

Jason Draper, Ph.D., CHE

EDUCATION

Doctor of Philosophy in Parks, Recreation, and Tourism Management

December 2009

Clemson University in Clemson, South Carolina

Certificate in Policy Studies from Strom Thurmond Institute of Government & Public Affairs

December 2009

Clemson University in Clemson, South Carolina

Master of Science in Recreation, Park, and Tourism Administration

December 2000

Emphasis: Tourism Administration

Western Illinois University in Macomb, Illinois

Bachelor of Science in Recreation and Park Administration

May 1998

Emphasis: Commercial Recreation

Illinois State University in Normal, Illinois

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

Certified Hospitality Educator (CHE)

May 2011

Educational Institute, American Hotel & Lodging Association

ACADEMIC APPOINTMENTS

Fall 2010 to Present

Assistant Professor, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston in Houston, Texas

Spring 2010

Research Assistant, Department of Parks, Recreation, and Tourism Management, Clemson University in Clemson, South Carolina

Fall 2005 to Fall 2009

Graduate Research and Teaching Assistant, Department of Parks, Recreation, and Tourism Management, Clemson University in Clemson, South Carolina

TOURISM INDUSTRY EXPERIENCE

Fall 2000 to Fall 2005	Research Manager, Chicago Convention and Tourism Bureau in Chicago, Illinois
Spring 1998 to Fall 1999	Assistant – Travel Coordination, Thomas P. Gohagan & Company in Chicago, Illinois
Spring 1998	Lodging Intern, Amelia Island Plantation in Amelia Island, Florida

Note: More details on tourism industry experience is located at the end of the curriculum vitae

PUBLICATIONS and PRESENTATIONS

Notes:

* Current or former graduate student

Peer Reviewed Journal Articles

Draper, J. (Online first). Applying importance-performance analysis to services of a visitor information center. *Tourism and Hospitality Research*.

Draper, J., Taylor, D. C., & *de Kok, D. (In-press). How important is wine at a cultural festival? *Journal of Convention & Event Tourism*

Draper, J. (2016). An exploratory study of the differences in prior travel experience and tourist information sources. *Tourism and Hospitality Research*, 16(2), 133-143.

Draper, J. (2015). Comparing destination image of visitors, potential visitors, and residents. *e-Review of Tourism Research (eRTR)*, 12(1/2), 137-151.

Jiang, J., Woosnam, K. W., & **Draper, J.** (2014). Structural elements of articles and diachronous citation analysis among top-ranking tourism journals (1990-2010). *Tourism Management Perspectives*, 12, 48-56.

*Baker, K. L., & **Draper, J.** (2013). Importance-performance analysis of the attributes of a cultural festival. *Journal of Convention & Event Tourism*, 14(2), 104-123.

Draper, J., Oh, C., & Harrill, R. (2012). Preferences for heritage tourism development using a choice modeling approach. *Tourism Analysis*, 17(6), 747-759.

*Elston, K., & **Draper, J.** (2012). A review of meeting planner site selection criteria research. *Journal of Convention & Event Tourism*, 13(3), 203-220.

- Dixon, A. W., Oh, C. & **Draper, J.** (2012). Access to the beach: Comparing the economic values of coastal residents and tourists. *Journal of Travel Research*, 51(6), 742-753.
- Draper, J.**, Dawson, M., & Casey, E. (2011). An exploratory study of the importance of sustainable practices in the meeting and convention site selection process. *Journal of Convention & Event Tourism*, 12(3), 153-178.
- Draper, J.**, Woosnam, K. M., & Norman, W. C. (2011). Tourism use history: Exploring a new framework for understanding residents' attitudes toward tourism. *Journal of Travel Research*, 50(1), 64-77.
- Oh, C., **Draper, J.**, & Dixon, A. W. (2010). Comparing resident and tourist preferences for public beach access and related amenities. *Ocean & Coastal Management*, 53(5-6), 245-251.
- Oh, C., **Draper, J.**, & Dixon, A. W. (2009). Assessing tourists' multi-attribute preferences for public beach access. *Coastal Management*, 37(2), 119-135.
- Dixon, A. W., Oh, C., & **Draper, J.** (2008). Management and policy implications of coastal tourism forecasts. *Tourism Analysis*, 13(5-6), 579-590.
- Oh, C., Dixon, A. W., Mjelde, J. W., & **Draper, J.** (2008). Valuing visitors' economic benefits of public beach access points. *Ocean & Coastal Management*, 51(12), 847-853.
- Oh, C., Ditton, R. B., & **Draper, J.** (2006). U.S. coastal tourism and recreation policy: A federal, state, and local perspective. *The Journal of Fisheries Business Administration*, 37(3), 131-155.

