

Dr. Brumby McLeod is an Associate Professor in the Department of Hospitality & Tourism Management in the School of Business at the College of Charleston. His teaching and research focus on commercial accommodations, revenue management, destination management, and adventure tourism. His research is published in leading tourism journals such as the *Annals of Leisure Research*, *Cornell Quarterly*, *Tourism Economics*, *Tourism Analysis*, and *FIU Hospitality Review*. He also serves as the Director of the MBA focus in Revenue Management, Program Director of Destination Iceland, and Program Director of Adventure Tourism to Banff National Park.

### **WORK CONTACT INFORMATION**

College of Charleston  
School of Business  
Department of Hospitality & Tourism Management  
66 George Street  
Charleston, SC 29424

Phone: 843-953-0735  
Email: mcleodb@cofc.edu

---

### **EDUCATION**

Cornell University  
Ithaca, NY  
Certificate in Revenue Management (June 2012)

University of Nevada, Las Vegas  
(Las Vegas, NV)  
Doctor of Philosophy in Hospitality Administration (May 2008)

University of Montana  
School of Business  
Missoula, MT  
Master of Business Administration (December 1999)

University of Georgia  
College of Public Health  
Athens, GA  
Bachelor of Science in Environmental Health Science (June 1996)

University of Maryland  
College Park, MD  
Coursework only (Summer 1995)

University of Montana  
Missoula, MT  
National Student Exchange (Fall 1993)

## **TEACHING EXPERIENCE**

### **College of Charleston (August 2010 – currently)**

#### Undergraduate:

Principles & Practices in Hospitality & Tourism Management, HTMT 210  
Hotel Management, HTMT 351  
Service Operations Management, HTMT 352  
Advanced Guest Services, HTMT 360  
Operations Analysis, HTMT 360  
Revenue Management, HTMT 360

#### Graduate:

Principles in Hospitality Revenue Management, MBAD 530

#### Online Undergraduate:

Principles & Practices in Hospitality & Tourism Management, HTMT 210

#### Study Abroad:

Adventure Tourism, Banff National Park, Alberta, Canada, HTMT 360  
Destination Management & Marketing, Iceland, HTMT 360  
Destination Management, Dubai UAE, HTMT 360

### **University of South Carolina (January 2008 – August 2010)**

#### Undergraduate:

Introduction to Hospitality Industry, HRTM 110  
Hotel Management, HRTM 260  
Foundations of Tourism, HRTM 280  
Hospitality Practicum, HRTM 290  
Resort Development & Management, HRTM 388  
Timeshare and Vacation Ownership Management, HRTM 567

### **University of Nevada Las Vegas (August 2003 – December 2007)**

#### Undergraduate:

Managerial Accounting in Hospitality, TCA 321  
Hospitality and Tourism Marketing, TCA 380  
Event Management, TCA 488  
Leadership in Recreation, RLS 200  
Service Marketing of Recreation and Leisure Services, RLS 315  
Internship in Recreation and Leisure Services, RLS 450  
Administration of Recreation and Leisure Service Agencies, RLS 450

### **University of Montana (January 2002 – August 2003)**

#### Undergraduate:

International Business, MGMT 368  
Marketing Research, MKTG 366  
Principles of Marketing, MKTG 360

## RESEARCH CONTRIBUTIONS

### Research in Progress:

McLeod, B., Guttentag, D., Smith, W.W., & Patience, M. Accommodation Inventory and the Dynamic Role of Residential Housing. To be submitted.

McLeod, B., Guttentag, D., Wyman, D., & Patience, M. Disruption in the lodging market. To be submitted.

Brown, C.B., McLeod, B., & Erlingsson, T. Study abroad Iceland: An international hospitality and tourism learning experience. To be submitted.

Brown, C.B., McLeod, B., & Erlingsson, T. Developing a study abroad program utilizing Kolb's experiential learning theory. To be submitted.

McLeod, B., & Sennekamp, P. Commercial lodging inventory: an examination of reporting shortfalls. To be submitted to the *Journal of Hospitality & Tourism Research*.

