

# Angela M. Durko, PhD

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## Areas of Specialization and Research

Marketing and tourism  
Relationship and wellness benefits of travel  
Cultural awareness and perceptions  
International tourism and marketing development  
Event planning and execution  
Service quality  
Consumer behavior  
Destination crisis management

## Education

**Texas A&M University**, College Station, TX, USA

Ph.D. Recreation, Park & Tourism Sciences- May 2014

Advisor: Dr. James Petrick

Dissertation: *Examining the Potential Benefits of Leisure Travel Taken With and Without One's Significant Other and Children*

**University of Tennessee**, Knoxville, TN, USA

M.S. Advertising

Advisor: Dr. Sally McMillan

Master's Project: *Assessing the Feasibility of Implementing an Online Component to a Weight Loss Program- The Case of Slimfast.com*

**Lock Haven University**, Lock Haven, PA, USA

B.A. Mass Communications and Journalism

## Teaching Experience

Aug '14~ current    **Lecturer- RPTS 302 Applications of Tourism Foundations**  
Department of Recreation, Park & Tourism Sciences, Texas A&M University  
Enrollment: 120 students

Aug '14~ current    **Lecturer- RPTS 302 Applications of Tourism Foundations (Online)**  
Department of Recreation, Park & Tourism Sciences, Texas A&M University  
Enrollment: 35 students

June '14~ Aug '14    **Lecturer- RPTS 444 Service Quality in Hospitality (Online)**  
Department of Recreation, Park & Tourism Sciences, Texas A&M University  
Enrollment: 12 students

Jan '14~May '14    **Instructor- RPTS 202 Foundations of Tourism (Online)**  
Department of Recreation, Park & Tourism Sciences, Texas A&M University  
Enrollment: 40 students

- Aug '13~Dec '13 **Instructor- RPTS 202 Foundations of Tourism**  
 Department of Recreation, Park & Tourism Sciences, Texas A&M University  
 Enrollment: 120 students  
 Student Evaluations: 4.7-5.0 of 5.0
- May '13~Aug '13 **Instructor- RPTS 331 Tourism Marketing (Online)**  
 Department of Recreation, Park & Tourism Sciences, Texas A&M University  
 Enrollment: 32 students
- Aug '12~May '13 **Instructor- RPTS 202 Foundations of Tourism**  
 Department of Recreation, Park & Tourism Sciences, Texas A&M University  
 Enrollment: 120 students  
 Student Evaluations: 4.6-4.8 of 5.0
- Aug '11~May '12 **Teaching Assistant- RPTS 202 Foundations of Tourism**  
 Department of Recreation, Park & Tourism Sciences, Texas A&M University  
 Instructor: Dr. James Petrick
- Jan '11~May '11 **Teaching Assistant- RPTS 331 Tourism Marketing**  
 Department of Recreation, Park & Tourism Sciences, Texas A&M University  
 Instructor: Kelly Jiang
- Aug '05~Aug '06 **Instructor- Hall School of Journalism and Communications, Troy University, Troy, AL**  
 Enrollment: 10-125 students  
 Student Evaluations: 4.5-4.8 of 5.0  
 JRN1101 Mass Communications      JRN1102 Writing for Mass Media  
 JRN2220 Intro to Advertising      JRN3302 Feature Writing  
 JRN2250 Advertising Sales      JRN3322 Advertising Copywriting
- Aug '05~Current Utilization of learning software applied in each class:  
 ECampus, Elearning, Blackboard, Camtasia, Audacity, Multiple MS based programs

## University Involvement

- Aug '14- Current Academic Advisor: Recreation, Park and Tourism Club  
 Social and philanthropic service organization for RPTS students
- Jan '13-Current Leaders in Texas Travel Industry Speaker Series  
 Responsible for planning and coordination of 6 Travel Industry Legends guest lectures focused on educating students on career opportunities in the industry
- Nov '13 Maggies Invited Guest Speaker  
 Texas A&M Women in Leadership Speaker Series
- May '13-Current Academic Advisor: Infinite Aggies Student Organization  
 Student led service and social organization established in 2013
- Aug '10-Current Pat Tillman University Scholar  
 Representative for veteran services and events throughout campus

