

Deepak Chhabra

School of Community Resources & Development
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EDUCATION AND DEGREES

2001 - Ph.D. North Carolina State University, USA. Major- Forestry (focus on heritage tourism)
1991 - M.A. International Tourism and Hotel Management, Schiller International University, UK.
Major – Tourism
1992 - M.Phil. Jammu University, India (Registered in 1988). Major – History
1984 - B.A. Jammu University, India (Correspondence). Major – Arts
1983 – Diploma in Textile Designing (Weaving), South Delhi Polytechnic for Women, New
Delhi, India

ACADEMIC POSITIONS

2006 – Present: Arizona State University, School of Community Resources, Assistant Professor
2003 – 2006: University of Northern Iowa, Division of Health, Physical Education and Leisure
Services, Assistant Professor
2001 – 2003: California State University, Department of Recreation and Leisure Studies, Assistant
Professor
1999 - 2001: North Carolina State University, College of Natural Resources, Part-time Instructor

RESEARCH INTERESTS

Socioeconomic impacts of recreation and tourism
Authenticity of heritage objects and indigenous cultures
Sustainability of tourism
Travel and spending behavior of tourists
Tourist expenditures and their subsequent economic impacts in terms of direct, indirect, and induced
benefits

RESEARCH AND CREATIVE ACTIVITY

BOOK CHAPTER

Chhabra, D. 2004. Economic Impact of Festivals in United States. A chapter published
in the book entitled Tourism and Cultural Festivals and Events: Management, Planning and Policy
Dimensions. Philip Long and Mike Robinson (Editors)

BOOK PROPOSAL IN PROGRESS

Chhabra, D. Dynamism of Authenticity and its Marketing in Heritage Tourism. Sage Publications

REFEREED JOURNAL ARTICLES (PUBLISHED/ACCEPTED)

- Chhabra, D.** 2006. Estimating Benefits and Costs of Casino Gambling in Iowa. Journal of Travel Research. Accepted pending minor revisions.
- Chhabra, D.** 2006. "Determining Influences of Ethnicity and Marginality on Travel and Gambling Behavior. Journal of Vacation Marketing. In Press
- Chhabra, D. & Gursoy, D.** 2007. Perceived Impacts of Gambling: Integration of Two Theories. UNLV Gaming Research & Review Journal, 11 (1). In Press
- Chhabra, D.** 2007. Analyzing Stakeholders Perceptions of Sports Tourism. Tourism Analysis, 12 (2). In Press.
- Chhabra, D.** 2007. Determining Spending Behavior of Female Travelers in Nature-based Tourism. Leisure/Loisir. In Press
- Chhabra, D.** 2006. "Determining Travel and Spending Patterns in Nature-based Tourism." Tourism Management. In Press
- Chhabra, D.** 2006. "Analyzing the Travel Behavior of Daytrippers and their Economic Impact: A Case Study of Sacramento County, CA" Journal of Vacation Marketing, 12 (1): 93-97.
- Chhabra, D.** 2005. "Understanding Authenticity and its Determinants." Journal of Travel Research, 44 (1): 64-73.
- Chhabra, D.** 2004. "Redefining a Festival Visitor. A Case Study of Vendors Attending Scottish Highland Games in the United States. Journal of Event Management, 9 (1).
- Chhabra, D., Sills, E.O. & Cabbage, F.** 2003. "Significance of Festivals to Rural Economies: Estimating the Economic Impacts of Scottish Highland Games in North Carolina," Journal of Travel Research, 41(4): 421-436.
- Chhabra, D., Healy, R.G., & Sills, E.O.** 2003. "Staged Authenticity and Heritage Tourism." Annals of Tourism Research, 30 (3): 702-719.
- Chhabra, D., Sills, E. & Rea, P.,** 2002. "Tourist Expenditures at Heritage Festivals." Event Management, 7(4): 221-230.

REFEREED ARTICLES UNDER REVISION

- Chhabra, D.** 2006. Positioning Museums on a Authenticity Continuum. Annals of Tourism Research.