Invited Papers/Book Sections

- Draper, J.** (Under review). Staycation tourism. In L. L. Lowry (Ed.), *The Sage International Encyclopedia of Travel and Tourism*

Peer Reviewed Conference Presentations, Abstracts, and Proceedings

- Draper, J.** (2014). Comparison of visitors, non-visitors, and residents on destination image. *International Council on Hotel, Restaurant, and Institutional Education*, San Diego, California, July 30 to August 1, 2014.
- Boger Jr., C. A., Kwon, J., **Draper, J.**, & Chutiprachakij, S. (2014). Hotel frequency programs: The effects of affective vs. calculative switching barriers on loyalty. *International Council on Hotel, Restaurant, and Institutional Education*, San Diego, California, July 30 to August 1, 2014.
- Jiang, J., Qian, W. Woosnam, K. M., & **Draper, J.** (2013). Visitors/emotional solidarity with residents through their tourism use history (TUH). *International Symposium on Society and Resource Management*, Estes Park, Colorado, June 4-8, 2013.

- Jiang, J., Woosnam, K. M., & **Draper, J.** (2012). A citation analysis of articles published in the top-ranking tourism journals (2001-2010). *The Travel and Tourism Research Association's 43rd Annual Conference*, Virginia Beach, Virginia, June 17-19, 2012.
- Draper, J.**, Oh, C., & Harrill, R. (2011). Understanding public preferences for development of a heritage tourism corridor: A choice experiment approach. *The Travel and Tourism Research Association's 42nd Annual Conference*, London, Ontario, Canada, June 19-21, 2011.
- Oh, C., **Draper, J.**, & Dixon, A. W. (2010). Comparison of resident and tourist preferences for public beach access. *Proceedings of The 22nd International Conference of The Coastal Society*, Wilmington, North Carolina, June 13-16, 2010.
- Draper, J.**, & Norman, W. C. (2008). Oconee County, South Carolina residents' vision, attitude toward tourism development, and tourism strategy priority study. Presented during the Rural Tourism — A Cross Country Dialogue, Session I. *International Symposium on Society & Resource Management*, Burlington, Vermont, June 10-14, 2008.
- Oh, C., **Draper, J.**, Dixon, A. W., & von Kolnitz, E. (2007). Understanding visitors' preferences for public beach access using a stated preference choice approach. *International Symposium on Society & Resource Management*, Park City, Utah, June 17-21, 2007.
- Oh, C. Dixon, A. W., **Draper, J.**, & Mjelde, J. W. (2007). Estimating tourists' economic values of public beach access points. *The Travel and Tourism Research Association's 38th Annual Conference*, Las Vegas, Nevada, June 17-20, 2007.
- Oh, C., **Draper, J.**, & Dixon, A. W. (2007). Assessing visitor preferences for beach access. *Northeastern Recreation Research Symposium*, Bolton Landing, New York, April 15-17, 2007.
- Dixon, A. W., **Draper, J.**, Norman, W. C., Backman, S., Backman, K., & Brookover, R. (2007). Segmenting sport tourists by days attended: Implications for event management and marketing. *Southeast Travel and Tourism Research Association's 2007 Tourism Research Symposium & Annual Meeting*, Biloxi, Mississippi, March 19-21, 2007.
- Draper, J.**, Shenoy, S., & Norman, W. C. (2006). Segmenting agritourists: Implications for marketing and collaborative partnerships. *Southeast Travel and Tourism Research Association's 2006 Tourism Research Symposium & Annual Meeting*, Sarasota, Florida, March 27-29, 2006.

Peer Reviewed Poster Presentations

- Draper J.**, & Neal, J. A. (Accepted). Exploring the motivations and differentiating characteristics of attendees of a food safety conference. *International Council on Hotel, Restaurant, and Institutional Education*, Dallas/Grapevine, Texas, July 20 to 22, 2016.
- Draper J.**, Taylor, D. C., & *de Kok, D. (2015). Exploratory study of the relationships between festival attendee motivation and the importance of wine. *The Travel and Tourism Research Association's 46th Annual Conference*, Portland, Oregon, June 15-17, 2015.

