

Daniel Guttentag, *Ph.D.*

Curriculum Vitae (June 2017)

CURRENT POSITIONS

Assistant Professor
Department of Hospitality and Tourism Management
School of Business
College of Charleston
66 George Street
Charleston, South Carolina, 29424, USA

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

PREVIOUS POSITION

Assistant Professor
Hospitality and Tourism Management
Ted Rogers School of Management
Ryerson University
575 Bay Street
Toronto, ON, M5G 2C5, Canada

EDUCATION

- 2016 Ph.D.
Department of Recreation and Leisure Studies
University of Waterloo
200 University Avenue West
Waterloo, ON, Canada
Thesis: “Why tourists choose Airbnb: A motivation-based segmentation study
underpinned by innovation concepts”
Supervisor: Stephen Smith
- 2010 M.E.S. (Tourism Policy and Planning)
Department of Geography and Environmental Management
University of Waterloo
200 University Avenue West
Waterloo, ON, Canada
Thesis: “Gambling by Ontario casino employees: Gambling behaviours, problem
gambling, and impacts of the employment”

Supervisors: Kevin Harrigan and Stephen Smith

2004 B.A.
Colgate University
Hamilton, NY, USA

AWARDS

- 2015 Fall Doctoral Thesis Completion Award, *University of Waterloo* (\$5,000)
- 2012-2015 Joseph-Armand Bombardier Canada Graduate Scholarship, *Social Sciences and Humanities Research Council* (\$105,000)
- 2012-2015 President's Graduate Scholarship, *University of Waterloo* (\$30,000)
- 2015 Spring University of Waterloo Graduate Scholarship, *University of Waterloo* (\$4,000)
- 2013 Top Student Award, *University of Waterloo Recreation and Leisure Studies Department* (\$1,200)
- 2012 University of Waterloo Graduate Entrance Scholarship, *University of Waterloo Recreation and Leisure Studies Department* (\$5,000)
- 2010 Outstanding Achievement in Graduate Studies Award, *University of Waterloo*
- 2010 Nominee for the Governor General's Academic Gold Award, *The Governor General of Canada*
- 2008-2010 Ontario Problem Gambling Research Centre Studentship Award, *Ontario Problem Gambling Research Centre* (\$35,000)
- 2008 Spring University of Waterloo Graduate Scholarship, *University of Waterloo* (\$2,000)
- 2000-2004 Colgate Alumni Memorial Scholar, *Colgate University* (\$55,000)
- 2000-2004 Dean's Award for Academic Excellence (every semester), *Colgate University*
- 2000-2004 Robert Byrd Scholar, *United States Department of Education* (\$6,000)

PUBLICATIONS

- Gibbs, C., Guttentag, D., Gretzel, U., & Yao, L. (under review). The use of dynamic pricing strategies by Airbnb hosts. *International Journal of Contemporary Hospitality Management*.
- Gibbs, C., Guttentag, D., Gretzel, U., & Morton, J. (2017). Pricing in the sharing economy: A hedonic pricing model applied to Airbnb listings. *Journal of Travel & Tourism Marketing*. Published online 10 April 2017.
- 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.
- Guttentag, D. (2017). Obtaining a sample of Airbnb users (Focus box). In S. L. J. Smith, *Practical tourism research* (2nd ed.) (pp. 109-111). Boston: CABI.

- 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.
- Guttentag, D., Smith, S., Potwarka, L., & Havitz, M. (2017). Why tourists choose Airbnb: A motivation-based segmentation study. *Journal of Travel Research*. Published online 27 April 2017.
- Guttentag, D. (2015). Airbnb: Disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18(12), 1192-1217.
- 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.
- Guttentag, D., & Smith, S. (2015). Delphi technique, tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of tourism*. Frankfurt: Springer. Published online September 28, 2015.
- Mock, S., Mannell, R., & Guttentag, D. (2015). 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*. State College, PA: Venture Publishing, Inc.
- Guttentag, D. (2012). Volunteer tourism has gone commercial: The reasons and the implications. *Tourism Recreation Research*, 37(3), 273-275.
- 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.
- 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.
- Guttentag, D. (2011). Volunteer tourism: As good as it seems?. *Tourism Recreation Research*, 36(1), 69-74.
- Guttentag, D. (2010). Virtual reality: Applications and implications for tourism. *Tourism Management*, 31(5), 637-651.
- 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.
- Guttentag, D. (2009). The legal protection of indigenous souvenir products. *Tourism Recreation Research*, 34(1), 23-34.
- Guttentag, D. (2009). The possible negative impacts of volunteer tourism. *International Journal of Tourism Research*, 11(6), 537-551.

PRESENTATIONS

- 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, Toronto, ON, Canada.

- 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.
- 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.
- 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.
- 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.

TEACHING

- HTH 700: Professional Ethics in Hospitality and Tourism (Winter 2017), *Ryerson University*
- HTI 404: Hospitality Information Systems (Winter 2017), *Ryerson University*
- HTT 622: Destination Management and Marketing (Winter 2017), *Ryerson University*
- HTM 302: Marketing Principles (Fall 2016), *Ryerson University*
- HTM 604: Hospitality and Tourism Sales (Fall 2016), *Ryerson University*
- HTT 303: Travel Product Distribution (Fall 2016), *Ryerson University*
- REC 280: Introduction to Tourism (online course) (Spring 2015), *University of Waterloo*

TEACHING ASSISTANTSHIPS

- REC 405: Leisure and Well-Being (Winter 2016), *University of Waterloo*
- REC 371: Statistical Techniques Applied to Leisure Studies (Fall 2014), *University of Waterloo*
- REC 205: Social Psychology of Leisure (Winter 2014), *University of Waterloo*
- REC 333: Recreation Geography (Winter 2008), *University of Waterloo*
- GEO 233: Geography of Tourism (Fall 2007), *University of Waterloo*

TOURISM AND HOSPITALITY CONSULTING

- 2016 Nov *Downtown Association of Directors of Sales (Toronto hotels), Airbnb*
- 2016 May *City of Toronto, Airbnb policy*
- 2016 Apr *Ontario Ministry of Finance, Airbnb policy*
- 2016 Apr *Nova Scotia Tourism Agency, Airbnb policy*
- 2014- *Toronto Convention and Visitors Association (Tourism Toronto), Regular short-term research projects*

OTHER PROFESSIONAL ACTIVITIES

- 2010-2012 Tourism Business Analyst, *Toronto Convention and Visitors Association (Tourism Toronto)*, Toronto, ON, Canada
- 2006-2007 Website Editor and Search Engine Optimization Manager, *International Living* (which provides information on retiring and living overseas), Panama City, Panama

MANUSCRIPT REVIEWER

Current Issues in Tourism

International Journal of Hospitality & Tourism Administration

International Journal of Hospitality Management

International Journal of Tourism Research

Journal of Hospitality and Tourism Management

Journal of Hospitality and Tourism Technology

Journal of Travel & Tourism Marketing

Tourism Management

Tourism Recreation Research (Editorial Board, 2017 - present)