

MARK ANDREW BONN

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WORK ADDRESS

College of Business
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EDUCATION

- 1982 Ph. D. Texas A & M University, College Station, Texas
Major: Recreational Resource Development
Concentration Area: Tourism Marketing & Research
Dissertation Title: *The Utility of Socio-demographics, Psychographic Scales and Benefit Scales for Segmenting Pleasure Vacation Travel Markets.*
- 1977 M.A. Appalachian State University, Boone, North Carolina
Major: Recreation Administration; Physical Education
Concentration Area: Resort Management
- 1973 B.A. Furman University, Greenville, South Carolina
Major: Political Science

ACADEMIC APPOINTMENTS

- 2009 – 2014 **Florida State University**
Director,
Distance Learning
Dedman School of Hospitality
- 2000 – Current Professor and
The Robert H. Dedman Professor of Services Management
Dedman School of Hospitality
- 1998 – 2008 Director,
Graduate Studies in Hospitality & Tourism
Dedman School of Hospitality

- 1998 – Current Director,
Resort & Condominium Management
Dedman School of Hospitality
- 1996 HSMIA Director- Florida State University Student Chapter
- 1989 – Current Graduate Faculty,
Department of Marketing
College of Business
- 1989-2000 Faculty Advisor,
Hospitality Sales and Marketing Association
- 1989 Associate Professor,
College of Business
- 1989 - present Courses Taught
- Management Systems Analysis of Hospitality Operations (HFT 4294)
 - Tourism Management and the Environment (HFT 3700)*
 - Services Marketing and Research (HFT 5506/3503)*
 - Managing Service Organizations (HFT 3240)
 - Lodging Management (HFT 3210)
 - Resort and Club Management (HFT 4277)
 - Conventions & Events Management (HFT 3519)*
 - Wine & Culture (HFT 4966)
 - International Wine & Culture (HFT 2062)*
 - Coffee, Tea and International Culture (HFT 2060)*
 - Ales, Lagers and International Culture (HFT 2061)*
 - Distilled Spirits and International Culture (HFT 2063)*
 - Resort Marketing and Social Media (HFT 3515)*
 - Managing Revenues and Expenses (HFT 4471)

* Indicates new courses developed.

University of South Carolina, Columbia, South Carolina

- 1984 – 1988 Assistant Professor and Tourism Coordinator
Department of Hotel, Restaurant and Tourism Administration,
- 1985 – 1988 Faculty Advisor, Hotel Sales and Marketing Association
USC Student Chapter
- 1984 – 1989 Courses Taught:
- Introduction to Hospitality (HRTA 152)
 - Tourism (HRTA 380)
 - Conference & Meeting Planning (HRTA 364)*
 - Hospitality Marketing & Sales (HRTA 450)
 - Resort Management (HRTA 454)*
 - Current Issues in Hospitality (HRTA 458)
- * Indicates new courses developed.

Appalachian State University

- 1982 – 1984 Assistant Professor, Leisure Studies Curriculum
Responsible for the development of curricula in tourism,
resort management, and commercial recreation.
- 1982 Internship Coordinator, Leisure Studies Curriculum
- 1977 Department of Geography
Assisted in the development, planning and management of a 2,500 mile
trip through Eastern United States and Canada to study park planning
and design, tourism, and recreation land use.
- 1977 Appalachian Ski Mountain, Sugar Mountain,
Beech Mountain Graduate Internship. Assisted the Director of the
French-Swiss Ski College in developing and marketing college ski
programs to clients throughout the Southeastern United States

SCHOLARY HONORS

- 2013 Selected as the Featured Speaker
I-CHRIE Annual Research Conference. St. Louis, Missouri
- 2012 Received the “Excellent Paper Award”
TOSOK International Conference; Ulsan, South Korea
*“The Impact of Gasoline Prices upon U.S. Pleasure Visitors Traveling by
Auto and Their Spending Behavior during Periods of Economic Growth,
Recession and Recovery”*
- 2010 Received “Best Paper Award”
at the 2010 I-CHRIE Annual Research Conference
*“Generation Y Consumers’ Selection Attributes and Behavioral Intentions
Concerning Green Restaurants”*
- 2008 Visit Florida, Inc. Inducted into “The Florida Tourism Hall of Fame”
First and Only Academic Scholar, Researcher and Educator to be inducted
- 2004 American Marketing Association:
Received the Five Year Leadership Award for Chair of the Tourism,
Hospitality and Leisure Marketing Special Interest Group 1999-2004.
- 2000 Awarded the Robert H. Dedman Professorship in Service Management,
College of Business, Dedman School of Hospitality.
This award was presented based upon outstanding contributions in research
and teaching over the past fifteen years.
- 1984 Recipient of the Travel Research Association's William B. Keeling
Dissertation Award for Meritorious Achievement:
An international award presented individuals whom have made significant
contributions in the field of travel and tourism research.
Travel Research Association Conference, June 23-27, Philadelphia, PA.

JOURNAL APPOINTMENTS

2000–2015	Reviewer, International Journal of Hospitality Management
2010-12015	Reviewer, Current Issues in Tourism
2010-2015	Reviewer, <i>Tourismo</i>
2010–2015	Reviewer, Journal of Hospitality and Tourism Research
2010-2015	Reviewer, International Journal of Contemporary Hospitality Management
2007–2015	Editorial Review Board, Journal of Hospitality Marketing and Management
2006–2015	Editorial Review Board, Tourism Analysis
2006–2015	Reviewer, Cornell Quarterly
2006–2015	Reviewer, Annals of Tourism
2006-2011	Editorial Review Board, FIU Review
2006–2011	Associate Editor, Journal of Travel Research
2005–2014	Associate Editor, Journal of Culture, Leisure and Tourism Research
2001- 2003	Chair, Tourism & Hospitality SIG, Academy of Marketing Sciences
1998 - 2006	Associate Editor, FIU Review
1997 - 2006	Associate Editor, Tourism Analysis
1992	Reviewer, Journal of International Consumer Marketing.
1991 -1997	Editorial Review Board, The Services Industries Journal
1991 - 1997	Editorial Review Board, Journal of Travel & Tourism Marketing
1991 – 2006	Reviewer, Research Paper Session, The Travel Research Association
1989 - 1991	Guest Editor, Visions in Leisure and Business
1988	Reviewer, Journal of Park & Resource Management

PUBLICATIONS

- 2015 Cho Meehee, Mark A. Bonn and Su Jin Han
 “*Workplace Incivility, Emotional Exhaustion and Service Performance: The Moderating Roles of Perceived Organizational Support and Emotional Intelligence*” (Submitted in April, 2015)

 International Journal of Contemporary Hospitality Management
- 2015 Han Su Jin, Mark A. Bonn and Meehee Cho
 “*We’re Not Going to Take It Anymore! Customer Incivility and Frontline Restaurant Employee Turnover Intention*” (Submitted in April, 2015)

 International Journal of Hospitality Management
- 2015 Bonn Mark A., Meehee Cho, Jun Jae Lee and JooHyang Kim
 “*A Multilevel Analysis of the Effects of Wine Destination Image on Travel Constraints and Revisit Intention*” (Under 1st Revision process)

 International Journal of Contemporary Hospitality Management
- 2015 Bonn Mark A., Woo Gon Kim, Sora Kang and Meehee Cho
 “*Purchasing Wine Online: The Effects of Social Influence, Perceived Usefulness and Involvement*” (Under 1st Revision process)

 Journal of Hospitality Marketing and Management
- 2015 Myung Ja Kim, Choong-Ki Lee and Mark A. Bonn
 “*The Effect of Social Capital and Altruism on Senior Attachment to Social Network travel Sites*”

 Tourism Management (Under 1st revised resubmitted)
- 2015 Bonn, Mark A. Cronin J. Joseph and Meehee Cho
 “*Do Sustainable Practices of Organic Wine Producers and Retailers, and Organic Wine Attributes Influence Purchase Intention? The Moderating Role of Trust*”

 Cornell Hospitality Quarterly, Published online before print March 27 2015, DOI: 10.1177/1938965515576567
- 2015 Hyojin Kim and Mark A. Bonn
 “*The Moderating Effects of Overall and Organic Wine Knowledge on Consumer Behavioral Intention*”

 Scandinavian Journal of Hospitality and Tourism, Published online Feb 09 2015, DOI: 10.1080/15022250.2015.1007083
- 2015 Alex Susskind, Mark A. Bonn, and Leslie Furr
 “*How Far Does Bad News Travel? A Review of Regional Contrasts in Consumer’s Attitudes and Behavior Following the BP Oil Spill.*”

 Cornell Hospitality Quarterly (Forthcoming)

