

CARLA ALMEIDA SANTOS

University of Illinois at Urbana-Champaign
Department of Recreation, Sport and Tourism
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EDUCATION

- August 2002** **The Pennsylvania State University, Ph.D.**
Mass Communication
- August 1998** **University of North Dakota, M.A.**
Speech Communication.
- December 1993** **University of North Dakota, B.A.**
Mass Communication (Advertising), French and Spanish.

FOREIGN LANGUAGES (Spoken, Read and Written):

English, Portuguese and Spanish. Basic Italian and French.

PROFESSIONAL EXPERIENCE

- 2004- Present** **Co-Director, Tourism Lab for Economic and Social Behavior Research**
University of Illinois at Urbana-Champaign
- 2002 - Present** **Assistant Professor**
Department of Recreation, Sport and Tourism
Department of Anthropology
University of Illinois at Urbana-Champaign
Courses taught: RST 150 Foundations of Tourism
 RST 330 Leisure and Consumer Culture
 RST 351 Cultural Aspects of Tourism Development
 RST 594CS Graduate Seminar: Cultural and Social Aspects of Tourism
 RST 594T Graduate Seminar: Foundations of Tourism
- 2002- Present** **Faculty Associate, Center for Latin American and Caribbean Studies**
University of Illinois at Urbana-Champaign
- 1998- 2002** **Graduate Teaching Assistant & Lecturer**
College of Communications
The Pennsylvania State University
Courses taught: COMM 100 Mass Media and Society
 COMM 410 International Communication
 COMM 411 Cultural Aspects of Mass Media
 COMM 419 World Media Systems
- 1994- 1998** **Graduate Teaching Assistant**
School of Communication
University of North Dakota
Courses taught: COMM 161 Public Speaking

PUBLICATIONS

❖ Denotes publication co-authored with graduate student.

❖ Santos, C. & Yan, C. (2008). Representational Politics in Chinatown: The Ethnic Other. *Annals of Tourism Research*, 35(4).

❖ Caton, K., & Santos, C. A. (2008). Picturing the Other for Study Abroad: A Postcolonial Analysis. *Journal of Travel Research*, 46(4).

❖ Santos, C. A., Belhassen, Y. & Caton, K. (2008). Re-imagining Chinatown: An Analysis of Tourism Discourse. *Tourism Management*, 29, 1002-1012.

Santos, C. A. (2008). Tourism as Science and Science as Tourism: Imagining, Experiencing, and Portraying Environment, Society, Self, and Other in Papua New Guinea. A Commentary. *Current Anthropology*, 49(4).

Buzinde, C. & Santos, C. A. (2008). Representations of Slavery. *Annals of Tourism Research*, 35(2), 469-488.

❖ Caton, K. & Santos, C. A. (2008). Closing the hermeneutic circle: Photographic encounters with the Other. *Annals of Tourism Research*, 35(1), 7-26.

Santos, C. A. (2008). Política representacional no turismo étnico (Representational politics and ethnic tourism). *O Turismo em...: Impactos, Desafios, Oportunidades*, 68-69.

❖ Belhassen, Y., Santos, C. A. & Uriely, N. (2007). Cannabis usage in tourism: A sociological perspective. *Leisure Studies*, 23(3), 309-319. Abstract republished in: *The Chronicle of Higher Education*, 53 (44), A6.

❖ Santos, C. A. & Rozier, S. (2007). Intercultural communication competence and conflict negotiation strategies: Perceptions of park staff and diverse park users. *Journal of Park and Recreation Administration*, 25(1), 22-49.

❖ Caton, K. & Santos, C. A. (2007). Heritage tourism on Route 66: Deconstructing nostalgia. *Journal of Travel Research*, 45(4), 371-386.

Santos, C. A. & Buzinde, C. (2007). Politics of identity and space: Representational dynamics. *Journal of Travel Research*, 45(3), 322-332.

Stodolska, M., & Santos, C. A. (2006). "You must think of *Familia*": The everyday lives of Mexican migrants in destination communities. *Social & Cultural Geography*, 7(4), 627-647.

Shinew, K., Stodolska, M., Floyd, M., Hibbler, D., Allison, M., Johnson, C., & Santos, C. (2006). Race and ethnicity in leisure research: Where have we been and where do we need to go? *Leisure Sciences*, 28 (4), 403-408.

Santos, C. A. (2006). Cultural politics in contemporary travel writing. *Annals of Tourism Research*, 33(3), 624-644.

