

VITA

MARK ANDREW BONN

3758 Piney Grove Drive
Tallahassee, FL 32311
(850) 567-1826

WORK ADDRESS:

College of Business
Dedman School of Hospitality
1 Champions Way, Suite 4110
Florida State University
Tallahassee, Florida 32306-2541
Office: (850) 644-8244
Fax: (850) 644-5565
E-mail: mbonn@cob.fsu.edu

EDUCATION:

1982 Ph.D. Texas A & M University
College Station, Texas
Major: Recreational Resource Development
Concentration Area: Tourism Marketing & Research

DISSERTATION TITLE:

The Utility of Socio-demographics, Psychographic Scales and Benefit Scales for Segmenting Pleasure Vacation Travel Markets.

1977 M.A. Appalachian State University
Boone, North Carolina
Majors: Recreation Administration;
Physical Education
Concentration Area: Resort Management

1973 B.A. Furman University
Greenville, South Carolina
Major: Political Science

WORK EXPERIENCE:

The Florida State University

- 2000-
Current Professor and
The Robert H. Dedman Professor of Services Management
Dedman School of Hospitality
College of Business
- 1998-
Current Director, Graduate Studies in Hospitality & Tourism
- 1993-
2004 Director, Resort & Condominium Management
- 1989 -
2000 Associate Professor, College of Business
Department of Hospitality Administration, Florida State University,
Tallahassee, Florida
- * HFT 4294--Management Systems Analysis of Hospitality Operations
 - * HFT 3700 Tourism Management and the Environment
 - * HFT 5506/3503 Services Marketing and Research
 - HFT 3240 Managing Service Organizations
 - HFT 3210 Lodging Management
 - HFT 4277 Resort and Club Management
 - * HFT 4905 Conventions & Events Management
 - * Indicates new course developed
- 1989 -
Current Graduate Faculty, Department of Marketing, College of
Business, Florida State University
- 1989 -
Current Faculty Advisor, Hospitality Sales and Marketing Association
Florida State University Student Chapter

University of South Carolina

- 1984 -
1988 Assistant Professor and Tourism Coordinator
Department of Hotel, Restaurant and Tourism
Administration, University of South Carolina
Columbia, South Carolina
- 1984 -
1988 HRTA 152 Introduction to Hospitality
HRTA 380 Tourism
* HRTA 364 Conference & Meeting Planning

- * HRTA 450 Hospitality Marketing & Sales
 - * HRTA 454 Resort Management
 - HRTA 458 Current Issues in Hospitality
- *Indicates new courses developed.

1985 - Faculty Advisor, Hotel Sales and Marketing
1988 Association - USC Student Chapter

Appalachian State University

1982 - Assistant Professor, Leisure Studies Curriculum, Appalachian State
1984 University

Responsible for the development of curricula in tourism, resort management, and commercial recreation.

1982 - Internship Coordinator, Leisure Studies Curriculum
1984 Appalachian State University

1977 Department of Geography, Appalachian State University

Assisted in the development, planning and management of a 2,500 mile trip through Eastern United States and Canada to study park planning and design, tourism, and recreation land use.

1977 Appalachian Ski Mountain, Sugar Mountain, Beech Mountain
Graduate Internship

Assisted the Director of the French-Swiss Ski College in developing and marketing college ski programs to clients throughout the Southeastern United States

PUBLICATIONS:

- 2008 Bonn, Mark A., and Julie Harrington
- The Relative Utility of Selected Economic Models for Estimating
Tourism Value
- Tourism Economics (accepted for publication; 10/07)
-
- 2008 Bonn, Mark A., Sacha Joseph and David Snepenger
- The Role of the Physical Service Environment on Symbolic
Meaning Evaluations in Hedonic Service Industries
- International Journal of Culture, Tourism & Hospitality Research
(under review)
-
- 2008 Stafanone, Michael, Alex Susskind and Mark A. Bonn
- On-Line Information Seeking and Purchase Behavior
- Electronic Commerce Research Journal
(under review)
-
- 2008 An Examination of General, Non-Destination Specific versus
Destination Specific Motivational Factors
- Journal of Hospitality Marketing and Management (under review)
-
- 2007 Bonn, Mark A., Sacha Joseph-Matthews, Mo Dai, Steve Hayes and
Jenny Cave
- Culture and Heritage Attraction Atmospherics: Creating the Right
Environment for Visitors
- Journal of Travel Research (Vol. 45; No. 4. pp. 345-354; February)

- 2006 Bonn, Mark A., H. Leslie Furr and Mo Dai
Economic Growth and Recessionary Periods: Their Effect Upon
Pleasure Travelers.
F.I.U. Review. (Vol. 24; No.1; pp. 19-32).
- 2006 H. Leslie Furr and Mark A. Bonn
The Effect of Travel Behavior Characteristics on the Perceived
Satisfaction of Destination Tourists.
Tourism Analysis (Vol. 11., No. 3 pp. 211-216.)
- 2005 Goldsmith, Ronald, Deslandes, Derrick, Bonn, Mark A., and
Joseph, Sacha
Measuring Destination Image: Do the Existing Scales Work?
Tourism Review International. Vol.9; No. 4.
- 2005 Bonn, Mark A., Sacha M. Joseph and Mo Dai
International vs. Domestic Visitors: An Examination of Image
Destination Perceptions.
Journal of Travel Research Vol. 43, No.3. Pgs. 294-301.
- 2005 Bonn, Mark A., Sacha M. Joseph and Mo Dai
An Empirical Analysis of Eco-generalists Visiting Florida: 1998-
2003.
Tourism Analysis Vol. 10, No. 2.
- 2004 Bonn, Mark A. and Mo Dai

Using Hotel Capacity to Estimate Direct Economic Impact: A Study of the 2003 Southwest Airlines Gasparilla Pirate Fest, Tampa, Florida.

Journal of Conventions & Event Tourism Vol.6,
No. 2. Pgs. 5-20.

2003

Bonn, Mark A.

Employee Service Quality Issues: Meeting the Needs of our Internal Customers. Managing Employee Attitudes and Behaviors in the Tourism and Hospitality Industry. Nova Sciences Publishers, Inc. Hauppauge, New York. (Spring)

2003

Susskind, Alex M., Mark A. Bonn and Chekitan Dev

To Look or Book: An Examination of Consumer's Apprehensiveness towards Internet Use. Journal of Travel Research Vol. 41, No. 3. Pgs. 256-271.

2001

Bonn, Mark A., H. Leslie Furr and Angela Hausman

Employing Internet Technology to Investigate and Purchase Travel Services: A Comparison of X'ers, Boomers, and Mature Market Segments Visiting Florida. Consumer Psychology of Tourism, Hospitality and Leisure Vol. 2.

2001

Furr, H. Leslie, Mark A. Bonn and Angela Hausman

A Generational and Geographical Analysis of Internet Travel Service Usage. Tourism Analysis Vol. 6, No. 2. Pgs. 139-148.

2001

Kimberly J. Harris and Mark A. Bonn

A Study of the Attitudes of Food Service Executives Toward the Mature Employee According to Size of Food Service Organizations. Journal of Hospitality & Leisure Marketing Vol. 8, No's 1&2; pp. 113-136.

- 2000 Bonn, Mark A., H. Leslie Furr and Angela Hausman
Employing Internet Technology to Investigate and Purchase Travel Services: A Comparison of X'ers, Boomers, and Mature Market Segments. Tourism Analysis Vol. 5, Nos. 2-4 pp 137-144.
- 2000 Kimberly J. Harris and Mark A. Bonn
Training Techniques and Tools: Evidence From the Foodservice Industry. Journal of Hospitality and Tourism Research Vol. 24, No. 3 pp 320-335.
- 1999 Bonn, Mark A., H. Leslie Furr and Alex M. Susskind
Predicting A Behavioral Profile for Pleasure Travelers on the Basis of Internet Use Segmentation. Journal of Travel Research. (Refereed) Vol. 37, No. 4 pp 333-340
- 1998 Bonn, Mark A., H. Leslie Furr and Alex M. Susskind
Using the Internet as a Pleasure Planning Tool: An Examination of the Socio-Demographic and Behavioral Characteristics Among Internet Users and Non-Users. Journal of Hospitality and Tourism Research. (Refereed) Vol. 22, No. 3, pp. 303-317.

