

# Daniel A. Guttentag

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

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Curriculum Vitae  
(January 2023)

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## **ACADEMIC APPOINTMENTS**

**Assistant Professor** (2017-present)

**Director, Office of Tourism Analysis** (2017-present)

Department of Hospitality and Tourism Management

School of Business

College of Charleston

Charleston, SC, USA

**Assistant Professor, Limited Term Faculty** (2016-2017)

Department of Hospitality and Tourism Management

Ted Rogers School of Management

Toronto Metropolitan University (previously Ryerson University)

Toronto, ON, Canada

## **EDUCATION**

**Ph.D.** (2016)

Department of Recreation and Leisure Studies

University of Waterloo

Waterloo, ON, Canada

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

Advisor: Stephen Smith

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

Department of Geography and Environmental Management

University of Waterloo

Waterloo, ON, Canada

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

Advisors: Kevin Harrigan and Stephen Smith

**B.A.** (2004)

Major: History

Colgate University

Hamilton, NY, USA

## **PUBLICATIONS**

### **Journal Articles (Peer-Reviewed)**

1. Griffin, T., & **Guttentag, D.** (in press). Hosting friends and relatives as a catalyst for immigrant participation in touristic leisure. *Journal of Leisure Research*.
2. Griffin, T., **Guttentag, D.**, Lee, S. H. (M.), Giberson, J., & Dimanche, F. (2022). Is VR always better for destination marketing? Comparing different media and styles. *Journal of Vacation Marketing*. Published online 10 February 2022.
3. **Guttentag, D.**, Scott, B. C., Pitts, R. E., & Smith, W. W. (2022). 'Southern hospitality' in Charleston, South Carolina: The diverse meanings of a regional form of hospitality in a growing tourism destination. *Tourism Recreation Research*. Published online 20 March 2022.
4. **Guttentag, D.**, & Smith, S. L. (2022). The diffusion of Airbnb: A comparative look at earlier adopters, later adopters, and non-adopters. *Current Issues in Tourism*, 25(20), 3225-3244.
5. Litvin, S., & **Guttentag, D.** (2022). There is no place like home for the holidays: Who travels in the midst of a deadly pandemic?. *Journal of Travel Research*. Published online 28 July 2022.
6. Litvin, S., **Guttentag, D.**, & Smith, W. (2022). Political attitudes and Plog's travel personality model. *International Journal of Tourism Research*, 24(1), 181-184.
7. Litvin, S., **Guttentag, D.**, & Smith, W. (2022). Who should you market to in a crisis? Examining Plog's model during the Covid-19 pandemic. *Journal of Travel Research*, 61(5) 981-989.
8. Dubois, L.-E., Gibbs, C., Griffin, T., & **Guttentag, D.** (2021). The impact of video games on destination image. *Current Issues in Tourism*, 24(4), 554-566.
9. Alrawadieh, Z., **Guttentag, D.**, Cifci, M.A., & Cetin, G. (2020). Budget and midrange hotel managers' perceptions of and responses to Airbnb: Evidence from Istanbul. *International Journal of Contemporary Hospitality Management*, 32(2), 588-604.
10. Griffin, T., & **Guttentag, D.** (2020). Identifying active resident hosts of VFR visitors. *International Journal of Tourism Research*, 22(5), 627-636.
11. **Guttentag, D.** (2019). Progress on Airbnb: A literature review. *Journal of Hospitality and Tourism Technology*, 10(4), 814-844.
12. **Guttentag, D.** (2019). Transformative experiences via Airbnb: Is it the guests or the host communities that will be transformed?. *The Journal of Tourism Futures*, 5(2), 179-184.

