

# Daniel A. Guttentag

Assistant Professor, Department of Hospitality and Tourism Management  
Director, Office of Tourism Analysis  
School of Business, College of Charleston

[guttentagda@cofc.edu](mailto:guttentagda@cofc.edu) | 843-953-2025 | [Google Scholar](#) | [LinkedIn](#)

Curriculum Vitae  
(August 2019)

**Table of Contents**

ACADEMIC APPOINTMENTS..... 2

EDUCATION ..... 2

PUBLICATIONS..... 3

    Journal Articles (Refereed)..... 3

    Journal Articles (Editorially Refereed)..... 4

    Book Chapters and Contributions ..... 4

    Conference Proceedings (Refereed) ..... 5

    Media Publications..... 5

PRESENTATIONS..... 6

    Conference and Academic Presentations..... 6

    Industry Presentations and Training ..... 6

    Guest Lectures ..... 7

GRANTS AND AWARDS..... 8

MEDIA ..... 9

TEACHING ..... 12

    Courses Taught at the College of Charleston ..... 12

    Courses Taught at Other Universities ..... 12

    Pedagogical Professional Development..... 12

COMMITTEE SERVICE ..... 13

SERVICE AS A REVIEWER ..... 13

    Editorial Review Board Membership ..... 13

    Ad-hoc Journal Reviewer ..... 13

    Ad-hoc Conference Paper Reviewer..... 14

    Ad-hoc Book and Research Report Reviewer ..... 14

OTHER PROFESSIONAL ACTIVITIES ..... 15

    Consulting Work..... 15

    Industry Employment..... 15

## **ACADEMIC APPOINTMENTS**

Assistant Professor, Department of Hospitality and Tourism Management (2017-present)  
Director, Office of Tourism Analysis (2017- present)  
School of Business, College of Charleston  
Charleston, SC, USA

Assistant Professor, Department of Hospitality and Tourism Management (2016-2017)  
Ted Rogers School of Management, Ryerson University  
Toronto, ON, Canada

## **EDUCATION**

### **Ph.D.** (2016)

Department of Recreation and Leisure Studies  
University of Waterloo  
Waterloo, ON, Canada

Thesis: “Why tourists choose Airbnb: A motivation-based segmentation study underpinned by innovation concepts”

Supervisor: Stephen Smith

### **M.E.S.** (Tourism Policy and Planning) (2010)

Department of Geography and Environmental Management  
University of Waterloo  
Waterloo, ON, Canada

Thesis: “Gambling by Ontario casino employees: Gambling behaviours, problem gambling, and impacts of the employment”

Supervisors: Kevin Harrigan and Stephen Smith

### **B.A.** (2004)

Major: History  
Colgate University  
Hamilton, NY, USA

## **PUBLICATIONS**

### **Journal Articles (Refereed)**

1. **Guttentag, D.** (online). Transformative experiences via Airbnb: Is it the guests or the host communities that will be transformed?. *Journal of Tourism Futures*. Published online 24 July 2019. <https://doi.org/10.1108/JTF-04-2019-0038>.
2. **Guttentag, D.** (online). Progress on Airbnb: A literature review. *Journal of Hospitality and Tourism Technology*. Published online 17 June 2019. <https://doi.org/10.1108/JHTT-08-2018-0075>.
3. Gibbs, C., **Guttentag, D.**, Gretzel, U., Morton, J., & Goodwill, A. (2018). Pricing in the sharing economy: A hedonic pricing model applied to Airbnb listings. *Journal of Travel & Tourism Marketing*, 35(1), 46-56.
4. Gibbs, C., **Guttentag, D.**, Gretzel, U., Yao, L., & Morton, J. (2018). Use of dynamic pricing strategies by Airbnb hosts. *International Journal of Contemporary Hospitality Management*, 30(1), 2-20.
5. **Guttentag, D.**, Smith, S., Potwarka, L., & Havitz, M. (2018). Why tourists choose Airbnb: A motivation-based segmentation study. *Journal of Travel Research*, 57(3), 342-359.
6. **Guttentag, D.**, Smith, S. (2017). Assessing Airbnb as a disruptive innovation relative to hotels: Substitution and comparative performance expectations. *International Journal of Hospitality Management*, 64, 1-10.
7. **Guttentag, D.** (2015). Airbnb: Disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18(12), 1192-1217.
8. **Guttentag, D.**, Harrigan, K., & Smith, S. (2012). Gambling by Ontario casino employees: Gambling behaviours, problem gambling and impacts of the employment. *International Gambling Studies*, 12(1), 5-22.
9. **Guttentag, D.** (2011). Volunteer tourism: As good as it seems?. *Tourism Recreation Research*, 36(1), 69-74.
10. **Guttentag, D.** (2010). Virtual reality: Applications and implications for tourism. *Tourism Management*, 31(5), 637-651.
11. **Guttentag, D.**, & Havitz, M. E. (2010). Superstition as a personal moderator in the development of commitment and loyalty to and within casinos. *Leisure/Loisir*, 34(1), 1-25.
12. **Guttentag, D.** (2009). The legal protection of indigenous souvenir products. *Tourism Recreation Research*, 34(1), 23-34.

