

Gregory E. Dunn, Ph.D

Curriculum Vitae

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Education

My education is focused on the business of management, marketing and strategy applied primarily in the hospitality sector with new applications to the healthcare and financial services sectors.

Doctor of Philosophy, Hospitality Administration

University of Nevada - Las Vegas, William F. Harrah College of Hotel Administration, Las Vegas, NV. (2005).

- Major in Services Marketing, Minor in Information Technology.
- Research in the areas of services marketing, consumer behavior, hospitality information technology, and gaming.
- Recipient of a UNLV Merit Recognition Award for Graduate Teaching Assistants Excellence in Teaching (2003).
- Dissertation: "An Examination of Consumer E-Loyalty to Online Travel Intermediaries."

Masters of Business Administration

University of Denver, Daniels College of Business, Denver, CO. (1995).

- Major in Hospitality Administration.
- Recipient of the Daniels College of Business Outstanding Graduate Research Project Award (1995).
- Project Title: "The Commercialization of Denver Public School Foodservices."

Bachelor of Arts, Management

Webster University, George Herbert Walker College of Business, St. Louis, MO. (1992).

- Education includes two years of study at Webster University campuses in Vienna, Austria and Leiden, Holland and two semesters of graduate business coursework at Boston University Brussels (1987-89).

Diploma, Hotel Administration

Ecole Hoteliere Lausanne, Hotel Management Executive Education Summer Program, Switzerland (1987).

- Concentration in Rooms Division Management.

Certificate, STR Certified Hotel Industry Analyst

Smith Travel Research Global, SHARE Center (2014).

- Hotel Industry Analytics - Train the Trainer Certification.

Certificate, Hotel Revenue Management

- Cornell University (2017)

Certificate, Advanced Hospitality Revenue Management: Pricing and Demand Strategies

- Cornell University (2018)

Industry Work Experience

Thirty- plus years of industry work experience with a focus in hospitality management, travel and tourism marketing and strategy.

Principal

DMR&S Consulting, Sarasota, FL. 34277 (2012 - Present)

- Principal and consultant responsible for the sourcing, design and implementation of marketing research and business strategy projects for travel, tourism, hotel and attraction clients.

Associate

Vail Resorts, Beaver Creek Resort, Colorado 81620 (2012 - Present)

- Marketing research and special event associate. Design, development and implementation of marketing research and resort events.

Senior Research Associate

Suzanne Cook Consulting, LLC. Fort Myers, FL. (2013 – 2014).

- Consultant and senior research associate of the firm responsible for the sourcing, design and implementation of traditional marketing research and non-traditional social/digital consumer generated media research serving the tourism industry.

Senior Research Associate

Spectrum Gaming. East Linden, NJ. (2013 – 2014).

- Consultant and senior research associate of the firm responsible for the design, implementation and reporting of traditional marketing research serving the gaming industry.

Consultant

Black Pearl Intelligence/Creative Link Inc. San Antonio, TX. (2013 – 2014).

- **Consultant and associate of the firm responsible for the sourcing, design and implementation of traditional marketing research.**

Executive Vice President, Customer Insights and Industry Research.

MMGY Global/Ypartnership, Orlando, FL. (2007 - 2013).

- MMGY and Ypartnership merged in January 2012 forming America's leading advertising, public relations and marketing services firm specializing in the travel, leisure, and entertainment industry.
- Tenure included postings of VP Insights/Consultant at Ypartnership (2007 to 2008), Executive Vice President/Consultant, Consumer Insights & Brand Strategy at Ypartnership (2008 to 2012), and Strategic Director/Consultant, Travel Insights & Industry Research at MMGY (2012-2013).
- Responsible for the direction and administration of the consumer insights group including the overall design, implementation and interpretation of marketing research and brand strategy.
- Managed the integration of the research and strategy function throughout the agency and played an active role in key account management and business development.
- Directed the implementation and production of annual syndicated consumer tracking studies, proprietary and custom research, brand and marketing strategy assignments and agency research.
- Played an active role in the development of client brand positioning and marketing strategy.
- Responsible for driving new business for the research and brand strategy group as well as converting research and branding clients to Agency clients.
- Sourced, designed and led more than 200 research and brand strategy projects with annual billable revenues of \$5 million.

- Responsible for a complete turnaround of the department in 2007 and doubled revenue and tripled departmental income each of the following 2 years. Maintained a 50-65% net profit margin on research and brand work annually.

Vice President Sales and Marketing

Eagle Point Trading Company, Sherwood, MD. (2005 - 2009).

- Responsible for sourcing, contracting, and sales of seafood products to domestic and international seafood processors.

Vice President, Sales and Marketing

Ocean King Enterprises Incorporated Inc., Philadelphia, PA. (2002 - 2005).

- Directed the sales and marketing functions of the private, gourmet food company that specialized in manufacturing and marketing value-added specialty seafood products.
- Responsibilities included key national and international grocery, foodservice and wholesaler account sales in the US, Mexico and Caribbean.
- Duties included the development of marketing strategy, budgeting, promotions, marketing research, new product development/ packaging and labeling, marketing communications and collateral, and broker/ distributor development.

Support Services Manager

Denver Public Schools Department of Food and Nutrition Services, Denver, CO. (1995 - 1997).

- Responsible for the functional management of the \$14 million Food and Nutrition Support Services Division including marketing, accounting, technology, warehouse/distribution, purchasing, maintenance, personnel and central office operations.
- Tenure included a complete re-organization of the department as well as strategic planning, business development, budgeting, staff and policy development, and contract negotiation.

Director of Operations

Sea Palms Resort, St. Simons Island, GA. (1993 - 1994).

- Directed the food, beverage, conference, housekeeping, and maintenance operations for the 4-Star, 550 room golf and tennis resort.
- Executive committee member responsible for the opening and management of the new \$12 million clubhouse and installation of requisite systems, staff, property, plant, and equipment.

General Manager

Radisson Inn, Jacksonville, FL. (1992 - 1993).

- Responsible for all rooms, sales, food & beverage, and support operations of the 150 room, airport hotel.
- Tenure included posts as Executive Chef and Director of Food and Beverage.

Hotel Controller

Norwegian Cruise Lines Company, Miami, FL. (1990 - 1991).

- Responsible for the hotel and food and beverage cost control, inventory management, purchasing, and financial reporting of the on-board operations for four cruise ships.
- Directed the installation and training of a new hotel, food and beverage accounting, purchasing and services information system.

Front Office Manager

Disneyland Hotel, Anaheim, CA. (1989 - 1990).

- Responsible for the front office and concierge operations for the 1172 room, full service, city resort.

- Member of the Disneyland Hotel Task Team responsible for complete property renovation and service improvement.

Hotel Assistant Manager

Boca Raton Resort and Club, Boca Raton, Florida (1985 - 1987).

- Responsible for the day-to-day rooms division operations of the 5-Star, 1000 room resort.
- Tenure included graduation from the hotel management training program concentrating on room's division management, conference services and food and beverage control.

Chef Apprentice

The Cloister, Sea Island, GA. (1982 - 1984).

- Performed all facets of food preparation, stewarding, banquet/catering and service for the 5-Star, 750 Room resort.
- Tenure included training under the American Culinary Federation Culinary Apprenticeship Program.

Chef-Partner

Kerr-Dunn Bleu Catering, St. Simons Island, GA. (1982 - 1984).

- Responsible for sales, finance, and event operations of the private catering company.

Academic Work Experience

My academic work experience spans nearly 20 years in full-time and adjunct positions with leading hospitality management, business management and tourism, recreation and sport management programs serving at the undergraduate and graduate level.

Senior Lecturer

University of Florida

Department of Tourism, Recreation and Sport Management, Gainesville, FL. (2014 - Present)

- Undergraduate Teaching: Introduction to Hospitality, Hospitality Revenue Management, Hospitality Management, Research Methods, Internship, Resort and Destination Development, and Lodging Management (All in the UF College of Health and Human Behavior).
- Graduate Teaching: Revenue Management for Tourism and Hospitality Business Management, Strategic Management for Tourism and Hospitality Business Management, and Marketing Management for Tourism and Hospitality Business Management (All in the UF Warrington College of Business).
- Class size: Range from 16 to 83 students.
- Faculty Coordinator: Graduate Certificate Program in Tourism and Hospitality Business Management (Warrington College of Business) and the UF Disney International Academic Exchange Program (UF College of Health and Human Behavior).
- Service: Executive Director, Industry Outreach and Development, UF Tourism Summit Steering Committee, Managing Director, UF Eric Friedheim Tourism Institute (2014-2015), Faculty Advisor UF TRSM Honor Society, Chair HHP Facilities Committee, Chair HHP Service Committee, Member HHP Scholarship Committee, Co-Chair UF Swamp Scramble Golf Tournament, Co-Chair Online Hospitality Business Management Program, Chair TRSM Hospitality Management Specialization.
- Student Teaching Evaluation Scores: Range from 3.89 to 4.91 / 5.0 Scale.

Assistant Professor

Metropolitan State University of Denver, School of Professional Studies

Department of Hospitality, Tourism and Events, Denver, CO. (2013 - 2014).

- Undergraduate Teaching: Creative Hospitality Innovations/Strategic Management, Hospitality Marketing, Front Office Management/ Housekeeping, Food Fundamentals, Hospitality Labor and Cost Control, Introduction to Hospitality.
- Responsible for the revision of the Hotel Management Concentration and Hotel Management Certificate Program including the design and implementation of new courses in Revenue Management, Hotel Operations, Hotel Management, Revenue Management, Hospitality Finance, Hospitality Information Technology and Resort & Spa Management and Senior Experience – Hotel Fellows.
- Class size: Range from 25-32 students.
- Research: Consumer behavior in tourism, gaming and financial services.
- Service: MSUD HTE Department Curriculum Committee, Colorado Hotel and Lodging Association Education Committee, Faculty Advisor for the CHLA Student Chapter, Student Advisor.
- Student Teaching Evaluation Scores: Range from 4.15 to 4.85 / 5.0 Scale.

Teaching Instructor

Eastern Carolina University, College of Human Ecology

School of Hospitality Leadership, Greenville, NC. (2013 - 2014).

- Undergraduate Teaching: Hospitality Facilities Management (Distance Learning).
- Class size: Range from 25 - 30 students.
- Student Teaching Evaluation Scores: Range from 3.75 to 4.35 / 5.0 Scale.

