

Joe Pavelka Comprehensive Background

Joe Pavelka PhD

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Quick Reference

Basic Profile	Page 2
Keynote and Invited Presentations	Page 3
Workshops	Page 6
Consulting and Professional Contribution	Page 11
International and National Recognition	Page 17
Publications	Page 19
Books	Page 24
Films	Page 25
Teaching Background	Page 27
International Teaching	Page 28
Outdoor Leadership / Expedition	Page 32
Volunteer Boards	Page 34

Basic Profile

Education:

1. PhD, Department of Geography, University of Calgary, Calgary, Alberta 2005 – 2010
2. Master of Arts in Recreation Administration, University of Alberta, Edmonton, Alberta 1987 – 1990
3. Bachelor of Arts in Geography, Lakehead University, Thunder Bay, Ontario 1983 – 1987
4. Honour's Bachelor of Outdoor Recreation, Lakehead University, Thunder Bay, Ontario 1983 – 1987

Brief Employment Background:

Planvision Consulting Ltd.

1990 – Present President and Founder
Calgary Alberta Canada

Mount Royal University

2000 to Present
Associate Professor
Bachelor of Health and Physical Education,
Coordinator, Ecotourism and Outdoor
Leadership
Faculty of Health, Community and Education

Haskayne School of Business

Sessional/Contract Instructor:
1995 – Present Sessional Instructor
University of Calgary, Calgary Alberta Canada
Tourism and Marketing Section

Calgary Parks & Recreation

Assistant Director: 1997 – 2000
Business Planner: 1994 – 1997
Community Recreation Coordinator: 1990 –
1995

List of Invited Presentations and Keynote Presentations

- 2017 *Where to from here?* Keynote presentation for the 2017 National FASD (Fetal Alcohol Spectrum Disorder) Conference in Calgary Alberta
- 2017 Opening Keynote Presentation “*Whatever happened to leisure? And the role of public recreation,* for Recreation Connections Manitoba in Winnipeg in February 2017)
- 2017 Invited Presentation – *Early Transition Tourism from the Arctic to the Amazon*, invited by the Dean of the Recreation Management at the University of Manitoba – February
- 2017 Invited presenter as the co-anchor presenter for the Experiential Learning Workshop Series presented by Academic Development Centre at Mount Royal University, the presentation was *Standing on the Shoulders of Giants*
- 2017 Opening Keynote for the Recreation Connections Manitoba conference in Winnipeg MN the keynote title was: *Whatever happened to leisure?*
- 2017 Invited lecturer for the Social Sustainability workshop at the Second Canadian National Parks Congress in Banff AB
- 2017 Invited Lecturer at the Department of Recreation and Tourism at the University of Manitoba, Winnipeg MN. I delivered a lecture of ‘Early transition tourism from the Arctic to Amazon’ to a mixed audience of students in all four years and faculty
- 2016 Invited to provide the closing session/keynote for the Canadian Parks Summit in Canmore Alberta – the Summit is by invitation only to develop a national framework for parks in Canada
- 2016 Invited Lecturer – Universidad de Guadalajara en Guzman with CICAN program of Behavioural Science and Medicine to present Leisure Travel Food and how we live – Mexico
- 2016 Invited Speaker Universidad de Guadalajara en Guzman to provide a film screening of Canoes for Peru and lecture on film in the academy to Tourism, Behavioural Science Journalism students and faculty – Mexico
- 2016 Invited by the Academic Development Centre of Mount Royal University to present Canoes for Peru Screening and Back-story at Mount Royal University Calgary Canada
- 2016 Invited by the Universidad de Pacifico Catolico en Lima Peru to present a special showing of our international award winning film Canoes for Peru and a talk on the

program and its aims – Peru

2015 Invited Visiting Scholar Vancouver Island University, Vancouver Island British Columbia, Canada – the aim to work with graduate students in the Master’s program in Leisure Management – sponsored by World Leisure Organization – two week engagement

2014 Leisure around the Globe: What can Calgary learn? Opening keynote for the Calgary Vitality Symposium sponsored by Calgary Economic Development

2013 *Ecotourism around the World*, Opening the Ecotourism Symposium in Fort Chipewyan, Alberta, Canada Sponsored by the Fort Chipewyan Tourism Committee

2012 *Recreation and Parks Provision and a Booming Economy*, Opening keynote presentation at the Saskatchewan Parks and Recreation Conference, in Melfort SK

2006 *The Consumption of Nature: Examining the way nature is portrayed in advertising*. British Columbia Parks and Protected Space Conference. Victoria British Columbia

2005 *Tourism and Recreation into the Future*. Northern Lights Tourism Conference in Grand Prairie, Alberta

2005 *The Changing Face of Camping in Canada*. Alberta Camping Association, YMCA Camp Chief Hector, Alberta

2004 *It’s Not About Time: Rediscovering Leisure in a Changing World*. Alberta Therapeutic Recreation Association, Edmonton Alberta

2004 *The Role of Leisure in Changing World*. Recreation Rendezvous conference for the British Columbia Recreation & Parks Association, Vancouver, British Columbia

2004 *Leisure and Recreation in a Changing World*. Parks & Recreation Ontario Annual Conference, Niagara Falls, Ontario

2004 *It’s Not About Time: Rediscovering Leisure in a Changing World*. IPI Canada Conference of the Federal Government – national information technology grouping, Ottawa, Ontario

2003 *The Changing Face of Leisure and Tourism*. Alberta Heritage Lodge Association, Red Deer Alberta

2003 *The Changing Face of Canada’s Leisure*. Yukon Recreation and Parks Association Annual Conference in May in Whitehorse, Yukon

2003 *It's Not About Time: Rediscovering Leisure in a Changing World*. Alberta Student Support Conference, Calgary Alberta

2003 *The Changing Face of Leisure in Society*. Saskatchewan Recreation and Parks Association. Regina Saskatchewan

2003 *Understanding Leisure and Lifestyle in Daily Life*. Human Resource Association of Calgary, Calgary Alberta

2002 *It's Not About Time: The Changing Face of Leisure in our World*. Parks & Recreation Ontario, Niagara Falls Ontario

2002 *It's Not About Time: How leisure is changing our society*. Manitoba Recreation and Parks Association. Winnipeg Manitoba

2002 *Leisure and Balance in our Changing World*. Alberta Teachers Association Convention, Calgary Alberta