REFEREED ARTICLES UNDER REVIEW

- Chhabra, D.** 2006. Resident Perceptions of Gaming Impacts: A Case Study of Iowans, USA. International Journal of Travel Research.
- Chhabra, D.** 2006. Exploring Market Influences on Curator Perceptions of Authenticity. Journal of Heritage Tourism.
- Chhabra, D.** 2006. Resident Perception Variations of Impacts of Resort and Non-resort Casinos. Annals of Tourism Research.

REFEREED ARTICLES IN PREPARATION

Chhabra, D. 2006. Economic Impact of Gambling: The Keynesian Model Approach. Journal of Gambling Research and Review.

Chhabra, D. 2006. A Gender Theory Application to Explore Resident Perceptions of Gambling Impacts. A Structural Modeling Approach. Journal of Leisure Research.

Chhabra, D. 2007. Matching Perceptions of Gambling Impacts with Actual Facts. Journal of Gambling Studies.

Chhabra, D. 2007. Testing Social Exchange Theory in Casino Settings: A Case Study of Iowa. Journal of Travel Research.

Chhabra, D. 2007. The Local Gaze and Negotiated Authenticity of the Amish in Iowa. Annals of Tourism Research.

PUBLISHED NON-REFEREED PAPERS

Chhabra, D. 2006. Determining Travel and Spending Behavior of Female Travelers. E-Review of Tourism Research, 4 (3): 56-63.

Chhabra, D., 2005. Understanding VFR Markets and Their Economic Impacts. E-Review of Tourism Research, 3 (4): 97-102.

Chhabra, D., 2004. Determining spending behavior variations and market attractiveness of solo and non-solo travelers. E-Review of Tourism Research, October, 12 (5).

Chhabra, D. 2004. "Economic Impact of Nature Tourism." E-Review of Tourism Research, June, 2 (3).

Chih-Chien, C., **Chhabra, D.** and Tatsugawa, K. 2004. "Resident Perceptions of the Effect of Tourism upon Their Lifestyle in the Crystal Basin Area, Eldorado County, California." E-Review of Tourism Research, August, 2 (4).

PUBLISHED REFEREED NON- JOURNAL PAPERS

Chhabra, D. & Nyaupane, G. 2006. Exploration of Key Perception of Gambling Impacts in the Context of Social Exchange Theory. Travel and Tourism Research Conference, Dublin, Ireland. Abstract published in the Conference Proceedings.

Gursoy, D. and **Chhabra, D.** 2005. "Perceived Social Impact of Gaming on Local Communities: Perceptual Differences between Gamblers and Non-gamblers," International Council of Hospitality and Restaurant Educators Conference, Las Vegas. Abstract published in Mini Proceedings.

Chhabra, D. and Scholl, K. 2005. "Determining Motivations of an Aged Ecotourist: A case Study of Hartman Reserve, Iowa." Eleventh Canadian Congress on Leisure Research, Nanaimo, British Columbia, Canada. Abstract published in the Proceedings.

Chhabra, D. and Sills, E. 2005. "Determining Travel Behavior and Economic Impact of Day Trippers: A Case Study of Napa County, CA." Eleventh Canadian Congress on Leisure Research, Nanaimo, British Columbia, Canada. Abstract published in the Proceedings.

Chhabra, D. 2004. "Perceived Authenticity of Scottish Goods For Heritage Tourists: The Vendor's Perspective." Tourism: State of the Art, International Scientific Conference, Glasgow, UK. Full paper published in the Conference Proceedings.

Chhabra, D. 2003. "Emerging Trends and Issues in the Indian Hotel Industry." Full Paper published in the Proceedings. European Council of Hospitality and Restaurant Educators Conference. Full paper published in the Conference Proceedings.

Chhabra, D. 2003. "Estimating Tourist Expenditures and Their Economic Impact: A Longitudinal Case Study of Sacramento County, California, USA." Travel and Tourism Research Association Conference. Full Paper published in the Conference Proceedings.

