

Daniel A. Guttentag

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Curriculum Vitae
(April 2021)

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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, Ryerson University

Toronto, ON, Canada

EDUCATION

Ph.D. (2016)

Department of Recreation and Leisure Studies

University of Waterloo

Waterloo, ON, Canada

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

Supervisor: Stephen Smith

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

Department of Geography and Environmental Management

University of Waterloo

Waterloo, ON, Canada

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

Supervisors: Kevin Harrigan and Stephen Smith

B.A. (2004)

Major: History

Colgate University

Hamilton, NY, USA

PUBLICATIONS

Journal Articles (Peer-Reviewed)

1. Litvin, S., **Guttentag, D.**, & Smith, W. (in press). Who should you market to in a crisis? Examining Plog's model during the Covid-19 pandemic. *Journal of Travel Research*.
2. 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.
3. Dubois, L.-E., Gibbs, C., Griffin, T., & **Guttentag, D.** (2020). The impact of video games on destination image. *Current Issues in Tourism*. Published online 15 February 2020.
4. Griffin, T., & **Guttentag, D.** (2020). Identifying active resident hosts of VFR visitors. *International Journal of Tourism Research*, 22(5), 627-636.
5. **Guttentag, D.**, & Smith, S. L. (2020). The diffusion of Airbnb: A comparative look at earlier adopters, later adopters, and non-adopters. *Current Issues in Tourism*, Published online 25 June 2020.
6. **Guttentag, D.** (2019). Progress on Airbnb: A literature review. *Journal of Hospitality and Tourism Technology*, 10(4), 814-844.
7. **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.
8. 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.
9. 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.
10. 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.
11. **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.
12. **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.

13. **Guttentag, D.** (2015). Airbnb: Disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism, 18*(12), 1192-1217.
14. **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.
15. **Guttentag, D.** (2011). Volunteer tourism: As good as it seems?. *Tourism Recreation Research, 36*(1), 69-74.
16. **Guttentag, D.** (2010). Virtual reality: Applications and implications for tourism. *Tourism Management, 31*(5), 637-651.
17. **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.
18. **Guttentag, D.** (2009). The legal protection of indigenous souvenir products. *Tourism Recreation Research, 34*(1), 23-34.
19. **Guttentag, D.** (2009). The possible negative impacts of volunteer tourism. *International Journal of Tourism Research, 11*(6), 537-551.

Journal Articles (Editorially-Refereed)

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

Book Chapters and Contributions

1. **Guttentag, D.** (in press). Digital destinations and avatar tourists: A futuristic look at virtual reality tourism and its real-world impacts. In U. McMahon-Beattie, M. Sigala, & I. Yeoman (Eds.), *Science fiction, disruption and tourism*. Channel View.
2. **Guttentag, D.** (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.
3. **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.

4. **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.
5. **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.
6. **Guttentag, D., & Smith, S.** (2016). Delphi technique, tourism. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of tourism* (pp. 231-232). Frankfurt: Springer.
7. 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.
8. **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.
9. **Guttentag, D.** (2012). Volunteer tourism: As good as it seems?. In T. V. Singh (Ed.), *Critical debates in tourism* (pp. 152-159). Toronto: Channel View Publications.

Conference Proceedings (Refereed)

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

Media Publications

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

PRESENTATIONS

Conference and Academic Presentations

1. **Guttentag, D.** (2020, February 25). Short-term rentals and sustainable tourism. *Irish Hotels Federation 2020 Conference*. Galway, Ireland. *Keynote
2. **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
3. 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.
4. 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.
5. **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.
6. **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.
7. **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.
8. **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.
9. **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.** (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.

2. **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.
3. **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.
4. **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.
5. **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.
6. **Guttentag, D.** (2020, March 4). SHINE for transient sales: A research perspective. *Shine Cornerstone for Transient Sales Training*. Charleston, SC, USA.
7. **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.
8. **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.
9. **Guttentag, D.** (2019, December 18). Excel tips and tricks. *Shine Cornerstone for Revenue Management*. Charleston, SC, USA.
10. **Guttentag, D.** (2019, December 11). Charleston: Our visitor market; and Correlation versus causality. *Shine Cornerstone for Revenue Management*. Charleston, SC, USA.
11. **Guttentag, D.** (2019, September 18). Charleston tourism: A look at our growing market. *Historic Charleston Foundation Advocacy Committee Meeting*. Charleston, SC, USA.
12. **Guttentag, D.** (2019, August 14). Charleston area hotel trends. *Shine for Directors of Sales and Catering Training*. Charleston, SC, USA.
13. **Guttentag, D.** (2019, July 31). Social media and sales. *SMG k'nekt Sales I Training*. Charleston, SC, USA.
14. **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.