13. **Guttentag, D.** (2009). The possible negative impacts of volunteer tourism. *International Journal of Tourism Research*, 11(6), 537-551.

### **Journal Articles (Editorially Refereed)**

1. **Guttentag, D.** (2018). Commentary - “Authenticity and the sharing economy”: Which Airbnb are we talking about?. *Academy of Management Discoveries*, 4(3), 373-375.
2. **Guttentag, D.** (2012). Volunteer tourism has gone commercial: The reasons and the implications. *Tourism Recreation Research*, 37(3), 273-275.

### **Book Chapters and Contributions**

1. **Guttentag, D.** (in press). Digital destinations and avatar tourists: A futuristic look at virtual reality tourism and its real-world impacts. In U. McMahon-Beattie, M. Sigala, & I. Yeoman (Eds.), *Science fiction, disruption and tourism*. Channel View.
2. **Guttentag, D.**, Griffin, T., Lee, S. H. (2018). The future is now: How virtual reality and augmented reality are transforming tourism. In C. Cooper, B. Gartner, N. Scott, and S. Volo (Eds.), *The Sage handbook of tourism management* (pp. 443-462). Washington, DC: Sage.
3. **Guttentag, D.** (2017). Regulating innovation in the collaborative economy: An examination of Airbnb’s early legal issues. In D. Dredge and S. Gyimóthy (Eds.), *Collaborative economy and tourism: Perspectives, politics, policies and prospects* (pp. 97-128). Frankfurt: Springer.
4. **Guttentag, D.** (2017). Obtaining a sample of Airbnb users (Focus box). In S. L. J. Smith, *Practical tourism research* (2<sup>nd</sup> ed.) (pp. 109-111). Boston: CABI.
5. **Guttentag, D.**, & Smith, S. (2016). Delphi technique, tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of tourism* (pp. 231-232). Frankfurt: Springer.
6. Mock, S., Mannell, R., & **Guttentag, D.** (2016). Psychology of leisure, positive psychology, and leisure theory. In G. Walker, D. Scott, & M. Stodolska (Eds.), *Leisure matters: The state and future of leisure studies* (pp. 41-48). State College, PA: Venture Publishing, Inc.
7. **Guttentag, D.** (2015). Volunteer tourism: Insights from the past, concerns about the present, and questions for the future. In T. V. Singh (Ed.), *Challenges in tourism research* (pp. 112-118). Toronto: Channel View Publications.
8. **Guttentag, D.** (2012). Volunteer tourism: As good as it seems?. In T. V. Singh (Ed.), *Critical debates in tourism* (pp. 152-159). Toronto: Channel View Publications.

### Conference Proceedings (Refereed)

1. Griffin, T., Giberson, J., Lee, S. H., **Guttentag, D.**, Kandaurova, M., Sergueeva, K., & Dimanche, F. (2017). Virtual reality and implications for destination marketing. In *48th Annual Travel and Tourism Research Association International Conference, 20-23 June 2017*.
2. Griffin, T., & **Guttentag, D.** (2017). The VFR hosting activity of immigrant and Canadian-born residents. In *48th Annual Travel and Tourism Research Association International Conference, 20-23 June 2017*.

