

John Charles Crotts

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SUMMARY Combines a theoretical understanding of consumer behavior with an applied background in hospitality/tourism sales, marketing, and the management of cooperative alliances.

EDUCATION Ph. D., University of Oregon, 1989
Major: Leisure Studies and Services
Concentration: Travel and Tourism
Minor: Consumer Behavior

Ed. S., Appalachian State University, 1987
Major: Higher Education
Concentration: Adult Education

M. S., Mankato State University, 1979
Major: Experiential Education

B. A., Appalachian State University, 1976
Major: Sociology
Minor: Anthropology

CONTINUING EDUCATION (RECENT)

- Negotiations (Symposium on Teaching Negotiations, Harvard University, Boston, 2015; Negotiations and Leadership Executive Education Certificate, Harvard University, Boston, 2014; and Certificate in Teaching Negotiations and Teamwork, Northwestern University, Chicago, 2011)
- Distance Education (DE Readiness Certification, College of Charleston, 2014; Case Study Writing & Development Workshop, International Academy of Case Studies, Asheville, NC 2014)
- Fulbright Senior Specialist, 2010-2015

WORK HISTORY

1996- Present	College of Charleston, Charleston, South Carolina
1995- 1996	University of Otago, Dunedin, New Zealand
1990-95	University of Florida, Gainesville, Florida
1979-89	Appalachian State University, Boone, North Carolina

PROFESSIONAL EXPERIENCE

Aug 1996- present College of Charleston
Dept. of Hospitality & Tourism Management, School of Business
Professor (2001 to present); Associate Professor (1996-2001)

Founding Director then Chair (1996-06) and Professor of the undergraduate major, concentration, and minor in Hospitality & Tourism Management. Courses taught include: Hospitality Sales & Negotiations; Service Operations Management; Negotiations: Principles & Practices; Principles & Practices in Hospitality & Tourism; and Hospitality & Tourism Marketing. Administrative accomplishments included founding the: 1) degree programs serving 200+ undergraduates, 2) internship program with a cooperative work-learning pre-requisite, 3) Office of Tourism Analysis (conducts all research of the Greater Charleston Area CVB), 4) continuing education programs for active industry professionals, and 5) a professional speaker series. Funded through new funding to the university in partnership with principals of CofC's Office of Government Affairs and The Office of Foundations and Development).

Aug 2015-present North American Editor, *Tourism Management* (Journal), Elsevier, UK.

2008- present MCI University (Innsbruck)

Visiting adjunct professor annually teaching short 2-4 day courses in Hospitality (Group) Sales, and Negotiations and Leadership in their graduate tourism management programs.

Oct./Nov.,2017 Washington State University (Tri-Cities) and Edith Cowan University (Perth)

Visiting professor in both university's developing their wine business programs focused on research related to wine distribution sales in the US, China, and Europe.

2008- 2013 MODUL University (Vienna)

Visiting adjunct professor annually teaching a short 2-3 day course in Hospitality (Group) Sales in their undergraduate tourism management program.

April/May, 2013 H.N.B.Garhwal University
Centre for Mountain Tourism & Hospitality Studies, Uttarakhand, India

Visiting Senior Fulbright Specialist focused on curriculum development and faculty/graduate student research.

April, 2004 Hong Kong Polytechnic University
School of Hospitality and Tourism Administration, PRC

Visiting research fellow working on marketing research projects with HKPU faculty involving Hong Kong's inbound and domestic tourism.

Summer, 1999 Research Centre of Bornholm
Nexoe, Denmark

Visiting researcher assigned to projects focused on improving the economic conditions of the Baltic region through tourism.

Summer, 1998 RCI- Consulting (Ragatz & Associates)
Eugene, Oregon

Visiting research associate for Resort Condominiums International's consumer research division.

Feb. 1995- May 1996 University of Otago
Tourism Centre, Advanced Business Programme
Dunedin, New Zealand

Senior Lecturer in the Advanced Business Programme's Diplomas in Tourism. Courses taught include: Consumer Behavior; Entrepreneurship in Tourism; Tourism Analysis; Services Management; and Global Tourism.

1994-1995 University of Florida
Program Evaluation and Organizational Development
Cooperative Extension Service

Faculty Extension Specialist in charge of research and evaluation for the Florida Extension Service's programs designed to improve the energy efficiency and waste management technologies of Florida's hotel and motels, attractions and restaurant sectors. This program was conducted through the University of Florida's Cooperative Extension Service under a contract with the Florida Department of Community Affairs. Projects included but were not limited to: (1) probes of customer reactions to enviro-room prototypes in cooperation with the Florida Hotel and Motel Association; (2) analyzing the impact and efficacy of the eco-purchasing program on reducing the use of hazardous chemicals and participation in recycling and waste minimization techniques; (3) needs assessments of Florida's small hotel and motel properties; and (4) utility customers willingness to pay for *Solar for Schools* education and retrofit program.

1990- 1994 University of Florida
Department of Recreation, Parks and Tourism

Assistant professor and coordinator of the undergraduate and graduate travel and tourism concentrations. Courses taught include: Tourism Analysis; Principles and Practices in Travel and Tourism; Tourism Planning; and Commercial Recreation and Entrepreneurship. Director of the Center for Tourism Research and Development, which coordinates and facilitates the research activities of faculty, concerned with travel and tourism development and management issues. Its purpose is to focus the resources of the University of Florida on the application of current scientific theory, technology, and research methodologies on the problems and issues related to resource development and management in Florida's tourism economy.

1979-87, 1988-90 Appalachian State University
Department of Health Education, Physical Education and Leisure Studies

Instructor (non tenure track) who instigated the Outdoor Recreation Management concentration of the Leisure Studies major. Courses taught include: Ski Area Management; Outdoor Leadership; Wilderness Emergency Care; Alpine Skiing (Beginning and Intermediate levels); Rock Climbing, Rappelling and Spelunking; Cross Country Skiing and Cycling; and Backpacking and Orienteering.

Appalachian State University

1985-87 Office of Outdoor Programs, Division of Student Development
1988-90

Director of a student activity program that conducts non-credit outdoor recreation experiences for over 2,000 students, faculty and staff annually. Offered are outdoor education experiences for small groups in white water rafting, kayaking, canoeing, rock climbing, spelunking, equestrian, bicycle touring, group interaction and high ropes courses. Duties also included the management of the University's inventory of outdoor recreation equipment, which is utilized by academic classes, non-credit workshops, and students on an individual basis.

Appalachian State University

1979-85 Wilderness Center, Conferences and Institutes, College of Continuing Education

Director of a continuing education program that develops and conducts wilderness/outdoor education experiences for adult individuals and groups in ASU's service region. Spring Elderhostel director for five day residential learning experiences involving outdoor adventure experiences for people 60 years and older. Duties also included the training of student outdoor leaders for ASU Camp Broadstone's outdoor education program for regional primary and secondary education groups.

1987-88 University of Oregon
S. P. R. E.

Graduate Teaching Fellow assigned to the Outdoor Pursuits area. Courses taught included Rock Climbing, Alpine Skiing (beginning and intermediate), Whitewater Canoeing, and Bicycle Touring.

PUBLICATIONS

Journal Articles (refereed)

1. John Crotts and Josef Mazanec (2018 in print). Acculturation of migrant populations: An exploratory study across multiple generations. *Journal of Culture, Tourism and Communications*, Vol.18(4).
2. Ghanian, M., O. Ghoochani and J. Crotts (2018). Analyzing the motivation factors in support of tourism development: The case of rural communities in Kurdistan Region of Iran. *Journal of Sustainable Rural Development*, Vol. 1(2), 137-47.

3. Woodside, Arch, John Crotts, Natalina Zlatevska and Abdul Aziz (2017) Are Wall Street wolves actually high-sales performers (Yes) and are all stockbrokers high-sales performing wolves (No)? *Asian Journal of Business Research*, Vol. 7(1), 43-57.
4. John Crotts (2017). Cross cultural differences in hospitality and tourism research: Where we have been and where we should go. *Journal of Tourism*, Vol 17(2), 5-22.
5. Mazanec, Josef, John Crotts, Dogan Gusroy and Lu Lu (2015). Homogeneity versus Heterogeneity of Cultural Values: An Item-Response Theoretical Approach Applying Hofstede's Cultural Dimensions in a Single Nation. *Tourism Management*, Vol. 48(June), 299-304.
6. John Crotts (2015). Case Study: The University gets its act together: Cutting the cost of disputes in organizations. *Journal of the International Academy for Case Studies*, Vol. 21(6), 57-64..
7. Hogan, Robert and John Crotts (2015). Case Study: Taj takes aim at North America. *Journal of the International Academy for Case Studies*, Vol. 21(6), 141-146.
8. Ghanian, M., O. Ghoochani and J. Crotts (2014). An application of European Performance Satisfaction Index towards rural tourism: The case of western Iran. *Tourism Management Perspectives*, Vol. 11 (July) 77-82.
9. One, M., R. Qureshi and J. Crotts (2014). Resident attitudes towards rural tourism development: A micro analysis of gender differences in the Kashmir. *Intercontinental Journal of Human Resource Management*, Vol. 1(4).
10. Hefner, Frank, Brumby McCloud and John Crotts (2014). An analysis of cruise ship impact on local hotel demand: An event study in Charleston, SC. *Tourism Economics*, Vol. 20 (5), 1145-1153.
11. Ritchie, Brent, John Crotts, Anita Zehrer, and George Volsky (2013). Understanding the effects of a tourism crisis: The impact of the BP oil spill on regional lodging demand. *Journal of Travel Research*, Vol 53 (1), 12-25.
12. John Crotts and Josef Mazanec (2013). Diagnosing the impact of an event on hotel demand: The case of the BP oil spill. *Tourism Management Perspectives*, Vol. 8(October), 60-67.
13. Antonella Capriello, Peyton R. Mason, Boyd Davis and John Crotts (2013). Mining consumer sentiment from blog narratives: An application of three alternative methods. *Journal of Business Research*, Vol. 66, April, 778-785.
14. John Crotts and Anita Zehrer (2012). An exploratory study of vacation stress. *Tourism Analysis*, Vol. 17(4), 547-552.
15. Anita Zehrer and John Crotts (2012). The development of a model of vacation stress among vacation travelers. *Tourism Review*, Vol 67(3), 41-55.