Chhabra, D. 2002. "Determining Spending and Travel Behavior of Ecotourists: A Case Study of California Travelers." Tourism and the Natural Environment Symposium, University of Brighton, England. Abstract published in the Conference Proceedings.

Chhabra, D. 2001. Participating Preferences According to Different Socio-economic Groups in Heritage Tourism. European Conference, Brig, Switzerland. Full paper published in the Conference Proceedings.

Chhabra, D., Sills, E.O., & Rea, P. 2000. "Nostalgia for Old World in Heritage Tourism." Travel and Tourism Research Conference, Burbanks, CA. Full paper published in the Conference Proceedings.

Chhabra, D. 2000. "Impact of Highland Games upon the Heritage of North Carolina." Abstract published. Journal for International Tourism and Hospitality Research, Summer.

Chhabra, D. 1998. "Antarctica and Cape Hatteras Lighthouse." Travel and Tourism Conference, Gold Coast, Australia. Abstract published in the Conference Proceedings.

Chhabra, D., 1998. "Roles and Obligations of Hotel Brands, Yesterday & Today." Travel and Tourism Research Conference, Houston, Texas. Full paper in the Conference Proceedings.

Chhabra, D., 1997. "Impact of Scotland upon the Tourism Trends of North Carolina." Hospitality and Tourism Educators, European Council of Hospitality and Restaurant Educators Conference, Sheffield, UK. Full paper published in the Conference Proceedings.

TECHNICAL RESEARCH REPORTS

Chhabra, D. (2006). Testing Resident Perceptions of Casino Gambling Impacts. A Follow-up Gambling Study for Senator Lamberti, Iowa Legislative Council, Des Moines. (18 pages)

Chhabra, D. (2005). Socioeconomic Impact of Gambling on Iowans. Iowa Legislative Council, Des Moines, Iowa. (140 Pages)

Chhabra, D., 2005. "Socioeconomic Impact of Gambling on Iowans." First Progress Report submitted to the Iowa Legislative Council, Des Moines, December. (4 Pages)

Chhabra, D., 2005. "Socioeconomic Impact of Gambling on Iowans." Second Progress Report submitted to the Iowa Legislative Council, Des Moines, February. (4 Pages)

Chhabra, D. 2004. "Travel Motivation and Behavior of Ecotourists." Research Report submitted to Hartman Reserve, Cedar Falls, IA. (4 Pages)

Chhabra, D. and Fountain, B. 2003. "Socioeconomic Study of the Upper American River Project." Research Report published by Sacramento Municipal Utility District, Hydro Relicensing Project, Sacramento, CA. (40 Pages)

GRANTS/CONTRACTS

City of Phoenix, Parks and Recreation Department, 2006-2007. Phoenix Sports Tourism Plan proposal for \$130,000 submitted. (30% recognition).

Iowa Legislative Council, IA, 2004-2005. Generated a \$87,000 grant and worked as a Project Director and Chief Investigating Officer for a socio-economic impact study of gambling on Iowans. (90% recognition).

Sacramento Municipality Utility District, Sacramento, CA, 2002-2003. Generated a \$93,000 grant and worked as a Project Director and Chief Investigating Officer for a socio-economic study that concerns the relicensing process of Upper American River Project (UARP). (75% recognition).

Sacramento Convention and Visitors Bureau, Sacramento, CA, 2001-2002. Generated \$1200. (100% recognition)

Grandfather Mountain Highland Games Inc., Linville, North Carolina. 1997. Generated \$5000 (100% recognition)

MAGAZINE PAPERS

Chhabra, D. and Love, C. 1999. "History is Moving." Hatteras Monitor. An Outer Banks magazine, Dare County, North Carolina, June.

Chhabra, D. 1998. "Ecotourism in terms of sustainability in Cape Hatteras." Hatteras Monitor. An Outer Banks magazine, Dare County, North Carolina, August.