### Media Publications

1. **Guttentag, D.** (2018, August 30). What Airbnb really does to a neighbourhood. *BBC*. Retrieved from <https://www.bbc.com/news/business-45083954>.

## **PRESENTATIONS**

### **Conference and Academic Presentations**

1. Wolfe, J., Guttentag, D., Pagnotta, A., Sieverdes, J., & van Arnhem, J. (2019, May 17). *Don't be scared of virtual and augmented reality in the classroom! - 90 minute workshop*. TLTCon. Charleston, SC, USA.
2. Wolfe, J., Guttentag, D., & van Arnhem, J. (2019, May 9). *Virtual and augmented reality. Presented at the Exploring the First Year Experience Workshop - 2019*. Charleston, SC, USA.
3. Guttentag, D. (2017, March 7). *Airbnb: The consumer perspective*. Presented at the Who's Been Sleeping in Your Neighbour's Bed?: Airbnb and Toronto Condominium Disruption Panel (Ryerson University). Toronto, ON, Canada.
4. Guttentag, D. (2016, September 30). *Why tourists choose Airbnb: A motivation-based segmentation study underpinned by innovation concepts*. Presented at The Travel and Tourism Research Association Canada Chapter Conference. Edmonton, AB, Canada.
5. Guttentag, D. (2015, September 25). *Why tourists choose Airbnb: A segmentation study based on innovation concepts (preliminary findings)*. Presented at The Travel and Tourism Research Association Canada Chapter Conference. Niagara Falls, ON, Canada.
6. Guttentag, D. (2010, May 20). *Gambling by Ontario casino employees: Gambling behaviours, problem gambling, and impacts of the employment*. Presented to the Ontario Lottery and Gaming Corporation. Toronto, ON, Canada.
7. Guttentag, D. (2008, May 9). *The role of superstition as a personal moderator in the development of behavioural loyalty to and within casinos*. Presented at The University of Waterloo's 16th Annual Graduate Student Leisure Research Symposium. Waterloo, ON, Canada.

### **Industry Presentations and Training**

1. Guttentag, D. (2019, August 14). *Charleston area hotel trends*. Presented at the Shine for Directors of Sales and Catering Training. Charleston, SC, USA.
2. Guttentag, D. (2019, July 31). *Social media and sales*. Presented at the SMG k'nekt Sales I Training. Charleston, SC, USA.
3. Guttentag, D. (2019, July 24). *Hospitality and tourism mgmt at CofC: Different ways to work with us*. Presented at the Charleston Hoteliers Network Monthly Luncheon, Charleston, SC, USA.

4. Guttentag, D. (2019, May 29). *Charleston industry trends: A look at our growing market*. Presented at the Charleston Area CVB Board of Governors May Meeting, Charleston, SC, USA.
5. Guttentag, D. (2019, February 6). *SHINE for transient sales: A research perspective*. Presented at the Shine Cornerstone for Transient Sales Training, Charleston, SC, USA.
6. Guttentag, D. (2018, November 20). *Data analytics and forecasting*. Presented at the Shine Cornerstone for Revenue Management Training, Charleston, SC, USA.
7. Guttentag, D. (2018, September 5). *Charleston hospitality industry trends*. Presented at the Attractions Travel Trends Meeting. Charleston, SC, USA.
8. Guttentag, D. (2018, August 28). *Social media and sales*. Presented at the SMG k'nekt Sales I Training, Charleston, SC, USA.
9. Guttentag, D. (2018, July 17). *Charleston hospitality industry trends*. Presented at the Travel Click Demand 360 Training, Charleston, SC, USA.
10. Guttentag, D. (2018, May 8). *Research: Charleston industry trends - Examining tourism & the short-term rental market*. Presented at the Charleston Area CVB Travel Council, Charleston, SC, USA.
11. Guttentag, D. (2017, November 3). *Hospitality and tourism at the College of Charleston*. Presented to the Espírito Santo Brazilian Delegation. Charleston, SC, USA.
12. Guttentag, D. (2017, August 22). *Social media and sales*. Presented at the SMG k'nekt Sales I Training, Charleston, SC, USA.