16. Yvette Reisinger and John C. Crofts (2012). A look at the flipside of international marketing: The acculturation of foreign-born residents of the U.S. *Tourism Review*, Vol. 67 (1), 42-50.
17. Vince Magnini, Derya Kara, John Crofts and Anita Zehrer (2012). Culture and service-related positive disconfirmations: An application of travel blog analysis. *Journal of Vacation Marketing*, Vol. 18(3), 251-257.
18. Vince Magnini, John Crofts and Anita Zehrer (2011). Understanding customer delight: An application of travel blog analysis. *Journal of Travel Research*, Vol. 50(5), 535-545.
19. Michael J. Wolfe and John Crofts (2011). Marketing mix modeling for the tourism industry: A best practices approach. *International Journal of Tourism Sciences*, Vol. 11(1), 1-15.
20. John Crofts and Vince Magnini (2011). The customer delight construct: Is surprise essential? *Annals of Tourism Research*, Vol. 37(4) 719-722.
21. Anita Zehrer, John Crofts and Vince Magnini (2011). The perceived usefulness of blog postings: An extension of the expectancy disconfirmation paradigm. *Tourism Management*, Vol. 32(1), 106-113.
22. Yvette Reisinger and John Crofts (2010). The influence of gender on travel risk perception, safety and travel intentions. *Tourism Analysis*, Vol. 14(6), 793-808.
23. John Crofts and Peyton Mason (2010). An analysis of travel blogs to determine the frequency of pests and their impact on guest loyalty: An extension of stance-shift analysis. *ASEAN Journal of Hospitality and Tourism*, Vol. 9(1).
24. Yvette Reisinger and John Crofts (2009). Applying Hofstede's national culture measures in tourism research: Illuminating issues of divergence and convergence. *Journal of Travel Research*, Vol 49 (2), 153-164.
25. Kivela, J., and Crofts, J. (2009). Understanding travelers experiences of gastronomy through etymology and narration. *Journal of Hospitality and Tourism Research*, Vol. 33 (2), 161-192.
26. John Crofts, Peyton Mason and Boyd Davis (2009). Measuring guest satisfaction and competitive position: An application of stance shift analysis of blog narratives. *Journal of Travel Research*, Vol 48 (4), 139-151.
27. John C. Crofts, Robert C. Ford, Vincent C.S. Heung and Eric Ngai (2009). Organizational alignment and hospitality firm performance. *International Journal of Culture, Tourism and Hospitality Research*, Vol. 3(1), 3-12.
28. Yvette Reisinger, Felix T. Mavondo and John Crofts (2009). A comparison of the importance attached to tourism destination attributes between Western and Asian groups. *Anatolia*, Vol. 20 (1), 236-253.
29. Jewell, Bronwyn and John Crofts (2009). Adding psychological value to heritage tourism experiences revisited. *Journal of Travel and Tourism Marketing*, Vol. 26 (3), 244-263.

30. Nancy Scott, Victor Puleo and John Crotts (2008). An analysis of curriculum requirements among hospitality and tourism management programs in AACSB colleges of business in the U.S. *Journal of Teaching Travel and Tourism*, Vol. 7 (4) 71-83.
31. Crotts, John and Robert Ford (2008). Achieving service excellence by design: The organizational alignment audit. *Business Communications Quarterly*, Vol. 71 (2), 233-240.
32. John Crotts, Bing Pan and Andrew Raschid (2008). A survey method for identifying key drivers of customer delight. *International Journal of Contemporary Hospitality Management*, Vol. 20 (4), 462-470.
33. Ryan, Chris, John Crotts and Steve Litvin (2008). Influencing the attendee experience: The case of Charleston Convention Center. *Tourism Analysis*, Vol 13 (2) 157-170.
34. Pan, Bing, Tanya MacLaurin and John Crotts (2007). Travel blogs and their implications for destination marketing. *Journal of Travel Research*. Vol. 46 (3), 35-45.
35. John Crotts and Bing Pan (2007). Destination appraisals. *Annals of Tourism Research*, Vol. 34 (2), 541-544.
36. Metin Kozak, John Crotts and Rob Law (2007). The impact of the perception of risk on international travelers. *International Journal of Tourism Research*, Vol. 9, 233-242.
37. Cathy Hsu and John C Crotts (2006). Segmenting mainland Chinese residents based on experience, intention and desire to visit Hong Kong. *International Journal of Tourism Research*. Vol. 8, 279-287.
38. Kivela, J., and Crotts, J. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality and Tourism Research*, Vol. 30 (3), 354-377.
39. Kivela, J., and Crotts, J. (2005). Gastronomy and tourism: A meaningful travel market segment. *Journal of Culinary Science and Technology*, 4 (2/3), 39-55.
40. John Crotts, Duncan Dickson and Robert Ford (2005). Auditing organizational alignment for guest service excellence. *Academy of Management Executives*, Vol. 19 (3), 54-68.
41. Calvin Blackwell, John Crotts, Steve Litvin and Allan Styles (2006). An application of gaming theory in local government use of accommodation taxes. *Public Finance Review*, Vol. 34 (2), 212-238.
42. Alan Styles, Steve Litvin, John Crotts and Calvin Blackwell (2006). Local government use of state accommodation revenues. *Journal of Hospitality and Tourism*, Vol. 2(4), 111-18.
43. John Crotts and Bob McKercher (2006). Visitor adaptation to cultural distance on visitor satisfaction: The case of first time visitors to Hong Kong. *Tourism Analysis*, Vol. 10 (4), 385-392.

44. Steve Litvin and John Crotts (2006). The impact of 9-11 on US residents overseas travel behaviors. *Journal of Travel and Tourism Marketing*. Vol. 15(2), 298-309
45. Litvin, Steve, John Crotts, Calvin Blackwell and Alan Styles (2006). Expenditures of accommodations tax revenue: A South Carolina study. *Journal of Travel Research*, Vol. 45 (2): 150-157.
46. Peter Tse and John Crotts (2005). Antecedents of novelty seeking among international visitors: Hong Kong's visitors' propensity to experiment with culinary traditions. *Tourism Management*, Vol. 26, 965-968.
47. John Crotts, Abdul Aziz and Randy Upchurch (2005). Relationship between Machiavellianism and sales performance. *Tourism Analysis*, Vol. 10 (1), 79-84.
48. John Crotts (2004). The affect of cultural distance on overseas travel behavior. *Journal of Travel Research*. Vol. 42 (2), pp.186-190.
49. John Crotts and Steve Litvin (2003). Cross-cultural research: Are researchers better served by knowing respondents' country of birth, residence, or citizenship? *Journal of Travel Research*. Vol. 42 (2), pp.186-190.
50. Steve Litvin, John Crotts and Frank Hefner (2004). Cross cultural tourist behavior: Revisiting Hofstede's uncertainty avoidance dimension. *International Journal of Tourism Research*. Vol. 6(1), 29-37
51. Steve Litvin and John Crotts (2003). A framework for online sales negotiations of hospitality and tourism services. *Information Technology and Tourism*, Vol. 6(2), 91-97.
52. Julie Blose and John Crotts (2003). Positioning peripheral areas as international destinations: A flexible approach to market segmentation. *Journal of Hospitality and Tourism*.
53. Bruce R. Money and John C. Crotts (2003). The effect of uncertainty avoidance on information search, planning and purchases of international travel vacations. *Tourism Management*, Vol. 24 (2), 191-202.
54. John C. Crotts and Abraham Pizam (2003). The effect of national culture on consumers' evaluation of travel services. *Journal of Tourism, Culture and Communications*, Vol. 4 (1), 17-28.
55. John C. Crotts, Ralph Muldrow and Howard Rudd (2003). Needs assessment of heritage areas in the United States. *International Journal of Heritage Studies*, Vol. 8 (4), 337-348.
56. Abdul Aziz, Kim May and John Crotts (2002). Relationship of Machiavellian behavior and sales performance of stockbrokers. *Psychological Abstracts*, Vol. 90, 451-460.
57. Bronwyn Jewell and John C. Crotts (2002). Adding psychological value to heritage tourism experiences. *Journal of Travel and Tourism Marketing*, Vol 11, (4), 13-28.

58. John C. Crotts and Richard L. Ragatz (2002/September). Recent timeshare purchasers: Who are they and why do they buy. *International Journal of Hospitality Management*, Vol 21 (3).
59. Tom Kent, John Crotts and Abdul Aziz (2001). Four factors of transformational leadership behavior. *Leadership and Organizational Development Journal*, Vol. 22 (5), 221-229.
60. Reidar J. Mykletun, John C. Crotts and Arnstein Mykletun (2001). Positioning an island destination in the peripheral areas of the Baltics: A flexible approach to market segmentation. *Tourism Management*, Vol 22 (5), 493-500.
61. Frank Hefner, John C. Crotts and Julie Flowers (2001). The cost-benefit model as applied to tourism development in the state of South Carolina, USA. *Tourism Economics*, Vol 7, (2), 163-176.
62. John Crotts, Charis M. Alderson Coppage and Abuna Andibo (2001). Trust-commitment model of buyer-seller relationships. *Journal of Hospitality and Tourism Research*, Vol. 25 (2), 195-208.
63. John Crotts and Ron Erdmann (2000). Does national culture influence consumers' evaluation of travel services? A test of Hofstede's model of cross cultural differences. *Managing Service Quality*, Vol. 10 (6), 410-419.
64. Rhonda Mack, Rene Mueller, John Crotts and Amanda Broderick (2000). Perceptions, corrections and defections: Implications for service recovery in the restaurant industry. *Managing Service Quality*, Vol. 10 (5), 410-419.
65. Richard Ragatz and John Crotts (2000). U.S. timeshare purchasers: Who are they and why do they buy? *Journal of Hospitality and Tourism Research*, Vol. 24 (1), 36-48.
66. Bruce R. Money and John Crotts (2000). Buyer behavior in the Japanese travel trade: Advancements in theoretical frameworks. *Journal of Travel & Tourism Marketing*, Vol. 9 (1/2), 1-19.
67. John Crotts and Greg Turner (1999). Determinants of intra-firm trust in buyer-seller relationships in the international travel trade. *International Journal of Contemporary Hospitality Management*, Vol. 11 (2/3), 116-123.
68. John Crotts, Abdul Aziz, Andrew Raschid (1998). Antecedents of supplier's commitment to wholesale buyers in the international travel trade. *Tourism Management*, Vol. 19 (2), 127-134.
69. John Crotts and Johan van Rekom (1998). Exploring and enhancing the psychological value of a fine arts museum. *Tourism Recreation Research Journal*, Vol. 23 (1).
70. John Crotts and Lawrence McNitt (1998). Funding public streetscape improvements in a heritage city: A willingness to pay survey. *Visions in Leisure and Business*, Vol. 16 (3), 4-15.

