

Jason Draper, Ph.D., CHE

ACADEMIC APPOINTMENTS

Fall 2017 to Present	Associate Professor with Tenure, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston in Houston, Texas (effective September 1, 2017)
Fall 2010 thru Fall 2017	Assistant Professor, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston in Houston, Texas
Spring 2010	Research Assistant, Department of Parks, Recreation, and Tourism Management, Clemson University in Clemson, South Carolina
Fall 2005 thru Fall 2009	Graduate Research and Teaching Assistant, Department of Parks, Recreation, and Tourism Management, Clemson University in Clemson, South Carolina

EDUCATION

Doctor of Philosophy in Parks, Recreation, and Tourism Management

December 2009

Clemson University in Clemson, South Carolina

Dissertation: *We're here now: An exploratory study of the relationships between tourism and post-migration community participation and sense of community*

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

December 2009

Clemson University in Clemson, South Carolina

Master of Science in Recreation, Park, and Tourism Administration

December 2000

Emphasis: Tourism Administration

Western Illinois University in Macomb, Illinois

Bachelor of Science in Recreation and Park Administration

May 1998

Emphasis: Commercial Recreation

Illinois State University in Normal, Illinois

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

Certified Hospitality Educator (CHE)

May 2011 (recertified 2016, 2021)

Educational Institute, American Hotel & Lodging Association

TOURISM INDUSTRY EXPERIENCE

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

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

PUBLICATIONS and PRESENTATIONS

Notes:

* Current or former graduate student(s)

Peer Reviewed Journal Articles

- *Liu, Y., **Draper, J.**, & Dawson, M. (Accepted). The relationship between work experience and career expectations: Career decision-making self-efficacy as a mediator. *Journal of Hospitality & Tourism Education*
- Draper, J.**, *Liu, Y., & Young, L. (2021). Research methods, data collection, and data analysis in meetings, expositions, events, and conventions journals. *Journal of Convention & Event Tourism*, 22(5), 429-447. <https://doi.org/10.1080/15470148.2021.1906373>
- *Liu, Y., & **Draper, J.** (2022 – In-Press). The influence of attending festivals with children on family quality of life, subjective well-being, and event experience. *Event Management*, 26(1/2)
- Ritter, M., Boger, C. A., & **Draper, J.** (2020). The effects of time living away from home and family support on intention to host a destination wedding. *Journal of Destination Marketing & Management*, 17. <https://doi.org/https://doi.org/10.1016/j.jdmm.2020.100461>
- Dawson, M., DeFranco, A., & **Draper, J.** (2020). Are all student evaluations scores created equally? Identifying factors that hospitality administrators should consider when assessing student feedback. *Journal of Hospitality, Leisure, Sport, & Tourism Education*, 26. <https://doi.org/https://doi.org/10.1016/j.jhlste.2020.100246>

Jason Draper, Ph.D., CHE

- Draper, J., & Neal Jr., J. A.** (2018). Motivations to attend a non-traditional conference: Are there differences based on attendee demographics and employment characteristics? *Journal of Convention & Event Tourism*, 19(4-5), 347-373.
- Taylor, D. C., **Draper, J.**, & Hammond, R. K. (2018). Hotel food and beverage services: Cannibalistic or complimentary. *Journal of Gastronomy and Tourism*, 3(2), 123-129.
- Draper, J.**, Young-Thomas, L., Fenich, G. G. (2018). Event management research over the past 12 years: What are the current trends in research methods, data collection, data analysis procedures, and event types? *Journal of Convention & Event Tourism*, 19(1), 3-24.
- Draper, J.** (2018). Applying importance-performance analysis to services of a visitor information center. *Tourism and Hospitality Research*, 18(1), 84-95.
- Woosnam, K. M, **Draper, J.**, Jiang, J., Aleshinloye, K. D., & Erul, E. (2018). Applying self-perception theory to explain residents' attitudes about tourism development through travel histories. *Tourism Management*, 64, 357-368.
- *Ma. X., & **Draper, J.** (2017). Motivation and satisfaction of marathon volunteers: How important is volunteers' level of running experience? *Journal of Convention & Event Tourism*, 18(1), 41-59.
- Draper, J.**, Taylor, D. C., & *de Kok, D. (2016). How important is wine at a cultural festival? *Journal of Convention & Event Tourism*, 17(2), 95-111.
- Draper, J.** (2016). An exploratory study of the differences in prior travel experience and tourist information sources. *Tourism and Hospitality Research*, 16(2), 133-143.
- Draper, J.** (2015). Comparing destination image of visitors, potential visitors, and residents. *e-Review of Tourism Research (eRTR)*, 12(1/2), 137-151.
- Jiang, J., Woosnam, K. W., & **Draper, J.** (2014). Structural elements of articles and diachronous citation analysis among top-ranking tourism journals (1990-2010). *Tourism Management Perspectives*, 12, 48-56.
- *Baker, K. L., & **Draper, J.** (2013). Importance-performance analysis of the attributes of a cultural festival. *Journal of Convention & Event Tourism*, 14(2), 104-123.
- Draper, J.**, Oh. C., & Harrill, R. (2012). Preferences for heritage tourism development using a choice modeling approach. *Tourism Analysis*, 17(6), 747-759.
- *Elston, K., & **Draper, J.** (2012). A review of meeting planner site selection criteria research. *Journal of Convention & Event Tourism*, 13(3), 203-220.
- Dixon, A. W., Oh, C. & **Draper, J.** (2012). Access to the beach: Comparing the economic values of coastal residents and tourists. *Journal of Travel Research*, 51(6), 742-753.