## Grants

### Academic Grants

- July '14      Funding Agency: San Antonio Tourism and Hospitality Industry  
**Project: *Charitable Giving Annual Survey and Report***  
Total: \$5,000  
Principal investigator: Angela Durko  
Created survey, compiled results and presented findings quantifying the value of San Antonio's tourism industry charitable giving
- Nov '13      Funding Agency: Texas A&M College of Agriculture & Life Sciences  
**Project: *Distance Education Online Program Development***  
Total: \$30,000  
Principal investigator: Angela Durko  
Secured funding for the development on a new online certificate program
- Nov '12      Funding Agency: British Petroleum Company  
**Project: *The Impact of the Gulf Oil Spill on Louisiana Tourism***  
Total: \$5,000  
Principal investigator: Dr. James Petrick  
Assisted in collecting and analyzing data, and generation of reports
- May '12      Funding Agency: US Travel Association  
**Project: *US Travel Association Benefits of Tourism Literature Review Study***  
Total: \$38,799  
Principal investigator: Dr. James F. Petrick  
Reviewed and analyzed academic articles pertaining to the relationship benefits of tourism for adults, couples, grandparents and children. Resulted in an article published in the Journal of Tourism Research which provides direction for future research in this area.

### Non Profit Grants and Donations

- 2003~2006      Funding Source: AT&T Pacific  
**Project: *USO Pacific Sponsorship of Military Events***  
Total: \$100,000 yearly for 3 years
- Funding Source: Volvo Military Sales- Pacific  
**Project: *USO Okinawa and Korea Military Events Sponsorship***  
Total: \$60,000 yearly for 3 years
- Funding Source: New Car Sales- Military Sales- Okinawa  
**Project: *USO Okinawa Military Events Sponsorship***  
Total: \$25,000 yearly for 2 years

Funding Source: Multiple Others

**Project: USO Pacific**

Total: \$250,000 yearly

## **Awards and Honors**

2014	<b>Dean's Award for Graduate Teaching Excellence</b>
2014	<b>Vice Chancellor's Award for Graduate Student Teaching Excellence</b>
2013	<b>Graduate Student Council Travel Award</b>
2013	<b>Pat Tillman Foundation Scholarship</b>
2012	<b>Gene Philips Scholarship</b> , Texas Travel Industry Association
2012	<b>Pat Tillman Foundation Scholarship</b>
2012	<b>Certificate of Merit</b> , USDA Rural Development, Texas
2012	<b>Gamma Sigma Delta International Honor Society of Agriculture</b> , Member
2011	<b>Pat Tillman Foundation Scholarship</b>
2011	<b>Rho Phi Lambda Honorary Recreation, Park and Leisure Fraternity</b> , Member
2010	<b>Pat Tillman Foundation Scholarship</b>

## **Publications and Presentations**

### Journal Articles

Petrick, J. & Durko, A. (2014). Segmenting Cruise Tourists Based on Their Motivations. *Journal of Tourism in Marine Environments*. Accepted with Revisions.

Durko, A. & Petrick, J. (2014). Travel as Relationship Therapy. Examining the Effect of Vacation Satisfaction Applied to the Investment Model. *Journal of Travel Research*. In Review.

Petrick, J. & Durko, A. (2014) *Cruise Tourism*. Springer Reference Encyclopedia of Tourism, Article ID: 369931, Chapter ID: 42.

Durko, A., & Petrick, J. (2013). Family and Relationship Benefits of Travel Experiences: A Literature Review. *Journal of Travel Research*,52(6) 720-730.

## **Publications and Presentations**

### Journal Articles (In Progress)

Durko, A., & Petrick, J. *Atmospheric impacts on visitor frequency, length of stay and loyalty to tourism and hospitality service providers*.

Durko, A. *Bridging the Gap: Changing Cultural Perceptions through Host Interactions on the Road to Development of Tourism in Afghanistan*

Durko, A., & Petrick, J. *Perceptions and impacts of crowding at festivals*.

Durko, A. & Stone, M. *Examining the Effects of Girlfriend Getaways on Relationship Satisfaction*

Ad Hoc Reviewer

*Anatolia*  
*Event Management*

Conference Presentation

Durko, A and Petrick, J (2014) How Nutella and Grand Theft Auto May Bridge the Gap of Cultural Misconceptions: Study of Texas and Afghanistan Student Interactions. *Travel and Tourism Research Association Annual Conference*, Bruges, Belgium, June 2014.

