

CURRICULUM VITAE OF JEROME (JERRY) AGRUSA

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EDUCATION

December 1996 Texas A&M University – College Station, Texas
Doctor of Philosophy in Tourism Sciences; Minor - Planning

May 1990 University of Houston – Houston, Texas
Master of Hospitality Management from the Conrad Hilton School of Hotel & Restaurant Management; Graduated with Honors.

December 1987 University of Houston – Houston, Texas
Bachelor of Science; Major concentration of study in political science.

March 1983 –
August 1983 University of College Oxford – Oxford, England
Visiting Student; Major concentration of study in Western European economic and social welfare systems.

May 1982 –
August 1982 Stichting Nijenrode, The Netherlands School of Business – Breklen, The Netherlands
Visiting Student; Major concentration of study in international marketing and management.

September 1979 –
December 1981 Northeastern University – Boston, Massachusetts
Visiting Student; Major concentration of study in business management.

ACADEMIC TEACHING EXPERIENCE

May 2002 –
Present Hawaii Pacific University – Honolulu, Hawaii
Professor of Travel Industry Management in the College of Business Administration

August 1997 –
May 2002 University of Louisiana at Lafayette – Lafayette, Louisiana
Endowed Research Professor/Associate Professor of Hospitality Management in the College of Applied Life Sciences; School of Human Resources
Interim Department Head – School of Human Resources (August 1998 - January 1999)

August 1994 –
May 1997

University of Southern Mississippi – Hattiesburg, Mississippi
Associate Professor of Hotel, Restaurant & Tourism Management in the
College of Health and Human Sciences; School of Family and Consumer
Sciences
Director of Charcoal Room (August 1994 – May 1997)
Assistant Professor (August 1995 – May 1996)
Visiting Assistant Professor (August 1994 – May 1995)

1993 – 1997
(Summer Semesters)

University of Hawaii at Manoa – Honolulu, Hawaii
Visiting Assistant Professor of Travel Industry Management in the School
of Travel Industry Management
Visiting Lecturer (May 1992 – August 1995)

January 1991 –
May 1994

Texas A&M University – College Station, Texas
Lecturer and Internship Coordinator of Facilities Management

1989 – 1992
(Summer Semesters)

Hawaii Pacific University – Honolulu, Hawaii
Visiting Professor of Travel Industry Management

January 1990 –
May 1992

Houston Community College – Houston, Texas
Professor in the School of Hotel & Restaurant Management

*For description of employment duties and responsibilities see Attachment 1

INDUSTRY EXPERIENCE

June 1987 –
Present

J.F.A. Incorporated
President; Providing consulting service to the Tourism and Hospitality Industry in
Europe, Asia, Central America, and the South Pacific.

August 1993 –
December 1996

Mirage United Hotels - Bolzano, Italy
Managing Partner; Director of the Tourism Research Division of this
international consulting company. Responsible for the research consulting services
for hotels, tour companies, and travel agencies throughout Europe.

March 1988 –
May 1988

Lavaca Bay Restaurant - Houston, Texas
General Manager; Responsible for managing a steak/seafood restaurant with
annual revenues exceeding one million dollars. To include: marketing and
booking all wedding receptions, rehearsal dinners, and various business meetings.

November 1985 –
March 1988

Birra Poretti's - Houston, Texas

Assistant General Manager; Responsible for the operation of a five million dollar per year restaurant in Houston's theater district. To include: purchasing, inventory control, and the hiring and training of over 100 employees.

June 1985 –
November 1985

Marriott Hotel, Astrodome - Houston, Texas

Dining Room Supervisor; Responsibilities included organizing and supervising restaurant banquets.

August 1983 –
June 1985

New China Enterprises - Hong Kong, China

International Sales Representative; United States representative in the selling of silks and furs, requiring extensive travel in the Far East.

August 1982 –
February 1983

Clarke's of Boston - Boston, Massachusetts

Entertainment Director; Coordinated all promotions, and negotiated contracts of all bands.

January 1987 –
January 1988

Stockbroker

Certified Registered Dealer

Registered with the NASD (National Association of Securities Dealers)

Licensed with the SEC (Securities Exchange Commission):

Series 6 - Investment Company and Variable Contract Products
Representative

Series 63 - Securities Agent Registered Representative

ENDOWED RESEARCH PROFESSORSHIPS

October 2008

Fulbright Senior Specialist Grant, University of Primorska, Portoroz, Slovenia
Fulbright grants are awarded following a rigorous national competition and are widely viewed as the most prestigious fellowship in the field of international higher education.

2000 - 2002

South Louisiana Mid-Winter Fair/BORSF Research Professor in Applied Life Sciences. An endowed professorship for a three-year period.

1997-2000

Community Coffee Regents LEQSF Research Professor in Hospitality Management. An endowed professorship for a three-year period.

PUBLICATIONS

Refereed Articles in Journals

Agrusa, J., Kim, S. & Lema, J. (2011). "Comparison of Japanese and North American Runners of the Ideal Marathon Competition Destination," *Asia Pacific Journal of Tourism Research*, Vol. 16, No. 2, pp. 183-208.

Agrusa, J., Kim, S. & Wang, K. (2011). "Mainland Chinese tourists to Hawaii: Their characteristics and preferences." *Journal of Travel & Tourism Marketing*, Vol. 28 pp.261–278 (ISSN: 1054-8408 print /1540-7306 online)

Sizoo, S., Agrusa, J. & Lema, J. (2011). "Applying the Theory of Similarity to Cross-Cultural Service Encounters: The Case of Tourists in Tahiti," *Journal of International Business*, Vol. 3, No. 1, Spring 2011 pp. 77-106.

Agrusa, J. Kim, S. & Wang, K. (2011). Mainland Chinese tourists to Hawaii: Their characteristics and preferences. *Journal of Travel & Tourism Marketing*, Vol. 28 pp.261–278 (ISSN: 1054-8408 print / 1540-7306 online)

Agrusa, J., Lema, J., Asage,,S. ,Maples, A., and George, B. (2010). Introduction of casino gaming in Okinawa, Japan: A case study of challenges and opportunities. . *Journal of Asia Pacific Studies*.Vol.1, No. 3, pp. 570-590 (ISSN: 1948-0091)

Agrusa, J., Kupper, E., & Sizoo, S. (2010). How Japanese and German tourists perceive service failures in the U.S.A. *International Journal of Arts and Sciences*. Vol. 3, No. 7, pp. 250-259 (ISSN: 1944-6934).

Lema, J., Agrusa, J., Lazanski, T. ,Juvan, E., & Lesjak, M. (2010). Endangered Areas in Central America and Implications for Sustainable Tourism Development. *Journal of Tourism Challenges and Trends*, Vol. III, No. 1. pp. 57-64.

Cassell, G., Lema, J., & Agrusa, J. (2010). Developing niche tourism: A literary festival in Montserrat. *The Consortium Journal of Hospitality and Tourism*, Vol. 15, No. 1, pp. 61-74 (ISSN: 1535-0568).

Lema, J., Agrusa, J., & Buda, D.M. (2010). The process of experiential learning: Implications for dark tourism. *Buletinul Universității Naționale de Apărare "Carol I"*, Vol. XX, pp. 440-447.

Donlon, J.G., Donlon, J.H., & Agrusa, J. (2010). Cultural tourism, camel wrestling, and the tourism 'bubble' in Turkey. *Anatolia: An International Journal of Tourism and Hospitality Research*, Vol. 21, No. 1, pp. 29-39.

Agrusa, W., Lema, J., Tanner, J. Host, T., & Agrusa , J. (2010). Integrating Sustainability and Hawaiian Culture into the Tourism Experience of the Hawaiian Islands. *PASOS* , Vol. 8, No. 2. pp 247-264.

Kim, S.S., Sangsoo, C., Agrusa, J., Kuo-Ching, W., Youngmi, K. (2010). The role of family decision makers in festival tourism. *International Journal of Hospitality Management*. Vol. 29, pp. 308-318.

Lema, J., Agrusa, J. & Agrusa, W. (2009). Tourism in mountain and remote regions. *Journal of Tourism Challenges and Trends*. Vol. II, No. 1. pp. 11-25.

- Agrusa, J., Lema, J., Kim, S., & Botto, T. (2009). The impact of consumer behavior and service perceptions of a major sport tourism event. *Asia Pacific Journal of Tourism Research*. Vol. 14, No. 3. pp 267-277.
- Agrusa, J. & Kim, S. (2009). Understanding preferences and characteristics of Japanese tourists to Hawaii. *Tourism Analysis*. Vol. 13 . pp 485-497.
- Bonn, M., Chang, H., Agrusa, J., Furr, L., Kim, W.G., & Lee, H. (2009). Demographic, behavioral and perceptual comparisons of U.S. visitor experience with group package tours and free independent travel to China. *Florida International University Hospitality Review*. Vol. 27, No. 1. pp. 58-76.
- Lema, D. & Agrusa, J. (2009). Relationship of WWW usage and employee learning in the casino industry. *International Journal of Hospitality Management*. Vol. 28 (1). pp 18 -25.
- Agrusa, J., Lema, J., Tanner, J. & Cestari, M. (2008). Tahitian residents perceptions of Tahiti as a tourist destination. *Journal of Tourism*, Vol. IX, No. 2. pp. 79-101.
- Kim, Y., Kim, S. & Agrusa, J. (2008). An investigation into the procedures involved in creating the Hampyeong Butterfly Festival as an ecotourism resource, successful factors, and evaluation. *Asia Pacific Journal of Tourism Research*. Vol. 13, No. 4. pp 357-378.
- Agrusa, J., Lema, J. & Tanner, J. (2008). A re-examination of the legalization of casino gambling from the Japanese tourist perspective: A 10 year review. *Asia Pacific Journal of Tourism Research*. Vol. 13, No. 2. pp 129-144.
- Agrusa, J., Maples, G., Kitterlin, M. & Tanner, J. (2008) Sensation seeking, culture, and the valuation experiential services. *Event Management* .Vol. 11, No.3. pp 121 -128.
- Reynisdottir, M., Song, H., & Agrusa, J. (2008). Willingness to pay entrance fees to natural attractions in Iceland. *Tourism Management* . Vol. 29, issue 6, pp 1076-1083.
- Agrusa, J., Lema, J., Botto, T., & Cho, Y. (2008). When sports equal big bucks for a tourist destination: A three –year comparative study of the Honolulu Marathon. *The Consortium Journal of Hospitality and Tourism*. Vol. 13. No. 1. pp 5 – 12.
- Kim, S., & Agrusa, J. (2008). Segmenting Japanese tourists to Hawaii according to tour purposes. *Journal of Travel and Tourism Marketing*. Vol. 24, No 1. pp 63-80.
- Agrusa, J., Maples, G., Agrusa, W., Tanner, J. & Song, H. (2008). Service perceptions and associated consumer behavior of Japanese and non-Japanese marathoners at the Honolulu Marathon. *Journal of Business and Economic Perspectives* Vol. XXXIV, No.1, Spring/Summer pp. 6-13.
- Kim, S.S., Agrusa, J., Chon, K., & Cho, Y. (2008). The effects of Korean pop culture on Hong Kong residents' perceptions of Korea as a potential tourist destination. *Journal of Travel and Tourism Marketing*. Vol.24, No.2/3, pp 163-183.
- Cho, Y. & Agrusa, J. (2007). How the media is a significant promotional tool to deliver marketing messages to audiences? *International Business & Economics Research Journal*. Vol. 6 , No. 10, pp 61-74.