This paper examined travelers who requested on-line information about a potential vacation destination using the Internet.
- 1998 H. Leslie Furr and Mark A. Bonn
The Internet and the Hospitality Marketing Professional. The Journal of Applied Hospitality Management. (Refereed) Vol. 1, No. 1 pp. 60-69.

This paper explored trip characteristics of hotel visitors who would or would not seek lodging and visitor information on the Internet.
- 1995 Bonn, Mark A. and Richard Brand

Identifying Market Potential: The Application of Brand Development Indexing to Pleasure Travel. Journal of Travel Research. (Refereed) Vol. 34, No. 2, pp. 31-35.

This article offers a model by which destinations may identify pleasure travel market potential and creates an index of opportunity based upon destination attractiveness scores and their population.

1994 Bonn, Mark A., Richard Brand and Jane B. Ohlin

Site Selection for Professional Meetings: A Comparison of Heavy-Half vs. Light-Half Association and Corporate Meeting Planners. Journal of Travel & Tourism Marketing. (Refereed) Vol. 3, No.2, pp. 59-84.

This article compares the importance of selected meeting site dimensions according to frequency of meeting attendance by meeting planners.

1994 Bonn, Mark A., Jane B. Ohlin and Richard Brand

Quality Service Issues: A Multivariate Analysis of Association Meeting Planner Perceptions of Caribbean Destinations. Hospitality Research Journal, (Refereed.) Vol. 18, No. 1, pp. 29-48.

This article identifies quality and service issues important in the destination selection process for association meeting planners.

1994 Goldsmith, Ronald E., Leisa R. Flynn, and Mark A. Bonn

An Empirical Study of Heavy Users of Travel Agents. Journal of Travel Research. (Refereed) Vol. 33, No. 1, pp. 38-43.

This article presents a profile of the heavy user of travel agencies to demonstrate the usefulness of segmentation for strategy development in the vacation travel industry.

1992 Bonn, Mark A. and Jane N. Boyd

A Multivariate Analysis of Corporate Meeting Planner Perceptions

of Caribbean Destinations.
Journal of Travel and Tourism Marketing.
(Refereed) Vol. 1, No. 3, pp. 1-23.

This article identifies differences in perceptions of attractiveness associated with dimensions including facilities, services, recreational opportunities, and environmental factors.

1992 Bonn, Mark A. and Louis R. Forbringer

Tackling the Hospitality Labor Crunch: Solutions to Increasing Employee Retention. International Journal of Hospitality Management. (Refereed) Vol. 11, No. 1, pp 47-63.

The article (1) develops a model for adoption by the hospitality industry to increase retention and (2) reviews the effectiveness of various strategies employed by the industry today to reduce turnover.

1992 Bonn, Mark A., Muzaffer Uysal and Leslie M. Furr

A Segmentation Analysis of Peak Season and Shoulder Season Resort Visitors. Journal of Travel Research. (Refereed) Vol. 31, No. 1, pp 50-56.

This article addresses significant differences found in travel characteristics of visitors to Hilton Head Island, South Carolina during 1988.

1992 Bonn, Mark A., Leslie Furr and Edward Seigal

Disaggregating Seasonal Demand for Lodging at a Coastal Resort Visions in Leisure and Business. Vol. 10, No. 3, pp 36-52.

1991 Bonn, Mark A.

Tourism Marketing Case Studies: How Research is Used to Solve Actual Tourism-Related Problems. Visions in Leisure and Business

Vol. 10, No. 1, pp 4-5.

- 1991 Bonn, Mark A.
A Visitor Profile and Economic Impact Study of the "Back to the Dinosaurs" Exhibit. Visions in Leisure and Business. Vol. 10, No. 2, pp 4-17.
- 1990 Uysal, Muzaffer, Patricia Zimmerer, and Mark A. Bonn.
Marketing Resorts to the Gray Traveler. Leisure Information Quarterly. Vol. 16, No. 4. Co-authored pp 4-7. (Refereed)
- 1989 Bonn, Mark A., and Sandra Strik
The Utility of Hospitality Market Research For Today's Convention and Visitor's Bureaus. Hospitality Education and Research Journal. Vol. 13, No. 3 pp 517 - 528. (Refereed)
- 1989 Bonn, Mark A.
The Establishment of University Research Centers: A Case Study Using South Carolina's Institute for Tourism Research. Visions in Leisure and Business. Vol. 8, No. 2 pp 70 - 75. (Refereed)
- 1987 Bonn, Mark A.
The Perceived Importance Selected Marketing Tasks Have to Hotel and Resort Conference Coordinators. Hospitality Education and Research Journal. Vol. 11, No. 2 pp. 287-243. (Refereed)
- 1987 Bonn, Mark A.
Job Skills and Specifications for Resort and Commercial Recreation Managers. Hospitality Education and Research Journal. Vol. 11,

- No. 1 pp 36-46. (Refereed)
- 1986 Bonn, Mark A. and Joseph J. West
Positioning: A Key to Capturing Lodging Markets. HSMIA Marketing Review. Volume 4, Number 3 (Spring).
- 1986 Bonn, Mark A.
Benefits Sought by Blue Ridge Parkway Summer Visitors. Appalachian Consortium Press pp 233-238. (Refereed Monograph)
- 1986 Bonn, Mark A.
Travel and Tourism. IN: Private and Commercial Recreation. Venture Publishing Co., State College, PA. pp. 47-96
- 1986 Woodside, Arch, Ellen Moore, Mark A. Bonn, and Don Wizeman.
Segmenting the Timeshare Resort Market. The Journal of Travel Research. Winter pp 6-12. (Refereed)
- 1985 Bonn, Mark A.
The Travel Industry: A Review. The Journal of Park and Recreation Administration. January pp 42-43. (Refereed)
- 1985 Bonn, Mark A.
Benefit Segmentation of the Southern Ski Market. Leisure and Society. Vol. 7, No. 2. Autumn pp 397-406. (Refereed)
- 1983 Bonn, Mark A.
Segmenting the Southern Pleasure Vacation Travel Market: A Multi-Criteria Approach. In: Proceedings, 1983 Southeastern

Recreation Research Association Symposium. (Refereed)

- 1983 Bonn, Mark A.
- The Tour Group Vacationer: A Multivariate Analysis Using Psychographic and Benefit Scales. In: Proceedings, 1983 National Recreation and Parks Congress Abstracts. (Refereed)
- 1983 Bonn, Mark A.
- The Southern Downhill Skier Market: A Better Understanding Using Benefit Segmentation. Ski Area Management, Vol. 20, No. 2.
- 1982 Bonn, Mark A. and Allan Mills
- Benefits Sought by Lake Tahoe Skiers. California Parks Recreation. (October/November). (Refereed)
- 1982 Bonn, Mark A.
- Local Trends in Park and Recreation Departments. In: Proceedings, 27th Annual Southwest Park and Recreation Training Institute. Texas Technical University, Lubbock, TX. (Refereed)
- 1982 Bonn, Mark A.
- Demographics: A Challenge to Texas Recreation and Parks Administrators. Texas Recreation and Parks Magazine. (April/May).
- 1982 Bonn, Mark A.
- Survey of Buying Power and Buying Characteristics for Texas Municipal Recreation and Parks Departments. Texas Agricultural

Extension Service. Texas A & M University, College Station, TX.

- 1981 Mills, Allan and Mark A. Bonn
Personnel Management Implications of Difference Among Ten Work Motivations for Ski Resort Employees. Ski Area Management, Vol. 20, No. 6, November. (Co-authored).