71. John C. Crofts and Richard Ragatz (1998). Resort timeshare development: Trends and future prospects for East-Asia and ANZSA regions. *Pacific Tourism Review, Vol. 1* (3).
72. John C. Crofts, Andre' Everett and Catherine Ledgerwood and (1998). Antecedents of employee burnout in the hotel industry. *Progress in Tourism and Hospitality Research, Vol. 4* (1), 31-44.
73. Ryan, Chris A. and John Crofts (1997). Maori art: A historic and cultural perspective of its cultural significance and relationship to tourism. *Annals of Tourism Research, Vol. 24* (4), 898-918.
74. John C. Crofts and David T. Wilson (1996). An integrated model of buyer-seller relationships in the international travel trade. *Progress in Tourism and Hospitality Research, Vol. 1* (2). 1-15.
75. John C. Crofts (1996). Theoretical perspectives on tourist criminal victimization. *Journal of Tourism Studies, Vol. 7* (2).
76. Raymond Bar-On, Abraham Pizam and John Crofts (1997). Pacific area tourism: A guide to key sources of tourism statistics. *Journal of Travel and Tourism Marketing, Vol. 6* (1).
77. John C. Crofts and Gary A. McGill (1994). Compliance with local option lodging taxes: Theory and measurement. *Journal of Travel and Tourism Marketing, Vol. 3* (4).
78. Eric Thunberg and John C. Crofts (1994). Factors affecting visitors' overnight stay behaviors. *Journal of Travel and Tourism Marketing, Vol. 3* (1).
79. John C. Crofts and Johan van Rekom (1994). Adding psychological value nature based visitor attractions. *Journal of Parks and Recreation, Vol. 29* (9).
80. John C. Crofts and Laurel Reid (1993). Segmenting the visitor market by the timing of their recreation decisions. *Visions in Leisure and Business, Vol. 12* (3).
81. John C. Crofts and Stephen M. Holland (1993). Objective indicators of the social impact of rural tourism development. *Journal of Sustainable Tourism Development, Vol. 1* (3), 112-120.
82. John C. Crofts (1992). Towards an understanding of the novelty seeking drive in pleasure travelers. In Joe Sirgy's (ed.) *Development in Quality-of-Life Studies in Marketing*, Washington, D.C.: Academy of Marketing Sciences.
83. John C. Crofts (1992). Personality correlates of the novelty seeking drive. *Journal of Hospitality and Leisure Marketing, Vol. 1* (2).
84. John C. Crofts (1992). Information search behaviors of free and independent travelers. *Visions in Leisure and Business, Vol. 11* (3).

85. John C. Crofts, Eric M. Thunberg and Douglas K. Shifflet (1992). Predicting travel volume through gross measures of consumer confidence. *Journal of Travel and Tourism Marketing*, Vol. 1 (2).
86. Bertha Cato and John C. Crofts (1992). Experimenting with discount pricing in parks and recreation services. *Journal of Parks and Recreation*, Vol. 27 (12).
87. Stephen M. Holland and John C. Crofts (1992). Community driven tourism planning. *Visions in Leisure and Business*, Vol. 11 (2).
88. Carolyn Robertson and John C. Crofts (1992). Information's effects on residents' attitudes toward tourism development. *Visions in Leisure and Business*, Vol. 11 (2).
89. Bonnie S. Guy, William Curtis and John Crofts (1990). First time visitors' learning of a foreign destination environment. *Annals of Tourism Research*, Vol. 17 (3), 419-431.
90. John Crofts (1990). Purchase involvement of repeat visitors to a destination environment. *Visions in Leisure and Business*, Vol. 10 (1).
91. John C. Crofts and David D. McIntire (1989). The role of campus leisure services in higher education. *College Student Affairs Journal*, Vol. 9 (2).

Journal Articles (editorially refereed)

1. John Crofts and S.K. Gupta (2013). Innovation and competitiveness: What we can learn from Clayton Christensen. *Journal of Tourism*, Vol. 19(1), 1-10.
2. Crofts, John (2013). Moving ahead while standing still: A tribute to Arch G. Woodside. *Anatolia*, Vol 24(3), 503-507.
3. Harald Pechlaner, Timothy Lee and John Crofts (2012). New minorities and tourism. *Tourism Review*, Vol. 67 (1), 1-2.
4. Crofts, John (2012). Do we need yet another tourism and hospitality journal? (2012). *Journal of Tourism and Hospitality*, Vol. 1 (1), 1-3.
5. Vince Magnini, Anita Zehrer and John Crofts (2012). The future of social media. *Journal of Vacation Marketing*, Vol. 18 (3), 1-3.
6. Crofts, John (2008). *Book Review: Managing destination marketing organizations: The tasks, roles and responsibilities of the convention and visitor executive.* *Journal of Travel and Tourism Marketing*, Vol 25(2), 218-219.
7. John Crofts (2008). *Book Review: Why choose this book? How we make decisions.* *Tourism Analysis*, Vol. 13 (3), 345-346.

8. Arch Woodside, John Crofts and Rich Harrill (2007). Integrating multidisciplinary perspectives: An editorial. *International Journal of Culture, Tourism and Hospitality Research, Vol. 1 (1)*.
9. Frank Hefner and John Crofts (2005). Kiawah Island: An economic powerhouse. *Business and Economic Review, Vol. 51 (2)*, 13-16.
10. John C. Crofts (2003). *Book Review: Benchmarking in hospitality and tourism*. By Sungsoo (Editor). Haworth Press (10 Alice Street, Binghamton, New York).
11. Crofts, John (2001). No more labor pains: Scheduling is a breeze with new labor management software solutions. *Hospitality Technology*, October.
12. Roger March, John C. Crofts, Dimitrios Buhalis (2000). Managing relationships in the global hospitality and tourism industry. *Journal of International Hospitality and Tourism Administration, Vol. 1 (1/2)*.
13. John C. Crofts (2000). The ins and outs of outsourcing. *Developments, Vol 22 (1)*.
14. Ragatz, Richard L. and John Crofts (1998). *Timeshare purchasers: Who are they, why do they buy?* Washington, DC: Alliance for Timeshare Excellence.
15. John C. Crofts and Chris A. Ryan (1997). Marketing issues in Pacific area tourism. *Journal of Travel and Tourism Marketing, Vol. 6 (1)*.
16. John C. Crofts (1997). Global tourism: A guide to sources of tourism statistics. Special series of descriptive reports in *Pacific Tourism Review*. Personally researched and authored the sections on:
 - United States Inbound Tourism Statistics, Vol. 1 (1)
 - Japan Outbound Tourism Statistics, Vol. 1(2)
 - New Zealand Inbound Tourism Statistics, Vol. 1 (3)
 - European Outbound Tourism Statistics, Vol. 1(4)
17. John C. Crofts and Mike K. West (1996). Adding green technologies and practices to the sustainable tourism menu: Making tourism more sustainable in the Caribbean. *TRENDS, Vol. 33_3(3)*.
18. John C. Crofts (1996). *Book Review: Environmental management for hotels: A student handbook*. *Journal of Sustainable Tourism, Vol. 3 (3)*.
19. John C. Crofts (1995). Innovations in adventure based tourism down-under. *Parks and Recreation, Vol. 29 (9)*.
20. W. Fred van Raaij and John C. Crofts (1994). The economic psychology of travel and tourism, *Journal of Travel and Tourism Marketing, Vol. 3 (3)*, 1-18.
21. John C. Crofts (1994). Taking the hype out of ecotourism. *TRENDS, Vol. 31 (2)*.

22. John C. Crotts (1994). Trends and issues in sustainable rural tourism development. *TRENDS*, Vol. 31 (1).
23. John C. Crotts (1992). Assessing Florida's in-state resident travel market. *Hospitality Herald*, Vol. 2_ (1).

Books

1. Paul Wagner, John Crotts and Byron Marlowe (2018 in print). *Wine sales and distribution: The secrets to building a consultative selling approach*. Boulder, Co: Rowman & Littlefield Publishers.
2. Peter Robinson, Paul Fallon, Harry Cameron and John Crotts (2016). *Operations management in the travel industry*. Oxfordshire, UK: CABI.
3. John Crotts, S. K. Gupta, and S. C. Bagri (Editors) (2013). *Innovation and competitiveness in hospitality and tourism*. New Dehli, India: Kaniska Publishers.
4. Rich McNeil and John Crotts (2005). *Selling hospitality: A situational approach*. Clifton Park, N.Y.: Delmar/Thompson Publishing.
5. March, Roger, John Crotts and Dimitrios Buhalis (Editors) (2000). *Managing relationships in the global hospitality and tourism industry*. Binghamton, N. Y.; Haworth Press.
6. John Crotts and Chris Ryan (Editors) (1997). *Marketing issues in Pacific area tourism*. Binghamton, N.Y.; Haworth Press.
7. John C. Crotts and W. Fred van Raaij (Editors) (1994). *The economic psychology of travel and tourism*. Binghamton, N. Y.; Haworth Press.

Chapters in Books

1. John Crotts (2016). Teaching sales and negotiations. In Pierre Benckendorff and Anita Zehrer's (Eds.) *International handbook of teaching and learning in tourism*, Cheltenham, UK: Edward Elgar Publishing, 42-57.
2. Arch G. Woodside, Xin Xia, John Crotts and Jeremy Clement (2016). Best and worst practices in management performance audits: constructing and testing an algorithmic model. In Arch G. Woodside (ed.) *Making Tough Decisions Well and Badly: Framing, Deciding, Implementing, Assessing (Advances in Business Marketing and Purchasing, Volume 240)*, Emerald Group Publishing Limited, 19 -51.
3. John Crotts (2015). Negotiating partnerships and strategic alliances: A call to educators. In Gursoy, D., M. Saayman and M. Sotiriadis (Editor)s, *The handbook of collaboration in tourism related businesses and destinations*, Emerald, 257-272.