Assistant Professor**University of South Florida- Sarasota Manatee****School of Hotel and Restaurant Management, Sarasota, FL. (2007 - 2012).**

- Undergraduate Teaching: Introduction to Hospitality, Hospitality Marketing, Restaurant Trends, Hotel Management Seminar, Lodging Management.
- Graduate Teaching: Marketing Leadership for Hospitality and Tourism, and Strategic Management. Courses Developed: Hospitality E-Marketing.
- Class Sizes: Range from 10 - 60 students.
- Research in the areas of marketing, technology, tourism, and gaming.
- Service: University Academic Policy Committee, Faculty Advisor for Student Hospitality Society, Departmental Search Committee, U.S. Travel Research Committee, U.S. National Parks Research Committee, Student Advisor.
- Student Teaching Evaluation Scores: Range from 4.25 to 4.85 / 5.0 Scale.

Assistant Professor**Oklahoma State University, College of Human Environmental Sciences****School of Hotel and Restaurant Administration, Stillwater, OK. (2005 - 2007).**

- Undergraduate Teaching: Introduction to Hospitality, Integrative Capstone Strategic Management, Special Events Management, Internship.
- Graduate Teaching: Retailing and Franchising in the Hospitality Industry, Doctoral Dissertation, Master's Thesis.
- Courses Developed: Casino and Gaming Management, Critical Issues in Gaming.
- Class Sizes: Ranging from 10 -75 students.
- Research in the area of loyalty, information technology, gaming, tourism, corporate philanthropy and social responsibility, agritourism, foodservice.
- Service: Hotel Operations Faculty Liaison, Oklahoma Hotel and Lodging Association Committee, Center for Hospitality Research, Chair Hospitality Days Career Fair, Student Advisor.
- Student Teaching Evaluation Scores: Range from 2.91 to 4.19 / 5.0 Scale.

Instructor and Graduate Teaching Assistant**University of Nevada - Las Vegas, William F. Harrah College of Hotel Administration****Department of Tourism and Convention Services, Las Vegas, NV. (2000 - 2005).**

- Teaching: Hospitality Marketing, Hospitality Information Technology, Introduction to Lodging.
- Class Size: Ranging from 15 - 60 students.
- Academic internship in e-procurement at Purchase Pro Inc., Las Vegas, Nevada (2002).

Affiliate Faculty**Regis University, College of Professional Studies****School of Management, Las Vegas, NV. (2001 - 2002).**

- Undergraduate Teaching: Introduction to Marketing, Marketing Management.
- Graduate Teaching: Marketing Strategy, Ethical and Legal Environment of Business.

Adjunct Instructor**University of Denver, Daniels College of Business****School of Hotel, Restaurant and Tourism Management, Denver, CO. (1997 - 1998).**

- Teaching: Food and Beverage Management and Resort and Tourism Marketing.

Statement of Teaching

Mission

My personal mission is to be recognized as a strong, globally-recognized, collaborative faculty member and leading contributor to hospitality and tourism academic and industry environments. As an educator I employ an integrated mix of educational and practical approaches to my work while encouraging critical thinking, personal growth, teamwork and cultural diversity. Whether as a faculty member or industry executive, I have striven to inspire students and employees to be leaders in their field of choice and feel that I am responsible to collaborate with my academic colleagues and industry peers to prepare candidates for leadership positions – whether that is through undergraduate, graduate, non-degree, certification or faculty mentorship and advisement programs. I believe that a solid blend of academic knowledge, technical skills, business acumen and social experience provides a solid foundation for students to be successful in any industry and therefore I take a “real-world” approach to my work that blends theory with practice to produce an environment where students may develop innovative solutions to real world problems.

Teaching and Student Learning

I expect to continue to leverage my background with an applied research and teaching agenda in the areas of consumer behavior and strategic management namely within the context of the lodging, gaming and tourism segments. Over the years, my approach has evolved from a focus on teaching to a focus on student learning. In this pursuit, I balance five principles:

- Provide knowledge and insight. Facilitate understanding and excitement;
- Combine a balance of theory and application;
- Assist, support and challenge;
- Maintain rigor and encourage creative experimentation;
- Respect and value a wide diversity of students and student needs while maintaining balance and fairness.

Provide Knowledge, Insight, Understanding and Excitement

My approach to teaching and student learning is founded in providing knowledge and insight while enabling students to gain an understanding of the material and become excited about the subject. To accomplish this goal, I commonly use hands-on exercises and experiences to the extent possible in each class. These efforts have included the use of a mix of learning techniques such as case studies, simulation programs, and participation in “live” projects that apply to marketing management, strategic management and marketing research. I have also incorporated experiential exercises and role playing in sales management and personal selling components of marketing classes.

To accomplish the goal of getting students excited about the hospitality industry and the topics of marketing and strategy, I convey the benefits and value available to the students of each class. I have been fortunate to be able to teach classes that I have experience in and find interesting and valuable.

I have tried to pass on my enthusiasm for the industry, topics and class to students and try to be as accessible as possible. I encourage students to discuss their current situation, goals and aspirations and or any problems they may have with the material in the course or curriculum. I stress to every student that within each class I teach, there are concepts, theory, techniques or knowledge that can be used in any industry. While each industry has its own unique characteristics, there are many issues and problems that are common to all.

Combine a Balance of Theory and Application. Assist, Support and Challenge

I enjoy teaching and researching at all levels and regularly incorporates my work and experience into the classroom while providing opportunities for undergraduates, master's students, doctoral students and faculty to participate in my research activities. Whether through the companies I have been associated with, or through the number of companies in the markets I have worked wishing to have projects conducted, there have been plenty of opportunities for student participation. Many of these projects have enabled students to learn theory and application, gain research design, project management and quantitative and methodological expertise as well as gain important contacts in the business community.

I like to challenge students through a mixture of case studies, simulation exercises, field trips, and concept development assignments and often invite students to participate in some of my "live" consulting projects. For example, in several of my courses (e.g., Revenue Management, Lodging Management, Integrated Capstone, Hospitality Marketing, Marketing Leadership, Strategic Management), I have taught the principles, theory and application of each discipline while providing the opportunity for students to work in teams to develop a new hospitality concept (e.g., hotel, restaurant, country club). Students would then perform research, integrate the learnings from the class and write a corresponding comprehensive business, marketing or revenue plan for presentation to their peers in a competitive environment, where the project is evaluated for merit and hypothetical funding. I have also involved graduate students and industry partners in course design, management and evaluation in order to provide opportunities for the learning of education and pedagogy for those interested.

I believe in supporting and assisting students regardless of their stage in the education cycle. As a regular teacher of Intro courses (e.g., Introduction to Hospitality and Tourism, Introduction to Marketing), I enjoy having the opportunity to expose students to the subject and industry and make myself available to those who may have questions, need support or assistance in mapping their education and career. Several of my students have returned for additional help in later semesters because they were conducting research projects for other classes or the company they work for. Many have commented that they didn't realize the usefulness of the material until later, while others have reported that they were able to get employment directly as a result of the skills obtained in my classes. This is what I seek: To enhance the skills and marketability of the students for having taken my classes and learned through, and with, my peers in the curriculum and university.

Maintain Rigor and Encourage Creative Experimentation

In the areas of marketing, sales, management and strategy, there is a set of information and theory that needs to be presented to the students. I supplement what information and learning they will receive through reading with my own views, experience and information about the topical area. I readily obtain current examples from my consulting work, from colleague's projects or trade sources to demonstrate how the theory and insights are applied in today's environment. In each class, I employ a combination of lecture to insure that topics and theory are understood and projects to demonstrate the application of the principles taught. Whether at UF, OSU, USF or MSUD, the projects conducted by the students have been developed as aspirational concepts or for actual clients. At the undergraduate level students often jointly work under supervision with one major project as a team, while at the graduate level, students are given the opportunity to conduct projects in teams or as individuals – depending on the class.

I approach my classes from a highly participative, interactive and dynamic position. Students conduct research projects as teams to obtain real world experience. With the continued evolution of the internet and digital technologies, I take advantage of technology to provide students with ready access to information and tools in an effort to improve every aspect of the educational experience. For instance, in each class has an online learning site (e.g., Canvas or Blackboard) that includes resources such as course and professor information, syllabus, assignments, PowerPoint's, project outlines and resources, forums for communication and interaction, and links

to related resources in addition to tools for live web-conferencing (e.g., Elluminate/ Blackboard Collaborate, Canvas Live), quizzes, exams and grading. The blending of new technologies in the support and delivery of today's coursework has greatly enhanced the flexibility, scope and value for both students and faculty.

Respect and Value a Wide Diversity of Students and Student Needs while Maintaining Balance and Fairness.

The beauty of the hospitality industry is that it is a global industry that requires talented individuals with a diverse range of interests and expertise to serve an increasingly diverse range of consumers. I support a wide diversity of students in the classroom and understand that just as is the case for the consumers and clients we serve, each student has his own set of needs. Every class I teach has an international and ethical component to highlight the similarities, differences and issues that exist in conducting business in different cultures and interacting with others who may have different backgrounds. I lead my classes with balance and fairness to ensure that students understand that they should expect variability among their peers in terms of level of education and experience.

I believe that everyone has strengths and capabilities that others may not and therefore teach with the premise that there are no "stupid" questions and that each person has a unique perspective that deserves attention. My approach and methodology for student learning incorporates the five principles mentioned above and provides students with opportunities that culminate with projects and assignments that involve a process of research, critical thinking, source evaluation, organization and composition. While challenging, my classes have been generally well-received as interesting, actionable and rewarding.

Some of the courses that I have been thankful to teach include:

Undergraduate Courses	Graduate Courses
Introduction to Hospitality Hospitality Management Hospitality Revenue Management Front Office Housekeeping Management Hotel Management Lodging Management Resort Management Resort and Destination Development Hospitality Information Technology Food and Beverage Management Restaurant Trends Food Fundamentals Hospitality Labor and Cost Control Hospitality Facilities Management Introduction to Marketing Hospitality Marketing Marketing Management Special Events Management Integrative Capstone and Creative Hospitality Innovations Strategic Management Research Methods Internship	Revenue Management (COB Hospitality and Tourism) Strategic Management (COB Hospitality and Tourism) Strategic Management (Business) Marketing Management (COB Hospitality and Tourism) Marketing Leadership (Hospitality and Tourism) Marketing Strategy (Business) Retailing and Franchising (Hospitality and Tourism) Ethical and Legal Environment of Business (Business) Leadership (Business)

Statement of Research

My research interests originate from personal and professional experience and lie across the disciplines of business (e.g., marketing) and social sciences (e.g., psychology, sociology).