SCHOLARLY HONORS:

- 2007 Editorial Review Board, Journal of Hospitality Marketing and Management
- 2006 Associate Editor for the Journal of Travel Research. This is the premiere scholarly journal in the Tourism and Hospitality field. Serving directly under the Editor in Chief.
- 2006 Editorial Review Board, FIU Review
- 2006 Editorial Review Board, Tourism Analysis
- 2006 Editorial Review Board, Journal of Applied Hospitality Management
- 2006 Reviewer, Cornell Quarterly
- 2006 Reviewer, Annals of Tourism
- 2005 Received an appointment to serve as Associate Editor for the Journal of Culture, Leisure and Tourism Research. This is a premiere scholarly journal in the Tourism and Hospitality field. It was established by The International Society of Culture, Leisure and Tourism Research, which consists of the top 50 Tourism researchers the world. Serving directly under the Editor in Chief.
- 2004 American Marketing Association:
Received The Five Year Leadership Award for Chair of the Tourism, Hospitality and Leisure Marketing Special Interest Group 1999-2004

- 2001 Awarded the Robert H. Dedman Professorship in Service Management, College of Business, Dedman School of Hospitality. This award was presented based upon outstanding contributions in research and teaching over the past fifteen years.
- 1984 Recipient of the Travel Research Association's William B. Keeling Dissertation Award for Meritorious Achievement. This is an international award presented every three years to individuals whom have made significant contributions in the field of travel and tourism research. Award presented at the Annual Research Association's Conference, June 23-27, Philadelphia, PA.

SCHOLARSHIP/RESEARCH, GRANTS AND CONTRACTS

- 2008 **Florida Department of Environmental Protection**
Blue Spring State Park Visitor Attitudes Concerning
Environmental Quality Issues

- 2007 **Leon County Tourism Development Council**
- Completed a study entitled “The Economic Impact of the Florida Gift Ban Law upon Leon County, Florida”
- 2007 **Leon County Tourism Development Council**
- Completed a study entitled “The Economic Impact of the Robert Jackson Annual Softball Championship”
- 2007 **Franklin County Tourism Development Council**
- Completed a study entitled “The Economic Impact of the Saltwater Classic Fishing Tournament”
- 2006 **Tallahassee Convention & Visitors Bureau**
- A Web-based conversion study of individuals requesting information from the city’s visitor Web site.
- 2006 **Tallahassee/Leon County Tourist Development Council**
- “An Economic Impact Analysis and Visitor Estimate of the Red Hills Horse Trial Event”.
- 1997- Present **Tallahassee/Leon County Tourism Development Council**
- Manage visitor tracking study for Florida’s Capital Region. Provide quarterly and annual market segmentation information, visitor and economic impact estimates.
- 2006 **Tallahassee/Leon County Tourist Development Council**
- An Economic Impact Analysis and Visitor Estimate of the Springtime Tallahassee Event.
- 2005 **Tallahassee/Leon County Tourist Development Council**
- An Economic Impact Analysis and Visitor Estimate of the Caribbean Carnival Event.

- 2005 **Florida’s First Coast of Golf**
- Conducted two studies related to advertising effectiveness and conversion analyses of promotional programs targeted to domestic golf enthusiasts attending outdoor consumer trade shows. The studies were designed using the Internet and web-based research methods to obtain consumer responses.
- 2000-Present **Tallahassee Regional Airport**
- “A Study to Determine Satisfaction with Facilities & Services Among Airport Travelers”
- 2004 **Leon County Tourist Development Council**
- “The Economic Impact of the Florida A & M University Homecoming Football Weekend Event”
- 2004 **Leon County Tourist Development Council**
- “The Economic Impact of the University of Miami vs. FSU Home Football Weekend Event”
- 2004 **Florida Department of Health**
- Conducted two state-wide research projects to determine how hard-to-reach populations defined as aged, homeless, visually impaired, hearing impaired, non-English speaking, handicapped and tourist populations obtain information and communicate during man made and natural emergency situations.
- 2004 **St. Johns River Water Management District**
- Conducted a 12 month study of publicly and privately owned and managed natural springs in six different counties to determine economic use value and issues related to the

potential negative affects of reduced water flow levels and willingness of visitors to pay for protecting natural springs.

2004

Florida Department of Environmental Protection

Conducted an extensive marketing study and economic analysis of the effect invasive aquatic weeds have upon perceptions of quality by tourists and resident users of Lake Istokpoga. Visitor use days were estimated along with identifying willingness to pay for programs designed to control aquatic weed growth.

2003

Florida Department of Environmental Protection

Conducted an extensive marketing study and economic spending analysis of attendees at the annual Stephen Foster State Park Folk Festival.

2003

Florida Department of Environmental Protection

Analysis of both resident and visitor perceptions to environmental quality issues related to natural springs located in the St. Johns River Water Management District.

2003

Florida Department of Environmental Protection

Comprehensive market analysis and economic impact of the four largest Florida springs including Wakulla, Homosassa, Volusia Blue and Ichetucknee Springs.

2003

Southwest Airlines Gasparilla PirateFest

Tampa, Florida

Developed a market profile of attendees and their economic impact upon the community due to festival participation of an estimated 700,000 attendees.

2002

Suwannee River Water Management District

Market analysis and economic impact of visitors to an eight county region encompassing the Suwannee River Area. The study projected eco-tourism benefits through 2015.

2001	<p>Westin Innisbrook Resort</p> <p>Conducted a sales program designed to promote golf and club membership for this exclusive resort property.</p>
2001	<p>Super Bowl XXXV</p> <p>Assisted with functions for over 5,000 media and NFL representatives</p>
2001	<p>Outback Bowl</p> <p>Conducted the economic impact, visitor estimates, and market profiles for this major annual event.</p>
2000 - 2001	<p>Broward, Dade, Monroe, Palm Beach Counties</p> <p>Economic Value and Impact of Natural and Artificial Reefs in Southeast Florida.</p>
1999	<p>Florida Department of Environmental Protection</p> <p>Completed a co-authored, 400 page report entitled "Economic Impact and Importance of Artificial Reefs in Northwest Florida". This study involved the development of a data collection system throughout a five county region of Florida. The study examined marketing and economic characteristics of non-resident boaters, resident boaters and commercial fisherman to evaluate direct and indirect economic impact attributed to artificial reefs.</p>
1999	<p>Florida Department of Parks</p> <p>Completed a study of "Olostee Battlefield: 27th Annual Reenactment Event" This study developed attendee profiles in order to assist the Florida Department of Parks with their strategic planning of statewide festivals and special events funding.</p>
1999- Current	<p>Tampa Bay Convention and Visitors Association</p> <p>Completed market research on selected major events including: New Years Day Outback Bowl, National Hockey League All Star Game, NCAA Final Four Tournament, New York Yankees Spring Training and the Florida State Fair.</p>

- 1998 **Amelia Island Tourist Development Council**
- Conducted a series of three advertising conversion studies on three separate promotional campaigns to determine the effectiveness of advertising placed in Southern Living Magazine, Conde Naste Travel, Bon Appetite, Gourmet Magazine, and Readers Digest. Advertising analyses were compared over three seasons of the year (winter, spring and summer) to determine seasonal and geographical differences.
- 1998 **American Hotel Foundation**
- Completed “A Model to Develop A Visitor Assurance Program for Commercial Lodging Guests”. This comprehensive project detailed steps to be taken by commercial lodging owners and operators to maximize guest safety in the event of natural disasters such as hurricanes.
- 1997-Current **Tallahassee/Leon County Convention and Visitors Bureau and Tourism Development Council**
- Developed the first visitor tracking study for Florida’s Capital Region. Provide quarterly and annual market segmentation information, visitor and economic impact estimates.
- 1997-1998 **Florida Department of Environmental Protection; Division of Marine Fisheries Management**
- Developed a pretest to determine market profiles and economic impact of visitors and residents using artificial reefs in a five county region along the Florida Panhandle
- 1998 **Gasparilla PirateFest**
Tampa, Florida
- Developed a market profile of attendees and their economic impact upon the community due to festival participation of an estimated 500,000 attendees.