4. Catherine Burton and John Crotts (2015). Theoretical perspectives on crimes against tourists. In Brent Ritchie and Kom Campiranon (Eds.) *Tourism Crisis and Disaster Management in the Asia-Pacific Region*. CABI, 3-44.
5. John Crotts and S.K. Gupta (2013). Innovation and competitiveness: What we can learn from Clayton Christensen. In John Crotts, S. K. Gupta, and S. C. Bagri (Editors) (2013). *Innovation and competitiveness in the hospitality and tourism*. New Dehli, India: Kaniska Publishers, 1-11.
6. Ruth Rios-Morales, John Crotts and Max Schweizer (2013). Policy strategies for innovation in Switzerland. In Demetris Vrontis and Alkis Thrassou (Eds) *Innovative business practices: Prevailing a turbulent era*, New Castle, UK: Cambridge Scholars Publishing, 195-210.
7. Neha Shah and John C. Crotts (2014, 2011). Marketing hospitality and tourism enterprises with social and traditional media. In Robert A. Brymer's *Hospitality and tourism*, 15th Edition, Dubuque, Iowa: Kendall Hunt.
8. Bing Pan and John Crotts (2012). Theoretical models of social media with marketing implications. In Marianna Sigala (ed) *Web 2.0 in Travel, Tourism and Hospitality: Theory, Practice and Cases*. Surrey, UK: Ashgate Publishing Ltd.
9. John Crotts, Boyd Davis and Peyton Mason (2012). Analyzing travel blog content for competitive advantage: Lessons learned in the application of software aided linguistics analysis. In Marianna Sigala (ed) *Web 2.0 in Travel, Tourism and Hospitality: Theory, Practice and Cases*. Surrey, UK: Ashgate Publishing Ltd.
10. John Crotts (2011). Serendipitous gleanings. In Phillip Pearce's (ed.) *Foundations from Psychology and Marketing*. London: Tourism Social Science Series: Emerald.
11. Ruth Rios-Morales and John C. Crotts (2011). Sales force automation technology for the hospitality industry. In by Patricia Ordoñez de Pablos, Robert Tennyson and Jingyuan Zhao (Eds.) *Global Hospitality and Tourism Management Technologies*. IGI Global.
12. Heather Kaikini/Goldman and John C. Crotts (2008, 2006). Applied Marketing and Sales of Hospitality and Tourism Services. In Robert A. Brymer and Katheryn Hoshito's *Hospitality and tourism*, 13th Edition, Dubuque, Iowa: Kendall Hunt, pp. 87-98.
13. Bing Pan, John Crotts, and Brian Mueller (2007). *Developing Web-Based Tourist Information Tools Using Google Map*. In Marianna Sigala, Luisa Mich and Jamie Murphy (eds) *Information and Communication Technologies in Tourism*. Vienna: Springer, 503-512.
14. John Crotts, Steve Litvin and Rich McNeil (2004). Marketing hospitality and tourism. In Robert A. Brymer's *Hospitality and tourism*, 11th Edition, Dubuque, Iowa: Kendall Hunt.
15. John C. Crotts (2001). Managing productivity and controlling labor costs. In the Educational Institute's *Supervision in the Hospitality Industry*. Lansing, MI.
16. Richard McNeil and John Crotts (2002). Marketing and sales. In Robert A. Brymer's *Hospitality and tourism*, 10th Edition, 135-146.

17. John C. Crofts (1999). Consumer decision making and prepurchase information search. In Yoel Mansfield and Abe Pizam (eds.) *Consumer behavior in travel and tourism*. Binghamton, N. Y.; Haworth Press, 149-168.
18. John C. Crofts (1997, 1994). Marketing commercial recreation and tourism enterprises. In John C. Crossley and Lynn M. Jamieson's *Introduction to commercial and entrepreneurial recreation*, Champaign, Illinois: Sagamore.
19. Susan Schiebler, John C. Crofts and Richard Hollinger (1995). Florida tourists' vulnerability to crime. In Abe Pizam & Y. Mansfield (Eds.) *Tourism, crime and international security*. London & New York, NY: John Wiley & Sons, 37-50.
20. John C. Crofts and Bonnie S. Guy (1993). The relationship between retail advertising and published quality ratings of hotels and motels. *Developments in Marketing Sciences, Vol.16*, Academy of Marketing Sciences.
21. John C. Crofts (1992). Towards an understanding of the novelty seeking drive in pleasure travelers. In J. Sirgy, H. Meadow, D. Rahtz & A. Samli's (ed.) *Developments in quality-of-life studies in marketing, Vol. 9*, Academy of Marketing Sciences.
22. Paul R. Varnes and John C. Crofts (1991). Recreation and tourism: Expanding the scope of the leisure studies curricula. In J. B. Zeigler and L. M. Caneday's (Eds.) *Tourism and leisure: Dynamics and diversity*, Alexandria, VA.: National Recreation and Park Association.
23. John C. Crofts (1993). *Case Studies* published in John C. Crossley and Lynn M. Jamieson's *Introduction to commercial and entrepreneurial recreation*, Champaign, Illinois: Sagamore.
 - " Career opportunities in the hospitality industry.
 - " Discount pricing strategies in the tourism industry.
 - " Bill Sims: A career of hard work and innovations.

Proceedings (refereed)

1. Bing Pan, John Crofts and Brian Mueller (2007). *Developing Web-Based Tourist Information Tools Using Google Map*. International Federation of IT and Travel and Tourism. Ljubljana, Slovenia.
2. Crofts, J., Pan, B. and Rachid, A. (2007). *Identifying key drivers of guest delight in a festival*. The 10th International Research Symposium on Service Excellence in Management. Orlando, FL., June 14-17.
3. Crofts, J., Mueller, B. and Staats, W. (2007). *The HPI: An internet based financial performance benchmarking system for the lodging industry*. Hospitality Industry Technology Exposition and Conference, Orlando, FL, June 24-25.
4. Crofts, J., Pan, B., Muller, B., Greg, M., & Staats, W. (2007). *The Development of an Internet-Based Benchmarking Tool for the Commercial Lodging Industry*. 2007 Annual Conference of International Society of Travel and Tourism Educators (ISTTE 2007), Charleston, SC.

5. Bruce R. Money and John C. Crofts (2001). *The effect of uncertainty avoidance on information search, planning and purchases of international travel vacations*. Travel and Tourism Research Association Annual Conference Proceedings. Fort Myers, Fl.
6. Money, R. Bruce and John C. Crofts (2000). *The effect of uncertainty avoidance on information search, planning and purchases of international travel vacations*. Association for Consumer Research. Annual Conference Proceedings. 41-47
7. Rhonda Mack, Amanda Broderick, John Crofts & Rene Mueller (1998). *Service failure and recovery in the restaurant industry: Beyond quality improvement*. Charleston, SC: Association of Marketing Theory and Practice, March 26-28.
8. Rene Mueller, Adrian Palmer, Rozzy Boggs, Rhonda Mack and John Crofts & (1998). *Service recovery in the restaurant industry: An American and Irish Comparison of service failures and recovery*. Austria: European Marketing Academy Conference.
9. John C. Crofts, Rhonda Mack, Catherine Ledgerwood and Andre' Everett (1997). *Critical issues and incidences leading to employee burnout in the hotel industry*. Proceedings of the American Marketing Association's Services Marketing Conference. Dublin, Ireland.
10. Catherine Ledgerwood, John Crofts and Charles Tustin (1996). *Antecedents of employee burnout in the hotel industry*. Proceedings of the Conference on Graduate Education and Research in the Hospitality Industry, University of Houston, January 11-13.
11. John C. Crofts and Dimitrios Buhalis (1996). *Who owns whom in the international travel trade: With implications as to how we prepare students for a career in an increasingly consolidated industry*. Proceedings of the Conference on Graduate Education and Research in the Hospitality Industry, University of Houston, January 11-13.
12. John C. Crofts and Geoff Kearsley (1995). *Issues and opportunities in the greening of the tourism industry*. Proceedings of the New Zealand Geographical Society, Christchurch, NZ, August 27-30.
13. John C. Crofts and Wayne H. Smith (1995). *Issues and opportunities in the greening of the tourism industry*. Proceedings of the Biennial Urban Extension Conference, St. Louis, MO., May 1-2.
14. Neha Shah, Gary A. McGill and John C. Crofts (1994). *Compliance with local option lodging taxes: The case of Florida's lodging industry*. Proceedings of the Travel and Tourism Research Associations Annual Conference, June 19-23.
15. John C. Crofts and Laurel Reid (1993). *Segmenting the visitor market by the timing of their recreation decisions*. Proceedings of the 7th Canadian Congress on Leisure Research, May 13-15.
16. Neha Shah, Cecelia Keller and John C. Crofts (1993). *Public parks, recreation and museums' role in the international tourism economy: Florida as a case study*. Proceedings of the Southeastern Recreation Research Conference, Helen, Georgia, February 11-12.

17. John C. Crofts and Eric M. Thunberg (1992). *Travel patterns of Florida residents*. Proceedings of the 25th Annual Governor's Conference on Travel and Tourism, Miami, FL., July 18-21.
18. John C. Crofts and Stephen M. Holland (1992). *Objective indicators of the social impact of rural tourism development*. Proceedings of the 25th Annual Governor's Conference on Travel and Tourism, Miami, FL., July 18-21.
19. Eric M. Thunberg, John C. Crofts and Lawrence Libby (1991). *Research issues and needs for recreation development as a rural economic development strategy*. Proceedings of the American Academy for the Advancement of Science, Washington, D.C.
20. Jeremy Fox and John C. Crofts (1990). *A longitudinal investigation into script development and the evaluation of a service*. Proceedings of the 21st Annual Decision Science Institute, San Diego, CA.
21. John C. Crofts, Jim Cummings and Rich Bruner (1990). *Methods for establishing price thresholds for student users of outdoor recreation services*. Proceedings of the 4th Biannual National Conference on Outdoor Recreation, Boone, N. C.

PRESENTATIONS

Conference Presentations: International/ National

1. Crofts, John and Josef A. Mazanec (2018). Acculturation of migrant populations: An exploratory study across multiple generations. Boston University Research Conference, September 9-10.
2. Arch Woodside, John Crofts, Natalina Zlatevska and Abdul Aziz (2015) Are Wall Street wolves actually high-sales performers (Yes) and are all stockbrokers high-sales performing wolves (No)? San Antonio, Texas: Southern Marketing Association Conference.
3. John Crofts (2013). Innovation and competitiveness: Recognizing we are a part of the creative economy (Keynote Speech). International Conference on the Tourism and Hospitality Industry: Modern State, Problems and Perspectives. Dehradun, Uttarakhand, India, May 11-12.
4. John Crofts (2013). Teaching negotiation skills. International Conference on the Tourism and Hospitality Industry: Modern State, Problems and Perspectives. Dehradun, Uttarakhand, India, May 11-12.
5. Frank Hefner, Brumby McCloud and John Crofts (2013). *Cruise Ship Impact on Hotel Accommodations: An Event Study in Charleston, SC*. Southern Regional Science Association, Arlington, Va., April 4.
6. Yvette Reslinger and John Crofts (2012). *Acculturation of foreign born residents of the US*. 2nd Interdisciplinary Tourism Research Conference, Fethiye, Turkey, April 24-29.