Conference Presentations and Workshops

- Pavelka, J. and Debney, G. (2017) Revisiting Public Recreation and what to do about role creep, for Alberta Recreation and Parks Association Conference, Lake Louise Alberta
- Pavelka, J. (2017) *Tourism in Turbulent Waters: What is the current global turbulence mean for tourism* presented at the Leisure and Tourism Studies Conference, Vancouver BC Canada (April)
- Pavelka, J. (2017) *Tourism and Recreation Planning in Rural Canada* presented at the Recreation Connections Manitoba, Winnipeg MN (February)
- Pavelka, J. Heriman, I, and Sole, A (2017) *Social Sustainability and Parks Management* presented as an extraordinary three-hour workshop at the Second Annual National Parks Congress in Banff Alberta Canada (February)
- Hughes, S., Ray, H., Jukabec, S., Pavelka, J., Quinn, M., & Kirshnamurty, A. (2016, May). Understanding teachers' participation in nature-based field trips: A study from an Alberta conservation area. Paper presented at *The Canadian Society for the Study of Education Annual Conference*, the University of Calgary, Calgary, Canada.
- Pavelka, J. (2016) Canoes for Peru and the Student Experience at the Annual Conference of the Canadian Association of Community Services Learning
- Pavelka, J. (2016) Backpackers and Smartphone: Mediating the Travel Experience presented the Lightning Talks Research Presentation at Mount Royal University, Calgary Alberta
- Pavelka, J. (2016) De-briefing the Field School Experience – peer reviewed paper presentation at the American Association of Geographers conference in San Francisco CA
- Booke, J. & Pavelka, J. (2015) The Business of Respect: RiS in Calgary Minor Hockey Sport and Society at the Sport and Society Conference in Toronto ON Canda
- Pavelka, J. (2015) International Field School Rationale and Best Practice, a panel member at the American Association of Geographers, Chicago IL (April)
- Pavelka J. (2014) *Global Trends in Ecotourism*, presented to faculty and students at the Universidad de Guadalajara en Guzman, in Guzman Mexico
- Pavelka, J. (2014) *Parks and Protected Areas: The Latin American situation*, presented to faculty and students at the Universidad de Guadalajara en Guzman, in Guzman Mexico

- Pavelka, J. (2014) *Amenity Migration in the Bow Valley, Alberta*, presented to faculty and students at the Universidad de Guadalajara en Guzman, in Guzman Mexico
- Pavelka, J. (2014) *Machu Picchu and Comino Salkantay Tourist Profiles: Tourist types in cultural and adventure tourism*, presented to the Government of Alberta, Tourism, Parks and Recreation working group
- Pavelka, J. (2014) *Leisure and Wellness: A global perspective*, presented to Calgary Economic Development 'Calgary Vitality' event
- Pavelka J. (2013) *In the Shadow of Machu Picchu*, British Columbia Parks and Protected Areas Forum, (December)
- Pavelka J. (2013) *Future of Urban Parks (Calgary)*, British Columbia Parks and Protected Areas Forum, (December)
- Pavelka J. (2013) *Amenity Migration and Leisure Negotiation*, National Recreation & Parks Association Annual Congress, Houston TX, (October)
- Pavelka J. (2013) *i-leisure, Consumer Culture and the Role of Public Recreation*, Alberta Recreation & Parks Association/IFPRA, Lake Louise, Alberta Canada (October)
- Pavelka J. & MucCulley K. (2013) *Calgary's Environmental Stewardship Program*, Alberta Recreation & Parks Association/IFPRA, Lake Louise, Alberta Canada (October)
- Pavelka J., Booke, J., Legg, D. Koroluk, G. (2013) *Cross Cultural Learning in Recreation and Parks*, Alberta Recreation & Parks Association/IFPRA, Lake Louise, Alberta Canada (October)
- MucCulley Kym & Pavelka, Joe. (2013) *How do you get a Million People to be Green: Calgary's Educational and Environmental Initiatives Ten-Year Strategy*. Presented at the ARPA Parks Symposium, Canmore, Alberta
- Pavelka, Joe & Ell, Laura. (2012) *Ecotourism Best Practices around the Globe* presented at the annual Travel Alberta Conference in October in Banff, Alberta
- Pavelka, Joe (2012) *Public Consultation in Changing Times*. Presented at the Saskatchewan Parks and Recreation Conference in October, in Melfort SK.
- Pavelka, Joe (2012) *Amenity Migration and the Tree House: push-pull relationship to leisure theory*. Presented at the Under Western Skies Conference in September at Mount Royal University, Calgary, Alberta

- Pavelka, Joe (2012) *Putting together an International Field School*. Mount Royal Faculty Association, Annual Retreat, Kananaskas Alberta
- Pavelka, Joe (2012) *Stories from the Field in Film*. Presented for the Mount Royal Faculty Association in October, at Mount Royal University, Calgary, Alberta
- Pavelka, Joe (2011) *Destination Planning and Marketing* presented to the Fernie Chamber of Commerce. Fernie British Columbia
- Pavelka, Joe (2011) *Why People Migrate to Resort Communities: A push-pull perspective*. British Columbia Parks and Protected Areas Conference. UNBC, Vancouver British Columbia
- Pavelka, Joe (2011) *Destination Branding and the Resort Community*. British Columbia Rural Tourism Conference, 108 Mile House, British Columbia
- Pavelka, Joe (2010) *Tourists, Residents, Amenity Migrants and the Contested Space of the Bow Valley*. Under the Western Skies Conference, Mount Royal University
- Pavelka, Joe (2010) *The Evolution of Tourism Communities*. Travel Alberta, Banff Alberta
- Pavelka, Joe (2010) *Amenity Migration in the South Eastern British Columbia*, Fernie Home Builders Association, Fernie, British Columbia
- Pavelka, Joe (2010) *The Changing Landscape of Amenity Migration in the Bow Valley*. Canmore Vision Keepers. Canmore, Alberta
- Pavelka, Joe (2010) *Attracting Tourists to Your Community through Ecotourism and Adventure Tourism*. Alberta Recreation & Parks Association Conference, Jasper Alberta
- Pavelka, Joe (2010) *Using Outdoor Recreation Resources in Tourism Strategy*. Alberta Recreation and Parks Association, Jasper, Alberta
- Pavelka, Joe (2010) *Community Tourism Branding and Amenity Migration*. City of Kimberley Chamber of Commerce
- Pavelka, Joe (2010) *Amenity Migration and Banff National Park*. Town of Banff, Banff Alberta
- Pavelka, Joe (2010) *Creating a Sustainable Recreation Home Industry*, Town of Canmore, Canmore Alberta
- Pavelka, Joe. (2009) Town of Kimberly, Chamber of Commerce, *Amenity Migration Sustainable Social Development*.