- 1997 **Government of St. Martin, Netherland Antilles;**
- Developed and conducted a tourism and hospitality educational program for the St. Martin Office of Tourism's Caribbean Conference.
- 1994-Current **Tampa Bay & Company**
(Tampa Bay Convention and Visitors Bureau)
- Develop and administer a total market visitor study involving creation of monthly and quarterly visitor profiles, visitor estimates, and estimated economic impact of fourteen specific pleasure travel segments. Information is generated from personal interviews with visitors and used to provide strategic vision relating to area tourism development and promotions issues.
- 1995 **South Walton Tourist Development Council,**
Santa Rosa Beach, Florida.
- Conducted two readership validation surveys to determine efficiency rates for fulfillment services provided to the tourist development council.
- 1995 **SANDALS Superclubs and Resorts,**
Kingston, Jamaica.
- Developed and conducted a customized course entitled, "International Trends in Tourism Management," Presented to 35 mid-level managers from all SANDALS resort properties.
- 1994-Current **Tampa Bay & Company**
Festival and Event Research
Tampa/Hillsborough County Tourism Development Council;
Tampa, Florida.
- Conduct Room-Night Generation Analyses, Economic

Impact, Market Profiles, and Visitor Estimates for major events including:

New Years Day Outback Bowl
Annual Winter Equestrian Festival
Florida State Fair
Major League Baseball Spring Training
Florida College Football Classic
Gasparilla Event
Ybor City Night Parade
Guavaween Event
NCAA Final Four (1999)
NHL All Star Game (1999)
Brandon Balloon Classic
Ruskin Tomato Festival
Plant City Strawberry Festival
Ybor City Cigar Heritage Festival
Ruskin Seafood Festival
Plant City Bike Fest
Arte
Black Heritage Festival
Apollo Beach Art Fest
Dragon Boat Races
Outback Steakhouse Pro-Am Golf Championship
Radio City Music Hall Rockettes
Lion King
Jersey Boys

1994

Florida Environmental Education Foundation

Recipient of a grant to develop a curriculum model entitled "Ecotourism and the Florida Environment". Curriculum will be developed in order to implement Florida-specific sustainable tourism concepts and case studies in all public schools and private sector workplaces.

This two-phased grant also involved workshops for the purpose of training educators and trainers in the area of ecotourism and sustainable tourism.

1994- 2003

Sandestin Resort, Seaside, Abbott Resorts, Marriott's Bay Point Resort, Ponte Vedra Resorts, Marriott Sawgrass Resort, Marriott Resort, Hilton Head Island.

Destin, Florida; Ponte Vedra, Florida; Hilton Head Island, South Carolina.

Developed and directed a 12-semester hour curriculum of study entitled: "Resort and Condominium Management". Students lived, worked, and studied in these resort areas for four months each year. Curriculum prepared students for careers in resort and condominium management. Approximately 200 students from various universities in the U.S. and Canada completed this concentration, known as a "minor" at most universities.

1994

South Walton Tourist Development Council,
Santa Rosa Beach, Florida.

Designed and conducted a funded study entitled, "Grayton Beach Fine Arts Festival: Visitor Profile"

1994

South Walton Tourist Development Council,
Santa Rosa Beach, Florida.

Developed and conducted a funded study entitled "Seaside, Florida Jazzfest Visitor Profile".

1994

Caribbean Hotel Association

Developed and conducted a week-long executive development program for Caribbean industry professionals entitled "Tourism Marketing for Tourism Professionals". Program was held in Tallahassee, Florida and funded by the CHA.

1994

Abbott Realty and Resorts
Destin, Florida.

Conducted a funded "Service Quality Issues" seminar for 100 resort operations personnel.

1993 - 1994

Tampa/Hillsborough Convention & Visitors Association.

Conducted an Economic Impact and Market Analysis of Visitors to Tampa during 1992. Results were reported by quarter and information was used to identify market potential for domestic and international promotions.

- 1993 **IMS/ADFIRST**
Austin, Texas.
- Developed information on preferences U.S. pleasure travelers have for selecting Caribbean destinations for vacations. Information was used to provide this advertising company a basis for developing promotions strategies to Cancun, Mexico.
- 1991 – 1994 **Director, International Center for Hospitality Research and Development**
- Coordinated all related research activities involving the Tourism and Hospitality industry.
- 1992 **St. Johns County, Florida, Tourism Development Council** conducted a "Training-the-Trainer" program for tourism and hospitality leaders. (June)
- 1992 **Callaway Gardens Resort and Conference Center**
Pine Mountain, Georgia
- Developed and administered a new program of study entitled "Resort Management and the Environment". It addresses resort operations with an emphasis upon environmental concerns. The program included four courses that are completed on site by ten to fifteen students per semester. Students also gained work experience as resort employees and were rotated systematically through various departments during the semester. This was the first program of its type offered by a four-year hospitality management program in the U.S.A.
- 1992 **Government of Costa Rica**
San Jose, Costa Rica.
- Consulted with Minister of Tourism on the Development of Training Programs in Hospitality and Tourism.
- 1992 **Government of Venezuela**

Caracas, Venezuela.

Conducted a five day "Strategic Marketing" seminar to fifty Travel and Tourism leaders.

1992

Government of Argentina

Buenos Aires, Argentina.

Consulted with Economic Development Representatives on the Development of key markets for tourism and trade.

1990

Government of Aruba

Netherlands Antilles

Conducted a major marketing study on the country's image and attractiveness as a convention destination. Specifically, meeting planners representing corporate, association and incentive travel market segments were identified in North American locations and surveyed to accomplish the objectives of the research project. This study led to the development of Aruba's strategy for economic growth in this market of the tourism industry.

1990

Government of Costa Rica

San Jose, Costa Rica

Consulted for the Government of Costa Rica to determine the direction needed for tourism development as a viable means of economic growth. Examined the overall infrastructure of the country including attractions, lodging facilities, restaurants, natural resources, recreation options, transportation facilities, and the development of education/ training programs.

1989

United Nations, U.N. Development Program

Government of Barbados, West Indies

Consulted for the Government of Barbados to determine the feasibility of developing and competing for the conventions and meetings market.

1989

United Nations, U.N. Development Program

Government of Aruba, Netherlands Antilles

Conducted a pre-feasibility study for the proposed

development of a national convention center for the Government of Aruba, Netherlands Antilles. The project involved a comprehensive analysis of the country's potential to develop a market and attract international corporate and association meetings.

The evaluation included an assessment of the country's existing and proposed tourism infrastructure including natural and man-made resources such as hotels, restaurants, attractions, transportation, culture, and overall environment. A competitive analysis was also provided.

1989

Tallahassee Museum of Natural History and Science
Tallahassee, Florida

Developed and conducted an economic impact analysis and visitor profile study for this attraction. Over 1500 visitors were interviewed on-site to obtain necessary information related to a special three-month exhibit on display at the museum during the summer. Expenditure data, level of visitor satisfaction, location of residence and media awareness represented information collected.

1989

United States Army, Fort Jackson
Columbia, South Carolina

Developed and conducted an intensive review of all food, beverage, and recreational operations on one of the largest military training bases in the United States. The project evaluated service delivery systems for seven clubs, dining areas, golf courses, and bowling centers. Personnel authorized to utilize these services included commissioned officers, non-commissioned officers, and retired personnel were surveyed by mail to determine guest attitudes related to satisfaction with all facilities and services administered by the Morale, Welfare, and Recreation Division.