❖ Buzinde, C., Santos, C. A., & Smith, S. (2006). Ethnic representations: Destination imagery. *Annals of Tourism Research*, 33(3), 707-728.

Barros, C. P. & Santos, C. A. (2006). The measurement of efficiency in Portuguese hotels using Data Envelopment Analysis. *Journal of Hospitality and Tourism Research*, 30(3), 378-400.

Stodolska, M., & Santos, C. A. (2006). Transnationalism and leisure: Mexican temporary migrants in the United States. *Journal of Leisure Research*, 38(2), 143-167.

❖Belhassen, Y. & Santos, C. A. (2006). An American evangelical pilgrimage to Israel: A case study on politics and triangulation. *Journal of Travel Research*, 44(4), 431-441.

Santos, C. (2005). El encuadre mediático de Portugal: La dinámica de representación. *Annals of Tourism Research en Español*, 7(2), 377-396.

McGehee, N. G., & Santos, C. A. (2005). Social change and volunteer tourism: Mobilizing discourse. *Annals of Tourism Research*, 32(3), 760-779.

Santos, C. A. (2004). Perception and interpretation of leisure travel articles. *Leisure Sciences*, 26(4), 393-410.

Santos, C. A., & Proffitt, J. M. (2004). The humor in it: Tourists and intercultural interaction. *Tourism – An International Interdisciplinary Journal*, 52(1), 51-64.

❖Jeong, S., & Santos, C. A. (2004). Cultural politics and contested place identity. *Annals of Tourism Research*, 31(3), 640-656.

Santos, C. (2004). Framing Portugal: Representational dynamics. *Annals of Tourism Research*, 31(1), 122-138.

BOOK CHAPTERS

Beeton, S., Bowen, H., & Santos, C. A., (2005). State of knowledge: Mass media and its relationship to perceptions of quality. In G. Jennings, & N. Nickerson (Eds.), *Quality Tourism Experiences?* (pp. 23-37). Oxford: Butterworth Heinemann.

Bowen, H., & Santos, C. A. (2005). Constructing quality, constructing reality. In G. Jennings, & N. Nickerson (Eds.), *Quality Tourism Experiences?* (pp. 38-54). Oxford: Butterworth Heinemann.

Santos, C. A. (2005). Framing analysis: Examining mass mediated tourism narratives. In B. Ritchie, P. Burns, and C. Palmer (Eds.), *Tourism Research Methods: Integrating Theory and Practice* (pp. 149-161). CAB International Tourism/Leisure Series.

GRANTS & CONTRACTS

Santos C. A. (PI), and Humphreys, B. (2007). “Intersecting Social and Economic Forces of Tourism: A Community Approach”, Lake Tahoe Visitors Authority; \$20,000.

Rayward, B., Santos, C. A., Silverman, H. (PI), Trofanenko, B. (2006-2007). “Civic Commitment & Public Engagement in 3 Illinois Museums”, University of Illinois at Urbana-Champaign Task Force on Civic Commitment in the 21st Century; \$11,000.

Santos, C. A. (PI), and Schwartz, Z. (2005-2006). “Evaluation of the Advertising Program for the Lake County Convention and Visitors Bureau”, Lake County Illinois Convention and Visitor Bureau; \$8,800.

Shinew, K. (PI), Stodolska, M., Santos, C., Zhu, W., & Nedovic-Budic, Z. Co-PIs, (2005-2006). “The Effect of Sport Facilities and Trail Systems on The Use of Green Spaces for Physical Activity Among Latino(a) Americans”, Robert Wood Johnson Foundation (ALPES program); \$132,779.

Stodolska, M., Shinew, K. J, and Santos, C. A. Co-PIs, (2005-2006). "Increasing Intercultural Understanding Between Park Managers and African American and Latino Users of Urban Parks", National Recreation and Park Association; \$27,646.

Santos, C. A. PI, (2002-2003). University of Illinois at Urbana-Champaign Campus Research Board (Arnold O. Beckman Research Award); \$12,028.

SELECTED ABSTRACTS, PROCEEDINGS, INVITED LECTURES AND PRESENTATIONS

Santos C. A. & Yan, C. (2008). Chinatown and the Ethnic "Other". In *Proceedings from the 2008 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Philadelphia, PA. June 15-17.

Yan, C. & Santos C. A. (2008). Tourism Discourse and Orientalism: Representational Dynamics. In *Proceedings from the 2008 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Philadelphia, PA. June 15-17.