- Agrusa, J & Lema, J. (2007). An examination of Mississippi Gulf Coast casino management styles with implications for employee turnover. *Gaming Research & Review Journal*. Vol. 11, No. 1, pp 13-26.
- Kim, S., Agrusa, J., Lee, H., & Chon, K. (2007). Effects of Korean television dramas on the flow of Japanese tourists. *Tourism Management*. 28(5), 1340-1353
- Agrusa, J., Tanner, J., Agrusa, W ; Lema, D.& Meche, M. (2007). When sporting events compliment tourism: The 32nd Honolulu Marathon. *The Consortium Journal of Hospitality and Tourism*. Vol.11,No.2,pp 61-78. ISSN: 1535-0568.
- Kim, S., Guo, Y., Wang, K, and Agrusa, J. (2007). Study motivations and study preferences of student groups from Asian Nations majoring in hospitality and tourism management programs. *Tourism Management*, 28(1), 140-151.
- Park, J., Ellis, G., Kim, S., Ruddell, E., & Agrusa, J. (2006). Predictor of social equity and price acceptability: Judgments of user fees. *Journal of Travel and Tourism Marketing*. Vol.21, No. 2/3, pp 89-104.
- Agrusa, W., Spears, D., Agrusa, J., & Tanner, J. (2006). An analysis of employees' perceptions of management styles. *The Consortium Journal of Hospitality and Tourism*. Vol. 11, No. 1, pp. 83-94.
- Lema, D. & Agrusa, J. (2006). Self-efficacy, industry experience, and the self-directed learning readiness of hospitality industry college students. *Journal of Teaching in Travel & Tourism*. Vol. 6, No. 4, pp 37-50.
- Agrusa, W., Agrusa, J., Tanner, J., & Lema, D. (2006). The economic benefits of the 31st Honolulu marathon. *The Consortium Journal of Hospitality and Tourism*. Vol. 10, No. 1, pp. 45-54. ISSN: 1535-0568
- Cho, Y., & Agrusa, J. (2006). Assessing use acceptance & satisfaction toward online travel agencies *Journal of Information Technology and Tourism*. Vol. 8, No. 3/4, pp. 179-195. ISSN: 1098-3058
- Agrusa, J., Tanner, J., & Dupuis, J. (2006). Determining the potential of American Vietnam veterans returning to Vietnam as tourists. *International Journal of Tourism Research*. Vol. 8, Issue 3, pp. 223-234
- Henkel, R., Henkel, P., Agrusa, W., Agrusa, J., and Tanner, J. (2006). Thailand as a tourist destination: Perceptions of international visitors and Thai residents. *Asia Pacific Journal of Tourism Research*. Vol. 11, No. 3, pp 269 – 287.
- Albieri, G. & Agrusa, J. (2005). The bottom-up approach to sustainable tourism. *International Journal of Environmental Cultural, Economic and Social Sustainability*, Vol. 1, No. 1, pp 7-14.
- Kim, S., Guo, Y., & Agrusa, J. (2005). Preference and positioning analyses of overseas destinations by Mainland Chinese outbound pleasure tourists. *Journal of Travel Research*., Vol. 44, No. 2, pp. 212 -220.
- Agrusa, J., Tanner, J., & Lema, D. (2005). Japanese runners in the Honolulu Marathon and their economic benefits to Hawaii. *Tourism Review International: Special Issue on Japanese Tourism*, Vol. 9, No. 3, pp.261-270
- Kim, S. & Agrusa, J. (2005). The positioning of overseas honeymoon tourism destinations: Perceptions of Korean tourists. *Annals of Tourism Research*. Vol. 32, No. 4, pp. 887 – 904.

- Sizoo, S., Agrusa, J., & Iskat, W. (2005). Measuring and developing the learning strategies of adult career and vocational education students. *Education*, Vol. 125, No. 4, pp. 527-538.
- Lema, D., Agrusa, J., & Botto, T. (2004). A case study: Adult education principles as a guide to cross-training mature adults in the casino restaurant business. *The Consortium Journal of Hospitality and Tourism*, Vol. 8, No. 1, pp. 5-15.
- Prideaux, B., Agrusa, J., Donlon, J., & Curran, C. (2004). Exotic or erotic – contrasting images for defining destinations. *Asia Pacific Journal of Tourism Research*, Vol. 9, No. 1, pp. 5-17.
- Agrusa, J., Tanner, J., & Coats, W. (2004). Hospitality, restaurant, and tourism management degree programs and the issue of student preparedness. *Journal of Hospitality & Tourism Education*, Vol. 16, No. 1, pp. 56-63.
- Coats, W., Agrusa, J., & Tanner, J. (2004). Sexual harassment in Hong Kong: Perceptions and attitudes of restaurant employees. *The Journal of Human Resources in Hospitality & Tourism*, Vol. 3, No. 1, pp. 71-87.
- Hsu, K., Zhu, Z., & Agrusa, J. (2004). Turning click-through visitors into customers: A study of Chinese hotel web sites. *Journal of Hospitality & Leisure Marketing*, Vol. 11, No. 4, pp. 81-92.
- Agrusa, J., Coats, W., & Donlon, J. (2003). Working from a bottom-up approach: Cultural and heritage tourism. *International Journal of Tourism Sciences*, Vol. 3, No. 1, pp. 121-128.
- Agrusa, J., Coats, W., Tanner, J., & Leong, J. (2002). Hong Kong and New Orleans: A comparative study of perceptions of restaurant employees on sexual harassment. *International Journal of Hospitality & Tourism Administration*, Vol. 3, No. 3, pp. 19- 31.
- Agrusa, J. & Prideaux, B. (2002). Tourism and the threat of HIV/AIDS in Vietnam. *Asia Pacific Journal of Tourism Research*, Vol. 7, No. 1, pp. 1-10.
- Weber, J., Coats, W., Agrusa, J., Tanner, J., & Meche, M. (2002). Sexual harassment in the hospitality industry: Perceptions of restaurant employees. *Journal of Human Resources in Hospitality and Tourism*. Vol. 1, No. 1, pp. 75-93.
- Agrusa, J. & Tanner, J. (2002). The economic significance of the 2000 Buy.Com Golf Tournament on the Lafayette, Louisiana area. *Journal of Sports Tourism*. Vol. 7, No. 1, ISBN 1029-5399. [On-line]. Available: www.sptourism.net.
- Dwyer, L., Agrusa, J., & Coats, W. (2001). Economic scale of a community event: The Lafayette Mardi Gras. *Pacific Tourism Review*. Vol. 5, No. 3, pp. 167-179.
- Agrusa, J. & Coats, W. (2000/01). The economic impact of Mardi Gras in Lafayette, Louisiana: A three-year comparative study. *The Consortium Journal*. Vol. 5, No. 2, pp. 63-73.
- Agrusa, J., Coats, W., & Tanner, J. (2000). Perceptions of restaurant employees in Asia Pacific on sexual harassment in the hospitality industry. *Asia Pacific Journal of Tourism Research*. Vol. 5, No. 2, pp. 29-44.
- Agrusa, J. & Tanner, J. (2000). Hawaii and its potential to be a gaming nation: An overview of Hawaiian sovereignty. *International Journal of Tourism Sciences*, Vol. 1, No. 1, pp. 19-34.

- Agrusa, J. (2000). Krewes and their activities and spending on Mardi Gras in Lafayette, Louisiana. *Event Management*. Vol. 6, No. 2, pp. 105-107.
- Agrusa, J. (2000). Legalization of gambling in Hawaii and its potential effects on Japanese intention to visit: A philosophical inquiry. *Journal of Travel & Tourism Marketing*. Vol. 9, No. 1/2, pp. 211-217.
- Agrusa, J. & Coats, W. (2000/01). Casinos in the Pacific: A review and discussion. *The Consortium Journal*, Vol. 5, No. 1, pp. 39-46.
- Agrusa, J. (1998). Perceptions and attitudes towards the legislation of gaming in Hawaii by Japanese speaking tourists and English speaking tourists. *Asia Pacific Journal of Tourism Research*. Vol. 2, Issue 2, pp. 57-64.
- Agrusa, J. (1998). Casino development: Is it the economic solution. *Appraisal Review & Mortgage Underwriting Journal*. Vol. 17, No. 1, pp. 58-69.
- Vallen, G. K. & Agrusa, J. (1997). Perceptions and Attitudes of Residents and Tourists Towards the Legislation of Gaming in Hawaii. *Bottom Line, Journal of International Association of Hospitality Accountants*. Vol. 12, No. 1, pp. 29-34.
- Agrusa, J. (1994). Group tours in Hawaii; a survey and analysis. *Annals of Tourism Research*. Vol. 21, No. 1, pp. 146-147.
- Agrusa, J. (1992). Overview of the Texas hotel industry. *Texas Tourism Trends*.
- Agrusa, J. (1991). The reason why people choose fast food outlets over full-service restaurants or home-prepared food in Texas. *Texas Tourism Trends*.

Refereed Articles in Conference Proceedings

- Lema, J. & Agrusa, J. (2011, April). Participatory events beyond economics. *Special Interest Tourism and Destination Management*, Kathmandu, Nepal, 139-143.
- Chen, M. & Agrusa, J. (2010). An investigation of risk determinants of China's hotel industry. 16th Asia Pacific Tourism Association Annual Conference, Macao S.A.R., China, 169-171. (ISSN: 2092-5557)
- Agrusa, W., Lema, J., & Agrusa, J. (2009). Tourists perception of Hawaiian culture into the tourism experience. 15th Asia Pacific Tourism Association Annual Conference, Incheon, Korea, 516-519. (ISSN: 2092-5549)
- Lema, J. & Agrusa, J. (2009). Sustainable cultural tourism development. Connecting Academies of Hope: Creative Vistas and Critical Visions, 3rd International Critical Tourism Studies Conference. Zadar, Croatia, 198-206.
- Lema, J. & Agrusa, J. (2009). Participative tourism in the Middle East and North Africa. *Traditions and Transformations: Tourism, Heritage and Cultural Change in the Middle East and North Africa*, 35-36.

- Kim, Y., Cho, G, Agrusa, J. & Zimmerman. L. (2009) The Influence of South Korean Television Dramas on Hawaii Residents' Perceptions of South Korea as a Potential Tourist Destination. 15th Asia Pacific Tourism Association Annual Conference, Incheon, Korea pp. 124-128. (ISSN: 2092-5549)
- Agrusa, J., Lema, J., & Kim, S.. (2008). Sports Tourism in Hawaii: Service Perceptions and Consumer Behavior 14th Asia Pacific Tourism Association Annual Conference, Bangkok, Thailand, pp. 917 -922. (ISBN: 978-89-957851-5-7 98980)
- Agrusa, J., Lema J. & Agrusa, W., (2007). Enticing Japanese Tourists Back to Hawaii: Are Casino's the Answer? 38th Travel and Tourism Research Associations Annual Conference. Las Vegas, Nevada, pp. 347- 352. (ISBN 978-0-9768068-2-0)
- Lema, J., Agrusa, J., & Handel, A. P. (2008). Sustainable tourism development in Montserrat. *University of the West Indies 2nd Country Conference Proceedings*.
- Agrusa, W., Lema, J., & Agrusa, J. (2007). Residents' and tourists' assessment of the legalization of casinos in Hawaii. 5th APac-CHRIE & 13th APTA Joint Conference, Beijing, China., pp 1-7.
- Agrusa, J., Agrusa, W., & Lema J. (2006). Sustainable tourism that works: Using the bottom-up approach. 12th Asia Pacific Tourism Association & 4th Asia Pacific CHRIE Joint Conference. Hualien, Taiwan, pp. 1201-1211.
- Hsu, K., Agrusa, J., & Park, B. (2006). The impact of Korean soap operas on Korea's image as a tourism destination. 12th Asia Pacific Tourism Association & 4th Asia Pacific CHRIE Joint Conference. Hualien, Taiwan, pp. 859-872.
- Reynisdottir, M., Song, H., & Agrusa, J. (2006). Willingness to pay entrance fees to natural attractions in Iceland. The 16th Annual CAUTHE Conference. Invited paper in "to the city and beyond", O'Mahoney, G.B. & Whitelaw, P.A. (eds). Victoria University, Melbourne, p. 108. (ISBN 0-9750585-1).
- Afo, A & Agrusa, J. (2005). Perceptions of international visitors on Tahiti as a tourist destination. The Fourth Asia Pacific Forum "Winds of Change in Tourism Research: Voyages of Inquiry & Discovery". Honolulu, Hawaii.
- Agrusa, J., Henkel, R., Henkel, P., Coats, W., & Tanner, J. (2005). Perceptions of international visitors on Thailand as a tourist destination. The Eleventh Annual Asia Pacific Tourism Association Conference. Goyang, Korea, pp. 258-264.
- Cho, Y. & Agrusa, J. (2005). Assessing key success factors for on-line travel agencies: Implications for CRM. The Eleventh Annual Asia Pacific Tourism Association Conference. Goyang, Korea, pp. 413-429.
- Albieri, G. & Agrusa, J. (2005). The bottom-up approach to sustainable tourism: Prainha do Canto Verde. International Conference on Environmental, Cultural, Economic and Social Sustainability. Honolulu, Hawaii, pp. 20.
- Agrusa, J. (2004). How festivals and events help with the growth of regional development. The 56th TOSOK International Tourism Symposium and Conference. Dan Yang, Korea, pp. 29-41.
- Agrusa, J., Tanner, J., Meche, M., & Coats, W. (2004). The economic benefits of the 31st Honolulu marathon by runners from Japan. The Tenth Annual Asia Pacific Tourism Association Conference. Nagasaki, Japan,

pp. 1195-1200 (ISBN 4-9902034-0-2).