1989

The National Audubon Society, Francis Beidler Forest
Harleyville, South Carolina

Developed a questionnaire and tracking system used to monitor visitors with respect to satisfaction with the on-site experience. Surveys were administered to one member of each visiting party by forest employees. Data were analyzed

each quarter to identify (1) market segments for future advertising and marketing purposes and (2) benefits expected and received by visitors in an effort to improve the delivery of services to visitors.

1984 - 1988

Director, Institute for Tourism Research

Department of Hotel, Restaurant and Tourism Administration
University of South Carolina, Columbia, South Carolina.

Responsible for obtaining and coordinating university tourism-related research grants and contracts. Chaired Steering Committee and Advisory Board meetings. Coordinated seminars, workshops and conferences related to tourism and travel.

1988

Virgin Grand Hotel

St. John, U.S. Virgin Islands

Assisted in the administration of a hospitality training program for 100 potential employees. The program involved the development of video tapes that addressed key areas of hotel operations including housekeeping, front desk operations, food & beverage preparation, guest relations.

1988

Hilton Head Island Chamber of Commerce

Developed and conducted a funded Highway and Airport Visitor tracking survey for the Hilton Head Island Chamber of Commerce. The study was designed to collect and analyze visitor perceptions and images, overall level of satisfaction with the on-site experience, expenditure data, trip purpose, and willingness to return. The duration of the project was one year, with information compiled on a quarterly/seasonal basis. This was the first study of its kind designated specifically for a South Carolina destination area which was funded by public dollars.

1988

Greater Columbia, South Carolina Convention & Visitors Bureau

Tourism Marketing Survey

Developed and conducted a funded research project designed to explore and analyze four specific visitor markets to the Greater Columbia, South Carolina area, including: A.

Group Tour Operators, B. Professional Meeting Planners, C. Overnight Visitors D. Individuals Requesting Travel Information prior to visiting the area. The duration of the project was one year with information compiled on a quarterly/seasonal basis. This was the first study of its kind designed to assist the Greater Columbia Convention and Visitors Bureau's efforts with understanding their travel markets.

1988

York County, South Carolina Visitor and Convention Bureau Tourism Marketing Survey

Developed and conducted a funded research project designed to explore and analyze three specific visitor markets to the York County, South Carolina area including:

- A. Group Tour Operators
- B. Overnight Visitors
- C. Business Travelers

The duration of the project was one year, with information compiled on a quarterly/seasonal basis.

1988

Bahamas Ministry of Education and Tourism

Developed a hospitality needs assessment and training program for employees of tourism-related facilities and services. This was one component of a \$250,000 grant conducted by the University of South Carolina for the Bahamas Ministry of Education and Tourism.

1988

Chattanooga, Tennessee Arts and Education Council Tivoli Theatre Program Preference Market Study

Conducted an area-wide analysis of preferences for future program options to be scheduled at a newly renovated historic theatre.

Over six thousand Chattanooga area residents were surveyed to determine their musical and entertainment preferences and to predict their likelihood of attending such events. Results identified preferences of user groups according to area of residence, income, gender, race, education and prior level of attendance at programs. Information was used to identify the most profitable and desirable forms of programs to be offered by the local Arts

and Education Council.

1986 -
1987

Goodwill Plantation Resort

Developed a resort and conference center master plan for Goodwill Plantation, Richland County, South Carolina. This plan included the development of approximately 450 acres of land currently listed in the National Registry of Historic Places. This represents a portion of a 3,000 acre tract founded in 1701 as the northernmost colonial rice plantation in the state. The master plan included lodging, dining, recreational and shopping facilities.

1986

York County Visitor and Convention Bureau

Conducted a tourism study of visitors to York County and the Rock Hill, South Carolina area. Results were used to develop advertising and marketing strategies for the York County Visitors and Convention Bureau.

1986

Myrtle Beach Area Chamber of Commerce

Conducted a tourism marketing study of visitors to Myrtle Beach, South Carolina to explore attitudes and perceptions of timesharing.

1986

Columbia Action Council

Columbia, South Carolina

Conducted a visitor profile study and economic impact analysis of the Mayfest Event, Columbia, South Carolina.

1986

Aiken, South Carolina Hospitality Association

Developed a survey instrument to assess the need for hospitality training programs, seminars, and workshops in Aiken, South Carolina.

1985

Conducted a study of hotel marketing directors located in the South.

The study examined the level of importance various types of market research had to professional lodging industry conference and meeting planners.

1985

Columbia Hotel & Motel Association

Developed a system for the collection of hotel and motel occupancy data. Developed a computer system for monitoring and reporting data. Developed a system for collecting and analyzing longitudinal data in order to allow for comparison over extended periods of time.

1985 Developed and conducted a survey entitled "Benefits Sought by Blue Ridge Parkway Summer Visitors."

1985 **South Carolina Council of Governments**

Developed and coordinated a study with the S.C. Council of Governments to pretest an instrument designed to determine the profiles of tourists visiting the Beaufort-Hilton Head, South Carolina areas during the Fall season. This study was intended to be used as a pilot study that would eventually collect data for all seasons of the year for this major tourism destination area.

1985 **Jamaica Tourist Board**

Developed a hospitality training manual for the Jamaica Tourist Board, Department of Human Resources Development and Training. The manual focused upon attractions management for the entire country's natural and man-made attractions. This was one part of a \$100,000 contract that included the development of 17 training manuals.

1984 **Ski Beech Resort**

Conducted a recreational feasibility study of a proposed tourist-related international village for a major ski resort in western North Carolina.

1984 Conducted a study entitled "Winter Tourists and Their Perceptions of Ski School Programs at Selected North Carolina Ski Areas."

1984 Developed and pre-tested a survey instrument for a tourism study entitled: "Benefits Sought from the Cross-County Ski Experience by Blue Ridge Parkway Winter Visitors."

- 1983-1984 Conducted research related to the psychographics and socio-demographics of tour group vacationers visiting North Carolina.
- 1983-1984 **Ski Beech Resort**
- Conducted two major tourism marketing studies for Ski Beech Resort during the 1983 and 1984 ski seasons. These marketing studies were funded grants and explored variables including: skier motives, benefits sought, psychographic profiles, socio-demographics, accommodations/restaurant preferences, and willingness to pay selected lift ticket prices. These studies involved the daily supervision of interview teams and included over 1,400 skier interviews. Both studies resulted in final documents entitled "1983 Beech Mountain Ski Study" and "1984 Beech Mountain Ski Study."
- 1982 -1993 Developed and pre-tested a questionnaire for a study entitled "Tourist Perceptions of the New River Float Trip Experience".
- 1981 -1982 Tourism Extension Specialist, Texas Agricultural Extension Service, Texas A & M University
- Conducted research related to the areas of tourism, recreation, and community development. Developed and administered questionnaires for state and regional tourism-related research projects; developed research methodology for tourism projects; developed computer programs for data analysis of all projects.
- Developed training programs for tourism and recreation administrators including: Festivals, Fairs and Special Events Seminars; Seminar in Questionnaire Development and Analysis; The Executive Development Program for Recreation and Parks Professionals; Park Planning and Design Workshop.
- 1980 Research Graduate Assistantship, Department of Recreation and Resource Development, Texas A & M University
- Worked with the Sea Grant College on a statewide boating study for the State of Texas. Responsible for hiring, survey development, data collection, coding data, entering data on computers, statistical analysis of results.

RELATED SCHOLARSHIP:

- 2007 Editor, Journal of Hospitality Marketing & Management
- 2006-07 Guest Reviewer, Annals of Tourism Research
- 2006-07 Guest Reviewer, Cornell Quarterly
- 2006-
Current Associate Editor, Journal of Applied Hospitality Management
- 2005-
Current Associate Editor, International Journal of Culture, Leisure and Tourism Research
- 2003-
Current Associate Editor, Journal of Travel Research
- 2003-
Current International Association of Assembly Managers
Co-Chair, Call for Research Papers
- 2001-
2003 Chair, Tourism & Hospitality Chair, Academy of Marketing Sciences
- 2000-
Current Chair, Tourism & Hospitality Chair, American Marketing Association
- 2000-
Current Associate Editor, FIU Review
- 1998-
Current Reviewer and Chair of the Tourism, Hospitality, and Leisure Special Interest Group, American Marketing Association
- 1998
1999 Reviewer and Discussant, Academy of Marketing Science Conference
- 1997-
Current Associate Editor, Tourism Analysis
- 1992 Reviewer, The Journal of International Consumer Marketing.

