

Second American Wins Travel Research Award

Kathy King Mengak, a Research Associate for the NPS Cooperative Park Study Unit at Clemson University, is the first place winner of the 1986 Wesley Ballaine Travel Research Award sponsored by the International Travel and Tourism Research Association. This is only the second time in eight years this prestigious award has gone to an American. Both American winners have been Clemson students working on National Park Service projects. Kathryn Dodd Foushee, a Parks, Recreation and Tourism major, won the award in 1982 for her work on National Parks as international tourism destinations.

The 1986 award was given for the work Ms. Mengak completed as part of a Masters degree. The project used a marketing strategy called Importance-Performance Analysis to evaluate visitors' perception of a visitor center in the Great Smoky Mountains NP. The award carries a cash stipend plus expenses to attend the TTRA Annual Conference to present the paper. This year's conference will be in Memphis.

Ms. Mengak did her undergraduate degree work in botany before earning the first Master of Science degree in Parks, Recreation and Tourism Management from Clemson. She is currently employed as an NPS Research Associate, conducting work on resource management, interpretation, and computer training projects.