Draper J., Taylor, D. C., & *de Kok, D. (2015). Exploring prior festival experience differences on the importance of wine at festivals. *International Council on Hotel, Restaurant, and Institutional Education*, Orlando, Florida, July 29 to 31, 2015.

Technical Reports

Draper, J. & Neal, J. (2015). *Conference for Food Protection Biennial Meeting Study*. Report prepared for the Conference for Food Protection.

Draper, J., & deKok, D. (2015). *Festa Italiana 2014 festival study*. Report prepared for the Festa Italiana Committee, Houston, Texas.

*Ma, X, & **Draper, J. (2012).** *2012 Houston Marathon volunteer motivation and satisfaction study*. Report prepared for the Houston Marathon Committee, Houston, Texas.

Draper J., & *Yu, X. (2012). *2011 Galena/Jo Daviess County visitor inquiry study*. Report prepared for the Galena/Jo Daviess County Convention & Visitors Bureau, Galena/Jo Daviess County, Illinois.

*Baker, K., & **Draper, J. (2012).** *Festa Italiana 2011 festival study*. Report prepared for the Festa Italiana Committee, Houston, Texas.

*Zhang, Y., & **Draper, J. (2011).** *2011 Italian Cultural & Community Center member and subscriber study*. Report prepared for the Italian Cultural & Community Center, Houston, Texas.

Draper, J., & *Bai, J. (2011). *2010-2011 Austin visitor inquiry study*. Report prepared for the Austin Convention & Visitors Bureau, Austin, Texas.

Draper, J., & Norman, W. C. (2008). *Oconee County resident survey*. Report prepared for Oconee County, South Carolina's Department of Parks, Recreation, & Tourism, Oconee County, South Carolina.

Draper, J., Dixon, A.W., & Oh, C. (2008). *South Carolina coastal resident needs assessment and economic analysis at local beaches*. Report prepared for South Carolina Department of Health and Environmental Control, Charleston, South Carolina.

Oh, C., Dixon, A., & **Draper, J. (2006).** *Visitor needs assessment and economic analysis at South Carolina beaches and decision making support tool*. Report prepared for South Carolina Department of Health and Environmental Control, Charleston, South Carolina.

Book Reviews

Draper, J., & O'Rourke, T. (2008). [Review of the book *Capital budgeting and finance: A guide for local governments*]. *Journal of Park and Recreation Administration*, 26(1), 150-152.

Magazine/Newsletter Articles

Draper, J. (2008, May). Oconee tourism: What folks really think... *Oconee Magazine*, 1(2), 26-27.

Non-Peer Reviewed Poster Presentations

Oh, C., **Draper, J.**, & Dixon, A. (2007). Understanding visitors' preferences for public beach access using a stated preference choice approach. *2007 College of Health, Education and Human Development Faculty Forum*, Clemson University, April 2007.

Invited Presentations

Draper, J. (2013). Competitive cities project. *Greater Houston Convention & Visitors Bureau Board of Directors' Meeting*, University of Houston, Houston, Texas, July 26, 2013.

Draper, J. (2012). 2011 Galena/Jo Daviess County visitor inquiry study. *Galena /Jo Daviess County Convention & Visitors Bureau Board of Directors' Meeting*,

Draper, J. (2008). Rural tourism development case study. *Department of Recreation, Park and Tourism Administration's Professional Development Conference*, Western Illinois University, Macomb, Illinois, April 18, 2008.

GRANTS and RESEARCH PROJECTS

Ongoing/Current Grants and Research Projects

Draper, J. (Principal Investigator). Greater Houston Convention and Visitors Bureau Meeting Planner Study, April 2016 to March 2017, \$14,207

Funded Grants and Research Projects Completed

Draper, J. (Principal Investigator). Galena/Jo Daviess County Visitor Inquiry Study. Galena/Jo Daviess County Convention & Visitors Bureau, August 2011 to February 2012, \$10,887.

Draper, J. (Principal Investigator). 2010-2011 Austin Visitor Inquiry Study. Austin Convention & Visitors Bureau. October 2010 to October 2011, \$27,280.

Other Projects Funded

Competitive Cities Project. Greater Houston Convention and Visitors Bureau, January 1 to August 31, 2013, \$9,263.