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

Non-Peer Reviewed/Invited Journal Articles, Conference Reports, and other Correspondence

- Draper, J. (2019).** The International Council of Hotel Restaurant, and Institutional Education (iCHRIE) New Orleans, Louisiana, July 24 – 26, 2019. *Journal of Convention & Event Tourism, 20*(5), 421-423.

Book Chapters/Sections

- Draper, J. (2017).** Staycation tourism. In L. L. Lowry (Ed.), *The SAGE international encyclopedia of travel and tourism* (pp. 1178-1179). Thousand Oaks, CA: SAGE Publications, Inc.

Peer Reviewed Conference Stand Up Presentations, Abstracts, and Proceedings

- *Liu, Y, Madera, J., & **Draper, J. (2021).** Work and family conflicts on family cohesion: Emotional intelligence as a moderator. *The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, Texas, January 8-9, 2021. (Virtual)
- Ritter, M., Boger Jr., C. A., Madera, J. M., **Draper, J., & Daniels, M. (2021).** Service-based perceived risk: Scale development. *The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, Texas, January 8-9, 2021. (Virtual)
- *Liu, Y., **Draper, J., & Dawson, M. (2020).** The emphasis on hospitality education and work experience upon career self-efficacy: A comparison of hospitality students. *International*

Council on Hotel, Restaurant, and Institutional Education Annual Conference, Phoenix, Arizona, July 22 - 24, 2020.

- As a result of the Corona Virus/Covid-19 the conference was cancelled, but papers accepted were published on the iCHRIE website as annotated PowerPoints.

*Nganga, L., & **Draper, J.** (2018). Comparison of meeting planners' perception based on experience with the study destination. *The 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Fort Worth, Texas, January 3-5, 2018.

Draper, J. (2014). Comparison of visitors, non-visitors, and residents on destination image. *International Council on Hotel, Restaurant, and Institutional Education Annual Conference*, San Diego, California, July 30 - August 1, 2014.

Boger Jr., C. A., Kwon, J., **Draper, J.**, & Chutiprachakij, S. (2014). Hotel frequency programs: The effects of affective vs. calculative switching barriers on loyalty. *International Council on Hotel, Restaurant, and Institutional Education Annual Conference*, San Diego, California, July 30 - August 1, 2014.

Jiang, J., Qian, W. Woosnam, K. M., & **Draper, J.** (2013). Visitors/emotional solidarity with residents through their tourism use history (TUH). *International Symposium on Society and Resource Management*, Estes Park, Colorado, June 4-8, 2013.

Jiang, J., Woosnam, K. M., & **Draper, J.** (2012). A citation analysis of articles published in the top-ranking tourism journals (2001-2010). *The Travel and Tourism Research Association's 43rd Annual Conference*, Virginia Beach, Virginia, June 17-19, 2012.

Draper, J., Oh, C., & Harrill, R. (2011). Understanding public preferences for development of a heritage tourism corridor: A choice experiment approach. *The Travel and Tourism Research Association's 42nd Annual Conference*, London, Ontario, Canada, June 19-21, 2011.

Oh, C., **Draper, J.**, & Dixon, A. W. (2010). Comparison of resident and tourist preferences for public beach access. *Proceedings of The 22nd International Conference of The Coastal Society*, Wilmington, North Carolina, June 13-16, 2010.

Draper, J., & Norman, W. C. (2008). Oconee County, South Carolina residents' vision, attitude toward tourism development, and tourism strategy priority study. Presented during the Rural Tourism — A Cross Country Dialogue, Session I. *International Symposium on Society & Resource Management*, Burlington, Vermont, June 10-14, 2008.

Oh, C., **Draper, J.**, Dixon, A. W., & von Kolnitz, E. (2007). Understanding visitors' preferences for public beach access using a stated preference choice approach. *International Symposium on Society & Resource Management*, Park City, Utah, June 17-21, 2007.

Oh, C. Dixon, A. W., **Draper, J.**, & Mjelde, J. W. (2007). Estimating tourists' economic values of public beach access points. *The Travel and Tourism Research Association's 38th Annual Conference*, Las Vegas, Nevada, June 17-20, 2007.

- Oh, C., **Draper, J.**, & Dixon, A. W. (2007). Assessing visitor preferences for beach access. *Northeastern Recreation Research Symposium*, Bolton Landing, New York, April 15-17, 2007.
- Dixon, A. W., **Draper, J.**, Norman, W. C., Backman, S., Backman, K., & Brookover, R. (2007). Segmenting sport tourists by days attended: Implications for event management and marketing. *Southeast Travel and Tourism Research Association's 2007 Tourism Research Symposium & Annual Meeting*, Biloxi, Mississippi, March 19-21, 2007.
- Draper, J.**, Shenoy, S., & Norman, W. C. (2006). Segmenting agritourists: Implications for marketing and collaborative partnerships. *Southeast Travel and Tourism Research Association's 2006 Tourism Research Symposium & Annual Meeting*, Sarasota, Florida, March 27-29, 2006.

