

# Curriculum Vitae

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## EDUCATION

- 2014 (Expected Graduation August, 2017)    PhD in Parks, Recreation and Tourism Management  
North Carolina State University  
Advisor: Duarte B. Morais (PhD)
- 2009    M.A in Landscape Architecture.  
Faculty of Fine Arts, Department of Architecture,  
University of Tehran, Iran
- 2006    B.A in Architecture, Department of Civil &  
Architecture, Islamic Azad University of Qazvin, Iran

## PUBLICATIONS

- Nazariadli, S.**, Morais, D.B. (In preparation). Visual logic, a neglected methodological gap in visualization studies: Examining the appeal of farmlands. *Journal of visual methodologies*.
- Morais, D.B., Smith.J., Barbieri, C., **Nazariadli, S.** (in preparation). Does authenticity matter? Comparing potential tourist's assessment of highly authentic and highly appealing agricultural landscape features. *Annals of tourism research*.

- Nazariadli, S.** (in press). The trade-offs between job satisfaction, performance and locus of control on job performance: case of Sohana Outfitters Company. *Journal of Tourism and Hospitality Management*.
- Morais, D. B., Ferreira, B. S., **Nazariadli, S.**, & Ghahramani, L. (in press). Knowledge co-generation and transfer in the People-First Tourism project. In N. Scott, Van Niekerk, M., & De Martino, M. (Eds.). *Bridging Tourism Theory and Practice: Transferring Knowledge*. London: Emerald.
- Nazariadli, S.** (2012). "Could People-First Tourism provide dignified and sustainable livelihoods for vulnerable Iranians?" People-First Tourism Official Weblog. USA. [Online] available: <http://www.people-firsttourism.blogspot>
- Nazariadli, S.** (2012). The effects of Museums and Tourism on the Millennium Development Goals: Field Research Conducted at the Garden Museum of Sacred Defenses in Tehran. Science Series Data Report. 4(2) - part 6. USA. [Online] available: <http://www.ssdri.science-record.com/archive/index.php/?volume=4&issue=2>
- Nazariadli, S.** (2011). A Survey on Current Situation, Problems and Requirements of Eco-museums (With Particular Reference to Their Historical and Philosophical Backgrounds). *American Journal of Scientific Research*. 19, 91-103. UK. [Online] available: [http://www.eurojournals.com/AJSR\\_19\\_12.pdf](http://www.eurojournals.com/AJSR_19_12.pdf)
- Nazariadli, S.** (2010). Coast tourism and its property. *Nazar*. (9), 56-70.
- Nazariadli, S.** (2010). Eco museum and originality of social life. *Nazar*. (7), 27-3.

### CONFERENCE PROCEEDINGS

- Tabrizian, P., Baran, P., **Nazariadli, S.**, & Morais, D.B. (2017, February). Integrating IVE with GIS. Oral presentation at the NCGIS Conference, Raleigh, NC, USA.
- Ferreira, B., Morais, D., & **Nazariadli, S.** (2016). People-First Tourism: Enabling equitable livelihoods globally. Poster presented at the "Seeding Global Research: A Networking Reception" by NC State's Office of International Affairs, Raleigh, NC.
- Nazariadli, S.** (2016, June). Visual Logic and Appeal Perception of Working Farmlands: Moderating Role of Involvement, experience use history and agrography. Oral presentation at Tourism and Travel Research Association Conference (TTRA), Vail, Colorado, USA
- Nazariadli, S.** (2016, April). The way tourism advertisement might beguile the observer via compositional visual tactics. Poster presentation at Sea Grant Graduate Student Symposium, New Burn, NC, USA.

- Halim, M., Henderson, M., Ghahramani, L., Li, J., Deason, G., KC, B., **Nazariadli, S.**, & Seekamp, E. (2016, March). Wineries' perceptions of climate change vulnerability: Findings from North Carolina. Oral presentation at the 38<sup>th</sup> Annual Southeastern Recreation Research Conference, Asheville, NC.
- Nazariadli, S.** (2016, March). Calibrating visualization methods for the study of destination appeal: the effect of visual logic on the appeal of agricultural landscapes. Oral presentation at Southeast Recreation and Research Conference (SERR), Asheville, NC, USA.
- Nazariadli, S.** (2015, December). The symbiosis of Architecture and Tourism in shaping Iranian Tourism Brand (Chaired the panel). The International Tourism Brand Conference, Isfahan, Iran.
- Nazariadli, S.** Morais, D.B. (2015, November). Leveraging IT innovation and critical social science to connect rural tourism micro-entrepreneurs with urban sophisticates: The case of People-First Tourism Inc. ICBM conference, Skyline University, Sharjah, UAE.
- Nazariadli, S.**, Jafari, J. (2015, November). Symbiosis of Architecture and Tourism. ICBM conference, Skyline University, Sharjah, UAE.
- Morais, D.B., Smith, J., Barbieri, C., **Nazariadli, S.** (2015, March). Does authenticity matter? Comparing potential tourists' assessment of highly authentic and highly appealing agricultural landscape features. Poster presentation at Southeast Recreation and Research Conference (SERR), Asheville, NC, USA.
- Nazariadli, S.** Jafari, J. (2014, April). Hospitals In Search of Hospitality: Influence of Architectural Design and Services on the Healing Process. Oral presentation at International Conference on Tourism Milestones, Skyline University College, Sharjah, UAE.
- Nazariadli, S.** (2010, August). Theoretical and scientific view of eco-museum. Paper presented and published at the First International Conference of Rural Settlements: Housing & fabric. Tehran, Iran.
- Nazariadli, S.** (2006, April). Urban landscape design, a communal project. Poster presentation at firm-university relation workshop, Tehran University.