Academic Presentation

Durko, A., and Stone, M (2014) Even Lovers Need A Holiday: Toward an understanding of women traveling without their partners. *Travel and Tourism Research Association Annual Conference*, Bruges, Belgium, June 2014. Academic Presentation

Durko, A., & Petrick, J. (2013) The Benefits of Travel: Family and Relationships Review of Literature. *Travel and Tourism Research Association Annual Conference*, Kansas City, MO, June 2013. Academic Presentation

Durko, A & Petrick, J, (2013) Girlfriend Getaways and Mancations. Measuring the Effects on Vacation and Relationship Satisfaction. *Travel and Tourism Research Association Annual Conference*, Kansas City, MO, June 2013. Student Colloquium.

Durko, A., & Petrick, J. (2012) Authenticity in Souvenir Purchases. *Travel and Tourism Research Association Annual Conference*, Virginia Beach, VA, June 2012.

## **Research Experience**

Nov '12

**Research Assistant**

Department of Recreation, Parks, and Tourism- Texas A&M

Project: *The Impact of the Gulf Oil Spill on Louisiana Tourism*

Assisted in collecting and analyzing data, and generation of reports

Jan '12~ Aug '12

**Research Assistant**

Department of Recreation, Parks, and Tourism- Texas A&M

Project: *US Travel Association Benefits of Tourism Literature Review*

Reviewed and analyzed academic articles pertaining to the wellness and relationship benefits of tourism for adults, couples, children and grandparents. This generated a report with an action plan related to relationship benefits for the US Travel Association.

## Research Experience

- Mar '10~Current     **Marketing Research Lead**  
United States Department of Agriculture, Rural Development- Texas  
Project: *Annual Marketing Report*  
Responsible for development of the annual Fiscal Year report which compiles Texas RD spending, projects and services for shareholders, elected officials and the public.
- Feb '09~May '09     **Risk Reduction Research Lead**  
General Dynamics -USAG Ansbach, Germany  
Project: *Unit Risk Inventory*  
Conducted and analyzed risk reduction data for 3 Army Garrisons Resulted in the development of tasks groups to address and combat major risk issues.
- Sept '07~Jan '08     **Research Lead**  
USO- Balad Iraq  
Project: *Feasibility Study for USO Iraq*  
Conducted complete feasibility study for the first USO in Iraq. Study resulted in the development of the first USO in Iraq, which opened in Feb 2008.
- May '03~May '04     **Marketing Research**  
USO Pacific- Okinawa, Japan  
Project: *USO Pacific Guidebook*  
Compiled visitor destination information for four countries in Asia to develop the 1<sup>st</sup> USO Guidebook for military and civilian use throughout Asia and the US.
- Aug '01~Jan '02     **Research Assistant**  
School of Advertising & Public Relations- University of Tennessee  
Dr. Eric Haley, Dr. Roxanne Hovland, and Dr. Maria Hoy  
Project: *Compulsive Buying and Credit Card Usage Among College Students*  
Assisted in survey creation and collecting and analyzing data.
- Jan '02~ May '02     **Research Assistant**  
School of Advertising & Public Relations- University of Tennessee  
Dr. Sally McMillan and Dr. Maria Hoy  
Project: *Advertising Campaign Strategy Assessment for Slimfast.com*  
Survey administration, statistical interpretation, market research and advertising design.
- Jan '01~May '02     **Research Assistant**  
School of Engineering- University of Tennessee  
Kim Cowart- Communications Director  
Project: *Engineering student recruitment CD*  
Assisted with development, and distribution of award winning recruitment CD.

## **Professional Experience**

Mar '10~Current **Public Information Coordinator**

*USDA Rural Development, State Office, Texas*

Responsible for planning from 5 to 20 events per month to showcase Rural Development's commitment to rural communities throughout Texas. Event planning included coordination and planning in conjunction with all USDA RD offices, representatives of Congress and Senate, and funded recipients. Event responsibilities include: venue selection, activity planning, guest invites, logistical operations, media coordination and promotion, and after action reporting. Events range from funding announcements, ground breakings, ribbon cuttings, site visits, media interviews, new home tours, recipient appreciate days, and holiday events.