- 2015 Kim Hyojin, and Mark A. Bonn
"Authenticity: Do Visitor Perceptions of Winery Experiences Affect Behavioral Intentions?"
International Journal of Contemporary Hospitality Management
(Accepted, April, 2015)
- 2015 Lee Kyung Hee, Mark A. Bonn and Meehee Cho
"Choice Motives for Organic Coffee: The Moderating Effects of Ethical Concern and Price Sensitivity"
International Journal of Contemporary Hospitality Management
(Forthcoming, Vol. 27, Issue 7, 2015)
- 2014 Cho, Meehee, Mark A. Bonn and Sora Kang
"Wine Attributes, Perceived Risk and Online Wine Repurchase Intention: The Cross-Level Interaction Effects of Website Quality"
International Journal of Hospitality Management (Vol. 43 pp.108-120)
- 2014 Cho, Meehee, Mark A. Bonn, and Rober A. Brymer
"A Constraint-Based Approach to Wine Tourism Market Segmentation"
Journal of Hospitality and Tourism Research (In Press) Published online before print June 8, 2014, DOI: 10.1177/1096348014538049
- 2014 Kim Hyojin, and Mark A. Bonn
"Types of Wine Tourists, Authenticity, and Behavioral Intentions in the Wine Business"
Journal of International Trade & Commerce (Vol. 10, No. 3, pp.53-67)
- 2012 Bonn, Mark A. and Meehee Cho
"The Impact of Gasoline Prices upon U.S. Pleasure Visitors Traveling by Auto and their Spending Behavior during Periods of Economic Growth, Recession and Recovery"
International Journal of Tourism Sciences, (Vol. 12; No. 2; Pages 78-106)
- 2012 Sullivan, Pauline, Mark A. Bonn, Vertica Bhardwaj, Ann Dupont
"Mexican National Cross-Border Shopping: Exploration of Retail Tourism"
Journal of Retailing and Consumer Services (Vol. 19; No 6; Pages 596-604)
- 2011 Jang, Y.J., W.G. Kim and Mark A. Bonn
"Generation Y Consumers' Selection Attributes and Behavioral Intentions Concerning Green Restaurants"
International Journal of Hospitality Management
(Vol. 30; No.4; Pages 803-811)

- 2010 Bonn, Mark A., Dogan Gursoy and Christina Gursoy
"An Examination of General, Non-Destination Specific versus Destination Specific Motivational Factors"
Journal of Hospitality Marketing and Management, (Vol. 19; No.4)
- 2009 Sacha Joseph Matthews, Mark A. Bonn, and David Snepenger
"Atmospherics and Consumers' Symbolic Interpretations of Hedonic Services"
International Journal of Culture, Tourism & Hospitality Research
(Vol. 3; No. 3)
- 2009 Joseph, Sacha and Mark A. Bonn, Ph.D.
"The Service Environment Functional or Fun: Does it Matter?"
International Journal of Culture, Tourism & Hospitality Research
(Vol. 3; No. 3)
- 2008 Bonn, Mark A., Howook Chang, Jerome Agrusa, Woo Gon Kim, Hae Young Lee and Leslie Furr
"U.S. Visitor Reactions to an "Olympic Age" China: Demographic, Behavioral and Perceptual Comparisons of U.S. Visitor Experiences with Group Package Tours and Free Independent Travel to China"
FIU Hospitality Review (Vol. 27; No.1)
- 2008 Bonn, Mark A., and Julie Harrington
"A Comparison of Three Economic Impact Models for Applied Hospitality and Tourism Research"
Tourism Economics (Vol. 14; No. 4)
- 2007 Bonn, Mark A., Sacha Joseph-Matthews, Mo Dai, Steve Hayes & Jenny Cave
"Culture and Heritage Attraction Atmospherics: Creating the Right Environment for Visitors"
Journal of Travel Research (Vol. 45; No. 4. pp. 345-354; February)
- 2006 Bonn, Mark A., H. Leslie Furr and Mo Dai
"Economic Growth and Recessionary Periods: Their Effect Upon Pleasure Travelers."
F.I.U. Review. (Vol. 24; No.1; pp. 19-32).
- 2006 H. Leslie Furr and Mark A. Bonn
"The Effect of Travel Behavior Characteristics on the Perceived Satisfaction of Destination Tourists."
Tourism Analysis (Vol. 11., No. 3 pp. 211-216.)

- 2005 Goldsmith, Ronald, Deslandes, Derrick, Bonn, Mark A., and Joseph, Sacha
"Measuring Destination Image: Do the Existing Scales Work?"
Tourism Review International (Vol.9; No. 4.)
- 2005 Bonn, Mark A., Sacha M. Joseph and Mo Dai
"International vs. Domestic Visitors: An Examination of Image Destination Perceptions"
Journal of Travel Research (Vol. 43, No.3. Pages. 294-301)
- 2005 Bonn, Mark A., Sacha M. Joseph and Mo Dai
"An Empirical Analysis of Eco-generalists Visiting Florida: 1998-2003."
Tourism Analysis (Vol. 10, No. 2)
- 2004 Bonn, Mark A. and Mo Dai
"Using Hotel Capacity to Estimate Direct Economic Impact: A Study of the 2003 Southwest Airlines Gasparilla Pirate Fest, Tampa, Florida."
Journal of Conventions & Event Tourism (Vol.6, No. 2. Pgs. 5-20.)
- 2003 Bonn, Mark A.
Employee Service Quality Issues: Meeting the Needs of our Internal Customers. Managing Employee Attitudes and Behaviors in the Tourism and Hospitality Industry. Nova Sciences Publishers, Inc. Hauppauge, New York. (Spring)
- 2003 Susskind, Alex M., Mark A. Bonn and Chekitan Dev
"To Look or Book: An Examination of Consumer's Apprehensiveness towards Internet Use."
Journal of Travel Research Vol. 41, No. 3. Pgs. 256-271.
- 2001 Bonn, Mark A., H. Leslie Furr and Angela Hausman
"Employing Internet Technology to Investigate and Purchase Travel Services: A Comparison of X'ers, Boomers, and Mature Market Segments Visiting Florida."
Consumer Psychology of Tourism, Hospitality and Leisure Vol. 2.
- 2001 Furr, H. Leslie, Mark A. Bonn and Angela Hausman
"A Generational and Geographical Analysis of Internet Travel Service Usage"
Tourism Analysis (Vol. 6, No. 2. Pgs. 139-148.)
- 2001 Kimberly J. Harris and Mark A. Bonn
"A Study of the Attitudes of Food Service Executives Toward the Mature Employee According to Size of Food Service Organizations."
Journal of Hospitality & Leisure Marketing (Vol. 8, No's 1&2; pp. 113-136.)

- 2000 Bonn, Mark A., H. Leslie Furr and Angela Hausman
"Employing Internet Technology to Investigate and Purchase Travel Services: A Comparison of X'ers, Boomers, and Mature Market Segments."
Tourism Analysis (Vol. 5, Nos. 2-4 pp 137-144.)
- 2000 Kimberly J. Harris and Mark A. Bonn
"Training Techniques and Tools: Evidence From the Foodservice Industry."
Journal of Hospitality and Tourism Research (Vol. 24, No. 3 pp 320-335.)
- 1999 Bonn, Mark A., H. Leslie Furr and Alex M. Susskind
"Predicting A Behavioral Profile for Pleasure Travelers on the Basis of Internet Use Segmentation."
Journal of Travel Research. (Vol. 37, No. 4 pp 333-340)
- 1998 Bonn, Mark A., H. Leslie Furr and Alex M. Susskind
"Using the Internet as a Pleasure Planning Tool: An Examination of the Socio-Demographic and Behavioral Characteristics Among Internet Users and Non-Users."
Journal of Hospitality and Tourism Research. Vol. 22, No. 3, pp. 303-317.
- 1998 H. Leslie Furr and Mark A. Bonn
"The Internet and the Hospitality Marketing Professional."
The Journal of Applied Hospitality Management . Vol. 1, No. 1 pp. 60-69.
- 1995 Bonn, Mark A. and Richard Brand
"Identifying Market Potential: The Application of Brand Development Indexing to Pleasure Travel."
Journal of Travel Research. Vol. 34, No. 2, pp. 31-35.
- 1994 Bonn, Mark A., Richard Brand and Jane B. Ohlin
"Site Selection for Professional Meetings: A Comparison of Heavy-Half vs. Light-Half Association and Corporate Meeting Planners."
Journal of Travel & Tourism Marketing. (Vol. 3, No.2, pp. 59-84.)
- 1994 Bonn, Mark A., Jane B. Ohlin and Richard Brand
"Quality Service Issues: A Multivariate Analysis of Association Meeting Planner Perceptions of Caribbean Destinations."
Hospitality Research Journal, (Vol. 18, No. 1, pp. 29-48.)
- 1994 Goldsmith, Ronald E., Leisa R. Flynn, and Mark A. Bonn
"An Empirical Study of Heavy Users of Travel Agents."
Journal of Travel Research. (Vol. 33, No. 1, pp. 38-43.)