### **AWARDS, SCHOLARSHIPS AND GRANTS**

- Nazariadli, S.** (Submitted March 2016). *Examining the effect of the Visual Logic Principle on tourists' immersive perceptions of agricultural landscapes*. Tourism Graduate Research Grant. \$3,000

**Nazariadli, S.** (Submitted January 2016). *Visual Logic and Appeal Perception of Working North Carolinian Farmlands: Moderating Role of Involvement, experience use history and agrography*. SETTRA Student Research Grant Award. \$1,000

**Nazariadli, S.** (2015). *Does authenticity matter? Using immersive virtual environment technology in assessment of a concurrent indeterminacy upon agritourism landscapes*. SETTRA Student Research Grant Award (Received). \$1,000

**Nazariadli, S.** (Submitted May 2015). Colleen, D. Henderson, M. Ferreira, B. Whitlow, T. *Madison Sister Club*. Economic Innovation Grants. \$2,000

**Nazariadli, S.** (Submitted April 2015). *Etic Assessment of Perceived Authenticity as a Pull Factor in Rural Landscapes: Objective-Existential Interplay*. Tourism Cares Graduate Research Grant. \$3,000

**Nazariadli, S.** (Submitted April 2015). *Quantitative analysis of authenticity effect on tourist's motivation and attitude in North Carolina's agritourism businesses*. NC Recreation and Parks Scholarship Foundation. \$4,000

### **CERTIFICATES**

(2015) Social Environmental Economic Development (SEED) process certificate, through the Public Interest Design Training Program, NC, USA.

(2015). *3D Visualization Techniques Using ArcGIS*. Virtual campus training. ESRI. [Online Access]: <http://www.esri.com/training/main>

(2012). First international conference and workshops on ARCHITOURISM (Architecture & Tourism), Mashhad, Iran

(2009). International Conference and Forum on Urban Sustainable Development hosted by UN-Habitat, Qazvin, Iran.

### **OTHER CONTRIBUTIONS**

- (December, 2016). Scientific Committee member of Iran's International Tourism Conference and Related Industries Exhibition, Mazandaran, Iran.
- (March, 2016). Scientific Committee member of The International Conference on e-Tourism, Isfahan, Iran.
- (January 2016). Official assistant of Professor Jafari through the International Tourism Brand Conference, Isfahan, Iran.
- (December, 2015). Scientific Committee member of The International Tourism Brand Conference, Isfahan, Iran.
- (2015-present). E-Research Profile: [www.authenticityandtourism.com](http://www.authenticityandtourism.com)

- (2014-2015). EaST Research Circle Study on “Wine tourism and climate change in North Carolina: Winegrowers’ perceptions and their roles in community change.”
- (2013). Associate editor of the ‘International Journal of the Inclusive Museum’, vol 5, Illinois, USA.
- (2008). Participating in the urban-landscape competition of *Thu Thiem plaza* in Vietnam Followed by a Letter of Thanks from Trang Bao Son Deputy Head of Authority The Thu Thiem ICA. <http://www.thuthiemcompetition.com>

### **PROFESSIONAL SERVICE AND ORGANIZATIONAL AFFILIATIONS**

- Membership at International Sociological Association (ISA), since 2016.
- Membership at The International Visual Sociology Association (IVSA), since 2016.
- Secretary of EaST Research Circle group (2015), Department of PRTM, North Carolina State University, USA.
- Founding editor of PTRINET (Persian Tourism Research Information Network), since 2015. [www.ptrinet.com](http://www.ptrinet.com)
- NORTH CAROLINA Recreation & Parks association (NCRPA), NC, USA, Since 2015
- Tourism Research Information Network (TRINET), University of Hawai’i, USA, since 2013
- International Council of Museums (ICOM), Iran, 2013.
- Iranian Organization of Building Engineering, order of Qazvin province, Iran, since 2009