13. Ranson, P, & **Guttentag, D.** (2019). “Please tidy up before leaving”: Nudging desirable behavior amongst Airbnb guests. *International Journal of Culture, Tourism, and Hospitality Research*, 13(4), 524-530.
14. Gibbs, C., **Guttentag, D.**, Gretzel, U., Morton, J., & Goodwill, A. (2018). Pricing in the sharing economy: A hedonic pricing model applied to Airbnb listings. *Journal of Travel & Tourism Marketing*, 35(1), 46-56.
15. Gibbs, C., **Guttentag, D.**, Gretzel, U., Yao, L., & Morton, J. (2018). Use of dynamic pricing strategies by Airbnb hosts. *International Journal of Contemporary Hospitality Management*, 30(1), 2-20.
16. **Guttentag, D.**, Smith, S., Potwarka, L., & Havitz, M. (2018). Why tourists choose Airbnb: A motivation-based segmentation study. *Journal of Travel Research*, 57(3), 342-359.
17. **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.
18. **Guttentag, D.** (2015). Airbnb: Disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18(12), 1192-1217.
19. **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.
20. **Guttentag, D.** (2011). Volunteer tourism: As good as it seems?. *Tourism Recreation Research*, 36(1), 69-74.
21. **Guttentag, D.** (2010). Virtual reality: Applications and implications for tourism. *Tourism Management*, 31(5), 637-651.
22. **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.
23. **Guttentag, D.** (2009). The legal protection of indigenous souvenir products. *Tourism Recreation Research*, 34(1), 23-34.
24. **Guttentag, D.** (2009). The possible negative impacts of volunteer tourism. *International Journal of Tourism Research*, 11(6), 537-551.

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

1. **Guttentag, D.** (2018). Commentary - “Authenticity and the sharing economy”: Which Airbnb are we talking about?. *Academy of Management Discoveries*, 4(3), 373-375.

2. **Guttentag, D.** (2012). Volunteer tourism has gone commercial: The reasons and the implications. *Tourism Recreation Research*, 37(3), 273-275.

### Book Chapters and Contributions

1. **Guttentag, D.** (in press). Sharing economy legislation: Regulating peer-to-peer tourism platforms such as Airbnb and Uber. In A.M. Morrison and D. Buhalis (Eds.), *Routledge Handbook of Trends and Issues in Global Tourism*. Routledge.
2. Smith, W., Peesker, K., **Guttentag, D.**, & Kellershohn, J. (in press). Maintaining hotels' COVID protocols post-pandemic to enhance service for guests with autism: An opportunity for increased accessible tourism. In U.N. Shukla and S.K. Kulshreshtha (Eds.), *Post COVID tourism and hospitality dynamics: Recovery, revival and re-start*.
3. **Guttentag, D.** (2022). Foreword. In A. Farmaki, D. Ioannides, and S. Kladou (Eds.), *Peer-to-peer accommodation and community resilience: Implications for sustainable development* (xv-xvi). Boston, MA: CABI.
4. **Guttentag, D.**, & Smith, S. (2022). Delphi technique, tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of tourism: Living edition* (pp. 1-2). SpringerLink.
5. **Guttentag, D.** (2021). Digital destinations and avatar tourists: A futuristic look at virtual reality tourism and its real-world impacts. In U. McMahon-Beattie, M. Sigala, and I. Yeoman (Eds.), *Science fiction, disruption and tourism* (pp. 145-160). Jackson, TN, USA: Channel View.
6. **Guttentag, D.** (2020). Virtual reality and the end of tourism? A substitution acceptance model. In Z. Xiang, M. Fuchs, U. Gretzel, and W. Höpken. (Eds.), *Handbook of e-Tourism*. Springer.
7. **Guttentag, D.**, Griffin, T., Lee, S. H. (2018). The future is now: How virtual reality and augmented reality are transforming tourism. In C. Cooper, B. Gartner, N. Scott, and S. Volo (Eds.), *The Sage handbook of tourism management* (pp. 443-462). Washington, DC: Sage.
8. **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.
9. **Guttentag, D.** (2017). Obtaining a sample of Airbnb users (Focus box). In S. L. J. Smith, *Practical tourism research* (2<sup>nd</sup> ed.) (pp. 109-111). Boston: CABI.
10. **Guttentag, D.**, & Smith, S. (2016). Delphi technique, tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of tourism* (pp. 231-232). Frankfurt: Springer.

11. Mock, S., Mannell, R., & **Guttentag, D.** (2016). Psychology of leisure, positive psychology, and leisure theory. In G. Walker, D. Scott, & M. Stodolska (Eds.), *Leisure matters: The state and future of leisure studies* (pp. 41-48). State College, PA: Venture Publishing, Inc.
12. **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.
13. **Guttentag, D.** (2012). Volunteer tourism: As good as it seems?. In T. V. Singh (Ed.), *Critical debates in tourism* (pp. 152-159). Toronto: Channel View Publications.