- Agrusa, J., Redmond, S., Coats, W., & Tanner, J. (2003). An analysis of employee and manager/supervisor perceptions of management styles and related tendencies on the employee turnover. The Ninth Annual Asia Pacific Tourism Association Annual Conference. Sydney, Australia, pp. 665-670 (ISBN 0-9750957-1-4)
- Coats, W., Tanner, J., & Agrusa, J. (2003). Sexual harassment from an Asian perspective: Perceptions of Hong Kong hospitality employees. [CD-ROM]. Hawaii International Conference on Business. Honolulu, Hawaii.
- Agrusa, J. (2003). Determining the potential of Vietnam as a tourist destination for American Vietnam Veterans through the use of a web site. [CD-ROM]. Hawaii International Conference on Business. Honolulu, Hawaii.
- Agrusa, J., Tanner, J., & Redmond, S. (2003). Employee turnover: Perceptions of management styles by employees and managers in a Louisiana casino. [CD-ROM]. Hawaii International Conference on Business. Honolulu, Hawaii.
- Agrusa, J. (2002). Cultural and heritage tourism, working from a bottom-up approach. 52nd TOSOK 2002 International Tourism Symposium and Conference. Buyeo County, Korea, pp. 33-39.
- Coats, W., Tanner, J., & Agrusa, J. (2002). Understanding the local casino market: Perceptions of Louisiana residents. 2002 AMA Educators' Proceedings: Enhancing Knowledge Development in Marketing. San Diego, California, p. 324.
- Agrusa, J. & Tanner, J. (2002). Perceptions of hospitality and tourism management faculty on students readiness for college curricula: A case study in the United States. The Eighth Annual Asia Pacific Tourism Association Conference. Dalian, China, pp. 1-9.
- Agrusa, J., Tanner, J., & Davis, D. (2001). Evaluating students' readiness for hospitality and tourism management curricula. [CD-ROM]. The International Business & Economics Research Conference. Reno, Nevada.
- Agrusa, J., Verma, A.K., Yarbrough, D.N., & Dupuis, J. (2001). The use of a web-site to determine the potential of Vietnam as a tourist destination for Vietnam veterans. International Society of Travel and Tourism Educators Annual Conference. Houston, Texas, pp. 22-28.
- Agrusa, J., Coats, W., Tanner, J., & Donlon, J. (2001). Gaming trends on Indian reservations and other sovereign lands: Lessons learned for the tourism and hospitality industry. Atlantic Marketing Association Seventeenth Annual Conference. Portland, Maine, pp. 671-678.
- Agrusa, J., Prideaux, B., & Donlon, J. (2001). Sex Tourism in Thailand--Risky business or Russian Roulette? The Seventh Annual Asia Pacific Tourism Association Annual Conference. Makati City, Philippines, pp. 152-154.
- Agrusa, J., Coats, W., Tanner, J., & Leong, J. (2001). A comparative study of the perceptions of Hospitality employees in China and the United States on sexual harassment. The Seventh Annual Asia Pacific Tourism Association Annual Conference. Makati City, Philippines, pp. 235-239.
- Agrusa, J., Tanner, J., & Coats, W. (2001). Casinos in Hawaii. [CD-ROM]. 2001 Hawaii Conference on

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- Agrusa, J., Tanner, J., & Coats, W. (2001). Hawaii's restaurant employees' perceptions of sexual harassment. [CD-ROM]. 2001 Hawaii Conference on Business. Honolulu, Hawaii.
- Agrusa, J. & Tanner, J. (2001). Gambling in Hawaii: What marketers should know before placing their bets. The 2001 American Marketing Association Winter Conference. Scottsdale, Arizona, pp. 235-245.
- Agrusa, J. & Coats, W. (2000) The economic benefits of Mardi Gras in Lafayette, Louisiana: A three-year comparative study. The International Society of Travel and Tourism Educators Annual Conference. Tampa, Florida, pp. 49-54.
- Agrusa, J. (2000) The potential of Vietnam as a tourist destination for American Vietnam War Veterans. The Sixth Asia Pacific Tourism Association Annual Conference. Phuket, Thailand, pp. 751-755.
- Agrusa, J. & Tanner, J. (2000) Hawaiian sovereignty and its potential to be a gaming nation. Fourth International Conference "Tourism in Southeast Asia & Indo-China: Development, Marketing and Sustainability". Chiang Mai, Thailand, pp. 106-115.
- Agrusa, J., Coats, W., & Tanner, J. (2000) Mardi Gras in Acadiana: The economic impact of Mardi Gras 1999 in Lafayette. [CD-ROM]. Tenth Australian Tourism and Hospitality Research Conference. Mt. Buller, Victoria, Australia, (ISBN: 0-646-38832-0).
- Agrusa, J. (2000) Managing for the new Millennium: Are we preparing our graduates correctly? Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Volume V. Houston, Texas, pp. 220-222.
- Agrusa, J. & Begnaud, C. (2000) The development of the Atchafalaya Basin as an ecotourist destination. Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Volume V. Houston, Texas, pp. 321-324.
- Noto, R. & Agrusa, J. (2000) The demographics and the economic impact of Louisiana bed and breakfast visitors. Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Volume V. Houston, Texas, pp. 325-329.
- Agrusa, J., Coats, W. & Thibodeaux, B. (2000). The impact of the Internet on the bed and breakfast industry in the state of Louisiana. Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Volume V. Houston, Texas, pp. 415-419.
- Agrusa, J., Coats, W., & Tanner, J. (1999) Sexual harassment in the hospitality industry: Perceptions of restaurant employees in Asia Pacific. The Fifth Asia Pacific Tourism Association Conference Proceedings, Volume 2. Hong Kong SAR, China, pp. 824-832.
- Agrusa, J. & Guidry, J. (1999) Ecotourism and sustainable development of the Maya rain forest in Central America. First Pan-American Conference, Panama City, Panama, pp. 34 - 37.
- Agrusa, J. (1998) Legalization of gambling in Hawaii and its potential effects on Japanese intention to visit: A philosophical inquiry. The Fourth Asia Pacific Tourism Association Conference Proceeding. Tanyang, Korea. Series B. pp. 107-110.
- Agrusa, J. (1998) AIDS and tourism in Vietnam. Third International Conference "Tourism and Hotel Industry in

Indo-China & Southeast Asia: Development, Marketing, and Sustainability". Phuket, Thailand, pp. 152-162.

- Agrusa, J. & Coats, W. (1998) Sexual harassment in the restaurant industry: Is there a difference? Third Conference on Graduate Education and Graduate Students Research, Volume 3. Houston, Texas, pp. 338-343.
- Agrusa, J. & Friloux, H. (1998) The potential to develop the Acadiana area into an ecotourism destination. Third Conference on Graduate Education and Graduate Students Research, Volume 3. Houston, Texas, pp. 463-467.
- Agrusa, J. (1997) Perceptions and attitudes toward the legislation of gaming in Hawaii in Japanese speaking tourists and English speaking tourists. The International Society of Travel and Tourism Educators Annual Conference. Volume IX. San Diego, California, pp. 101-112.
- Agrusa, J. & Ye, Z. (1997) Alternative tourism for the state of Mississippi. Second Conference on Graduate Education and Graduate Students Research, Volume 2. Las Vegas, Nevada, pp. 179-187.
- Agrusa, J. & Cedenio, F. (1997) Barriers to an international student in graduate school majoring in hotel, restaurant and tourism management. Second Conference on Graduate Education and Graduate Students Research, Volume 2. Las Vegas, Nevada, pp. 13-16.
- Agrusa, J. & Lema, D. (1997) Novelty in Mississippi's riverboat casinos: Is food service operations an answer? Second Conference on Graduate Education and Graduate Students Research, Volume 2. Las Vegas, Nevada, pp. 157-163.
- Moghal, Z. & Agrusa, J. (1997) The potential to develop the state of Mississippi into an ecotourist destination. Second Conference on Graduate Education and Graduate Students Research, Volume 2. Las Vegas, Nevada, pp. 189-198.
- Agrusa, J. & Lema, D. (1996) The role of food service operations in Mississippi's riverboat casinos. Society of Travel and Tourism Educators Annual Conference. Ottawa, Canada, pp. 213-217.
- Agrusa, J. (1996) Eco-tourism in Indo-China: An economic answer or a temporary solution? Second International Conference: Tourism in Indo-China: Opportunities for Investment, Development, and Marketing. Ho Chi Minh City, Vietnam, pp. 228-232.
- Sizoo, S. & Agrusa, J. (1995) The learning strategies of tourism students at a state university, with students at a proprietary travel school, and students at a liberal arts college. Society of Travel and Tourism Educators Annual Conference. Denver, Colorado, pp. 126-135.
- Agrusa, J. (1994) The analysis of "Since the life of the U.S. embargo: The tourism potential of American Vietnam War Veterans in Vietnam". 1994 STTE Conference Proceedings. Lexington, Kentucky, pp. 245-250.
- Agrusa, J. (1994) Violence against tourists, The downfall of a paradise destination. 1994 World Business Congress Proceedings. Penang, Malaysia.
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BOOK CHAPTERS

Laws, E., Richins, H., **Agrusa, J.**, & Scott, N., eds. Tourist destination governance: practice, theory and issues. Oxfordshire, UK: CAB International, 2011.