7. Michael Wolfe and John Crotts (2012). *Marketing mix modeling in tourism research: A best practices approach*. Travel and Tourism Research Association's International Annual Conference, Virginia Beach, VA, June 17-19.
8. Michael Wolfe, Scott Walker, Peyton Mason and Boyd Davis (2011). *Modeling transient revenue of a hotel chain: Adding the customer service dimension derived from web-analytics to marketing mix modeling*. Conference on Social Media & Tourism, Verona, Italy.
9. John Crotts (2011). *Serendipitous Gleanings*. Academy for the Study of Tourism, Taipei, Taiwan, June 6-10.
10. Anita Zehrer and John Crotts (2011). *The development of a model of vacation stress among U.S. vacation travelers*. 61st Annual Aiest Conference, Barcelona, Spain, August 28-Sept 1.
11. Antonella Capriello, Peyton R. Mason, Boyd Davis and John Crotts (2011). *Assessing consumer sentiment of farm stay visitors: An application of three alternative methods*. National Extension Conference on Tourism, Charleston, SC, March 9-11.
12. Antonella Capriello, Peyton R. Mason, Boyd Davis and John Crotts (2010). *Mining consumer sentiment from blog narratives: An application of three alternative methods*. Global Marketing Conference, Tokyo, Japan, September 9-12.
13. Yvette Reisinger and John Crotts (2009). Evidence of divergence and convergence of national culture: Setting new research agenda in tourism. *The Cross-Cultural Research Conference*, Puerto Vallarta, Mexico, December 13-16.
14. Yvette Reisinger and John Crotts (2009). *Applying Hofstede's national culture measures in tourism research: Illuminating issues of divergence and convergence*. Vienna, Austria: International Academy of Culture, Tourism and Hospitality Research, June 2-4.
15. John Crotts, Peyton Mason and Boyd Davis (2009). *Measuring guest satisfaction and competitive position: An application of stance shift analysis of blog narratives*. Vienna, Austria: International Academy of Culture, Tourism and Hospitality Research, June 2-4.
16. John Crotts, Bing Pan and Andrew Rachid (2007). *Identifying key drivers of guest delight in a festival*. The 10th International Research Symposium on Service Excellence in Management. Orlando, FL., June 14-17.
17. John Crotts, Brian Mueller and Wayne Staats (2007). *The HPI: An internet based financial performance benchmarking system for the lodging industry*. Hospitality Industry Technology Exposition and Conference, Orlando, FL, June 24-25.
18. Bing Pan, John Crotts, and Brian Mueller (2006). *Developing Web-Based Tourist Information Tools Using Google Map*. International Federation of IT and Travel and Tourism. Ljubljana, Slovenia.
19. Ryan, C., Crotts, J and Litvin, S. (2006). *Convention Center Management; Influencing the attendee experience: The case of Charleston Convention Center*. Paper presented at the Inaugural New Zealand Conference of Hospitality Management Research. Department of Tourism and Hospitality Management, University of Waikato Management School, 30 November - 1st December.

20. Crotts, J, Bing Pan, Colleen Dimitry and Heather Goldman (2006). A Case Study on Developing an Internet-Based Competitive Analysis and Benchmarking Tool for Hospitality Industry. Dublin, Ireland: Travel and Tourism Research Association Annual Conference, June.
21. Heung, Vincent, John Crotts, Eric Ngai and Robert Ford (2006). *Achieving service excellence: The relationship between organizational alignment, employee satisfaction, commitment and retention*. Hualien, Taiwan: Asia Pacific Tourism Association/ APacCHRIE, June 25-28, 2006.
22. Crotts, J, Bing Pan, Colleen Dimitry and heather Goldman (2006). *A Case Study on Developing an Internet-Based Competitive Analysis and Benchmarking Tool for Hospitality Industry*. Dublin, Ireland: Travel and Tourism Research Association Annual Conference, June.
23. Cathy Hsu and John Crotts (2004). *Profiling mainland Chinese tourists to Hong Kong as a destination positioning tool*. St. Louis, MO: Travel and Tourism Research Association Annual Conference, June.
24. Crotts, John (2003). *Buyer-supplier relationships in the restaurant industry*. Orlando, FL: ISBM/CBIM B2B 2003: Market Trends and Academic Responses. February 13-14.
25. Crotts, J, R Muldrow and H Rudd (2001). *Organizational needs assessment of Multi-jurisdiction heritage initiatives in the US*. Charleston, SC: World Trade Centers Association Forum on Globalization and Cultural Identity.
26. Bruce R. Money and John C. Crotts (2001). *The effect of uncertainty avoidance on information search, planning and purchases of international travel vacations*. Fort Myers, FL: Travel and Tourism Research Association, June 10-13.
27. Money, R. Bruce and John C. Crotts (2000). *The effect of uncertainty avoidance on information search, planning and purchases of international travel vacations*. Salt Lake City, Utah: Association for Consumer Research Annual Conference Proceedings. 41.
28. Crotts, John (2000). *The economic psychology of travel and tourism*. San Fernando Valley, CA: Travel and Tourism Research Association, June 11-14.
29. Frank Hefner, John C. Crotts and Julie Flowers (2000). *The cost-benefit model as applied to tourism development in the state of South Carolina*. 39th Annual Meeting of the Southern Regional Science Association, Miami Beach, FL, April 13-15.
30. Crotts, John (1999). *Using market research to guide your marketing and sales programs*. Orlando, FL: American Resort Development Association's International Resort Development Convention and Exposition, April 10-13.
31. John Crotts and Greg Turner (1998). *Determinants of intra-firm trust in buyer-seller relationships in the international travel trade*. Oxford, England: Internet Conference on Ethics in Tourism.

32. Crotts, John, Abdul Aziz, Andrew Raschid (1998). *Antecedents of supplier's commitment to wholesale buyers in the international travel trade*. Atlanta, Ga: North American Symposium on Purchasing and Supply Management.
33. Turner, Greg, Mark Hartley, John Crotts (1998). *A transaction cost analysis of cooperative industrial buyer-seller relationships*. Atlanta, Ga: North American Symposium on Purchasing and Supply Management.
34. Rhonda Mack, Amanda Broderick, John Crotts & Rene Mueller (1998). *Service failure and recovery in the restaurant industry: Beyond quality improvement*. Charleston, SC: Association of Marketing Theory and Practice, March 26-28.
35. John Crotts (1998). *CofC's Coleman Forum for Entrepreneurship*. Clearwater, FL: United States Association for Small Business and Entrepreneurship.
36. John Crotts, Abdul Aziz, Andrew Raschid (1997-July). *Antecedents of supplier's commitment to wholesale buyers in the international travel trade*. University of Oxford, England: 4th International Conference on Social Values.
37. Crotts, J., A. Palmer and R. Muldrow (1997-June). *The branding of tourism destinations as a strategic alliance: Best practices in historic preservation and tourism*. Miami, FL: Academy of Marketing Science.
38. John C. Crotts, Rhonda Mack, Catherine Ledgerwood and Andre' Everett (1997-June). *Critical issues and incidences leading to employee burnout in the hotel industry*. Dublin, Ireland: American Marketing Association's Services Marketing Conference.
39. John C. Crotts, Andre' Everett and Catherine Ledgerwood (1997-June). *Correlates of employee burnout in the hospitality industry*. Virginia Beach, VA.: Travel and Tourism Research Association.
40. John C. Crotts and Abraham Pizam (1996). *Global Tourism: A guide to statistics sources*. Pacific Asia Travel Association and the ASEAN Tourism Information Center's Conference on "Developing Leading Edge Libraries & Information Centres for the Tourism & Hospitality Industry," Kuala Lumpur, Malaysia, March 5 - 6.
41. Catherine Ledgerwood, John Crotts and Charles Tustin (1996). *Antecedents of employee burnout in the hotel industry*. Conference on Graduate Education and Research in Hospitality and Tourism, University of Houston, January 11-13.
42. John C. Crotts and Dimitrios Buhalis (1996). *Who owns whom in the international travel trade: With implications as to how we prepare students for a career in an increasingly consolidated industry*. Conference on Graduate Education and Research in the Hospitality Industry, University of Houston, January 11-13.
43. John C. Crotts (1995). *Adding green technologies and practices to the sustainable tourism menu*. International Geographical Union's Conference on The Geography of Sustainable

- Tourism in Australia, New Zealand, Southwest Pacific and Southeast Asia. University of Canberra, Canberra, Australia, September 2-4.
44. John C. Crofts (1995). *Issues and opportunities in the greening of the tourism industry*. New Zealand Geographical Society Anniversary Conference, Christchurch, NZ, August 27-30.
 45. John C. Crofts (1995). *Keeping international tourists out of harms-way: International visitors road accidents and criminal victimization*. New Zealand Motorcoach Drivers Association's Annual Conference, Dunedin, NZ, June 13-14.
 46. John C. Crofts and Wayne H. Smith (1995). *Issues and opportunities in the greening of the tourism industry*. The Biennial Urban Extension Conference, St. Louis, MO, May 1-2.
 47. John C. Crofts (1995). *Alternatives to casinos: Tourism development on tribal lands*. Third-Bi-Annual Conference of the Native American Business Association. Orlando, FL., January 25.
 48. Neha Shah, Gary A. McGill and John C. Crofts (1994). *Compliance with local option lodging taxes: The case of Florida's lodging industry*. Travel and Tourism Research Association's 25th Annual Conference, Bal Harbour, FL., June 18-24.
 49. John C. Crofts and Laurel Reid (1993). *Segmenting the visitor market by the timing of their recreation decisions*. Seventh Annual Canadian Congress on Leisure Research, Manitoba, May 13-15.
 50. John C. Crofts and Laurel Reid (1993). *Segmenting the visitor market by the timing of their recreation decisions*. Thirteenth Annual Conference of the Resort and Commercial Recreation Association, New Paltz, N.Y., November.
 51. John C. Crofts and Bonnie S. Guy (1993). *The relationship between retail advertising and published quality ratings of hotels and motels*. Proceedings of the 1993 Academy of Marketing Sciences Conference, Miami Beach, FL., May 26-29.
 52. John C. Crofts (1992). *Towards an understanding of the novelty seeking drive in pleasure travelers*. Academy of Marketing Sciences 4th Annual Quality-of-Life and Marketing Conference, Washington, D.C.
 53. John C. Crofts (1992). *Information search behaviors of free and independent travelers*. Twelfth Annual Conference of the Resort and Commercial Recreation Association, Asheville, N. C., November 8.
 54. John C. Crofts and Stephen M. Holland (1992). *Objective indicators of the social impact of rural tourism development*. 1992 Annual Conference of the Travel and Tourism Research Association, Minneapolis, Min., June 9-14.
 55. Eric M. Thunberg, John C. Crofts and Lawrence Libby (1991). *Recreation development as a rural development strategy*. Annual Conference of the American Academy for the Advancement of Science, Washington, D. C.