Keynote Speaker -- Politics of Identity and Space: Representational Dynamics in the U.S. The Association for Tourism and Leisure Education (ATLAS). Viana do Castelo, Portugal, September 6, 2007. Also published in: *ATLAS Reflections 2007*.

Santos, C. A. & Yan, C. (December 2007). The Representation of Ethnic Others in Urban Tourism Spaces. *Human Dimensions of Environmental Systems* Program. University of Illinois.

Santos C. A., & Rozier, S. (June 2007). *What happens in Vegas...Amsterdam, Bangkok, and New Orleans*. In: *Proceedings from the 2007 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Las Vegas, N.V

Buzinde, C., & Santos, C. A. (June 2007). The Hampton Plantation: State Engineered Amnesia. In: *Proceedings from the 2007 International Travel and Tourism Research Association* (CD-ROM). Paper presented at conference, Las Vegas, N.V.

Yan, C., & Santos, C. A. (2007). Towards an Understanding of Family History Research: A Motivation Study of Visitors to Fort Wayne Genealogy Library. In: *Proceedings from the 2007 International Travel and Tourism Research Association* (CD-ROM). Poster presented at conference, Las Vegas, N.V.

Santos, C. A., Rozier, S., Shinew, K. J., & Stodolska, M. (October 2006). Perceptions of intercultural communication and conflict strategies among park staff and Latino and African American park users. In: *Abstracts from the 2006 National Recreation and Parks Association Leisure Research Symposium*, and paper presented at Conference, Seattle, WA.

Santos, C. A. (June 2006). Politics of identity and space: Representational dynamics. *2nd Annual Community as Intellectual Space 2006: From Community Organizing to Community Building*. Chicago, IL.

Morais, D., Ribeiro, N., & Santos, C. A. (June 2006). Heirs of a fallen empire: The Portuguese colonial gaze upon Brazil. In: *Conference proceedings from the 37th Annual International Travel and Tourism Research Association*, and paper presented at Conference, Dublin, Ireland.

Stodolska, M., Shinew, K. J., Santos, C. A., Nedovic-Budic, Z., & Zhu, W. (February 2006). The effect of sport facilities and trail systems on the use of green spaces for physical activity among Latino[a] Americans. Paper presented at the *Active Living Research 2006 Annual Conference*, Coronado, CA.

Belhassen, Y., Santos, C. A. & Uriely, N. (October 2005). Cannabis usage in tourism: A sociological perspective. In: *Abstracts from the 2005 National Recreation and Parks Association Leisure Research Symposium*, and paper presented at Conference, San Antonio, TX.

Santos, C. A. & Buzinde, C. (January 2005). Humboldt Park, Chicago: Investigating a Puerto Rican Community Identity. *Human Dimensions of Environmental Systems Program*. University of Illinois.

Santos, C. A. (November 2004). Implementing student involvement and participation practices: Suggestions for teaching large classes. *Applied Life Studies Teaching Academy*, University of Illinois.

Stodolska, M. & Santos, C. A. (October 2004). Transnationalism and leisure behavior of temporary Mexican migrants in the U.S. In: *Abstracts from the 2004 National Recreation and Parks Association Leisure Research Symposium*, and paper presented at Conference, Reno, NV.

Bowen, H., & Santos, C. A. (June 2004). Constructing quality, constructing reality. Poster session at the *35th Annual International Travel and Tourism Research Association*, Montreal, Canada.

Buzinde, C., Santos, C. A., & Smith, S. (June 2004). Experiencing the “Other”: Destination imagery in multicultural Canada. In: *Conference proceedings from the 35th Annual International Travel and Tourism Research Association*, and paper presented at Conference, Montreal, Canada.

Stodolska, M. & Santos, C. A. (March 2004). Transnational activities of Mexican migrant workers in the Midwest. In: *Abstracts from the 100th Association of American Geographers Annual Meeting*, and paper presented at Conference, Philadelphia, PA.

Santos, C. A. (June 2003). The contradictory narratives that frame tourist destinations: The case of Portugal. In: *Conference proceedings from the 34th Annual International Travel and Tourism Research Association*, and paper presented at Conference, St. Louis, MO.

Ross, S., Jeong, S., & Santos, C. A. (June 2003). The role of awareness, attractiveness and familiarity with a “sport-tourism” destination: The case of the Midwest. In: *Conference proceedings from the 34th Annual International Travel and Tourism Research Association*, and paper presented at Conference, St. Louis, MO.