#### *Organizational Affiliation at NC State University:*

- Parks, Recreation and Tourism Management Graduate Student Association (PRTM GSA), **Member**
- Equitable and Sustainable Tourism Research (EaST) Circle, Department of Parks, Recreation and Tourism Management, **Member**

### **VOLUNTEERISM**

- (Jan 12, 2016) Waste Reduction and Recycling Office, NC, Raleigh
- (April 9th, 2016) Chavis Park volunteer event, NC, Raleigh

### **RESEARCH ACTIVITIES**

- |                 |   |
|-----------------|---|
| 2016            | Developing a website to conduct Q-methodology research:<br><a href="http://www.vqmethod.com">www.vqmethod.com</a> |
| 2016 to present | Collaborating on creating a software to reach marginalized  |

2014 to present

Communities through SMS, application of conducting surveys.  
Graduate Research Assistant  
Department of Parks, Recreation and Tourism  
Management, North Carolina State University

***Project involvement and major responsibilities:***

*People-First Tourism (PIT):*

- Facilitate rural entrepreneurs with completing business profiles, joining online PIT network, and registering for payment systems via PayPal
- Having regular meetings with the director of tourism extension office in Madison County and a number of volunteers for extension of tourism benefits in their area.
- Finding marginalized people of the area by the exploration and one on one conversations, listening to their problems and discovering the ways PIT can promote dignified livelihoods for them.
- Trips to Chatham County and Wake County with undergraduate students as a part of their studies.
- Publishing in the PIT's Blog and FB page about my current research.

2006-2009

Researcher at [Nazar Research Organization](#), Affiliated with Tehran University, Iran.

- Trips to major traditional provinces of Iran including Fars, West Azarbayjan, East Azarbayjan, Yazd, Mazandaran.
- [Electronic papers resulted from the fieldworks and ethnocentric trips to the mentioned regions.](#)

**TEACHING EXPERIENCE**

2015 to present

Teaching assistant at NC State, Department of Parks, Recreation and Tourism Management, PRT 590 (Introduction to Parks, Recreation and Tourism). PRT 380 (Analysis and Evaluation in Parks, Recreation) & PRT 220 (Commercial Recreation and Tourism Management).

2009-2014

Perception and Drawing Methods of Architecture, Drawing Geometry, Sketch 1, Architectural Design 2, Perspective, Architectural Graphic 1 & 2, Detailing

Islamic Azad University of Qazvin, Department of Civil & Architecture, Qazvin, Iran.

2009-2014

Perception and Drawing Methods of Architecture, Drawing Geometry, Sketch 1, Architectural Design 2, Perspective, Architectural Graphic 1 & 2, Detailing

Vocational institution of Mir Emad, Qazvin, Iran.

### Classes Lectured

October 2016

**Nazariadli, S.** Lecture conducted for PRT 380 (Analysis and Evaluation in Parks, Recreation). *Photo-elicitation and its application in research*. North Carolina State University, Department of Parks, Recreation, and Tourism Management, Raleigh, NC.

February 2016

Morais, D. B., Ferreira, B. S. & **Nazariadli, S.** *University engagement, research and community partnerships through the PIt Lab*. Invited web presentation to graduate seminar of Universidade Europeia. Lisbon.

November, 2015

Jafari, J., **Nazariadli, S.** *Preparing for a career in HOSPITALITY & TOURISM*. A lecture delivered at Skyline University College, Sharjah, UAE.

October 21, 2015.

**Nazariadli, S.** Lecture conducted for PRT 220 (Commercial Recreation and Tourism Management). *Culture and tourism*. North Carolina State University, Department of Parks, Recreation, and Tourism Management, Raleigh, NC.

March 16, 2014.

**Nazariadli, S.** Lecture conducted for PRT 220(Commercial Recreation and Tourism Management): *Culture and tourism*. North Carolina State University, Department of Parks, Recreation, and Tourism Management, Raleigh, NC.

### RESEARCH INTERESTS

Authenticity and tourism, Rural tourism, Social entrepreneurship, Orientalism, Urbannormativity, Subaltern studies, Middle-East studies, Visual methods in research, Auto-photography, Q-Methodology, Oculus-Rift and VR.

## **PERSONAL COMPETENCES**

### **Computer skills**

Auto Cad (2D), Photoshop, Camtasia (Video creating/editing software) PTGui, Microsoft Office, NVivo and SPSS.

### **Social skills**

Team working, leadership, team management, and teaching.