- Pavelka, Joe. (2008) *Amenity Migration: A Model of Social Evolution of Nature Based Communities*. Parks for Tomorrow Conference on Parks and Protected Areas, Calgary Alberta, University of Calgary, May 8th to 13th
- Pavelka, Joe (2008) *Case Study: A Model for the Social Evolution of High-natural amenity-based Communities*. Presented in May at Understanding and Managing Amenity-led Migration in Mountain Regions. Banff Alberta
- Pavelka, Joe (2008) *New Trends in Sustainable Tourism*. Travel Alberta Annual Conference in Banff AB.
- Pavelka, Joe. (2007) *The Changing Alberta Landscape*. Alberta Recreation and Parks Association Annual Conference.. October 23rd to 25th Jasper Alberta.
- Pavelka, Joe. (2006) *Canmore and Recreational Property Development*. Parks Forum – Alberta Recreation and Parks Association. March 16th to 18th, Canmore Alberta
- Pavelka, Joe. (2006) British Columbia Parks and Protected Areas Conference, *Leisure Negotiation and Amenity Migration*. December, Vancouver Island, Campus of Royal Roads University.
- Pavelka, Joe (2005) *Developing Good In-house Market Research*. Presented at the Alberta Recreation and Parks Annual Conference in October in Jasper, Alberta
- Pavelka, Joe (2005) *Ecotourism in Alberta*. Travel Alberta Annual Conference, Banff Alberta, Canada
- Pavelka, Joe (2004) *Leisure Trends and Alberta Tourism*. Travel Alberta Annual Conference in Jasper Alberta. The session focussed on primary research in the area of sustainable tourism.
- Pavelka, Joe (2004) *Good Community Based Research*. Presented to the Saskatchewan Parks and Recreation Conference.
- Pavelka, Joe (2004) *Growing Alberta Tourism Conference (2004)* on the implementation of sport and eco-sustainable tourism in smaller Alberta communities.
- Pavelka, Joe (2003) *Public Consultation in Recreation and Parks: Dos and Don'ts*. Presented at the Saskatchewan Parks and Recreation Conference in October in Saskatoon, SK

- Pavelka, Joe (2003) *Good Community Based Research*. Presented to Alberta Recreation and Parks Professional Symposium,
- Pavelka, Joe (2003) *Re-inventing Leisure Services in Changing Times*. Presented at the Yukon Parks and Recreation Conference in May, in Whitehorse, Yukon
- Pavelka, Joe (2002) *The Art and Science of Public Engagement*. Presented at the Manitoba Recreation and Parks Conference, in May in Winnipeg
- Pavelka, Joe (1999) *Dos and Don'ts of Public Consultation: Calgary lessons*. Presented at the British Columbia Parks and Recreation Association Annual Conference in Vancouver, British Columbia
- Pavelka, Joe (1998) *'Re-orging' Leisure Services: Lessons Learned*. Presented at the Parks and Recreation Ontario Annual Conference in May in Burlington, Ontario
- Pavelka, Joe (1997) *Business Planning in Recreation*. Presented at the Alberta Recreation and Parks Association annual conference, in October in Jasper, Alberta
- Pavelka, Joe (1997) *Re-inventing Leisure Services in Tough Times*. Presented at the Parks and Recreation Ontario Annual Conference, in April in Oakville, Ontario
- Pavelka, Joe (1995) *Strategic Information Planning in Recreation and Parks*. Presented at the Alberta Recreation and Parks Annual conference in October in Red Deer, Alberta.
- Pavelka, Joe (1994) *Managing People in the Tourism Industry*. Presented at the Travel Alberta Conference in October in Banff, Alberta.
- Pavelka, Joe (1992) *Keeping Camp Staff Happy and Productive*. Presented at the Ontario Camping Association Annual Conference in May in Markham, Ontario

Consulting and Professional Contribution

2017 – Camp Harmattan Master Plan

Commissioned to develop a Master Plan for the camp operation and site toward the end goal of long term financial self-sustainability. Site design was sub-contracted to another firm.

2016 – Recreation and Tourism Plan for KneeHill Alberta

Working alongside McElhanney Consulting completed a comprehensive recreation and tourism plan for the County of KneeHill Alberta

2016 – Recreation Facility Feasibility Analysis for Calgary YWCA to assess long term viability of a new multi-million dollar recreation and fitness complex for downtown Calgary

2016 – Canmore Recreation Master Plan

Working alongside RC Strategies of Edmonton we completed a comprehensive recreation and tourism master plan for Canmore Alberta

2014 – Destination Management Plan

Developing a destination management plan (DMP) for the Alberta Northern Rockies Tourism Association. This plan is the first for the Alberta Government in DMP format and it is to be template for other regions in Alberta

2013 – Ecotourism Branding and Marketing

Carried out a comprehensive marketing and branding strategy for NESOC, an association of seventeen (17) Métis, aboriginal and non-aboriginal ecotourism operators in the Willmore Wilderness Park region of Alberta

2013 – Calgary Public Art Master Plan

Carried out consultations with a variety of arts stakeholders and subsequent writing of a Master Plan (ten year horizon) for Calgary's public art activity

2012 – ImagineParks Community Consultation

Carried out a series of community consultations in concert with Calgary Parks to determine a thirty-year future horizon for parks, nature and open space in Calgary

2012 – River Cleanup Review – Calgary Parks

Carried out a stakeholder review of the Calgary Parks' successful River Cleanup program to determine ways to extend its impact into year-round environmental stewardship

2011/2012 – Calgary Soccer Federation organizational support

Carried out a review of the Calgary Soccer Federation organization with a focus on enhancing transparency and City of Calgary Recreation compliance

2010 Private Client – Market Feasibility for a Health and Wellness Resort

Working with a private client from Canada I developed a market assessment and feasibility assessment for the purchase and development a health and wellness resort located in Prince Edward island, Canada.

2002 Calgary River Valleys Committee of the Parks Foundation

Worked extensively with the River Valleys committee a committee of the Parks Foundation that lobbies for river improvements in the Calgary region and is an official member of the development appeal board, to re-position itself in the view of Calgary City Council and potential donors.