15. **Guttentag, D.** (2019, May 29). Charleston industry trends: A look at our growing market. *Charleston Area CVB Board of Governors May Meeting*. Charleston, SC, USA.
16. **Guttentag, D.** (2019, May 14). Charleston industry trends: A look at our growing market. *Charleston Area CVB Travel Council*. Charleston, SC, USA.
17. **Guttentag, D.** (2019, February 6). SHINE for transient sales: A research perspective. *Shine Cornerstone for Transient Sales Training*. Charleston, SC, USA.
18. **Guttentag, D.** (2018, November 20). Data analytics and forecasting. *Shine Cornerstone for Revenue Management Training*. Charleston, SC, USA.
19. **Guttentag, D.** (2018, September 5). Charleston hospitality industry trends. *Attractions Travel Trends Meeting*. Charleston, SC, USA.
20. **Guttentag, D.** (2018, August 28). Social media and sales. *SMG k'nekt Sales I Training*. Charleston, SC, USA.
21. **Guttentag, D.** (2018, July 17). Charleston hospitality industry trends. *Travel Click Demand 360 Training*. Charleston, SC, USA.
22. **Guttentag, D.** (2018, May 8). Research: Charleston industry trends - Examining tourism & the short-term rental market. *Charleston Area CVB Travel Council*. Charleston, SC, USA.
23. **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.
24. **Guttentag, D.** (2017, August 22). Social media and sales. *SMG k'nekt Sales I Training*. Charleston, SC, USA.

Guest Lectures

1. 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.
2. 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.
3. 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

Open Education Resource Faculty Incentive Grant (2019 Fall)
College of Charleston (\$1,000)

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

Open Educational Resources Incentive Grant (2019 Summer)
College of Charleston (\$1,000)

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

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

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

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

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

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

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

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

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

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

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

MEDIA

South Carolina

1. Williams, E. (2021, April 9). SC's Airbnb listings grew during the pandemic, especially in 1 destination. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/scs-airbnb-listings-grew-during-the-pandemic-especially-in-1-destination/article_026a5c7a-9891-11eb-803f-0b65667f6954.html.
2. Williams, E. (2021, March 28). SC tourism looks further back to gauge recovery from the COVID-19 era. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/sc-tourism-looks-further-back-to-gauge-recovery-from-the-covid-19-era/article_75b7ae78-8de0-11eb-9f8f-7ba77b9286f1.html.
3. Benson, R. (2021, March 23). IOP City Council to discuss SCDOT proposal that would add hundreds of new parking spots. *Count on News 2*. Retrieved from <https://www.counton2.com/news/iop-city-council-to-discuss-scdot-proposal-that-would-add-hundreds-of-new-parking-spots/>.
4. Mintzer, A. (2021, March 15). Hotel bookings, short-term rentals, and future reservations all up along the SC coast. *WIS News 10*. Retrieved from <https://www.wistv.com/2021/03/16/hotel-bookings-short-term-rentals-future-reservations-all-up-along-sc-coast/>.
5. Williams, E. (2021, February 27). SC tourism hopes PGA event will spark COVID recovery, even with fewer spectators. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/sc-tourism-hopes-pga-event-will-spark-covid-recovery-even-with-fewer-spectators/article_b54d7fe0-76f2-11eb-96c2-1b7b8ed4a4d4.html.
6. Donahue, L. (2021, February 25). Despite setbacks, Charleston businesses 'optimistic' for tourist season. *Live 5 News*. Retrieved from <https://www.live5news.com/2021/02/25/despite-setbacks-charleston-businesses-optimistic-tourist-season/>.
7. Collins, J. (2021, February 11). Lowcountry tourism industry impacted by big event cancelations. *ABC News 4*. Retrieved from <https://abcnews4.com/news/local/lowcountry-tourism-industry-impacted-by-big-event-cancelations>.
8. Williams, E. (2021, January 10). A year without a tourism 'kickoff' for Charleston with SEWE, Wine + Food canceled. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/a-year-without-a-tourism-kickoff-for-charleston-with-sewe-wine-food-canceled/article_94a1f8ce-5137-11eb-acf9-fb9fe1c8ee74.html.
9. Przetak, C. (2021, January 6). Canceled events for the Lowcountry cause worry for business owners in upcoming fiscal year. *Count on News 2*. Retrieved from <https://www.counton2.com/news/latest-news/canceled-events-for-the-lowcountry-cause-worry-for-business-owners-in-upcoming-fiscal-year/>.