Peer Reviewed Poster Presentations/Proceedings

- *Liu, Y., & **Draper, J.** (2021). Can glamping be a vacation to help DINK couples escape and maintain closeness in a relationship? *International Council on Hotel, Restaurant, and Institutional Education Annual Conference*, Washington, DC, July 26-30, 2021. (Virtual)
- *Adu, M. A. O., & **Draper, J.** (2020). Investigating the perceptions and attitudes of Africans living in the United States towards tourism in Africa. *The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Las Vegas, Nevada, January 3-5, 2020.
- *Liu, Y., & **Draper, J.** (2020). Does attending a festival with children moderate the relationship between festival involvement and family quality of life? *The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Las Vegas, Nevada, January 3-5, 2020.
- *Liu, Y., Dawson, M., & **Draper, J.** (2019). What is in a name? Does the title of the degree influence students' attraction, recruiting, and industry participation? *International Council on Hotel, Restaurant, and Institutional Education Annual Conference*, New Orleans, Louisiana, July 24-26, 2019.
- *Liu, Y., **Draper, J.**, & Dawson, M. (2019). Careers in event management: A comparison of hospitality students. *The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, Texas, January 3-5, 2019.
- Also presented at the Poster Session for the Graduate Research Showcase at the University of Houston, Houston, Texas, February 11, 2019.
- *Gonabadi, N., & **Draper, J.** (2017). How important are quality of education, campus environment, and destination environment in students' higher education decision? *The 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, Texas, January 5-7, 2017.

- Draper J., & Neal, J. A. (2016).** Exploring the motivations and differentiating characteristics of attendees of a food safety conference. *International Council on Hotel, Restaurant, and Institutional Education Annual Conference*, Dallas/Grapevine, Texas, July 20-22, 2016.
- Draper J., Taylor, D. C., & *de Kok, D. (2015).** Exploratory study of the relationships between festival attendee motivation and the importance of wine. *The Travel and Tourism Research Association's 46th Annual Conference*, Portland, Oregon, June 15-17, 2015.
- Draper J., Taylor, D. C., & *de Kok, D. (2015).** Exploring prior festival experience differences on the importance of wine at festivals. *International Council on Hotel, Restaurant, and Institutional Education*, Orlando, Florida, July 29-31, 2015.

Technical Reports

- Su, Z., & **Draper, J. (2017).** *Conrad N. Hilton College of Hotel and Restaurant Management Fall 2017 Career Fair Study*. Report prepared for the Conrad N. Hilton College of Hotel and Restaurant Management, Houston, Texas.
- Draper, J. (2017).** *Greater Houston Convention and Visitors Bureau/Visit Houston Meeting Planner Study*. Report prepared for Greater Houston Convention and Visitors Bureau/Visit Houston, Houston, Texas.
- Draper, J., & Neal, J. (2015).** *Conference for Food Protection Biennial Meeting Study*. Report prepared for the Conference for Food Protection.
- Draper, J., & *deKok, D. (2015).** *Festa Italiana 2014 festival study*. Report prepared for the Festa Italiana Committee, Houston, Texas.
- *Ma, X, & **Draper, J. (2012).** *2012 Houston Marathon volunteer motivation and satisfaction study*. Report prepared for the Houston Marathon Committee, Houston, Texas.
- Draper J., & *Yu, X. (2012).** *2011 Galena/Jo Daviess County visitor inquiry study*. Report prepared for the Galena/Jo Daviess County Convention & Visitors Bureau, Galena/Jo Daviess County, Illinois.
- *Baker, K., & **Draper, J. (2012).** *Festa Italiana 2011 festival study*. Report prepared for the Festa Italiana Committee, Houston, Texas.
- *Zhang, Y., & **Draper, J. (2011).** *2011 Italian Cultural & Community Center member and subscriber study*. Report prepared for the Italian Cultural & Community Center, Houston, Texas.
- Draper, J., & *Bai, J. (2011).** *2010-2011 Austin visitor inquiry study*. Report prepared for the Austin Convention & Visitors Bureau, Austin, Texas.
- Draper, J., & Norman, W. C. (2008).** *Oconee County resident survey*. Report prepared for Oconee County, South Carolina's Department of Parks, Recreation, & Tourism, Oconee County, South Carolina.

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

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

Book Reviews

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

Magazine/Newsletter Articles

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

Non-Peer Reviewed Poster Presentations

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

KEYNOTES, SEMINARS/WORKSHOPS, AND OTHER INVITED SPEECHES/PRESENTATIONS

Keynote Speeches

Draper, J. (2018). Houston, we have come a long way. *Hotel & Lodging Association of Greater Houston*. Hilton University of Houston, Houston, Texas, October 17, 2018

Draper, J. (2018). Engaging the community for sustainable tourism development. *Tourism Development in New Era: Green, Smart, and Integration*. Zhejiang Gongshang University School of Tourism and Urban-Rural Planning, Jianggan District, Hangzhou, Zhejiang, China, June 1-3, 2018.

