*
Commercial Recreation and Resort Management*
Convention and Visitor Bureau Management*
Adventure Travel*
Tourism Technology*
Camp Leadership, Outdoor Recreation, and Environmental Education*
Tourism Marketing*
Tourism Economics*
Tourism Planning and Development*
Tourism Management Applications*
Tourism and Recreation Research*

Tourism Professionalism*

* *New Curriculum Developed by Brian Hill*

EDUCATIONAL ACTIVITIES

Director, May-June 2025
Southern Utah Field Study

Instructor, January 2016-2024
Wilderness Medicine Institute/National Outdoor Leadership School

Director, May-June 2018
Europe and Iceland International Experience Design and Management Study Abroad Program

Director, May-June 2014
Europe and Iceland International Recreation Venue Management Study Abroad Program

Co-Director, May-June 2013
Europe International Recreation Venue Management Study Abroad Program

Director, July – August 2010, July-August 2011
South Pacific Commercial Recreation Study Abroad Program

Faculty, May-June 2008, May-June 2010, May-June 2012, May-June 2016, May-June 2019
Integrated Natural History Utah Semester Away Program

Director, August 2006-December 2006
Australia Family Recreation Study Abroad Program

Director, May-June 2005, May-June 2006
Conservation and Outdoor Leadership Training Program

Director, January 2005-April 2005
New Zealand Family Recreation Study Abroad Program

Guest Lecturer, August 2003- present
“The Meaning of Adventure,” Habits of the Mind New Student Orientation

Guest Lecturer, June 2001
“Matching a Method to a Problem,” English 315 Workshop

Guest Presenter, May 2001
“Finding Scholarship Support & Scholarship Team Building,” New Faculty Seminar

Presenter, February 2001

“Adding Value to Research and Evaluation Courses,” SPRE Teaching Institute

Founder, April 2000

Triennial Recreation Management and Youth Leadership Research Symposium

Electronic Mailing List Administrator, October 1994-August 1999

Recreation and Tourism Student Communications Forum, rtstu-1@unlvm.unl.edu

Multi-State Tourism Curriculum Development, May 1993-August 1999

Tourism and Natural Resources Consortium, Colorado and Utah

Travel and Tourism Program Coordinator, February 1990-August 1999

Travel and Tourism Program, University of Nebraska at Kearney

Travel and Tourism Program Curriculum Development, August 1989-August 1999

Travel and Tourism Program, University of Nebraska at Kearney

Tourism Career Presenter, October 1995

EXPO: A Rainbow of Choices, Central Community College

Student Advisor for 300 undergraduates

Travel and Tourism Program, University of Nebraska at Kearney

Keynote Presentation, November 1993

Educational Service Unit No. 9 Future Problem Solving Program, Hastings, Nebraska

Guest Presentation, March 1993, March 1994

Multicultural Counseling Course, Kearney, Nebraska

Guest Lecturer, June 1992

Resource Management Course, Grand Island, Nebraska

Career Fair Speaker, March 1992

Wilcox Public School, Wilcox, Nebraska

Student Registration Assistant, January 1989

Parks, Recreation, and Tourism Management, Clemson University

PROFESSIONAL AND EXTENSION SERVICE PROFILE

PROFESSIONAL ACTIVITIES

Founder, 2024-

Positive Experiences Interest Group, International Positive Psychology Association

President, 2022-2024

Experience Research Society

Treasurer, 2021-2022

Experience Research Society

Founding Executive Committee Member, 2021-present

Experience Research Society

Founding Circle Member, 2021-present

World Experience Organization

Certified Facilitator, 2019-present

LEGO Serious Play

Certified Facilitator, 2015-present

Arbinger Institute

Accreditation Team Chair, 2011-2023

Western Carolina, Appalachian State, Chico State, Cal-Poly, North Carolina State, Eastern Illinois, Winston-Salem State, Eastern Washington, San Francisco State, Council on Accreditation – Parks, Recreation, and Tourism

Board Member, 2015- 2019,

Utah Recreation and Parks Association

Accreditation Visitor, 2007-2023

San Jose State, Missouri State, Sacramento State, Kent State
Council on Accreditation – Parks, Recreation, and Tourism

National Committee Member, 2007-2009

Nominating Committee, Society of Parks and Recreation Educators

Advisory Board Member, 2000-2006

Institute of Outdoor Recreation and Tourism, Utah State University

National Committee Chair, 2003-2006

Professional Development Scholarship Committee, Society of Park and Recreation Educators