Chhabra, D. 1997. "Outer Banks, a Revelation." Hatteras Monitor, August.

PRESENTATIONS

REFEREED PRESENTATIONS

Chhabra, D. 2006. Resident Perceptions and their Mapping of Gaming Impacts. Abstract submitted to the Travel and Tourism Industry Association Conference, Las Vegas, NV.

Chhabra, D. & Tyrrell, T. 2006. Economic Impact of Casino Gambling in Iowa. Presentation at the Mid Continent Regional Science Association, IMPLAN Conference, June, Indianapolis, Indiana.

Chhabra, D. & Nyaupane,* G. 2006. Exploration of Key Perception of Gambling Impacts in the Context of Social Exchange Theory. Illustrated presentation at the Travel and Tourism Research Conference, Dublin, Ireland, June 2006

Gursoy*, D. & **Chhabra, D.** 2006. Perceived Impacts of Gambling: Integration of Two Theories. Full paper presentation at the International Council of Hospitality and Restaurant Educators Conference, Virginia, USA, July.

- Chhabra, D.** 2005. Determining Economic Impacts of Female Travelers in Nature-based Tourism. Presented at the 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington.
- Chhabra, D.** 2005. "Determining Eco-Political Impacts on Production and Authenticity of Kashmiri Shawls in Delhi, India." Illustrated presentation at the Travel and Tourism Research Association Conference, New Orleans.
- Chhabra, D.** 2005. "Determining Impacts of Tourism at the Crystal Basin Recreation Area, El Dorado County, California, USA." Illustrated presentation at the Travel and Tourism Research Association Conference, New Orleans.
- Gursoy*, D. and **Chhabra, D.** 2005. "Perceived Social Impact of Gaming on Local Communities: Perceptual Differences between Gamblers and Non-gamblers." Illustrated presentation at the International Council of Hospitality and Restaurant Educators Conference, Las Vegas.
- Chhabra, D.** and Scholl, K. 2005. "Determining Motivations of an Aged Ecotourist: A Case Study of Hartman Reserve, Iowa," presented at the Eleventh Canadian Congress on Leisure Research, Nanaimo, British Columbia, Canada.
- Chhabra, D.** and Sills, E. 2005. "Determining Travel Behavior and Economic Impact of Day Trippers: A Case Study of Napa County, CA." Presented at Eleventh Canadian Congress on Leisure Research, Nanaimo, British Columbia, Canada.
- Chhabra, D.** 2004. "Will it Happen? Analyzing the Current Demand for Space Tourism." Invited to present at the European Council of Hospitality and Restaurant Educators Conference, Turkey.
- Chen*, C., **Chhabra, D.** & Tatsugawa, K. 2004.. "Resident Perceptions of the Effect of Tourism upon Their Lifestyle in the Crystal Basin Area, Eldorado County, California." Presented at the California Parks Recreation Society Conference, CA.
- Chhabra, D.** 2004. "Perceived Authenticity of Scottish Goods For Heritage Tourists: The Vendor's Perspective." Presented at the Tourism: State of the Art, International Scientific Conference, Glasgow, UK.
- Chhabra, D.** 2003. "Emerging Trends and Issues in the Indian Hotel Industry." Invited to present at the European Council of Hospitality and Restaurant Educators Conference, Bern, Germany.
- Chhabra, D.**, 2003. "Estimating Tourist Expenditures and Their Economic Impact: A Longitudinal Case Study of Sacramento County, California, USA." Travel and Tourism Research Association Conference.
- Chhabra, D.**, 2003. "Economic Impact Issues Related to Short-term Events." Journeys of Expression Center for Tourism and Cultural Change. International Festivals Events Association (IFEA) Conference, Vienna, Austria.
- Chhabra, D.**, 2002. "Determining Spending and Travel Behavior of Ecotourists: A Case Study of California Travelers." Tourism and the Natural Environment Symposium, University of Brighton, England.
- Chhabra, D.** 2002. "Economic Impact of Highland Games in United States." Journeys of Expression Center for Tourism and Cultural Change. Invited to present at the International Festivals Events Association (IFEA) Conference, Bonn, Germany.