- Funded project to assess the Greater Houston Convention and Visitors Bureau's competition for citywide conventions. Worked with three graduate students who received either Practicum or Special Problems credit.

Grants and Research Projects Submitted But Not Funded

Draper, J. (Principal Investigator). Galveston Island Tourism Development Beach User Survey Project. Submitted to Texas General Land Office: Coastal Erosion Planning and Response Act (CEPRA) Cycle 8 with the Galveston Island Park Board of Trustees as 40% Match Partner, total funding requested: \$73,774.

Draper, J. (Principal Investigator). Galveston Island Image Study. Galveston Island Park Board of Trustees/Galveston Island Convention & Visitors Bureau, \$16,154.

Draper, J. (Principal Investigator), & Westbrook, L. (Co-Investigator). Chevron Houston Marathon 2011 Survey Pre-proposal. Chevron Houston Marathon Committee, \$19,329.

Projects During Ph.D. Studies With Significant Roles

Project Coordinator. A Development and Economic Impact Study of the South Carolina National Heritage Corridor, Including the Edgefield and Blackville Discovery Centers. South Carolina National Heritage Corridor. August 2009 to July 2010, \$45,000 (subcontract).

Project Coordinator. Needs and Feasibility Assessment for the Development of Additional Campground Facilities at Buck Hall Recreation Area, South Carolina. United States Forest Service. June 2008 to September 2008, \$16,036.

Proposal Writer and Project Coordinator. Oconee County Resident Survey. Oconee County Parks, Recreation & Tourism (with a matching grant from Region 1 of The South Carolina National Heritage Corridor), January 2007 to May 2008, \$7,500 plus more than \$1,800 in in-kind contributions.

Project Coordinator. Assessing Resident and Visitor Attitudes Toward and Preferences for Shoreline Access. South Carolina Department of Health and Environmental Control, Ocean and Coastal Resource Management. April 2007 to July 2008, \$37,998.

Project Co-Coordinator. Assessing Recreational Needs at South Carolina Beaches. South Carolina Department of Health and Environmental Control, Ocean and Coastal Resource Management. January 2006 to June 2006, \$67,457.

Additional Research Project Field Experience

Preliminary Evaluation/LNT. National Park Service. September 2009 to August 2010.

Floyd and Patrick Counties, Virginia Visitor Survey. National Park Service and Blue Ridge Heritage Inc. July 2008 to August 2008.

GRADUATE STUDENT RESEARCH CHAIR and COMMITTEES

Chair of Thesis Committee

Emily Bannwarth. (May 2013). *Incorporating hospitality principles in measuring patient satisfaction in oncology* (Master's thesis). University of Houston, Houston, Texas.

Kristi L. Baker. (May 2012). *Determining desired key attributes of cultural festival attendees based on experience use history* (Master's thesis). University of Houston, Houston, Texas.

Chair of Professional Paper

Tiffany Clifford. (Expected May 2016). *The importance of food, wine, and beer at a cultural festival* (professional paper). University of Houston, Houston, Texas.

Ashley Murphy. (Expected May 2016). *The perceived usefulness of event based mobile applications in cultural festivals* (professional paper). University of Houston, Houston, Texas.

Taylor Everett. (Professional Paper completed December 2015, Graduation expected December 2016). *A content analysis of sustainability research in the meetings and events industry* (professional paper). University of Houston, Houston, Texas. (Joint MS/MBA degree).

Kalim A. Habet. (Professional Paper completed December 2015, Graduation TBD). *Airline customer satisfaction and its effect on marketing* (professional paper). University of Houston, Houston, Texas. (Joint MS/MBA degree).

Pei Wen Yang. (December 2015). *Characteristics of top wedding destinations in the United States* (professional paper). University of Houston, Houston, Texas.

Ritong He. (May 2015). *A review of articles in the Journal of Convention & Event Tourism* (professional paper). University of Houston, Houston, Texas.

Deborah de Kok. (May 2015). *Determining motivating factors of cultural festival attendees based on generational differences* (professional paper). University of Houston, Houston, Texas.

Angela Corredor. (May 2014). *Event technology & virtual events: Research trends and future directions* (professional paper). University of Houston, Houston, Texas.

