

Robert (Bob) E. Frash Jr., Ph.D., Professor
Dept. of Hospitality and Tourism Management
School of Business, College of Charleston
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Curriculum Vita, 2022

EDUCATION

Doctor of Philosophy, Hospitality and Tourism Management (PhD) 2004
Purdue University, West Lafayette, IN

Master of Arts, Adult and Community Education (MA) 2001
Ball State University, Muncie, IN

Bachelor of Science, Restaurant, Hotel, Institutional and Tourism Management (BS) 1999
Purdue University, West Lafayette, IN

Associate of Science, Hospitality Management (AS) 1997
Indiana University & Purdue University at Indianapolis, Indianapolis, IN

PEER REVIEWED JOURNAL PUBLICATIONS

*Australian Business Deans Council – 2022 ABDC Journal Quality List Ranking

Brizek, M. G., Frash, R. E., McLeod, B. M., & Patience, M. O. (2021-02). Independent restaurant operator perspectives in the wake of the COVID-19 pandemic. *International Journal of Hospitality Management*, 93, pp.102766-102766. *ABDC Rank: “A+”

Frash, R. E., Blose, J. E. (2019). Serious Leisure as a Predictor of Travel Intentions and Flow in Motorcycle Tourism. *Tourism Recreation Research* pp. 1-16.
doi:10.1080/02508281.2019.1626118 Retrieved from
<https://doi.org/10.1080/02508281.2019.1626118>. *ABDC Rank: “A”

Frash, R. E., Blose, J. E., Smith, W. W., & Scherhag, K. (2018). A Multidisciplinary Marketing Profile of Motorcycle Tourists: Explorers Escaping Routine to Find Flow on Scenic Routes. *Tourism Recreation Research*, 43(4), pp. 432-444. doi:10.1080/02508281.2018.1492767. *ABDC Rank: “A”

Blose, J. E., Frash, R. E., & DiPietro, R. B. (2019). A Top Box Analysis of DineX to Optimize Restaurant Resources. *International Journal of Hospitality & Tourism Administration*, 20(2), pp. 156-181. doi:10.1080/15256480.2017.1359732. *ABDC Rank: “B”

Frash Jr, R. E., Blose, J. E., Norman, W. C., & Patience, M. (2016). Healthy Parks, Happy People: An Exploratory Study of a County Park System. *Journal of Park & Recreation Administration*, 34(1), pp. 84-102. *ABDC Rank: “B”

Canziani, B., Almanza, B., Frash R., McKeig, M. J., Sullivan, C. (2016) Classifying Restaurants to Improve Usability of Restaurant Research. *International Journal of Contemporary Hospitality Management*, 28(7), pp. 1467–1483. doi: 10.1108/ijchm-12-2014-0618. *ABDC Rank: “A”