Chhabra, D. 2001. Participating Preferences According to Different Socio-economic Groups in Heritage Tourism. European Council of Hospitality and Restaurant Educators Conference Conference, Brig, Switzerland.

Chhabra, D., Sills, E.O., & Rea, P. 2000. "Nostalgia for Old World in Heritage Tourism." Travel and Tourism Research Conference, Burbanks, CA.

Chhabra, D. 1998. "Antarctica and Cape Hatteras Lighthouse." Travel and Tourism Conference, Gold Coast, Australia.

Chhabra, D. 1998. "Roles and Obligations of Hotel Brands, Yesterday & Today." Travel and Tourism Research Conference, Houston, Texas.

Chhabra, D. 1998. "Heritage Tourism in North Carolina through Scottish Culture." Invited to present at the Graduate Education and Graduate Student Research in Hospitality and Tourism, Third Annual Conference, Houston, Texas.

Chhabra, D. 1998. "'Perceptions of Tourists at the Grass Roots Level." Invited to present at the Tourism Research Symposium, Hawaii.

Chhabra, D. 1997. "Impact of Scotland upon the Tourism Trends of North Carolina." Hospitality and Tourism Educators, Eurochrie Conference, Sheffield, UK.

**: Presenter*

PRESENTATIONS BY INVITATION ONLY

Chhabra, D. 2006. Socioeconomic Impact of Gambling on Iowans. Alberta Gaming Research Institute Annual Conference, Banff, Canada.

NON-REFEREED PRESENTATIONS

Chhabra, D. (2006). The Negotiation Process of Indigenous Cultures: The Case Study of the Amish in the United States. Abstract for presentation submitted to the 10th US/ICOMOS International Symposium on Heritage Tourism, San Francisco, CA, USA.

Chhabra, D. (2006). Authenticity of Heritage Museums in the United States. Abstract for presentation submitted to the 10th US/ICOMOS International Symposium on Heritage Tourism, San Francisco, CA, USA.

PROFESSIONAL PRESENTATIONS

Chhabra, D. & Lutz, G. 2005. "Socioeconomic Impact of Gambling on Iowans." Study Presentation to the Iowa Racing and Gaming Commission, Iowa, May 3.

Chhabra, D. & Lutz, G. 2005. "Socioeconomic Impact of Gambling on Iowans." Final Draft Presentation to the Iowa Legislative Council, Des Moines, IA, March 28.

Chhabra, D. & Lutz, G. 2005. "Socioeconomic Impact of Gambling on Iowans Perception Charts." Presented to the Iowa Legislative Council, Des Moines, IA, March 28.

Chhabra, D. & Lutz, G. 2004. "Socioeconomic Impact of Gambling on Iowans." First Progress Report. Presented to the Iowa Legislative Council, Des Moines, IA, December 12.

Chhabra, D. 2005. "Perceived Authenticity and social impact of heritage museum artifacts" grant proposal presented to Iowa Museum Association Board, Des Moines, January 25.

Chhabra, D. and Fountain, B. 2003. Methodology presentation on the “Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area,” El Dorado County, CA, to SMUD (Sacramento Municipal Utility District) and its Hydro Electric Project Stakeholders (El Dorado County Representatives), March.

Chhabra, D. and Fountain, B. 2003. “Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area, El Dorado County, CA,” to SMUD and its stakeholders and the general public of El Dorado County, November.

Chhabra, D., Fountain, B., Alsbury, L., Rossi, G. & Chen, S. 2003. “Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area, El Dorado County.” Study Update Presentation to SMUD and its Stakeholders, May.

Chhabra, D. Fountain, B. And Alsbury, L. 2003. “Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area, El Dorado County.” Research Project Study Plan Presentation to SMUD and its Stakeholders, March.