### Conference Proceedings (Refereed)

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

### Media Publications

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



## **PRESENTATIONS**

### **Conference and Academic Presentations**

1. Laurito, N., & **Guttentag, D.** (2022, May 11). Barriers to park and beach visitation, as perceived by parents of children with autism [Poster presentation]. *2022 South Carolina Sea Grant Consortium Research Symposium*. Charleston, South Carolina.
2. **Guttentag, D.** (2021, July 14). Headset or passport?: The prospect of virtual reality as a substitute for travel post-pandemic and beyond. *AIRSI2021: Technologies 4.0 in Tourism, Services & Marketing [Online conference]*. Zaragoza, Spain. **\*Keynote**
3. Scott, B., **Guttentag, D.**, Pitts, B., Smith, W. (2021, May 21). Time for a reset?: Post-pandemic “southern hospitality” in Charleston, South Carolina. *TOURMAN 2021 [Online conference]*. Thessaloniki, Greece.
4. **Guttentag, D.** (2020, February 25). Short-term rentals and sustainable tourism. *Irish Hotels Federation 2020 Conference*. Galway, Ireland. **\*Keynote**
5. **Guttentag, D.** (2019, November 23). “Belong anywhere” and disrupt everywhere: How Airbnb is transforming tourism (and the world). *Tenth Annual Tourism Policy Workshop*. Dromoland Castle, Ireland. **\*Keynote**
6. Wolfe, J., **Guttentag, D.**, Pagnotta, A., Sieverdes, J., & van Arnhem, J. (2019, May 17). Don’t be scared of virtual and augmented reality in the classroom! - 90 minute workshop. *TLTCon*. College of Charleston, Charleston, SC, USA.
7. Wolfe, J., **Guttentag, D.**, & van Arnhem, J. (2019, May 9). Virtual and augmented reality. *Exploring the First Year Experience Workshop - 2019*. College of Charleston, Charleston, SC, USA.
8. **Guttentag, D.** (2017, March 7). Airbnb: The consumer perspective. *Who’s been sleeping in your neighbour’s bed?: Airbnb and Toronto condominium disruption panel*. Ryerson University, Toronto, ON, Canada.
9. **Guttentag, D.** (2016, September 30). Why tourists choose Airbnb: A motivation-based segmentation study underpinned by innovation concepts. *The Travel and Tourism Research Association Canada Chapter Conference*. Edmonton, AB, Canada.
10. **Guttentag, D.** (2015, September 25). Why tourists choose Airbnb: A segmentation study based on innovation concepts (preliminary findings). *The Travel and Tourism Research Association Canada Chapter Conference*. Niagara Falls, ON, Canada.
11. **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.

12. **Guttentag, D.** (2008, May 9). The role of superstition as a personal moderator in the development of behavioural loyalty to and within casinos. *The University of Waterloo's 16th Annual Graduate Student Leisure Research Symposium*. University of Waterloo, Waterloo, ON, Canada.

### **Industry and Community Presentations and Training**

1. **Guttentag, D.** (2022, October 12). Charleston area tourism trends. *Amadeus Hospitality - Business Intelligence Tools Best Practices*. Charleston, SC, USA.
2. **Guttentag, D.** (2022, September 21). Flying high: Data insights on Charleston area tourism. *Charleston Area CVB Board of Governors Meeting*. Charleston, SC, USA.
3. **Guttentag, D.** (2022, September 13). Flying high: Data insights on Charleston area tourism. *Charleston Area CVB Travel Council*. Charleston, SC, USA.
4. **Guttentag, D.,** Blumenstock, D., Heath-Schuttenberg, T., & Fraunfelder, S. (2021, June 10). The hospitality labor shortage [Expert panel]. *The Post & Courier: Inside Business LIVE*. Charleston, SC, USA.
5. **Guttentag, D.** (2021, May 11). Research insights: Charleston tourism's rebound in the post-pandemic world. *Charleston Area CVB Travel Council*. Charleston, SC, USA.
6. **Guttentag, D.** (2020, July 15). The economic impacts of COVID-19 on Hilton Head Island's tourism sector. *Hilton Head Island-Bluffton Chamber of Commerce Tele-Town Hall [Webinar]*. Hilton Head, SC, USA.
7. **Guttentag, D.** (2020, May 12). Charleston tourism in the time of COVID-19: Preparing, adapting, and succeeding. *Charleston Area CVB Travel Council [Webinar]*. Charleston, SC, USA.
8. **Guttentag, D.** (2020, April 24). Charleston tourism in the time of COVID-19: What to expect and how to prepare. *Charleston Area CVB Quarterly Hotel GM Meeting - North Charleston [webinar]*. Charleston, SC, USA.
9. **Guttentag, D.** (2020, April 22). Charleston tourism in the time of COVID-19: What to expect and how to prepare. *Charleston Area CVB Quarterly Hotel GM Meeting - Charleston [webinar]*. Charleston, SC, USA.
10. **Guttentag, D.** (2020, April 21). Charleston tourism in the time of COVID-19: What to expect and how to prepare. *Charleston Area CVB Quarterly Hotel GM Meeting - Mount Pleasant [webinar]*. Charleston, SC, USA.