William Fuentes. (May 2014). *Service quality in the spectator sports industry: A literature review* (professional paper). University of Houston, Houston, Texas

Morgan Naylor Bellows. (December 2013). *How Galveston could best market to top origin tourist markets* (professional paper). University of Houston, Houston, Texas.

Kelly Melissa Brant (May 2013). *Managing expectations in the special events industry* (professional paper). University of Houston, Houston, Texas.

Katherine Anne Hughes (May 2013). *The destination image of Galveston Island* (professional paper). University of Houston, Houston, Texas.

Brianna Martiel LaFleur (Professional Paper completed December 2012, Graduation May 2013). *Technology: An evolving trend transitioning in to the events industry* (professional paper). University of Houston, Houston, Texas. (Joint MS/MBA degree).

Alexandria Monroe. (Professional Paper completed May 2012, Graduation May 2013). *Evaluating expectations in sports events volunteers* (professional paper). University of Houston, Houston, Texas. (Joint MS/MBA degree).

Kayla Elston. (May 2012). *An overview of meeting planner site selection criteria: A review of the literature* (professional paper). University of Houston, Houston, Texas.

Xiao Ma. (May 2012). *Motivation and satisfaction of special event volunteers* (professional paper). University of Houston, Houston, Texas.

Abigail Esther Usry. (May 2012). *An assessment of meeting planners' site selection criteria in Dallas, Austin, San Antonio, and Houston: A case study* (professional paper). University of Houston, Houston, Texas.

Tremaine Webber (May 2012). *An assessment of students' behavioral intention toward volunteering during spring break trips* (professional paper). University of Houston, Houston, Texas.

Tyson Weekes. (May 2012). *A study of the perception of Galena/Jo Daviess County as a tourism destination and its impact on visit intention* (professional paper). University of Houston, Houston, Texas.

Thesis Committee Member

Brittany McClelland. (May 2014). *Improving hospitality students' communication, critical thinking, and participation through the use of in-class technology* (Master's thesis). University of Houston, Houston, Texas.

Yidong Zhang. (May 2014). *Understanding perceived value of mobile in-room technology in hotel.* (Master's thesis). University of Houston, Houston, Texas.

Wenyue Zhu. (May 2013). *Understanding hotel guests' adoption of interactive in-room consumer technologies.* (Master's thesis). University of Houston, Houston, Texas.

Kelly Thomas. (May 2011). *Joint decision-making process for high involvement and high emotional purchases: Selecting a honeymoon destination* (Master's thesis). University of Houston, Houston, Texas.

Rebecca Purdy. (May 2011). *A study of social media and its value to restaurants* (Master's thesis). University of Houston, Houston, Texas.

Yu-han Huang. (July 2011). *The emperor's treasure without the walls: An analysis of the relationship management with strategic publics for National Palace Museum* (Master's thesis). University of Houston, Houston, Texas. (Jack J. Valenti School of Communication, University of Houston).

Note: All graduate student committees are students at the Conrad N. Hilton College of Hotel and Restaurant Management unless indicated in parentheses after the citation.

Supervisor of Graduate Student Practicum Projects

Yuqian Zhang. (Fall 2011). *Italian Cultural & Community Center Membership Study*.

Media Exposure: Panelist on Radio Shows, Radio Interviews/Quotes, Newspaper Article Quotes

DeLaughter, G. (2016, March 31). Houston hosts the Final Four: Will the city become the next big events destinations. *Houston Public Media*.

<https://www.houstonpublicmedia.org/articles/news/2016/03/31/143124/as-houston-hosts-the-final-four-will-the-city-become-the-next-big-events-destination/>

Steffy, L. (2016, March). The Aspen of Texas: A real estate boom is turning Round Top into something the locals may not recognize. *Texas Monthly*. <http://www.texasmonthly.com/articles/the-aspen-of-texas-and-the-round-top-real-estate-boom/>

Mulvaney, E., & Sixel, L. M. (2015, April 28). Tourism board unveils aggressive agenda for drawing visitors: Push includes major marketing to Mexico visitors. *Houston Chronicle*.

<http://www.houstonchronicle.com/business/economy/article/Tourism-board-unveils-aggressive-agenda-for-6229965.php>

Ramirez, M. (2014, February 12). UH Moment: "Jason Draper" Competition isn't just for the field or court. Research at the UH Hilton College examines competition among cities. *Houston Public Media*.