56. John C. Crotts (1991). *Travel research at the University of Florida*. Association of University Business and Research Centers' Annual Conference. St. Petersburg, FL.
57. Jeremy Fox and John C. Crotts (1990). *A longitudinal investigation into script development and the evaluation of a service*. Twenty-first Annual Decision Science Institute, San Diego, CA.
58. John C. Crotts (1990). *Understanding the novelty seeking drive in pleasure seeking travelers*. Tenth Annual Conference of the Resort and Commercial Recreation Association, Amelia Island, FL.
59. John C. Crotts (1990). *Purchase involvement of repeat visitors to a destination resort*. Tenth Annual Conference of the Resort and Commercial Recreation Association, Amelia Island, FL.
60. John C. Crotts, Rich Bruner and Jim Cummings (1990). *Methods for estimating price threshold levels of student users of outdoor recreation services*. Fourth Biannual National Conference on Outdoor Recreation, Boone, N. C.

Local/State/Regional Presentations

1. John Crotts and Paul Wagner (2017). Wine distribution sales in the US. Perth, Western Australia Wine Growers Association, November 7.
2. John Crotts (2015). *Navigating profitably the world of E-bids: The art and science of negotiations*. CHEC –Charleston Hotel Exchange Club (CHEC), Middleton Place, April 27.
3. John Crotts (2015). *Negotiating salaries and start up packages*. Graduate student association, College of Charleston, March 18, Nov 17
4. John Crotts (2014, 2013). *Bargaining with the devil: When to fight, negotiate, or lump it*. Charleston, SC: Leo Higdon Student Leadership Conference, November.
5. John Crotts (2013). *Assessing the impact of an event on tourism demand: The case of the BP oil spill*. Brevard, NC: Southeast CHRIE Conference, September 27.
6. John Crotts (2013). *Assessing the impact of an event on tourism demand: The case of the BP oil spill*. Hong Kong, PRC: Graduate Seminar, October 15.
7. John Crotts (2010). *Cruise ships and economic development*. Charleston, SC: Municipal Association of South Carolina Annual Conference, July 15.
8. John Crotts, Calvin Blackwell, Steve Litvin and Allan Styles (2003). *Local government use of state accommodation taxes*. Columbia, SC: South Carolina Department of Revenue & the Tourism Expenditure Oversight Committee, September 9.

9. Stephen Litvin and John Crofts (2002). *Cross cultural consumer behavior: Revisiting Hofstede's uncertainty avoidance dimension*. Atlanta, GA: Southeast Travel and Tourism Research Association, Nov 1.
10. John C. Crofts (2002). *Assessing organizational needs using survey methods*. South Carolina Association for Higher Education, October 27-29. Myrtle Beach, SC.
11. John Crofts, Ralph Muldrow and Howard Rudd (2002). *Conducting a Needs Assessment for Continuing Education*. South Carolina Association for Higher Education. Charleston, SC May 16.
12. John C. Crofts and Ralph Muldrow (2001). *Needs assessment of regional heritage tourism organization*. Charleston, SC: National Alliance for Heritage Areas, January 22-24.
13. John Crofts, Ralph Muldrow and Curt Cottle (2001). *Organizational needs of the US17-A1A heritage corridor*. Charleston, University of Georgia, March 7.
14. Thomas Kent, Abdul Aziz and John Crofts (2000). *An Analysis of Leadership Behavior*. Myrtle Beach, SC: Southeaster Chapter of the Institute of Operations Research and Management Sciences, Oct. 6-7.
15. John Crofts and Bruce Money (1999). *When east meets west: Cross-cultural differences between Japan and U.S.* Charleston: Kasumigaseki Travel Bureau, Inc. and Travel South, USA. February 7.
16. John Crofts (1999, 2000). *Tourism as an economic development strategy*. Charleston, SC: South Carolina Economic Developers School, March 23 and again April 15.
17. John Crofts (1998). *The Young Tourism Professional's Forum*. Myrtle Beach, SC: South Carolina Governor's Conference on Travel and Tourism. January 29.
18. John Crofts and Chip Condon (1997). *Fun money: Which US households have it and how much*. Asheville, NC: American Resort Development Association, Nov. 4.
19. John C. Crofts (1995). *Responding to Type I and Type II public relations crisis: Lessons learned from Florida's response to the media's attention to tourist criminal victimization*. NZ Police District Headquarters: Christchurch, May 25.
20. John C. Crofts (1994). *The future of Florida tourism*. Florida Sea Grant Program Planning Workshop, Gainesville, FL., January 17-20.
21. John C. Crofts and Glenn Israel (1994). *Reaching your potential as a destination marketing organization*. Greater Lake Okeechobee Tourism Development Authority, Lakeland, FL., August 30.
22. John C. Crofts (1994). *Issues involving the imposition and uses of local option tourist development taxes*. Florida Association of Counties, Fort Lauderdale, FL., June 29- July 1.

23. John C. Crotts (1994). *Assessing the opportunities of nature-based tourism development in southwest Florida*. Heartlands Rural Economic Development Initiative, Avon Park, FL, January 21.
24. John C. Crotts (1993). *Determining park users willingness to pay*. 30th Annual Conference of the Florida Institute of Park Personnel, Gainesville, FL., October 31-November 3.
25. Neha Shah, Cecelia Keller and John C. Crotts (1993). *Public parks, recreation and museums' role in the international tourism economy: Florida as a case study*. Southeastern Recreation Research Conference, Helen, Georgia, February 11-12.
26. John C. Crotts and Eric M. Thunberg (1992). *Travel patterns of Florida residents*. Florida Governor's Conference on Travel and Tourism, Fort Lauderdale, FL.
27. John C. Crotts and Stephen M. Holland (1992). *Objective indicators of the social impact of rural tourism development*. Florida Governor's Conference on Travel and Tourism, Fort Lauderdale, FL.
28. John C. Crotts (1992). *Target markets for rural coastal communities*. Taylor County Coastal Association, Steinhatchee, FL.
29. John C. Crotts (1992). *Elements of effective advertising campaigns*. Florida's Nature Coast Strategic Market Planning Workshop, Clearwater, FL.
30. John C. Crotts (1992). *Profile of visitors to Alachua County's festivals, attractions and special events*. Directors of Alachua County's festivals, attractions and special events, Gainesville, FL.
31. John C. Crotts (1992). *Profiles of visitors to North Central Florida*. North Central Florida Tourism Planning Council, Lake City, FL.
32. John C. Crotts (1991). *Assessing opportunities in rural tourism development*. Annual Meeting of the University of Florida's Extension Service Directors, University of Florida.
33. John C. Crotts (1991). *Analyzing the scope, size and trip characteristics of Florida resident travel within the state*. Tampa Bay Regional Economic Information Development Network, St. Petersburg, FL.

SPONSORED RESEARCH ACTIVITY

1. Vince Magnini, Muzzo Uysal, John Crotts (2017-2018). An assessment of the economic contribution of the Michigan State Ports Authority. Michigan State Ports Authority, \$40,000.
2. Bing Pan and John Crotts (2014-15). An assessment of resident attitudes towards tourism. Department of Planning, Preservation and Sustainability, City of Charleston, SC, \$12,000.

3. John Crotts (2014). Quantifying the economic impact of a proposed arts guild incubator on Lancaster County. City of Lancaster, SC, \$5,000. Part of a larger grant funded by the US Department of Agriculture, Rural Business Enterprise Grant.
4. Scott Walker, Peyton Mason, and John Crotts (2013). Social media mining of traveler reviews to determine perceptions of Hyatt and key competition. Hyatt Hotels and Resorts, North America, \$46,000.
5. Michael Wolfe and John Crotts (2012-13). The economic impact of the BP Oil Spill on Grand Isle and Lafitte, LA. Townships of Grand Island and Lafitte, and the Colvin Law Firm, \$12,000.
6. John Crotts and Frank Hefner (2012). Analysis of the economic contributions of the SC State Ports Authority's cruise ship activity to the regional economy. South Carolina State Ports Authority, \$14,000.
7. John Crotts and Michael Wolfe (2011). The impact of cruise ship embarkations and debarkations on hotel demand in metro Charleston's major hotel markets. South Carolina State Ports Authority, \$2,600.
8. Scott Walker, Peyton Mason and John Crotts (2011). Modeling the impact of consumer engagement on US transient sales by hotel brand. Atlanta, GA: Hyatt Hotels/BBDO, \$16,000.
9. Peyton Mason, Scott Walker and John Crotts (2010). Measuring and modeling the impact & ROI of social media on US sales. Atlanta, GA: Starbucks/BBDO, \$28,000.
10. John Crotts (2010). Feasibility study of a cold war museum: A willingness to pay survey. Barnwell, SC: US Department of Energy- Savannah River Site, \$15,000.
11. John Crotts (2008- 2010). Visitor intercept surveys (4 versions). Patriots Point Development Authority, \$36,000.
12. Michael Wolfe and John C. Crotts (2009). Patriot's Point Naval Museum and Maritime Center's *Marketing Optimization Model*, \$1,500.
13. John Crotts and Frank Hefner (2009-10). Analysis of the economic contributions of the SC State Ports Authority's cruise ship activity to the region's and state's economy. South Carolina State Ports Authority, \$9,900.
14. John Crotts and Peyton Mason (2009). An Analysis of US Hotel and Restaurant Reviews on Travel Blogs to Determine the Frequency of Pests and Their Impact of Guest Loyalty. Spalding Jackson Agency & Orkin Commercial Services, \$8,500.
15. John Crotts (2008). Brand image of the USS Yorktown Naval Museum and Maritime Center by visitors and non-visitors of the attraction. Patriots Point Development Authority. Mt Pleasant, SC. \$2,500.

16. John Crotts (2008). The Contributions of the Patriots Point Development Authority to the Economic and Social Well Being of Charleston County. Patriots Point Development Authority, \$3,000.
17. Boyd Davis, Peyton Mason, and John Crotts (2008). Stance Shift Analysis of Travel Blogs to Determine the Competitive Position of Taj Hotels in North America. Taj Hotels, \$2,000.
18. Curt Cottle and John Crotts (2008). New Market Development Studies. Olde English Tourism Development, SC, \$30,000.
19. John Crotts and Frank Hefner (2007). The Economic Impact of Ginn Resorts Re-Development of the Romney Street Landfills on the Economy of the Lowcountry. Ginn-LA Fund IV Promenade, LLC, \$10,000.
20. John Crotts and Frank Hefner (2006). The Contributions of South Carolina's Captive Insurance Industry to the State's Economy. SC Department of Insurance, \$5,200.
21. John Crotts (2006). 2006 Seabrook Island Property Owners Survey. Seabrook Island Property Owners' Association, \$10,000.
22. Bing Pan and John Crotts (2006). 2006 SC Saltwater Fishing and Economic Impact Survey. South Carolina Department of Natural Resources, \$25,000.
23. John Crotts (2005). 2005 Seabrook Island Property Owners Survey. Seabrook Island Property Owners' Association, \$10,000.
24. John Crotts (2005). The economic and social contributions of the Patriot's Point Authority. SC Patriots Point Authority, \$7,000.
25. Frank Hefner and John Crotts (2005). Economic contribution of Kiawah Island to the economy of Charleston County, Town of Kiawah Island, SC, \$25,000.
26. John Crotts and Bing Pan (2005). Development and pre-test of 2005 South Carolina marine artificial reef usage and economic impact survey, \$5,000.
27. John Crotts, Calvin Blackwell, Steve Litvin and Allan Styles (2003). Local government use of state accommodation taxes. South Carolina Department of Revenue & the Tourism Expenditure Oversight Committee. Gratuitous.
28. John Crotts and Al Parrish (2003). The economic impact of cruise ships to Charleston. City of Charleston. Gratuitous.
29. John Crotts, Frank Hefner and Steve Litvin (2002). The economic contributions of fine arts galleries to Charleston, SC. Charleston Fine Art Dealers' Association, \$3,400.
30. Bronwyn Jewell and John C. Crotts (2001-02). Adding psychological value to heritage tourism experiences. Drayton Hall and the National Trust for Historic Preservation. Gratuitous.