Tasked with preparation and dissemination of all news releases and feature articles to state-wide media outlets as well as designing and distributing a yearly Annual Report and promo items. Media outreach includes: written, spoken, audio visual, electronic, and other methods of transmitting information. Responsible for briefing media agents on the Agency's programs and activities and their impact on various public and private activities.

Mar '09~Sep '09 **Risk Reduction Coordinator**

*General Dynamics, Ansbach, Germany*

Planned and executed 20 unit risk inventory surveys at Army Company level. Collected data on 14 high risk factors from 3 Army Garrisons including Active and Warrior Transition Units. Reviewed and analyzed risk reduction data for accuracy and identification of immediate and long term risk issues in military community. Compiled data results to develop written briefings, power point lectures and marketing material presented before health promotion councils and military commanders. Resulted in the development of several task groups to address major risk reduction issues. Groups met to develop community events to educate public on risk items and offer solutions or alternatives to risk items. Resulted in a noted decrease in soldier suicide numbers, family abuse cases and lower alcohol and drug related incidents on military bases within area of responsibility.

Briefed Brigade, Battalion and Company commanders on risk reduction program benefits and responsibilities. Teamed with Army Substance Abuse counselors to provide informative resources to enhance soldier morale and lifestyles. Effectiveness evaluated by current participation levels and increased base involvement as the program continues.

Sep '07~Dec '08 **Co-Director**

*USO Iraq, Balad, Iraq*

Conducted a complete feasibility study for USO in the interest of creating the first USO in Iraq. Findings resulted in the first USO in Iraq, which opened February 2008, to support and lift morale of deployed troops. Established working relationships with base commands and locals to build a new business in Iraq. Coordinated efforts with local nationals on facility management and importing goods for center use. Surveyed target audience of soldiers to find interests and needs during deployment in relevance to keeping in touch with loved ones at home. Reviewed findings and developed programs based on needs, such as phone and computer centers within USO which were free to use for all soldiers while deployed.

Assisted with the planning and execution of a variety of high profile shows for 50,000+ military soldiers and

civilians in Iraq. Responsible for on ground logistics, scheduling and marketing of shows, along with security monitoring and volunteer coordination. Responsible for events which included visits by: Iraq Commanding General David Petraeus, Joint Chief of Staff Admiral Mike Mullen, Vice Chairman of the Joint Chief of Staff General James Cartwright, and performers including; Toby Keith, Kid Rock, Robin Williams, Carlos Mencia, Lance Armstrong, Wilmer Valderrama, Lewis Black, Brent Michaels, college basketball coaches, WWF participants and K2 fighters.

Recognized need for small children to connect and “see” parents during deployment. Worked to bring United Through Reading program to Iraq. Marketed program by writing and submitting spots to local base newspaper, TV channel and commander briefings. Scheduled video times, coordinated volunteer work schedules to monitor the program, oversaw planning and management of resources and reported program success in monthly headquarter reports. Due to program’s overwhelming success, sponsorship of program was sought from many outside sources.

Created and carried out a variety of monthly morale activities for soldiers. Designed and developed largest remote control race track for soldier use in Iraq. Coordinated race events and sought donations from stateside companies to offer as prizes. Worked with public affairs officers to market events and races and broadcast activities on a base TV channel. Managed new employee and volunteer training as well as recruitment of volunteers. Created volunteer force of 200 within 3 months.

Aug ‘05~Aug ‘06 **Instructor**

*Hall School of Journalism, Troy University, Troy, Alabama*

Designed current Advertising curriculum used by the University. Evaluated current teaching program and assessed student need to determine course offerings by semester and course curriculum. Tasks involved surveying current faculty, staff, students and alumni to determine current standing of advertising program. Led to the development of new program curriculum and new teaching strategy to involve a more hands-on approach to advertising and more presentations by students to prepare them for careers in the field.

Utilized a variety of teaching resources which included: PowerPoint lectures, video and audio teaching resources, Blackboard and Elearning, Hot Potatoes academic software, Dreamweaver website development, and all MS applications.