Business Research - Marketing

I enjoy the study of marketing and in particular, consumer behavior, because it blends elements from psychology, sociology, social anthropology and economics. In particular, I am fascinated with the concepts of consumer perception, motivation, preference and decision-making and am genuinely interested in the questions of why, where, how, when and with whom consumers consider, choose, purchase, consume, re-purchase and share goods and services. In my consulting and academic work, I have attempted to understand the decision-making processes of buyers, both individually and in groups. I have also studied characteristics of individual consumers (e.g., geo-demographic, psychographic, behavioral) in an attempt to understand and classify people's needs, wants and motivations of choice.

The disciplines and concepts that serve at the core of my business research are marketing, consumer behavior, psychology and sociology,

- **Marketing.** The American Marketing Association (2013) defines marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" while research in consumer behavior "is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society."
- **Psychology.** According to the American Psychiatric Association (2013), the discipline of psychology "is an academic and applied discipline that involves the scientific study of mental functions and behaviors. Psychology has the immediate goal of understanding individuals and groups by both establishing general principles and researching specific cases, and by many accounts it ultimately aims to benefit society." Psychologists attempt to understand the role of mental functions in individual and social behavior and explore concepts such as perception, cognition, emotion, motivation, personality, behavior and interpersonal relationships. While psychology is often applied to the assessment and treatment of mental health problems, it is also directed towards understanding and solving problems in other areas of human activity.
- **Sociology.** The American Sociological Association (2013) defines sociology "as the scientific study of human society, social behavior and its origins, development, organizations and institutions. It is a social science that uses various methods of empirical investigation and critical analysis to develop a body of knowledge about human social activities."

- Social Anthropology is “one of the five branches of anthropology that studies how human beings behave in social groups. Social anthropologists investigate, often through long-term, intensive field studies - the social organization of a particular person and interactions with a group(s) including customs, economic and political organization, law and conflict resolution, patterns of consumption and exchange, kinship and family structure, gender relations and socialization” (European Association of Social Anthropologists, 2013).
- “Economics is the social science that analyzes the production, distribution and consumption of goods and services. A focus of economics is how economic agents behave or interact and how economies work (AEA 2013).
- Loyalty is generally described as faithfulness or a devotion to a person, country, group, or cause. Research in the area of customer loyalty originates from many perspectives including research from Strandvik and Gronroos (1994) that examined the relationships between service quality, satisfaction and loyalty and research from Reicheld and Sasser (1992) that examined loyalty (customer retention) and profitability.

Even though there has been extensive research on the topics of customer satisfaction and loyalty, I am still intrigued by the question of what drives consumer patronage and repeat business and thus have studied the relationship between the two including its antecedents and consequences. One piece of original work was the design and implementation of my dissertation research and follow up journal article “Consumer e-loyalty to online travel intermediaries” co-authored with my colleagues Baloglu and Brewer (2009). Understanding that the concept of loyalty had been studied in different contexts, we extended the research by incorporating additional variables not tested together in prior models and then applying the new model to a new, emerging context – online travel. We then employed an emerging methodology of analysis in the form of structural equation modeling to examine the direct and indirect effects of several variables (e.g., commitment, trust, perceived quality and perceived value) on attitudinal and behavioral loyalty. While some variables were found to have weak effects (e.g., commitment), perceived quality and perceived value were found to have the strongest effects on both forms of loyalty. One implication from the research is that attitudinal loyalty precedes behavioral loyalty and online travel firms must provide consumers with at least a perception of quality and value when looking to increase customer loyalty.

In a follow up to my dissertation, I further examined drivers of consumer choice and preference in the research “What do buyers really want when shopping for travel online?” authored with my colleagues Baloglu, Brewer and Annaraud (2010). In this work, we examined how different types of consumers (e.g., along demographic, behavioral characteristics) prefer various travel website and product attributes. The findings were enlightening and actionable as we learned that travel companies needed at that time to focus on providing more experience-based website and product attributes as well as user-friendly technical functionality (e.g., photos, video, testimonials, interactive communications and ease of navigation).

My applied research in consumer behavior has also extended into the lodging, tourism, and gaming arenas mainly as a result of the opportunity to collaborate with other faculty and industry partners and to pursue extramural funding:

- “New Orleans: A Resilient Destination?” by Dunn, Lee, Pennington-Gray and Schroeder (In Process: Target Journal of Travel Research, 2016)

- “Rolling the dice: Examining the factors that influence tourism stakeholders’ support for expanded gambling opportunities in the state of Florida” by Dunn, Pennington-Gray and Schroeder. (In Process: Target International Journal of Hospitality Management, 2018)
- “An Examination of business traveler’s perceptions and intentions toward hotel technologies: Viewed through the lens of the technology acceptance model by Dunn & Tucker (International Journal of Trends in Economics, Management and Technology, 2013)
- “Trip characteristics of casino and racino visitors in Oklahoma” by Scott-Halsell, Palakurthi, and Dunn (UNLV Journal of Gambling Studies, 2010)
- “Russian gamblers - Who are they?” by Dunn, Annaraud and Schrock (Journal of Travel and Tourism Marketing, 2009)
- “Beyond good food: What other attributes influence consumer preference and selection of fine dining restaurants?” by Njite, Dunn and Kim, Journal of Foodservice Business Research, 2008)

In my work at Ypartnership (now MMGY Global), I was responsible for leading the consumer insights and brand strategy group which included the contracting, design and implementation of syndicated and custom research. I have been the designer and co-author of consumer research studies serving the travel, lodging, timeshare and gaming segments.

- My syndicated research focused on consumer profiling, segmentation and trend analysis resulting in the production of several leading industry publications such as the *Ypartnership/ Yankelovich Inc. National Leisure Travel Monitor*, *Ypartnership/ Yankelovich Inc. National Business Travel Monitor*, *Ypartnership-MMGY/ U.S. Travel Travelhorizons*, *Ypartnership/ PhoCusWright NextGen Traveler*, *Ypartnership Portrait of Affluent Travelers*, *Ypartnership-MMGY/ Harrison Group Portrait of American Travelers*, *WMS Gaming/ Ypartnership Active Gambler Profile*, *Interval International/ Ypartnership-MMGY Shared Ownership Buyer Report* and the *MMGY Portrait of Digital Travelers*.
- My custom research experience includes the design and implementation of more than 200 qualitative and quantitative consumer and trade research projects for leading hospitality and services organizations such as Walt Disney Parks & Resorts, Delaware North Company, Preferred Hotel Group, iBAHN Technologies, Fairmont Hotels,, Intercontinental Hotel Group, Spectrum Gaming, AVIS, Destination Hotels & Resorts, AAA, PCMA, and ARDA as well as tourism and gaming boards in Russia, Honduras, Bahamas, Curacao, Aruba, Barbados, Italy, Mexico, Australia, Dominican Republic, Canada, Florida, New Hampshire, Connecticut, Oklahoma, Hawaii, Maryland, Oregon, Savannah, Denver, New Orleans, Orlando, Napa Valley and Miami. While each piece of work was customized to meet the objectives of each client, a large portion was designed to explore consumer and trade perceptions, attitudes, opinions, behavior and intentions in order to inform client strategy.

Social Sciences Research - Addiction and Problem Gambling

In addition to my research in the discipline of marketing, I also pursue research in the social sciences, particularly in the area of addiction and problem gambling. My interest in the gaming industry and in the subject of gambling addiction has developed from personal and professional experience.

- While living in Las Vegas as a doctoral student and working with colleagues at UNLV on gaming-related projects, I have become fascinated with the gaming industry and the question of what drives consumers

to patronize casinos and gamble - a natural extension of my interest in services marketing and a precursor to my work on consumer behavior in the travel space.

- While at Oklahoma State University, I was awarded a research grant to develop and implement a study on the gambling industry and gambler behavior. At that time, Native Indian Gaming was expanding in the State and as a new faculty member, I encouraged the School of Hotel and Restaurant Administration to develop a greater understanding, new capabilities and stronger relationships with the Oklahoma Indian gaming communities. OSU agreed and I set forth to develop a research program aimed at accomplishing three objectives: (1) Establish the importance of gaming to the State of Oklahoma tourism industry; (2) Profile Oklahoma resident and college student gamblers; and (3) Establish an estimate of the prevalence of pathological/problem gambling among Oklahoma resident and college student populations.
- At Ypartnership-MMGY, I co-authored the three editions of the *WMS Gaming/Ypartnership Active Gambler Profile* which served as the pre-eminent source on gaming trends and gambler attitudes, preferences, habits and intentions.
- Working with colleagues at Spectrum Gaming, I co-authored the study "Gambling in Connecticut: Estimating the social and economic impacts." In this research, I focused on profiling Connecticut adult gamblers and developing estimates for pathological/problem gambling while supporting my Spectrum colleagues in analyzing and estimating the economic and related social impacts of gaming to the State and its residents.
- Working with Dr. Lori Pennington-Gray at the University of Florida's Department of Tourism, Recreation and Sport Management, I co-authored two studies on behalf of the Florida Legislature and Spectrum Gaming, the "Florida Tourism Industry Gaming Study" and the "Florida Consumer Gaming Study." In this research we explored and measured Florida tourism industry executive and U.S. consumer habits, perspectives and preferences toward gambling and proposed changes to the Florida gambling landscape.

In addition to psychology and sociology, the concepts that serve at the core of my social science research are addiction and problem gambling.

Addiction

According to the American Psychological Association (2013) "addiction is a condition that results when a person ingests a substance (alcohol, cocaine, nicotine) or engages in an activity (gambling) that can be pleasurable but the continued use of which becomes compulsive and interferes with ordinary life responsibilities, such as work or relationships, even health. Users may not be aware that their behavior is out of control and causing problems for themselves and others."

The word addiction is used in several different ways. One definition describes physical addiction. This is generally described as a biological state in which the body adapts to the presence of a substance (e.g., drug, alcohol) so that substance no longer has the same effect (also known as tolerance). Because of tolerance, there is a biological reaction when the substance is withdrawn. Another form of physical addiction is the phenomenon of overreaction by the brain to substances or gambling (or to cues associated with substances or gambling). An alcoholic walking into a bar, for instance, may feel an extra pull to have a drink because of these cues. Likewise, a gambler walking into a casino may feel an extra pull to place a bet because of these cues. However, most addictive behavior is not related to either physical tolerance or exposure to cues.