Program Director and Host, February 2003

Parks, Recreation, Tourism, and Leisure Studies Curriculum Chair's Annual Meeting,
Salt Lake City

Opening and Closing Ceremony Host, October 2001-March 2002

Salt Lake 2002 Winter Olympics

Advisor, July 1998-2002

Church History Sites, Pageants, and Visitor Centers, Missionary Department

Chairman and Chief Executive Officer, August 1996-2005

Mormon Trail Wagon Train--150 Years! Executive Committee

Founder and President, July 1995-August 1999

Nebraska Mormon Trails Association

President-Elect, Vice President, and Board of Directors, May 1994-August 1999

CenStates Travel and Tourism Association

Governor Appointed Committee Member, January 1995-October 1996

Nebraska Tourism Planning Committee

Tourism Assessment Resource/Growth Evaluation Team, March 1993-August 1999

Department of Economic Development, Red Cloud and Brownville, NE

Consulting Team Advisor, January 1991-May 1995

Advising for 14 Small Business Administration Clients, Kearney, NE

Board of Directors, March 1990-October 1994

Nebraska Events, Inc., Lincoln, NE

National Cooperative Extension Team, December 1992-March 1994

National Communities in Economic Transition Tourism Design Team, Washington D.C.

National Committee, September 1992-March 1994

National Tourism Extension Research Agenda Task Force, Gainesville, FL

Conference Planner, January-April 1993

Exploring Tourism Conference, Valentine, NE

Recreation Planning Consultant, January-July 1989
Greenville County Recreation Planning Team for 2005, Greenville, SC

Board of Directors and Education Committee Chair, August 1987-May 1989
South Carolina Festival Association, Columbia, SC

Clemson University Exhibitor, November 1988
National Recreation and Parks Association, Indianapolis, IN

Rural County Leadership Development Committee Member, September-December 1988
Kellogg Foundation Grant Development Committee, Clemson, SC

Quarterly Festival Workshop Organizer, August 1987-August 1989.
South Carolina Festival Association, Columbia, SC

Information Specialist, April-August 1986
Salt Lake Convention and Visitor's Bureau, Salt Lake City, UT

Leadership Conference Coordinator, May-September 1985
Student Programs, Brigham Young University, Provo, UT

New Wilderness Management Committee Member, February-April 1985
Uinta National Forest, Provo, UT

Public Relations Assistant, February-June 1985
U.S. Forest Service, Provo, UT

EDUCATIONAL AND TECHNICAL ASSISTANCE PRESENTATIONS

"Case Teaching and Writing," TALS Teaching Institute, Greenville, NC: February 2016.

"Creating Lasting Customer Relationships: Lessons Learned from the Color Run," NRPA Congress. Las Vegas, NV: September 2015. URPA Conference. Provo, UT: March 2015. Rocky Mountain Association of Fairs. Kaysville, UT: November 2015.

"Using Positive Psychology and Recreation to Impact Wellness," NRPA Congress. Charlotte, NC. October 2014.

"Beyond Sports: Creating a Community Outdoor Rec Program," Utah Recreation and Parks Association. St. George, UT. March, 2014.

"Take Back Your Time Series," BYU Well and Wise Seminar. Provo, UT. March, 2009. Also at BYU Education Week. Provo, UT. August, 2007.

"Have Fun Strengthening Your Marriage Series," BYU Education Week. Provo, UT. August, 2007, August 2005, August 2004.

"Pioneer Handcart Trekking for Youth and Families Series," BYU Education Week. Provo, UT. August 2005, August 2004, August 2003.

"Wholesome Family Recreation Principles," Especially for Families Workshop. Provo, UT. June 2003.

"Strengthening Families Through Wholesome Recreation Series," BYU Education Week. Provo, UT. August, 2004, August, 2003, August 2002. Also at Aspen Grove Family Camp. Orem, UT. August 2001.

"Family Recreation." (with 5 undergraduate students) Utah Parks and Recreation Association Annual Conference. St. George, UT. March 2001.

"The Family Recreation Research Program at BYU." Utah Parks and Recreation Association Annual Conference. St. George, UT. March 2000.

Hospitality Training Workshop. Central City, NE. June 1998

"Rural Tourism Marketing Strategies." Tourism Beyond Our Borders Workshops. Valentine and Bloomfield, NE. April 1998.

Bed and Breakfast Marketing Workshop. Brewster, NE. March 1997.

Aspiring Innkeeper's Workshop. Kearney, NE. February 1997.

"Long Range Tourism Market Planning." Community Tourism Workshop Series. York, NE. November 1996.

"Mormon Trail Wagon Train Development." 1996 Nebraska Travel Conference. Omaha, NE. October 1996.