- 1992 Bonn, Mark A. and Jane N. Boyd
“*A Multivariate Analysis of Corporate Meeting Planner Perceptions of Caribbean Destinations.*”
Journal of Travel and Tourism Marketing. (Vol. 1, No. 3, pp. 1-23.)
- 1992 Bonn, Mark A. and Louis R. Forbringer
“*Tackling the Hospitality Labor Crunch: Solutions to Increasing Employee Retention.*”
International Journal of Hospitality Management. (Vol. 11, No. 1, pp 47-63.)
- 1992 Bonn, Mark A., Muzaffer Uysal and Leslie M. Furr
“*A Segmentation Analysis of Peak Season and Shoulder Season Resort Visitors.*”
Journal of Travel Research. Vol. 31, No. 1, pp 50-56.
- 1992 Bonn, Mark A., Leslie Furr and Edward Seigal
“*Disaggregating Seasonal Demand for Lodging at a Coastal Resort Visions*”
Visions in Leisure and Business. Vol. 10, No. 3, pp 36-52.
- 1991 Bonn, Mark A.
“*Tourism Marketing Case Studies: How Research is Used to Solve Actual Tourism-Related Problems.*”
Visions in Leisure and Business (Vol. 10, No. 1, pp 4-5.)
- 1991 Bonn, Mark A.
“*A Visitor Profile and Economic Impact Study of the "Back to the Dinosaurs" Exhibit.*”
Visions in Leisure and Business. (Vol. 10, No. 2, pp 4-17)
- 1990 Uysal, Muzaffer, Patricia Zimmerer, and Mark A. Bonn.
“*Marketing Resorts to the Gray Traveler*”
Leisure Information Quarterly. (Vol. 16, No. 4. pp 4-7)
- 1989 Bonn, Mark A., and Sandra Strik
“*The Utility of Hospitality Market Research For Today's Convention and Visitor's Bureaus.*”
Hospitality Education and Research Journal. (Vol. 13, No. 3 pp 517 – 528)
- 1989 Bonn, Mark A.
“*The Establishment of University Research Centers: A Case Study Using South Carolina's Institute for Tourism Research.*”
Visions in Leisure and Business. (Vol. 8, No. 2 pp 70 – 75)

- 1987 Bonn, Mark A.
"The Perceived Importance Selected Marketing Tasks Have to Hotel and Resort Conference Coordinators."
Hospitality Education and Research Journal. (Vol. 11, No. 2 pp. 287-243)
- 1987 Bonn, Mark A.
"Job Skills and Specifications for Resort and Commercial Recreation Managers."
Hospitality Education and Research Journal. (Vol. 11, No. 1 pp 36-46)
- 1986 Bonn, Mark A. and Joseph J. West
"Positioning: A Key to Capturing Lodging Markets."
HSMIA Marketing Review. (Volume 4, No 3)
- 1986 Bonn, Mark A.
"Benefits Sought by Blue Ridge Parkway Summer Visitors."
Appalachian Consortium Press pp 233-238.
- 1986 Bonn, Mark A.
Travel and Tourism. IN: Private and Commercial Recreation. Venture Publishing Co., State College, PA. pp. 47-96
- 1986 Woodside, Arch, Ellen Moore, Mark A. Bonn, and Don Wizeman.
"Segmenting the Timeshare Resort Market. "
The Journal of Travel Research. Winter pp 6-12.
- 1985 Bonn, Mark A.
"The Travel Industry: A Review."
The Journal of Park and Recreation Administration. January pp 42-43.
- 1985 Bonn, Mark A.
"Benefit Segmentation of the Southern Ski Market."
Leisure and Society. (Vol. 7, No. 2. Pages 397-406.)
- 1983 Bonn, Mark A.
Segmenting the Southern Pleasure Vacation Travel Market: A Multi-Criteria Approach. In: Proceedings, 1983 Southeastern Recreation Research Association Symposium
- 1983 Bonn, Mark A.
The Tour Group Vacationer: A Multivariate Analysis Using Psychographic and Benefit Scales. In: Proceedings, 1983 National Recreation and Parks Congress Abstracts.

- 1983 Bonn, Mark A.
 "The Southern Downhill Skier Market: A Better Understanding Using Benefit Segmentation."

 Ski Area Management, (Vol. 20, No. 2)
- 1982 Bonn, Mark A. and Allan Mills
 "Benefits Sought by Lake Tahoe Skiers."

 California Parks Recreation. (October/November).
- 1982 Bonn, Mark A.
 Local Trends in Park and Recreation Departments. In: Proceedings, 27th Annual Southwest Park and Recreation Training Institute. Texas Technical University, Lubbock, TX.
- 1982 Bonn, Mark A.
 "Demographics: A Challenge to Texas Recreation and Parks Administrators."

 Texas Recreation and Parks Magazine. (April/May).
- 1982 Bonn, Mark A.
 "Survey of Buying Power and Buying Characteristics for Texas Municipal Recreation and Parks Departments."

 Texas Agricultural Extension Service. Texas A & M University, College Station, TX.
- 1981 Mills, Allan and Mark A. Bonn
 "Personnel Management Implications of Difference Among Ten Work Motivations for Ski Resort Employees."

 Ski Area Management, (Vol. 20, No. 6, November)

SCHOLARSHIP/RESEARCH, GRANTS & CONTRACTS

- 2010 – 2014 **Florida Sports Foundation, Inc.**
 Conducted a series of studies pertaining to *"The Economic Value and Impact of Major League Baseball (MLB) Spring Training upon Specific Florida Counties Involving the Atlanta Braves, Houston Astros and Toronto Blue Jays"*
- 2009 **Florida Sports Foundation, Inc.**
 Conducted a study entitled *"The Economic Value and Impact of Major League Baseball (MLB) Spring Training to the Florida Economy"*.
- 2008 **Coastal Vision 3000**
 "Panama City and the Beaches": A series of strategic planning sessions involving a seven county region from Escambia County, FL to Franklin County, FL.

- 2008 **Florida Department of Environmental Protection**
Blue Spring State Park Visitor Attitudes Concerning Environmental Quality Issues
- 2007 **Leon County Tourism Development Council**
Completed a study entitled “*The Economic Impact of the Florida Gift Ban Law upon Leon County, Florida*”
- 2007 **Leon County Tourism Development Council**
Completed a study entitled “*The Economic Impact of the Robert Jackson Annual Softball Championship*”
- 2007 **Franklin County Tourism Development Council**
Completed a study entitled “*The Economic Impact of the Saltwater Classic Fishing Tournament*”
- 2006 **Tallahassee Convention & Visitors Bureau**
A Web-based conversion study of individuals requesting information from the city’s visitor Web site.
- 2006 **Tallahassee/Leon County Tourist Development Council**
“*An Economic Impact Analysis and Visitor Estimate of the Red Hills Horse Trial Event*”.
- 2006 **Tallahassee/Leon County Tourist Development Council**
An Economic Impact Analysis and Visitor Estimate of the Springtime Tallahassee Event.
- 2005 **Tallahassee/Leon County Tourist Development Council**
An Economic Impact Analysis and Visitor Estimate of the Caribbean Carnival Event.
- 2005 **Florida’s First Coast of Golf**
Conducted two studies related to advertising effectiveness and conversion analyses of promotional programs targeted to domestic golf enthusiasts attending outdoor consumer trade shows. The studies were designed using the Internet and web-based research methods to obtain consumer responses.
- 2000–2012 **Tallahassee Regional Airport**
“*A Study to Determine Satisfaction with Facilities & Services among Airport Travelers.*”
- 2004 **Leon County Tourist Development Council**
“*The Economic Impact of the Florida A & M University Homecoming Football Weekend Event.*”
- 2004 **Leon County Tourist Development Council**
“*The Economic Impact of the University of Miami vs. FSU Home Football Weekend Event.*”
- 2004 **Florida Department of Health**
Conducted two state-wide research projects to determine how hard-to-reach populations defined as aged, homeless, visually impaired, hearing impaired, non-English speaking, handicapped and tourist populations obtain information

- and communicate during man-made and natural emergency situations.
- 2004 **St. Johns River Water Management District**
Conducted a 12 month study of publicly and privately owned and managed natural springs in six different counties to determine economic use value and issues related to the potential negative effects of reduced water flow levels and willingness of visitors to pay for protecting natural springs.
- 2004 **Florida Department of Environmental Protection**
Conducted an extensive marketing study and economic analysis of the effect invasive aquatic weeds have upon perceptions of quality by tourists and resident users of Lake Istokpoga. Visitor use days were estimated along with identifying willingness to pay for programs designed to control aquatic weed growth.
- 2003 **Florida Department of Environmental Protection**
Comprehensive market analysis and economic impact of the four largest Florida springs including Wakulla, Homosassa, Volusia Blue and Ichetucknee Springs.
- 2003 **Southwest Airlines Gasparilla PirateFest, Tampa, Florida**
Developed a market profile of attendees and their economic impact upon the community due to festival participation of an estimated 700,000 attendees.
- 2002 **Suwannee River Water Management District**
Market analysis and economic impact of visitors to an eight county region encompassing the Suwannee River Area. The study projected eco-tourism benefits through 2015.
- 2001 **Westin Innisbrook Resort**
Conducted a sales program designed to promote golf and club membership for this exclusive resort property.
- 2001 **Super Bowl XXXV**
Assisted with event functions for over 5,000 media and NFL representatives
- 2001 **Outback Bowl**
Conducted the economic impact, visitor estimates, and market profiles for this major annual event.
- 2000–2001 **Broward, Dade, Monroe, Palm Beach Counties**
Economic Value and Impact of Natural and Artificial Reefs in Southeast Florida.
- 1999 **Florida Department of Environmental Protection**
Completed a co-authored, 400 page report entitled “*Economic Impact and Importance of Artificial Reefs in Northwest Florida*”. This study involved the development of a data collection system throughout a five county region of Florida. The study examined marketing and economic characteristics of non-resident boaters, resident boaters and commercial fisherman to evaluate direct and indirect economic impact attributed to artificial reefs.
- 1999 **Florida Department of Parks**
Completed a study of “*Olustee Battlefield: 27th Annual Reenactment Event*” This study developed attendee profiles in order to assist the Florida Department of Parks with their strategic planning of statewide festivals and