Research has shown that people compulsively use drugs, alcohol, gamble or shop, nearly always in reaction to being emotionally stressed, whether or not they have a physical addiction. Since these psychologically-based addictions are not based on drug or brain effects, they can account for why people frequently switch addictive actions from one substance or behavior to a completely different kind of drug, or other non-drug behavior. The focus of the addiction isn't what matters; it's the need to take action under certain kinds of stress. Contrary to popular belief, no matter which kind of addiction is meant, it is important to recognize that its cause is not a search for pleasure, and addiction has nothing to do with one's morality or strength of character.

Experts continue to debate whether addiction is a "disease" or a true mental illness, and whether dependence and addiction mean the same thing. To treat this kind of addiction requires understanding of how it works psychologically and behaviorally. This is what I seek to learn in my research on gamblers and gambling addiction.

Problem Gambling

The study of problem gambling, also known as gambling addiction or compulsive gambling is generally defined as the urge to gamble despite harmful negative consequences or a desire to stop. Problem gambling is also considered as a form of gambling behavior which causes disruptions in any major area of life: psychological, physical, social or vocational. The term "problem gambling" generally includes, but is not limited to, the condition known as "pathological", or "compulsive" gambling, a progressive addiction characterized by increasing preoccupation with gambling, a need to bet more money more frequently, restlessness or irritability when attempting to stop, "chasing" losses, and loss of control manifested by continuation of the gambling behavior in spite of mounting, serious, negative consequences.

Virtually anyone – men or women, young or old, from every religion, race and socio-economic background – can be at risk for developing a gambling problem. Today, consumers can gamble in casinos or play the horses, slots, the lottery, pull-tabs, cards and bingo. It is estimated that one to two percent of Americans meet the diagnostic criteria for compulsive gambling. Another one to two percent experience problems related to their gambling behaviors. The most serious form of problem gambling is pathological gambling, the essential feature of which is “persistent and recurrent maladaptive behavior that disrupts personal, family or vocational pursuits.” The study of addiction is rooted in the American Psychiatric Association Diagnostic and Statistical Manual of Mental Disorders (DSM-IV). The DSM codifies psychiatric conditions and is used worldwide as a key guide for diagnosing disorders such as gambling addiction. I used the DSM-IV screen in my work in Oklahoma and Connecticut.

Compulsive gambling can result in social, emotional and financial devastation, including loss of relationships, residence, emotional or physical health, and career or educational opportunities. Some compulsive gamblers commit illegal acts to support their gambling or to pay off gambling-related debts. Some go to prison or are admitted to psychiatric institutions. It is not uncommon to hear about compulsive gamblers who attempt or commit suicide.

From my perspective, there exists an overlap in my research between the two fields of consumer behavior and gambling addiction. I see the study of consumer attitudes, preferences and drivers (e.g., traveler choice, gambler choice) as ways of studying human (consumer) behavior. The study and classification of the ways and means and how and why consumers (e.g., travelers, gamblers) consume goods and services (e.g., lodging, entertainment, casino gambling) and what they generate in terms of corresponding outcomes (e.g., pleasure, excitement, satisfaction, loyalty) is similar across both fields. For instance, in the measurement and classification of consumers

and gamblers I utilize a mix geo-demographic, attitudinal and behavioral variables (e.g., origin market, number of trips, preferred lodging and amenities), while in the study of gamblers, I also utilize a mix of variables (e.g., gambling frequency, game preference, DSM-IV Screen).

In the future, I will be pursuing both consumer behavior and addiction research in the hospitality, travel and gaming industries with a focus on improving the quality and depth of my research to provide meaningful and original contributions to the fields of marketing and social sciences. I expect to leverage my practical research and experience in the design, implementation and authorship of applied and original research targeted towards tier one hospitality and business journals. Currently, I have five articles in this topic area in development:

- Today's Florida visitor: A profile and sentiments toward travel and tourism in Florida. (Target Journal of Travel Research)
- Today's gambler: Attitudes, habits and preferences. (Target UNLV Gaming Research and Review Journal).
- The American traveler: Emerging trends and social values. (Target Cornell Hotel and Restaurant Administration Quarterly)
- Motivations and preferences of today's timeshare buyer. (Target International Journal of Hospitality and Leisure Marketing)
- An examination of the impact of expanded legalized gambling in Florida. (Target Journal of Gambling Studies)
- Florida's gaming industry and the prevalence of problem gambling. (Target: Journal of Gambling Studies)

I believe that my research will continue to have appeal for industry, academic and or government funding and the work will expand the body of knowledge in the disciplines of marketing, gaming and social sciences. I look forward to the opportunity to collaborate with those who I have worked with in the past and new colleagues that may share similar interests and passions.

Refereed Publications

Eight refereed publications and two in process.

Dunn, G., Lee, Y., Pennington-Gray, L. & Schroeder, A. (TBD). New Orleans: A resilient destination? In Process: Target Journal of Travel Research, 2019.

Dunn, G., Pennington-Gray, L. & Schroeder, A. (TBD). Rolling the dice: Examining the factors that influence tourism stakeholders' support for expanded gambling opportunities in the state of Florida. In Process: Target International Journal of Hospitality Management, 2018.

Dunn, G. & Tucker, E. (2013). An Examination of business traveler's perceptions and intentions toward hotel technologies: Viewed through the lens of the technology acceptance model. International Journal of Trends in Economics, Management and Technology. EISSN: 2321-5518; Vol. II, Issue V, Oct.

Dunn, G., Baloglu, S., Brewer, P. & Annaraud, K. (2010). What do buyers really want when shopping for travel online? The relationship between travel product attributes and online buyer behavior. International Journal of Revenue Management 4 (3/4): 344 - 362.

Scott-Halsell, S., Palakurthi, R., & Dunn, G. (2010). Trip characteristics of casino and racino visitors in Oklahoma. UNLV Journal of Gambling Studies.

Dunn, G., Annaraud, K., & Schrock, J. (2009). Russian gamblers- Who are they? Journal of Travel and Tourism Marketing. 26 (4): 1-10.

Dunn, G., Baloglu, S., Brewer, P., & Qu, H. (2009). Consumer e-loyalty to online travel intermediaries. Journal of Quality Assurance in Hospitality and Tourism. 10 (1): 1-22.

Leong, J., Dunn, G., Njite, D. & Tavitiyaman, P. (2008). The effectiveness of hospitality lodging crisis management plans used to respond to natural disasters. Journal of Quality Assurance in Hospitality and Tourism. 8 (4): 24-60.

Njite, D., Dunn, G., & Kim, L. (2008). Beyond good food: What other attributes influence consumer preference and selection of fine dining restaurants? Journal of Foodservice Business Research. 11 (2): 237-266.

Qu, H. & Dunn, G. (2007). Agri-Tourism- The linkage of local tourism and agriculture industry. Modern Leisure Practices and Tourism Development. Beijing. China.

Refereed Conference Presentations and Proceedings

Seventeen refereed conference presentations or proceedings.

Pennington-Gray, L. & Dunn, G. (2015). Crisis management plans as a facilitator of destination resilience. Travel and Tourism Research Association Canada Annual Conference, Niagara Falls, Canada.

Dunn, G., Pennington-Gray, L., & Schroeder, A. (2014). Rolling the dice: Determining attitudes towards expanded gambling opportunities in Florida. Travel and Tourism Research Association International Conference. Brugge, Belgium.

Dunn, G. & Pennington- Gray, L. (2013). Florida tourism industry perspectives and preferences toward expanded gambling in Florida. UCF 2nd World Research Summit for Tourism and Hospitality, Orlando Florida.

Tucker, E., Dunn, G. & Qu, H. (2010). The usage and preferences of current technology by business travelers: Recommendations for hotelier technology selection. 15th Annual Graduate Research Conference in Hospitality and Tourism. Washington, DC.

Scott-Halsell, S., Palakurthi, R., & Dunn, G. (2009). Trip characteristics of casino and racino visitors in Oklahoma. 2009 ICHRIE Conference. Amherst, Massachusetts.

Dunn, G & Pan, J. (2006). An investigation of perceived quality, perceived value, and customer loyalty to online travel vendors. Presentation at the 2007 Graduate Education and Graduate Student Research Conference for Hospitality and Tourism, Houston, Texas.

Leong, J., Dunn, G., Njite, D. & Tavitiyaman, P. (2006). The effectiveness of hospitality lodging crisis management plans used to respond to natural disasters. Presentation at the 2007 Graduate Education and Graduate Student Research Conference for Hospitality and Tourism, Houston, Texas.

Seyanont, A., Leong, J., Dunn, G., Kim, W., & Palakurthi, R. (2006). A comparative study of service quality in casual dining restaurants in Phuket: A Perspective of Thai and international customers. Presentation at the 2007 Graduate Education and Graduate Student Research Conference for Hospitality and Tourism, Houston, Texas.

Tavitiyaman, P. & Dunn, G. (2006). The impact of franchisor's competitive advantages on franchisee satisfaction, performance, and intention to remain in a franchise system. Presentation at the 2007 Graduate Education and Graduate Student Research Conference for Hospitality and Tourism, Houston, Texas.

Dunn, G., Baloglu, S., & Brewer, P. (2006). What do customers look for when shopping for travel products online? The variations based on buyer behavior and characteristics. Presentation at the 2006 Euro CHRIE Conference, Thessaloniki, Greece.

Dunn, G., Njite, D., and Leong, J. (2006). The impact of hurricane Katrina on the State of Louisiana tourism industry. Presentation at the 2006 Euro CHRIE Conference, Thessaloniki, Greece.

Njite, D., Dunn, G., & Hu, B. (2006). Deductive qualitative analysis in hospitality research: An investigation of consumer brand associations' that influence restaurant preferences. Presentation at the 2006 Euro CHRIE Conference, Thessaloniki, Greece.

Dunn, G., Baloglu, S., Brewer, P., & Njite, D. (2006). Consumer e-loyalty to online travel intermediaries. Presentation at the 2006 International CHRIE Conference, Washington, D.C.