OTHER RESEARCH RELATED INFORMATION

Newspaper Coverage

Socioeconomic Impact of Gambling on Iowans - Waterloo Courier (3)*, Des Moines Register (4)*, Dubuque Telegraph (2)*, Congressional Quarterly, Quad Cities Paper, Sun, Online Poker News, and Las Vegas News.

Socioeconomic Impact of Hydro-licensing at the Crystal Basin Reservoir – Newspaper coverage: Sacramento Bee

Radio and Television Coverage

Gambling Study results broadcasted on Public Radio, Des Moines, IA, March, 2005 & November 2005.

Interview and results broadcasted by KUNI Radio, Iowa, May, 2005 & November 2005

Interview and results broadcasted by KXEL Radio, Iowa, May, 2005

Interview and results broadcasted by KWWL Radio and television, Iowa, May 2005

Gambling Study Released on KRO Live & Local, November 2006

Gambling Study Released on Radio Iowa, November 2006

Other Coverage

Socioeconomic Impact of Hydro-licensing at the Crystal Basin Reservoir. Results published in *CONFLUENCE* (Sacramento Municipal and Utility District Quarterly), Spring, 2004.

Socioeconomic Impact of Gambling on Iowans. Key Results published in *Research Reveals*, Alberta Gaming Research Institute Newsletter, 5 (5), June/July.

Gambling Study Results. *Iowa House of Representatives* Newsletter, March 27-April 1, 2005.

Socioeconomic Impact of Gambling on Iowans Study incorporated into the “*Politics of Social Research*” course at Iowa State University, Ames.

* *Number of times the study results were published*

TEACHING AND INSTRUCTIONAL ACTIVITIES

TEACHING SUBJECTS

Tourism marketing and promotion
Non-profit marketing and promotion
Tourism principles
Resort Administration
Basics of ecotourism
Human resource management
Methods of research and analysis
Computer Applications

COURSES BEING TAUGHT AT ARIZONA STATE UNIVERSITY

Undergraduate
Introduction to Travel & Tourism
Tourism Marketing

COURSES TAUGHT AT THE UNIVERSITY OF NORTHERN IOWA

Graduate
43Y:257: Social Psychology of Leisure
43Y:256: Personnel Management and Supervision in Leisure Youth and Human Services
43Y:156: Marketing for Nonprofit Associations. Number of students

Undergraduate
43T: 070: Principles of Tourism
43T: 170: Ecotourism
43Y:155: Planning Strategies for Nonprofit Youth Service Agencies
43T: 075: Tourism Promotion

COURSES TAUGHT AT CALIFORNIA STATE UNIVERSITY, SACRAMENTO, CA

Graduate
RLS 204: Research Methodologies in Recreation and Leisure Services

Undergraduate
RLS 184: Resort Operations and Management
RLS 182: Travel and Tourism Concepts
RLS 194: Orientation to directed field experience/internship
RLS 110: Methods of research and analysis
RLS 109: Computer applications

ADVISEMENT

THESIS/RESEARCH PAPER

ChihChien, C. 2003. Social Impacts of Tourism. A Case Study of Resident Perceptions of Recreation Development in the Crystal Basin Area, El Dorado County, California.

Alsbury, L. 2003- Current. Economic Impact of Tourism in California. A Case Study of El Dorado County. (in progress).

Rossi, G. 2003. Impact of Recreation for Sustainability: A Case Study of Environmental and Economical Costs Generated by the Crystal Basin Area, El Dorado County, California.

THESIS/RESEARCH PAPER COMMITTEE MEMBER

Johnson, S. 2004. A Mass Leisure Investigation: The Mammy and Jezebel Stereotype Portrayed in Cosmopolitan Magazine.

Cebula, E. 2005. Collaboration Evaluation of an After School Program.

Yan, W. 2005. What Motivates College Students to become First Year Camp Counselors in Camp Adventure Youth Services.