Responsible for 4 courses per semester and 2 courses during Summer session. All resulted in teaching evaluations of 4.5 to 4.8 on 5 point rating scale.

JRN 1101 Intro to Mass Communications

JRN 2220 Intro to Advertising

JRN 3302 Feature Writing

JRN 3322 Advertising Copywriting

JRN 3350 Advertising Sales

JRN 1102 Writing for the Media

May ‘03~May ‘05 **Marketing Director**

*USO Pacific, Okinawa, Japan*

Directed special events and promotions which developed interest and secured funding for USO Pacific and military communities. The biggest annual fundraiser directed was the Pacific-wide Bazaars which netted \$700,000 for FY2004 for military unit events and morale activities. Planning involved logistical coordination

for hosting 50+ vendors from Pacific countries, securing locations for the event, coordinating with base officials to grant local national base support, and working with base transportation offices to configure working traffic patterns for vendors, vendor delivery semi-trailers and customer parking. In-house planning consisted of marketing through radio programs, advertising through base and local national newspapers and television advertisements. Accounting duties consisted of monitoring 25 volunteers handling cashier stations and daily cash and credit balances. After action duties included totaling cashier spreadsheets, payouts to vendors and presentations of monetary donations to military organizations.

Sought sponsorship from local and international businesses and secured and maintained an annual local sponsorship budget which exceeded \$500,000. Event sponsorship secured from international businesses was used for family day gatherings, entertainment performances by Top 10 artists and donations to deployed military units. Evaluated each event and presented after action reports and return on investment facts along with suggestions to each vendor. Increased sponsorship dollars from one specific local vendor by 300% for FY2004.

Responsible for the development, planning, implementation and monitoring of events and marketing activities for USOs throughout Asia, Korea and the Middle East. Marketing tasks included a continual increase of USO awareness achieved by creating promotional and educational media tools carried out through local media outlets, publications, press releases, outreach programs and briefings. Positive working relationships with local media representatives and military PAO were established and maintained to provide outlets for press releases pertaining to recent USO events, donations or promotions and submission of releases to local and world-wide media outlets. Yearly promotion of the USO during CFC (Combined Federal Campaign) season involved daily radio program appearances on local AFN stations, newspaper advertisements, public appearances and giveaways throughout base. Other public relations tasks included: monthly commander's call meeting appearances which updated units on USO offerings, monthly USO executive board meetings with local national members, and completion of after-action reports to USO headquarters on all USO events and promotions.

Responsible for procuring and distributing over \$400,000 worth of in-kind donations to deployed units as well as military families and community members throughout the Pacific region. Constant contact with deployed commanders led to a needs-based assessment of units to determine what supplies the military was lacking and what the USO could provide. Supervised and trained 20 employees in the Pacific theater. Weekly briefings with all employees generated positive working environments and allowed for a working macro management system with my employees.

## **Major Events Planned and Promoted**

Experienced in planning and producing events from conceptual phase to completion for up to 50,000 attendees, ranging from small to mid-sized Congressional, corporate and foundation events to large rock concerts in foreign countries. Previous experience with event logistics, venue search, supply management, resource allocations, project management, budgeting, invitation design and distribution, media coordination, hospitality responsibilities, and after action reporting for events ranging from government funding announcements in rural communities to celebrity performances in Iraq. Able to successfully multitask and work under pressure to meet deadlines as part of a team or team leader.

## **2012-2014**

### **Event: Texas Travel Legends Speaker Series**

*Department Recreation, Parks and Tourism, Texas A&M University*

Assisted with coordination, scheduling and management of VIP speakers to Texas A&M

### **Event: Monthly Congressional Funding Announcements (approx. 5 to 20 per month)**

*United States Department of Agriculture, Rural Development, Texas*

Responsible for all phases of planning, execution and follow up of announcements for Rural Development funded projects throughout Texas. Coordinate monthly with Congressional offices throughout Texas for planning purposes.

### **Event: Hispanic Women Farmer Rancher Claims Process (HWFR)**

*United States Department of Agriculture, Rural Development, Texas*

Assisted in coordinating 20 meetings throughout Texas for USDA reps to disseminate material and information regarding the HWFR claims process in conjunction with legal proceedings

### **Event: Pat Tillman Shadow Run**

*Pat Tillman Memorial Foundation*

Responsible for all phases of planning and execution of the Pat Tillman Memorial Run in Austin, Texas. Resulted in runner and volunteer participation from neighboring military bases, local schools, businesses and alumni chapters from Arizona State University, Texas A&M, and the University of Texas as well as sponsorship from HEB.