### **Guest Lectures**

1. Virtual reality and tourism. (2019, April 10). In FYSE 125: Travel Narratives: Journey Around the Hispanic World.



## **GRANTS AND AWARDS**

Faculty Research and Development Grant (2019 Summer)  
College of Charleston (\$5,000)

Open Educational Resources Incentive Grant (2019 Summer)  
College of Charleston (\$500)

Center for Public Choice & Market Process Research Fellowship (2018-2019)  
College of Charleston (\$7,500)  
(With B. McLeod)

Doctoral Thesis Completion Award (2015 Fall)  
University of Waterloo (\$5,000)

Joseph-Armand Bombardier Canada Graduate Scholarship (2012-2015)  
Social Sciences and Humanities Research Council (\$105,000)

President's Graduate Scholarship (2012-2015)  
University of Waterloo (\$30,000)

University of Waterloo Graduate Scholarship (2015 Spring)  
University of Waterloo (\$4,000)

Top Student Award (2013)  
Department of Recreation and Leisure Studies, University of Waterloo (\$1,200)

University of Waterloo Graduate Entrance Scholarship (2012)  
Department of Recreation and Leisure Studies, University of Waterloo (\$5,000)

Outstanding Achievement in Graduate Studies Award (2010)  
University of Waterloo

Nominee for the Governor General's Academic Gold Award (2010)  
The Governor General of Canada

Ontario Problem Gambling Research Centre Studentship Award (2008-2010)  
Ontario Problem Gambling Research Centre (\$35,000)

University of Waterloo Graduate Scholarship (2008 Spring)  
University of Waterloo (\$2,000)

## **MEDIA**

1. Holdman, J. (2019, August 6). Growing number of business travelers give rise to more downtown Columbia hotels. *The Post & Courier*. Retrieved from [https://www.postandcourier.com/business/growing-number-of-business-travelers-give-rise-to-more-downtown/article\\_0ff2ea08-860d-11e9-a48f-0fe783fcf444.html](https://www.postandcourier.com/business/growing-number-of-business-travelers-give-rise-to-more-downtown/article_0ff2ea08-860d-11e9-a48f-0fe783fcf444.html).
2. Tort, M. (2019, July 17). Technology has its downside. *BusinessWorld*. Retrieved from <https://www.bworldonline.com/technology-has-its-downside/>.
3. Hoff, P. (2019, June 3). Lee6 wins U.S. Women's Open in Charleston. *Charleston Regional Business Journal*. Retrieved from <https://charlestonbusiness.com/news/hospitality-and-tourism/76537/>.
4. Williams, E. (2019, May 26). Charleston-area hotels saw more nights sold, dips in occupancy in first quarter. *The Post & Courier*. Retrieved from [https://www.postandcourier.com/business/charleston-area-hotels-saw-more-nights-sold-dips-in-occupancy/article\\_d24c866c-7c90-11e9-bc77-7fa5e452de43.html](https://www.postandcourier.com/business/charleston-area-hotels-saw-more-nights-sold-dips-in-occupancy/article_d24c866c-7c90-11e9-bc77-7fa5e452de43.html).
5. Jelski, C. (2019, May 7). Hospitality models blur further as Marriott, Airbnb expand turf. *Travel Weekly*. Retrieved from <https://www.travelweekly.com/Travel-News/Hotel-News/Hospitality-models-blur-further-as-Marriott-Airbnb-expand-turf>.
6. Wright, C. (2019, April 30). Marriott continues to get high marks in customer satisfaction. *Bethesda Magazine*. Retrieved from <https://bethesdamagazine.com/bethesda-beat/business/marriott-continues-to-get-high-marks-in-customer-satisfaction/>.
7. Durbin, D.-A. (2019, April 29). Marriott to expand further into home-sharing. *AP News*. Retrieved from <https://www.apnews.com/c97756e409e84b2a8160dfe8e884912f>.
8. Williams, E. (2019, April 5). Visitors to Charleston broke records again, exceeding 7.2 million last year. *The Post & Courier*. Retrieved from [https://www.postandcourier.com/business/visitors-to-charleston-broke-records-again-exceeding-million-last-year/article\\_7e0c7d14-57b0-11e9-a912-671dd61d9f4a.html](https://www.postandcourier.com/business/visitors-to-charleston-broke-records-again-exceeding-million-last-year/article_7e0c7d14-57b0-11e9-a912-671dd61d9f4a.html).
9. Guillette, S. (2019, April 4). Virtual reality: You've never seen history like this before. *Verizon*. Retrieved from <https://www.verizon.com/about/our-company/fourth-industrial-revolution/youve-never-seen-history-like-this>.
10. Kelly, G. (2019, March 1). Airbnb disputes national study that advises taxing, regulating it like hotels. *Lake Placid News*. Retrieved from <http://www.lakeplacidnews.com/page/content.detail/id/529616/Airbnb-disputes-national-study-that-advises-taxing--regulating-it-like-hotels.html?nav=5005>.
11. Jelski, C. (2019, February 15). Homesharing's second story. *Travel Weekly*. Retrieved from <https://www.travelweekly.com/Travel-News/Hotel-News/Homesharing-second-story>.