Agrusa, J. (2008). Perceptions of Thailand as a Tourist Destination. In Adam & Kaosa-ard (Eds.), Mekong tourism: Competitiveness & Opportunities, (pp. 135-157). Chiang Mai, Thailand: Social Research Institute, Chiang Mai University. ISBN 978-974-672-354-1

Prideaux, B. & Agrusa, J. (2008). Hawaii. In Michael Luck (Eds.) The Encyclopedia of Tourism and Recreation Marine Environments (pp. 209-212). Cambridge, MA CAB International. ISBN-13 978 1 84593 350 0

Agrusa, J. (2006). The Role of Festivals and Events in Community Tourism Destination Management. In Jamieson, Community Destination Management in Developing Economics, (pp. 181-192). New York: The Haworth Hospitality Press. ISBN 0-7890-2386-5

Agrusa, J. (2005). Cultural and Heritage Tourism. In Poynter & Sorensen (Eds.), Travel and tourism, 2nd ed. (pp. 128-138). Denver: Leromi Publishing. ISBN 0-9713585-6-7

Agrusa, J., Donlon, J., & Donlon, J. (2005). Cultural and Heritage Tourism. In Poynter & Sorensen (Eds.), Travel and tourism (pp. 187-202). Denver: Leromi Publishing. ISBN 0-9713585-3-2

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Donlon, J. & Agrusa, J. (2003). Attraction of the Naughty – Gentleman’s Clubs as a Tourism Resource: The French Quarter Example. In Bauer & McKercher, Sex and tourism: Journeys of romance, love, and lust (pp. 119-134). New York: The Haworth Hospitality Press. ISBN 0-7890-1202-2

Agrusa, J. & Donlon, J. (2001). Tourism Services. In Brymer, R.A. (10th ed.), Hospitality & Tourism (pp. 393-400). Dubuque, Iowa: Kendall/Hunt Publishing. ISBN 0-7872-8134-4

Agrusa, J. (2001). Is Elegance in the Hospitality Industry Still Alive? In Pyenson, L. (Ed.), Elegance: Beauty & truth (Vol. 2, pp. 41-43). Lafayette, Louisiana: Center for Louisiana Studies. ISBN 1-889911-09-7.

BOOK AND CONFERENCE REVIEWS

Book Reviews

Agrusa, J. (2002). Consumer Psychology of Tourism, Hospitality and Leisure by Woodside, Crouch, Mazanec, Oppermann and Sakai. *Journal of the Academy of Marketing Science*, Vol. 30, No. 1, pp. 88-89.

Agrusa, J. (2000). A Club Manager's Guide to Private Parties and Club Functions by Perdue, Montgomery, Shock and Stefanelli. *Australian Journal of Hospitality Management*. Vol. 7, No. 2, pp. 55-57.

Textbook Review

Agrusa, J. The Management of Maintenance and Engineering Systems in the Hospitality Industry, 4th ed. by Frank D. Borsenik and Alan T. Stutts for Wiley & Sons, Inc.

Conference Reviews

Albieri, G. & Agrusa, J. (2008). EIGTUR 2008 First International Meeting for Tourism Management: The Public and Private Sector. *Journal of Teaching in Travel & Tourism*, Vol. 8, No. 1, pp. 105-108.

Agrusa, J. (2003). The ninth Asia Pacific Tourism Association annual conference – “Current research, future strategies: Bridging uncertainty”. *Journal of Teaching in Travel & Tourism*, Vol. 4, No. 2, pp. 85-88.

Agrusa, J. (2003). The ninth Asia Pacific Tourism Association annual conference – “Current research, future strategies: Bridging uncertainty”. *Asia Pacific Journal of Tourism Research*, Vol. 8, No. 2, pp. 55 – 56.

Agrusa, J. (2003). The eighth Asia Pacific Tourism Association annual conference – “Tourism development in the Asia Pacific Region: Worldwide views and multidimensional perspectives”. *Journal of Teaching in Travel & Tourism*, Vol.3, No. 2, pp. 81-83.

Agrusa, J. (2003). The seventh Asia Pacific Tourism Association annual conference—“Mix, match & move: Shaping the future of tourism”. *Journal of Teaching in Travel & Tourism*, Vol. 3, No. 1, pp. 115 – 117.

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Agrusa, J. & Coats, W. (2002). The fourth biennial conference on tourism and hotel industry in Southeast Asia: Development, marketing and sustainability. *Journal of Teaching in Travel & Tourism*, Vol. 2, No. 1, pp. 103 – 105.

Agrusa, J. (2002). The sixth Asia Pacific Tourism Association annual conference—“Tourism: A strategic industry in Asia and Pacific: Defining problems and creating solutions”. *Journal of Teaching in Travel & Tourism*, Vol. 2, No. 1, pp. 103 – 105.

Gladstone, C. & Agrusa, J. (2000). “One world, One community, One mission” International Society of Travel and Tourism Educators. *Asia Pacific Journal of Tourism Research*. Vol. 5, No. 2, pp. 80 – 81.

Agrusa, J. & Bharath M. J. (1995). Conference report: Building for tomorrow: The annual conference of STTE – 1993. *Annals of Tourism Research*. Vol. 22, No. 1, pp. 213 - 215.

INDUSTRY PUBLICATIONS

Kim, S., Guo, Y., & Agrusa, J. (Nov.2005). China Trip Briefing Packet for California Tourism Delegation, Preference and positioning analyses of overseas destinations by Mainland Chinese outbound pleasure tourists.

Coats, W. & Agrusa, J. (Sept./Oct. 2001). Sexual harassment: Views of Louisiana restaurant employees. *A La Carte: The official magazine of the Louisiana Restaurant Association*, Vol. 14, pp. 12 – 15.

Agrusa, J. (1999). The economic impact of Mardi Gras in Lafayette, 1999. *Louisiana Business Survey*. Vol. 30, No. 2, pp. 10 - 11.

EXECUTIVE TRAINING PROGRAMS TAUGHT

- March 2010/11 Conducted a four two-day course, entitled ***“Hospitality Management: Providing Exceptional Services”*** as well as **Event Management** for the Abu Dhabi Tourism Authority (ADTA). The participants held management or supervisory positions in the tourism authority. These workshops are sponsored by the ADTA
- December 2008 Conducted a six day course over a 3 Month period, entitled ***“Hospitality & Tourism Management”*** to a group of Taiwanese students from Tamkang College at a customized training program sponsored by Hawaii Pacific University.
- November 2008 Conducted a four-day course, entitled ***“Hotel Management”*** to a group of Japanese students from Hiroshima College at a customized training program sponsored by Hawaii Pacific University
- December 2007 Conducted a six day course over a 3 week period, entitled ***“Hospitality Management”*** to a group of Japanese students from Hiroshima College at a customized training program sponsored by Hawaii Pacific University.
- February 2007 Presented ***“Introduction to the Hospitality Industry”*** to a group of Japanese students from Nakamura Institute International Hotel School at a customized training program sponsored by the School of Travel Industry Management at the University of Hawaii.
- November 2006 Conducted a four-day course, entitled ***“Hotel Management”*** to a group of Japanese students from Hiroshima College at a customized training program sponsored by Hawaii Pacific University.
- May 2006 Conducted a four-day course, entitled ***“Hospitality Management: Providing Exceptional Services”*** for TPAF (Training & Productivity Authority of Fiji). The participants held management or supervisory positions in resorts in Fiji. This workshop was sponsored by the Asian Productivity Organization (APO), an intergovernmental international organization in the Asia Pacific Region whose mission is to contribute to the socio-economic development in the region through productivity promotion. – Nadi and Suva, Fiji.
- February 2006 Presented ***“Wedding Planning and the Hospitality Industry”*** to a group of Japanese students from Nakamura Institute International Hotel School at a customized training program sponsored by the School of Travel Industry Management at the University of Hawaii.

- September 2005 Presented ***“Introduction to the Hospitality Industry”*** to a group of Japanese students from Nakamura Institute International Hotel School at a customized training program sponsored by the School of Travel Industry Management at the University of Hawaii.
- September 2005 Conducted a training seminar on ***Communications and Guest Services*** to managers of the CMAA (Club Managers Association of America – Hawaii Chapter) for their Continuing Education Program.
- February 2005 Presented ***“Introduction to the Hospitality Industry”*** to a group of Japanese students from Nakamura Institute International Hotel School at a customized training program sponsored by the School of Travel Industry Management at the University of Hawaii.
- November 2004 Conducted a three-day course, entitled ***“Management of Service Operation Workshop”*** for TPAF (Training & Productivity Authority of Fiji). The participants held management or supervisory positions in resorts in Fiji. This workshop was sponsored by the Asian Productivity Organization (APO), an intergovernmental international organization in the Asia Pacific Region whose mission is to contribute to the socio-economic development in the region through productivity promotion. – Nadi, Fiji.
- November 2004 Conducted a three-night seminar, entitled ***“Shop Assistants Professional Selling Tactics”*** for TPAF (Training & Productivity Authority of Fiji). The participants worked at a variety of establishments from Sheraton Hotel & Resort to pharmacies in Fiji. This workshop was sponsored by the Asian Productivity Organization (APO), an intergovernmental international organization in the Asia Pacific Region whose mission is to contribute to the socio-economic development in the region through productivity promotion. – Nadi, Fiji.
- October 2004 Presented ***“The Global Environment and Tourism: Trends, Issues and Challenges”***. This Seminar on Development of the Tourism Industry was sponsored by the Asian Productivity Organization (APO), an intergovernmental international organization in the Asia Pacific Region whose mission is to contribute to the socio-economic development in the region through productivity promotion and was organized by DBEDT of Hawaii. Thirteen (13) countries were represented in the seminar consisting of government officials, hotel managers and university faculty members from the APO Member Countries. – Honolulu, Hawaii.
- August 2004 Presented ***“Management of Customer Service”*** to a group of hotel General Managers from China at the Hawaii Executive Hotel Management Seminars – a joint collaboration between Hawaii Pacific University (HPU) and the state Department of Business, Economic Development and Tourism (DBEDT).
- April 2004 Presented ***“Overview and Trends in the Tourism Industry in the Asian and Pacific Region”***; ***“Global Environment and Challenges Facing the Tourism Industry”***; and ***“Developing a Strong Service Edge and Local Entrepreneurship”***. This Seminar on Emerging Concerns and Issues in Tourism Development was sponsored by the Asian Productivity Organization (APO), an intergovernmental international organization in the Asia Pacific Region whose mission is to contribute to the socio-economic development in the region through productivity promotion. Fourteen (14) countries were represented in the seminar consisting of government officials, tourism, hotel and catering managers as well as university faculty members from the APO Member Countries. – Nadi, Fiji.

- April 2004 Presented ***“Professionalism & Quality Guest Service”; Improving Communication with Our Guests and Co-Workers”; and “Motivation & Team Building”*** to a group of hotel General Managers from China at the Hawaii Executive Hotel Management Seminars – a joint collaboration between Hawaii Pacific University (HPU) and the state Department of Business, Economic Development and Tourism (DBEDT).
- February 2004 Presented ***“Introduction to the Hospitality Industry”*** to a group of Japanese students from Nakamura Institute International Hotel School at a customized training program sponsored by the School of Travel Industry Management at the University of Hawaii.
- September 2003 Presented ***“Introduction to the Hospitality Industry”*** to a group of Japanese students from Nakamura Institute International Hotel School at a customized training program sponsored by the School of Travel Industry Management at the University of Hawaii.
- August 2003 Presented ***“Overview of the Hotel & Catering Industry in the Asia Pacific Region”; “Emerging Trends in Hotel & Catering Management and Hotel Management System”; “Visionary Leadership in the Hospitality Industry”; “Quality of Hotel Services: Challenges for the Asia Pacific Region”; “Increasing Productivity through Effective Management Practices and IT Use”; “Staff Motivation, Job Satisfaction & Building Positive Staff Attitude”; and “Manpower Training in the Hotel & Catering Industry: Globally”***. This Seminar on Emerging Trends in Hotel and Catering Management was sponsored by the Asian Productivity Organization (APO), an intergovernmental international organization in the Asia Pacific Region whose mission is to contribute to the socio-economic development in the region through productivity promotion. Thirteen (13) countries were represented in the seminar consisting of government officials, tourism, hotel and catering managers as well as university faculty members from the APO Member Countries. – Nadi, Fiji.
- March 2003 Presented ***“Management of Customer Service”*** to a group of executives from the China Youth Travel Services (CYTS), the second largest travel company in China, at the “CYTS Executives Training Program 2003” sponsored by BYU Hawaii.
- February 2003 Presented ***“General Overview of the Theme Park Industry”*** to a group of Japanese students from Nakamura Institute International Hotel School at a customized training program sponsored by the School of Travel Industry Management at the University of Hawaii.
- February 2003 Presented ***“Management of Customer Service”*** to a group of hotel General Managers from China at the Hawaii Executive Hotel Management Seminars – a joint collaboration between Hawaii Pacific University (HPU) and the state Department of Business, Economic Development and Tourism (DBEDT).
- September 2002 Presented ***“Management of Customer Service”*** to a group of hotel General Managers from China at the Hawaii Executive Hotel Management Seminars – a joint collaboration between Hawaii Pacific University (HPU) and the state Department of Business, Economic Development and Tourism (DBEDT).

