**Stacy R. Tomas**

**Biography**

Stacy R. Tomas has more than 15 years’ experience working with small businesses, landowners, farmers, communities and the tourism industry to develop and promote sustainable tourism in rural areas as a means for community and economic development. Prior to arriving at OSU, she has worked at North Carolina State University and Tennessee Tech University. She has led teams that have developed tourism-related training for various aspects of the tourism industry, including nature-based tourism, birdwatching, paddling, state parks, agritourism and wineries. Her research and outreach focus on addressing practical concerns and issues in the areas of tourism marketing as well as sustainable tourism development and the economic impacts of tourism. She has worked independently and collaboratively to secure over $3 million in grants and contracts providing practical-based research and deliverables directly to communities and landowners.

**Education**

* PhD, Texas A&M University, Recreation, Park and Tourism Sciences, 2007
* MS, Texas A&M University, Recreation, Park and Tourism Sciences, 2000
* BS, Texas A&M University, Wildlife and Fisheries Sciences, 1997

**Selected Publications**

* Fan, X., Im, J., Miao, L., Tomas, S., & Liu, H. (2021). Silk and steel: A gendered approach to career and life by upper echelon women executives in the hospitality and tourism industry in China. International Journal of Hospitality Management, 97, 103011.
* Bowman, B. L., Settle, Q., Tomas, S., and Riggs, A. (2020). Facebook Activity of Oklahoma Agritourism Facebook Pages. Journal of Applied Communications. 104(2). https://doi.org/10.4148/1051-0834.2296
* Bowman, B. L., Settle, Q.; Riggs, A.; Tomas, S.; and King, A. (2020). Characteristics of Oklahoma Agritourism Facebook Posts. Journal of Applied Communications. 104(1). https://doi.org/10.4148/1051-0834.2294
* Bowman, B., Settle., Q., Tomas, S., & Riggs, A. (2020). Top Ten Recommendations for Oklahoma agritourism Facebook marketing. Oklahoma Cooperative Extension Service Fact Sheets (AECL-9801)
* Bowman, B., Settle., Q., Riggs, A., & Tomas, S. (2020). Facebook activity of Oklahoma agritourism Facebook pages. Oklahoma Cooperative Extension Service Fact Sheets (AECL-9800)
* Lee, K. S., Blum, D., Miao, L., & Tomas, S. R. (2020). The creative minds of extraordinary pastry chefs: an integrated theory of aesthetic expressions–a portraiture study. International Journal of Contemporary Hospitality Management. 32(9), 3015-3034.
* Conner, N. W., Stripling, C. T., Tomas, S., Fennewald, D., & Foster, B. (2019). Flipping an Agricultural Teaching Methods Course at a Non-Land Grant University. Journal of Human Sciences and Extension, 7(3), 158-172.
* Lee, K., Blum, D., Miao, L. and Tomas, S. R. (2019). The duality of a pastry chef’s creative process. Events and Tourism Review, 2(1), 21-29.
* Tomas, S. R., Hildebrand, D., Griffin, L., Weber, J., Beutler, P., and Long, C. (2018). Growing Farm to School at the Local School Level: A Guide for Child Nutrition Directors and Managers. Publication Number L-467. Oklahoma State University Extension. 8 pages.
* Bae, S., Slevitch, L., & Tomas, S. R. (2018). The Effects of Restaurant Attributes on Satisfaction and Return Patronage Intentions: Evidence From Solo Diners’ Experiences in the United States. Cogent Business and Management, 5(1), 1-16.
* Siamionava, K., Slevitch, L., & Tomas, S.R. (2017). Effects of Spatial Colors on Guests’ Perceptions of a Hotel Room. International Journal of Hospitality Management, 70, 85-94.
* Tomas, S. R., and Leffew, M. B. (2016). Creating the Customer Experience: Tips for Agritourism Entrepreneurs. Publication Number w 361. University of Tennessee Extension, Center for Profitable Agriculture. 14 pages.

**Selected Grants and Contracts**

* Creating an Effective Support System for Small and Medium-Sized Farm Operators to Succeed in Agritourism. (2020-2023). National Institute of Food and Agriculture (NIFA). ($498,051).
* Hospitality Training for Wineries. (2018-2021). Oklahoma Department of Agriculture, Food & Forestry. ($28,000).
* Building Tourism and Marketing Strategies for Oklahoma Wines. (2017-2018). Oklahoma Department of Agriculture, Food & Forestry. ($30,864).
* Hospitality and Customer Service Training for Oklahoma State Parks. (2016). Oklahoma Tourism and Recreation Department. ($8,000).
* Cummins Falls State Park and TTU Agritourism Collaboration. (2015). TTU Quality Enhancement Plan Grant. ($4,500).
* Agritourism as a Tool for Rural Economic Development. (2014). USDA Rural Business Enterprise Grant. ($8,000).
* Cultivating Tennessee Agritourism Through Risk Management Education. (2013-2014). Southern Risk Management Education Center. ($39,953).
* North Carolina Zoo Visitor Study. (2011-2012). NC Department of Environment and Natural Resources. ($59,941).
* Increasing On-Farm Sustainability Through Agritourism Research: An Examination of Agritourism Visitors, Farms and Marketing Strategies. (2010-2011). Southern Sustainable Agriculture Research and Education. ($15,000).
* The North Carolina Birding Trail Initiative: Economic Development, Environmental Education and Conservation, A Continuation. (2006-2007). Golden LEAF Foundation. ($100,000).
* The North Carolina Birding Trail Initiative: Economic Development, Environmental Education and Conservation. (2005-2006). Golden LEAF Foundation. ($94,000).

**Selected Awards and Honors**

* Excellence in Tourism Programming Award, National Extension Tourism (NET) Network, 2021
* Outstanding Faculty of the Year (2014-2015), School of Agriculture, TN Tech University
* Quality Enhancement Program Award for Excellence in Innovative Instruction (2014-2015), TN Tech University
* Quality Enhancement Program Award for Excellence in Innovative Instruction (2012-2013), TN Tech University
* Special Specialist Award (2010), NC Association of Cooperative Extension Specialists
* Outstanding Extension Service Award (2007), NC State University