Seminars/Workshops

Draper, J. (2021, October 7 – Pre-Conference Workshop). One researcher's thoughts on designing and publishing hospitality and tourism research. *The 8th International Conference on Hospitality & Tourism Management 2021*. Virtual Conference planned by The International Institute of Knowledge Management (TIKM), Pitakotte, Sri Lanka, November 4-5, 2021. (Virtual)

Other Invited Speeches/Presentations

- Draper, J., & Young Thomas, L.** (2018). MEEC journals: What are the differences in terms of study methods, data collection, and data analysis? *International Council on Hotel, Restaurant, and Institutional Education Annual Conference – Event Management Special Interest Group (SIG)*, Palm Springs, California, July 25-27, 2018.
- Draper, J.** (2017). Using research and statistics for convention and meeting sales proposals. *Texas Society of Association Executives New Ideas Annual Conference*, Houston, Texas, September 17-19, 2017.
- Draper, J.** (2017). Event management research over the past 12 years in the top 24 hospitality, tourism, and event management journals: What are the current trends in research topics, data collection, and statistical methods? *International Council on Hotel, Restaurant, and Institutional Education Annual Conference – Event Management Special Interest Group (SIG)*, Baltimore, Maryland, July 26-28, 2017.
- Draper, J.** (2013). Competitive cities project. *Greater Houston Convention & Visitors Bureau Board of Directors' Meeting*, University of Houston, Houston, Texas, July 26, 2013.
- Draper, J.** (2012). 2011 Galena/Jo Daviess County visitor inquiry study. *Galena /Jo Daviess County Convention & Visitors Bureau Board of Directors' Meeting*, Galena/Jo Daviess County, Illinois, March 2, 2012.
- Draper, J.** (2008). Rural tourism development case study. *Department of Recreation, Park and Tourism Administration's Professional Development Conference*, Western Illinois University, Macomb, Illinois, April 18, 2008.

White Papers

- *Ding, A., *Ritter, M., *Wang, M., & **Draper, J.** (2016). A review of film tourism literature: Marketing/promotion, impacts, and film tourists. White paper prepared for Houston First Corporation, Houston, Texas.
- * Graduate students participated in the project to receive Special Problems/Independent Study (HRMA 6398) credit.

GRANTS and RESEARCH PROJECTS

Ongoing/Current Grants and Research Projects

- Draper, J. (2022 – to be completed for the spring 2023 semester). Alternative Textbook Incentive Program (ATIP). University of Houston (UH), UH Libraries in collaboration with the UH Office of the Provost, submitted fall 2021, Awarded \$2,500.
- Create an alternative textbook for HRMA 2365: Tourism

Submitted/Under-Review

Funded Grants and Research Projects Completed

Webb, D., & **Draper, J.** (2019). Summer Undergraduate Research Fellowship (Faculty Advisor). University of Houston, Office of Undergraduate Research, June 3 to August 9, 2019

- Student received a \$4,000 scholarship
- Student and faculty research team received \$300 to support the study
- The study was a tourism destination image study of Houston, Texas

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

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

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

Other Projects Funded

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

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

Grants and Research Projects Submitted But Not Funded

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

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

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

Projects During Ph.D. Studies With Significant Roles

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

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

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

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

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

Additional Research Project Field Experience

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

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

GRADUATE STUDENT RESEARCH CHAIR and COMMITTEES

Ph.D. Dissertation Committee Chair/Advisor

Yi Liu. (July 2021). *Family-related outcomes from parents' attending status and alcohol consumption at leisure events*. (Doctoral Dissertation). University of Houston, Houston, Texas.

Ph.D. Dissertation Committee Member

Marisa Ritter. (December 2020). *Service-based perceived risk in milestone events*. (Doctoral Dissertation). University of Houston, Houston, Texas.

Jookyung Kwon. (May 2019). *The effect of brand experience on eco-friendly behavior: An application of stimulus-organism-response framework*. (Doctoral Dissertation). University of Houston, Houston, Texas.