PRESENTATIONS

Keynote Addresses

The 8th Asia Pacific Forum (APF) for Graduate Students Research in Tourism Conference, *The Role of Hospitality and Tourism in Globalization*, July 7-9, 2009. Seoul, Korea

Full Mountain Hospitality and Time Project of Italy, A International Conference for Sustainable Tourism And *Spirit of Hospitality in the Alpine Environment*, June 18-20, 2008. Sappada, Italy

Full Mountain Hospitality and Time Project of Italy, The Tourism Industry Management & Education Conference *The Win-Win Market Approaches for Sustainable Hospitality*, July 2-4, 2007. Sappada, Italy

The Tourism Sciences Society of Korea, 56th TOSOK International Tourism Symposium and Conference. *Festivals and Events Help with the Growth of Regional Development*, July 8-10, 2004. Dan Yang, Korea.

The Tourism Sciences Society of Korea, 52nd TOSOK International Tourism Symposium and Conference. *Strategies of Commoditization of Heritage and Cultural Resources*, August 22-24, 2002. Buyeo County, Chungnam Province, Korea.

International Refereed Presentations

Tourists Perception of Hawaiian Culture into the Tourism Experience. Presented at the 15th Asia Pacific Tourism Association Annual Conference, Incheon, Korea

Sports Tourism in Hawaii: Service Perceptions and Consumer Behavior. Presented at the 14th Asia Pacific Tourism Association Annual Conference. July 2008 - Bangkok, Thailand

Community Empowered Tourism Development, A Case Study. Presented at EIGUR 2008, An international Conference on Tourism Management, March 2008- Ouro Preto, Minas Gerates, Brazil.

The Impact of Sports Events on the Local Economy. Presented at EIGUR 2008, An International Conference on Tourism Management, March 2008- Ouro Preto, Minas Gerates, Brazil.

Enticing Japanese Tourists Back to Hawaii: Are Casino's the Answer? Presented at the 38th Travel and Tourism Research Associations Annual Conference. June 2007- Las Vegas, Nevada.

Residents' and tourists' assessment of the legalization of casinos in Hawaii. 5th APac-CHRIE & 13th APTA Joint Conference, May 2007-Beijing, China.

Sustainable tourism that works: Using the bottom-up approach. Presented at the 12th Asia Pacific Tourism Association & 4th Asia Pacific CHRIE Joint Conference. July 2006 -Hualien, Taiwan.

The impact of Korean soap operas on Korea's image as a tourism destination. Presented at the 12th Asia Pacific Tourism Association & 4th Asia Pacific CHRIE Joint Conference. July 2005- Hualien, Taiwan.

Perceptions of international visitors on Thailand as a tourist destination. Presented at the Eleventh Annual Asia Pacific Tourism Association Conference. July 2005 – Goyang, Korea.

- Assessing key success factors for on-line travel agencies: Implications for CRM. Presented at the Eleventh Annual Asia Pacific Tourism Association Conference. July 2005 - Goyang, Korea.
- The bottom-up approach to sustainable tourism: Prainha do Canto Verde. Presented at the International Conference on Environmental, Cultural, Economic and Social Sustainability. February 2005 – Honolulu, Hawaii.
- The economic benefits of the 31st Honolulu marathon by runners from Japan. Presented at the Tenth Annual Asia Pacific Tourism Association Conference. July 2004 – Nagasaki, Japan.
- An Analysis of Employee and Manager/Supervisor Perceptions of Management Styles and Related Tendencies on the Employee Turnover. Presented at the Ninth Annual Asia Pacific Tourism Association Conference. July 2003 – Sydney, Australia.
- Determining the Potential of Vietnam as a Tourist Destination for American Vietnam Veterans Through the Use of a Web-site. Presented at the Hawaii International Conference on Business. June 2003 – Honolulu, Hawaii.
- Sexual Harassment From an Asian Perspective: Perceptions of Hong Kong Hospitality Employees. Presented at the Hawaii International Conference on Business. June 2003 – Honolulu, Hawaii.
- Employee Turnover: Perceptions of Management Styles by Employees and Managers in a Louisiana Casino. Hawaii International Conference on Business. June 2003 – Honolulu, Hawaii.
- Perceptual Differences Among Thai and Western Managers in Thailand's Hospitality Industry: Does Culture Matter? Presented at the Asian Studies on the Pacific Coast Regional Conference of the Association for Asian Studies. June 2003 – Honolulu, Hawaii.
- Cultural and Heritage Tourism, Working from a Bottom-Up Approach. Presented at the 52nd TOSOK 2002 International Tourism Symposium and Conference. August 2002 - Buyeo County, Korea.
- Understanding the Local Casino Market: Perceptions of Louisiana Residents. Presented at the 2002 AMA Educators' Conference: Enhancing Knowledge Development in Marketing. July 2002 - San Diego, California.
- Perceptions of Hospitality and Tourism Management Faculty on Students Readiness for College Curricula: A Case Study in the United States. July 2002 – Dalian, China.
- Tourism in Thailand--Risky Business or Russian Roulette? Presented at the Seventh Asia Pacific Tourism Association Annual Conference. July 2001 - Makati City, Philippines.
- A Comparative Study of the Perceptions of Hospitality Employees in China and the United States on Sexual Harassment. Presented at the Seventh Asia Pacific Tourism Association Annual Conference. July 2001 - Makati City, Philippines.
- Casinos in Hawaii. Presented at the 2001 Hawaii Conference on Business. June 2001 - Honolulu, Hawaii.
- Hawaii's Restaurant Employees' Perceptions of Sexual Harassment. Presented at the 2001 Hawaii Conference on Business. June 2001 - Honolulu, Hawaii.

- The Economic Benefits of Mardi Gras in Lafayette, Louisiana: A Three-Year Comparative Study. Presented at the International Society of Travel and Tourism Educators Annual Conference. October 2000 - Tampa, Florida.
- A Demographic Profile and Economic Benefits of the Clientele of the Louisiana Bed and Breakfast Industry. Presented at the International Society of Travel and Tourism Educators Annual Conference. October 2000 - Tampa, Florida.
- The Potential of Vietnam as a Tourist Destination for American Vietnam War Veterans. Presented at the Sixth Asia Pacific Tourism Association Annual Conference. June 2000 - Phuket, Thailand.
- Hawaiian Sovereignty and Its Potential To Be a Gaming Nation. Presented at the Fourth International Conference "Tourism in Southeast Asia & Indo-China: Development, Marketing and Sustainability". June 2000 - Chiang Mai, Thailand.
- Mardi Gras in Acadiana: The economic impact of Mardi Gras 1999 in Lafayette. Presented at the "Tenth Australian Tourism and Hospitality Research Conference". February 2000 - Mt. Buller, Victoria, Australia.
- Sexual Harassment in the Hospitality Industry: Perceptions of Restaurant Employees in Asia Pacific. Presented at the Fifth Annual Asia Pacific Tourism Association Conference "Asia Pacific's Role in the New Millennium". August 1999 - Hong Kong SAR, China.
- Ecotourism and Sustainable Development of the Maya Rain Forest in Central America. Presented at the First Pan-American Conference "Latin American Tourism in Next Millennium: Education, Investment, and Sustainability". May 1999 - Panama City, Panama.
- Hospitality and Tourism Distance Learning. Presentation at the First Pan-American Conference "Latin American Tourism in Next Millennium: Education, Investment, and Sustainability". May 1999 - Panama City, Panama.
- Restaurant Management Laboratory Experiences. Presentation at the First Pan-American Conference "Latin American Tourism in Next Millennium: Education, Investment, and Sustainability". May 1999 - Panama City, Panama.
- Legalization of Gambling in Hawaii and Its Potential Effects on Japanese Intention to Visit: A Philosophical Inquiry. Presented at the Fourth Asia Pacific Tourism Association Conference. August 1998 - Tanyang, Korea.
- AIDS and Tourism in Vietnam. Presented at the Third International Conference "Tourism and Hotel Industry in Indo-China & Southeast Asia: Development, Marketing, and Sustainability". June 1998 - Phuket, Thailand.
- Perceptions and Attitudes Toward the Legislation of Gaming in Hawaii by Japanese Speaking Tourists and English Speaking Tourists. Presented at the International Society of Travel and Tourism Educators Annual Conference. October 1997 - San Diego, California.
- The Role of Food Service Operations in Mississippi's Riverboat Casino. Presented at the Society of Travel and Tourism Educators Annual Conference. October 1996 - Ottawa, Canada.

Eco-tourism in Indo-China: An Economic Answer or a Temporary Solution? Presented at the Second International Conference: Tourism in Indo-China: Opportunities for Investment, Development, and Marketing. April 1996 - Ho Chi Minh City, Vietnam.

Is the Hospitality Industry Prepared for the Culturally Diverse Traveling Public? Presented at the mid-year conference of the International Management Development Association. November 1995 -Orlando, Florida.

Violence Against Tourists, The Downfall of a Paradise Destination. Presented at the World Business Congress. June 1994 - Penang, Malaysia.

Multicultural Tourism - Concerns of the Public. Presented at a conference coordinated by Provincia Autonoma di Bolzano Alto Adige. November 1993 - Italy.

The Problems with Tourism Development. Presented at a seminar, “Tourism and Development” organized by Mirage Consulting Team. August 1993 - Italy.

Vietnam as a Tourist Destination for Korean Vietnam Veterans. Written by Stan McGahey. Presented at the Conference Tourism Industry in Vietnam: Opportunities for Investment, Development and Marketing. May 1993 - Ho Chi Minh City, Vietnam.

Refereed Presentations

Gambling in Hawaii: What Marketers Should Know Before Placing Their Bets. Presented at the 2001 American Marketing Association Winter Educators’ Conference. February 2001 – Scottsdale, Arizona.

Managing for the New Millennium: Are We Preparing Our Graduates Correctly? Presented at the Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism. January 2000 - Houston, Texas.

Marketing and Measuring Tourism Events: Mardi Gras in Lafayette. Presented at the Travel and Tourism Research Association, South Central State Chapter Annual Conference. September 1999 - Lafayette, Louisiana.

Sexual Harassment in the Restaurant Industry: Is There a Difference? Presented at the Third Conference on Graduate Education and Graduate Students Research. January 1998 - Houston, Texas.

The Potential to Develop the Acadiana Area Into an Ecotourism Destination. Presented at the Third Conference on Graduate Education and Graduate Students Research. January 1998 - Houston, Texas.

Alternative Tourism for the State of Mississippi. Presented at the Second Conference on Graduate Education and Graduate Students Research. January 1997 - Las Vegas, Nevada.

Barriers to an International Student in Graduate School Majoring in Hotel, Restaurant and Tourism Management. Presented at the Second Conference on Graduate Education and Graduate Students Research. January 1997 - Las Vegas, Nevada.

Novelty in Mississippi’s Riverboat Casinos: Is Food Service Operations an Answer? Presented at the Second Conference on Graduate Education and Graduate Students Research. January 1997 - Las Vegas, Nevada.

The Potential to Develop the State of Mississippi Into an Ecotourist Destination. Presented at the Second Conference on Graduate Education and Graduate Students Research. January 1997 - Las Vegas, Nevada.