31. John Crofts and Ralph Muldrow (2001-02). Funding for the Institute for Heritage Development. Alliance for National Heritage Areas, \$20,000.
32. Tom Kent and John C. Crofts (2001). Human resource management for the hospitality industry. Program Development Grant, Lightsey Conference Center, College of Charleston, \$5,000.
33. Frank L. Hefner and John Crofts (2001). A cost-benefit analysis of the proposed Sportevo sports-entertainment-retail complex in Charleston County. SC Board of Economic Review & Sportevo, Inc. \$4,500.
34. John C. Crofts, Ralph Muldrow and Howard Rudd (2000). Needs assessment of multi-jurisdictional heritage tourism organizations. Alliance for National Heritage Areas: \$15,000.
35. John C. Crofts and Ralph Muldrow (2000). Identification of heritage tourism initiatives in North America. Alliance for National Heritage Areas: \$15,000.
36. Frank L. Hefner, John C. Crofts and Greg Braxton-Brown (2000). The economic contribution of Eastern Resorts on the economy of the U.S. Virgin Islands. Equivest Finance Company, \$6,000.
37. Frank L. Hefner and John C. Crofts (2000). *The economic contribution of Equivest on the economy of Rhode Island*. Equivest Finance Company. \$6,000.
38. Frank L. Hefner and John C. Crofts (1999). An assessment of the cost-benefit model as applied to new tourism development projects used for awarding state and local tax incentives. South Carolina Department of Parks, Recreation and Tourism: \$10,000.
39. Frank L. Hefner and John C. Crofts (1999). The economic contribution of Charleston Place Hotel to the local economy. Orient Express Hotels, \$3,400.
40. Randy Sparks, Terence Bowers, Rosemary Brana-Shute, John Crofts, Ralph Muldrow and Carter Hudgins (1999). Conference Planning Grant: Heritage Tourism Conference. South Carolina Humanities Council, \$7,775.
41. John C. Crofts Larry McNitt, and Linda Shull (1999). Visitor guide placements in commercial lodging establishments. Greater Charleston Area Restaurant Association, \$1,500.
42. John C. Crofts (1998). Historic Charleston Foundation's retail customers: Who are they, when do they buy and how can they be reached. Historic Charleston Foundation. \$3,500.
43. John Crofts (1998). *Economic impact of Peppertree Resorts on the North Carolina and South Carolina economies*. Asheville, NC: Peppertree Resorts. \$6,000.
44. John C. Crofts (1997). An assessment Baker Furniture's reproductions market penetration in the mid-Atlantic region. Historic Charleston Foundation. \$1,500.
45. John C. Crofts (1997). Entrepreneurship awareness and education grant. The Coleman Foundation, Chicago, Ill., \$25,000.

46. John C. Crotts (1997). Merchant preferences for streetscape improvement options: A willingness to pay survey. Downtown Charleston Merchants Association and the City of Charleston. Gratuitous contract.
47. John C. Crotts (1996). Profile of visitors to the 1997 Lowcountry Oyster Festival. Charleston Restaurant Association. Gratuitous contract.
48. John C. Crotts and Keith Jarvis (1994-95). Alachua County hotel and motel user study. Alachua County Tourist Development Council, \$20,000.
49. John C. Crotts (1994). Adding psychological value to the Harn Museum of Art. Samuel P. Harn Museum of Art, University of Florida, \$4,200.
50. Deborah Rossi, John C. Crotts and Christopher McCarthy (1994). Audience potential survey. Center for the Performing Arts, University of Florida, \$2,500.
51. Stephen M. Holland (1993). Florida public beach access inventory with evaluation and need assessment. Florida Department of Natural Resources, \$109,877. Contributor.
52. John C. Crotts (1993). Harn Museum visitor profile study. Samuel P. Harn Museum of Art, University of Florida, \$4,200.
53. John C. Crotts (1993). Community driven tourism planning for rural coastal communities. National Coastal Resource Development Institute, \$10,000.
54. Walter J. Milon, Eric M. Thunberg, Charles Adams, John C. Crotts and Stephen M. Holland (1992). Recreational value of near-shore species for different regions in Florida. Florida Marine Fisheries Commission, \$57,225.
55. Walter J. Milon, Eric M. Thunberg, Charles Adams, John C. Crotts and Stephen M. Holland (1992). A regional analysis of marine recreational fisheries participation and attitudes about fisheries management. Florida Sea Grant Institute, \$85,331.
56. John C. Crotts (1991-92). Alachua County visitor profile and satisfaction study. Alachua County Visitors and Convention Bureau, \$21,326.
57. John C. Crotts (1991-92). Measuring the occurrence of non-compliance in the collection of Alachua County's tourist development tax. Alachua County Tourist Development Council, \$2,700.
58. John C. Crotts (1989). Information acquisition of free and independent travelers to Old Salem, Inc. Historic Old Salem and the Museum of Early Southern Decorative Art, \$1,100.
59. John C. Crotts (1988). The prepurchase information acquisition of free and independent travelers to the Inn at Otter Crest. The Inn at Otter Crest. Gratuitous contract.

60. Dennis R. Howard (1988). Oregon tourism advertising effectiveness survey. Oregon Tourism Institute, University of Oregon- Eugene, \$17,000. Contributor.
61. Mark Pritchard and John C. Crofts (1988). Professional preparation survey of the Department of Leisure Studies and Services. Department of Leisure Studies and Services, University of Oregon. Gratuitous project.

Other Sponsored Activity

1. John Crofts (2017). Assessing property owners' willingness to pay for improved parks and recreation amenities: A willingness to pay survey. City of Saluda, NC and the Virginia Tech University Service Research Institute.
2. John Crofts (2018). Evaluation of Venice Beach as a tourist attraction. The Estate of Alice Gruppioni versus the City of Los Angeles.
3. John Crofts (2015). Evaluation of the sales practices of Festiva timeshare resorts. State of Maine vs. Zealander Holdings, Inc.
4. John Crofts (2015). Managing disputes and conflicts in workplace. 2015 Hong Kong Polytechnic University's Winter Leadership School, Dec 18-19.
5. John Crofts (2013). Negotiating win-win outcomes. Selective Service Board- Officer Training Academy, Srinagar, Uttarakhand, India, May 7.
6. John Crofts (2012). Workshop training: Negotiating win-win outcomes. Electrolux Licensing Division, Wild Dunes Resort, September 11.
7. John Crofts, Paula Miller and Katie Wells (2007). SMG-K'nekt Strategic Sales Seminar. 2 & 1/2 day sales trainings supported by mystery shops for SMG World's conference center sales managers \$9,044 per training (5 programs in 2007; 2 in 2008, 2 in 2009).
8. Dick Trammell and John Crofts (2010). *FY 2011-12 Marketing Plan for the USS Yorktown Naval Museum and Maritime Center*. Mount Pleasant, SC: Patriots Point Development Authority.
9. John Crofts (2009). *USAResortRentals.com Business Plan and Strategy*. USA Resorts Inc. Mount Pleasant, SC.
10. John Crofts (2009). *Local Marketing Plan for the USS Yorktown Naval Museum and Maritime Center*. Patriots Point Development Authority. Mt Pleasant SC.
11. John Crofts (2002). *Local Store Marketing Plan for Horn & Hardart Co.* Charleston: Horn & Hardart Coffee Company.
12. John Crofts (2000). *Affluent U.S. residents who visited New York City in 1999: A full market overview*. New York: The Manhattan Club.

13. John Crotts (2000). *A geo-psychographic profile of recent purchasers of membership to the Manhattan Club*. New York: The Manhattan Club.
14. John Crotts (1999). *Charleston's visitor market: Couples earning \$60,000 or more who stayed in paid forms of accommodations*. Boca Raton, Fl.: Bluegreen Corporation.
15. Ragatz, Richard L. and John Crotts (1998). *Timeshare purchasers: Who are they, why do they buy?* Washington, DC: Alliance for Timeshare Excellence.
16. Ragatz, Richard L. and John Crotts (1998). *The empty nesters market: Married couples, age 55 and over, without children who are currently buying timeshare*. Eugene, OR: RCI-Consulting.
17. Ragatz, Richard L. and John Crotts (1998). *The resale market for timeshare: Who is buying what and for how much?* Eugene, OR: RCI-Consulting.
18. Ragatz, Richard L. and John Crotts (1998). *Timeshare owners in the U.S.: Who are the sellers, stayers and leavers?* Eugene, OR: RCI-Consulting.
19. Ragatz, Richard L. and John Crotts (1998). *Recent purchasers of timeshare: Who are they and what are they buying?* Eugene, OR: RCI-Consulting.
20. John C. Crotts (1998). *Problem recognition between state restaurant associations and chain restaurants in their joint responses to government affairs issues*. National Restaurant Association.
21. John C. Crotts (1997). *Conflict awareness and resolution between hotels and golf courses participating in Charleston Golf, Inc*. Charleston Golf, Inc.
22. John Crotts (1996). *Customer reactions to EnviroRooms: A quasi-experimental analysis*. IFAS/ University of Florida.
23. John Crotts (1994). *Assessment of the impact of the hotel and motel recycling and eco-purchasing program in Florida*. IFAS/ University of Florida.
24. John Crotts(1994). *Needs assessment of Florida's small hotel and motel properties*. IFAS/ University of Florida.
25. John Crotts(1994). *'Solar for schools': A willingness to pay survey of residential customers of Florida utilities*. IFAS/ University of Florida.
26. John Crotts (1994). *User reactions to the Advanced Hotel Energy Analysis Database (AHEAD) software package*. IFAS/University of Florida.
27. John Crotts (1994). *Needs assessment of restaurant managers*. IFAS/ University of Florida.