2010 Soccer Calgary – Market Assessment

Planvision was contracted to carry out a comprehensive market assessment to position soccer in Calgary for future development. The assessment involved a thorough review of all competitive facilities including ice surfaces.

2008 - Shepard Community Hall, Calgary - Feasibility/Business Plan

Planvision was contracted to carry a complicated and controversial feasibility and business plan for the Shepard Community Hall, which was annexed into Calgary in 2007 and stalled halfway into a \$12 Million development.

2007 – Between Friends Club – Business Plan

Developed a business plan for the future growth and expansion of the not-for-profit organization in Calgary.

2006 - Applewood Community Association, Calgary – Business/Feasibility Plan

Planvision was contracted to carry out a feasibility assessment on a proposed eight (8) million dollar recreation centre to be operated by the community.

2006 – Calgary Parks: Outdoor Nature and Interpretation Market Assessment

Commissioned by *City of Calgary Parks* to determine the optimal market positioning of several faltering lines of business related to outdoor and nature based programming.

2005 – Business and Operations Plan for the North East Centre of Communities Society (NECCS)

Co-developed a feasibility study and operations plan for the NECCS planned \$70million facility – the centre is now known as Genesis Centre

2004 – Cardel Place (Calgary) Market Assessment: How are we doing? Two years on.

Commissioned by *Cardel Place (Calgary)* to assess service delivery and customer loyalty two years following its opening to re-focus priorities

2003 – Calgary Corporate Challenge – Business Plan

Developed a Business Plan for the fast-growing Calgary sport organization to address rapid growth and new sources of revenue

2003 - Town of Canmore - Recreation Centre

Working with CDC Recreation Inc. to develop a market research study for the Town of Canmore Canada (a growing mountain community of 14,000) to determine the feasibility for the re-development of the Town's recreation center. The project has since proceeded.

2003 - Parks Foundation of Calgary – Market Review and Positioning

Worked extensively with the Parks Foundation to determine a new focus for its efforts – the Parks Foundation provides millions of dollars of support for various projects in the Calgary region and to re-position for future gifting.

2003 – River Valleys Committee Economic Rationalization

Conducted a economic rationalization (chapter in the business plan) for both the River Valleys Committee and the Parks Foundation of Calgary.

2001 - Calgary Recreation – Shaw Millennium Park

Contracted to work with community groups adjacent to and/or affected by traffic related to Shaw Millennium Park to determine an acceptable operations strategy for the park.

1999 – Inner City Park Development in Calgary

Conducted a 800-person study of Calgarians perceptions of the ideal inner-city park in support of the Shaw Millennium Park development

1998/2000 - Project Manager (including all aspects of public engagement) for the development of Shaw Millennium Park

While with Calgary Parks & Recreation I was responsible for project management – including all aspects of public engagement – for Shaw Millennium Park. This is a process, which took 11 months and involved multiple layers of internal and external stakeholders. (Conducted while employed by City of Calgary)

2000 – Bridgeland Community Association

Facilitated the development of a business plan and strategic plan for Bridgeland Community following the demolition of the Calgary General Hospital and

- 1999 – 2004 Public Engagement and Alberta’s Trails
On-going consultant for Alberta TrailNet to provide public consultation support in the development of new trails in central Alberta
- 1999 Camp Jubilee – Business Planning
Developed a business plan for the \$7million Camp Jubilee residential facility in Cochrane Alberta. The once wilderness facility found itself crowded by development of the growing town and had to re-invent itself to better the suit the situation.
- 1998/1999 – Prince’s Island Park Master Plan
Managed a two-year park master plan project for Princes Island Park in the centre of downtown Calgary – this process was a \$300,000 planning and public engagement process involving multiple levels of stakeholder involvement and up to 150 active stakeholder groups
- 1988/2000 – Shaw Millennium Park Development
Managed a comprehensive, politically sensitive and complex public engagement process for the development of Shaw Millennium Park – the largest outdoor skate park in the world which was placed in the heart of downtown Calgary
- 1998 - Calgary Public Library – Market Assessment
In association with the Advisory Group Inc. an internal and external customer market research project was undertaken for the Calgary Public Library with over 1800 participants in total. Specific tasks undertaken included design of survey tools and overall study design.
- 1998 – Market Share of Calgary’s Recreation Product
Conducted an 800-person survey of Calgarians to determine recreation use patterns and recreation facility market share in support of five facility based business plans I was conducting at the time.
- 1998 – Business Plan for Canadian Rockies Hot Springs Unit
Developed a strategic service plan for the Canadian Rockies Hot Springs business unit of Parks Canada
- 1997 - Camp Gay Venture (ON) – Business Planning
Developed a Business Plan for the future of Camp Gay Venture – a large and established private/commercial summer camp operation in Ontario. The plan involves the collection of various forms primary customer based research including both focus groups and survey.
- 1997 – Alberta Venture Magazine – Market Research

In conjunction with the Advisory Group Inc. carried out a comprehensive market research project to re-position the magazine

1997/1998 – Recreation Business Plan Development for series of Calgary’s recreation institutions based on the results of financial operating reductions and the need to re-position public recreation, some of the client groups include:

Fort Calgary Historic Park, Southland Leisure Centre, Village Square Leisure Centre, Calgary Pools Division and Calgary Golf Courses (7 public courses) – each plan contained significant capital requests and all were approved to the political level.

1996 - ShotOver Jet – Market Assessment

Provided a market assessment of a proposed adventure tourism operation for Shot Over Jet of New Zealand. The assessment included a profile of adventure tourism in western Canada with a focus on the Calgary Bow-Corridor. A central part of the project was a series of focus groups within the Calgary and Bow Corridor region to test for support and viability.

1996/97 – Policy Review for Calgary Recreation

Conducted a comprehensive program and policy review involving seven (7) clients and focus group projects (63 focus group sessions) for the following business units: Adult Education, Resources Services for the Disabled, Arts and Culture Group, Sport and Athletics, Community Development Services, Parks Planning and Diversity Services.

1995 – Western Canadian Tire Association – Service Training

Developed a quality service-training program for tire providers in western Canada and delivered the program in thirteen (13) cities from Victoria to Winnipeg

1994 – Victoria Park Community – Business/Community Plan

Developed a strategic plan for the community plan addressing goals and financials in consultation with the community board and community

1994 – Inglewood Community Association – Strategic Plan

Developed a Strategic Plan for the community to address demographic change and overall viability

1993 – Glendale Community Association Community Plan

In conjunction with the community board, developed a community plan to address program, facility and financial viability including community volunteers

1993 - Canada Olympic Park – Market Assessment

Sub-contracted by the Advisory Group Inc. to assist in the successful completion of a comprehensive survey and focus group based project for Canada Olympic Park in

Calgary. Specific areas included design of moderator guides, data analysis and report writing.