- 1991 -1997 Editorial Review Board, The Services Industries Journal
- 1991 - Editorial Review Board, The Journal of Travel & Tourism
1997 Marketing
- 1991 - Reviewer, Research Paper Session, The Travel Research
Current Association
- 1989 - Guest Editor, Visions in Leisure and Business: An International
1991 Journal of Personal Services, Programming & Administration.
- 1989 - Editorial Reviewer, Journal of Travel Research
Current
- 1989 - Reviewer, International Journal of Hospitality Management
Current
- 1988 - Editorial reviewer of university textbooks in
Current the areas of tourism and marketing for Van Nostrand Reinhold
Publishing Co., New York, NY; Wiley and Sons, New York, New
York, and Glencoe McGraw/Hill, New York.
- 1989 Reviewer, "Quality of Life Issues Conference,"
Virginia Polytechnic Institute and State University.
- 1989 - Reviewer, Research/Academic Paper Session Annual
Current Society of Travel and Tourism Educators Conferences.
- 1988 Reviewer, Research Paper Session
Southeast Recreation Research Symposium

1995 Reviewer, Journal of Park & Resource Management

**RELATED SCHOLARSHIP: PAPERS DELIVERED AT
INTERNATIONAL MEETINGS AND CONFERENCES**

- 2007 "Generational Analysis of Florida Visitors" Presented at The Travel
Research Association's Annual Conference. Las Vegas, Nevada; July.
- 2007 "Creating Lifetime Value of Guests through Internet Technology:
A Case Study of Service Recovery and Database Management
Strategies"

Presented at The 14th International Conference on Information Technology and Travel & Tourism IFITT's Global Travel & Tourism Technology and eBusiness Forum; January 24-26, 2007. (Ljubljana, Slovenia)

- 2006 "A Study of Research Needs for Public Facility Managers." Presented at the International Convention & Expo Summit. Hong Kong, China. (February).
- 2005 "Measuring the Effect of Travel Behavior on Trip Satisfaction." Presented at the International Conference on Consumer Psychology for Tourism, Hospitality and Leisure. Montreal, Canada. (July).
- 2004 "International Travel Trends :The Importance for Establishing A Visitor Tracking Research Program." Presented to the St. Maarten Hotel and Tourism Association's Annual Conference. St. Maarten. (April).
- 2003 "A Study of the 2003 Gasparilla Pirate Fest." Presented at the Advances in Convention, Exhibition and Event Research Convention & Expo Summit. Hong Kong, China. (September).
- 2003 "The Economic Importance of Natural Springs to Eco-Tourism." Presented at the Asia-Pacific CHRIE Conference. Seoul, Korea. (May).
- 2003 "The Economic Value of Florida Natural Springs." Presented at The International Conference on Managing Tourism in a Global Economy. Melbourne, Australia. (December).
- 2003 "Using Hotel Capacity to Estimate Direct Economic Impact: A Study of the 2003 Gasparilla PirateFest." Presented at the International Convention & Expo Summit. Hong Kong, China. (August).
- 2003 "The Event Planner: Related Importance Analysis to Assembly Management Facilities." Presented at the 78th Annual Conference of the International Association of Assembly Managers. New Orleans, Louisiana. (July).
- 2003 "A Pre and Post 911 Comparison of Consumer Behavior Variables Associated with Travel to Florida." Presented at the American Marketing Association's Annual Summer Conference Chicago, Ill. (August).

- 2003 “Economic Importance of Florida Springs.” Presented at the Asian-Pacific Council on Hotel, Restaurant, and Institutional Educator’s Conference. Seoul, Korea. (May).
- 2003 “A Model For Estimating Economic Impact for Events Unable to Provide Accurate Attendance Figures.” Presented at the 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism. Las Vegas, Nevada. (January).
- 2002 “A Geographical Segmentation Analysis of International and Domestic Consumer Spending Profiles.” Presented at the Annual European Institute of Retailing and Services Studies Conference. Heidelberg, Germany. (August).
- 2002 “An Analysis of Light vs. Heavy Users of Attendees at Florida Theme Parks During 1996-2001.” Presented at the American Marketing Association’s Annual Summer Conference. Phoenix, Arizona. (August).
- 2001 “Impact of Front-line Employees’ Customer Orientation on Customer Satisfaction, Loyalty, and Unit Profitability.” Presented at the Academy of Marketing Sciences Annual Conference. San Diego, California. (May).
- 2001 “Gaming Trends on Indian Reservations in the U.S.” Paper delivered at the American Marketing Association’s Annual Winter Educator’s Conference. Scottsdale, Arizona. (February).
- 2000 “Employing Internet Technology to Investigate and Purchase Travel Services: A Comparison of X’ers, Boomers, and Mature Market Segments” Paper Delivered at The Second Symposium on the Consumer Psychology of Tourism, Hospitality, and Leisure Vienna, Austria. (July).
- 2000 “Profiling Foreign Visitors in a Diverse Florida Community: Impact for Destination Planning” Paper delivered at the 2000 Academy of Marketing Science Annual Conference Montreal, Canada. (May).
- 2000 “A Segmentation Analysis of Florida Visitors who use the Internet to Book Travel Plans.” Paper delivered at the 27th Annual Conference of the Travel and Tourism Research Association.

- 1995 "Strategic Market Research Applications for Destinations." Paper delivered at the Travel and Tourism Research Association's Annual Conference. Acapulco, Mexico. (June).
- 1994 "Identification of Market Potential Using Brand Development Indexing Techniques" Paper delivered at the "Tourism: State of the Art Conference". Glasgow, Scotland. (July).
- 1993 "Decision Factors: A Multivariate Analysis of Association Meeting Planner Perceptions of Caribbean Destinations:." Paper presented at the Twenty-Fourth Annual Travel Research Associations Conference, Whistler Resort, British Columbia, Canada. (June). (Refereed).
- 1992 "An Analysis of the Price-Value Selected Caribbean Destinations Have For Attracting Potential Meetings". Paper presented at the Annual Price-Value Seminar, College of Bermuda, Devonshire. (May).
- 1992 "The Importance of Developing a United Tourism Private Sector". Paper presented at the National Tourism Congress; Costa Rica National Chamber of Commerce Annual Meeting. San Jose, California. (May).
- 1990 "A Segmentation Analysis of Peak vs. Shoulder Season Resort Visitors." Paper delivered at the Twenty-First Annual Travel Research Association's Conference. New Orleans, Louisiana. (June). (Refereed).
- 1989 "Enhancing Tourism Education Through Field Research: A Case Study of the Hilton Head Island, South Carolina Visitor Profile Study." Paper delivered at the 1989 Annual Conference of the Society of Travel & Tourism Educators. Salt Lake City, Utah. (October). (Refereed).
- 1988 "University Tourism Research Centers: Bridging the Gap through Networking." Paper delivered at The First Global Conference on Tourism-A Vital Force For Peace. Vancouver, British Columbia, Canada. (October). (Refereed).
- 1987 "The Perceived Importance Selected Marketing Tasks Have to Hotel and Resort Conference Coordinators." Presentation delivered at the Annual Council of Hospitality, Restaurant and Institutional Education Conference. Atlanta, Georgia. (August). (Refereed).

- 1985 "Trends in the Food Service and Hospitality Industry." Presentation delivered to the International Association of Club Managers. Fort Jackson, South Carolina. (March). (Invited).