- Smith, W. W., Butcher, E., Litvin, S. W., & Frash Jr., R. (2015). Incorporating an Instructional Scaffolding Approach into the Classroom: Teaching for Authentic Learning in Hospitality and Tourism Education. *Journal of Teaching in Travel & Tourism* 15(3), 264-277. doi: 10.1080/15313220.2015.1059306. *ABDC Rank: "C"
- Frash Jr., R., DiPietro, R., Smith, W. (2015). Pay More for McLocal? Examining Motivators for Willingness to Pay for Local Food in a Chain Restaurant Setting. *Journal of Hospitality Marketing & Management*, 24(4), 411-434. *ABDC Rank: "A"
- Frash Jr. R. (2012) Eat, Drink, Tip: Exploring Economic Opportunities for Full-Service Restaurants. *Journal of Foodservice Business Research*, 15(2), 176-194. *ABDC Rank: "C"
- Line, Runyan, Costen, Frash, & Antun. (2012). Where Everybody Knows Your Name: Homophily in Restaurant Atmospherics. *Journal of Hospitality Marketing & Management*, 21(1), 1-19. doi:10.1080/19368623.2011.611728*ABDC Rank: "A"
- Frash Jr. R., Antun, J., Kline, S., & Almanza, B. (2010). Like it! Learn it! Use it? A Field Study of Hotel Training. *Cornell Hospitality Quarterly*, 51(3), 398-414. *ABDC Rank: "A"
- Antun, J., Frash Jr., R., Costen, W., & Runyon, R. (2010) Accurately Assessing Expectations Most Important to Restaurant Patrons: The Creation of DinEX Scale. *Journal of Foodservice Business Research*, 13(4), 360-379. *ABDC Rank: "C"
- Frash Jr., R., & MacLaurin T., (2009) Restaurant Food Safety: The Influence of Employee Outlooks on Transfer of Training. *International Journal of Hospitality & Tourism Administration*, 11(4), 328-346. *ABDC Rank: "B"
- Antun, J., Strick, S., Frash, R., & Smith, E.M. (2008), The Relationship of Skills Attainment in Job Training and Student Self-esteem: An Exploratory Study. *National Business Monograph Series in National Association of African American Studies*, Cultural Memory: Placing Democracy and Human Rights at the Heart of Minority Issues, Part 1. 27-44. *ABDC Rank: "N/A"
- Frash Jr., R., Antun, J., & Hodges, H., (2008) Family Life Cycle Segmentation for Foodservice Marketing: An Exploratory Case Study. *Journal of Foodservice Business Research*, 11(4), 382-397. *ABDC Rank: "C"
- Frash Jr., R., Kline, S., Almanza B., & Antun, J., (2008) Support for a Multi-Level Evaluation Framework in Hospitality Training. *Journal of Human Resources in Hospitality and Tourism*, 7(2), 197-218. *ABDC Rank: "B"
- Frash Jr., R., Binkley, M., Almanza, B., & Nelson, D. (2005) Transfer of Training Efficacy in U.S. Food Safety Accreditation. *Journal of Culinary Science and Technology*, 4(2/3), 70-100. *ABDC Rank: "C"
- Kline, S. & Frash Jr., R. (2004). Empowering Individual Effort in Cooperative Learning. *Journal of Hospitality and Tourism Education*, 16(4), 35-43. *ABDC Rank: "B"
- Frash Jr., R., Kline, S., & Stahura, J. (2004). Mitigating Social Loafing in Team-Based Learning. *Journal of Teaching in Travel and Tourism*, 3(4), 57-77. *ABDC Rank: "C"

Frash Jr., R., Almanza, B., & Stahura, J. (2003). Assessment of food safety risk. *International Journal of Hospitality & Tourism Administration*, 4(4), 25-43. *ABDC Rank: "B"

REFEREED PRESENTATIONS/PROCEEDINGS

Scherhag, K., Menn A., and Frash R. (2018) *Study abroad trips for student groups as an instrument to learn about the needs of regional tourism development*. Paper presentation at Tourism Naturally Conference, Zell am See – Kaprun, Austria

Frash Jr., R., Scherhag, K. (2016) *Motorcycle Tourism: Empirical Study on Travel Motivation In Germany and the USA*. Paper presentation at 2017 ITB Berlin Convention, Berlin, Germany.

Scherhag, K., Frash Jr., R. (2014). *Advancing Tourism Study Abroad*. Paper presented at Euro-CHRIE Dubai 2014, Dubai, United Arab Emirates.

Frash Jr., R. E., DiPietro, R., Smith, W., & Luce, N. (2012). *Local Foods: Will Diners Pay More?* Paper presented at the 2012 CHRIE Annual Conference & Exposition, Providence, Rhode Island.

Frash Jr., R., Antun J. (2011). *Weilding DinEX to Improve Restaurant Site Selection*. Poster presented at the I-CHRIE Annual Conference & Exposition, Denver, CO.

Antun, J., Frash, R., Smith, E.M. (2009). *A Quasi-Experimental Study of Culinary Skills Attainment and Student/Employee Self Esteem Measures*. Proceedings American Institute of Higher Education, 3rd. Annual International Conference. Nashville, TN, May 1, 2009. V 2 (1) pp. 271 – 277.

Antun, J., Frash Jr., R. (2008) *The Relationship of Skills Attainment in Job Training and Student Self-esteem*. Poster presented at the National Association of African American Studies Conference, Baton Rouge, LA.

Frash Jr., R., Antun, J., Litvin, S. (2007) *The Impact of Family Life Cycle on Restaurant Dining Preferences*. Poster presented at the I-CHRIE Annual Conference & Exposition, Dallas, TX.

Antun, J., Frash Jr., R. (2007) *The Efficacy of Food Safety Training for Assisted Living Facility Foodservice Employees*. Paper presented at the I-CHRIE Annual Conference & Exposition, Dallas, TX.

