

A.J. WEIGHILL, PhD
Department of Recreation and Tourism Management
Faculty of Management
Vancouver Island University

POST-SECONDARY EDUCATION

- 2009 University of Alberta, Edmonton, Doctor of Philosophy
Research Focus: Travel motivations and behaviours of females for tourists.
- 2001 University of Waterloo, Waterloo, ON: Master of Arts.
Research Focus: Women's leisure and meanings of community.
- 1999 Acadia University, Wolfville, NS. Recreation Management Degree (Honours)
Research Focus: Community development a model of recreation programming
- 1997 Malaspina University-College (VIU), Nanaimo, BC: Recreation Admin Diploma.
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VIU GOVERNANCE & COMMITTEE MEMBERSHIP

- 2018 Program Review Committee Member
VIU Resource Management and Protection Program Review
- 2015-2017 Chair, Department of Recreation and Tourism Management
- 2014-2017 Chair, Master of Arts in Sustainable Leisure Management
- 2009-2017 VIU Research Ethics Board
Board Chair 2014-2017
Board member 2009 to 2013
- 2012-2015 Department of Recreation & Tourism Management Curriculum Committee
- 2011-2013 SSHRC Graduate Scholarship Review Committee
Chair 2012 to 2013
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VIU TEACHING EXPERIENCE

- 2005-2018 Over 80 classes, nine international study tours, and several directed studies, including:
HOSP 257: Advanced Research Methods in Hospitality
HOSP 358: Data Analysis for Decision Making in Hospitality
RMGT 161: Leadership in Recreation and Sport
RMGT 170: Delivery Systems in Recreation and Sport
RMGT 190: Programming and Special Event Planning in Recreation and Sport
RMGT 280: Leisure and Active Lifestyles
TOUR 161: Leadership in Tourism
TOUR 190: Programming and Special Event Planning in Tourism

TOUR 215: Tour Group Packaging
TOUR 251: Market Research in Tourism
TOUR 208: Tourism Destinations
TRMT 330: Niche Tourism
TRMT 351: Statistical Analysis in Tourism
TRMT 353: Community Development in Recreation and Tourism
TRMT 357: Applied Research and Evaluation in Tourism
TRMT 358: Data Analysis for Decision Making in Tourism
TRMT 391: Field Study
TRMT 392: Programming and Services for Seniors
TRMT 394: Sport Tourism
TRMT 490: Graduating Seminar
SLM 605: Knowledge Creation and Mobilization II
SLM 606: Field Experience

STUDENT RESEARCH & COMMUNITY ENGAGEMENT SUPERVISION

Master of Arts in Sustainable Leisure Management Thesis Supervision

- Borgi, S. (2017). *The marketing and management of Tunisia's past: Visitor experience and narratives in historic sites and heritage tourism* (Unpublished master's thesis). Vancouver Island University, Nanaimo, Canada.
- Ellis, C. (2017). *Exploring the implementation process leisure economic accessibility policies: A case study of Greater Victoria area* (Unpublished master's thesis). Vancouver Island University, Nanaimo, Canada.
- Granja, M.A. (2018). *The Shea livelihood in Wechiau, Ghana: Assessment of its sustainability from a gender perspective* (Unpublished master's thesis). Vancouver Island University, Nanaimo, Canada.
- Jessen, K. (2014). *Voluntourism and its influence on the capacity of the host community: The case of Ghana* (Unpublished master's thesis). Vancouver Island University, Nanaimo, Canada.
- O'Keefe, L.R. (2015). *Outdoor family leisure: A strengths-based age study of East Scarborough, Toronto, Ontario* (Unpublished master's thesis). Vancouver Island University, Nanaimo, Canada.
- Weir, H. (2018). *Parent's knowledge and valuing of physical literacy and factors influencing their decisions about their children's sport participation* (Unpublished master's thesis). Vancouver Island University, Nanaimo, Canada.
- Xiao, X. (2018). *Analysis of visitor's perceptions of sustainability of a Chinese cultural destination: A content analysis of TripAdvisor comments on Wuzhen Ancient Town* (Unpublished master's thesis). Vancouver Island University, Nanaimo, Canada.

Master of Arts in Sustainable Leisure Management Thesis Co-Supervision

- Cao, Q. (2016). *An examination of the volunteer involvement within the Nanaimo Dragon Boat Festival from the perspective of social economy* (Unpublished master's thesis). Vancouver Island

University, Nanaimo, Canada.