Chair of Thesis Committee

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

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

Jason Draper, Ph.D., CHE

Chair of Professional Paper

- Yu-Ting Huang. (December 2018). *What is heritage tourism and how is it promoted?* (professional paper). University of Houston, Houston, Texas.
- Caroline Mathison. (May 2018). *Layover tourism, stopover programs, and psychographics of venturesome travelers* (professional paper). University of Houston, Houston, Texas.
- Huan Chen. (December 2017). *A review of event volunteer motivation research* (professional paper). University of Houston, Houston, Texas.
- Yi Liu. (Professional Paper completed December 2017, Graduation May 2018). *Decision making of convention participants* (professional paper). University of Houston, Houston, Texas.
- Ziwei Su. (December 2017). *Students' motivation to attend hospitality career fairs* (professional paper). University of Houston, Houston, Texas.
- Nafiseh Gonabadi. (May 2017). *College choice preferences* (professional paper). University of Houston, Houston, Texas.
- Leah Wachuka Nganga. (Professional Paper completed May 2017, Graduation December 2017). *Comparison of meeting planners' perceptions based on experience with the study destination* (professional paper). University of Houston, Houston, Texas.
- Mengfan Wang. (May 2017). *Perceptions of Macau as a destination as written in tourism blogs* (professional paper). University of Houston, Houston, Texas.
- Tiffany Clifford. (May 2016). *The importance of food, wine, and beer at a cultural festival* (professional paper). University of Houston, Houston, Texas.
- Ashley Murphy. (May 2016). *The perceived usefulness of event based mobile applications in cultural festivals* (professional paper). University of Houston, Houston, Texas.
- Taylor Everett. (Professional Paper completed December 2015, Graduation December 2016). *A content analysis of sustainability research in the meetings and events industry* (professional paper). University of Houston, Houston, Texas. (Joint MS/MBA degree).
- Kalim A. Habet. (Professional Paper completed December 2015, Graduation May 2016). *Airline customer satisfaction and its effect on marketing* (professional paper). University of Houston, Houston, Texas. (Joint MS/MBA degree).
- Pei Wen Yang. (December 2015). *Characteristics of top wedding destinations in the United States* (professional paper). University of Houston, Houston, Texas.
- Ritong He. (May 2015). *A review of articles in the Journal of Convention & Event Tourism* (professional paper). University of Houston, Houston, Texas.

- Deborah de Kok. (May 2015). *Determining motivating factors of cultural festival attendees based on generational differences* (professional paper). University of Houston, Houston, Texas.
- Angela Corredor. (May 2014). *Event technology & virtual events: Research trends and future directions* (professional paper). University of Houston, Houston, Texas.
- William Fuentes. (May 2014). *Service quality in the spectator sports industry: A literature review* (professional paper). University of Houston, Houston, Texas
- Morgan Naylor Bellows. (December 2013). *How Galveston could best market to top origin tourist markets* (professional paper). University of Houston, Houston, Texas.
- Kelly Melissa Brant (May 2013). *Managing expectations in the special events industry* (professional paper). University of Houston, Houston, Texas.
- Katherine Anne Hughes (May 2013). *The destination image of Galveston Island* (professional paper). University of Houston, Houston, Texas.
- Brianna Martiel LaFleur (Professional Paper completed December 2012, Graduation May 2013). *Technology: An evolving trend transitioning in to the events industry* (professional paper). University of Houston, Houston, Texas. (Joint MS/MBA degree).
- Alexandria Monroe. (Professional Paper completed May 2012, Graduation May 2013). *Evaluating expectations in sports events volunteers* (professional paper). University of Houston, Houston, Texas. (Joint MS/MBA degree).
- Kayla Elston. (May 2012). *An overview of meeting planner site selection criteria: A review of the literature* (professional paper). University of Houston, Houston, Texas.
- Xiao Ma. (May 2012). *Motivation and satisfaction of special event volunteers* (professional paper). University of Houston, Houston, Texas.
- Abigail Esther Usry. (May 2012). *An assessment of meeting planners' site selection criteria in Dallas, Austin, San Antonio, and Houston: A case study* (professional paper). University of Houston, Houston, Texas.
- Tremaine Webber (May 2012). *An assessment of students' behavioral intention toward volunteering during spring break trips* (professional paper). University of Houston, Houston, Texas.
- Tyson Weekes. (May 2012). *A study of the perception of Galena/Jo Daviess County as a tourism destination and its impact on visit intention* (professional paper). University of Houston, Houston, Texas.

Thesis Committee Member

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

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

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

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

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

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

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

Supervisor of Graduate Student Practicum Projects

Yi Liu. (Spring 2018). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

- Worked with a master's student to review and document meetings, expositions, events, and convention (MEEC) academic research. The project will lead to an academic article to submit to a journal.

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

- Conducted a survey of members of Houston's Italian Cultural & Community Center and wrote a report for the group.

MEDIA EXPOSURE: TELEVISION INTERVIEWS, PANELIST ON RADIO SHOWS, RADIO INTERVIEWS/QUOTES, NEWSPAPER ARTICLE QUOTES

Takahashi, P. (2021, August 20). OTC ends with organizers declining to disclose attendance numbers. *Houston Chronicle*. <https://www.houstonchronicle.com/business/energy/article/OTC-ends-with-organizers-declining-to-disclose-16399319.php?cmpid=gsa-chron-result>