11. **Guttentag, D.** (2020, March 4). SHINE for transient sales: A research perspective. *Shine Cornerstone for Transient Sales Training*. Charleston, SC, USA.
12. **Guttentag, D.** (2020, January 27). Tourism in Charleston: A look at our growing market. *The College of Charleston Center for Creative Retirement*. Charleston, SC, USA.
13. **Guttentag, D.** (2020, January 16). Charleston's tourism market and the importance of service quality. *Shine for Leadership and Executive Team Development Training*. Charleston, SC, USA.
14. **Guttentag, D.** (2019, December 18). Excel tips and tricks. *Shine Cornerstone for Revenue Management*. Charleston, SC, USA.
15. **Guttentag, D.** (2019, December 11). Charleston: Our visitor market; and Correlation versus causality. *Shine Cornerstone for Revenue Management*. Charleston, SC, USA.
16. **Guttentag, D.** (2019, September 18). Charleston tourism: A look at our growing market. *Historic Charleston Foundation Advocacy Committee Meeting*. Charleston, SC, USA.
17. **Guttentag, D.** (2019, August 14). Charleston area hotel trends. *Shine for Directors of Sales and Catering Training*. Charleston, SC, USA.
18. **Guttentag, D.** (2019, July 31). Social media and sales. *SMG k'nekt Sales I Training*. Charleston, SC, USA.
19. **Guttentag, D.** (2019, July 24). Hospitality and tourism mgmt at CofC: Different ways to work with us. *Charleston Hoteliers Network Monthly Luncheon*. Charleston, SC, USA.
20. **Guttentag, D.** (2019, May 29). Charleston industry trends: A look at our growing market. *Charleston Area CVB Board of Governors Meeting*. Charleston, SC, USA.
21. **Guttentag, D.** (2019, May 14). Charleston industry trends: A look at our growing market. *Charleston Area CVB Travel Council*. Charleston, SC, USA.
22. **Guttentag, D.** (2019, February 6). SHINE for transient sales: A research perspective. *Shine Cornerstone for Transient Sales Training*. Charleston, SC, USA.
23. **Guttentag, D.** (2018, November 20). Data analytics and forecasting. *Shine Cornerstone for Revenue Management Training*. Charleston, SC, USA.
24. **Guttentag, D.** (2018, September 5). Charleston hospitality industry trends. *Attractions Travel Trends Meeting*. Charleston, SC, USA.
25. **Guttentag, D.** (2018, August 28). Social media and sales. *SMG k'nekt Sales I Training*. Charleston, SC, USA.

26. **Guttentag, D.** (2018, July 17). Charleston hospitality industry trends. *Travel Click Demand 360 Training*. Charleston, SC, USA.
27. **Guttentag, D.** (2018, May 8). Research: Charleston industry trends - Examining tourism & the short-term rental market. *Charleston Area CVB Travel Council*. Charleston, SC, USA.
28. **Guttentag, D.** (2017, November 3). Hospitality and tourism at the College of Charleston. Presented to the *Espírito Santo Brazilian Delegation*. College of Charleston, Charleston, SC, USA.
29. **Guttentag, D.** (2017, August 22). Social media and sales. *SMG k'nekt Sales I Training*. Charleston, SC, USA.