Antun, J., Smith, E., Frash, R. (2006) *Wikis, Blogs, Podcasts, RSS Podcatchers and Live Books: Are We Strangers Living in a Strange Land?* *Frontiers in Southeast CHRIE Hospitality and Tourism Research* 10(2)

Frash Jr., R., Binkley, M., Almanza, B., Nelson, D. (2005). *Transferring Training into Improved Food Safety*. Paper presented at the 24th Annual ISTTE Conference.

Thomas, L., Almanza, B., Frash Jr., R. (2005). *Ascertaining Certified Food Protection Managers' Training Transfer and Their Priorities in Safe Food Handling Practices*. Paper presented at the Tenth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.

Frash Jr., R., & Kline, S. (2004). *Social Loafing Dynamics In Team-Based Learning*. Paper presented at the I-CHRIE Annual Conference & Exposition, Philadelphia, PA.

- Frash Jr., R., & Kline, S. (2004). *Facilitating Team-Based Learning*. Paper presented at the International Hospitality and Tourism Virtual Conference, On-line.
- Frash Jr., R., & Almanza, B. (2004). *Transferring Training in Improved Food Safety*. Paper presented at the Ninth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.
- Frash, R. E., Almanza B., Stahura, J. *Risk Assessment Classifications in Restaurant Health Inspections: a Case Study in Marion County, IN*. Eighth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism 2003.
- Frash Jr., R. E., Armstrong, J. (2001). *Transfer of Training in a Digital Age*. “From the Margins to the Mainstream.” American Association for Adult and Continuing Education (AAACE). Fiftieth Annual Conference
- Frash Jr., R.E., Antun, J. (2001). *Hospitality Industry Training Strategies for a Digital World*. Advances in Hospitality and Tourism Research, Vol. 6, Sixth Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Proceedings, Georgia Technical University, Atlanta, Georgia. (National)
- Frash Jr., R. E. (2001). Kitterman, J. *eTransfer*. Destination: 21st Century Adult Education. IAACE (Indiana Association for Adult and Continuing Education). Annual Conference

BOOK CHAPTERS

Scherhag, K., Schroder, A., Frash Jr., R. (2018) Requirements of motorcyclists for tourist accommodation -First results of a German-American comparative study. In Tobias, E., Scherhag, K, *New Challenges in Hotel Business – Trends and Innovation* (pp.249-260). Berlin, Germany: Schmidt Verlag

TEACHING

Assistant/Associate Professor 08/2005 – Present

Department of Hospitality and Tourism; School of Business & Economics, College of Charleston, Charleston, SC

- MBAD 532 – Channel Management in Hospitality Revenue Management
- HTMT 488 - Strategic Management in Hospitality and Tourism (Business Plan Seminar)
- HTMT 380 – Managing Global Tourism (International Study Abroad)
- HTMT 370 - Foodservice Enterprise: Design & Development
- HTMT 372 - Foodservice Operations Analysis
- HTMT 210 - Principles and Practices in Hospitality and Tourism Management
- HTMT 352 - Service Operations Management
- HTMT 360 - Food & Beverage Accreditations (One-Credit Hour)

Visiting Professor 01/2005 – 05/2005

Department of Hospitality and Tourism Management; Purdue University, West Lafayette, IN

- HTM 291 – Quantity Food Production and Service
- HTM 141 – Financial Accounting
- HTM 191 – Sanitation and Health for the Service Industries

Graduate Instructor 01/2002 – 12/2004

Department of Hospitality and Tourism Management; Purdue University, West Lafayette, IN

- HTM 492 – Advanced Foodservice Management
- HTM 212 – Organization and Management in Hospitality and Tourism Industries
- HTM 291 – Quantity Food Production and Service

Associate Faculty 01/2000 – 06/2002

School of Physical Education, Department of Tourism, Convention and Events Management, Indiana University and Purdue University at Indianapolis, Indianapolis, IN.