McLeod, B., Neslage, S., & Capps, J. Reverse osmosis: Exposing flag value. To be submitted to the *Journal of Hospitality & Tourism Cases*.

### Peer-Reviewed Academic Journals:

McLeod, B., Litvin, S.W., Heriot, K.C., Jauregui, A, and Dempsey, E. (2018). "The Effect of Delisting of a Hotel Market from Online Travel Agency Websites: Evidence from Columbus, Georgia." *Tourism Review International*, 22(1), 41-48.

McLeod, B., Litvin, S.W., Heriot, K.C., Jauergui, A., and Dempsey, E.E. (2017). Goodbye Columbus: An Empirical Study of OTAs and the Hotel Industry. *Cornell Hospitality Quarterly*, 59(1), 61-66.

McLeod, B., & Busser, J. A. (2014). Second home owners hosting friends and relatives. *Annals of Leisure Research*, 17(1), 86-96.

Heffner, F., McLeod, B., & Crotts, J. (2014). Cruise ship impact on hotel accommodations: An event study in Charleston, SC. *Tourism Economics*, 20(5), 1145-1153.

McLeod, B. (2013). The battle of Charleston: Expansion of the passenger cruise industry. *Journal of Hospitality & Tourism Cases*, 2(4), 9-14.

McLeod, B., & Busser, J. A. (2012). Second-home ownership and place attachment: Drivers of visitation, word-of-mouth promotion, and hosting. *Tourism Analysis*, 17(5), 601-616.

Litvin, S. W. & McLeod, B. (2011). Buko Nero: Avoiding the black hole of early success. *Journal of Hospitality & Tourism Cases*, 1(1), 52-58.

McLeod, B., Smith, K., & Guest, Z. (2011). Commercial accommodations: Examining the sources of lodging demand. *Frontiers in SE CHRIE Hospitality and Tourism Research*, 15(2), 27-33. SE CHRIE Fall 2011 in Tuskegee, AL.

DiPietro, R. B., & McLeod, B. (2011). Perceived work status and turnover intentions in casual dining restaurant employees. *FIU Hospitality Review*, 29(2), 70-87.

Upchurch, R. S., DiPietro, R. B., & McLeod, B. (2010). Timeshare owners' satisfaction regarding services provided: Implications of perceived importance-performance gaps. *FIU Hospitality Review*, 28 (3), 1-20.

McLeod, B., Tomich, K., & Jackson, A. (2010). Experiential learning in hospitality education: State of the internship. *Frontiers in SE CHRIE Hospitality and Tourism Research*, 13(2), 30-34.

McLeod, B., Tomich, K., Simonetti, K. & Gustafson, C. (2010). Interns as Employees: Orientation and Training Practices. *Frontiers in SE CHRIE Hospitality and Tourism Research*, 13(2), 35-39.

McLeod, B. & Millar, M. (2009). Beyond the credit card guarantee: Taking an advance deposit. *Frontiers in SE CHRIE Hospitality and Tourism Research*, 13(1).

### **Peer-Reviewed Conference Presentations:**

McLeod, B., Worsala, E., & Wyman, D. (2014). Does Size Matter? The Importance of Entrepreneurial Ventures. American Real Estate Society 30<sup>th</sup> Annual Meeting April 1-5, 2014 in San Diego, CA.

Hefner, F., McLeod, B., & Crofts, J. (2013). Cruise Ship Impact on Hotel Accommodations: An Event Study in Charleston, SC. 52<sup>nd</sup> Annual Meeting of the Southern Regional Science Association in Washington, DC.

DiPietro, R. B., & McLeod, B. (2010). An exploration of turnover intention in casual dining restaurant employees. 2010 International CHRIE Annual Summer Conference & Marketplace in San Juan, Puerto Rico.

McLeod, B. & Kline, S. (2009). Antecedents and outcomes for advance deposit requirements associated with hotel reservations. 27<sup>th</sup> EuroCHRIE Annual Conference in Helsinki, Finland.

McLeod, B. & Tomich, K. (2009). Transactional rate fences: An examination of advance deposit and cancellation policies within hotel reservation systems. 27<sup>th</sup> EuroCHRIE Annual Conference, Helsinki, Finland.