28. John Crotts and Clifton L. Taylor (1994). *Evaluation of the effectiveness of the Energy Contact Agent concept*. IFAS/ University of Florida.
29. John Crotts (1994). *Florida industry survey: The defusement of energy savings technology*. IFAS/ University of Florida.
30. John Crotts (1994). *Segmentation of Florida business sectors in terms of recycling and energy conservation behaviors*. IFAS/ University of Florida.

Patents/Trademarks

1. Trim system for outboard motor-driven watercraft, Patent No. 6,682,375, Jan 27, 2004
2. Watercraft steering apparatus with joystick, Patent No. 6,684,803, Feb 3, 2004
3. Joystick steering apparatus for watercraft, Patent No. 6,896,563, May 24, 2005
4. US/International Trademark 'JetVee'

Gift Giving/ Fund Raising

Hugh Tant, Dick Trammel and John Crotts (2009). \$100,000 of support from the Town of Mount Pleasant's (SC) accommodation tax revenues to expand the marketing effort of the Patriots Point Naval Museum.

Support from the South Carolina General Assembly's 2007 Competitive Grants Program to support the Catawba Cultural Preservation Program in York County SC. Three awards funded totaling \$346,125 are:

- Catawba Cultural Youth Immersion Program – teaching Catawba children about their Native American heritage and culture: \$202,125.
- Catawba Youth Alcohol and Substance Prevention and Intervention Program: \$105,000.
- Catawba Travel and Tourism Initiative: \$39,000.

Donation of a MICROS property management system for the HTMT lab.

\$232,000 in private industry support for the HTM Internship coordinator's position 2006-2009. The College of Charleston assumed cost of the position fall semester 2009 forward.

Funding for the Office of Tourism Analysis: \$150,000 annually (from 2004-2007) from the South Carolina General Assembly; \$40,000 annually (2004-present) from the Charleston Area Convention and Visitor Bureau.

Funding from South Carolina Generally Assembly to expand HTM to a department and major, (\$395,000 annually for FY 2004/05; 2005/06; 2006/07; 2007/08 – College assumed costs in 2009 with 250+ majors/minors)

Charleston Harbor Resort and Marina Scholarship; \$3,000 annually (2003-2007)

Charleston Restaurant Association Scholarship; \$1,000 annually

Charleston Bed & Breakfast Association Annual Scholarship; \$2,000 annually.

Wild Dunes Resort Management Scholarship; \$3,000 annually.

McConnel-Dupris Hotel Administration Scholarship; \$1,200-\$1,600 annually.

SMG Events Management Scholarship- \$1,000 annually (2003-2007)

Marion W. Hornik Hotel Management Scholarship; \$125,000 estate gift to Foundation.

Patrick Ringwald Memorial Scholarship; \$65,000 Foundation endowment.

SERVICE (abbreviated)

Member, School of Business Faculty Development Committee (2013-15), Distance Learning Committee (2011-13) and the University's Faculty Welfare Committee (2012-15), College of Charleston.

Regional Representative (2014-2016), Asia Pacific Tourism Association.

Board of Assessors- Australia Research Council (2013 to present).

External Reviewer of Research Grants- North Portugal Operations Programme. 2015—present, Croatian Science Foundation, 2015-present, and Netherlands Organization for Scientific Research – 2016.

Regional Editor (North, Central and South America), Tourism Management (Elsevier), 2015-present.

Editor Board Member (current) of the (1) Journal of Business Research (Buyer Behavior section), (2) Journal of Travel Research, (3) Journal of Travel and Tourism Marketing, (4) Tourism Analysis, (5) Tourism Economics, (6) Journal of Service Theory and Practice, (7) Tourism Review (8) Scandinavian Journal of Hospitality and Tourism Management, (9) ASEAN Journal of Hospitality and Tourism, (10) Korean Academy of Management Sciences, (11) International Journal of Tourism Sciences, (12) the Journal of Teaching Travel and Tourism, (13) International Journal of Tourism Studies, (14) International Journal of Tourism Research, (15) International Journal of Hospitality, Events and Tourism, Tourism Journal (Croatia), and (16) the Journal of Tourism and Traveling (Ukraine).

Board of Directors (2005- 2016). International Academy of Culture, Tourism and Hospitality Research. Convener of its 2007 Symposium (Charleston, SC) and co-covonor of its 2009 Symposium (Vienna, Austria).

Conference Co-Convener of the 2011 Conference on Social Media & Tourism in Verona, Italy, and the International Symposium of Culture, Tourism and Hospitality Research in Charleston, SC (2007) and Vienna, Austria (2009).

Board of Directors (2010-2012), USA Resort Rentals, Charleston, SC
(<http://www.usaresortrentals.com/>)

Managing Co-Editor (2007-2011) of the International Journal of Culture, Tourism, and Hospitality Research (Elsevier).

Founding Editor (1998 - 2001) of the International Journal of Hospitality and Tourism Administration.

Co-inventor of the Hospitality Performance Index- an internet based system designed to provide the owners and operators of the region's commercial lodging facilities a means to compare property's performance with aggregates of others in ones competitive set on a variety of performance matrices. Adopted and used by Charleston Area CVB, Anderson CVB, Spartanburg CVB and Columbia CVB from 2004-2006. Made obsolete by Smith Travel Research's automated data raking processes.

Founding Board Member - Charleston Food & Wine Festival., 2005-2007—This three day event with an annual budget of \$1.5 million obtained profitability its second year.

Chairperson – City of Charleston's 2003 Cruise Ship Task Force involving 41 representatives from the affected neighborhoods, industry representatives, local business interests, preservation organizations and other interested parties. The task force addressed and made recommendations to City Council involving: Passenger processing procedures; Traffic and parking impact; Quality of life for residents; Quality of experience for passengers; Homeland security; Environmental issues; Research on other ports and experiences; and Impact on businesses.

Working Group Member (2002) of the College of Charleston's Long Range Strategic Plan:

1. Graduate Education
2. Renovations of Campus Student Union
3. School of Business and Economics

Member (1996-98) of the Accommodations Tax Oversight Committee of the South Carolina Department of Revenue.

Board Member (1997-2002) South Carolina Hospitality Association. SCHA is the industry trade association composed of the SC Hotel and Motel Association and the SC Restaurant Association.

Project Team Manager (2000- 2007) for the *Tourism Student Reciprocal Exchange Program* between universities in SC's tourism sister state of Queensland, Australia and four SC universities offer tourism degrees.

Ad Hoc Advisory Board Member (1999- 2006). South Carolina Department of Parks, Recreation and Tourism.

Founding Chair (1997-1999) of the South Carolina Hospitality and Tourism Educators Consortium. SCHTEC is a voluntary alliance of all two and four year hospitality and tourism education programs in

South Carolina. It exists to advance the interaction between the S.C. hospitality and tourism industry and its educators with the goal of improving the quality of its workforce through educational programming and outreach efforts.

Member (1999- 2000) Student Education Committee, Hospitality Sales and Marketing Association International.

Think Tank Participant of the International Hotel and Restaurant Associations on *Safety and Security in the Hospitality Industry*. Orlando, Fl, August 17-18, 1998.

Revised and extended the certification exam leading Registered Resort Professional designation for the American Resort Development Association. In addition, created the draft criteria to evaluate proposals for funding for the Alliance for Timeshare Excellence.

Education chair (1992-94) of the Florida Chapter of the Travel and Tourism Research Association and Coordinator of the *Florida Tourism and Hospitality Research Contest*. The purpose of the contest is to encourage and recognize research excellence of undergraduate and graduate students that advances the body of knowledge, both empirical and applied, in commercial recreation, hospitality and tourism.

Co-coordinator with Dr. Deborah Kerstetter (Penn State) of the 1992 and 1993 RCRA Research Symposium. Accepted papers were published in a special issue of *Visions in Leisure and Business*.

Co-coordinator for the National Rural Tourism Development Program-- Florida. USDA Extension Service and the Tourism Center, University of Minnesota.

Founding member of the Science Board, Florida Sea Grant Extension Program.

Co-convenor of the 1990 Southeast Travel and Tourism Research Association's Annual Conference, Atlanta, GA.

Steering committee member of the 1990 National Conference on Outdoor Recreation, Boone, N.C.

1986-89 Division 9 and 11 representative to the Bicycle Program of the North Carolina Department of Transportation.

AWARDS/RECOGNITIONS

Added to the Roster of Fulbright Senior Scholars for 2010-2015.

2013 Superior Rating in College of Charleston's Post Tenure Review process.

Outstanding Reviewer Award (2012). *Managing Service Quality: An International Journal* (Elsevier).

Best Conference Paper Award. Anita Zehrer and John Crofts (2011). *The development of a model of vacation stress among U.S. vacation travelers*. 61st Annual Aiest Conference, Barcelona, Spain, August 28-Sept 1

Winner/Outstanding Journal Article for 2010 in the International Journal of Culture, Tourism and Hospitality Research. John C. Crotts, Robert C. Ford, Vincent C.S. Heung and E.W.T. Ngai. Organizational alignment and hospitality firm performance. *International Journal of Culture, Tourism and Hospitality Research*, Vol. 3(1), 3-12.

Inducted into the Hall of Honor (2008) of the Catawba Cultural Preservation Program, Catawba Indian Nation, for support of its youth programs.

2007 Superior Rating in College of Charleston's Post Tenure Review process.

2005 Pineapple Award for Industry Service. Charleston, SC Travel Council.

2003 Author of JTS Classics 1990-2000- Recognized as author of one of 12 most frequently requested reprints of the Journal of Tourism Studies 1990-2000. John C. Crotts (1996). Theoretical perspectives on tourist criminal victimization. *Journal of Tourism Studies*, Vol. 7 (2).

2001 Service Award (first recipient) presented by the School of Business and Economics of the College of Charleston for service to the school, college, community and profession.

2000 Stars of Tourism Research - In line with the Hollywood theme of their 2000 conference, the Travel and Tourism Research Association recognized him as one of five stars in tourism research worldwide along with Brent Ritchie, Geoffrey Crouch, Peter Williams and Douglas Frechtling.

1993 Excellence in Research Award presented by the Resort and Commercial Recreation Association at the RCRA Research Symposium, New Paltz, New York, November 1993.

1992 Excellence in Research Award presented by the Resort and Commercial Recreation Association at the RCRA Research Symposium, Asheville, North Carolina, November, 1992.

1987-89 Meritorious Achievement Award in the Keeling Dissertation Competition presented by the International Society of Travel Marketing Professionals and the Travel and Tourism Research Association, June 1989.

PROFESSIONAL MEMBERSHIPS (Current)

- Travel and Tourism Research Association (TTRA)
- I-CHRIE
- Hospitality Association of South Carolina