Santos, C. A. (2003). A study of tourism discourse: The New York Times travel section coverage of tourism in Portugal. In: *Journalism and Mass Communication Abstracts*.

Santos, C. A. (May 2002). Incorporation, rejection or transformation of information provided in travel articles: A case study of tourist destinations in Portugal. Paper presented at the *International Communication Association*, San Diego, CA.

Santos, C. A. (November 2002). Contemporary actuality and historical changes in tourism dialogue. Paper presented at the Mass Communication Division at the *National Communication Association*, New Orleans, LA.

Santos, C. A., & Proffitt, J. M. (February 2002) The American tourist according to The New Yorker: a framing analysis of *The New Yorker* cartoons. Paper presented at the *Intercultural Communication Conference*, Miami, FL.

Santos, C. A. (November 2001). Newspaper travel sections and its coverage of tourism destinations and hosts. Poster session at the *National Communications Association*, Atlanta, GA.

Santos, C. A. (August 2001). When adapting is not enough: Contributing to a graduate program. Invited speaker to the Minority and International Ph.D. Students Round Table. International Communications Division at the *Association for Education in Journalism and Mass Communication*, Washington, D.C.

Kerstetter, D., Yarnal, C., & Santos, C. A. (June 2001). Geographic Information Systems (GIS): A tool for evaluating the effectiveness of promotional campaigns. Poster session presented at the *32nd Annual International Travel and Tourism Research Association*, Fort Myers, FL.

GRADUATE STUDENT CHAIR AND DISSERTATION SUPERVISOR

Grace (Cheng) Yan, "Asia, Identity and Tourism" (topic); Expected graduation date: May 2009.

Wei-Jue Huang, "Tourism and the Political Capital City" (topic); Expected graduation date: May 2008.

Kellee Caton, "Semester at Sea" (topic); Expected graduation date: May 2008.

Samantha Rozier, "Narrative Processing Theory and Tourism" (topic); Expected graduation date: May 2008. Placement: Assistant Professor, North Carolina State University.

Yaniv Belhassen, Ph.D.; October 2007. "Evangelical tours to the Holy Land: A study on the theopolitics of pilgrimage". Placement: Assistant Professor, Ben-Gurion University of the Negev, Israel

Christine Buzinde, Ph.D.; October 2006. "Representational Politics within Contested Heritage Sites: The Case of Hampton Plantation". Placement: Assistant Professor, The Pennsylvania State University.

Patrick Kaler, M.A.; May 2005. Placement: Executive Director, Lake Tahoe Visitors Authority.

Kellee Caton, M.A.; May 2005. "Heritage Tourism: The case of Route 66".

ADMINISTRATIVE EXPERIENCE

2001-2003 **Graduate Student Liason Co-Chair, AEJMC Cultural and Critical Studies Division**

1999 **Research Chair, AEJMC Graduate Student Interest Group Conference**

1999 **President, Graduate Students into Communication**
The Pennsylvania State University, State College, PA
Develop technical, cultural, and educational programs. Promoted relations between graduate students, graduate school, alumni, and faculty. Responsible for student relations' development, including First Day Graduate Seminar.

1991- 1997 **Research Assistant Supervisor, Social Science Research Institute**
University of North Dakota, Grand Forks, ND
Responsible for scheduling, personnel review, and hiring. Conducted data collection, analysis and reporting. Assisted in modifications to systems and recommendations for institutions in North Dakota.

COMMITTEE SERVICE

2006-07 UIUC Steering Committee, Human Dimensions of Environmental Systems
Graduate Committee, Department of Recreation, Sport and Tourism

2006-07 UIUC Educational Policy Committee, College of Applied Life Studies
Steering Committee, Human Dimensions of Environmental Systems
Graduate Committee, Department of Recreation, Sport and Tourism

2005-06 UIUC Educational Policy Committee, College of Applied Life Studies
Steering Committee, Human Dimensions of Environmental Systems
Undergraduate Committee, Department of Recreation, Sport and Tourism
Faculty Search Committee (Community), Department of Recreation, Sport and Tourism

2004-05 UIUC Chair, Undergraduate Committee, Department of Recreation, Sport and Tourism
Steering Committee, Human Dimensions of Environmental Systems

2003-04 UIUC Grievances Committee, Department of Leisure Studies
Undergraduate Curriculum Committee, Department of Leisure Studies

2002-03 UIUC Undergraduate Curriculum Committee, Department of Leisure Studies

REVIEWER

Editorial Board Member of *Journal of Travel Research*

Editorial Board Member of *Annals of Tourism Research*

Editorial Board Member of *Tourism, Culture and Communication (Australia)*

International Travel and Tourism Research Association

National Recreation and Parks Association Leisure Symposium

Leisure Sciences

Journal of Leisure Research

Tourism Review International

Tourism Management

Event Management

REPORTS

Rozier, S., & Santos C. A (2008). Understanding Travel Promotional Narratives: The Influence of Narrative Transportation and Skepticism. Report prepared and presented to the Charleston Area Convention and Visitors Bureau.