- Staff Writer. (2021, July 26). 2021's best cities for carless weekend trips. *Lawnstarter.com*. <https://www.lawnstarter.com/blog/studies/best-cities-carless-weekend-trips/#expert=jason-draper-phd-che>
- McCann, A. (2021, July 6). 2021's best & worst cities for recreation. *Wallethub.com*. https://wallethub.com/edu/best-worst-cities-for-recreation/5144#expert=Jason_Draper
- Douglas, E., & Iszler, M. (2020, July 5). Texas tourism industry fighting 'like hell' to survive summer after pandemic steals spring. *Houston Chronicle*. <https://www.chron.com/business/economy/article/texas-tourism-industry-coronavirus-pandemic-summer-15385443.php>
- (2020). Ask the experts: Given the effects of the coronavirus pandemic on tourism and travel, what are the best ways to enjoy a staycation and keeping safe? *Wallethub.com*. <https://wallethub.com/edu/best-cities-for-staycations/4341/#expert=jason-draper>
- Wu, G. (2020, March 3). Houston tourism industry could lose millions with CERAWeek cancellation, travel restrictions. *Houston Chronicle*. <https://www.houstonchronicle.com/business/article/Local-tourism-industry-could-lose-millions-with-15100157.php>
- (2020). Ask the experts: Exploring the best travel credit cards. *Wallethub.com*. https://wallethub.com/best-travel-credit-cards#Jason_Draper
- (2019). Credit cards for international travel – Ask the experts. *Wallethub.com*. https://wallethub.com/credit-cards/international/#expert=Jason_Draper
- Wetzel, T. (2019, June 27). Space connections provide liftoff for Houston's tourism industry. *Houston Chronicle*. [https://www.houstonchronicle.com/local/space/mission-moon/article/Space-connections-provide-liftoff-for-Houston-s-14046184.php?utm_campaign=CMS%20Sharing%20Tools%20\(Premium\)&utm_source=share-by-email&utm_medium=email](https://www.houstonchronicle.com/local/space/mission-moon/article/Space-connections-provide-liftoff-for-Houston-s-14046184.php?utm_campaign=CMS%20Sharing%20Tools%20(Premium)&utm_source=share-by-email&utm_medium=email)
- Hagerty, M. (2019, June 13). Full Show: Global Trade, Kosher Business, And Weird Al Yankovic. *Houston Public Media*. <https://www.houstonpublicmedia.org/articles/shows/houston-matters/2019/06/13/336556/full-show-global-trade-kosher-business-and-weird-al-june-13-2019/>
- McCann, A. (2019, May 15). Best summer travel decisions. *Wallethub.com*. <https://wallethub.com/edu/best-summer-travel-destinations/3792/#expert=jason-draper>
- de Luna, M. (2018, November 21). A new Astroworld for Houston? Mayor Turner teases the idea. *Houston Chronicle*. <https://www.chron.com/life/article/A-new-Astroworld-for-Houston-Mayor-Turner-teases-13411401.php>
- Bennett, A. (2018, November 19). Could Astroworld return to Houston? *KHOU 11*. <https://www.khou.com/article/news/local/could-astroworld-return-to-houston/285-616041053>

Wray, D. (2018, May 29). Closed, but never forgotten: AstroWorld turns 50. *Houstonia Magazine*: <https://www.houstoniamag.com/articles/2018/5/29/astroworld>

Groogan, G. (2017, January 31). Houston projects Super Bowl to net local economy \$350 million. *Fox 26 Houston*. <http://www.fox26houston.com/news/232870036-story>

DeLaughter, G. (2017, January 30). A lot has changed since Houston last hosted the Super Bowl. *Houston Public Media*. <http://www.houstonpublicmedia.org/articles/news/2017/01/30/185527/a-lot-has-changed-since-houston-last-hosted-the-super-bowl/>

DeMasters, K. (2017, January 26). Super Bowl may, or may not, mean big bucks for Houston. *Financial Advisor*. <http://www.fa-mag.com/news/super-bowl-may--or-may-not--mean-big-bucks-for-houston-31092.html>

Bernardo, R. (2016, December 6). Best places for New Year's Eve celebrations. *WalletHub.com*. <https://wallethub.com/edu/best-places-for-new-years-eve/17263/>

Wetzel, T. (2016, July 15). Event security concerns raised after deadly attack in sister city, Nice. *KHOU Channel 11*. <http://www.khou.com/news/event-security-concerns-raised-after-deadly-attack-in-sister-city-nice/274812786>

DeLaughter, G. (2016, March 31). Houston hosts the Final Four: Will the city become the next big events destinations. *Houston Public Media*. <https://www.houstonpublicmedia.org/articles/news/2016/03/31/143124/as-houston-hosts-the-final-four-will-the-city-become-the-next-big-events-destination/>

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

Mulvaney, E., & Sixel, L. M. (2015, April 28). Tourism board unveils aggressive agenda for drawing visitors: Push includes major marketing to Mexico visitors. *Houston Chronicle*. <http://www.houstonchronicle.com/business/economy/article/Tourism-board-unveils-aggressive-agenda-for-6229965.php>

Ramirez, M. (2014, February 12). UH Moment: "Jason Draper" Competition isn't just for the field or court. Research at the UH Hilton College examines competition among cities. *Houston Public Media*. <http://www.houstonpublicmedia.org/articles/shows/2014/02/12/49255/uh-moment-jason-draper-2/>

(2013, October 30). Role of conventions in Houston's Economy. *Houston Matters (KUHF 88.7 FM)*. <http://www.houstonmatters.org/segments/segment-a/2013/10/30/role-of-conventions-in-houstons-economy>

MODERATOR/HOST/PANELIST/OTHER INVITED CONFERENCE PARTICIPATION

Moderator. General Session I: A Session with Three Editors: Discussions on Research and Publication. *The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, Texas, January 7-8, 2022. (Virtual).

Moderator. General Session II: Effectively Engaging Students. *The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, Texas, January 8-9, 2021. (Virtual).

Moderator. Up, Up, and Away: Reaching New Heights in Travel and Tourism. *Executive in Residence Day* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, October 16, 2019.