1992 – Glenbrook Community Association Strategic Plan

In conjunction with the community board, developed a community plan to address program, facility and financial viability including community volunteers

1990 - Panorama Resort – Quality Service

Conducted a comprehensive examination of the staff service at the resort including, phantom service checks, staff surveys and focus groups followed by the development of a resort training program.

International and National Recognition

1. Visiting Scholar for the World Leisure Organization at Vancouver Island University Graduate Program in Sustainable Leisure Management (Fall of 2015) to work specifically with graduate students in shaping scholarship and providing public lectures
2. In 2016 made a Fellow of the Royal Geographic Society of Canada
3. In 2017, invited to carry out an accreditation visit for Burman University (Lacombe Alberta) Outdoor Pursuit degree programs. The accreditation visit was to ensure compliance with Alberta Education standards and general post-secondary quality standards for outdoor education/risk programs in Canada
4. Invited Closing Keynote at the First Canadian National Parks Congress 2016. I provided the closing keynote at the congress, which was attended by an invited group of 150 delegates across the country representing the leadership in contemporary parks.
5. In 2017, I was invited (and provided) a workshop at the Second Canadian National Parks Congress. The session on social sustainability and parks co-presented with colleagues at the University of Calgary.
6. Invited Keynote Presenter for Recreation, Tourism and Parks conferences across Canada including most recent (2017) opening keynote for Recreation Connections Manitoba. See keynote and invited presentations for details.
7. Invitation and participation in organizing committee for the Alberta Recreation and Parks Conference (2018) organizing committee
8. Published in the areas of leisure, tourism, ecotourism, early transition tourism, amenity migration, recreation management, sport, parks, food and tourism, and parks methods research
9. Published in academic journals and textbooks in Mexico
10. Have carried out published scholarship in Mexico, Peru, Scotland and Belize
11. Invited and participating in a network of Researchers of the Americas in Amenity Migration. Researchers are from Mexico, Brazil and Spain and me from Canada
12. Produced the multi-award winning project and film Canoes for Peru, which screened at eighteen (18) film festivals on four continents. The film won six awards and Joe Pavelka was awarded Best Producer at the Hollywood International Documentary film Festival (2016)

13. Invitation from the Munich School of Technology for winter 2009 as Visiting Lecturer in Sustainable Tourism – underwent a competitive process and screening and prevailed. Did not attend because the Dean rescinded support upon realizing a flexibility and depth of faculty capacity that is, only two (2) full time faculty teach in the ETOL program and short notice.
14. Invitation to teach and supervise graduate students in tourism at Graduate School of Tourism at the Universidad Libre Sede Cartagena (private university) Colombia. Could not accept this opportunity for similar reasons of lack of flexibility. (Winter of 2010)
15. Invited and participated in the design and opening of the Ecotourism Laboratory at the CUSUR (Universidad de Guadalajara en Guzman) Mexico (2010 – 2012)
16. Invited to supervise graduate students at CUSUR (Universidad de Guadalajara en Guzman), Vancouver Island University British Columbia, and Royal Roads University British Columbia – have co-supervised graduate students at each of the three institutions
17. Invitation and participated in the SSHRC application as co-investigator with a group of colleagues from British Columbia to study Resort Municipalities: Effectiveness of the British Columbia Resort Municipality Act Ten Years On. The application was headed Dr. Nicole Vaugeois of Vancouver Island University. The application was not successful.
18. Invitation and participated in the SSHRC application as co-investigator with Alberta colleagues to study Alberta Parks Evidence-based Decision Making and the Use of Multiple Knowledges. Dr. Halpenny of the University of Alberta headed the application and it was not successful.
19. 2017 invitation (twenty delegates only) by the US Consulate Office to attend a private screening of the US Parks film
20. Joe Pavelka's 2000, book *It's Not About Time: Rediscovering leisure in a changing world* sold two complete printings as a trade publication and was used in nine (9) universities as required reading including University of Calgary, University of Manitoba, Michigan State University, University of Windsor, and Vancouver Island University
21. Joe Pavelka's 2007 illustrated children's book *Ned: The story of 6-9-3* was the selected as a top five realistic-controversial children's books by the Globe and Mail (i.e. the bear is killed in the final scene) and it was the first children's book published by Rocky Mountain Books and Fifth House

Publications

Pavelka, J. (2017) Are they having fun yet? Leisure management and amenity migration World Leisure Journal, Volume 59 No. 1 p 21-38

Pavelka, J. (2017) Experiential Learning and Ecotourism and Outdoor Leadership at Mount Royal University, Global, Environmental Education Council of Alberta, Alberta Teachers Association

Ell, L, and Pavelka, J. Towards a Code of Conduct for Indigenous-inspired Spa Tourism: an ethical discussion (submitted)

Pavelka, J. (2017) Methodological Approaches in the Measurement of Day Use Visitation in Alberta Provincial Parks, commissioned paper for the Government of Alberta, Alberta Parks vetted through the senior management committee

Pavelka, J. (Submitted) Defining the Field School Model with Study Abroad, submitted to the Journal of Studies of Travel Abroad

Claudia Llanes-Canedo, Elena Carbajal-López, Joe Pavelka. (enviado - submitted) ¿Y esta casa de quién es? Segundas residencias en un destino turístico de montaña *Teoría y Praxis*
Translated title of article: Second residences in a mountain tourist destination Theory and Praxis

Pavelka, J. (2016) What debriefing reveals about the field school experience, presented as an extended abstract and peer-reviewed for the SOTL conference in Banff in October 2016

Pavelka, J. (2016) Smartphones and Travel: A mediated travel experience, presented as an extended peer-reviewed abstract for the TTRA (Travel Tourism Research Association) conference in Edmonton in November 2016

Claudia Llanes-Canedo, Joe Pavelka. (enviado- submitted) Migración de Aménidad en Pueblos Mágicos de México, Caso Tapalpa, Jalisco. *El Periplo Sustentable*. Translated title of article: Amenity Migration in Magical Towns of Mexico, Case of Tapalpa, Jalisco