Has Florida Found a Solution to the Impact of Recent Crime Upon Visitors to South Florida? Presented at the Southeast CHRIE Winter Conference. March 1996 - Atlanta, Georgia.

The Learning Strategies of Tourism Students at a State University, with Students at a Proprietary Travel School, and Students at a Liberal Arts College. Presented at the Society of Travel and Tourism Educators Annual Conference. November 1995 - Denver, Colorado.

Analysis of 'Since the U.S. Embargo: The Tourism Potential of American Vietnam War Veterans in Vietnam'. Presented at The Society of Travel and Tourism Educators Annual Conference. October 1994 - Lexington, Kentucky.

Vietnam as a Tourist Destination for American Vietnam War Veterans. Presented at the Recreation, Parks and Tourism Sciences Symposium, Texas A&M University. February 1994 - College Station, Texas.

Eco-marketing: Taking the Green Approach. Presented at The Society of Travel and Tourism Educators Annual Conference. October 1993 - Miami, Florida.

Ecotourism: Attitudes of Tour Operators. Presented at the Joint National Meeting of the Institute of Management Science and the Operations Research Society of America. April 1992 - Orlando, Florida.

Ecotourism: Changing Trends Among Tour Operators. Presented at the Recreation, Parks and Tourism Sciences Symposium, Texas A&M University. February 1992 - College Station, Texas.

Group tours in Hawaii: A Market Segmentation of Who Travels in Group Tours and Why. Presented at the Recreation, Park and Tourism Research Symposium, Texas A&M University. February 1991 - College Station, Texas.

PROFESSIONAL AND TECHNICAL REPORTS

An Economic Significance Study of the 2008 Honolulu Marathon. Prepared for the Honolulu Marathon Organization and the Board of Directors.

An Economic Significance Study of the 2007 Honolulu Marathon. Prepared for the Honolulu Marathon Organization and the Board of Directors.

An Economic Significance Study of the 2006 Honolulu Marathon. Prepared for the Honolulu Marathon Organization and the Board of Directors.

An Economic Significance Study of the 2005 Honolulu Marathon. Prepared for the Honolulu Marathon Organization and the Board of Directors.

An Economic Significance Study of the 2004 Honolulu Marathon. Prepared for the Honolulu Marathon Organization and the Board of Directors.

An Economic Significance Study of the 2003 Honolulu Marathon. Prepared for the Honolulu Marathon Organization and the Board of Directors.

An Economic Significance Study of the 2002 Honolulu Marathon. Prepared for the Honolulu Marathon Organization and the Board of Directors.

2000 Buy.Com Golf Tournament Lafayette, Louisiana included in Sporting Events as Tourist Attractions in Louisiana Report for the Louisiana Sea Grant College Program, 2000.

A Study of Louisiana Bed & Breakfasts. Prepared for the Louisiana Office of Tourism, 2000.

The Economic Impact of Mardi Gras on the City of Lafayette, Louisiana. Lafayette Convention and Visitors Commission Report, 2000.

An Economic Impact of Festival International de Louisiane 1999. Executive Committee of Festival International de Louisiane, 1999.

The Economic Impact of Mardi Gras on the City of Lafayette, Louisiana. Lafayette Convention and Visitors Commission Report, 1999.

The Economic Impact of Mardi Gras on the City of Lafayette, Louisiana. Lafayette Convention and Visitors Commission Report, 1998.

University Grants Committee

International External Reviewer for the Research Grants Council (RGC) of Hong Kong for 2007 – 2008, assesses research proposals grants for the Hong Kong Government.

RESEARCH

Principal Investigator: An economic significance study of the 2009 Honolulu Marathon. December 2009 – February 2010. (Funded research project).

Principal Investigator: An economic significance study of the 2007 Honolulu Marathon. December 2007 – February 2008. (Funded research project).

Principal Investigator: An economic significance study of the 2006 Honolulu Marathon. December 2006 – March 2007. (Funded research project).

Principal Investigator: An economic significance study of the 2005 Honolulu Marathon. December 2005 – March 2006. (Funded research project).

Principal Investigator: An economic significance study of the 2004 Honolulu Marathon. December 2004 – April 2005. (Funded research project).

Principal Investigator: An economic significance study of the 2003 Honolulu Marathon. December 2003 – April 2004. (Funded research project).

Principal Investigator: The 2000 Buy.Com Louisiana Golf Tournament and Its' Impact on Community Tourism in Lafayette. January 2000 – July 2000. (Funded research project).

Principal Investigator: An economic impact study of Mardi Gras on the city of Lafayette, Louisiana. January 2000 - May 2000. (Funded research project).

Principal Investigator: An economic impact study of Bed & Breakfast/Inns in the state of Louisiana. October 1998 – March 2000. (Funded research project).

Principal Investigator: An economic impact study of Mardi Gras on the city of Lafayette, Louisiana. January 1999 - May 1999. (Funded research project).

Principal Investigator: Perceptions of Hospitality Employees in Hawaii on Sexual Harassment. May 1998- April 1999.

Principal Investigator: An economic impact study of Mardi Gras on the city of Lafayette, Louisiana. January 1998 - May 1998. (Funded research project).

Principal Investigator: The perception of Native Hawaiian people on introducing casinos on the Hawaiian Sovereign land as the Native American Indians have on tribal land. May 1997 - October 1997.

Principal Investigator: The perception of casino guests toward food service operations in Mississippi Riverboat casinos. July 1995 - May 1996.

Principal Investigator: The attitude of Japanese speaking tourists, English speaking tourists and residents of Hawaii on the proposed legalization of casino's gaming in Hawaii. May 1995 - August 1995.

Principal Investigator: Vietnam as a tourist destination for American Vietnam veterans and their families. November 1993 - August 1994 (Funded research project).

Principal Investigator: Economic impact of the gulf war on tourism in Hawaii. Honolulu, Hawaii. May - November 1991.

Principal Investigator: The reason why people choose fast food outlets over full-service restaurants or home-prepared food in Texas. Houston, Texas. September - November 1991.

Principal Investigator: Japanese group tours in Hawaii, surveys were conducted in Japanese. Honolulu, Hawaii. May - August 1990.

Principal Investigator: The new trend in tourism, an exploratory study of this new trend in tourism. August 1991 - March 1992 (Funded research project)

STUDENT COMMITTEE PARTICIPATION

Doctoral Degree Dissertation Committee Member

Thuy-Huong Truong Victoria University, 2007 – External Reviewer

Linda Osti Victoria University, 2007 – External Reviewer

Joseph Daniel Lema University of Southern Mississippi, 2006

Todd Botto University of Southern Mississippi, 2000

Joy Rutledge James Cook University, Australia, 1999 - External Examiner

Thu-Huong Nguyen Victoria University, Australia, 2002 – External Examiner

AWARDS, HONORS, CERTIFICATIONS & SCHOLARSHIPS

Awards & Honor

- 2010 Received the 2010 Hawaii Pacific University's Golden Apple Award for Excellence in Scholarship. This annual award is given to a faculty member who best exemplifies excellence in scholarship throughout the University.
- 2009 Received the 2008/2009 College of Business Administration's Excellence in Undergraduate Teaching Award for Hawaii Pacific University.
- 2007 Received the 2007 Hawaii Pacific University's Golden Apple Award for Excellence in Scholarship. This annual award is given to a faculty member who best exemplifies excellence in scholarship throughout the University.
- 2005 Received the honor of Hawaii Pacific University's 2005 Trustees' Award for Teaching Excellence. The annual award is given to a faculty member who best exemplifies the ideals of distinguished teaching.
- 2005 Who's Who in American Education. This award chronicles more than 20,000 select educators from all levels including administrators, chancellors, deans, and other accomplished professionals in the field.
- 2003-2007 Who's Who Among America's Teachers. This award is given to less than 5% of all teachers, who can only be nominated by students who have themselves made the National Dean's List. Such students can nominate one teacher who has "made a difference in his or her life."
- 2001 Associate Member of the Year for the Acadiana Chapter of the Louisiana Restaurant Association.
- 2000-2001 Researcher of the Year in the College of Applied Life Sciences at the University of Louisiana at Lafayette. This award is given to one faculty member each year for the contribution to their field of study through the dissemination of research.
- 2000-2001 College of Applied Life Sciences Dean's Excellence Award in recognition of Community Service.
- 1999 2000 Outstanding Scholars of the 20th Century. This honor is given by the Editorial Board of the International Biographical Centre Cambridge, England for an outstanding contribution to the field of travel and tourism research.

- 1998 Who's Who Among America's Teachers. This award is given to less than 5% of all teachers, who can only be nominated by students who have themselves made the National Dean's List. Such students can nominate one teacher who has "made a difference in his or her life."
- 1998 National Tourism Foundation Visiting Scholar Award from a Bachelor Degree Program. This award is given to one professor from a four year university for their contribution to the advancement of tourism education and research.
- 1992 Service to Students Award offered by the Recreation, Parks & Tourism Science students at Texas A&M University. First recipient of this award given by the students to a faculty or staff member who has contributed significantly to the success of the students.
- 1991 to Present Phi Beta Delta - Honor Society for International Scholars. The nation's first honor society recognizing individuals who have demonstrated scholarly achievement in the areas of international education and exchange.
Elected as Treasurer in 1993.
- 1991 National Tour Foundation, Luray Caverns Grant Award for research in Ecotourism. First recipient of this research grant award to a Texas A&M University graduate student with promise to contribute to the world of the tourism industry.
- 1990-1991 Citizen Ambassador Program, International Ambassador Programs, Inc. Citizen Ambassador; chosen to act as a United States representative of the hospitality industry; and as a member of the delegation that discusses development of the hospitality industry in Eastern Europe and the Soviet Union (The Citizen Ambassador Program supports the ideals of People to People International to share ideas and experiences with colleagues in other cultures).

Certifications

- 1995 Certified Foodservice Management Professional (FMP). Awarded by The Educational Foundation of National Restaurant Association, the industry's highest professional certification for foodservice operations managers. Only those who have achieved the highest levels of education and experience in the foodservice industry are awarded the FMP credential.
- 1993 C.H.E. Certified Hospitality Educator. This certificate is given by The Educational Institute of the American Hotel and Motel Association.

Scholarships

- 1998/1995/1993 National Restaurant Association: The Educational Foundation Teacher Work-Student Grant. This grant is given to teachers in a food service/hospitality related program at an educational institution to help supplement expenses when they

return to industry as a line worker for a minimum of 320 hours (35 hrs/week) and bring these experiences back into the classroom.

- 1994 H.J. Heinz Graduate Degree Fellowship administered by The Education Foundation of the National Restaurant Association.
- 1992 Tom and Ruth Rivers International Scholarship offered by the World Leisure and Recreation Association, one of four students selected from around the world, and attended the International Conference on Leisure in Lisbon, Portugal.
- 1992 Gene Phillips Scholarship for Tourism Education and Research. Given by the Texas Travel Industry Association in recognition of outstanding performance and dedication in the pursuit of education in Travel and Tourism.
- 1989 Conrad Hilton Memorial Scholarship for Academic Excellence.