GENERAL

Supervision of undergraduate students: advising plan of study

INDUSTRY ACTIVITY

- | | |
|---------------------------------|---|
| July 1995-Oct 1995 | Korean Embassy, Delhi, India. Executive Secretary to the Ambassador of the Republic of Korea. |
| July 1994-July 1995 | Front office Supervisor, Forte Grand Jumeirah Beach, PO Box 24970, Dubai, United Arab Emirates. Actively involved in the opening of the hotel and in the training of the Front Office staff. Total number of rooms: 220. Computer System: Fideleo |
| July 1993-March 1994 | Front office supervisor, New Barbican Hotel, Mount Charlotte Thistle Chain of Hotels, London, UK
Total number of rooms: 450. Computer System: Hiscons |
| April 1992 to April 1993 | Assistant Manager, Hyatt Regency, Bhikaji Cama Place, Ring Road, New Delhi, India. Total number of rooms: 535.
Computer System: HIS. |
| June 1990-March 1992 | Hotel Management Trainee, Kensington Hilton 179/199, Holland Park Avenue, London W11, 4UL.
Total number of rooms: 603. Computer System: HRS |

SERVICE

SERVICE TO PROFESSION

Book Review: "A Competency-Based Approach to Supervising Human Service Professionals" by Morley Glickens (2006). Sage Publications

Book Review: "Managerial Dilemmas in Human Service Organizations" by Ralph Brody (2006). Sage Publications

Reviewer

2006 International Council of Hospitality and Restaurant Educators Conference,
Arlington, VA.
Journal of Heritage Tourism
SCHOLE
Annals of Tourism Research
Journal of Quality Assurance in Hospitality and Tourism.
Open Paper Competition, 12th Biennial World Marketing Congress, Germany (2005)
Academy of Market Science, School of Business, University of Miami, Florida.
2005 Las Vegas Conference, International Council of Hospitality and Restaurant
Educators.

Invitation for Session Chair, 12th Biennial World Marketing Congress, Germany (2005), Academy
of Market Science, School of Business, University of Miami, Florida.

Currently listed in the Encyclopedia of Worldwide Tourism Research, Collection Studies and
Reports, Tourism Academy, C.I.R.E.T, International Center for Research and study on Tourism,
Aix En Provenance, France

Currently listed in the Collection Studies and Reports, Series N. General Bibliography Tourism
Academy, C.I.R.E.T, International Center for Research and study on Tourism, Aix En
Provenance, France.

Member of the Scientific Advisory Committee, 2004 International Conference on “Sustainable
Tourism.” Wessex Institute of Technology, Southampton, UK.

Currently listed in the Annals International panel of referees for Annals of Tourism Research.

Currently listed in the panel of referees for the Journal of Event Management.

MEMBERSHIPS

Arizona Tourism Alliance - Current

Museum Association of Arizona - Current

Arizona Hotel and Lodging Association – Current
Member of the Education Committee
Member of the Event, Trade Show & Marketing Committee

Hospitality Educators of South Asia - Current

International Geographical Union - Sustainable Tourism - Current

Travel & Tourism Research Association - Current

Council of Hotel, Restaurant, and Institutional Education - Current

Society of Park & Recreation Educators – Current

Tourism Iowa – 2003-2006.

Iowa Lodging Association – 2004-2005

California Hotel and Lodging Association – 2001-2003

SERVICE TO THE COLLEGE AND UNIVERSITY

2006: Instructor of Record for the Honors Section of Senior Internship in Tourism for the School of Community Resources and Development.

2006: Nominated to serve on the Marketing and Alumni Relations for the School of Community Resources and Development, ASU

2006: Member, Graduate Curriculum Committee, ASU

2005: Nominated to serve on the Diversity Task Force, University of Northern Iowa (UNI)

2004 – 2006: Member, Planning and Policies Committee

2004: Member, Search Committee for an advertised position at the School of Health, Physical Education, and Leisure Services, UNI

2003- 2006: Member, Graduate Faculty of the Graduate College, UNI

2001-2002: Member, Ed Equity Committee, California State University, Sacramento (CSUS)

2002: Member, Commencement Committee, CSUS

SERVICE TO THE COMMUNITY

Residence Inn, Marriott, in Tempe, Arizona, 2006: Undertaken a marketing research study to analyze the marketing mix of the Residence Inn Suites. This project is incorporated into the undergraduate tourism marketing course and a proposed mix will be presented by the students to the General Manager and Area Director for Sales.