PAPERS DELIVERED AT NATIONAL MEETINGS AND CONFERENCES

- 1994 "Ecotourism and the High School Curriculum." Presented at the National Academy for Tourism Foundation's Annual Conference. Baltimore, Md. (July).
- 1991 "Disaggregation Seasonal Demand of A Coastal Resort." Paper delivered at the Resort and Commercial Recreation Associations National Conference. Bend, Oregon. (November).
- 1985 "Job Specifications for Resort Managers: A Final Report." Paper delivered at the Resort and Commercial Recreation Association's National Conference. Phoenix, Arizona. (January). (Refereed).
- 1985 "Trends in Factors Impacting Tourism: Urban vs. Rural." Paper delivered at the National Outdoor Recreation Trends Symposium. Myrtle Beach, South Carolina (March). (Refereed).
- 1984 "Segmenting the Southern Ski Market: An Application of Benefit Segmentation to Commercial Recreation." Paper delivered at the Congress of the National Recreation and Parks Association's Research Symposium. Orlando, Florida (October). (Refereed).
- 1984 "Job Specifications and Skills Necessary for Employment as a Resort or Commercial Recreation Manager." Paper delivered at the Resort and Commercial Recreation Association's National Conference. Wintergreen Resort, Virginia. (January). (Refereed).
- 1983 "Using Marketing for Effective Resort Decision-Making." Paper delivered at the Annual Resort and Commercial Recreation Association's National Conference, Kiawah Island Resort, Charleston, South Carolina. (February). (Refereed).

PAPERS DELIVERED AT REGIONAL MEETINGS AND CONFERENCES

- 2003 "Florida Springs Visitors: An Analysis of their Economic Impact, Selected Socio-Demographics and Behavioral Characteristics." Presented at the Florida Springs Conference. Gainesville, Florida (February).
- 2000 "The Role of Local Education and its Impacts on Eco-Tourism" Presented at the Annual Conference on Eco-Tourism on Public and Private Lands in Florida. West Palm Beach, Florida (May)
- 1998 "The Interent and the Hospitality Marketing Professional" Paper presented at The Southeast CHRIE Winter Research Symposium. Atlanta, Georgia (February).
- 1991 "Retention and Selection Issues in the Travel Industry: Presentation delivered at the Travel Research Association - Southeast Chapter Annual Meeting. Greensboro, North Carolina (March).
- 1989 "Marketing to the Meeting Planner: What Attracts Them to Destinations?" Presentation delivered at the Travel Research Association-Southeast Chapter Annual Meeting. Atlanta, Georgia (April). (Refereed).
- 1986 "Critical Management Concerns Affecting Tourism in the Southeast." Presentation delivered at the Annual Conference of the Council on Hotel, Restaurant and Institutional Education - Southeast Region. Columbia, South Carolina (October). (Refereed).
- 1986 "Tourism Trends Along the Coastal Zone Through the Year 2000." Presentation delivered at the Conference on Coastal Growth in South Carolina. Charleston, South Carolina (July). (Invited).
- 1985 "Benefits Sought By Blue Ridge Parkway Summer Visitors." Research paper delivered at the 50th Anniversary Conference of the Blue Ridge Parkway. Boone, North Carolina (September). (Refereed).
- 1985 "The Convention and Meeting Industry: An Analysis of Potential Markets." Papers presented at the annual meeting of the Travel Research Association. Charleston, South Carolina (October). (Refereed).

- 1985 "The Importance of Research." Presentation delivered during the annual meeting of the Southeast Tourism Society. Orlando, Florida (October). (Invited).
- 1984 "How Tourist Operations Can Use Research to Increase Their Profits." Paper delivered at the Blue Ridge Parkway Association's Annual Meeting. Blowing Rock, North Carolina (May). (Invited).
- 1983 "How to Identify Your Tourist Market: An Understanding of Segmentation Analysis." Paper delivered at the Joint North Carolina Recreation and Parks Society--South Carolina Parks, Recreation and Tourism Conference. Charlotte, North Carolina (November). (Refereed).
- 1983 "Effective Marketing for Ski Area Managers." Paper delivered to the Southern Chapter of the National Ski Area Association--Professional Ski Instructor's Association Annual Meeting. Sugar Mountain, North Carolina (October). (Invited).
- 1983 "Segmenting the Southern Pleasure Vacation Travel Market." Paper delivered at the Annual Southeastern Recreation Research Conference. Asheville, North Carolina (September). (Refereed).
- 1982 "1981 Survey Report: Trends in Local Parks and Recreation Department Systems." 27th Annual Southwest Park and Recreation Training Institute. Lake Texoma, Kinston, Oklahoma (February). (Refereed).

PAPERS DELIVERED AT STATE MEETINGS AND CONFERENCES

- 1998 "Research Methods for Festival and Events." Presented at the Annual Florida Festival and Events Association's Convention. Tampa, Florida (October).
- 1997 "Critical Incidents Between Visitors and Employees at Florida Attractions." Presented at the Annual Florida Attractions Association's Convention. Ft. Myers, Florida (May).

- 1995 "Rural Economic Development through Ecotourism Strategies." Presented at the Rural Initiatives Conference. Glades County, Florida (October).
- 1995 "Putting Service into the Job Description." Presented at the Florida Attractions Association's Annual Conference. Cocoa Beach, Florida (June).
- 1994 "Tourism Marketing and Service Quality." Presented at the Annual Florida Nature Coast Conference to delegates representing a tourism coalition comprised of nine counties. Dunedin, Florida (June).
- 1993 "Quality Service Issues." Paper presented at the Annual United Bus Owners of America Convention. Miami, Florida (January).
- 1993 "Maximizing Quality in Travel and Tourism Services." Paper presented at Florida's National Tourism Week Conference. Tampa, Florida (May).
- 1993 "Student Interns: An Untapped Resource." Paper presented at the Annual Florida Motor Coach Association Conference. Orlando, Florida (October).
- 1993 "Ecotourism and Sustainable Growth: An Educational Approach for Industry." Presented at the Annual Sustainable Florida Symposium. Orlando, Florida (October).
- 1993 "Quality Service for Tourism and Hospitality Managers." A Workshop presented at the Small Business Administration's Rural Marketing Seminar for Hernando, Pasco, and Manatee, Florida Counties. Brooksville, Florida (October).
- 1993 "Maximizing Quality Service." A workshop presented at the Small Business Administration's Rural Marketing Seminar for Columbia County, Florida. Lake City, Florida (March).
- 1992 "Trends in Tourism and Travel." Paper presented at the Annual Florida Attractions Association Conference. Sanibel Island, Florida (October).
- 1992 "Establishing a Market Research Program on a Limited Budget." Paper presented at the Annual Florida Attractions Association Conference. West Palm Beach, Florida (May).

- 1991 "Critical issues in Employee Selection for the Attractions Industry." Paper presented at the Annual Florida Attractions Association. Tallahassee, Florida (February).
- 1989 "Tackling Hospitality Labor Retention & Turnover." Paper presented at the 22nd Annual Florida Governor's Conference on Tourism. Daytona Beach, Florida, (September). (Invited).
- 1988 "Gaining the Competitive Edge Through Travel Marketing Research." Presentation delivered at the Alabama Hospitality and Tourism Conference. Gulf Shores, Alabama (April). (Invited).
- 1987 "Increasing Your Occupancy Through Effective Marketing and Sales." Seminar delivered at the North Carolina Hotel Sales and Marketing Association's Annual Fall Conference. Wrightsville Beach, North Carolina (October). (Invited).
- 1987 "University Curricula in Hospitality Programs." Presentation delivered at the Georgia Governor's Conference on Tourism and Travel. Albany, Georgia (September). (Invited).
- 1987 "Increasing Your Visibility in a Competitive Market." Presentation delivered at the North Carolina Governor's Conference on Tourism and Travel. High Point, North Carolina (May). (Invited).
- 1987 "A Certification Process for Hotel Sales and Marketing Professionals." Presentation delivered at the South Carolina Governor's Conference on Tourism and Travel. Charleston, South Carolina (February). (Invited).
- 1986 "Economic Indicators for Tourism in the Southeast." Presentation delivered to the Greater Charleston, SC Hotel and Motel Association. Charleston, South Carolina (September). (Invited).
- 1986 "Positioning: A Key to Building a Property's Image." Presentation delivered at the Annual Conference of the South Carolina Hotel Sales and Marketing Association-International. Wild Dunes, South Carolina (August). (Invited).
- 1985 "Sunsational: Trends in the Southern Marketplace." Paper delivered at the South Carolina Governor's Conference for Tourism and Travel. Hilton Head Island, South Carolina (February). (Invited).