"Tourism Development." Winners Not Whiners V. Grand Island, NE. May 1996.

"Tourism Technology: Utilizing the Internet in Tourism Marketing." Community Tourism Workshop Series. Kearney, NE. April 1996.

"Developing A Community Tourism Marketing Plan: From Hope to Publication." Community Tourism Workshop Series. Kearney, NE. November 1995-May 1996.

"Rural Tourism Development: How Do We Get Started?" Community Tourism Workshops Series. Lincoln, NE. October 1995.

"Mormon Trail Development." 1995 Nebraska Travel Conference. Scottsbluff, NE. October 1995.

"Marketing and Advertising for Restaurants." Enhancing Restaurant Management Workshop. Aurora, Wayne, Nebraska City, Lincoln, and Hastings. October 1994-February 1996.

"Monitoring and Measuring Tourism Trends." 1995 Cooperative Extension April Update. Lincoln, NE. April 1995.

"Estimating the Economic Impact of Tourism." 1994 Cooperative Extension April Update. Lincoln, NE. April 1994.

"Rural Tourism Development." Exploring Tourism II. Valentine, NE. April 1994.

"Small Towns: Issues and Trends in Tourism." 1993 National Recreation and Parks Association Annual Congress. San Jose, CA. October 1993.

"The Future of Rural Tourism: Opportunities, Barriers, and Challenges." Loup Basin Resource Conservation and Development District. Ericson, NE. October 1993. Also at Upper Missouri United Chamber of Commerce Meeting. Neligh, NE. November 1992. Also at 1992 Western Nebraska-Eastern Wyoming Tourism Conference. Scottsbluff, NE. October 1992.

"Customer Satisfaction." Nebraska National Forest Leadership Training. Halsey, NE. May 1993.

"Ranch Tourism." Exploring Tourism Conference. Valentine, NE. April 1993.

"What's Hot Nationally in Special Events." Spring Nebraska Events, Inc. Seminar. Kearney, NE. April 1993.

"Developing a Community Strategic Marketing Plan Workshop." Ogallala, NE. January 1993.

"Dimensions of Tourism." Knox County Entrepreneurship Training Program. Bloomfield, NE. November 1992.

"Product Development and Enhancement." National Tourism Extension Conference. Milwaukee, WI. September 1992.

"Tourism Marketing in the Forest Service." U.S. Forest Service Regional Leadership Workshop. Halsey, NE. September 1992.

"Tourism Consultation: Festivals and Events, Agricultural Tourism, Support Resources for Program Development, Tourism Policy Impacts, How to Start a Bed and Breakfast." Nebraska Cooperative Extension Inservice. Kearney, NE. May 1992.

COMMUNITY AND SMALL BUSINESS CONSULTATIONS

New Zealand Feed the Need, December, 2016
Provo Parks and Recreation, December 2015, April 2016
Provo Beach Resort, April 2015
Heartland Military Museum Project, May 1998
Kearney Quasiquicentennial Trolley Project, May 1998
Happy Jack Chalk Mine, May 1998
Grand Island Tourism Advisory Committee, January 1997
Nebraska Bed and Breakfast Association, April 1996
Scottsbluff/Gering Scenic Byways Committee, January 1996
Nebraska Scenic Byways Feasibility Study, August 1995
Loup Basin Resource and Conservation District, February 1994
Adams County Tourism Advisory Board, January 1994
Cherry County Tourism Advisory Board, December 1993
South Central Resource Conservation and Development Council, December 1993
South Platte United Chamber of Commerce Tourism Committee, October 1993
Douglas County Fair Board, May 1993

UNIVERSITY AND DEPARTMENT ACTIVITIES

Marriott School of Business Research Council, September 2025-present
Brigham Young University

Faculty General Education Council, August 2007-August 2012, October 2024-present
Brigham Young University

Human Connection Working Group, September 2024-present
Brigham Young University

Outdoor Adventure Club Advisor, August 2011-present
Brigham Young University

Department Committees as assigned, 1999-present
Brigham Young University

Marriott School of Management Rank and Status Committee, August 2012-August 2020
Brigham Young University

Experience Management Undergraduate Coordinator, August 2012-August 2019
Brigham Young University

Experience Industry Management Conference Co-Director, August 2012
Brigham Young University

University Athletic Advisory Council, August 2010-August 2012
Brigham Young University

Faculty Advisory Council, August 2009-August 2012
Brigham Young University

Graduate Coordinator, November 2007-August 2012
Brigham Young University

Department Rank and Status Committee Chair, August 2006-August 2012
Brigham Young University