### **Guest Lectures**

1. Airbnb vs. hotels. (2022, March 18). In J. McLeod *HTMT 351 (Hotel Management)*. College of Charleston, Charleston, SC, USA.
2. Special events. (2022, March 17). In R. Frash *HTMT 210 (Principles & Practices in Hospitality & Tourism)*. College of Charleston, Charleston, SC, USA.
3. The impacts of the COVID-19 pandemic on Charleston tourism. (2020, September 2). In S. Litvin *HTMT 210 (Principles & Practices in Hospitality & Tourism)* and *HTMT 350 (Hospitality & Tourism Marketing)*. College of Charleston, Charleston, SC, USA.
4. Virtual reality and tourism. (2019, April 10). In S. Owens *FYSE 125 (Travel Narratives: Journey Around the Hispanic World)*. College of Charleston, Charleston, SC, USA.
5. Why tourists choose Airbnb: A motivation-based segmentation study underpinned by innovation concepts. (2016, April 1). In T. Griffin *HTR 741 (Hospitality and Tourism Research Concepts)*. Ryerson University, Toronto, ON, Canada.

## **GRANTS AND AWARDS**

### **External Grants and Awards**

1. South Carolina Sea Grant Study Group Award – \$23,000 (2022-23): Racial minorities’ usage of South Carolina’s beaches, and the barriers to such usage. *South Carolina Sea Grant*. Co-Principal Investigators: Daniel Guttentag and Stephen Litvin. Associate Investigator: Nicholas Matthews.
2. South Carolina Sea Grant Study Group Award – \$17,100 (2021-22): Barriers to park visitation, as experienced by parents of neurodivergent children. *South Carolina Sea Grant*. Co-Principal Investigators: Daniel Guttentag and Wayne Smith. Associate Investigator: Nicholas Laurito.
3. Joseph-Armand Bombardier Canada Graduate Scholarship – \$105,000 (2012-2015) *Social Sciences and Humanities Research Council*.
4. Ontario Problem Gambling Research Centre Studentship Award – \$35,000 (2008-2010). Problem Gambling Among Ontario Casino Employees: Prevalence and Contributing Factors. *Ontario Problem Gambling Research Centre*.

### **Internal Grants and Awards**

1. School of Business 2021 Distinguished Faculty Research Award – \$1,000 (2021). *School of Business, College of Charleston*.
2. Open Education Resource Faculty Incentive Grant – \$1,000 (2019). *College of Charleston*.
3. Faculty Research and Development Grant – \$5,000 (2019 Summer). *College of Charleston*.
4. Center for Public Choice & Market Process Research Fellowship – \$7,500 (2018-2019). *Center for Public Choice & Market Process, College of Charleston*.
5. Doctoral Thesis Completion Award – \$5,000 (2015 Fall). *Department of Recreation and Leisure Studies, University of Waterloo*.
6. President’s Graduate Scholarship – \$30,000 (2012-2015). *University of Waterloo*.
7. University of Waterloo Graduate Scholarship – \$4,000 (2015 Spring). *University of Waterloo*.
8. Top Student Award – \$1,200 (2013). *Department of Recreation and Leisure Studies, University of Waterloo*.

9. University of Waterloo Graduate Entrance Scholarship – \$5,000 (2012). *Department of Recreation and Leisure Studies, University of Waterloo.*
10. Outstanding Achievement in Graduate Studies Award (2010). *University of Waterloo.*
11. Nominee for the Governor General’s Academic Gold Award (2010). *University of Waterloo.*
12. University of Waterloo Graduate Scholarship – \$2,000 (2008 Spring). *University of Waterloo.*

## **OFFICE OF TOURISM ANALYSIS GRANTS AND RESEARCH PROJECTS**

Since beginning at the College of Charleston in the fall of 2017, I have served as Director of the Office of Tourism Analysis, overseeing various grants and research projects on a continuous basis.

### ***2022 (Total grants: \$154,000)***

1. **Charleston Area Convention and Visitors Bureau:** Various projects, including a continuous visitor inquiry survey, hotel performance tracking, short-term rental performance tracking, hospitality wage tracking, estimating annual tourism figures, an annual hotel performance forecast, and tracking travel trends related to the COVID-19 pandemic.
2. **Hilton Head Island-Bluffton Chamber of Commerce:** Generating estimates for annual tourism figures for Hilton Head Island, Bluffton, and Beaufort County, and creating summary reports. Also, analyzing and reporting on data from a continuous visitor inquiry survey for both Hilton Head Island and Bluffton.
3. **Patriots Point Naval & Maritime Museum:** Updating and relaunching a continuous visitor survey examining visitor satisfaction, behavioral patterns, demographics, etc. Also, reporting regularly on the results.
4. **[Confidential]:** Creating a pitch deck on behalf of a proposed new regional tourism attraction.