Master of Educational Leadership Project Supervision

Croft, M. (2015). *Supporting environmental learning using blended learning* (Unpublished process paper). Vancouver Island University, Nanaimo, Canada.

Bachelor of Tourism Management Students

Street, S. (on-going). An exploration of the factors that support and constrain women's participation in recreational ice hockey leagues. *VIU REACH Award*.

Alves, L., Bodner, J., Schneider, K., Thibault, R., & Oware Amoah, M. (2012). Analysis of residents' perceptions of the benefits and sacrifices of the Wechiau Community Hippo Sanctuary. *Research conducted as part of the Ghana Research & Study Tour*.

Alves, L., Bodner, J., Schneider, K., Thibault, R., & Oware Amoah, M. (2012). Evaluation of tourism services. *Research conducted as part of the Ghana Research & Study Tour*.

Drope, N. (2014). *International tourists' perception of beach hawkers in a coastal Ghanaian community*. Paper presented at the Canadian Congress of Leisure Research, Halifax, Nova Scotia.

Coulter, A., & Labute, B., (2012). Exploring gender roles: The case of Larabanga, northern Ghana. *Summary report for Directed Study on Gender and Cross-Cultural Research*. Vancouver Island University

Huneault, G., & Beaudoin-Lobb, M., (2014). *The mutual gaze: How Busua women and female tourists perceive each other*. Paper presented at the Canadian Congress of Leisure Research, Halifax, Nova Scotia.

Labute, B. & Coulter, A. (2011). *Perceived benefits and sacrifices of a community resource management area in Ghana*. Paper presented at the BC Protected Areas Research Forum. Vancouver, Canada.

Labute, B., Coulter, A., Davies, L., Clark, D., Harmon, C., & West, S. (2012). Perceived benefits and sacrifices of a community resource management area in Ghana. *Summary report for the Protected Areas and Poverty Reductions project*. Vancouver Island University

Schneider, K., Drope, N., Huneault, G., Burgoyne, R., Beaudoin-Lobb, S., & Jessen, K. (2013). Analysis of residents' perceptions of the benefits and sacrifices of the Wechiau Community Hippo Sanctuary. *Research conducted as part of the Ghana Research & Study Tour*.

PUBLICATIONS AND CONFERENCE PRESENTATIONS

Refereed Publications and Conference Presentations

Weighill, A.J., Briscoe, P. Msoma, R., Robichaud, J.G., Knowles, J., Mibse, N., Maduhu, M., Kobelo, S., & Sabulaki, N. (2017). *Seeking cultural validation: Tourism and hospitality managerial competencies*. Paper presented at the ATLAS Africa Conference – Africa's Travel and

Tourism Competitiveness: Opportunities and Challenges. Eldoret, Kenya.

- Weighill, A.J.**, & Drope, N. (2015). *Whose story is told: Exploring destination narratives in two Ghana communities*. Paper presented at the ATLAS Africa Conference – Tourism and Inclusive Growth in Developing Economies. Dar es Salaam, Tanzania.
- Weighill, A.J.**, Agyemen, A., Labute, B., & Coulter, A. (2013). *Perceptions and Barriers: A gendered exploration of tourism and daily life in a Northern Ghana community*. Paper presented at the ATLAS Africa Conference – African Tourism and Global Society: Central or Peripheral? Kigali, Rwanda.
- Weighill, A.J.** (2013). *The Ghana Research & Study Tour: A Case study of the benefits and costs to hosts and guests*. Paper presented at the ATLAS Africa Conference – African Tourism and Global Society: Central or Peripheral? Kigali, Rwanda.
- Weighill A.J.**, Sasu K.A., Arthur J.L., Hammer, K., & Rollins, R. (2011). *The role of university extension and conservation in ecotourism development*. Paper presented at the ATLAS Africa Conference – Sustainable Tourism And Environmental Education: A Natural Link? Kampala, Uganda.
- Weighill, A.J.**, Walker, G.J., & Hinch, T.D. (2006). *Moving beyond the average: Women as active sport travelers*. Paper presented at the Travel and Tourism Research Association of Canada Annual Conference. Montebello, QB.
- Walker, G.J., Hinch, T.D. & **Weighill, A.J.** (2005). Inter- and intra-gender similarities and differences in motivations for casino gambling. *Leisure Sciences*, 27, 111 – 130.
- Weighill, A.J.** (2005). Women's leisure: A building block of community? In T. Delamere, C. Randall, & D. Robinson (Eds.) *The eleventh Canadian Congress on Leisure Research. The two solitudes: Isolation or Impact?* Nanaimo, BC: Malaspina University-College. pp. 654 – 658.
- Weighill, A.J.**, & Hinch T.D. (2005). Moving beyond the average: Women as sport travelers. In T. Delamere, C. Randall, & D. Robinson (Eds.) *The eleventh Canadian Congress on Leisure Research. The two solitudes: Isolation or Impact?* Nanaimo, BC: Malaspina University-College. pp. 654 – 658.
- Weighill, A.J.** (2004). *Women who play while away: Domestic active travel in 2001*. Paper presented at the Travel and Tourism Research Association International Conference; Montréal, QB.
- Misener, L., & **Weighill, A.J.** (2003). *Sport chicks, trad betty's, and mountain mama's: Exploring the female climbing experience*. Paper presented at the North American Society for the Sociology of Sport conference, Montréal, QB.
- Weighill, A.J.** (2002). Women, leisure, and the redefining of “men's work”. In E.L. Jackson (Ed.) *CCLR 10 Book of Abstracts. Celebrating the Past and Future of Canadian Leisure Studies*. Edmonton, AB: University of Alberta. pp 43 – 45.