- special events funding.
- 1994–2015 **Tampa Bay Convention and Visitors Association**
Completed market research on selected major events including: New Year’s Day Outback Bowl, National Hockey League All Star Game, NCAA Final Four Tournament, New York Yankees Spring Training and the Florida State Fair.
- 1998 **Amelia Island Tourist Development Council**
Conducted a series of three advertising conversion studies on three separate promotional campaigns to determine the effectiveness of advertising placed in Southern Living Magazine, Conde Naste Travel, Bon Appetite, Gourmet Magazine, and Readers Digest. Advertising analyses were compared over three seasons of the year (winter, spring and summer) to determine seasonal and geographical differences.
- 1998 **American Hotel Foundation**
Completed “*A Model to Develop A Visitor Assurance Program for Commercial Lodging Guests*”. This comprehensive project detailed steps to be taken by commercial lodging owners and operators to maximize guest safety in the event of natural disasters such as hurricanes.
- 1997–2014 **Tallahassee/Leon County Convention and Visitors Bureau and Tourism Development Council**
Developed the first visitor tracking study for Florida’s Capital Region. Provided quarterly and annual market segmentation information, visitor and economic impact estimates.
- 1997–1998 **Florida Department of Environmental Protection; Division of Marine Fisheries Management**
Developed a pretest to determine market profiles and economic impact of visitors and residents using artificial reefs in a five county region along the Florida Panhandle
- 1998 **Gasparilla PirateFest, Tampa, Florida**
Developed a market profile of attendees and their economic impact upon the community due to festival participation of an estimated 500,000 attendees.
- 1997 **Government of St. Martin, Netherland Antilles;**
Developed and conducted a tourism and hospitality educational program for the St. Martin Office of Tourism’s Caribbean Conference.
- 1994–2014 **Tampa Bay & Company (Tampa Bay Convention and Visitors Bureau)**
Develop and administer a total market visitor study involving creation of monthly and quarterly visitor profiles, visitor estimates, and estimated economic impact of fourteen specific pleasure travel segments. Information is generated from personal interviews with visitors and used to provide strategic vision relating to area tourism development and promotions issues.
- 1995 **South Walton Tourist Development Council, Santa Rosa Beach, Florida.**
Conducted two readership validation surveys to determine efficiency rates for fulfillment services provided to the tourist development council.
- 1995 **SANDALS Superclubs and Resorts, Kingston, Jamaica.**
Developed and conducted a customized course entitled, “International Trends in Tourism Management,” Presented to 35 mid-level managers from all

- 1994-2015 SANDALS resort properties.
Tampa Bay & Company, Festival and Event Research
Tampa/Hillsborough County Tourism Development Council; Tampa, Florida.
Conduct Room-Night Generation Analyses, Economic Impact, Market Profiles, and Visitor Estimates for major events including:
- New Year's Day Outback Bowl
 - Annual Winter Equestrian Festival
 - Florida State Fair
 - Major League Baseball Spring Training
 - Florida College Football Classic
 - Gasparilla Event
 - Ybor City Night Parade
 - Guavaween Event
 - NCAA Final Four (1999)
 - NHL All Star Game (1999)
 - Brandon Balloon Classic
 - Ruskin Tomato Festival
 - Plant City Strawberry Festival
 - Ybor City Cigar Heritage Festival
 - Ruskin Seafood Festival
 - Plant City Bike Fest
 - Arte
 - Black Heritage Festival
 - Apollo Beach Art Fest
 - Dragon Boat Races
 - Outback Steakhouse Pro-Am Golf Championship
 - Radio City Music Hall Rockettes
 - Lion King
 - Jersey Boys
- 1994 **Florida Environmental Education Foundation**
Recipient of a grant to develop a curriculum model entitled "Ecotourism and the Florida Environment". Curriculum will be developed in order to implement Florida-specific sustainable tourism concepts and case studies in all public schools and private sector workplaces. This two-phased grant also involved workshops for the purpose of training educators and trainers in the area of ecotourism and sustainable tourism.
- 1994- 2003 **Sandestin Resort, Seaside, Abbott Resorts, Marriott's Bay Point Resort, Ponte Vedra Resorts, Marriott Sawgrass Resort, Marriott Resort, Hilton Head Island.** Destin, Florida; Ponte Vedra, Florida; Hilton Head Island, South Carolina.
Developed and directed a 12-semester hour curriculum of study entitled: "*Resort and Condominium Management*". Students lived, worked, and studied in these resort areas for four months each year. Curriculum prepared students for careers in resort and condominium management. Approximately 200 students from various universities in the U.S. and Canada completed this concentration, known as a "minor" at most universities.
- 1994 **South Walton Tourist Development Council**, Santa Rosa Beach, Florida.
Designed and conducted a funded study entitled, "*Grayton Beach Fine Arts Festival: Visitor Profile*"

- 1994 **South Walton Tourist Development Council**, Santa Rosa Beach, Florida.
Developed and conducted a funded study entitled "*Seaside, Florida Jazzfest Visitor Profile*".
- 1994 **Caribbean Hotel Association**
Developed and conducted a week-long executive development program for Caribbean industry professionals entitled "Tourism Marketing for Tourism Professionals". Program was held in Tallahassee, Florida and funded by the CHA.
- 1994 **Abbott Realty and Resorts**, Destin, Florida.
Conducted a funded "Service Quality Issues" seminar for 100 resort operations personnel.
- 1993 - 1994 **Tampa/Hillsborough Convention & Visitors Association.**
Conducted an Economic Impact and Market Analysis of Visitors to Tampa during 1992. Results were reported by quarter and information was used to identify market potential for domestic and international promotions.
- 1993 **IMS/ADFIRST**, Austin, Texas.
Developed information on preferences U.S. pleasure travelers have for selecting Caribbean destinations for vacations. Information was used to provide this advertising company a basis for developing promotions strategies to Cancun, Mexico.
- 1991 – 1994 **Director, International Center for Hospitality Research and Development**
Created and coordinated all related research activities involving Tourism and the Hospitality industry.
- 1992 **St. Johns County, Florida, Tourism Development Council** conducted a "*Training-the-Trainer*" program for tourism and hospitality leaders. (June)
- 1992 **Callaway Gardens Resort and Conference Center**, Pine Mountain, Georgia
Developed and administered a new program of study entitled "Resort Management and the Environment". It addresses resort operations with an emphasis upon environmental concerns. The program included four courses that are completed on site by ten to fifteen students per semester. Students also gained work experience as resort employees and were rotated systematically through various departments during the semester. This was the first program of its type offered by a four-year hospitality management program in the U.S.A.
- 1992 **Government of Costa Rica**, San Jose, Costa Rica.
Consulted with Minister of Tourism on the Development of Training Programs in Hospitality and Tourism.
- 1992 **Government of Venezuela**, Caracas, Venezuela.
Conducted a five day "Strategic Marketing" seminar to fifty Travel and Tourism leaders.
- 1992 **Government of Argentina**, Buenos Aires, Argentina.
Consulted with Economic Development Representatives on the Development of key markets for tourism and trade.