### ***2021 (Total grants: \$148,000)***

1. **Charleston Area Convention and Visitors Bureau:** Various projects, including a continuous visitor inquiry survey, hotel performance tracking, short-term rental performance tracking, hospitality wage tracking, estimating annual tourism figures, an annual hotel performance forecast, a workforce benefits study, evaluating accommodation tax grant applications, estimating the economic impact of King Street, assessing African American ownership of local tourism businesses, selecting a vendor of visitor mobile tracking data, and tracking travel trends related to the COVID-19 pandemic.
2. **Charleston Wine + Food:** Assessing the impacts of the COVID-19 pandemic on Charleston-area restaurants.
3. **Hilton Head Island-Bluffton Chamber of Commerce:** Generating estimates for annual tourism figures for Hilton Head Island and Beaufort County, and creating summary

reports. Also, refining the existing visitor inquiry survey and establishing a process for continuous surveying.

4. **Hilton Head Island-Bluffton Chamber of Commerce:** Examining the amenities associated with tourism that are enjoyed by Hilton Head Island residents, in comparison with those in several other nearby cities.
5. **PGA Championship:** Economic impact analysis of the 2021 PGA Championship at Kiawah Island Golf Resort.

**2020 (Total grants: \$113,000)**

1. **Charleston Area Convention and Visitors Bureau:** Various projects, including a continuous visitor inquiry survey, hotel performance tracking, short-term rental performance tracking, hospitality wage tracking, estimating annual tourism figures, an annual hotel performance forecast, estimating the economic impact of the Gaillard Center, estimating the impact of the COVID-19 pandemic, and developing multiple reports summarizing travel trends related to the COVID-19 pandemic.
1. **Charleston Wine + Food Festival:** Surveys and reports on attendees, volunteers, talent, and partners.
2. **Hilton Head Island-Bluffton Chamber of Commerce:** Economic impact analysis of the COVID-19 pandemic on the tourism sector.
3. **PGA Championship:** Economic impact forecast for the upcoming 2021 PGA Championship at Kiawah Island Golf Resort.

**2019 (Total grants: \$113,500)**

1. **Charleston Area Convention and Visitors Bureau:** Various projects, including a continuous visitor inquiry survey, hotel performance tracking, short-term rental performance tracking, hospitality wage tracking, estimating annual tourism figures, an annual hotel performance forecast, evaluating accommodation tax grant applications, conducting various event surveys and economic impact analyses, conducting SWOT research for a Gaillard Center visioning project, and estimating the impact of Hurricane Dorian.
2. **Charleston Wine + Food Festival:** Surveys and reports on attendees, volunteers, and talent.
3. **Hilton Head Island-Bluffton Chamber of Commerce:** Economic impact analysis of Hurricane Dorian on the tourism sector.



4. **Kiawah Island Golf Resort:** Economic impact analysis of a hotel under construction.

**2018 (Total grants: \$119,750)**

1. **Charleston Area Convention and Visitors Bureau:** Various projects, including a continuous visitor inquiry survey, hotel performance tracking, short-term rental performance tracking, hospitality wage tracking, estimating annual tourism figures, an annual hotel performance forecast, evaluating accommodation tax grant applications, conducting various event surveys and economic impact analyses, and estimating the economic impact of a new inbound international flight..
2. **Geyer Morris Company:** Economic impact analysis of a potential hotel.
3. **Preservation Society of Charleston:** Surveying of event attendees, together with an economic impact estimate.
4. **Summerville Family YMCA Flowertown Festival:** Economic impact analysis of the festival.

**2017**

1. **Charleston Area Convention and Visitors Bureau:** Various projects, including a continuous visitor inquiry survey, hotel performance tracking, short-term rental performance tracking, hospitality wage tracking, estimating annual tourism figures, an annual hotel performance forecast, a workforce benefits study, and conducting various event surveys and economic impact analyses.