McLeod, B. (2009). Vacation homeownership attachment: A behavioral model. 27<sup>th</sup> EuroCHRIE Annual Conference, Helsinki, Finland.

McManus, A. L. & McLeod, B. (2007). Why here? Self-determination theory and place attachment in second-home tourism. 12<sup>th</sup>, Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism in Houston, Texas.

McLeod, B. (2007). Confronting Isolation from the Active Older Adult Lifestyle. AAHPERD 2007 in Baltimore, Maryland.

McLeod, J. B. & Busser, J. A. (2006). Relationship marketing: Facilitating the active older adult lifestyle. AAHPERD 2006 in Salt Lake City, Utah.

Busser, J. A., McLeod, J. B., & Baloglu, S. (2005) Organizational factors predicting customer orientation in a public recreation organization. EuroCHRIE 2005 in Paris, France.

### **Thesis & Bachelor Essay Committees:**

Smith, M. N. (2015). The Impact of Service Learning on Corporate Social Responsibility.

Jacobson, A. (2014). Charleston's Small Scale Lodging Industry: An Inventory and Investigation.

Lanham, M. (2010). An Examination of Orientation and Training Practices in Hospitality Internships. Honors Thesis. University of South Carolina.

Simonetti, K. (2009). New-Hire Orientation and Training Programs: A Snapshot of Experiences and Expectations of University of South Carolina Hotel, Restaurant, and Tourism Management Students. Honors Thesis. University of South Carolina.

### **Academic Thesis, Dissertation, Publications & Mentions:**

McLeod, B. (2008). *Second-home owner attachment to a destination: A driver of tourism promotion*. A dissertation submitted in partial fulfillment of the requirements for the Doctor of Philosophy in Hospitality Administration.

Mohr, Jakki (2001). *Marketing of High-Technology Products and Services*, Upper Saddle River, NH: Prentice-Hall Business Publishing, pp. 330.

McLeod, J. B. (1999). *An Industry specific Set of E-Business Solutions: An Introduction to Vertical Communities*. Thesis presented in partial fulfillment of the requirements for the degree of Master of Business Administration.

### **Conference Participation:**

Mountain Travel Symposium (2017) in Banff National Park

HSMAI Leadership Conference (September 2016) in Boca Raton, FL

Charleston Area Vacation Rental Summit (December 2014) in Charleston, SC

ITB Berlin (March 2014) in Berlin, Germany

STR Hotel Data Conference (September 2012) in Nashville, Tennessee.

HSMAI (June 2012) in Baltimore, Maryland.

SE CHRIE (October 2011) in Tuskegee, Alabama.

CHRIE (July 2011) in Denver, Colorado.

SE CHRIE (October 2010) in Beaufort, South Carolina

SE CHRIE (February 2010) in Atlanta, Georgia.

EuroCHRIE (October 2009) in Helsinki, Finland.

Hunter Hotel Investment Conference (March 2009) in Atlanta, Georgia.

Event Solutions (August 2006) in Denver, Colorado.

SE CHRIE (February 2009) in Atlanta, Georgia.

CHRIE (July 2008) in Marietta, Georgia.

International Tourism Student Conference (June 2006) on Destination Branding in Las Vegas, Nevada.

International Tourism Student Conference (May 2004) on Ecotourism in Porvoo, Finland.

### **CERTIFICATIONS**

Cornell University, Certificate in Revenue Management  
UNLV, Teaching and Learning Center Certification

### **CURRENT MEMBERSHIPS**

SC Vacation Rental Managers Association (SC VRMA)  
American Hotel & Lodging Association (AHLA)  
Hospitality Sales & Marketing Association (HSMIAI)  
Council on Hotel, Restaurant, & Institutional Education (CHRIE)  
Charleston Area Hospitality Association (CAHA)  
South Carolina Restaurant & Lodging Association (SCRLA)  
Travel & Tourism Research Association (TTRA)