10. Williams, E. (2020, December 27). Short-term rentals rising, rescheduled weddings and predictions for Charleston tourism. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/short-term-rentals-rising-rescheduled-weddings-and-predictions-for-charleston-tourism/article_18634fbe-44cc-11eb-b831-bfa011d539f0.html.
11. Williams, E. (2020, December 22). Charleston still trails other parts of SC in adding back hard-hit tourism jobs. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/charleston-still-trails-other-parts-of-sc-in-adding-back-hard-hit-tourism-jobs/article_1a763c3e-4414-11eb-b5d4-870fb7c4e84c.html.
12. Staff Report. (2020, December 5). SC's pandemic-related economic blows range from glancing to direct hit. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/scs-pandemic-related-economic-blows-range-from-glancing-to-direct-hit/article_6bdac270-33ed-11eb-bab7-ebbc4c3077b1.html.
13. Boyd, T. (2020, November 20). Thanksgiving travel to be slowed but not stopped by COVID despite CDC recommendation. *Greenville News*. Retrieved from <https://www.greenvilleonline.com/story/news/local/south-carolina/2020/11/20/thanksgiving-holiday-travel-slowed-but-not-stopped-covid-despite-cdc/6158702002/>.
14. Jenkins, A. (2020, November 18). Booming check-ins: Airbnb seeing more bookings amid the pandemic. *Count on News 2*. Retrieved from <https://www.counton2.com/news/local-news/booming-check-ins-airbnb-seeing-more-bookings-amid-the-pandemic/>.
15. Williams, E. (2020, October 24). Charleston still missing many tourism jobs more than 7 months into pandemic. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/charleston-still-missing-many-tourism-jobs-more-than-7-months-into-pandemic/article_5d636b32-0cb7-11eb-8596-aff935a72fac.html.
16. Williams, E. (2020, September 22). SC hotels filled about half their rooms in August as occupancy growth stalls. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/sc-hotels-filled-about-half-their-rooms-in-august-as-occupancy-growth-stalls/article_23b4677a-fc62-11ea-900b-d7b36f989d18.html.
17. Bluffton Sun Staff. (2020, August 5). As island's tourism slowed, so did revenue stream. *The Hilton Head Sun*. Retrieved from <https://www.hiltonheadsun.com/as-islands-tourism-slowed-so-did-revenue-stream/>.
18. Davis, A. (2020, July 17). Beaufort County takes \$310 million loss from COVID-19. *WSAV News*. Retrieved from <https://www.wsav.com/news/beaufort-county-takes-310-million-loss-from-covid-19/>.