Dunn, G., Qu, H., & Cash, A. (2006). A preliminary perspective of agritourism in Oklahoma. Presentation at the NET 2006 Conference, Burlington, Vermont.

Njite, D., Parsa, H.G., & Dunn, G. (2006). Deductive qualitative analysis in hospitality research: An investigation of consumers brand associations' that influence restaurant preferences. Presentation at the 2006 International CHRIE Conference, Washington, D.C.

Dunn, G., Brewer, P., Baloglu, S., & Wen, I. (2003). The current state of research in hospitality information technology. Presentation at the Eighth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, Las Vegas, Nevada.

Dunn, G. & Iyer, G., (1999). Some considerations on the links between marketing strategy and corporate reputation. Proceedings and Presentation at the 1999 Academy of Marketing Science Annual Conference, Miami, Florida.

Non-Refereed Research Projects, Papers and Presentations

More than two-hundred non-refereed research projects, papers and presentations including:

Dunn, G. (2018). Alachua County Fairgrounds marketing planning and brand strategy: Alachua County Commission and Tourism Development Council, Gainesville, FL.

Dunn, G. (2017). Marketing planning and implementation of a new hotel model: Dutchman Hospitality Group, Sarasota, FL.

Dunn, G. (2016). Hotel marketing plan: Doubletree Hotel, Gainesville, FL.

Dunn, G. (2015). The estimated economic and social impact of the Cade Museum. Cade Foundation and County Commission. Gainesville, FL.

Dunn, G., Moebes, A. & Beauvois, N. (2014). Beyond a trend: Wellness travel & the work/life balance. 2014 Travel and Tourism Research Association Marketing Outlook Forum, Atlanta, GA.

Dunn, G. (2013). Emerging trends in tourism: Out with the old and in with the new. 2013 Travel and Tourism Research Association Marketing Outlook Forum, Chicago IL.

Dunn, G., Colovin, S. Huggins, J. & Yesawich, P. (2012). A market assessment and re-branding of Casa de Campo. Grupo Central Romana. La Romana, Dominican Republic.

Dunn, G. & Colovin, S. (2012). A market assessment and re-branding of the Dominican Republic north coast. ASHONORTE and the Puerto Plata Tourism Cluster, Puerto Plata, Dominican Republic.

Dunn, G. (2012). Emerging travel trends and social values: Portrait of the American traveler. Presentation to the ASHONORTE Puerto Plata Hotel Association. Puerto Plata, Dominican Republic.

Dunn, G., Baniya, R. & Sheatsley, D. (2012). An exploration into resort-goer, meeting planner and wedding and social event prospects perceptions, preferences and intentions. Turning Stone Resort Casino, Verona, NY.

Yesawich, P., Lunt, M., Russo, M., Cohen, S. & Dunn, G. (2012). A market assessment and strategic tourism plan. Greater Miami CVB. Miami, FL.

Dunn, G. (2012). *The Digital Traveler*. Profile and presentation at the Ataway Exchange Board Meeting, Washington, DC.

Dunn, G. (2012). Digital marketing issues. Presenter and moderator. MMGY Global DMO MOJO, Austin, TX.

Dunn, G. (2011). Emerging travel trends and social values in America. Presentation at the 2011 Cayuga Hospitality Advisors National Conference, Williamsburg, VA.

Davidson, C. & Dunn, G. (2011). Emerging travel trends and consumer sentiments. Presentation at the 2011 VisitFlorida Governors Conference on Tourism. Hollywood, FL.

Dunn, G. (2011). American traveler's sentiments on bed bugs and hotels. Presentation at the 2011 Lodging Magazine Bed Bug Convention. Chicago, IL.

Dunn, G. & Sheatsley, D. (2011). Emerging travel trends and consumer sentiments. Presentation at the 2011 U.S. Travel Association Marketing Outlook Forum. Ft. Worth, TX.

Yesawich, P., Dunn, G. & Ramsay, N. (2011). A market assessment and repositioning of Niagara Canada. Tourism Partnership of Canada. Niagara Falls, Canada.

Yesawich, P., Dunn, G. & Raia, C. (2011). A market assessment and repositioning of Punta Cana Resort & Club. Grupo PuntaCana. Punta Cana, Dominican Republic.

Dunn, G., Raia, C., Ramsay, N. & Cook, S. (2011). Consumer perceptions, associations and intentions toward Palm Springs as a vacation destination. Greater Palm Springs Desert Resorts CVA. Palm Springs, CA.

Yesawich, P. & Dunn, G. (2011). Emerging travel trends and consumer sentiments toward Newport Beach. Presentation at the Newport Beach CVB Strategy Meeting and Conference. Newport Beach, CA.

Dunn, G., Yesawich, P. & Ramsay, N. (2011). Drive market perceptions, associations and intentions toward Newport Beach as a vacation destination. Newport Beach CVB. Newport Beach, CA.

Dunn, G. & Li., J. (2011). A profile of mountain travelers. Estes Park CVB. Estes Park, CO.

Dunn, G. & Ramsay, N. (2011). Perceptions and intentions toward a new hotel concept: MODO Hotels. Advaya Hospitality. Sao Paulo and Rio de Janeiro, Brazil.

Ramsay, N. & Dunn, G. (2011). Be part of the story: Consumer resonance and appeal. Colonial Williamsburg Foundation. Williamsburg, VA.

Ramsay, N. & Dunn, G. (2011). Meeting planner perceptions and intentions toward Colonial Williamsburg as a meeting and convention destination. Colonial Williamsburg Foundation. Washington, DC.

Dunn, G. & Li., J. (2011). A profile of Napa Valley travelers. Napa Valley CVB. Napa Valley, CA.

Dunn, G. & Li., J. (2011). A profile of Denver travelers. Visit Denver. Denver, CO.

Dunn, G. & Li., J. (2011). A profile of Savannah travelers. Visit Savannah. Savannah, GA.

Yesawich, P. & Dunn, G. (2011). Emerging travel trends and destination strategy. Presentation at the Bermuda Ministry of Tourism Strategy Conference. Hamilton, Bermuda.

Dunn, G., Yesawich, P. & Li, J. (2011). Profile of American family travelers. Preferred Hotel Group. Chicago, IL.

Dunn, G., Yesawich, P. & Li, J. (2011). Profile of American multi-generational travelers. Preferred Hotel Group. Chicago, IL.

Dunn, G., Yesawich, P. & Li, J. (2011). Profile of American travelers Interested in visiting Orlando. Presentation to the Walt Disney Company Parks and Resorts General Managers Annual Strategy Meeting and Conference. Orlando, FL.

Li., & Dunn, G. (2011). A profile of Automobile Association of America travelers. Automobile Association of America. Lake Mary, FL.

Dunn, G. (2011). Emerging preferences, travel trends and social values of American travelers interested in visiting Asia. Presentation at the Tourism Authority of Thailand North American Summit. Bangkok, Thailand.

Dunn, G. & Delancy G. (2011). Profile of American travelers interested in visiting the Bahamas. Bahamas Ministry of Tourism. Grand Bahama Island, Bahamas.

Dunn, G. (2011). Emerging travel trends and consumer sentiments. Presentation at the Napa Valley Destination Council Strategy Meeting and Annual Conference. Napa Valley, CA.

Dunn, G., Ramsay, N. & Holland, C. (2011). Market penetration: An evaluation of American and Chinese gamblers perceptions, habits, preferences and intentions toward gambling. Oneida Nation and Turning Stone Resort Casino. Syracuse, NY.

Dunn, G (2011). Emerging travel trends and consumer sentiments. Presentation at the Collier County Economic Development Council Member Meeting. Naples, FL.

Dunn, G. & Ramsay, N. (2011). An investigation into expanded legalized gambling in Florida. Florida Chamber Foundation. Tallahassee FL.

Dunn, G. & Ramsay, N. (2011). Evaluating consumer receptivity to gaming advertising. Indiana Live Casino. Indianapolis, IN.

Dunn, G., Ramsay, N. & Yesawich, P. (2010-2011). Measuring the effects of the Gulf oil spill. VisitFlorida and Gulf Shores Alabama CVB. Tallahassee, Florida and Gulf Shores, AL.

Dunn, G. & Pellen, J. (2010). Profile of American travelers interested in visiting Australia. Australia Tourism Board. Los Angeles, CA.

Dunn, G. & Pellen, J. (2010). Profile of American travelers interested in visiting Orlando. Orlando CVB. Orlando, FL.

Dunn, G. (2010). Emerging travel trends and consumer sentiments. Presentation at the Skai International Annual Meeting. Orlando, FL.

Dunn, G & Pellen, J. (2010). Profile of Automobile Association of America travelers. Automobile Association of America. Lake Mary, FL.

Yesawich, P., Dunn, G. & Holland, C. (2010). Creation, memorializing and sharing of memories. Disney Destinations. Orlando, FL.

Dunn, G., Yesawich, P. & Nix, B. (2009-10). Streamsong: A New Florida Resort. Mosaic Company. Minneapolis, MN.

Dunn, G. (2010). Emerging travel trends and consumer sentiments. Presentation at the Bradenton CVB Annual Member Conference. Bradenton, FL.

Davidson, C. & Dunn, G. (2010). Travel outlook. Presentation at the Mountain Travel Symposium. Vancouver, British Columbia.

Dunn, G. (2010). Emerging travel trends and National Parks traveler's sentiments. Presentation to the Delaware North Companies Annual Strategy Meeting and Conference. Yosemite, CA.

Yesawich, P. & Dunn, G. (2010). *Wisdom Ventures: A smarter way to retire*. Wisdom Ventures. Orlando, FL.

Dunn, G. (2010). Consumer perceptions, preferences and intentions toward Tuscany. Presentation at the Toscana Promozione Turismo Tourism Summit. Tuscany, Italy.

Dunn, G. (2010). Emerging travel trends and National Parks traveler's sentiments. Presentation to the National Parks Promotion Council Research Committee Conference. Yosemite, CA.

Dunn, G. (2010). Emerging travel trends and consumer sentiments. Presentation to the Sarasota CVB Annual Member Conference, Sarasota, FL.

Dunn, G., Yesawich, P. & Ramsay, N. (2010). Consumer perceptions, associations and intentions toward the Bahamas as a vacation destination. Bahamas Ministry of Tourism. Grand Bahama Island, Bahamas.

Dunn, G. & Holland, C. (2010-11). *American traveler travelspheres*. Delaware North Company. Buffalo, NY.