- RHI 251 – Computers in Hospitality
- TCEM 251 – Information Technology Systems
- TCEM 141 – Financial Accounting for Service Industries

SERVICE

School of Business, Continuous Improvement Committee Member 2018-Present

College of Charleston, CHAT (Club of Hospitality & Tourism)

Faculty Advisor 2015 – 2017, 2019 - Present

College of Charleston, Faculty Senator 2016-2018

Core Course Coordinator - HTMT 210, 2011-2019

College of Charleston, HTMT Department Chairman, 2010-2014

College of Charleston, Cheese Club

Faculty Advisor 2013-2014

Purdue Hospitality Mentor Association (PHMA)

Graduate Advisor 2002 - 2004

Board Member: Greater Charleston Restaurant Association (South Carolina) 2006 – 2018

Board Member: Hospitality Association of South Carolina 2009 - 2013

Editorial Board Member *International Journal of Hospitality and Tourism Administration* 2020 – Present

Reviewer: *International Journal of Hospitality Management* 2020 - Present

Reviewer: *Journal of Hospitality and Tourism Research* 2014 – Present

Reviewer: *Journal of Contemporary Hospitality and Tourism Management* 2014 – Present

Reviewer: *Journal of Hospitality and Marketing Management* 2012 - Present

Reviewer: *Cornell Hospitality Quarterly* 2008 – Present

Reviewer: *Journal of Foodservice Business Research* 2008 – Present

Reviewer: *Journal of Culinary Science & Technology* 2005 – Present

Web Editor: *Journal of Culinary Science & Technology*. Binghamton, NY:
The Haworth Press, Inc. 2005 – 2008

Review Board Member: National Restaurant Association Education Foundation (NRAEF).– *ServSafe*
Certification Exam 2002 – 2004

INDUSTRY

Entrepreneur 1986 to 2000

During these fourteen years, co-owned and operated four hospitality businesses, serving as Chief Operating Officer and Secretary/Treasurer. All of these companies were original self-designed concepts.

Responsibilities:

- Planning, strategic design, and construction.
- Financial review, insurance, and licensing.
- Menu development and revision. (Food costing/Recipe standardization).
- Human Resource, training, policy enactment, schedules, and seasonal adjustments. Web-training development, Web page design.

Businesses:

Dockside Café L.P., Indianapolis, IN 1/1993 – 4/2000

(The Blue Heron and Carrigan Crossing Restaurants)

General Partner; Executive Chef, Chief Operating Officer
(Joint Average Annual Sales \$6 Million)

The Eller House Restaurant, Fishers, IN 4/1992 - 8/1994

General Partner; Chief Operating Officer
(Average Annual Sales \$2.7 Million)

Rick's Café Americain, Indianapolis, IN 5/1986 – 4/1992

Limited Partner, Chief Operating Officer
(Average Annual Sales \$4.2 Million)

INDEPENDENT PUBLISHED RESTAURANT REVIEWS

Indianapolis Star: 1996. *Table Talk*—“Blue Heron soars with view, good food...” (The Blue Heron).

Indianapolis Star: 1992. “Four Tine Award.” (The Eller House).

Indianapolis Monthly: 1991. “Best Downtown Restaurant” (Rick’s Café Americain).

HONORS AND AWARDS

Teaching Academy Fellow Status (Nomination), 2004
Purdue University

Best Paper (Nomination), 2004

International Hospitality and Tourism Virtual Conference

Meritorious Certificate – Veterans History Project, 2002

The Library of Congress & United States Senator Richard G. Lugar

Dean's Citation for Academic Excellence, 2000

Ball State University, Graduate School

Dean's List for Academic Achievement, 1998

Indiana University, School of Physical Education

President's Gold Star Award in Management, 1986

T.G.I. Friday's/Corporate, Indianapolis, IN

CERTIFICATIONS

TIPS Training for Intervention Procedures: Instructor – 2006 - Present
Health Communications, Inc.

ServSafe: Food Sanitation Program: Instructor – 2005 - 2012

National Restaurant Association Educational Foundation (NRAEF)

Bar Code Serving Alcoholic Beverage Responsibly - 2002

National Restaurant Association Educational Foundation (NRAEF)

Bread Baking Professional Advancement - 1992

Culinary Institute of America

MEMBERSHIPS

National Restaurant Association NRA – *Active*

American Motorcyclist Association – *Active*

Motorcycle Sport Touring Association – *Active*

Greater Charleston Restaurant Association – *Past member*

South Carolina Restaurant and Lodging Association – *Past member*

International CHRIE- The Hospitality and Tourism Educators – *Past member*

International Society of Travel and Tourism Educators – *Past member*

Restaurant & Hospitality Association of Indiana – *Past member*

Indiana Association for Adult and Continuing Education IAACE – *Past member*