Health and Human Performance College Research Committee, 2007-2009
Brigham Young University

Center for Instructional Design Faculty Advisory Board, June 2005-August 2008
Brigham Young University

University Department Chair's Coordinating Committee, August 2003-August 2006
Brigham Young University

Department Chair, June 2000-July 2006
Recreation Management & Youth Leadership, Brigham Young University

Department Outdoor Committee, 2000-2009
Brigham Young University

Evaluation Committee Chair, August 1999-May 2000
Recreation Management & Youth Leadership, Brigham Young University

Faculty Senate President-Elect, Vice President, November 1998-March 1999
University of Nebraska at Kearney

Faculty Senate Academic Affairs Committee Member, October 1997-August 1999
University of Nebraska at Kearney

Faculty Senator, November 1995-August 1999
University of Nebraska at Kearney

Rank and Tenure Committee Member, September 1997-August 1999
College of Education, UNK

Professional Standards and Welfare Committee Chair and Member, September 1995-1998
College of Education, UNK

Curriculum Committee Member, September 1994-August 1999
Department of Health, Physical Education, Recreation and Leisure Studies, UNK

Graduate Committee Member, August 1994-August 1999
Department of Health, Physical Education, Recreation and Leisure Studies, UNK

Educational Technology Task Force Member, September 1994-August 1995
College of Education, University of Nebraska at Kearney

Search Committee Chair and Member, 1993-1994, 1996-1997
Department of Health, Physical Education, Recreation and Leisure Studies, UNK

Ad Hoc Committee for Promotion and Tenure Guidelines Member, Sept. 1991-Oct. 1993
Department of Health, Physical Education, Recreation and Leisure Studies, UNK

Travel and Tourism Club Advisor, January 1990-August 1990, September 1998-present
Student Affairs, University of Nebraska at Kearney

Inter-Fraternal Council Co-Advisor, September 1989-January 1990
Student Affairs, University of Nebraska at Kearney

PROFESSIONAL ASSOCIATIONS

Experience Research Society
International Positive Psychology Association
National Recreation and Parks Association

LEADERSHIP POSITIONS AND ASSOCIATION MEMBERSHIPS

Utah County Sheriff Search and Rescue Team
President, January 2014-December 2016

Secretary, January 2012-December 2013
Volunteer Team Member, October 2009-September 2024

The Church of Jesus Christ of Latter-day Saints

Ordinance Worker, Lindon Utah Temple, 2026-present
District Councilor, Great Salt Lake Prison District, 2025-present
Open House Committee, Lindon Temple Open House, 2025-2026
Ordinance Worker, Mt. Timpanogos Temple, 2022-2025
Sunday School President in Lindon 19th Ward, 2021-2025
Ward Family Trekmaster in Lindon 19th Ward, 2024
Gospel Doctrine Teacher in Lindon 19th Ward, January 2018-December 2020
Troop Committee Chair, January 2015-August 2017
Church Service Missionary to Young Men's General Board, July 2013-January 2015
High Priest Group Assistant, January 2013-January 2015
Institute of Religion Instructor in Northridge Orem Utah Stake, August 2005-May 2012
Gospel Doctrine Teacher in Northridge 13th Ward, January 2003-January 2006
Young Men's President of Northridge 13th Ward, January 2000-January 2003
Stake President of Kearney Nebraska Stake, October 1994-March 1999
Counselor to Stake President of Kearney Nebraska Stake, June 1991-October 1994
Branch President of Kearney Branch, November 1990-June 1991
Young Men's President of Seneca Ward, February 1987-July 1989
Assistant to Mission President-Arizona Holbrook Mission, 1981-1982, Zone Leader 1981,
District Leader 1980-1981

Boy Scouts of America

Overland Trails Council Executive Board, August 1996-August 1999
Scoutmaster, November 1989-November 1990
Cub Scout Den Leader, September 1989-May 1991
Varsity Scout Coach, October 1986-July 1989
Vigil Honor Member, Order of the Arrow, 1977
Eagle Scout, 1974

Community Educational Organizations

Parent Teacher Organization Treasurer, September 1993-September 1994
Middle School Advisory Committee, September 1993-September 1994
Superintendent's Parent Committee Member, September 1990-May 1991

Brigham Young University Organizations

President of BYU Inter-Organizational Council, September 1984-December 1985
Executive Assistant to ASBYU Organization's Vice President, Sept. 1984-April 1985
President 1983, Tradition's Vice President 1982, and Pledgemaster 1984, ASA Sportsmen