<http://www.houstonpublicmedia.org/articles/shows/2014/02/12/49255/uh-moment-jason-draper-2/>

Panelist. Houston Matters. Session on hosting meetings and events in Houston broadcast live on Houston Public Radio (KUHF 88.7FM). October 30, 2013.

MODERATOR/HOST/PANELIST/ROUNDTABLE DISCUSSIONS/RADIO INTERVIEWS/OTHER INVITED PARTICIPATION

Moderator. Event management. *2016 Graduate Student Research Colloquium* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, April 6, 2016.

Moderator. Traveler behavior. *The Travel and Tourism Research Association's 46th Annual Conference*, Portland, Oregon, June 15-17, 2015.

Moderator. Student presentations. *2014 Graduate Student Research Colloquium* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, April 18, 2014.

Moderator. Travel and tourism. *19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, January 3-5, 2014.

Moderator. Information technology. *19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, January 3-5, 2014.

Moderator. Convention and visitor bureaus: CVBs 101. *The 18th Annual Hospitality Hall of Honor Think Tank Series* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, October 23, 2013.

Moderator. 360 degrees of events. *2013 Graduate Student Research Colloquium* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, February 27, 2013.

Moderator. Travel intermediaries: Stuck in the middle – a tourist's best friend. *The 17th Annual Hospitality Hall of Honor Think Tank Series* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, October 23, 2012.

Host. Public support of tourism vertical. *The 2012 Global Congress on Travel Risk Management*. Presented by HospitalityLawyer.com, Houston, Texas, October 1-2, 2012.

Moderator. Managing city-wide events: Insights and logistics. *The 16th Annual Hospitality Hall of Honor Think Tank Series* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston Texas, October 19, 2011.

Host. Venues and events vertical. *The 2011 Global Congress on Legal, Safety, and Security Solutions in Travel*. Presented by HospitalityLawyer.com, Houston, Texas, August 25-28, 2011.

Moderator. Event and meeting planning. *2011 Graduate Student Research Colloquium* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, April 8, 2011.

Moderator. Finance and economics. *16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, January 6-8, 2011.

Guest Blogger. Maintaining effective relationships. *National Recreation and Park Association's Talking Policy for Parks and Recreation Blog*. February 18-19, 2009.

Jason Draper, Ph.D.

Panelist. (2008). The destination experience. *2008 Sport Entertainment & Venues Tomorrow Conference*. Department of Sport and Entertainment Management at University of South Carolina, Columbia, South Carolina, November 5-7, 2008.

TEACHING

Courses Taught – Graduate

Spring 2016. HRMA 6330. Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2015. HRMA 6355: Event Administration (3 Credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2015. HRMA 6330. Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2014. HRMA 6355: Event Administration (3 Credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2014. HRMA 6330: Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2013. HRMA 6355: Event Administration (3 Credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2013. Special Problems and Practicum Course for the Houston CVB with three graduate students (\$9,263 in funding to treat as an add-on course).

- Supervised three graduate students collecting information on competitive cities of Houston for citywide convention business. Met with each student weekly to review their progress and guide them on the project.

Spring 2013. HRMA 6330: Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2012. HRMA 6355: Event Administration (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2012. HRMA 6330: Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2011. HRMA 6355: Event Administration (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2011. HRMA 6330: Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Courses Taught – Undergraduate

Spring 2016. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2015. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2015. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2014. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2014. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2013. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2013. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2012. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2012. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2011. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2011. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2010. HRMA 2365: Tourism (3 credits) (2 sections). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2008. PRTM 320: Recreation Policymaking (3 credits). Department of Parks, Recreation, and Tourism Management at Clemson University.

Fall 2007. PRTM 320: Recreation Policymaking (3 credits). Department of Parks, Recreation, and Tourism Management at Clemson University.

Spring 2007. PRTM 409: Recreation Research I (3 credits). Department of Parks, Recreation, and Tourism Management at Clemson University.

Executive Education Courses Taught

November 12, 2015. *Convention Management*. Presented at the University of Houston to Executives of Kangwonland, South Korea.

September 23, 2011. *Tourism impacts on the economy, society, culture, and environment and Tourism policy and organizations: Government involvement in tourism*. Presented at the University of Houston to the Chinese Hotel Manager Executive Education Program.

Courses Assisted

Spring 2009. PRTM 409: Recreation Research I (3 credits). Department of Parks, Recreation, and Tourism Management at Clemson University. Course Instructor: Dr. Chi-Ok Oh.