Moderator. Tourism & Sustainability. *24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, January 3-5, 2019

Moderator. Consumer Behavior, Hospitality. *24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, January 3-5, 2019

Moderator. Slam Dunk! Managing Guest Satisfaction in the Sports Industry. *The 23rd Annual Hospitality Hall of Honor Think Tank Series* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, October 17, 2018.

Panelist. TED Talk – Learning from Emerging Global Hospitality Educators. *22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, January 5-7, 2017.

Moderator. Sustainability & Tourism (2 sessions). *22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, January 5-7, 2017.

Moderator. H-Town, Bow Down – Houston as a Leisure Destination. *The 21st Annual Hospitality Hall of Honor Think Tank Series* at Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, Houston, Texas, October 19, 2016.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TEACHING

Courses Taught – Graduate

Fall 2021. HRMA 6355: Event Administration (3 Credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

- Synchronous Online Course

Fall 2020. HRMA 6330. Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

- Hyflex Course

Fall 2020. HRMA 6355: Event Administration (3 Credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

- Synchronous Online Course

Spring 2020. HRMA 6330. Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2020. HRMA 6365. Tourism and Travel (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2019. HRMA 6330. Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2019. HRMA 6355: Event Administration (3 Credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2019. HRMA 6330. Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2018. HRMA 6330. Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2018. HRMA 6330. Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2017. HRMA 6365. Tourism and Travel (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2017. HRMA 6330. Statistical Analysis for the Hospitality Industry (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2016. HRMA 6398: Special Problems (Independent Study) (3 Credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

- Included three Master of Science students to provide of overview of research related to film tourism in three areas: marketing/promotion, impacts, motivations and demographics of film tourists. The project resulted in a white paper for the sponsoring organization, Houston First Corporation.

Fall 2016. HRMA 6355: Event Administration (3 Credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

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

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

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

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

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

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

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

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

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

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

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

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

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

Courses Taught – Undergraduate

Fall 2021. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

- Synchronous Online Course

Spring 2021. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

- Synchronous Online Course

Spring 2019. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2018. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2018. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2017. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Spring 2017. HRMA 2365: Tourism (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

Fall 2016. HRMA 4398: Independent Study (3 credits). Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston.

- Guided a Bachelor of Science student to write a draft of a paper reviewing the cruise industry and assessing the offering of family cruises.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Executive Education Courses Taught

Convention Management. (November 12, 2015). Presented at the University of Houston to executives from Kangwonland, South Korea.

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

Courses Assisted

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

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

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

Guest Lectures

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

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

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

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

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

HONORS and AWARDS

Service Excellence Award from the University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management, received in Spring 2020.

Teaching Excellence Award from the University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management, received in Spring 2018.

Provost's Faculty Travel Fund (\$1,200) from the University of Houston Provost's Office to attend and present at the *International Council on Hotel, Restaurant, and Institutional Education's 2016 Annual ICHRIE Summer Conference*, Dallas/Grapevine, Texas, July 20-22, 2016.

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

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

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

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

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

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

PROFESSIONAL AFFILIATIONS

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

Travel and Tourism Research Association (2000 to Present)

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

Professional Convention Management Association (2010 to Present)

Southeast Chapter of Travel and Tourism Research Association (2005 thru 2009)

Community Development Society (2008 thru 2010)

CenStates Chapter of Travel and Tourism Research Association (2000 thru 2004)

Other Affiliations

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

SERVICE

Community Service

Tourism Scholar Member, Rutherford B. H. Yates Scholar's Committee for UNESCO Freedmen's Town/Slave Route Project (Fall 2017 to Present)

Hospitality Education/Research/Industry

Managing Editor, *Journal of Convention & Event Tourism* (January 1, 2021 to present)

- Associate Editor, *Journal of Convention & Event Tourism* (January 1, 2018 thru December 31, 2020)
- Editorial Board Member, *Journal of Convention & Event Tourism* (January 1, 2016 thru December 31, 2017)

Editorial Board Member, *Event Management* (Fall 2018 thru Fall 2021)

Co-Chair, *The 27th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Co-Hosted by the University of Houston Conrad N. Hilton College and The Hong Kong Polytechnic University School of Hotel and Tourism Management, Houston, Texas, January 7-8, 2022. (Virtual)

Co-Chair, *The 26th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Co-Hosted by the University of Houston Conrad N. Hilton College and The Hong Kong Polytechnic University School of Hotel and Tourism Management, Houston, Texas, January 8-9, 2021. (Virtual)

Chair, Meetings, Events, Exhibitions, and Convention Management Special Interest Group (SIG) for the International Council on Hotel, Restaurant, and Institutional Education (January 2019 to present).