Weighill, A.J. (2002). Canadian domestic sport travel in 1999. In M. Joppe (Ed.) *TTRA-Canada Conference Proceedings. Accessing Destinations: How Do You Get Here From There?* Toronto, ON: Ryerson University. (no page numbers)

Weighill, A.J. (2002). Women, leisure, and the redefining of “men’s work”. In E.L. Jackson (Ed.) *CCLR 10 Book of Abstracts. Celebrating the Past and Future of Canadian Leisure Studies.* Edmonton, AB: University of Alberta. pp 43 – 45.

Weighill, A.J. (2000). Exploring the meanings of leisure and community in the experiences of women building homes for Habitat for Humanity. In A. Loucks-Atkinson and C. Shannon (Eds.) *University of Waterloo Eighth Annual Graduate Leisure Research Symposium Conference Proceedings. Issues and Challenges in Leisure Services and Scholarship.* Waterloo, ON: University of Waterloo. pp 29 – 32.

Non-Refereed Publications and Reports

Weighill, A.J. (2013). Preliminary Report: Analysis of residents’ perceptions of the benefits and sacrifices of the Wechiau Community Hippo Sanctuary 2011 – 2013. *Report delivered to: the Wechiau Community Hippo Sanctuary Board; the Nature Conservation Research Centre; and the Protected Areas and Poverty Reduction Project.* Vancouver Island University.

Weighill, A.J., Agyeman, A., Alves, L., Bodner, J., Schneider, K., & Thibault, R. (2012). Improving tourism in Larabanga: Recommendations for the Ecotourism Board & Tour Guides. *Report for Larabanga Community Leaders, Ecotourism Board Members, Larabanga Tour Guides, and the Tourism Office for Mole National Park.* Vancouver Island University.

Weighill, A.J., Alves, L., Bodner, J., Schneider, K., Thibault, R., & Oware Amoah, M., (2012). Summary report: Analysis of residents’ perceptions of the benefits and sacrifices of the Wechiau Community Hippo Sanctuary and evaluation of tourism services. *Report delivered to: The Protected Areas and Poverty Reduction Project; the Nature Conservation Research Centre; and the Wechiau Community Hippo Sanctuary Board.* Vancouver Island University.

Weighill, A.J. (2009). Women who play while they are away: Exploring the assumptions of sport
Unpublished doctoral dissertation, University of Alberta, Edmonton, Alberta, Canada

Weighill, A.J. (2003). Canadian Domestic Sport Travel in 2001. *Travel Log.* Ottawa, ON: Statistics Canada. pp 1 – 7

Weighill, A.J. (2002). *Canadian domestic sport travel in 2001.* Unpublished Report for Statistics Canada, Ottawa, ON.

Weighill, A.J. (2001). Exploring the experiences of women involved in the 200 Habitat for Humanity *Women Build* (Unpublished master’s thesis). University of Waterloo, Waterloo, Ontario, Canada.

Weighill, A.J. (1999). Exploring the Effectiveness of Community Development as a Method of *Recreation Programming* (Unpublished honour’s thesis). Acadia University, Wolfville, Nova Scotia, Canada.