- 1984 "The Importance of Becoming a Commercial Recreator." Paper delivered at the North Carolina Recreation and Parks Society's Annual State Conference. Greensboro, North Carolina (November). (Invited).
- 1983 "Benefits Sought by Beech Mountain Skiers During Winter , 1983." Paper deliver at the Annual Governor's Conference on Travel and Tourism, Continuing Education Center, Appalachian State University. Boone, North Carolina (April). (Invited).
- 1981 "Demographics: Impacts Upon Recreation in Texas." Paper delivered at the 44th Annual Texas Recreation and Parks Society Conference. Austin, Texas (October). (Refereed).

SERVICE/ADMINISTRATION:

- 2006 Florida State University
- Appointed to a committee to determine the feasibility of constructing several condominium hotels on campus to be adjacent to the existing Dedman School of Hospitality. These facilities would overlook the football stadium and would include meeting space and function space for large events.
- 2006 Florida State University
- Appeared on a 30 minute television program along with the university's President to discuss the economic value FSU has upon the immediate Tallahassee community. This was based upon 10 years of visitor research data we generated through a funded contract with the Leon County Tourist Development Center. The program was aired state-wide for three months (January-March, 2006).
- 2005 Florida State University
- Appointed by the university president to conduct research in order to determine the number of visitors to the county for FSU related purposes and the economic value they have upon the local economy and the total numbers of commercial lodging room nights they generate annually.
- 2001 Florida State University

Appointed by the university president to assist a team of professors from oceanography and marine biology to develop a proposal for a scientific resort and conference center to be located on Arvida/St. Joe property in Franklin County, Florida.

- 1998 Florida State University
- Appointed by the director of the Dedman School of Hospitality to develop a "Market Demand Analysis and Feasibility Study for the Construction of the University Center Suites."
- 1997 Florida House of Representatives
- Committee on Tourism and Economic Development
Committee Member, Tourism Indices Research
- 1994 The Travel Research Association
Program Planning Committee
- 1992 Society of Travel and Tourism Educators
- Elected to the Board of Directors for a two year term ending in November, 1994.
- 1987 - The Travel Research Association - Southeast
1988 Chapter Board of Directors
- Assisted in the redevelopment of Association goals and objectives.
Developed research programs to generate revenue and exposure.
Attended quarterly meetings.
- 1986 - South Carolina Hotel Sales and Marketing Association,
1988 Vice President, State of South Carolina
- Served as program coordinator of all quarterly and annual meetings. Developed computerized databases for the organization.
Coordinated efforts for international certification of state hotel sales and marketing personnel.
- 1985- University of South Carolina HSMIAI-Faculty Advisor
1988
- Developed and advised activities for club members. Generated

over \$7,000 in revenues through sales blitz efforts including cold calls and telephone sales calls.

- 1985 - South Carolina Hotel Sales and Marketing
1986 Association, Board of Directors, State of South Carolina
- Served as a member of the board of directors. Assisted in the development of specific goals and objectives for the Association. Attended quarterly meetings and disseminated information specific to South Carolina members. Served as program coordinator for annual conference.
- 1986 Council on Hotel, Restaurant and Institutional Education - Southeast Chapter
- Conference Coordinator, Annual Regional Conference, Columbia, SC. Duties included organization and management of all phases of three-day conference including lodging, meals, registration, program development and evaluation.
- 1985 - Southeast Tourism Society
1986 Research Committee Member. Assisted with the development of organizational research goals and priorities. Served as committee advisor on methodological concerns addressing survey research. Developed a survey instrument designed to collect information pertaining to membership needs with respect to primary research data. Developed a tourism industry trends reporting system for the organization's eight-state region.
- 1985 - Council on Hotel, Restaurant & Institutional
1986 Education Committee Member, Tourism Education Session for the Seventh World Congress on Tourism Education. Toronto and Ottawa, Canada (September 30-October 8, 1986)
- 1983 - Resort and Commercial Recreation Association
1985 Director, The State of North Carolina. Coordinated state-wide efforts in the identification of all resorts and commercial recreation enterprises; disseminated membership information and annual conference material to prospective members; coordinated meetings involving North Carolina members; acted as liaison between the State and National Associations.
- 1984 State Conference Planning Committee, North Carolina Recreation and Parks Society Annual State Conference, Greensboro, NC. Chairman, Parks and Resource Management Session, North

Carolina Recreation and Parks Society Annual State Conference, Greensboro, NC.

Co - Chairman, Tourism Session, North Carolina Recreation and Parks Annual State Conference, Greensboro, NC.

Secretary, Educators Division, North Carolina Recreation and Park Society

1984 Secretary, Parks and Resource Management Division, North Carolina Recreation and Parks Society

1983 - Appalachian Consortium Regional Development
1984 Committee

Appointed by John Thomas, Chancellor, Appalachian State University, to assist with the planning and development of tourism in the Appalachian region. Also coordinated a regional conference entitled: The New River Symposium.

1983 Conference Planning Committee for joint North Carolina-South Carolina State Parks, Recreation, and Tourism Conference, Charlotte, NC.

Chairman, Tourism Session, North Carolina-South Carolina State Parks, Recreation, and Tourism Conference, Charlotte, NC.

Co-Chairman, Parks and Resource Management Session, North Carolina-South Carolina State Parks, Recreation, and Tourism Conference, Charlotte, NC.

Developed program agenda, selected speakers, edited manuscripts, coordinated sessions.

PROFESSIONAL MEMBERSHIPS:

American Marketing Association
The Council on Hotel, Restaurant, and Institutional Education
The Travel Research Association – International
International Association of Assembly Managers
International Society of Culture, Leisure and Tourism Research

UNIVERSITY COMMITTEES:

The Florida State University

University

2003-2005	Member, Faculty Senate (elected)
2001-2003	Member, Faculty Senate (elected)
1997-1999	Member, Faculty Senate (elected)
1994- 1995	Member, Student Affairs Advisory Committee
1993- 1994	Faculty Advisor of the Year
1992 - 1994	Member, Faculty Senate (elected)
1992 - 1994	Member, University Club Committee
1990	Member, College of Business Dean's Search Committee

College

2006	Member, Strategic Planning Committee
2003-2005	Member, Promotion & Tenure Committee
1992 - 2004	Member, MBA Program Policy Committee
1992 - 2004	Member, MBA Admissions Committee
1992 - 1994	Member, FSU Faculty Club Committee
1991 - 1992	Member MBA Strategic Planning Committee
	Member, Promotion & Tenure Committee
1989 - 1990	Undergraduate Curriculum Review Committee
1989 - Current	Graduate Faculty, Department of Marketing

University of South Carolina

University

1987- 1988 Member, Faculty Senate (elected)

College

1986-1987 Chair, Media Support Services Committee

1985-1987 Member, Evaluation of Teaching Effectiveness Committee

1985-1986 Chair, Faculty Grants Committee

Department

1986-1987 Member and Acting Chair, Graduate Program Committee

1986-1987 Chair, Curriculum Revision Committee

1985-1986 Chair, Faculty Grants and Contracts Committee