- 1990 **Government of Aruba, Netherlands Antilles**
Conducted a major marketing study on the country's image and attractiveness as a convention destination. Specifically, meeting planners representing corporate, association and incentive travel market segments were identified in North American locations and surveyed to accomplish the objectives of the research project. This study led to the development of Aruba's strategy for economic growth in this market of the tourism industry.
- 1990 **Government of Costa Rica, San Jose, Costa Rica**
Consulted for the Government of Costa Rica to determine the direction needed for tourism development as a viable means of economic growth. Examined the overall infrastructure of the country including attractions, lodging facilities, restaurants, natural resources, recreation options, transportation facilities, and the development of education/ training programs.
- 1989 **United Nations, U.N. Development Program, Government of Barbados, West Indies.** Consulted for the Government of Barbados to determine the feasibility of developing and competing for the conventions and meetings market.
- 1989 **United Nations, U.N. Development Program, Government of Aruba, Netherlands Antilles**
Conducted a pre-feasibility study for the proposed development of a national convention center for the Government of Aruba, Netherlands Antilles. The project involved a comprehensive analysis of the country's potential to develop a market and attract international corporate and association meetings. The evaluation included an assessment of the country's existing and proposed tourism infrastructure including natural and man-made resources such as hotels, restaurants, attractions, transportation, culture, and overall environment. A competitive analysis was also provided.
- 1989 **Tallahassee Museum of Natural History and Science, Tallahassee, Florida**
Developed and conducted an economic impact analysis and visitor profile study for this attraction.
- 1989 **United States Army, Fort Jackson, Columbia, South Carolina**
Developed and conducted an intensive review of all food, beverage, and recreational operations on one of the largest military training bases in the United States. The project evaluated service delivery systems for seven clubs, dining areas, golf courses, and bowling centers. Personnel authorized to utilize these services included commissioned officers, non-commissioned officers, and retired personnel were surveyed by mail to determine guest attitudes related to satisfaction with all facilities and services administered by the Morale, Welfare, and Recreation Division.
- 1989 **The National Audubon Society, Francis Beidler Forest, Harleyville, South, Carolina**
Developed a questionnaire and tracking system used to monitor visitors with respect to satisfaction with the on-site experience. Surveys were administered to one member of each visiting party by forest employees. Data were analyzed each quarter to identify (1) market segments for future advertising and marketing purposes and (2) benefits expected and received by visitors in an effort to improve the delivery of services to visitors.
- 1984 -1988 **Director, Institute for Tourism Research**
Department of Hotel, Restaurant and Tourism Administration University of

South Carolina, Columbia, South Carolina.

Created and coordinated university tourism research grants and contracts. Chaired Steering Committee and Advisory Board meetings. Coordinated seminars, workshops and conferences related to tourism and travel.

1988

Virgin Grand Hotel, St. John, U.S. Virgin Islands

Assisted in the administration of a hospitality training program for 100 potential employees. The program involved the development of video tapes that addressed key areas of hotel operations including housekeeping, front desk operations, food & beverage preparation, guest relations.

1988

Hilton Head Island Chamber of Commerce

Developed and conducted a funded Highway and Airport Visitor tracking survey for the Hilton Head Island Chamber of Commerce. The study was designed to collect and analyze visitor perceptions and images, overall level of satisfaction with the on-site experience, expenditure data, trip purpose, and willingness to return. The duration of the project was one year, with information compiled on a quarterly/seasonal basis. This was the first study of its kind designated specifically for a South Carolina destination area which was funded by public dollars.

1988

Greater Columbia, South Carolina Convention & Visitors Bureau

Tourism Marketing Survey

Developed and conducted a funded research project to explore and analyze four specific visitor markets to the Greater Columbia, South Carolina area, including: A. Group Tour Operators, B. Professional Meeting Planners, C. Overnight Visitors D. Individuals Requesting Travel Information prior to visiting the area. The duration of the project was one year compiled on a quarterly/seasonal basis. This was the first study of its kind designed to assist the Greater Columbia Convention and Visitors Bureau's efforts with understanding their travel markets.

1988

York County, South Carolina Visitor and Convention Bureau

Tourism Marketing Survey: Developed and conducted a funded research project designed to explore and analyze three specific visitor markets to the York County, South Carolina area including:

A. Group Tour Operators

B. Overnight Visitors

C. Business Travelers

The duration of the project was one year, with information compiled on a quarterly/seasonal basis.

1988

Bahamas Ministry of Education and Tourism

Developed a hospitality needs assessment and training program for employees of tourism-related facilities and services. This was one component of a \$250,000 grant conducted by the University of South Carolina for the Bahamas Ministry of Education and Tourism.

1988

Chattanooga, Tennessee Arts and Education Council

Tivoli Theatre Program Preference Market Study

Conducted an area-wide analysis of preferences for future program options to be scheduled at a newly renovated historic theatre.

Over six thousand Chattanooga area residents were surveyed to determine their musical and entertainment preferences and to predict their likelihood of attending such events. Results identified preferences of user groups according

to area of residence, income, gender, race, education and prior level of attendance at programs. Information was used to identify the most profitable and desirable forms of programs to be offered by the local Arts and Education Council.

- 1986–1987 **Goodwill Plantation Resort**
Developed a resort and conference center master plan for Goodwill Plantation, Richland County, South Carolina. This plan included the development of approximately 450 acres of land currently listed in the National Registry of Historic Places. This represents a portion of a 3,000 acre tract founded in 1701 as the northernmost colonial rice plantation in the state. The master plan included lodging, dining, recreational and shopping facilities.
- 1986 **York County Visitor and Convention Bureau**
Conducted a tourism study of visitors to York County and the Rock Hill, South Carolina area. Results were used to develop advertising and marketing strategies for the York County Visitors and Convention Bureau.
- 1986 **Myrtle Beach Area Chamber of Commerce**
Conducted a tourism marketing study of visitors to Myrtle Beach, South Carolina to explore attitudes and perceptions of timesharing.
- 1986 **Columbia Action Council, Columbia, South Carolina**
Conducted a visitor profile study and economic impact analysis of the Mayfest Event, Columbia, South Carolina.
- 1986 **Aiken, South Carolina Hospitality Association**
Developed a survey instrument to assess the need for hospitality training programs, seminars, and workshops in Aiken, South Carolina.
Conducted a study of hotel marketing directors located in the South.
The study examined the level of importance various types of market research had to professional lodging industry conference and meeting planners.
- 1985 **Columbia Hotel & Motel Association**
Developed a system for the collection of hotel and motel occupancy data.
Developed a computer system for monitoring and reporting data. Developed a system for collecting and analyzing longitudinal data in order to allow for comparison over extended periods of time.
- 1985 Developed and conducted a survey entitled
"Benefits Sought by Blue Ridge Parkway Summer Visitors."
- 1985 **South Carolina Council of Governments**
Developed and coordinated a study with the S.C. Council of Governments to pretest an instrument designed to determine the profiles of tourists visiting the Beaufort-Hilton Head, South Carolina areas during the Fall season. This study was intended to be used as a pilot study that would eventually collect data for all seasons of the year for this major tourism destination area.
- 1985 **Jamaica Tourist Board**
Developed a hospitality training manual for the Jamaica Tourist Board, Department of Human Resources Development and Training. The manual focused upon attractions management for the entire country's natural and man-made attractions. This was one part of a \$100,000 contract that included the development of 17 training manuals.

- 1984 **Ski Beech Resort**
Conducted a recreational feasibility study of a proposed tourist-related international village for a major ski resort in western North Carolina.
- 1984 Conducted a study entitled "Winter Tourists and Their Perceptions of Ski School Programs at Selected North Carolina Ski Areas."
- 1984 Developed and pre-tested a survey instrument for a tourism study entitled: "*Benefits Sought from the Cross-County Ski Experience by Blue Ridge Parkway Winter Visitors.*"
- 1983-1984 Conducted research related to the psychographics and socio-demographics of tour group vacationers visiting North Carolina.
- 1983-1984 **Ski Beech Resort**
Conducted two major tourism marketing studies for Ski Beech Resort during the 1983 and 1984 ski seasons. These marketing studies were funded grants and explored variables including: skier motives, benefits sought, psychographic profiles, socio-demographics, accommodations/restaurant preferences, and willingness to pay selected lift ticket prices. These studies involved the daily supervision of interview teams and included over 1,400 skier interviews. Both studies resulted in final documents entitled "1983 Beech Mountain Ski Study" and "1984 Beech Mountain Ski Study."
- 1982 -1993 Developed and pre-tested a questionnaire for a study entitled "*Tourist Perceptions of the New River Float Trip Experience*".
- 1981 -1982 Tourism Extension Specialist, Texas Agricultural, Extension Service, Texas A & M University. Conducted research related to the areas of tourism, recreation, and community development. Developed and administered questionnaires for state and regional tourism-related research projects; developed research methodology for tourism projects; developed computer programs for data analysis of all projects.
Developed training programs for tourism and recreation administrators including: Festivals, Fairs and Special Events Seminars; Seminar in Questionnaire Development and Analysis; The Executive Development Program for Recreation and Parks Professionals; Park Planning and Design Workshop.
- 1980 Research Graduate Assistantship, Department of Recreation and Resource Development, Texas A & M University
Sea Grant College; State of Texas. Responsible for hiring, survey development, data collection, coding data, entering data on computers, statistical analysis of results.