CONFERENCE ATTENDANCE

- 2018 Impact Sustainable Travel & Tourism Conference. Victoria, British Columbia
- 2017 International Indigenous Tourism Conference. Calgary, Alberta.
- 2017 ATLAS Africa. Eldoret, Kenya.
- 2016 Travel and Tourism Research Association Canada. Edmonton, Alberta.
- 2016 Tourism Vancouver Island. Ucluelet, British Columbia.
- 2016 World Leisure Congress. Durban, South Africa.
- 2015 ATLAS Africa. Dar es Salaam, Tanzania.
- 2014 Canadian Congress on Leisure Research. Halifax, Nova Scotia
- 2014 World Leisure Congress. Mobile, Alabama
- 2013 ATLAS Africa. Kigali, Rwanda.
- 2012 British Columbia Protected Areas Research Forum.
- 2011 ATLAS Africa. Kampala, Uganda.
- 2006 Travel and Tourism Research Association. Montebello, Quebec.
- 2005 Travel and Tourism Research Association. Kelowna, British Columbia.
- 2005 Canadian Congress on Leisure Research. Nanaimo, British Columbia.

INTERNATIONAL EXPERIENCE

African Continent

- 2016-2019 CICA Improving Instructional Skills for Employment Program
VIU Faculty lead for the ISTEP-11 Partnership with the National College of Tourism in Tanzania. Purpose of program is to develop curriculum for bachelor's degrees in Travel and Tourism Management and Hospitality Management, and a diploma in Event Management.
- 2018 Study tour (re)development familiarization tour in Ghana (Volta Region)
Three-day capacity building workshop with Wechiau Community Hippo Sanctuary Staff
Queen Elizabeth Scholars partner meetings and risk assessment, College of African Wildlife Management, Tanzania.
- 2017 Ghana Research & Study Tour

Supervised student researchers studying women's experiences in the Wechiau Organic Shea Cooperative. Travelled throughout Ghana exploring post-colonialism and tourism.

- 2017 Kenya and Tanzania – Relationship Building
Visited Maasai Mara University to explore potential partnerships.
Visited the College of African Wildlife Management to explore a renewed relationship.
Met with representatives from the Tanzania Parks Authority and Ngorongoro Conservation Area Authority.
- 2017 ATLAS Africa Conference – Eldoret, Kenya
Co-Facilitated a workshop for PhD candidates
Presented research on Industry Perspectives of Desirable Graduate Attributes.
Member of the Scientific Committee.
Joined the Board of Directors.
- 2016 National College of Tourism – Research Workshop
Facilitated a two-week research workshop for faculty and staff of NCT.
- 2016 Ghana Research Trip
Returned to Wechiau Community Hippo Sanctuary to set-up the 2017 Ghana Research and Study Tour and to initiate a new research project with a master's student.
- 2015 ATLAS Africa Conference – Dar es Salaam, Tanzania
Co-presented research on Destination Narrative using two Ghanaian case studies.
- 2013 ATLAS Africa Conference – Kigali, Rwanda
Presented research on Educational Study Tours as Voluntourism and the Gendered Nature of Daily Life in a Northern Ghanaian Community
- 2013/2015 Tanzania Research and Study Tour Reconnaissance Trips.
Visited tourism sites, met with partners from the College of African Wildlife Management and Away from Home Destinations, and explored potential research projects.
- 2011-2013 Protected Areas and Poverty Reduction Project
Supervised undergraduate researchers focused on the flow of costs and benefits from protected areas to residents through tourism. Attended international project meetings in Tanzania (2011), Ghana (2012), and Canada (various).
- 2011-2013 Ghana Research and Study Tour
Designed and led annual undergraduate research focused study tours related to community-based tourism and protected areas in the rural northern Ghana. Duration varied from 5 to 14 weeks.
- 2011 ATLAS Africa Conference – Kampala, Uganda
Presented on the Ghana Canada Project for Environmental Education.
- 2010 Ghana Research & Study Tour
Familiarization and partnership development trip. Connected with Nature Conservation

Research Centre, the Calgary Zoo (Conservation Outreach in Ghana), and the Wechiau Community Hippo Sanctuary.

2009-2010 Ghana-Canada Partnership for Environmental Education
Five-year, multi-partner project funded by ACCC and CIDA.

Other International Locations

2015/2017 University of the Arctic – Joint Higher education in Arctic Tourism Planning Meetings in Alta, Norway

2007 Central American Adventure Tourism Study
Designed and led a three-week study tour in southeastern Mexico, Belize, and Guatemala.