12. Behre, R. (2019, February 12). Why Mayor Tecklenburg has been unable to stop Charleston's 'hotelification' problem. *The Post & Courier*. Retrieved from [https://www.postandcourier.com/news/why-mayor-tecklenburg-has-been-unable-to-stop-charleston-s/article\\_cc25f236-2bc9-11e9-a183-6bf846253b07.html](https://www.postandcourier.com/news/why-mayor-tecklenburg-has-been-unable-to-stop-charleston-s/article_cc25f236-2bc9-11e9-a183-6bf846253b07.html).
13. Foster, A., & Livesey, T. (Hosts). (2019, February 11). Airbnb conversation [Radio show]. 5 *Live Drive* on BBC Radio 5 Live.
14. Dickison, D. (2019, February 11). CofC is flipping the classroom. *The College Today*. Retrieved from <https://today.cofc.edu/2019/02/07/cofc-is-flipping-the-classroom/>.
15. Williams, E. (2019, February 4). Occupancy down, but more nights sold than ever at Charleston hotels last year. *The Post & Courier*. Retrieved from [https://www.postandcourier.com/business/occupancy-down-but-more-nights-sold-than-ever-at-charleston/article\\_8aa4d13e-23da-11e9-8e06-8f052f10d128.html](https://www.postandcourier.com/business/occupancy-down-but-more-nights-sold-than-ever-at-charleston/article_8aa4d13e-23da-11e9-8e06-8f052f10d128.html).
16. Charles, J. B. (2019, February 1). As Airbnb battles cities trying to regulate it, one state joins the fight. *Governing*. Retrieved from <http://www.governing.com/topics/urban/gov-massachusetts-airbnb-housing-regulations.html>.
17. Harrington, C. (2019, January 21). Airbnb-hotel hybrids offer more homey comfort with less risk. *Wired*. Retrieved from <https://www.wired.com/story/airbnb-hotel-hybrids-more-homey-comfort-less-risk/>.
18. Darlington, A. (2019, January 21). Airbnb hosts earned \$111 million in S.C. last year, Charleston hosts earned half of that. *The Post & Courier*. Retrieved from [https://www.postandcourier.com/news/airbnb-hosts-earned-million-in-s-c-last-year-charleston/article\\_1804961c-1824-11e9-9c86-53840dde74bc.html](https://www.postandcourier.com/news/airbnb-hosts-earned-million-in-s-c-last-year-charleston/article_1804961c-1824-11e9-9c86-53840dde74bc.html).
19. Jelski, C. (2019, January 7). Dipping into home design makes sense for Airbnb. *Travel Weekly*. Retrieved from <https://www.travelweekly.com/Travel-News/Hotel-News/Dipping-into-home-design-makes-sense-for-Airbnb>.
20. Cross, M. (2019, January 3). The traveler's guide to home sharing. *Kiplinger*. Retrieved from <https://www.kiplinger.com/article/real-estate/T059-C000-S002-the-traveler-s-guide-to-home-sharing.html>.
21. Toth Stub, S. (2018, December 24). High tech in the Holy Land. *U.S. News & World Report*. Retrieved from <https://www.usnews.com/news/cities/articles/2018-12-24/jerusalem-embraces-virtual-reality-at-ancient-holy-sites>.
22. Mantel, B. (2018, November 9). Global tourism controversies: Are destinations at risk from too many visitors?. *CQ Press*. Retrieved from <https://library.cqpress.com/cqresearcher/document.php?id=cqresrr2018110902>.