Pavelka, J. (2016) Amenity Migration: More than just seniors CPWAS Summer (Guest Author) Reviewed by Board and Communications Staff

Llanes, Cluadia., Cervantes, Virginia Gabriella., Jousni, Fatima., Pavelka, Joe., Jiminez, Angel Luis (2016) El Turismo como elemento de educacio en alimentacion Cahpter 21 in La Educiaon en Alimentacion y Nutricion Edited by Antonio Lopez Espenoza and Alma Babriela Moreno for McGraw Hill Education Mexico

Pavelka, J. (2016) Amenity Migration: More than just seniors CPWAS Summer (Guest Author)
Reviewed by Board and Communications Staff

Llanes, Cludia., Cervantes, Virginia Gabriella., Jousni, Fatima., Pavelka, Joe., Jiminez, Angel Luis
(2016) El Turismo como elemento de educacion en alimentacion Chapter 21 in La Educacion en
Alimentacion y Nutricion Edited by Antonio Lopez Espenosa and Alma Gabriela Moreno for
McGraw Hill Education Mexico

Pavelka J. (2016) In the Shadow of Machu Picchu: The Salkantay Trail *in Mountain Tourism:
experience, communities, environments and sustainable futures* Ed. Harold Richins and John
Hull Cabi International pp. 111-120

Pavelka, J., Hodges, K., (2016) Canoes for Peru – film scholarship. The film chronicling an
academic community ecotourism project in the Manu Region of the Peruvian Amazon. (19 min)
The film has appeared in 18 film festivals many countries and won 6 awards.

Booke J. and Pavelka J. (2015) The Business of Respect *Journal of Sport and Society* Vol. 6 No. 3
p. 13-25

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King, Colin., Llanes, Claudia., Pavelka, Joe., & Bennett, Molli (2016) Amenity Migration in Tapalpa Mexico presented at the Mount Royal University Faculty of Health, Community and Education Faculty Research Days

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Pavelka, Joe (2009) Tourist Perceptions of Machu Picchu. Presented at the Mount Royal University, Faculty of Health and Community Studies, Scholars Council. Calgary, Alberta

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Books

Pavelka, Joe. (2000) *It's Not About Time: Rediscovering Leisure in Changing World*. Creative Bound Publishing (Ottawa). This book has sold two complete printings and it was used as a required text in nine (9) post-secondary institutions throughout Canada and the United States.

Pavelka, Joe. *Ned: The Story of Bear 693* (2007) Rocky Mountain Books/Heritage House Press (Vancouver/Calgary). My illustrated children's book is designed to educate and entertain around the topic of sustainability and human impact.

Films

Project: **Uncomfortable: Experiential Learning in a Foreign Land** (working title)

Role: Producer and Executive Producer

Uncomfortable: Experiential Learning in a Foreign Land is a full length feature documentary about the highs and lows of experiential learning within a 31-day field school to Peru attended by students at Mount Royal University. The film received support from a \$10,000 Innovation Grant to secure services from two filmmakers (James Baillies, and Daniel Gariepy) who chronicled the entire experience. The film is in post production and set for release in early 2018.

Project: **Canoes for Peru**

Role: Producer and Executive Producer

Canoes for Peru (2015) Working with a three-person film crew hired in conjunction with the crowd-funding program for Canoes for Peru an 18-minute was produced. The film chronicles the plight of the Canoes for Peru program and the reintroduction of canoes to the Mare de Dios River in the Peruvian Amazon. The film played in approximately (still playing) 20 festivals on four continents and garnered six awards including awards at the Hollywood International Documentary Film Festival.

Project: **Life along the Trail**

Role: Producer and Executive Producer

Life along the Trail (2015) Again working with same three-person film crew hired as part of the Canoes for Program a film was produced to highlight the story and plight of many families living along the Salkantay Trail in the Andes of Peru. The Salkantay Trail is significant because of its critical role in supporting tourism to Machu Picchu – Peru's most important tourist and cultural site.

Project: **In the Shadow of Machu Picchu**

Role: Producer and Filmmaker

In The Shadow of Machu Picchu: (2012) Joe Pavelka and student Mike Overend produced a film based on the stories of families living along the Salcantay Trail in Peruvian Andes and how tourism is affecting their lives. The film is being submitted to various festivals and is presently profiled by Alternatives Journal (University of Waterloo).

Project: **Ecotourism in Manu Peru**

Role: Producer

Ecotourism in Manu Peru: (2012) Joe Pavelka and student, Mike Overend produced a film profiling the family business of the Huamani family and how it saved 12,500 hectares of rainforest in the Manu Park region of the Amazon jungle. The film is being submitting to various festivals and is presently profiled by Alternatives Journal (University of Waterloo).

Project: **Our Athabasca: A River Story**

Role: Producer and contributions on filming and editing

Our Athabasca: A River Story (2010) Joe Pavelka and two ETOL students put together a 15 minute film on the Athabasca River and the Oil Sands development of northern Alberta. The film weaves themes of the 9-day canoe trip on the river with daily life in Calgary with the industry of the oil sands to present a compelling message of contemporary society. The film won the Environment Award at the WaterWalker Film Festival and toured Canada in 2011.

Project: **What's Wrong with Machu Picchu?**

Role: Producer

What's Wrong with Machu Picchu? (2009) Produced and filmed by Jordan Odney (student) and Joe Pavelka. The 28-minute film takes a look at some of the recent controversies surrounding the world famous historic site. It is currently being submitted to various film festivals.

Project: **Nahanni: A Northern Education**

Role: Filmmaker and Producer

Nahanni: A Northern Education (2005) Joe Pavelka as producer and cinematographer along with Jenn Givens and Aaron Felthom. This 22-minute film was based on an ETOL Expedition to the Nahanni River in the NWT, Canada. The film won the Amateur Category in the Water Walker Film Festival and subsequently toured Canada.

Teaching Background

Teaching Background includes four (4) sections: teaching profile; teaching related service (in Canada and internationally); and international education; and facilitation of student-led research; beginning with a statement of teaching philosophy.

Teaching Philosophy:

A teaching philosophy is akin to raising children, you act in a purposeful manner based on experience, information and advice but it remains an engagement of intelligent trial and error. Regardless, a thoughtful philosophy guiding one's teaching is essential. I have been teaching, instructing and guiding since the age of 17. I have worked with children and undergraduate and graduate students through to corporate groups and the community at large. My philosophy of teaching is rooted in the work of John Dewey and David Kolb and experiential learning.