Ramsay, N., Yesawich, P. & Dunn, G. (2010). New Orleans tourism: A market assessment of consumer perceptions, associations and intentions toward New Orleans post Katrina. New Orleans CVB. New Orleans, LA.

Dunn, G. & Pellen, J. (2009). Exploring American perceptions, associations and intentions toward Italy as a vacation destination. Italian Government Tourism Board. New York, NY.

Dunn, G., DeSouza, A., Ramsay, N. & Yesawich, P. (2009). New Hampshire tourism: A market assessment and destination re-position. New Hampshire Department of Travel and Tourism. Concord, NH.

Dunn, G. (2009). Market assessment and consumer insights: Presentation at the New Hampshire Department of Travel and Tourism Governors Conference on Tourism. Portsmouth, NH.

Dunn, G. (2009). Social media and travel and tourism. Presentation at the Bradenton Lodging and Restaurant Association. Bradenton, FL.

Dunn, G. (2009). Emerging travel trends and consumer sentiments. Presentation at the Receptive Services Association of America Annual Summit. New York, NY.

Dunn, G. (2009). North American market overview. Presentation at the Travel holdings and Tourico Holidays Travel Summit. New York, NY.

Ramsay, N., Dunn, G. & Yesawich, P. (2009). The affluent shared ownership report. Interval International. Miami, FL.

Ramsay, N., Dunn, G. & Yesawich, P. (2009). The future timeshare buyers report. Interval International. Miami, FL.

Yesawich, P., Dunn, G. & Pellen, J. (2009). Exploring consumer preferences and intentions toward rental cars. Avis Budget Group. Orlando, FL.

Dunn, G. & Li, J. (2009). A profile of Automobile Association of America travelers. Automobile Association of America Travel Services. Orlando, FL.

Dunn, G. & Nix, B. (2009). Market assessment and marketing strategy: Cap Cana- the Caribbean's Next Greatest Destination. Punta Cana, Dominican Republic.

Yesawich, P., Dunn, G., Nix, B. & Norsworthy, J. (2009). Hotel sales force, e-commerce, product assessment and brand strategy. Grupo Posadas. Mexico City, Mexico.

Dunn, G., Yesawich, P. & Nix, B. (2009). Verdanza: The new San Juan vibe hotel. San Juan, Puerto Rico.

Dunn, G., Ramsay, N. & Yesawich, P. (2009). Market assessment, image and tourism strategy. Consejo Promocion Turismo de Mexico. Mexico City, Mexico.

Yesawich, P. & Dunn, G. (2009). Market assessment, consumer profile and marketing strategy. Presentation at the New Orleans CVB Annual Strategy Meeting and Conference. New Orleans, LA.

Ramsay, N., Dunn, G. & Yesawich, P. (2009). Evaluating the impact of swine flu on Mexico's tourism industry. Consejo Promocion Turismo de Mexico. Mexico City, Mexico.

Dunn, G. & Pellen, J. (2009). An investigation into consumer appeal and intention toward Nickelodean themed hotels. Nickelodean Hotel. Orlando, FL.

Dunn, G. & Nix, B. (2009). An exploration of market receptivity and brand strategy towards a new lifestyle branded bone fishing lodge. Orvis and Southern Facilities Development. Abaco, Bahamas.

Dunn, G. & Pellen, J. (2009). The Papua New Guinea traveler. Papua New Guinea Tourism Board. Papua New Guinea.

Pellen, J. & Dunn, G. (2009). Perceptions and intentions toward Panama City Beach as a vacation destination. Panama City Beach CVB. Panama City Beach, FL.

Li, J. & Dunn, G. (2009). The Fairmont traveler. Fairmont Hotels. Chicago, IL.

Dunn, G. (2008). Emerging travel trends and consumer sentiments. Presentation at the Travel Industry Association Marketing Outlook Forum, Portland, OR.

Dunn, G. (2008). Are we there yet? Presentation at the American Hotel and Lodging Association International Hotel, Motel & Restaurant Show. New York, NY.

Dunn, G. (2008). Emerging lifestyles, travel trends and consumer sentiments. Presentation at Disney's Earmarked Conference. Anaheim, CA.

Dunn, G. (2008). The American gambler. Presentation at the Florida Gaming Summit, Hollywood, FL.

Dunn, G. (2008). A new trend in vacationing - Celebration Vacations. Presentation at Walt Disney's "What We Celebrate" event. Toronto, Canada.

Dunn, G. (2008). A New trend in vacationing – Celebration Vacations. Presentation at Walt Disney Parks and Resorts "Business Behind the Magic" event. Orlando, FL.

Dunn, G., Palakurthi, R. & Scott-Halsell, S. (2008). The economic impact of gaming in the State of Oklahoma tourism industry. Presentation to the Oklahoma Department of Tourism and Recreation. Oklahoma City, OK.

Dunn, G. (2008). The economic impact of Oklahoma gaming to the State of Oklahoma tourism industry. Presentation at the Oklahoma Tourism and Recreation Department. Oklahoma City, OK.

Dunn, G. (2008). The outlook of the U.S. Travel market to the Caribbean. Presentation at the 1st Annual Caribbean Tourism Summit and Conference, Washington, D.C.

Dunn, G. (2008). Changing lifestyles and social values and travel. Presentation at the 2008 Travel and Tourism Research Conference. Philadelphia, PA.

Dunn, G. (2008). Cross industry travel trends. Presentation at the American Resort Development Association Annual Conference. Las Vegas, NV.

Dunn, G., Yesawich, P. & Pellen, J. (2008). Exploring consumer perceptions and intentions toward the Bahamas. Bahamas Ministry of Tourism. Grand Bahama Island, Bahamas.

Norsworthy, J., Dunn, G., Yesawich, P. & Pellen, J. (2008). Consumer profile and marketing audit. Curacao Tourism Board. Curacao.

Yesawich, P. & Dunn, G. (2008). Resort real estate development: Negative images and associations. Presentation at the American Resort Development Association Annual Conference. San Antonio, TX.

Dunn, G. (2007). Lifestyle and social value changes and lodging. Presentations at the Choice Hotels Regional Management Conferences, Charlotte NC., Las Vegas, NV.

Non-refereed Publications and Editorship

Thirty-five non-refereed publications and editorship.

Dunn, G. (2015). Contributing Author. *Introduction to Hospitality*. Trends and Cases in Hospitality. 14 Chapters, John Walker. 7th Edition, Pearson, Boston, MA.

Dunn, G. (2015). Contributing Author. *Introduction to Hospitality Management*. Trends and Cases in Hospitality. 14 Chapters, John Walker. 4th Edition, Pearson, Boston, MA.

Yesawich, P., Dunn, G., Li, J. & Taylor, J. (2012). *MMGY Global/ Harrison Group Portrait of American Travelers*. Orlando, FL.

Sheatsley, D., Cook, S., Dunn, G. & Yesawich, P. (2012). *The MMGY Global/U.S. Travel Association 2012 Travelhorizons*. (February, April, July, October). Orlando, FL.

Yesawich, P. & Dunn, G. (2012). *MMGY Global 2012 Portrait of Digital Travelers*. Orlando, FL.

Sheatsley, D., Dunn, G., Yesawich, P. & Wyatt-Falk, J. (2012). *Interval International/MMGY Global 2012 Shared Ownership Buyer Report*. Miami, FL.

Sheatsley, D., Cook, S., Dunn, G., Yesawich, P. & Ramsay, N. (2011). *The Ypartnership/U.S. Travel Association 2011 Travelhorizons*. (February, April, July, October). Washington, DC.

Dunn, G., Li, J. & Golsen, J. (2011). *The Ypartnership 2011 Portrait of Affluent Travelers*. Ypartnership. Orlando, FL.

Dunn, G., Yesawich, P., Harrison, D., Taylor, J. & Li, J. (2011). *The Ypartnership/Harrison Group 2011 Portrait of American Travelers*. Orlando, FL.

Dunn, G., Yesawich, P., Li, J., Michael, S. & Garrison, D. (2011). *The IBAHN Technologies/Ypartnership Tech Traveler III*. Salt Lake City, UT.

Dunn, G., Yesawich, P., Lucas, C., Li, J. & Holland, C. (2011). *The 2011 WMS Gaming/Ypartnership Active Gambler Profile*. Orlando, FL.

Dunn, G., Yesawich, P., Lucas, C. & Li, J. (2010). *The 2010 WMS Gaming/Ypartnership Active Gambler Profile*. Orlando, FL.

Sheatsley, D., Cook, S., Dunn, G., Yesawich, P. & Li, J. (2010). *The Ypartnership/U.S. Travel Association 2010 Travelhorizons*. (February, April, July, October). Washington DC.

Dunn, G., Yesawich, P., Harrison, D., Taylor, J., Winter, D. & Li, J. (2010). *The Ypartnership/Harrison Group 2010 Portrait of American Travelers*. Orlando, FL.

Dunn, G., Yesawich, P. & Ramsay, N. (2010). *The Ypartnership 2010 Portrait of Affluent Travelers*. Orlando, FL.

Dunn, G., Yesawich, P., Li, J. & Garrison, D. (2010). *The IBAHN Technologies/Ypartnership Tech Traveler II*. Salt Lake City, UT.