### **SCHOLARSHIPS, GRANTS, AND HONORS**

Inntopia DestiMetrics Research Grant, 2017  
City of Folly Beach Research Grant on Nightly Rental, 2017  
TLT, Distance Education Readiness Training, 2014  
Office of Tourism Analysis and Charleston Area Convention and Visitors Bureau, 2014  
Office of Tourism Analysis and Charleston Area Convention and Visitors Bureau, 2013  
Office of Tourism Analysis and Charleston Area Convention and Visitors Bureau, 2012  
REACH Grant, College of Charleston, 2012  
Knox Scholarship, College of Charleston, 2012  
Summer Research Grant, College of Charleston, 2012  
Office of Tourism Analysis and Charleston Area Convention and Visitors Bureau, 2011  
Summer Research Grant, College of Charleston, 2011  
Faculty Technology Institute, College of Charleston, 2011  
Field Study Stipend for Charlestowne Hotels, 2011  
Field Study Stipend for Destination Hotels & Resorts, 2011  
International Travel Grant, University of South Carolina, 2009  
Best Paper, UNLV Graduate School Conference, 2007  
Graduate Assistantship, University of Nevada, Las Vegas, 2003 - 2007  
Graduate and Professional Student Association Grant, University of Nevada, Las Vegas, 2006  
Education Assistantship from Montana Rail Link for attendance at the University of Montana, 1996 - 1998  
Dean's List, University of Montana, 1997  
Hope Scholarship to the University of Georgia, 1995 - 1996  
Rotary Scholarship to the University of Georgia, 1992  
President's List, University of Georgia, 1995

### **SERVICE TO THE INSTITUTION**

Distance Education Committee (Spring 2018-currently)  
Co-Director, Schottland Scholars, (Fall 2015-Spring 2016; Fall 2016)  
Interim Director, Schottland Scholars, (Fall 2014-Spring 2015)  
Departmental Library Liaison (Fall 2014-Spring 2015)  
E-learning and Distance Education Coordinator Search Committee (December 2013)  
Budget Committee, College of Charleston (Fall 2013-Spring 2014)  
MBA Committee, School of Business, College of Charleston (Fall 2012-currently)  
Committee on Institutional Effectiveness, College of Charleston (Fall 2011-Spring 2013)  
Office of Tourism Analysis Research Assistant Search Committee (May 2013)  
HTMT Ad Hoc Search Committee (October 2011)  
MBA Focus in Revenue Management Director for HTMT, College of Charleston (Fall 2011-currently)  
Director of Scholarship for HTMT, College of Charleston (Fall 2010-Summer 2011)  
Curriculum Committee, School of Business, College of Charleston (Spring 2011-Spring 2014, Currently)  
Faculty Advisor of Eta Sigma Delta (2008 – 2010).  
Faculty Advisor for the International Hotel Show in New York (2008 – 2010).  
Team Leader for planning and hosting ITSC at UNLV 2006  
Team Leader for overseeing undergraduate student research project for ITSC 2004

### **SERVICE TO INDUSTRY**

President, Hospitality Sales & Marketing Association International (HSMIA) South Carolina Chapter  
Board Member, South Carolina Vacation Rental Managers Association (SC VRMA)  
Board Member, South Carolina Restaurant & Lodging Association (SCRLA)  
Board Member, Charleston Area Hospitality Association (CAHA)  
Member, Charleston Area Revenue Professionals (CARP)  
Vice President, Low Country Association of Tourism Executives (LATE)

Vacation Rental Report Project 2017, 2016, 2015, 2014, 2013, 2012 and 2011  
Charleston Area Convention and Visitors Bureau  
Bing Pan, Director of Office of Tourism Analysis

Noise Audit 2016  
NoiseAware and HomeAway  
David Krauss, President

Management Study 2011 and 2010  
Firehouse Subs  
Robin DiPietro, Director of International Institute of Foodservice Research and Education

Turnover Intention Study 2009  
Bonnaroo Restaurant Group 2009 (DBA, Chili's Bar & Grill), Brett Summers, Vice President of Operations

Campus Recreation Program Study 2006  
University of Montana, Campus Recreation Department, Dudley Improta, Assistant Director

Campus Recreation Profile Study 2003  
University of Montana, Campus Recreation Department, Dudley Improta, Assistant Director