Borrowing on the work of Dewey and Kolb my teaching attempts to engage the student such that a tension arises that requires reflection on the phenomena. If successful the student is able to abstract the significance of the phenomena in a scaled manner from individual-personal through to global. The student should be able to engage and question and make the material her own. A critical tenet of experiential learning is that the student 'owns' the material and without engaging in a lengthy discussion on the subject, student ownership of learning is at the core of my teaching. It requires focussed teaching with opportunity for reflection and reinforcement. Student ownership of learning is as relevant in the classroom as it is outside. Student led research whereby students embark on scaled but complete projects are demonstrative of facilitating learning ownership within the student. Teaching is different today than it was when I began, we are much more aware of actions and impacts today. Quality experiential learning does not rest on any one technique or style rather I believe its success is based on remaining open to different approaches to student engagement.

Teaching Profile:

The following courses represent those I have taught at Mount Royal University between 2000 and present.

HPED 3630 Marketing for Tourism

HPED 2230 Foundations of Sustainable Tourism

HPED 3230 Ecotourism Facilitation

ETOL 3305 Program Planning

ETOL 3309 Individual Projects

HPED 3270 Expedition

HPED 5200 Senior Issues in Ecotourism and Outdoor Leadership (capstone)

HPED 4270 Applied Leadership

HPED 1070 Introduction to Outdoor Leadership

HPED 2870 Introductory Backpacking
HPED 2880 Introductory Canoeing
HPED 2872 Wilderness Survival Techniques
HPED 2881 Introductory Kayaking
HPED 4711 Field School

The following courses were developed and taught at the University of Calgary from 1995 to present:

TOUR 309 Introduction to Leisure Tourism and Society
TOUR 409 Introduction to Leisure Tourism and Society
LTSO 309 Leisure and Tourism and Society

International Education

a.) International Ecotourism Field Schools (2003 to Present)

In 2003, I developed an international field school model that I have employed in Central and South America. Each field school includes a variety of academic and experiential education components. Each field school is approximately 30 days in length and includes an outdoor leadership component such as a sea kayak expedition, 5 to 6 day overnight jungle hike, canoe trip on the Belize River and hiking the Salkantay trail in Peru.

2003 – Field School to Belize (and Mexico and Guatemala)
2005 – Field School to Belize (and Mexico and Guatemala)
2007 – Field School to Belize (and Mexico and Guatemala)
2009 – Field School to Peru
2011 – Field School to Peru
2013 – Field School to Peru
2015 – Field School to Peru - launched Canoes for Peru
2017 – Field School to Peru
2018 – Field School to Guatemala

I am co-developing the Fair Trade Field School Guatemala with the Bissett School of Business at Mount Royal University

Development of the International Field School Manual – International Education Office

2007 – 2009 I developed the field school model currently utilized by the MRU International Education Office into a university-wide manual to guide the planning and execution of international field schools.

2005 – 2007 I developed a pre-field school/international training program involving travel safety, cultural awareness and emergency protocols that is still used by MRU International Education Office

Development of Field Schools

- 2008 Developed my Peru Field School based on previous models but modified for the specific and varied conditions of Peru. Three reconnaissance were carried out to Peru prior to its development
- 2011 Supported my colleague Ian Sherrington in the development of the Norway Field School for HPED at Mount Royal University
- 2007 Supported my colleague Ian Sherrington in the development of the Baffin Island Field School for PERS at Mount Royal University
- 2002 Developed my Belize Field School, which was the first of its kind at Mount Royal University (College) and required the development of numerous policy and procedures. Four scouting trips were carried out to Belize prior to the development of the field school.
- 1997 Developed a Primatology field school with Dr. Mary Pavelka in Placencia Belize, the field school still operates in the same area within the same model
- 1990 Supported Dr. Mary Pavelka in reinventing a Primatology Field School Dilley South Texas with a focus on student and experience management
- 1984 Attended my first field school as student at Lakehead University I was elected by the students to be one of four student 'Steering Committee' members of a traveling group of 65 students. The Steering Committee addressed problems and issues during the field school.

Field School Strategy – Department of Physical Education and Recreation Studies

In 2011 I lead the development of a Field School Strategy for the Department of Physical Education and Recreation Studies. The strategy is used to support international field schools to Peru, Norway, Australia and Western Europe.

International Feasibility Analysis/Program Development

2014 – Carried out feasibility analysis on Czech Republic as a location for field schools, and faculty and student exchanges focussing on Charles University

2014 – Carried out feasibility on Italy focusing on Sardinia as a field school location during my sabbatical

2014 – Completed feasibility Southern Spain to assess as a potential field school location for the GEN-ED Faculty and my colleague Enrique Lopez

2012 – Completed feasibility analysis on Colombia for field school, service learning and exchanges

2008 – Carried out feasibility analysis on Bolivia and Peru – Peru was executed based on the analysis

International research

2017 Developing two papers for publication with colleagues at the CUSUR (Universidad de Guadalajara en Guzman) on amenity migration in the communities of Tapalpa and Puerto Vallarta, Mexico

2014-2016 CUSUR (Universidad de Guadalajara en Guzman) Amenity Migration research project in Tapalpa MX. The project was launched in the spring of 2014 and by winter of 2015 two (2) MRU students were sent to Mexico to support the project. The students were fully funded in this opportunity. The project is ongoing with some of the research already published and more to follow.

2014 CUSUR Ecotourism Lab development and advising. In July of 2014 I was a guest of CUSUR to assist in the designing a new Ecotourism Lab and research agenda for the Centre. This resulted in Amenity Migration project (above) and plans to carry out joint research in international education ethics and related issues.

2014 Carried out two (2) visits to CIDA (Canadian International Development Agency now with Foreign Affairs) in Ottawa to meet key program coordinators in person. The coordinators include the Peru coordinator and the community grants coordinator. The purpose is to develop a state of readiness to pursue CIDA projects once announced.

2014 Developed with Mike Overend (an ETOL graduate) an eleven-minute film on the student experience of international field schools. The film is being used by a variety of faculty.

2012 AUCC International Grant. In 2011 I applied to the AUCC with the support of the MRU International Education Office for a one-year \$29,000 grant to support three ETOL students in carrying out a community-based ecotourism project and research project in the Cusco-Salcantay region of Peru. We were successful in receiving the grant. It represents MRU's first AUCC international grant.

2002 Completed a study of tourism impacts in the village of Placencia Belize the work was presented at various conferences and utilized in the classroom.