Member, Scientific Paper Review Committee and Research Committee for the International Council on Hotel, Restaurant, and Institutional Education (January 2019 thru December 2020)

- Co-Track Chair for Tourism/Leisure/Recreation (January 2019 thru December 2020)

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

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

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

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

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

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

University of Houston

Leadership Roles

Chair, Provost's Faculty Travel Fund Committee (Fall 2019 to present)

Committees and Other Service

Committee Member, Provost's Interim Course Evaluations Policy Committee (September 21, 2020 thru October 15, 2020)

Committee Member, Provost's Interim Course Evaluations Policy Committee (March 30, 2020 thru April 15, 2020)

Committee Member, Provost's Faculty Travel Fund Committee (Fall 2018 thru Summer 2019) (Chair as of Fall 2019)

Faculty Senator (January 1, 2017 thru August 19, 2021)

- Faculty Affairs Committee (January 1, 2020 thru August 19, 2021)
 - Member, Faculty Senate Award for Excellence in Service Working Group (November 2020 to May 2021)
 - Co-Leader, Provost's EOS/Compliance and Student Evaluation Comments Working Group (August 2020 thru October 2020)
- Community and Government Relations Committee (August 2019 thru December 2019)
- Faculty Affairs Committee (January 2017 thru August 2019)
 - Co-Chair, Faculty Values Statement Sub-Committee (January 2019 thru May 2019)
 - Teaching Evaluation Instruments Sub-committee (Spring 2018)
 - Member, C. T. Bauer College of Business Dean Review Committee (Spring 2017) (joined committee after review started and once becoming a Faculty Senator)

Interviewer, Tier One Invitational (January 14, 2017)

- Served on a panel to interview candidates for University of Houston's Tier One Scholarships

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

Conrad N. Hilton College of Hotel & Restaurant Management

Leadership Roles

Chair, Journal Ranking Committee (Fall 2017 thru Fall 2020)

- The first committee chair, leading the development of an initial journal ranking and processes for getting new journals ranked and appealing ranked journals

Chair, Course Evaluation Committee (Spring 2017 thru Spring 2018)

Committees and Other Service

Member, Annual Evaluation Committee for Research (Fall 2018 thru Spring 2021)

Member, Annual Evaluation Committee for Service (Fall 2018)

Faculty Representative, Young Hoteliers Summit, Lausanne, Switzerland (March 12-14, 2018)

Member, Master in Analytics Track course development sub-committee (Fall 2017 to Present)

Member, Lodging Curriculum course development sub-committee (Fall 2017 to Present)

Member, Promotion and Tenure Committee (Fall 2017 to Present) – Associate Level

Member, Faculty Search Committee (Fall 2017; Summer 2012 thru Summer 2013)

Teaching Mentor for First Year Tenure Track Faculty – Jaewook Kim (Fall 2017 thru Spring 2017)

Member, PhD Exam Committee (Spring 2015 to Present)

Member, Scholarship Committee (Spring 2013 thru Spring 2021)

Member, Graduate Curriculum Committee (Spring 2012 to Present)

Faculty Advisor, Eta Sigma Delta (Fall 2011 thru Spring 2015)

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

INDEPENDENT CONSULTING

Houston First Corporation, March thru August 2017. Analyzed hospitality and tourism employee zip codes to determine the estimated number in Houston area United States Congressional Districts.

Houston First Corporation, December 2015 thru May 2016. Analyzed hospitality and tourism employee zip codes to determine the estimated number in Harris County Precincts and Houston City Council Districts.

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

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

EXPERT WITNESS

Expert witness for United States Department of Justice in: *United States of America v. 400 Acres of Land, More or Less, Situate in Lincoln County, State of Nevada.* November 2016 thru May 2018.

- Prepared expert witness report
- Deposed in May 2018

TOURISM INDUSTRY EXPERIENCE

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

- Managed the Research Department's projects, daily operations, budget, and 3 to 5 employees and interns.
- Monitored and analyzed primary and secondary travel statistics in Chicago including hotel metrics, travel volume, economic impact, traveler demographic variables, and other indicators used to gauge the convention and tourism industry.
- Prepared industry analysis and presentations for CEO, President, Vice Presidents, Executive Committee, Board of Directors, and key constituents.
- Advised the Executive Staff of industry insights, outlook, and trends through analysis of various data sources and reports at local, regional, and national levels.
- Coordinated all research vendor negotiations and supervised implementation and contract deliverables.
- Designed, implemented, and analyzed all in house research such as follow up web based surveys for Chicago's leisure tourism promotions, meeting planner satisfaction, membership satisfaction, and other projects as conducted.
- Prepared the Chicago Convention and Tourism Bureau's *Annual Competitive Analysis Report* which measured current and future exhibit space, bureau budgets, hotel inventory, labor rates, and other measurements through an annual survey of 80+ responding convention and visitor bureaus in the United States and Canada.
- Supervised the entry and analysis of data in the *Destination3000* sales database which houses statistics related to the convention, tradeshow and group meeting industry for Chicago.

- Designed, coordinated, and tested upgrades to the *Destination3000* database and trained employees on use of the system and upgrades.
- Implemented and enhanced the DataChicago and DataChicago II programs that provided targeted company listings to help grow conventions and tradeshow in Chicago through analysis of Standard Industry Classification (SIC) Codes, geography, company revenue, employee size, and other variables as appropriate.
- Developed and tested the methods for DataChicago II to strategically assist clients to identify and recruit new exhibiting and attendee businesses.
- Managed the HotelPace program in collaboration with TravelCLICK to provide and analyze the outlook of Chicago's future hotel inventory and booking pace.

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

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

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

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

RELATED ACADEMIC EXPERIENCE

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

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