COMMUNITY SERVICE ACTIVITIES, AFFILIATIONS and COMMITTEE MEMBERSHIPS

Service Activities

- 2004-2008 HHSMA Annual Fundraising Event – Organized TIM students to volunteer and participate in this fundraiser for the HHSMA Scholarship Fund, which provides assistance to students from local colleges and high schools.
- 2004-2008 HHSMA Christmas Cheer event at the Waikiki Community Center – Organized TIM students to volunteer and participate in this holiday community event.
- 2004 Organized TIM students to volunteer for the Hawaii Annual Food Drive.
- 2003-2009 CMAA Golf Tournament – Added \$12,600 to the Scholarship Fund. Organized the HPU student volunteers to work at the Mid-Pacific Country Club.
- 2003 Special Olympics – Raised \$5,400. Volunteered and helped organize the student volunteers from Hawaii Pacific University.
- 2002 72nd ASTA World Congress – Organized TIM students to volunteer for the ASTA World Congress held at the Honolulu Convention Center. This opened the door for TIM students to become more acquainted event planning as well as future connections in the travel industry.
- 2002 HHSMA Special Olympics Fundraiser – Organized TIM students to volunteer and participate in this Special Olympics fundraiser held at Dave & Busters by HHSMA.
- 2002 “Up Til Dawn” – St. Jude Children’s Research Hospital – Organized/directed all food that was served to 200+ volunteers for an all night fundraiser for cancer research.
- 2001 “Up Til Dawn” – St. Jude Children’s Research Hospital – Organized/directed all food that was served to 200+ volunteers for an all night fundraiser for cancer research.

- 2001 Organized and coordinated housing for 18 French students and future chefs from Lycee Renee Bonnet of Toulouse France for the French American Chamber of Commerce during their visit to Lafayette, Louisiana.
- 2000 International Business Exchange – Directed and organized students volunteers to serve food and drinks which attracted 150 foreign participants from 15 different countries.
- 2000 Buy.com Louisiana Open Golf Tournament – Volunteered and organized students to help serve food and drinks at the Appreciation Dinner at LeTriomphe Golf Club.
- 1999 “Up Til Dawn” – St. Jude Children’s Research Hospital – Organized/directed all food that was served to 200+ volunteers for an all night fundraiser for cancer research.
- 1999 Children’s Museum of Acadiana – Helped with the development and dedication of Cafe des Enfants, a child’s size restaurant exhibit that allows visitors to explore the many facets of the food service industry.
- 1999 Zoo of Acadiana – Organized student volunteers for the Christmas lights tour.
- 1998 Toys for Tots Luncheon – Organized/coordinated a charity luncheon that raised over 100 toys for needy children.
- 1999/1998 Nike Open – Volunteered and organized students to help serve food and drinks at the Appreciation Dinner at LeTriomphe Golf Club.
- 1997 Organizer/Coordinator of the “Cajun Grape Stomp” – A fund raiser for Hospice of Acadiana, a center to help cancer patients and their families. Collected over \$1500 through the use of the grape stomp competition with teams donating \$75 per team.
- 1996/1995 Director of the “Chubby Tuesday” Fund Raiser Dinner -- A fund raiser to raise money for the University of Southern Mississippi Foundation Fund. Over \$750 profit was raised in 1995 and over \$550 profit in 1996.
- 1994 Co-organizer/Coordinator of the Tony Thompson Liver Transplant Fund Raiser – A fund raiser that raised money to help with the expenses of a young man who needed a liver transplant. Over \$1200 was raised through a Grape Stomp Competition.
- 1993 Organizer/Coordinator “Jimmy V Fund” Fund Raiser – A fund raiser that raised money for the cancer research fund named after the late basketball coach Jim Valvano. Collected over \$800 through the use of a water dunk tank and a grape stomp competition.

Affiliations & Committee Memberships

- 2000 Allocations Committee Member of the United Way of Acadiana
- 1999 - 2002 Lafayette Chamber of Commerce

1998 – 2002	Lafayette Convention and Visitors Commission
1999 – 2001	Selected to the Futurists Panel Acadiana Times Newspaper
1998 – 1999	Leadership Lafayette Class of XIII

UNIVERSITY SERVICE ACTIVITIES, AFFILIATIONS and COMMITTEE MEMBERSHIPS

Service Activities

2007- present	HPU's Teaching and Learning Center, Advisory Board
2002-present	TIMSO Travel Industry Management Student Organization, Faculty Advisor
2005	Co-Chair of the Faculty and Staff Campaign for the 2005-2006 HPU Annual Fund Drive, which underwrites, among other things, student scholarships, technology and library acquisitions, student life, and career services.
2005	Co-hosted the HPU Ohana Day. An event held for HPU employees, their families and special guests in honor of HPU's 40 th Anniversary.
2005	Organized a clothing drive in the College of Business for the victims of Hurricane Katrina.
2002/2008	"Dunk Tank" Participant for the "Dunk Tank" Fundraiser for ASHPU
2001-2005	Faculty Chaperone of HPU's Monster Ball student Halloween dance
2001	Team Captain of the American Heart Walk
2000	University Leader of the American Heart Walk
1999	Team Captain of the American Heart Walk
1999/1998	Volunteer (serve and clean up) of the NCAA Review Presidents Dinner
1999/1998	Volunteer (cook, serve, and clean up) of the Sunbelt Conference Cookout
1998	Committee to instruct on proper etiquette and basic cooking skills to the Junior League of Lafayette – Boys and Girls Club
1998	Chairman of the College of Applied Life Sciences Centennial County Fair

National Affiliations

2001	Elected President – Phi Beta Delta Honor Society for International Scholars (University of Louisiana at Lafayette).
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2000 - 2001	Vice President/Programs and Vice President/Membership – Phi Beta Delta Honor Society for International Scholars (University of Louisiana at Lafayette).
2000 – 2002	Elected Member - Sigma Xi-The Scientific Research Society
1997 – 2002	Faculty Advisor – Eta Sigma Delta International Hospitality Management Honor Society (University of Louisiana at Lafayette).
1994 - 1997	Faculty Advisor -- Eta Sigma Delta International Hospitality Management Honor Society. (University of Southern Mississippi).
1991 - 1994	Director -- Texas A&M Students in Hawaii – Supervised 100 students in the summers of 1991-1994 at the University of Hawaii study program, arranging transportation, housing, registration and job replacement for all students. (Texas A&M University).
1992 - 1994	Founder/Faculty Advisor -- Eta Sigma Delta International Hospitality Management Honor Society. (Texas A&M University).

Committee Memberships

2010- present	Chair- Faculty Concerns Committee (Hawaii Pacific University)
2007-2009	Research Issues & Scholarship Activities Committee (Hawaii Pacific University)
2004 - 2007	Trustees’ Scholarly Endeavors Committee (Hawaii Pacific University) (Elected position)
2004-2007	Faculty Concerns Committee (Hawaii Pacific University)
2002 – 2004	Travel Industry Management Program Review, Chairman (Hawaii Pacific University)
2003 – 2004	Faculty Promotion and Reappointment Committee (Hawaii Pacific University)
2000 – 2002	Quality Assurance Committee, Chairman (2000-2001) (University of Louisiana at Lafayette)
1998 - 2002	Graduation Committee (University of Louisiana at Lafayette) Committee Chairman- 2000 to present
1998 - 2002	Graduate Faculty Review Committee (University of Louisiana at Lafayette)
1998 - 2000	Tenure Review Committee (University of Louisiana at Lafayette)
1998 - 2000	Co-Chair – Research Committee (University of Louisiana at Lafayette)
1996 - 1997	Curriculum Committee (University of Southern Mississippi)
1996 - 1997	Graduate Committee (University of Southern Mississippi)

1996 - 1997 College Development Committee (University of Southern Mississippi)

1996 - 1997 Festival of Success Committee (University of Southern Mississippi)

PROFESSIONAL SERVICES

International and National Affiliations

1997 – present Asia Pacific Tourism Association (APTA)
Board of Directors
U.S.A. Representative
Director of Marketing and Communication

2007-2008 Travel and Tourism Research Association (TTRA) – Hawaii Chapter
Elected President (2007)

2002 – 2008 Travel and Tourism Research Association (TTRA) – Hawaii Chapter
Elected to Board of Directors

1999 – 2005 Center for Tourism & Hospitality Research – University of Western Sydney
External Research Associate

1996 – 2004 International Society of Travel and Tourism Educators (ISTTE)
Elected to Board of Directors (1997 – 1998)

1999 – 2002 Louisiana Restaurant Association, Acadiana Chapter
Elected to Board of Directors

1999 – 2002 Travel and Tourism Research Association (TTRA) - South Central States Chapter
Elected to Board of Directors

1998 – 2002 National Tourism Foundation
Advisory Council Member

1998 – 1999 International Institute on Quality and Ethics in Service and Tourism (IIQUEST)
Advisory Board Member

1993 – present Eta Sigma Delta Honor Society

1993 – present Eco-Tourism Society

1991 – present Travel and Tourism Research Association (TTRA)

1991 – present World Leisure and Recreation Association

1991 – 1996 Society of Travel and Tourism Educators (STTE)
Elected to Board of Directors (1996)

1989 – present International Council on Hotel, Restaurant, and Institutional Education (CHRIE)
 1985 – present National Restaurant Association

Editorial Appointments/Services

2008- present Editorial Board
 Journal of Tourism (JoT)

2007 – present Editorial Board
 International Journal of Revenue Management (IJRM)

2006 – present Editorial Board
 The Consortium Journal of Hospitality and Tourism

2004 – present International Advisory Board
 China Tourism Research Journal

2000 – present Editor-in-Charge of the Conference Review Section
 Journal of Teaching in Travel and Tourism

1999 – present Associate Editor
 Asia Pacific Journal of Tourism Research

2000 – present Editorial Review Board Member
 International Journal of Tourism Sciences

2003 - 2006 Editorial Review Board Member
 Tourism, Culture and Communication

2006 – present Ad Hoc Reviewer
 Tourism Management

2003 – present Ad Hoc Reviewer
 Annals of Tourism

2003 – present Ad Hoc Reviewer
 Journal of Vacation Marketing

1999 – present Ad Hoc Reviewer
 Journal of Travel & Tourism Marketing

1999 – present Ad Hoc Reviewer
 Pacific Tourism Review

2000 – 2001 Book – Ad Hoc Manuscript Review Committee
 Japanese Tourists: Socio-Economic, Marketing and Psychological Analysis

Conference and Invited Presentations

- March 2008 “Impacts of Sports Events on the Local Economy”, EIGTUR 2008, First International Meeting for Tourism Management: The Public and Private Sector. Ouro Preto, Minas Gerais, Brazil.
- June 2004 “Festivals that Center Around Culture & Tradition: The Community Event of the Lafayette Mardi Gras”. The International Workshop on Festival Tourism and Events. Hue, Vietnam.
- October 2000 “Is Elegance in the Hospitality Industry Still Alive”. University of Louisiana at Lafayette Sixth Graduate Colloquium: Seventh Circular Elegance. Lafayette, Louisiana.
- September 2000 “The Economic Significance of the Louisiana Open Golf Tournament (Buy.com) on the Acadiana Area”. 14th Annual Travel and Tourism Research Association’s (TTRA) South Central Chapter Conference. Hattiesburg, Mississippi.
- May 2000 “The Significance of Mardi Gras 2000 on the City of Lafayette”. Lafayette Convention & Visitors Commission Membership Luncheon. Lafayette, Louisiana.
- February 2000 “Economic Impact of Mardi Gras 1999 on the City of Lafayette”. Lafayette Chamber of Commerce. Lafayette, Louisiana.
- February 2000 “Cultural Differences on Perceptions of Sexual Harassment in the Hospitality Industry”. University of Western Sydney. Sydney, Australia. (Invited Special Guest Lecturer).
- January 2000 “The Economic Impact of the Bed and Breakfasts in the State of Louisiana”. Presented to the Louisiana Bed and Breakfast Association Annual Meeting. Houma, Louisiana.
- January 2000 “Tourism Marketing 104 - Seeking a Promotional Mix and Setting a Promotional Budget”. 10th Annual Louisiana Travel & Tourism Summit. Houma, Louisiana.
- January 2000 “Economic Impact of Mardi Gras 1999 on the City of Lafayette”. Acadiana Chapter of the Louisiana Restaurant Association’s General Membership Meeting. Lafayette, Louisiana.
- September 1999 “Marketing of Festivals in Acadiana”. Travel and Tourism Research Association Southeastern Chapters Annual Meeting. Lafayette, Louisiana.
- April 1999 “Economic Impact of Mardi Gras 1998 on the City of Lafayette”. Lafayette Chamber of Commerce - Business Committee. Lafayette, Louisiana.
- April 1999 “How to Resolve Conflicts Between Employees”. Louisiana Hotel & Motel Association. Lafayette, Louisiana.
- March 1996 “Changes in the Hospitality Industry in the State of Mississippi”. Hattiesburg Rotary Club. Hattiesburg, Mississippi.