## **MEDIA**

### **National and International**

1. McClanahan, P. (2022, March 3). What should travelers know about Airbnb? [Podcast]. *The Better Travel Podcast*. <https://www.bettertravelpodcast.com/season-2-1/7>.
2. McClanahan, P. (2021, September 22). Barcelona takes on Airbnb. *The New York Times*. <https://www.nytimes.com/2021/09/22/travel/barcelona-airbnb.html>.
3. Elliott, C. (2021, April 23). Uncertainty plagues summer travel. What we know (and what we don't). *USA Today*. <https://news.yahoo.com/uncertainty-plagues-summer-travel-know-113716939.html>.
4. Riback, B. (2021, January 11). Behind the numbers. *Behind the study: An exploratory podcast*. <https://feeds.buzzsprout.com/1153868.rss>.
5. Buchter, V. H. (2020, December 9). Luftmatratze war gestern. *Zeit Online*. <https://www.zeit.de/2020/52/airbnb-tourismus-online-portal-boersengang-silicon-valley>.
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## **TEACHING**

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

HTMT 210: Principles & Practices in Hospitality & Tourism  
Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020,  
Spring 2021, Fall 2021, Spring 2022, Fall 2022, Spring 2023

HTMT 354: Hospitality & Tourism Technology  
Fall 2018, Fall 2019, Spring 2021, Fall 2021, Fall 2022

MBAD 531: Forecasting and Business Analytics in Hospitality (MBA)  
Summer 2018, Summer 2019, Spring 2020, Spring 2022, Spring 2023

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

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

HTI 404: Hospitality Information Systems (Toronto Metropolitan University)  
Winter 2017

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

HTM 302: Marketing Principles (Toronto Metropolitan University)  
Fall 2016

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

HTT 303: Travel Product Distribution (Toronto Metropolitan University)  
Fall 2016

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

### **Pedagogical Professional Development**

Tier 2 member of the Center for Sustainable Development (joined 2021)  
College of Charleston

Open Education Resource Faculty (2019-2020)  
College of Charleston

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

## **COMMITTEE AND DEPARTMENTAL SERVICE**

2022-present MBA Committee (School of Business)

2021-present Department Senator, Faculty Senate

2020-present Director, Innovators Fellowship Program

2020-present Library Liaison

2018-2020 Carnegie Community Engagement and Partnership Committee

2018-2021 Student Development Committee (School of Business)  
*\*Chair (2020-21)*

2017-2018 Technology Committee (School of Business)

2017-2018 Library Liaison

## **SERVICE AS A REVIEWER**

### **Editorial Review Board Membership**

Journal of Travel Research (2019-present)

Tourism Recreation Research (2017-present)

The Journal of Tourism Futures (2018-2022)

### **Ad hoc Journal Reviewer**

Annals of Tourism Research  
2018, 2019, 2020

Current Issues in Tourism  
2013

International Journal of Contemporary Hospitality Management  
2020

International Journal of Culture, Tourism, and Hospitality Research



2019, 2020

International Journal of Hospitality Management

2012, 2013, 2016, 2017, 2018, 2021

International Journal of Hospitality & Tourism Administration

2017

International Journal of Tourism Research

2012, 2014, 2016, 2017

Journal of Hospitality and Tourism Management

2016

Journal of Hospitality and Tourism Technology

2017, 2018

Journal of Information Technology and Tourism

2020

Journal of Policy Research in Tourism, Leisure & Events

2018

Journal of Teaching in Travel & Tourism

2022

Journal of Travel & Tourism Marketing

2017

Tourism Management

2015, 2021

Virtual Reality

2022

### **Ad hoc Conference Paper Reviewer**

Annual Conference of the International Society of Travel and Tourism Educators

2017, 2022

TTRA Asia Pacific Chapter Conference

2018

TTRA International Conference  
2021

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

Australian Housing and Urban Research Institute  
2018

CABI  
2019, 2021

Routledge, Taylor & Francis Group  
2018, 2021

Springer  
2018

**THESES AND DISSERTATIONS**

**College of Charleston Honors College Bachelor's Essay Supervising**

2020-2021     Ainsley Cook - "A Comparative Analysis of Culinary Festival attendees based on their use of Airbnb"

**Dissertation Committees**

2021             Dan Huang (Griffith University, Australia)

## **OTHER PROFESSIONAL ACTIVITIES**

### **Consulting Work**

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

### **Industry Employment**

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