23. Williams, E. (2018, October 25). Charleston hotel occupancy dropped sharply in September, but year still looks strong. *The Post & Courier*. Retrieved from [https://www.postandcourier.com/business/charleston-hotel-occupancy-dropped-sharply-in-september-but-year-still/article\\_d5e0bebe-d7c8-11e8-b25f-fb6eeb342217.html](https://www.postandcourier.com/business/charleston-hotel-occupancy-dropped-sharply-in-september-but-year-still/article_d5e0bebe-d7c8-11e8-b25f-fb6eeb342217.html).
24. Williams, E. (2018, October 9). Condé Nast names Charleston top U.S. city for 8th consecutive year. *The Post & Courier*. Retrieved from [https://www.postandcourier.com/business/cond-nast-names-charleston-top-u-s-city-for-8th/article\\_d15bd0a0-cb33-11e8-ade2-9ba598b7b7c2.html](https://www.postandcourier.com/business/cond-nast-names-charleston-top-u-s-city-for-8th/article_d15bd0a0-cb33-11e8-ade2-9ba598b7b7c2.html).
25. Williams, E. (2018, October 8). Some Charleston area attractions report dip in summer ticket sales. *The Post & Courier*. Retrieved from [https://www.postandcourier.com/business/some-charleston-area-attractions-report-dip-in-summer-ticket-sales/article\\_6886ab84-c027-11e8-b5c5-3f944d595e79.html](https://www.postandcourier.com/business/some-charleston-area-attractions-report-dip-in-summer-ticket-sales/article_6886ab84-c027-11e8-b5c5-3f944d595e79.html).
26. Shrikant, A. (2018, October 1). Can guided tours save Airbnb? *Vox*. Retrieved from <https://www.vox.com/the-goods/2018/10/1/17915782/airbnb-experiences-hotels-travel>.
27. Chiverton, H., & Man, Q. (Hosts). (2018, April 6). Home-sharing services [Radio show episode]. *Backchat* on Radio Television Hong Kong Radio 3.
28. Munday, D. (2018, March 4). Charleston visitor count up sharply as short-term renters are added to mix. *The Post & Courier*. Retrieved from [https://www.postandcourier.com/business/charleston-visitor-count-up-sharply-as-short-term-renters-are/article\\_6b8f1f1e-2630-11e8-a8bb-53ed11ffac11.html](https://www.postandcourier.com/business/charleston-visitor-count-up-sharply-as-short-term-renters-are/article_6b8f1f1e-2630-11e8-a8bb-53ed11ffac11.html).
29. Elliott, C. (2017, December 3). Hotels offer perks if you book direct. But should you?. *USA Today*. Retrieved from <https://www.usatoday.com/story/travel/hotels/2017/12/03/hotels-offer-perks-if-you-book-direct-but-should-you/913713001/>.
30. Byrne, B., & Waters, D. (2017, September 27). The race to find equity and accountability for short-term rentals. *Charleston City Paper*. Retrieved from <https://www.charlestoncitypaper.com/charleston/the-race-to-find-equity-and-accountability-for-short-term-rentals/Content?oid=11362184>.
31. Fraser, L. (2017, April 13). What Toronto can learn from other cities about regulating short-term rentals. *CBC*. Retrieved from <https://www.cbc.ca/news/canada/toronto/airbnb-regulations-toronto-london-amsterdam-1.4068835>.
32. Davis, E. (2017, April 12). Airbnb is Making Toronto's Terrible Rental Market Even Worse. *Torontoist*. Retrieved from <https://torontoist.com/2017/04/ones-can-afford-experience-toronto-properly-tourists/>.
33. May, K. (2016, September 1). Why travellers choose Airbnb and how do they use it?. *PhocusWire*. Retrieved from <https://www.phocuswire.com/Why-travellers-choose-Airbnb-and-how-do-they-use-it>.