PAPERS DELIVERED AT INTERNATIONAL MEETINGS AND CONFERENCES

- 2015 Cho Meehee, Mark A. Bonn & Su Jin Han. Workplace Incivility, Emotional Exhaustion and Service Performance: The Moderating Roles of Perceived Organizational Support and Emotional Intelligence. 13th Asia-Pacific CHRIE Conference, Jun 10-14, Auckland, New Zealand

- 2015 Bonn Mark A., Nathaniel D. Line & Meehee Cho. The Effect of Fluctuating Energy Prices on Tourism Expenditures and Behavior: Evidence from the State of Florida. 13th Asia-Pacific CHRIE Conference, Jun 10-14, Auckland, New Zealand
- 2015 Cho Meehee & Mark A. Bonn. A Multilevel Analysis of the Effects of Wine Destination Image on Travel Constraints and Revisit Intention. 2015 Annual ICHRIE Conference, July 29-31, Orlando, Florida
- 2015 Han Su Jin, Mark A. Bonn & Meehee Cho. We're Not Going to Take It Anymore! Customer Incivility and Frontline Restaurant Employee Turnover Intention. 2015 Annual ICHRIE Conference, July 29-31, Orlando, Florida
- 2014 Cho, Meehee, Mark A. Bonn, Jun Jae Lee and Joo Hyang Kim. A Multilevel Analysis of Effects of Wine Destination Images on Travel Constraints and Revisit Intention. Asia Pacific CHRIE, May, Kuala Lumpur, Malaysia.
- 2013 Lee, Suna and Mark A. Bonn. The Role of Consumer Wine Knowledge in Consumer Confidence, Purchase, and Consumption Behaviors: Comparison Before and After an Online Wine Education Course. I-CHRIE, July, St. Louis, Mo.
- 2013 Lee, Kyung Hee and Mark A. Bonn. What Motives are Influential in Shaping Consumer Purchase Attitudes and Intentions toward Organic Coffee?: The Moderating Effects of Ethical Concern and Price Sensitivity. I-CHRIE, July, St. Louis, Mo.
- 2013 Bonn, M.A., Woody Kim, and Sora Kang. Social Influence and Online Wine Purchasing. International CHRIE – European Chapter, October, Friedlburg, Germany.
- 2013 Bonn, M.A. and Meehee Cho. Identifying Differences between High and Low Levels of External and Internal Travel Constraints and Motivations and Travel Implications Upon Preferences and Intentions to Visit Wine Regions. Advances in Hospitality & Tourism Marketing & Management Conference, June 21-29, Taipei, Taiwan.
- 2013 Bonn, M.A. and Meehee Cho. Constraints Segmentation and Wine Tourism Selecting Target Markets Based Upon Consumers' Attitudes and Behavioral Similarities Related to their Intent to Visit Wine Destinations. International Conference on Wine Business Research, June 11-16, St. Catherine's University, Ontario, Canada.
- 2013 Bonn, Mark A. and Sora Kang. The Moderating Role of Attitude Functions upon Consumer Decisions to Purchase Wine Online. International Conference on Wine Business Research, June 11-16, St. Catherine's University, Ontario, Canada.
- 2013 Bonn, M.A. and Hyojin Kim. Types of Wine Tourists, Experiences, Authenticity and Behavioral Intentions in Winery. Asia Pacific CHRIE Conference, May 19-25, Macau, SAR, China.
- 2013 Bonn, M.A. and Meehee Cho. Environmental Consciousness and Consumer Perceptions about Sustainable Retailing Practices : Influencing

- Organic Wine Purchasing Intentions. Asia Pacific CHRIE Conference, May 19-25, Macau, SAR, China.
- 2013 Bonn, M.A. and Meehee Cho. Wine Tourism: The Influence of Push and Pull Motivational Factors on the Relationship between Travel Constraints and Behavioral Intentions to Visit Wine Regions. Travel and Tourism Research Association – Europe Chapter, April 17-19, Dublin, Ireland.
- 2012 Bonn, M.A. Resilience, Rethinking, Rebounding International Conference on Business, Tourism, and Hospitality Management, October 10-12, University of Technology, Montego Bay, Jamaica
- 2012 Bonn, M.A. and Jang, Y.J. The roles of organic wine attributes, wine knowledge, and eco-friendly attitudes in consumer's purchase intentions towards organic wine. International CHRIE Conference, Aug 1-4, Westin Providence, Rhode Island, USA.
- 2012 Bonn, M.A., and Cho, Meehee. The Impact of Gasoline Prices upon U.S. Pleasure Visitors Traveling by Auto and Their Spending Behavior during Periods of Economic Growth, Recession and Recovery, TOSOK International Conference, July 4-6, Ulsan, South Korea
- 2012 Jang, Y.J., Bonn, M.A., Kim, W.G. Factors Influencing Employee Motivation in An Environmentally-friendly Restaurant. 17th Graduate Student Research Conference, Jan 5-7, Auburn, Alabama, USA.
- 2011 Jang, Y. J., Bonn, M. A., Consumer's Behavioral Intention towards Organic Wine. 16th Graduate Student Research Conference, Jan 6-8, Texas, Houston, USA
- 2010 "Customer's Perceptual Analysis of Fine Art on Display in a Five-Star Hotel and Its Influence on Perceived Quality of Servicescape" International CHRIE Conference –Refereed Track; July (San Juan, Puerto Rico)
- 2010 "Food-Related Lifestyle, Attitudes, and Behavioral Intentions Concerning Green Restaurants: A Generation Y Perspective". International CHRIE Conference–Refereed Track; January (San Francisco, California)
- 2007 "Generational Analysis of Florida Visitors" Presented at The Travel Research Association's Annual Conference. Las Vegas, Nevada; July.
- 2007 "Creating Lifetime Value of Guests through Internet Technology: A Case Study of Service Recovery and Database Management Strategies" Presented at The 14th International Conference on Information Technology and Travel & Tourism IFITT's Global Travel & Tourism Technology and eBusiness Forum; January 24-26, 2007. (Ljubljana, Slovenia)
- 2006 "A Study of Research Needs for Public Facility Managers." Presented at the International Convention & Expo Summit. Hong Kong, China. (February).
- 2005 "Measuring the Effect of Travel Behavior on Trip Satisfaction." Presented at the International Conference on Consumer Psychology for Tourism, Hospitality and Leisure. Montreal, Canada. (July).

- 2004 “International Travel Trends :The Importance for Establishing A Visitor Tracking Research Program.” Presented to the St. Maarten Hotel and Tourism Association’s Annual Conference. St. Maarten. (April).
- 2003 “A Study of the 2003 Gasparilla Pirate Fest.” Presented at the Advances in Convention, Exhibition and Event Research Convention & Expo Summit. Hong Kong, China. (September).
- 2003 “The Economic Importance of Natural Springs to Eco-Tourism.” Presented at the Asia-Pacific CHRIE Conference. Seoul, Korea. (May).
- 2003 “The Economic Value of Florida Natural Springs.” Presented at The International Conference on Managing Tourism in a Global Economy. Melbourne, Australia. (December).
- 2003 “Using Hotel Capacity to Estimate Direct Economic Impact: A Study of the Gasparilla PirateFest.” Presented at the International Convention & Expo Summit. Hong Kong, China. (August).
- 2003 “The Event Planner: Related Importance Analysis to Assembly Management Facilities.” Presented at the 78th Annual Conference of the International Association of Assembly Managers. New Orleans, Louisiana. (July).
- 2003 “A Pre and Post 911 Comparison of Consumer Behavior Variables Associated with Travel to Florida.” Presented at the American Marketing Association’s Annual Summer Conference Chicago, Ill. (August).
- 2003 “Economic Importance of Florida Springs.” Presented at the Asian-Pacific Council on Hotel, Restaurant, and Institutional Educator’s Conference. Seoul, Korea. (May).
- 2003 “A Model For Estimating Economic Impact for Events Unable to Provide Accurate Attendance Figures.” Presented at the 8th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism. Las Vegas, Nevada. (January).
- 2002 “A Geographical Segmentation Analysis of International and Domestic Consumer Spending Profiles.” Presented at the Annual European Institute of Retailing and Services Studies Conference. Heidelberg, Germany. (August).
- 2002 “An Analysis of Light vs. Heavy Users of Attendees at Florida Theme Parks During 1996-2001.” Presented at the American Marketing Association’s Annual Summer Conference. Phoenix, Arizona. (August).
- 2001 “Impact of Front-line Employees’ Customer Orientation on Customer Satisfaction, Loyalty, and Unit Profitability.” Presented at the Academy of Marketing Sciences Annual Conference. San Diego, California. (May).
- 2001 “Gaming Trends on Indian Reservations in the U.S.” Paper delivered at the American Marketing Association’s Annual Winter Educator’s Conference. Scottsdale, Arizona. (February).