Fall 2006. PRTM 409: Recreation Research I (3 credits). Department of Parks, Recreation, and Tourism Management at Clemson University. Course Instructor: Dr. Chi-Ok Oh.

Fall 2006. PRTM 320: Recreation Policymaking (3 credits). Department of Parks, Recreation, and Tourism Management at Clemson University. Course Instructor: Dr. Robert H. Becker.

Guest Lectures

March 22, 2016. *Tourism*. Presented at the University of Houston in HRMA 1337: Introduction to Hospitality Industry. Course Instructor: Dr. Stephen C. Barth.

March 6, 2008. *A case study of tourism planning in Oconee County, South Carolina*. Presented at Clemson University in PRTM 840: Tourism Planning. Course Instructor: Dr. William C. Norman.

February 21, 2008. *Tourism policy*. Presented at Clemson University in PRTM 840: Tourism Planning. Course Instructor: Dr. William C. Norman.

November 29, 2007. *Tourism environments and tourism policy*. Presented at Clemson University in PRTM 201: The Recreation/Leisure Environment. Course Instructor: Dr. Chi-Ok Oh.

November 28, 2007. *Tourism policy*. Presented at Clemson University in PRTM 446: Community Tourism Development. Course Instructor: Dr. William C. Norman.

HONORS and AWARDS

Provost's Faculty Travel Fund (\$1,200) from the University of Houston Provost's Office to attend and present at *The Travel and Tourism Research Association's 46th Annual Conference*, Portland, Oregon, June 15-17, 2015.

Provost's Faculty Travel Fund (\$1,000) from the University of Houston Provost's Office to attend and present at the *International Council on Hotel, Restaurant, and Institutional Education's 2014 Annual ICHRIE Summer Conference*, San Diego, California, July 30 to August 1, 2014.

Stephen Rushmore/HVS Faculty Research Award from the University of Houston, Conrad, N. Hilton College of Hotel and Restaurant Management, received in Spring 2013.

G.O.L.D. (Graduate of the Last Decade) Award from the Department of Recreation, Park, and Tourism Administration, Western Illinois University, April 18, 2008.

Graduate Student Award of Excellence from the Department of Parks, Recreation, and Tourism Management, Clemson University, April 7, 2008.

Professional Enrichment Grant (\$200) from Clemson University's Graduate Student Government to attend and present at *The Travel and Tourism Research Association's 38th Annual Conference*, Las Vegas, Nevada, June 17 to 20, 2007.

PROFESSIONAL AFFILIATIONS

International Council on Hotel, Restaurant, and Institutional Education (2011 to Present)

Travel and Tourism Research Association (2000 to Present)

Travel and Tourism Research Association, Texas Chapter (2010 to Present)

Professional Convention Management Association (2010 to Present)

Southeast Chapter of Travel and Tourism Research Association (2005 to 2010)

Community Development Society (2008 to 2010)

CenStates Chapter of Travel and Tourism Research Association (2000 to 2005)

Other Affiliations

The Italian Cultural & Community Center, Complementary Member (February 2012 to February 2013)

SERVICE

Hospitality Education/Research/Industry

Editorial Board Member, *Journal of Convention & Event Tourism* (Spring 2016 to Present)

Texas Travel Industry Association Research Council (2015 to present)

Member of Advisory Board, Smith Travel Research “Certification in Hotel Industry Analytics” for tourism students and tourism industry professionals (Spring 2014 to Present)

Secretary of the Board, Travel and Tourism Research Association, Texas Chapter (2010 thru Spring 2015)

Member of Faculty Task Force, Professional Convention Management Association (2011, 2013, 2014)

Co-Chair, Call for Visual Presentation Abstracts for the 2012 Global Congress on Travel: Focusing in Legal, Safety, & Security Solutions (October 1-2, 2012)

Member of Advisory Board, The 2011 Global Congress on Legal, Safety, & Security Solutions in Travel (August 25-28, 2011)

Member of Board of Directors, CenStates Chapter of Travel and Tourism Research Association (2004 to 2005)

University of Houston

Member of the Faculty Work Group to assess Critical Thinking Skills of the new Core Curriculum (Spring 2014)

Conrad N. Hilton College of Hotel & Restaurant Management

General Curriculum Committee (Fall 2015 to Present)

PhD Qualifying Exam Committee (Spring 2015 to Present)

Scholarship Committee (Spring 2013 to Present)

Faculty Search Committee (Summer 2012 to Summer 2013)

Graduate Curriculum Committee (Spring 2012 to present)

Faculty Advisor of Eta Sigma Delta (Fall 2011 to Fall 2015)

Represented Conrad N. Hilton College as Associate Marshall at Graduation (Fall 2011)

INDEPENDENT CONSULTING

Houston First, January through May 2015. Analyzed hospitality and tourism employee zip codes to determine the estimated number in State of Texas Senate and House of Representative districts.