## **TEACHING**

### **Courses Taught at the College of Charleston**

HTMT 210: Principles & Practices in Hospitality & Tourism  
Fall 2017, Spring 2018, Fall 2018, Spring 2019

HTMT 354: Hospitality & Tourism Technology  
Fall 2018

MBAD 531: Forecasting and Business Analytics in Hospitality (MBA)  
Summer 2018, Summer 2019

### **Courses Taught at Other Universities**

HTH 700: Professional Ethics in Hospitality and Tourism (Ryerson University)  
Winter 2017

HTI 404: Hospitality Information Systems (Ryerson University)  
Winter 2017

HTT 622: Destination Management and Marketing (Ryerson University)  
Winter 2017

HTM 302: Marketing Principles (Ryerson University)  
Fall 2016

HTM 604: Hospitality and Tourism Sales (Ryerson University)  
Fall 2016

HTT 303: Travel Product Distribution (Ryerson University)  
Fall 2016

REC 280: Introduction to Tourism (online) (University of Waterloo)  
Spring 2015

### **Pedagogical Professional Development**

Virtual reality and augmented reality in the classroom (2018-2019)  
TLT Professional Learning Club, College of Charleston

## **COMMITTEE SERVICE**

- 2019-present TLT Faculty Test Lab and Makerspace Group
- 2018-2019 Carnegie Community Engagement and Partnership Committee
- 2018-2019 Student Development Committee
- 2017-2018 Technology Committee
- 2017-2018 Library Liaison

## **SERVICE AS A REVIEWER**

### **Editorial Review Board Membership**

- Journal of Tourism Futures (Editorial Board, 2018-present)
- Tourism Recreation Research (Editorial Board, 2017-present)

### **Ad-hoc Journal Reviewer**

- Annals of Tourism Research
- Current Issues in Tourism
- International Journal of Culture, Tourism, and Hospitality Research
- International Journal of Hospitality Management
- International Journal of Hospitality & Tourism Administration
- International Journal of Tourism Research
- Journal of Hospitality and Tourism Management
- Journal of Hospitality and Tourism Technology
- Journal of Policy Research in Tourism, Leisure & Events

Journal of Tourism Futures

Journal of Travel & Tourism Marketing

Tourism Management

Tourism Recreation Research

**Ad-hoc Conference Paper Reviewer**

TTRA Asia Pacific Chapter 2018 Conference

Annual Conference of the International Society of Travel and Tourism Educators - 2017.

**Ad-hoc Book and Research Report Reviewer**

Routledge, Taylor & Francis Group

Springer

Australian Housing and Urban Research Institute

## **OTHER PROFESSIONAL ACTIVITIES**

### **Consulting Work**

- 2018 Fall      *University of Southern California, Bovard College, Online Master's in hospitality and tourism program development*
- 2014-2017     *Toronto Convention and Visitors Association (Tourism Toronto), Various short-term research projects*
- 2016 Nov      *Downtown Association of Directors of Sales (Toronto hotels), Airbnb competition*
- 2016 May      *City of Toronto, Airbnb policy*
- 2016 Apr      *Ontario Ministry of Finance, Airbnb policy*
- 2016 Apr      *Nova Scotia Tourism Agency, Airbnb policy*

### **Industry Employment**

- Tourism Business Analyst (2010-2012)  
    Toronto Convention and Visitors Association (Tourism Toronto)  
    Toronto, ON, Canada
- Website Editor and Search Engine Optimization Manager (2006-2007)  
    International Living  
    Panama City, Panama