International Education Leadership Workshops

2014 Carried out two (2) workshops for faculty at CUSUR, Mexico on the development of experiential education curriculum and student lead research in a field setting.

2012 Carried out a workshop with faculty at CUSUR, Mexico on carrying out student-lead research in tourism studies

2006/2007 Provided workshops on Group Effectiveness to Biology/Ecology Field School at the University of Calgary

2007 Developed and presented a workshop to all faculty carrying out field schools at the University of Calgary, the purpose of the workshop is to enhance faculty understanding and ability of group leadership.

1992/Present Provide workshops to University of Calgary Primatology field schools traveling to Central America and to Ghana, Africa on 'Group and Personal Effectiveness' on extended trips.

Expedition and Outdoor Leadership Background

My position at Mount Royal University requires a diverse set of skills that include competency in outdoor leadership in accordance with industry standard. Demonstrated leadership and competency in outdoor leadership skill areas such as wilderness first aid, canoe-travel, and backpacking require consistent practice and commitment.

MRU-ETOL Expeditions carried out and guided by Joe Pavelka

2001 – Kootenay River BC, and Hike the Rockwall Hike in Kootenay National Park BC
2002 – Kootenay River BC, and Hike the Saddleback trail from Banff to Lake Louise AB
2003 – Bowron Lake and Hike Moose River loop in Robson Provincial Park BC
2004 – Chilkoot Trail and canoe from Bennet Lake to the city of Whitehorse
2005 – Nahanni River NWT – Virginia Falls start
2006 – Nahanni River NWT – Virginia Falls start
2008 – Chilkoot Trail BC and canoe from Bennett Lake to the city of Whitehorse
2009 – Chilkoot Trail BC and canoe from Bennett Lake to the city of Whitehorse
2010 – Athabasca River from Calling Lake to Fort McKay AB
2011 – Nahanni River NWT – Virginia Falls start
2012 – Baja Mexico, circumnavigation of Isla Espirito Santo Mexico
2012 – Churchill River region of northern Saskatchewan
2013 – Clayoquot Sound BC – Sea Kayak expedition and Assistant Overnight Guide Certification
2014 – Clayoquot Sound BC – Sea Kayak expedition and Assistant Overnight Guide Certification
2015 – Clayoquot Sound BC – Sea Kayak expedition and Assistant Overnight Guide Certification
2016 – Clayoquot Sound BC – Sea Kayak expedition and Assistant Overnight Guide Certification
2017 – Clayoquot Sound BC – Sea Kayak expedition and Assistant Overnight Guide Certification

International Guiding related to

- i. Peru - led the first western descent of the Alto Madre de Dios Rio in the Manu Region of the Peruvian Amazon using canoes, with a group of 19 Canadian students and 5 local partners.
- ii. Peru - I have led hiking trips in Peru on the Salkantay Trail for 5-day expedition and an 8-day expedition in 2008, 2009, 2011, 2013 and 2015.
- iii. Mexico - Co-lead a ten (10) day student expedition sea kayaking in the Baja whereby the completely self-sustained expedition circumnavigated Isla Espirito Santo
- iv. Peru - In the company of local guides – led student trips to the Manu Park region of the Amazon forest which included backcountry jungle camping – 2009, 2011, again in 2013
- v. Belize – Co-leader for a 5-day canoe trip on the Belize River in Belize and a 5-day sea kayak trip in Belize in 2007 and 2005.
- vi. Chile – Carried out personal trips (including a 7-day self-guided) in the Torres de Paine National Park in the Patagonia region of Chile in 2005 and numerous shorter excursions in Peru and Bolivia

- When travelling I also try to participate in as many guided hikes and trips as possible to obtain reference points for future analysis

Expedition Travel within Canada (i.e. trips of 8 nights or longer)

Arctic Red River (18 nights and unchartered) NWT / Yukon River YK / Noire River PQ / Coloungue River PQ / Teslin River YK / Athabasca River AB / Nahanni River six trips ranging from 21 to 8 nights / Spanish River ON / Churchill River SK / Dumuoine River PQ / Spatisizi-Stikine Rivers (10-nights), Chilkoot Trail (terrestrial) and water/canoe from Bennett Lake to Whitehorse YK (10 nights in total) and carried out four times.

Other trips I have lead include the West Coast Trail (BC), three trips along the Juan de Fuca Trail (BC) and sea kayaking in the Broken Group of Vancouver Island (BC). I have conducted two (2) first accents of waterfall ice the Orient Bay Ontario. In addition I have led numerous multi-day trips on the Kootaney River, Bow River, North Saskatchewan and throughout the Temagami region in Ontario, and hiking trips throughout the Canadian Rockies

I have outdoor/adventure certification in the areas of,

- i. Sea Kayak Guides Alliance of British Columbia – Assistant Overnight Guide
- ii. VHF Radio Operators
- iii. Wilderness First Aid – 80 hour (Rocky Mountain Medicine)
- iv. Paddle Canada Canoe Instructor (Level 2)
- v. Paddle Canada Moving Water Intermediate Instructor
- vi. Paddle Canada Flat Water Instructor Level 1
- vii. Outdoor Council of Canada Hiking Guide Instructor
- viii. Outdoor Council of Canada Canoe/Water Guide instructor
- ix. Swift Water Rescue
- x. Pleasure Craft Operators Certification
- xi. Avalanche Safety 1 (Recreation)
- xii. CANSI Ski Touring 1
- xiii. Ontario Rock Climbing Association Top Roping
- xiv. Ontario Recreational Canoeing Association Moving Water and Canoe Tripping 2, Bronze Medallion (expired) and EMP Canada First Aid (current)
- xv. Professional Interpreter Status with the Mountain Parks Heritage Interpretation Association now known as the Interpretive Guides Association

Volunteer Board of Directors Involvement

2014 President, of the Board of Directors for the Calgary Area Outdoor Council

2011 to Present – Board Member of Friends of Banff

2008 to 2011 – Board Member of the Karlelian Bear Dog Society

2008 to 2009 – Founding Board Member of the Veterans Adventure Therapy Society – founded by an ETOL graduate and Canadian war veteran whose public battle with PTSD was the impetus for the society.

2001 to 2004 - Chair of the Research Committee for the Alberta Recreation and Parks Association with the responsibility of founding this new committee.

2000 to 2004 – Board Member of Calgary Area Outdoor Council

2000 to 2003 – Board Member of Alberta Recreation and Parks Association