## INDUSTRY EXPERIENCE

### Four Seasons Hotels & Resorts (Las Vegas, NV)

**Sales & Marketing / Reservations / Group Sales** for five diamond resort on the Las Vegas Strip. The property is repeatedly ranked as one of the best hotels in the world. Also spent period of time in various areas of guest services within Rooms Division. 2004-2007

### Glacier Ice Rink (Missoula, MT)

**Director of Finance** for the Ice Arena in Missoula, MT. Responsibilities included fiscal planning, strategic planning, and general bookkeeping for 25 employees. The position reported directly to the Executive Director and the Board of Directors. 2002-2003

### Atlanta Committee for the Olympic Games (Atlanta, GA)

**Assistant Venue Manager of Food and Beverage** at the 1996 Olympic Games for the Olympic Cluster Venue (OMNI, World Congress Center, and DOME). Responsibilities included food safety, meal production, and food distribution for several thousand volunteers, athletes, and international broadcasting employees during the 1996 Olympic Games. Managed and scheduled on and off-site volunteer groups composed of 30-60 employees on a daily basis. Summer 1996

### Bahama Breeze (Austin, TX)

**Server** for high volume Caribbean restaurant concept. Additional responsibilities included team leader and shift captain. 2001-2002

### Georgia Center (Athens, GA)

**Banquet server** for university event center and hotel. 1995-1996

### University of Montana (Missoula, MT)

**Live event staff** for concerts, plays, and sporting events at the university. Fall 1993

## GENERAL BUSINESS EXPERIENCE

### Montana Business Capital Corporation (Missoula, MT)

**Investment Bank Analyst** for commercial financing company in the Northwest Region of the U.S. Summer 2002

### DeskMap Systems, Inc. (Austin, TX)

**Business Manager** responsible for operation of the Railroad Information Services business unit of the company. Responsibilities included design and implementation of the marketing plan, contract negotiation, project management, product development, distribution, pricing and promotion. The business products revolved around a geographical information system of the North American Freight Railroad Network that the company maintained. 2001

### e-railroad, Inc. (Missoula, MT)

**President and co-founder** of a vertical marketplace for the regional and short line freight railroad sector. Responsibilities included company start-up, customer acquisition, establishing partnerships, sales presentations, formation of strategic alliances, communication between investment partners and Board Members, legal formation, forecasting, securing financing and general accounting. 1999-2001

### Montana Rail Link and I & M Rail Link (Missoula, MT)

**Supervisor of Revenue Accounting** responsible for six rate analysts, commodity workbooks, company receivables and accounting system enhancements. The position worked directly with information technology group for system enhancement and design. The position was responsible for collection and distribution of approximately \$140 million in revenue per year. Additional responsibilities included accuracy of revenue reporting system. The position worked closely with marketing to identify low



revenue moves, create new customers, forecast future revenue, renew expiring contracts, and manage established customer accounts. 1997-1999

OHM Remediation Services Corporation (multiple locations)

**Project Accountant** on large environmental restoration sites. Responsibilities included cost tracking, purchasing, managing vendor relations, auditing government billing, maintaining government inventory, disbursing company cash, creating project status reports, and internal auditing. Projects assignments included: MCAS Cherry Point, NC, training at Hoecht Celanese Plant in Spartanburg, SC, sole participation at Vance Air Force via Houston, TX, and the Department of Energy Uranium Mine Tailings Project in Monticello, UT. 1996-1997

### **COMPUTER APPLICATION EXPERIENCE**

Workable knowledge in hardware, networking, and the following software applications:

General Office Applications:	Microsoft Office, Google Docs
Classroom Technology:	Desire2Learn, Blackboard and WebCT
Geographical Information Systems:	ArcGIS
Databases:	Sales Force, MS Access and FileMaker Pro
Business Intelligence:	Power BI, Tableau and Showcase Strategy
Desktop Publishing:	Adobe Pagemaker, Photoshop, Illustrator, and Acrobat
Property Management Software:	Fidelio and OPERA
Statistical Packages:	SPSS, PASW, AMOS, MiniTab, R
Survey Software:	Qualtrics and Survey Monkey