GRANTS AND FUNDING

- 2010 Received a \$2,700 grant from Hawaii Pacific University's Trustee Scholarly Endeavors Program (TSEP) to provide a one-course release to conduct a study on the satisfaction of Chinese tourists to Hawaii.
- 2009 Received a \$2,400 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 14th Asia Pacific Tourism Association (APTA) Annual Conference in Inchon, Korea.
- 2008 Received an \$10,000 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2007 Honolulu Marathon
- 2008 Received a \$2,100 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 13th Asia Pacific Tourism Association (APTA) Annual Conference in Bangkok, Thailand.
- 2007 Received an \$9,100 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2007 Honolulu Marathon.
- 2007 Received a \$2,100 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 12th Asia Pacific Tourism Association (APTA) Annual Conference in Beijing, China.
- 2006 Received an \$5,400 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2006 Honolulu Marathon.
- 2006 Received a \$2,100 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 11th Asia Pacific Tourism Association (APTA) Annual Conference in Hualien, Taiwan.
- 2005 Received an \$5,400 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2005 Honolulu Marathon.
- 2005 Received a \$2,700 grant from Hawaii Pacific University's Trustee Scholarly Endeavors Program (TSEP) to provide a one-course release to conduct a study on Japanese tourists perceptions on Hawaii as a Tourist destination.
- 2005 Received a \$2,000 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 10th Asia Pacific Tourism Association (APTA) Annual Conference in Dan Yang, Korea.
- 2004 Received a \$2,700 grant from Hawaii Pacific University's Trustee Scholarly Endeavors Program (TSEP) to provide a one-course release to write a book chapter on "Cultural and Heritage Tourism".

- 2004 Received an \$8,890 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2004 Honolulu Marathon.
- 2003 Received a \$2,700 grant from Hawaii Pacific University's Trustee Scholarly Endeavors Program (TSEP) to provide a one-course release to conduct a study on the employee turnover rate in Honolulu hotels.
- 2003 Received an \$8,800 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2003 Honolulu Marathon.
- 2003 Received a \$1,638 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 9th Asia Pacific Tourism Association (APTA) Annual Conference in Sydney, Australia.
- 2002 Received a \$2,100 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 8th Asia Pacific Tourism Association (APTA) Annual Conference in Dalian, China.
- 2002 Received a \$1,500 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the American Marketing Association's Annual Conference in San Diego, California.
- 2000 A \$130,000 grant for Cultural Exchange with Mahidol University in Thailand. The granting agency is the State Department (United States Government).
- 2000 A \$104,215 grant for research on Louisiana Cultural and Historical Resources as Tourism Assets from the Louisiana Board of Regents, Research and Development Program (ITRS).
- 2000 Received a \$40,000 grant from the Petroleum Violation Escrow (PVE) on Energy Use Evaluation of Louisiana Hotels from the Department of Natural Resources and the U.S. Department of Energy.
- 1999 A \$82,077 grant for research on the Development of the Atchafalaya Basin as an Ecotourism Destination, Board of Regents Support Fund (ITRS).
- 1999 A \$87,277 grant for research on Energy Management of Louisiana Hotels, Board of Regents Support Fund (RCS).
- 1999 A \$96,832 grant for research on the use of Virtual Reality for Experimental Learning and Instructions from the Board of Regents' Support Fund.
- 1999 A \$442,528 grant for research on Crawfish, Rice, and Waterbirds: Problems and Sustainable Solutions. (USDA).
- 1999 Received a \$3,800 summer research award from the College of Applied Life Sciences.
- 1999 Received a \$6,800 grant for research on the economic impact of Mardi Gras in Lafayette by Lafayette Convention and Visitor's Commission.

- 1998 Received a \$20,000 grant for research on Bed & Breakfast/Inns in Louisiana and their economic impact: Sponsored by the Louisiana Tourism Commission.
- 1998 Received a \$6,800 grant for research on the economic impact of Mardi Gras in Lafayette by Lafayette Convention and Visitor's Commission.
- 1998 Received a \$3,800 summer research award from the College of Applied Life Sciences.
- 1998 Received a \$3,000 grant from the National Research Association: The Educational Foundation Teacher Work Study Grant.
- 1997 Received a \$5,500 equipment grant from Wilmut Gas Company.
- 1996 Received a \$3,200 grant from Ameristar Casino: Casino Foodservice Research.
- 1995 Received a \$3,000 grant from the National Restaurant Association: The Educational Foundation Teacher Work Study Grant.
- 1994 Received a \$3,000 - H.J. Heinz Graduate Degree Fellowship from the Educational Foundation of the National Restaurant Association.
- 1993 Received a \$2,000 grant from the National Restaurant Association: The Educational Foundation Teacher Work Study Grant.
- 1991 Received a \$1,000 grant from the National Tour Foundation: Luray Caverns Grant for Research in Ecotourism.

ATTACHMENT 1

Description of Employment Duties and Responsibilities

Professor

Travel Industry Management

Hawaii Pacific University

Courses taught:	TIM 1010	Introduction to Hospitality Management
	*TIM 2010	Applied Methods in the Hotel & Travel
	TIM 3210	Food & Beverage Management
	TIM 3580	Cultural Values in Tourism
	TIM 3645	Human Resource Management in Travel Industry Management
	TIM 4210	Advanced Food & Beverage Management
	TIM 4310	Passenger Transport Management
	TIM 4410	Destination Development & Marketing
	TIM 6310	Issues in Passenger Management (Graduate Level)
	TIM 6410	Destination Area Planning (Graduate Level)
	PSMA 6400	Human Resources Management (Graduate Level)

* Instrumental in developing this course for the TIM Program. This course was designed to build upon the broad based material taught in TIM 1010 and further develop students' understanding of trends in the travel industry and better prepare students for more in-depth analysis in their upper division TIM courses.

Endowed Research Professor/Associate Professor

School of Human Resources

Hotel, Restaurant and Tourism Management Program

University of Louisiana at Lafayette

***Interim Department Head: August 1998 - January 1999 School of Human Resources**

Courses taught:	HRTM 204	Facility Management
	HRTM 302	Field Studies
	HRTM 308	Introduction to Quantity Food Production
	HRTM 401	Restaurant Management
	HRTM 402	Bar and Beverage Management
	HRTM 403	Senior Seminar
	HRTM 404	Quantity Food Preparation
	HRTM 405	Tourism Promotion
	HRTM 406	Computer Applications in Hospitality Management
	HRTM 410	Front Desk Operations
	HRTM 412	Legal Issues in Hospitality Management
	HRTM 430	Internship in Hospitality Management
	HUMR 441	Human Resource Management
	HUMR 569	Ecotourism
	HUMR 570	Resort Development
	HUMR 583	Dimensions of Tourism
	HUMR 597	Graduate Research Hours
	HUMR 599	Thesis

*As Department Head of the School of Human Resources I was responsible for five degree programs: 1) Hospitality Management, 2) Dietetics, 3) Child and Family Studies, 4) Apparel Design and Merchandising, and 5) Vocational Home Economics Education. The School of Human Resources has 12 full time faculty positions and over 800 students.

Director of the Charcoal Room

Associate Professor

Hotel, Restaurant & Tourism Program

University of Southern Mississippi

Converted (the food service management laboratory from) a cafeteria style restaurant to an upscale full service restaurant. The laboratory functions as a training center for the department's quality food and management classes which are run by the students. This restaurant now serves as the Faculty Club unofficially. Since the conversion, the laboratory has gone from a \$5,000 debt to over \$7000 in profit after the first year of operation.

Courses taught:	HRT 340, 340L, 672	Quantity Food Production
	HRT 440, 440L, 540	Quality Food Production & Management
	HRT 375	Bar & Beverage Management
	HRT 693	Readings In Hospitality Administration
	NFS 698	Thesis
	HRT 483, 583	Dimensions of Tourism
	HRT 494, 594	Tourism Destination Development
	HRT 490, 590	International Studies in Hotel, Restaurant and Tourism Management

Lecturer

Department of Recreation, Park and Tourism Sciences

Texas A&M University, College Station, TX

Planned undergraduate course to meet curricula requirements of department with an emphasis on resort and hospitality development. This was a transformation from the usual emphasis in park facilities toward resort facilities management. A three hour lab per week was implemented for the students to visit and experience first hand facilities maintenance of hotels, airports, and country clubs.

Course taught:	RPTS 209	Facilities Maintenance
	RPTS 485	Internship Program

This course was developed to help students gain much needed work experience through an internship program with local tourism related businesses. The internship course is taught in both the classroom setting as well as in a working environment with the student experiencing hands on training. In the Fall of 1992, the first internship program was developed between Messina Hof Winery, the College Station Hilton and the Recreation, Parks and Tourism Sciences Program at Texas A&M. Due to the overwhelming positive response, in January 1993 four other businesses, Texas World Speedway, Hampton Inn, Manor House Inn and Convention and Visitors Bureau, joined our local internship program which is growing and will benefit the department and the community.

Visiting Lecturer

School of Travel Industry Management

University of Hawaii at Manoa, Honolulu, HI

Planned and instructed junior and senior level undergraduate classes in the Travel Industry Management School. First person to teach TIM 326, Resort Development, since the fall of 1985.

Courses taught:	TIM 303	Facilities Management and Design
	TIM 304	Hotel Marketing
	TIM 310	Purchasing
	TIM 311	Restaurant and Club Management
	TIM 323	Travel Marketing
	TIM 326	Resort Development
	TIM 364	Hospitality Marketing
	TIM 469	Advanced Topics: Eco-Tourism
	TIM 399	Directed Research

Visiting Professor

**Travel Industry Management Program
Hawaii Pacific University, Honolulu, Hawaii**

Planned and instructed junior and senior level undergraduate classes in the Travel Industry Management program, as well as an introductory class to management in the Business School.

Courses taught:	TIM 310	Hotel and Resort Management
	TIM 320	Food and Beverage Management
	TIM 330	Travel Industry Marketing
	MGT 100	Organization and Management

Organized and directed 30+ students from Texas A & M University to study at Hawaii Pacific University in the summers of 1990 - 1992. These students were assisted in gaining employment in the travel and tourism field in Hawaii while taking classes at the university.

Professor

**School of Hotel and Restaurant Management
Houston Community College, Houston, Texas**

Professor in food area; course instruction includes planning, purchasing, food, supervising, executing and evaluating international dinners. Special projects and examination were given on raw food costing, menu design and marketing of hospitality institutions.

Courses taught:	Introduction to Foodservice and Club Management
	Food Purchasing
	Food and Beverage Management
	Food and Beverage Controls
	Hospitality Marketing

Graduate Instructor

**Conrad Hilton School of Hotel and Restaurant Management
University of Houston, Houston, Texas**

Responsible for planning, directing, controlling, evaluating and opening of a full-service restaurant at the \$20 million wing of the Hilton Hotel School. This full-service restaurants are working laboratories for both graduate and undergraduate students. These laboratories also function as a training center for the department's Quality Food classes which are completely run by the students.

Classes taught: HRMA 2446 Food Production of Service Management I (undergraduate)
 HRMA 4347 Food Production and Service Management II (undergraduate)
 HRMA 6347 Advance Food Production and Service (graduate)