Philadelphia Convention & Visitors Bureau, Philadelphia, Pennsylvania, September 28, 2007. Consulted executive staff regarding initiating and the on-going role of an in-house research program, relationships with external research providers, and using research to educate and work with CVB members, constituents, and other stakeholders.

TOURISM INDUSTRY EXPERIENCE

Research Manager, Chicago Convention and Tourism Bureau, Chicago, Illinois (Fall 2000 to Fall 2005)

- Managed the Research Department's projects, daily operations, budget, and 3 to 5 employees and interns.
- Monitored and analyzed primary and secondary travel statistics in Chicago including hotel metrics, travel volume, economic impact, traveler demographic variables, and other indicators used to gauge the convention and tourism industry.
- Prepared industry analysis and presentations for CEO, President, Vice Presidents, Executive Committee, Board of Directors, and key constituents.
- Advised the Executive Staff of industry insights, outlook, and trends through analysis of various data sources and reports at local, regional, and national levels.
- Coordinated all research vendor negotiations and supervised implementation and contract deliverables.
- Designed, implemented, and analyzed all in house research such as follow up web based surveys for Chicago's leisure tourism promotions, meeting planner satisfaction, membership satisfaction, and other projects as conducted.
- Prepared the Chicago Convention and Tourism Bureau's *Annual Competitive Analysis Report* which measured current and future exhibit space, bureau budgets, hotel inventory, labor rates, and other measurements through an annual survey of 80+ responding convention and visitor bureaus in the United States and Canada.
- Supervised the entry and analysis of data in the *Destination3000* sales database which houses statistics related to the convention, tradeshow and group meeting industry for Chicago.
- Designed, coordinated, and tested upgrades to the *Destination3000* database and trained employees on use of the system and upgrades.
- Implemented and enhanced the DataChicago and DataChicago II programs that provided targeted company listings to help grow conventions and tradeshow in Chicago through analysis of Standard Industry Classification (SIC) Codes, geography, company revenue, employee size, and other variables as appropriate.
- Developed and tested the methods for DataChicago II to strategically assist clients to identify and recruit new exhibiting and attendee businesses.
- Managed the HotelPace program in collaboration with TravelCLICK to provide and analyze the outlook of Chicago's future hotel inventory and booking pace.

Assistant - Travel Coordination, Thomas P. Gohagan & Company, Chicago, Illinois (Spring 1998 to Fall 1999)

- Organized and tracked passenger information for more than 15 travel programs with multiple departures.
- Developed reports utilized in-house and by vendors to successfully implement each travel program.
- Collaborated with a computer programmer and assisted in the development and design of *Approach* software to be utilized within the company to meet the demands of tracking the various travel programs and generate the reports needed in-house, by vendors, and other entities to ensure successful travel programs.

Lodging Intern, Amelia Island Plantation, Amelia Island, Florida (Spring 1998)

- Coordinated and supervised the transportation of guests and property owners to and from Jacksonville Airport.
- Arranged and monitored the details of on-property transportation to ensure a safer environment.
- Rewrote the guest services training manual through staff evaluation and observation to increase customer satisfaction and decrease staff training time.
- Coordinated assignment of rooms, condos, and villas for group meetings and events ranging from 20 to 1,000 attendees.

RELATED ACADEMIC EXPERIENCE

Graduate Assistant, Career Services Office, Western Illinois University, Macomb, Illinois (Fall 1999 & Spring 2000)

- Instructed one class per semester on resume development, interviewing, career preparation, career maintenance, and related topics for senior level students.
- Maintained regular office hours to assist students one-on-one with resumes, cover letters, mock interviews, and other topics related to career preparation.
- Co-developed and co-instructed seminars related to career skill preparation and development for student groups of various sizes.