Department of Economic Development, Iowa Tourism, Des Moines, Iowa, 2003–2006: Member of the TEAM Iowa Leaders Program. This program assisted rural communities in tourism development activities and encourages active involvement in tourism industry organizations.

John Deere, Waterloo, Iowa, 2005 - Undertook a marketing research study to analyze the marketing mix of John Deere tours with regard to the tours organized by John Deere at their re-assembly branch. This project was incorporated in the undergraduate tourism promotion course and a proposed mix was presented by the students to the John Deere Tours Manager.

Food Bank, Waterloo, Iowa, 2004 - Undertook a human resource management study to identify current issues in the nonprofit organizations that are related to personnel management. This project was incorporated into the graduate personnel management course. Research papers were submitted and presentations were made by the students to the Executive Director of Food Bank.

Holiday Inn, Cedar Falls, Iowa, 2004 - Undertook a marketing research study to analyze the marketing mix of Holiday Inn with regard to the hotel bar. This project was incorporated into the undergraduate tourism promotion course and the analysis was presented by the students to the General Manager of Holiday Inn.

Goodwill Industries, Cedar Falls, Iowa, 2004 - Undertook a human resource management study to identify current issues in the nonprofit organizations that were related to personnel management. This project was incorporated into the graduate personnel management course and research papers and presentations were made by the students to the Human Resource Director of Goodwill.

Hartman Reserve, Cedar Falls, IA, 2003. Conducted a marketing survey for the Director of the Reserve. The aim was to identify the needs and preferences of visitors to the Hartman Reserve.

John Deere, Waterloo, Iowa, 2003. Undertook a marketing research study to analyze the marketing mix of John Deere tours with regard to the tours organized by John Deere at their re-assembly branch. This project is incorporated into the undergraduate tourism promotion course. A research report was submitted and a group presentation was made by the students to the John Deere Tours Manager.

Convention and Visitors Bureau (CVB), Sacramento, 2001-2002. Undertook a Visitor Survey Research Project for the CVB to understand the visitor market and its spending behavior in Sacramento. This project was incorporated into the undergraduate research course. A research report was submitted and a group presentation was made by the students to the Sales Director of the CVB.

Bureau of Reclamation, Lake Berryessa, 2002-2003. Undertook a Visitor Needs Assessment Research Project for the Bureau of Reclamation to develop a long term Visitor Services Plan for Lake Berryessa, Napa County, California. This project was incorporated into the graduate research course. A research report was submitted and a group presentation was made by the students to the Bureau of Reclamation Board.

RECOGNITION AND AWARDS

Council of Hospitality and Restaurant Educators Conference, Virginia 2006.
Best paper award

United States Department of the Interior, Bureau of Reclamation, Mid. Pacific Region.
Certificate of Appreciation
For volunteering services to evaluate visitors and services at Lake Berryessa, California.

Educational Institute of American Hotel and Motel Association.
Appreciation certificate
From the Officers and Board of Trustees of the Educational Institute in recognition of contributions to the advancement and support of training and education in the hospitality industry.

North Carolina State University, NC, USA
North Carolina Sea Grant Department stipend for the research and report on the Hatteras Village Aqua-farm visitor study, 1997

State Division for Travel and Tourism Grant for reports on the lodging industry of North Carolina, Department of Parks, Recreation & Tourism Management, 1996-1997

Hofmann Forest Foundation scholarship, 1996. \$1500

Forte Grand, Jumeirah Beach, Dubai, United Arab Emirates.
Certificate of Appreciation
For significantly contributing towards the successful opening of the hotel

Schiller International University, London, UK
Schiller Scholarship, 1990. \$3000