- 2000 "Employing Internet Technology to Investigate and Purchase Travel Services: A Comparison of X'ers, Boomers, and Mature Market Segments" Paper Delivered at The Second Symposium on the Consumer Psychology of Tourism, Hospitality, and Leisure, Vienna, Austria. (July).
- 2000 "Profiling Foreign Visitors in a Diverse Florida Community: Impact for Destination Planning" Paper delivered at the 2000 Academy of Marketing Science Annual Conference Montreal, Canada. (May).
- 1999 "A Segmentation Analysis of Florida Visitors who use the Internet to Book Travel Plans." Paper delivered at the 27th Annual Conference of the Travel and Tourism Research Association.
- 1995 "Strategic Market Research Applications for Destinations." Paper delivered at the Travel and Tourism Research Association's Annual Conference. Acapulco, Mexico. (June).
- 1994 "Identification of Market Potential Using Brand Development Indexing Techniques" Paper delivered at the "Tourism: State of the Art Conference". Glasgow, Scotland. (July).
- 1993 "Decision Factors: A Multivariate Analysis of Association Meeting Planner Perceptions of Caribbean Destinations:." Paper presented at the Twenty-Fourth Annual Travel Research Associations Conference, Whistler Resort, British Columbia, Canada. (June). (Refereed).
- 1992 "An Analysis of the Price-Value Selected Caribbean Destinations Have For Attracting Potential Meetings". Paper presented at the Annual Price-Value Seminar, College of Bermuda, Devonshire. (May).
- 1992 "The Importance of Developing a United Tourism Private Sector". Paper presented at the National Tourism Congress; Costa Rica National Chamber of Commerce Annual Meeting. San Jose, California. (May).
- 1990 "A Segmentation Analysis of Peak vs. Shoulder Season Resort Visitors." Paper delivered at the Twenty-First Annual Travel Research Association's Conference. New Orleans, Louisiana. (June). (Refereed).
- 1989 "Enhancing Tourism Education Through Field Research: A Case Study of the Hilton Head Island, South Carolina Visitor Profile Study." Paper delivered at the 1989 Annual Conference of the Society of Travel & Tourism Educators. Salt Lake City, Utah. (October). (Refereed).
- 1988 "University Tourism Research Centers: Bridging the Gap through Networking." Paper delivered at The First Global Conference on Tourism-A Vital Force For Peace. Vancouver, British Columbia, Canada. (October).
- 1987 "The Perceived Importance Selected Marketing Tasks Have to Hotel and Resort Conference Coordinators." Presentation delivered at the Annual Council of Hospitality, Restaurant and Institutional Education Conference. Atlanta, Georgia. (August). (Refereed).
- 1985 "Trends in the Food Service and Hospitality Industry." Presentation delivered to the International Association of Club Managers. Fort Jackson, South

Carolina. (March). (Invited).

PAPERS DELIVERED AT NATIONAL MEETINGS AND CONFERENCES

- 1994 "Ecotourism and the High School Curriculum." Presented at the National Academy for Tourism Foundation's Annual Conference. Baltimore, Md. (July).
- 1991 "Disaggregation Seasonal Demand of A Coastal Resort." Paper delivered at the Resort and Commercial Recreation Associations National Conference. Bend, Oregon. (November).
- 1985 "Job Specifications for Resort Managers: A Final Report." Paper delivered at the Resort and Commercial Recreation Association's National Conference. Phoenix, Arizona. (January). (Refereed).
- 1985 "Trends in Factors Impacting Tourism: Urban vs. Rural." Paper delivered at the National Outdoor Recreation Trends Symposium. Myrtle Beach, South Carolina (March). (Refereed).
- 1984 "Segmenting the Southern Ski Market: An Application of Benefit Segmentation to Commercial Recreation." Paper delivered at the Congress of the National Recreation and Parks Association's Research Symposium. Orlando, Florida (October). (Refereed).
- 1984 "Job Specifications and Skills Necessary for Employment as a Resort or Commercial Recreation Manager." Paper delivered at the Resort and Commercial Recreation Association's National Conference. Wintergreen Resort, Virginia. (January). (Refereed).
- 1983 "Using Marketing for Effective Resort Decision-Making." Paper delivered at the Annual Resort and Commercial Recreation Association's National Conference, Kiawah Island Resort, Charleston, South Carolina. (February). (Refereed).

PAPERS DELIVERED AT REGIONAL MEETINGS AND CONFERENCES

- 2003 "Florida Springs Visitors: An Analysis of their Economic Impact, Selected Socio-Demographics and Behavioral Characteristics." Presented at the Florida Springs Conference. Gainesville, Florida (February).
- 2000 "The Role of Local Education and its Impacts on Eco-Tourism" Presented at the Annual Conference on Eco-Tourism on Public and Private Lands in Florida. West Palm Beach, Florida (May)
- 1998 "The Interent and the Hospitality Marketing Professional" Paper presented at The Southeast CHRIE Winter Research Symposium. Atlanta, Georgia (February).
- 1991 "Retention and Selection Issues in the Travel Industry: Presentation delivered at the Travel Research Association - Southeast Chapter Annual Meeting. Greensboro, North Carolina (March).
- 1989 "Marketing to the Meeting Planner: What Attracts Them to Destinations?" Presentation delivered at the Travel Research Association-Southeast Chapter

- 1985 Annual Meeting. Atlanta, Georgia (April). (Refereed).
"Critical Management Concerns Affecting Tourism in the Southeast."
Presentation delivered at the Annual Conference of the Council on Hotel,
Restaurant and Institutional Education - Southeast Region. Columbia, South
Carolina (October). (Refereed).
- 1986 "Tourism Trends Along the Coastal Zone Through the Year 2000."
Presentation delivered at the Conference on Coastal Growth in South Carolina.
Charleston, South Carolina (July). (Invited).
- 1985 "Benefits Sought By Blue Ridge Parkway Summer Visitors." Research paper
delivered at the 50th Anniversary Conference of the Blue Ridge Parkway.
Boone, North Carolina (September). (Refereed).
- 1985 "The Convention and Meeting Industry: An Analysis of Potential Markets."
Papers presented at the annual meeting of the Travel Research Association.
Charleston, South Carolina (October). (Refereed).
- 1985 "The Importance of Research." Presentation delivered during the annual
meeting of the Southeast Tourism Society. Orlando, Florida (October).
(Invited).
- 1984 "How Tourist Operations Can Use Research to Increase Their Profits." Paper
delivered at the Blue Ridge Parkway Association's Annual Meeting. Blowing
Rock, North Carolina (May). (Invited).
- 1983 "How to Identify Your Tourist Market: An Understanding of Segmentation
Analysis." Paper delivered at the Joint North Carolina Recreation and Parks
Society--South Carolina Parks, Recreation and Tourism Conference. Charlotte,
North Carolina (November). (Refereed).
- 1983 "Effective Marketing for Ski Area Managers." Paper delivered to the
Southern Chapter of the National Ski Area Association-- Professional Ski
Instructor's Association Annual Meeting. Sugar Mountain, North Carolina
(October). (Invited).
- 1983 "Segmenting the Southern Pleasure Vacation Travel Market." Paper delivered
at the Annual Southeastern Recreation Research Conference. Asheville, North
Carolina (September). (Refereed).
- 1982 "1981 Survey Report: Trends in Local Parks and Recreation Department
Systems." 27th Annual Southwest Park and Recreation Training Institute.
Lake Texoma, Kinston, Oklahoma (February). (Refereed).

PAPERS DELIVERED AT STATE MEETINGS AND CONFERENCES

- 1998 "Research Methods for Festival and Events." Presented at the
Annual Florida Festival and Events Association's Convention.
Tampa, Florida (October).
- 1997 "Critical Incidents Between Visitors and Employees at Florida Attractions."
Presented at the Annual Florida Attractions Association's Convention. Ft.
Myers, Florida (May).

- 1995 "Rural Economic Development through Ecotourism Strategies." Presented at the Rural Initiatives Conference. Glades County, Florida (October).
- 1995 "Putting Service into the Job Description." Presented at the Florida Attractions Association's Annual Conference. Cocoa Beach, Florida (June).
- 1994 "Tourism Marketing and Service Quality." Presented at the Annual Florida Nature Coast Conference to delegates representing a tourism coalition comprised of nine counties. Dunedin, Florida (June).
- 1993 "Quality Service Issues." Paper presented at the Annual United Bus Owners of America Convention. Miami, Florida (January).
- 1993 "Maximizing Quality in Travel and Tourism Services." Paper presented at Florida's National Tourism Week Conference. Tampa, Florida (May).
- 1993 "Student Interns: An Untapped Resource." Paper presented at the Annual Florida Motor Coach Association Conference. Orlando, Florida (October).
- 1993 "Ecotourism and Sustainable Growth: An Educational Approach for Industry." Presented at the Annual Sustainable Florida Symposium. Orlando, Florida (October).
- 1993 "Quality Service for Tourism and Hospitality Managers." A Workshop presented at the Small Business Administration's Rural Marketing Seminar for Hernando, Pasco, and Manatee, Florida Counties. Brooksville, Florida (October).
- 1993 "Maximizing Quality Service." A workshop presented at the Small Business Administration's Rural Marketing Seminar for Columbia County, Florida. Lake City, Florida (March).
- 1992 "Trends in Tourism and Travel." Paper presented at the Annual Florida Attractions Association Conference. Sanibel Island, Florida (October).
- 1992 "Establishing a Market Research Program on a Limited Budget." Paper presented at the Annual Florida Attractions Association Conference. West Palm Beach, Florida (May).
- 1991 "Critical issues in Employee Selection for the Attractions Industry." Paper presented at the Annual Florida Attractions Association. Tallahassee, Florida (February).
- 1989 "Tackling Hospitality Labor Retention & Turnover." Paper presented at the 22nd Annual Florida Governor's Conference on Tourism. Daytona Beach, Florida, (September). (Invited).
- 1988 "Gaining the Competitive Edge Through Travel Marketing Research." Presentation delivered at the Alabama Hospitality and Tourism Conference. Gulf Shores, Alabama (April). (Invited).
- 1987 "Increasing Your Occupancy Through Effective Marketing and Sales." Seminar delivered at the North Carolina Hotel Sales and Marketing Association's Annual Fall Conference. Wrightsville Beach, North Carolina (October). (Invited).