- Dunn, G., Yesawich, P. & Li. (2009). *The Ypartnership/Yankelovich Inc. 2009 National Leisure Travel Monitor*. Orlando, FL.
- Dunn, G., Yesawich, P. & Li. (2009). *The Ypartnership/ Yankelovich Inc. 2009 National Business Travel Monitor*. Orlando, FL.
- Dunn, G., Yesawich, P. Bone, R. & Li, J. (2009). *The 2009 WMS Gaming/Ypartnership Active Gambler Profile*. Orlando, FL.
- Sheatsley, D., Cook, S., Dunn, G., Yesawich, P. & Pellen, J. (2009). *The 2009 Ypartnership/U.S. Travel Association Travelhorizons*. (February, April, July, October). Washington, DC.
- Dunn, G., Yesawich P. & Ramsay, N. (2009). *The 2009 Ypartnership Portrait of Affluent Travelers*. Orlando, FL.
- Reviewer. *Exploring the Hospitality Industry*. Walker, John. 2nd Edition. Pearson-Prentice Hall. 2008.
- Contributing Author. *Tourism*. Walker, John. 2nd Edition. Pearson Prentice Hall. 2008.
- Contributing Author. *The Restaurant Form Concept to Operation*. Walker, John. 6th Edition. Pearson-Prentice Hall. 2008.
- Reviewer, *Introduction to Hospitality*. Walker, John. 5th Edition. Pearson-Prentice Hall. 2007.
- Cook, S., Yesawich, P., Sheatsley, D., Dunn, G. & Pellen, J. (2008). *The 2008 Ypartnership/U.S. Travel Association Travelhorizons*. (February, April, July, October). Washington DC.
- Yesawich, P. Dunn, G. & Sleem, N. (2008). *The 2008 Ypartnership/Yankelovich Inc. National Leisure Travel Monitor*. Orlando, FL.
- Yesawich, P., Dunn, G., Sileo, L. & Cudebec, J. (2008). *The 2008 Ypartnership/ PhoCusWright NEXTgen Traveler*. Orlando, FL.
- Yesawich, P., Dunn, G. & Hodges, G. (2008). *The IBAHN Technologies/Ypartnership Tech Traveler I*. Salt Lake City, UT.
- Yesawich, P. Dunn, G. & Sleem, N. (2007). *The 2007 Ypartnership/Yankelovich Inc. National Leisure Travel Monitor*. Orlando, FL.
- Yesawich, P. Dunn, G. & Sleem, N. (2007). *The 2007 Ypartnership/Yankelovich Inc. National Business Travel Monitor*. Orlando, FL.
- Cook, S., Yesawich, P., Sheatsley, D., Dunn, G. & Li, J. (2007). *The 2007 Ypartnership/US Travel Association Travelhorizons*. (February, April, July, October). Washington, DC.
- Dunn, G. & Feinstein, A., (2001) *Obstacles to the Adoption of Information Technology in Hospitality Purchasing*. Purchasing Today Magazine, November.
- Dunn, G. & Wittrock, D., (1996), *Commercialization of Public School Foodservice: The Denver Public Schools Model*. Food Magazine, September.
- Dunn, G. (2002). Contributing Editor, *Food and Beverage Purchasing*, Feinstein, A. & Stefanelli, J., 3rd Edition.

Grants, Contracts and Extramural Funding

Pursued twenty-two grants, contracts or extramural funding opportunities focused mainly in the gaming, tourism and destination marketing areas.

Thapa, B., Pennington-Gray, L., & Dunn, G. (2016). An integrated stakeholder framework for collaborative partnerships in tourism education and industry support in Albania. University of Tirana and USAID. (Not Funded \$539,793).

Pennington-Gray, L., Kirilenko, A., & Dunn, G. (2016). An examination of US Army Corps of Engineers recreation areas. US Army Corps of Engineers Recreation Division. (Funded \$80,000).

Dunn, G. (2015). Estimation of the economic and social impact of the Cade Museum. Cade Foundation. (Funded \$15,000).

Pennington-Gray, L. & Dunn, G. (2015). An examination of the global sharing economy: Insights from the US lodging sharing industry. UNWTO Knowledge Network. (Not Funded \$20,000).

Chenchen, H., Pennington-Gray, L., Dunn, G. & Bricker, K. (2015). A framework and test of sustainable cruise destinations. UNWTO Regional Support Office for Asia and the Pacific. (Under Review \$30,000)

Thapa, B., Pennington-Gray, L. & Dunn, G. (2014). Integrated cultural heritage tourism management plan for revitalizing Luxor. Kekri Hassan, Egypt. (Not Funded \$600,000).

Pennington-Gray, L., Thapa, B. & Dunn, G. (2014). Tourism crisis management in Egypt. Chemonics, Washington, DC. (Not Funded \$1,040,000).

Dunn, G. & Pennington-Gray (2014). Study concerning the effects of expanded gambling in Florida among tourism industry stakeholders and consumers." Florida Legislature and Spectrum Gaming. (Funded \$50,000).

Dunn, G., Pollack, M., Diamond, M. & Guinan, M., (2008). Study concerning the effects of legalized gaming in Connecticut. State of Connecticut Division of Revenue. (Funded \$500,000).

Dunn, G. (2007-2008). The economic impact of gaming in Oklahoma. Oklahoma Department of Tourism and Recreation. (Funded \$11,000).

Leong, J., Dunn, G., Ryan, B., Hancer, M. & Muske, G., (2006). Agricultural marketing: Made in Oklahoma (MIO) product adoption by the grocery and foodservice industry. (Not Funded \$18,368).

Dunn, G. & Halsell, S. (2006-07). The economic impact of gaming in Oklahoma. Oklahoma State University Center for Hospitality and Tourism Research and the Oklahoma Department of Tourism and Recreation. (Not Funded \$120,000).

Dunn, G. (2006-2007). A profile of Oklahoma gamblers. (Funded \$23,000).

Dunn, G., Palakurthi, R., Kim, W., Njite, D., Qu, H. & Ryan, B. (2006). Economic feasibility and market analysis. City of Bristow Oklahoma Chamber of Commerce. (Not Funded \$25,000).

Palakurthi, R., Kim, W., Dunn, G., Njite, D., Qu, H. & Ryan, B. (2006). A study of the potential for meetings, lodging, and restaurant sectors. City of Claremore Chamber of Commerce and Department of Economic Development. (Funded \$25,000).

Qu, H., Daugherty, R., Ryan, B., Palakurthi, R., Dunn, G. & Tolle, F. (2005). The statewide inventory and potential development of agritourism businesses in Oklahoma. Oklahoma Department of Agriculture, Oklahoma Agricultural Experiment Station (OAES), OSU CHES Research Project. (Funded \$110,000).

Dunn, G., Leong, J., Njite, D. & Lucas, E. (2005). Oklahoma resident perspectives on natural disasters. 2005 Oklahoma Social Indicator Survey (OSIS). (Funded \$5030).

Dunn, G., Njite, D., Leong, J. & Lucas, E. (2005). The impact of Hurricane Katrina on the state of Louisiana tourism industry and economy. OSU Center for the Study of Disasters and Extreme Events. (Funded \$2000).

Dunn, G., Njite, D., Leong, J., & Lucas, E. (2005). The effectiveness of hospitality lodging crisis management plans used to respond to natural disasters. OSU Center for the Study of Disasters and Extreme Events. (Funded \$2000).

Dunn, G. & Leong, J. (2005). The quiet good. American Hotel and Lodging Association. (Not-funded \$25,000).

Ryan, B., DeWitt, C., Leong, J., Moe, D., Qu, H., Emmons, L., Dunn, G., Holcomb, R., Hu, B., Roeber, D., Stafne, E., Kim, W., Palakurthi, R. & Bowser, T. (2005). Economic development of rural communities through the Integration of food processing and tourism. Oklahoma Agricultural Experiment Station (OAES) and Oklahoma Cooperative Extension Service (OCES) Food Processing Team Initiative Program (TIP). (Not Funded \$69,137).

Leong, J., Dunn, G. & Ryan, B. (2005). Agribusiness to enhance rural economic development: Made in Oklahoma product adoption by manufacturing, retail, and foodservice sectors. Oklahoma Department of Agriculture, Oklahoma Agricultural Experiment Station (OAES), OSU CHES Research Project. (Not Funded \$18,368).

Statement of Service

I believe that to be an effective and valuable faculty member, I must be an active participant and provider of service. I expect to contribute in a meaningful way to existing university, student, industry and community committees and initiatives while working with others to develop new programs and ventures that would support and enhance university academics, operations and brand. Whether in academia or industry, I have always believed it is my responsibility to participate and provide service to, and for, others. My prior service experience has been primarily guided by personal interests and capabilities, university needs, departmental activities and community opportunities. Over the years, my service work has included leadership and participation in many organizations such as:

- University
 - Academic Policy and Curriculum Committees;
 - Faculty Senate;
 - Centers for Hospitality and Tourism Research, Tourism Institutes;
 - Faculty Advisory Councils;
 - Hospitality Society and Career Fairs;
 - Faculty Search Committees;
 - Hotel Operations Committees;
 - Summit Steering Committees;
 - Chef's Dinners and Celebrity Guest Functions;
 - University Golf Tournaments;
 - Co- Chair: Online Masters in Hospitality Business Management;
 - Chair: Undergraduate Hospitality Management Program;
 - Member: Graduate program: Hospitality Business Management;
 - Faculty Facilitator - Think Tanks on Hotel Electronic Distribution;
 - Faculty Advisor – Restaurant Groups, Honors Society, Tourism Career and Attractions Club, National Society of Minorities in Hospitality, Graduate Teaching Assistantship Programs, Student Advising, Governor's Conferences on Tourism, Master's Theses and Doctoral Dissertation Committees.

- Industry and Community
 - Cade Museum of Creativity and Innovation;
 - Visit Florida Medical Tourism Task Force;
 - Ataway Exchange Board of Directors;
 - U.S. National Parks Promotion Council Research Committee;
 - U.S. Travel Association Marketing Outlook Forum Steering Committee;
 - U.S. Travel Association Research Committee;
 - Destination Marketing Association International;
 - Travel and Tourism Research Association;
 - American Marketing Association;
 - Hospitality Sales and Marketing Association International;
 - Marketing Research Association;

- Central Florida and Oklahoma Hotel and Lodging Association;
- Council on Hotel, Restaurant and Institutional Education;
- Meals-On-Wheels, United Way – Walk for Life and Florida Special Olympics.

In the future, I will continue to serve the university, college and department by providing student advising services (e.g., career, internships and curriculum) and participating in committee membership, conferences, certification and non-degree programs. I will also continue to serve the community by participating in programs that benefit charity, church or community such as the United Way, American Cancer Society, Catholic Church and Special Olympics.

Finally, I will serve the industry by taking an active role in local, regional, national and international travel and hospitality organizations such as Convention and Visitors Bureaus, Tourism Development Council, State Tourism Offices, Hotel & Lodging Associations, American Marketing Association, Hotel Sales and Marketing Association International and the International Council on Hotel, Restaurant and Institutional Education. I would encourage students to join and actively participate in student chapters and organizations that serve the academic, community and industry environments.

Service, Outreach, and Professional Organizations

Leadership, membership and participation in more than 50 academic and professional organizations providing service and outreach to university, student, faculty, and industry groups.

University of Florida, Eric Friedheim Tourism Institute, Managing Director (2014 – 2016) and Member (Present).

Alachua County Tourism Development Council, Co-Chair (2017 – Present).