### **Event: Feds Feed Families**

*United States Department of Agriculture, Rural Development, Texas*

Assisted with planning, marketing, collection and delivery of 2,500 pounds of donated foods and goods to Helping Hands Ministry. Program fostered community relations between federal government entities and local nonprofit organizations.

## **2010~2011**

### **Event: Monthly Congressional Funding Announcements (approx. 5 to 20 per month)**

*United States Department of Agriculture, Rural Development, Texas*

Was responsible for all phases of planning, execution and follow up of announcements for Rural Development funded projects throughout Texas. Coordinated monthly with Congressional offices throughout Texas for planning purposes.

### **Event: Pat Tillman Shadow Run**

*Pat Tillman Memorial Foundation*

Was responsible for assisting with all phases of planning and execution of Pat Tillman Memorial Run in Austin, Texas.

### **Event: Feds Feed Families**

*United States Department of Agriculture, Rural Development, Texas*

Assisted with planning, marketing, collection and delivery of 1500 pounds of donated foods and goods to local Martha's Kitchen Pantry.

## **2009**

Event: **Unit Risk Inventories**

*General Dynamics, Ansbach, Germany*

Planned and executed surveys among 15 Army units throughout 3 Garrisons in Germany to analyze high risk behavior amongst soldiers. Analyzed data to plan and execute measures to combat high risk behaviors detrimental to individuals and military communities

## **2007-2009**

Event: **USO Morale Shows (4-5 per year)**

*USO Iraq, Balad, Iraq*

Assisted with planning and execution of a variety of high profile shows for 50,000+ military soldiers and civilians in Iraq. Was responsible for on ground logistics, scheduling and marketing of shows, along with security monitoring and volunteer coordination. Events included: visits by Iraq Commanding General David Petraeus, Joint Chief of Staff Admiral Mike Mullen, Vice Chairman of the Joint Chief of Staff General James Cartwright, and performers including; Toby Keith, Kid Rock, Robin Williams, Carlos Mencia, Lance Armstrong, Wilmer Valderrama, Lewis Black, Brent Michaels, various college basketball coaches, WWF participants and K2 fighters.

Event: **USO Balad Monthly Events (3 events monthly)**

*USO Iraq, Balad, Iraq*

Designed, planned and executed a variety of monthly USO center events to boost morale and provide entertainment for military, civilian and contractors from the US and international forces. Events ranged from game and movie nights, to physical fitness contests and art and music competitions.

Event: **United Through Reading**

*USO Iraq, Balad, Iraq*

Co-Established United Through Reading program in Iraq which was utilized by over 500 soldiers per week. The weekly program was designed to allow deployed parents an outlet to read to their children at home. Resulted in 500+ soldiers creating weekly video readings mailed to their children.

## **2003-2006**

Event: **USO Bazaars (2-3 per year)**

*USO Pacific, Okinawa, Japan*

Directed, planned and executed the largest fundraiser for USOs in the Pacific. USO bazaars netted \$700,000 yearly. Responsible for vendor contract negotiations, logistics of international shipping containers, venue management, marketing, and event management.

Event: **USO Morale Shows (2-5 per year)**

*USO Pacific, Okinawa, Japan*

Assisted with planning and execution of a variety of high profile shows for 100,000+ military soldiers and civilians and Okinawan citizens. Shows ranged from a concert with Joan Jett to visits by the Dallas Cowboy cheerleaders and children's shows with Sesame Street characters.

## **Volunteer Work**

<b>2013</b>	<b>Feast of Sharing-</b> Temple, TX
<b>2010~Current</b>	<b>Pat Tillman Foundation</b> Pat's Run Assistant- Austin, TX "Clean up Oliver" Service Project- Baltimore, MD
<b>2011~Current</b>	<b>Toys for Tots yearly volunteer-</b> Waco, TX
<b>2005~2009</b>	<b>United Service Organizations (USO) Volunteer</b>