19. Kokal, K. (2020, July 16). Hilton Head tourism ‘fell off a cliff’ due to the pandemic. We now know how much it cost. *The Island Packet*. Retrieved from <https://www.islandpacket.com/news/rebuild/article244254197.html>.
20. Williams, E. (2020, July 16). SC hotel numbers decline for second week as coronavirus cases remain high. *The Post & Courier*. Retrieved from https://www.postandcourier.com/health/covid19/sc-hotel-numbers-decline-for-second-week-as-coronavirus-cases-remain-high/article_133d1b96-c713-11ea-97b3-7bfd224befd3.html.
21. Williams, E. (2020, July 11). SC seeing hotel cancellations, drop in occupancy as coronavirus cases grow. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/sc-seeing-hotel-cancellations-drop-in-occupancy-as-covid-19-cases-grow/article_cb796602-c24e-11ea-9107-0b83d9e4346b.html.
22. Williams, E. (2020, July 9). Charleston is Travel + Leisure’s No. 1 city again as coronavirus tourism slump continues. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/charleston-is-travel-leisures-no-1-city-again-as-covid-19-tourism-slump-continues/article_1719e410-c128-11ea-9e03-47641e19e563.html.
23. Williams, E. (2020, May 31). A closer look at Charleston tourism’s record year before coronavirus hit. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/a-closer-look-at-charleston-tourisms-record-year-before-coronavirus-hit/article_1ac2d548-9c59-11ea-a356-7fee5c00c9e4.html.
24. Williams, E. (2020, April 17). Coronavirus crisis will cost Charleston tourism more than \$1B in 2 months. *The Post & Courier*. Retrieved from https://www.postandcourier.com/health/covid19/coronavirus-crisis-will-cost-charleston-tourism-more-than-1b-in-2-months/article_90ef4048-800d-11ea-88bf-6f3ede5fb6b4.html.
25. Williams, E. (2020, February 12). SEWE, Charleston’s tourism season opener, still a heavy hitter for visitor industry. *The Post & Courier*. Retrieved from https://www.postandcourier.com/sewe/sewe-charleston-s-tourism-season-opener-still-a-heavy-hitter/article_4efd6d26-46a7-11ea-be32-ff016bc22de3.html.
26. Williams, E. (2020, January 20). Charleston area added more than 900 hotel rooms, sold record number of nights in 2019. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/charleston-area-added-more-than-hotel-rooms-sold-record-number/article_2560b1be-361f-11ea-b87b-07dca9b78a11.html.
27. Williams, E. (2019, November 16). Wealthy guests, luxury lodging mean more spending per tourist in Charleston. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/wealthy-guests-luxury-lodging-mean-more-spending-per-tourist-in/article_e8af49e6-0253-11ea-b8d4-073df16b6f23.html.
28. Williams, E. (2019, September 30). South Carolina tourism dip during Dorian tied for largest storm loss in last 5 years. *The Post & Courier*. Retrieved from

https://www.postandcourier.com/hurricanewire/south-carolina-tourism-dip-during-dorian-tied-for-largest-storm/article_568da798-e394-11e9-bff0-a3f825d9f328.html.

29. Williams, E. (2019, September 11). Charleston's tourism industry lost \$58.6 million during Hurricane Dorian closures. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/real_estate/charleston-s-tourism-industry-lost-million-during-hurricane-dorian-closures/article_5602ea72-d327-11e9-bdde-a7474b0a9d3e.html.
30. Holdman, J. (2019, August 6). Growing number of business travelers give rise to more downtown Columbia hotels. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/growing-number-of-business-travelers-give-rise-to-more-downtown/article_0ff2ea08-860d-11e9-a48f-0fe783fcf444.html.
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32. Williams, E. (2019, May 26). Charleston-area hotels saw more nights sold, dips in occupancy in first quarter. *The Post & Courier*. Retrieved from https://www.postandcourier.com/business/charleston-area-hotels-saw-more-nights-sold-dips-in-occupancy/article_d24c866c-7c90-11e9-bc77-7fa5e452de43.html.
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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

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

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

Courses Taught at Other Universities

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

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

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

HTM 302: Marketing Principles (Ryerson University)
Fall 2016

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

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

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

Pedagogical Professional Development

Tier 1 member of the Center for Sustainable Development (joined 2020)
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

2020-present Director, Innovators Fellowship Program

2018-2020 Carnegie Community Engagement and Partnership Committee

2018-present Student Development Committee
**Chair (2020-21)*

2017-2018 Technology Committee

2017-2018 Library Liaison

SERVICE AS A REVIEWER

Editorial Review Board Membership

The Journal of Tourism Futures (2018-present)

Journal of Travel Research (2019-present)

Tourism Recreation Research (2017-present)

Ad-hoc Journal Reviewer

Annals of Tourism Research

Current Issues in Tourism

International Journal of Contemporary Hospitality Management

International Journal of Culture, Tourism, and Hospitality Research

International Journal of Hospitality Management

International Journal of Hospitality & Tourism Administration

International Journal of Tourism Research

Journal of Hospitality and Tourism Management

Journal of Hospitality and Tourism Technology

Journal of Information Technology and Tourism

Journal of Policy Research in Tourism, Leisure & Events

Journal of Travel & Tourism Marketing

Tourism Management

Ad-hoc Conference Paper Reviewer

2021 TTRA International Conference

2018 TTRA Asia Pacific Chapter Conference

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

Ad-hoc Book Proposal and Research Report Reviewer

Australian Housing and Urban Research Institute

CABI

Routledge, Taylor & Francis Group

Springer

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