Santos C. A., Humphreys, B. & Rozier, S. (2007). Intersecting Social and Economic Forces of Tourism: A Community Approach. Part 1; Report prepared for Lake Tahoe Visitors Authority.

Humphreys, B., Santos C. A. & Rozier, S. (2007). Intersecting Social and Economic Forces of Tourism: A Community Approach. Part 2; Report prepared for Lake Tahoe Visitors Authority.

Santos C. A., Schwartz, Z. & Rozier, S. (2006). Analysis of Lake County Travel Market. Part 2. Report prepared for Lake County Centre Visitors Bureau.

Santos, C. A. (2006). Report prepared for the Juan Antonio Corretjer Puerto Rican Cultural Center. Title: Politics of Identity and Space: The Puerto Rican Community of Humboldt Park, Chicago.

Shinew, K. J., Stodolska, M., Cronan, M. & Santos, C. A. (2006). Increasing Intercultural Understanding Between Park Managers and African American and Latino Users of Urban Parks. Part 2. Report prepared for the National Recreation and Park Association and Kraft Foundation.

Santos C. A., Schwartz, Z. & Rozier, S. (2006). Analysis of Lake County Travel Market. Part 1. Report prepared for Lake County Centre Visitors Bureau.

Li, M. Z., Stodolska, M., Shinew, K. J., Santos, C. A., Acevedo, J., Skowron, M., Nedovic-Budic, Z., & Zhu, W. (2005). The Effect of Sport Facilities and Trail Systems on the Use of Green Space for Physical Activity among Latino(a) Americans (107 pages). Report prepared for the Robert Wood Johnson Foundation (Active Living Research Program). Also submitted to Fox Valley Park District, and City of Elgin Parks & Recreation Department, IL.

Li, M. Z., Stodolska, M., Shinew, K. J., & Santos, C. A. (2005). Increasing Intercultural Understanding Between Park Managers and African American and Latino Users of Urban Parks. Part 1. Report prepared for the National Recreation and Park Association and Kraft Foundation.

MEDIA

- February 2008 Interview by Cortney Hall, WCIA 3 Urbana-Champaign. Televised interview regarding the trend of adventure/travel dating. February 2008.
- August 2007 Interview and quotation by Melissa Mitchell, University of Illinois News Bureau and *Inside Illinois*. Article regarding cannabis usage in tourism. Also published in: *The Post Chronicle* (NJ), *Earth Times* (London), *United Press International*.
- July 2007 *The Chronicle of Higher Education*, 53 (44), A6.
- March 2007 Interview and quotation by Melissa Mitchell, University of Illinois News Bureau and *Inside Illinois*. Article regarding intercultural communication competence and conflict negotiation strategies between park staff and diverse park users in the U.S.
- April 2006 Interview and quotation by Jim Meadows, WILL 580am Radio Champaign-Urbana on Mexican migrant workers in the U.S. Broadcasted May 8, 2006.
- April 2006 Interview and quotation by Melissa Mitchell, University of Illinois *News Bureau* and *Inside Illinois*. Article regarding Mexican migrant workers in the U.S.
- August 2003 Interview and quotation by Melissa Mitchell, University of Illinois *News Bureau* and *Inside Illinois*. Article regarding how travel writers perpetuate cultural stereotypes for tourists.
- June 2003 Interview and quotation by Yolanda Perdomo, Hispanic Business Magazine "Identity and Prosperity Together". Magazine article reports on how two Chicago neighborhoods are struggling with the issue of how to capitalize on their cultural assets without reverting to gentrification.
- December 2002 Interview and quotation by Yolanda Perdomo, Latino USA (NPR). News radio story regarding how two Latino neighborhoods in Chicago are promoting their cultural history in an attempt to attract tourists. PROGRAM 529 Broadcasted May 30-June 5, 2003.