Alachua County Hospitality Council, Member (2014 – Present).

University of Florida, Department of Tourism, Recreation and Sport Management, Chair, Hospitality Management Specialization, (2018 – Present).

University of Florida, Department of Tourism, Recreation and Sport Management, Co-Leader and Member, Graduate Online Hospitality Business Management Program (2018 – Present).

University of Florida, Department of Tourism, Recreation and Sport Management, Chair-Member, Service Committee (2015 - Present).

University of Florida, College of Health and Human Behavior, Member, Scholarship Committee (2017 to Present).

University of Florida, Eric Friedheim Tourism Institute, Executive Director, Industry Outreach and Development, UF Tourism Summit (2016 – 2017).

University of Florida, Department of Tourism, Recreation and Sport Management, Chair, Facilities and Infrastructure Committee (2015 - 2017).

University of Florida, Department of Tourism, Recreation and Sport Management, Co-Chair, UF Swamp Scramble Golf Tournament (2014 - 2017).

University of Florida, Department of Tourism, Recreation and Sport Management and the Hough Graduate School, Warrington College of Business, Program Coordinator, Graduate Certificate Program in Tourism & Hospitality Business Tournament (2014 - Present).

University of Florida, Department of Tourism, Recreation and Sport Management, Program Coordinator, UF Tourism Disney International Academic Exchange Program (2014 – Present).

University of Florida, Department of Tourism, Recreation and Sport Management, Program Coordinator, Sims Endowment Student Research Awards Program (2014 - Present).

University of Florida, Masters Committee Chair, Tong Tao. (2016-2017).

University of Florida, Ph.D. Committee Member, Becky Liu (2014 – 2016).

University of Florida, Masters Committee Chair, Keija You. (2015 – 2017).

University of Florida, Managing Director, Eric Friedheim Tourism Institute (2014 - 2015).

University of Florida, College of Health and Human Performance, Strategic Planning Workgroup (2014 – 2015).

Metropolitan State University of Denver, Department of Hospitality, Tourism & Events, Curriculum Committee, (2013 – 2014).

Metropolitan State University of Denver, Department of Hospitality, Tourism & Events, Faculty Advisor, 50 Students. (2013 - 2014).

Colorado Hotel and Lodging Association, Education Committee Member, Denver, CO. (2013).

Ataway Exchange Board of Directors. Member. Washington, DC. (2012).

U.S. National Parks Promotion Council Research Committee. Member. National Parks Service. Washington, DC. (2010 to 2012).

U.S. Travel Association Marketing Outlook Forum Steering Committee. Member, U.S. Travel Association, Washington, D.C. (2008 to 2012).

University of South Florida Sarasota-Manatee Academic Policy Committee. Member. USF Sarasota-Manatee, Sarasota, Florida. (2009 to 2012).

University of South Florida Sarasota-Manatee Faculty Senate. Member. USF Sarasota-Manatee, Sarasota, Florida. (2009-2012).

University of South Florida Sarasota-Manatee Faculty Search Committee. School of Hotel and Restaurant Management Faculty Line, USF Sarasota- Manatee, Sarasota, Florida. (2009-2010).

U.S. Travel Association Research Committee. Member. U.S. Travel Association, Washington, DC. (2008 to 2010).

Oklahoma State University. Faculty Committee Member. Oklahoma State University Center for Hospitality and Tourism Research. (2006-2007).

Oklahoma State University Faculty Advisory Council. At-Large Committee Member. Oklahoma State University, College of Human Environmental Sciences, Stillwater, Oklahoma. (2006-2007).

Oklahoma State University Hospitality Days Career Fair. Faculty Chair. Oklahoma State University, College of Human Environmental Studies, School of Hotel and Restaurant Administration, Stillwater, Oklahoma. (2006-2007).

Oklahoma State University Search Committee Member, Director, School of Hotel and Restaurant Administration, Oklahoma State University, College of Human Environmental Studies, Stillwater, Oklahoma. (2006).

Oklahoma Hotel and Lodging Association (OHLA) Stars of the Industry Competition. Judge. Oklahoma City, Oklahoma. (2006).

University of Nevada Las Vegas. Guest Lecturer. Seminar in Gaming and Hospitality Technology, University of Macau Program at the University of Nevada Las Vegas, Las Vegas, Nevada. (2006).

Oklahoma State University School of Hotel and Restaurant Administration. Faculty Advisor. Pappas Restaurants Incorporated, University Work Preview, Dallas Texas. (2006).

Oklahoma State University School of Hotel and Restaurant Administration. Faculty Advisor. National Society of Minorities in Hospitality, National Conference and Career Fair, Dallas, Texas. (2006).

Oklahoma State University College of Human Environmental Sciences. Faculty Advisor. Graduate Teaching Assistant Orientation. Stillwater, Oklahoma. (2006).

Oklahoma State University Atherton Hotel Operations Committee. Member. Oklahoma State University, College of Human Environmental Studies, School of Hotel and Restaurant Administration. (2006).

Oklahoma State University Hospitality Days Career Fair. Faculty Co-Chair. Oklahoma State University, College of Human Environmental Studies, School of Hotel and Restaurant Administration. Stillwater, Oklahoma (2005-2006).

Oklahoma State University. Search Committee Member. Advising Coordinator, College of Human Environmental Studies, School of Hotel and Restaurant Administration, Stillwater, Oklahoma. (2005).

University of Nevada Las Vegas .Facilitator. 3rd Annual Think Tank on Hotel Electronic Distribution. Las Vegas, Nevada. (2005).

University of Nevada Las Vegas. Facilitator. 1st Annual Think Tank on Hotel Electronic Distribution, Las Vegas, Nevada. (2003).

University of South Florida, Sarasota-Manatee, Florida. Master's Thesis Committee Member. Gunce Malan. (2011).

University of Florida. Ph.D. Committee Member, Becky Liu, Gainesville, Florida. (2014-2016).

University of Florida. Masters Advisor and Theses Committee Member. Keija You. Gainesville, Florida. (2015-2016).

Oklahoma State University. Ph.D. Committee Member. Lujian Wang. Stillwater, Oklahoma. (2005-2006).

Oklahoma State University. Ph.D. Committee Member. Pimtong Tavitiyaman. Stillwater, Oklahoma. (2005-2006).

Oklahoma State University. Ph.D. Committee Member. Arisara Seyanont. Stillwater, Oklahoma. (2005-2006).

Oklahoma State University. Ph.D. Committee Member. Leonard Jackson. Stillwater, Oklahoma. (2005-2006).

Oklahoma State University. Ph.D. Committee Member. Kimberly Severt. Stillwater, Oklahoma. (2005-2006).

Oklahoma State University. Master's Thesis Committee Member. Cassie Hale. Stillwater, Oklahoma. (2005).

State of Oklahoma Governors Conference on Tourism. Faculty Advisor, Oklahoma City, October, 2006.

Oklahoma Hotel and Lodging Association (OHLA) Stars of the Industry Competition. Judge. Oklahoma City, Oklahoma. (2005).

Oklahoma Hotel and Lodging Association Hirst Scholarship Awards Dinner. Faculty Advisor. Oklahoma City, Oklahoma. (2005).

State of Oklahoma Governors Conference on Tourism. Faculty Advisor. Tulsa, Oklahoma, (2005).

Oklahoma State University School of Hotel and Restaurant Administration. Representative. American Hotel and Lodging Association, International Hotel and Restaurant Show, New York City. (2005).

Oklahoma Restaurant Association (ORA) and Hotel and Lodging Association. Member. (2005 to 2007).

Professional Affiliations

Alachua County Tourism Development Council, Co-Chair (2017- Present).

Travel and Tourism Research Association (TTRA). Member (2010 to Present).

Council on Hospitality, Institutional and Recreation Education (CHRIE). Member (2002 to Present).

Southeastern Chapter Travel and Tourism Research Association (SETTRA). Member (2014 – Present).

Alachua County Hospitality Council. Member. (2014 – Present).

Colorado Hotel and Lodging Association (CHLA). Member (2013 to 2014).

West Federation CHRIE. Member. (2013 to 2014).

Cayuga Hospitality Advisors. Advisor (2008 to 2012).

American Marketing Association (AMA). Member (2006 to 2012).

Hospitality Sales and Marketing Association International (HSMAI). Member (2006 to 2012).

Marketing Research Association (MRA). Member (2010 to 2012).

U.S. Travel Association Research Committee. Member (2008 to 2010).

U.S. Travel Association Marketing Outlook Forum Planning Committee. Member (2008-2010).

U.S. National Park Promotions Council Research Committee. Member (2009-2010).

Professional Development and Special Skills

Certified Advanced Hospitality Revenue Management: Pricing and Demand Strategy

Cornell University (2018)

Certified Hotel Revenue Management

Cornell University (2017)

Certified Hospitality Industry Analyst (CHIA)

Smith Travel Research Global SHARE Center

- Online STR CHIA Train the Trainer Online Seminar and Certification, Denver (2013).

Certified Hospitality Educator Seminar (CHE)

Educational Institute of the American Hotel & Lodging Association, East Lansing, Michigan (1996)

- Seminar at the University of Denver School of Hotel, Restaurant, and Tourism Management.

Certificate, Educators Leadership Academy

- Outstanding Professors' Academy, University of Central Oklahoma, College of Liberal Arts (2006).

International Council on Hotel, Restaurant, and Institutional Education

- Certificate of Completion of the ICHRIE Research Consortium (2006).

Special Skills

Qualitative and Quantitative Research

- Professional focus group, think-tank and town hall moderating training and experience.
- Research design, multiple data collection techniques and descriptive, univariate, multivariate analysis techniques.
- Human subject's protocol.

Software

- Microsoft and Apple Productivity Software (WORD, EXCEL, POWERPOINT, OUTLOOK, KEYNOTE).
- SPSS.

Academic Support Technologies

- Skilled with SPSS, project management, online education (e.g., Blackboard/WebCT, Elluminate/Blackboard Collaborate) and online conferencing software and programs (e.g., GoToMeeting).

Project Management

- Professional project manager, key account leadership and proven success in business development with extensive domestic and international consulting experience.
- Expertise in market estimation and product assessment, feasibility and operations analysis.
- Specialist in consumer profiling, segmentation, brand assessment, brand identity and marketing strategy.
- Proficient in grant proposals, custom and syndicated research proposals and RFP responses and negotiations.

Contact Information

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