- 1987 "University Curricula in Hospitality Programs." Presentation delivered at the Georgia Governor's Conference on Tourism and Travel. Albany, Georgia (September). (Invited).
- 1987 "Increasing Your Visibility in a Competitive Market." Presentation delivered at the North Carolina Governor's Conference on Tourism and Travel. High Point, North Carolina (May). (Invited).
- 1987 "A Certification Process for Hotel Sales and Marketing Professionals." Presentation delivered at the South Carolina Governor's Conference on Tourism and Travel. Charleston, South Carolina (February). (Invited).
- 1986 "Economic Indicators for Tourism in the Southeast." Presentation delivered to the Greater Charleston, SC Hotel and Motel Association. Charleston, South Carolina (September). (Invited).
- 1986 "Positioning: A Key to Building a Property's Image." Presentation delivered at the Annual Conference of the South Carolina Hotel Sales and Marketing Association-International. Wild Dunes, South Carolina (August). (Invited).
- 1985 "Sunsational: Trends in the Southern Marketplace." Paper delivered at the South Carolina Governor's Conference for Tourism and Travel. Hilton Head Island, South Carolina (February). (Invited).
- 1984 "The Importance of Becoming a Commercial Recreator." Paper delivered at the North Carolina Recreation and Parks Society's Annual State Conference. Greensboro, North Carolina (November). (Invited).
- 1983 "Benefits Sought by Beech Mountain Skiers During Winter , 1983." Paper deliver at the Annual Governor's Conference on Travel and Tourism, Continuing Education Center, Appalachian State University. Boone, North Carolina (April). (Invited).
- 1981 "Demographics: Impacts Upon Recreation in Texas." Paper delivered at the 44th Annual Texas Recreation and Parks Society Conference. Austin, Texas (October). (Refereed).

SERVICE/ADMINISTRATION

- 2010 - 2014 Florida State University
Director, Distance Learning Program
Dedman School of Hospitality.
- 2006 - 2014 Florida State University
Strategic Planning, Bylaws, Promotion and Tenure, Visiting Scholars and
Facilities Committee Chair, Dedman School of Hospitality
- 2006 Florida State University
Appointed to a committee to determine the feasibility of constructing several
condominium hotels on campus to be adjacent to the existing Dedman School
of Hospitality. These facilities would overlook the football stadium and would

- 2006 include meeting space and function space for large events.
Florida State University
Appeared on a 30 minute television program along with the university's President to discuss the economic value FSU has upon the immediate Tallahassee community. This was based upon 10 years of visitor research data we generated through a funded contract with the Leon County Tourist Development Center. The program was aired state-wide for three months (January-March, 2006).
- 2005 Florida State University
Appointed by the university president to conduct research in order to determine the number of visitors to the county for FSU related purposes and the economic value they have upon the local economy and the total numbers of commercial lodging room nights they generate annually.
- 2000 Florida State University
Appointed by the university president to assist a team of professors from oceanography and marine biology to develop a proposal for a scientific resort and conference center to be located on Arvida/St. Joe property in Franklin County, Florida.
- 1997 Florida State University
Appointed by the director of the Dedman School of Hospitality to develop a "Market Demand Analysis and Feasibility Study for the Construction of the University Center Suites."
- 1997 Florida House of Representatives
Committee on Tourism and Economic Development
Committee Member, Tourism Indices Research
- 1994 The Travel Research Association
Program Planning Committee
- 1991 Society of Travel and Tourism Educators
Elected to the Board of Directors for a two year term ending in November.
- 1987 - 1988 The Travel Research Association – Southeast Chapter Board of Directors
Assisted in the redevelopment of Association goals and objectives.
Developed research programs to generate revenue and exposure. Attended quarterly meetings.
- 1986 - 1988 South Carolina Hotel Sales and Marketing Association, Vice President,
State of South Carolina
Served as program coordinator of all quarterly and annual meetings.
Developed computerized databases for the organization. Coordinated efforts for international certification of state hotel sales and marketing personnel.
- 1985 - 1988 University of South Carolina HSMAI-Faculty Advisor
Developed and advised activities for club members. Generated over \$7,000 in revenues through sales blitz efforts including cold calls and telephone sales calls.
- 1985 - 1986 South Carolina Hotel Sales and Marketing, Association, Board of Directors,
State of South Carolina

- Served as a member of the board of directors. Assisted in the development of specific goals and objectives for the Association. Attended quarterly meetings and disseminated information specific to South Carolina members. Served as program coordinator for annual conference.
- 1986 Council on Hotel, Restaurant and Institutional Education - Southeast Chapter Conference Coordinator, Annual Regional Conference, Columbia, SC. Duties included organization and management of all phases of three-day conference including lodging, meals, registration, program development and evaluation.
- 1985 - 1986 Southeast Tourism Society, Research Committee Member.
Assisted with the development of organizational research goals and priorities. Served as committee advisor on methodological concerns addressing survey research. Developed a survey instrument designed to collect information pertaining to membership needs with respect to primary research data. Developed a tourism industry trends reporting system for the organization's eight-state region.
- 1985 - 1986 Council on Hotel, Restaurant & Institutional Education Committee Member, Tourism Education Session for the Seventh World Congress on Tourism Education. Toronto and Ottawa, Canada (September 30-October 8, 1986)
- 1983 - 1985 Resort and Commercial Recreation Association Director, The State of North Carolina. Coordinated state-wide efforts in the identification of all resorts and commercial recreation enterprises; disseminated membership information and annual conference material to prospective members; coordinated meetings involving North Carolina members; acted as liaison between the State and National Associations.
- 1984 State Conference Planning Committee, North Carolina Recreation and Parks Society Annual State Conference, Greensboro, NC. Chairman, Parks and Resource Management Session, North Carolina Recreation and Parks Society Annual State Conference, Greensboro, NC.
Co - Chairman, Tourism Session, North Carolina Recreation and Parks Annual State Conference, Greensboro, NC.
- 1984 Secretary, Parks and Resource Management Division, North Carolina Recreation and Parks Society
- 1983 - 1984 Appalachian Consortium Regional Development Committee
Appointed by John Thomas, Chancellor, Appalachian State University, to assist with the planning and development of tourism in the Appalachian region. Also coordinated a regional conference entitled: The New River Symposium.
- 1983 Conference Planning Committee for joint North Carolina-South Carolina State Parks, Recreation, and Tourism Conference, Charlotte, NC.
Chairman, Tourism Session, North Carolina-South Carolina State Parks, Recreation, and Tourism Conference, Charlotte, NC.
Co-Chairman, Parks and Resource Management Session, North Carolina-South Carolina State Parks, Recreation, and Tourism Conference, Charlotte, NC. Developed program agenda, selected speakers, edited manuscripts, coordinated sessions.

SERVICE/ADMINISTRATION

Society of Wine Educators
American Marketing Association
The Council on Hotel, Restaurant, and Institutional Education
The Travel Research Association – International
International Association of Assembly Managers
International Society of Culture, Leisure and Tourism Research

UNIVERSITY COMMITTEES

Florida State University

University

2003-2005	Member, Faculty Senate (elected)
2001-2003	Member, Faculty Senate (elected)
1997-1999	Member, Faculty Senate (elected)
1994- 1995	Member, Student Affairs Advisory Committee
1993- 1994	Faculty Advisor of the Year
1992 - 1994	Member, Faculty Senate (elected)
1992 - 1994	Member, University Club Committee
1990	Member, College of Business Dean's Search Committee

College

2006 - Current	Member, Strategic Planning Committee
2003-2005	Member, Promotion & Tenure Committee
1992 - 2004	Member, MBA Program Policy Committee
1992 - 2004	Member, MBA Admissions Committee
1992 - 1994	Member, FSU Faculty Club Committee
1991 - 1992	Member MBA Strategic Planning Committee Member, Promotion & Tenure Committee
1989 - 1990	Undergraduate Curriculum Review Committee
1989 - Current	Graduate Faculty, Department of Marketing

University of South Carolina

University

1987- 1988 Member, Faculty Senate (elected)

College

1986-1987 Chair, Media Support Services Committee

1985-1987 Member, Evaluation of Teaching Effectiveness Committee

1985-1986 Chair, Faculty Grants Committee

Department

1986-1987 Member and Acting Chair, Graduate Program Committee

1986-1987 Chair, Curriculum Revision Committee

1985-1986 Chair, Faculty Grants and Contracts Committee