

Daniel L. Spears, Ph.D.

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Education

Kansas State University, Manhattan, Kansas, USA.

Doctor of Philosophy in Hospitality Management. Department of Hospitality Management, College of Human Ecology. *Class of 2000.*

Rochester Institute of Technology, Rochester, New York, USA.

Master of Science in Service Management. Department of Hospitality and Tourism Management, College of Applied Science and Technology. *Class of 1996.*

Rochester Institute of Technology, Rochester, New York, USA.

Bachelor of Science in Hotel and Resort Management with a Minor in Political Science. Department of Hospitality and Tourism Management, College of Applied Science and Technology, *Class of 1995.*

Harvard Business Impact, Cambridge, Massachusetts, USA.

Certificate Program, Teaching with AI
October 2025.

Experience

01/22 – Present

Sparks Spaces, Houston, Texas, USA.

Advisory Board Member. Strategic planning and Education advisory.

09/12 – Present

University of North Texas, Denton, Texas, USA.

Associate Professor of Hospitality & Tourism Management, Department of Hospitality, Event, & Tourism, College of Merchandising, Hospitality & Tourism.

05/11 – Present

CATIE (Centro Agronomico Tropical de Investigacion y Ensenanza), Cartago, Turrialba, Costa Rica. *Affiliate and Visiting Professor of International Sustainable Tourism*, Master of Science Program in International Sustainable Tourism (MIST).

06/08 – 01/17

University of North Texas, Denton, Texas, USA.

MIST Graduate Director/Coordinator. Developed, directed, and administered the International Joint Master of Science Program in International Sustainable Tourism (MIST). Served as lead faculty, graduate student advisor, recruiter, marketer, fundraiser, alumni relations, SACSCOC coordinator, and international partnerships liaison. Department of Hospitality & Tourism, College of Merchandising, Hospitality & Tourism, UNT, and Graduate School, CATIE.

08/07 – 08/12

University of North Texas, Denton, Texas, USA.

Assistant Professor of Hospitality & Tourism Management.

Department of Hospitality & Tourism, College of Merchandising, Hospitality & Tourism.

09/00 – 06/07

University of Hawaii at Manoa, Honolulu, Hawaii, USA.

Assistant Professor of Hospitality Management.

School of Travel Industry Management.

09/99 - 07/00

Kansas State University, Manhattan, Kansas, USA.

Provost Staff and Graduate Teaching Assistant (Dual Appointment),

Center for the Advancement of Teaching and Learning and the Department of Hospitality Management, College of Human Ecology.

05/98 - 09/99

Kansas State University, Manhattan, Kansas, USA.

Graduate Research Assistant,

Center for the Advancement of Teaching and Learning.

01/97 - 05/99

Kansas State University, Manhattan, Kansas, USA.
Graduate Teaching Assistant,
Department of Hospitality Management, College of Human Ecology.

10/94 - 09/96

Rochester Institute of Technology, Rochester, New York, USA.
Teaching and Research Assistant,
School of Hospitality and Service Management, College of Applied Science and Technology.

02/94 – 10/94

Rado-Mat Holdings/Allied Innkeepers: Marriott & Holiday Inn, Niagara Falls, New York, USA. *Management Training & Assistant Manager: Front Desk/Office, Food & Beverage, Housekeeping, Engineering, and Security.*

03/92 – 02/94

MGM Grand Hotel, Casino and Theme Park, Las Vegas, Nevada, USA.
Various Positions: Pre-Opening (Employment Center) through Grand Opening: University Internship Supervisor, Special Projects Coordinator, Executive Administration Assistant, Editor of Company Publications (Newsletter, etc.), Human Resources, and Casino Operations.

11/85 - 06/90

United States Army, Fort Drum, New York, USA.
10th Mountain Division, 10th Medical Battalion, Headquarters & Alpha Company.
Combat Medical Specialist/Emergency Medical Technician (EMT) – MOS: 91 Alpha (Rank - E4)
Honorable Discharge.

Research

Areas of Concentration:

- Strategic Management and Marketing.
- Tourist Consumption and Activity Behavior.
- Tourism Motivations, Influencers, Attitudes, and Perceptions.
- Tourism Development and Sustainability.

Refereed Journal Articles:

Spears, D. L. (2026 – In Process). Cinematic Destinations in the Streaming Era: How Screen Media Shapes Tourism Choice and Destination Marketing Strategy. *Targeted Journal: Journal of Travel Research.* (R)

Spears, D. L. (2026 – In Process). Texas on Screen: Measuring Film and Streaming Impacts on Travel Demand and Destination Marketing in the Lone Star State. *Targeted Journal: Journal of Vacation Marketing.* (R)

Spears, D. L. (2026 – In Process). Cross-Cultural Set-Jetting: Comparing How Film and Streaming Content Influence Destination Choice Across Global Markets. *Targeted Journal: Journal of Travel Research.* (R)

Spears, D. L. (2026 – In Process). Turning Attention into Arrivals: Actionable Analytics for DMOs and DMCs Using Public Data on Media Consumption and Tourism Demand. *Targeted Journal: Tourism Management Perspectives.* (R)

Spears, D. L. (2026 – Rewrite). Conceptualization, Development, Implementation, and Leadership of a Graduate Curriculum in Sustainable Tourism: Strategic Management Perspectives and Creative Destruction Strategies. *International Journal of Sustainability in Higher Education.* (R)

Spears, D. L. (2026 – In Process). Influence of Hollywood Movies and Television on Destination Image and Consumer Behavior: A Longitudinal Perspective. *Journal of Vacation Marketing.* (R)

Spears, D. L. & Holladay, T. (2026 – In Review). The Influence of Social Responsibility on Consumer Behavior in Restaurants. *Corporate Social Responsibility and Environmental Management.* (R)

Kinley, T., Pookulangara, S., Josiam, B., & Spears, D. L. (2023). Bollywood Influence on Clothing Selection of the Indian Consumer. *Journal of Global Fashion Marketing*, 5(14), pp. 1-14. (R)

Kim, Y.H. & Spears, D. (2022). Differing career expectations in the hospitality industry: a cross-cultural study." *International Hospitality Review*, 36(2), pp. 304-321. (R)

Josiam, B. M., Spears, D. L., Dutta, K., Pookulangara, S. & Kinley, T. (2020). Bollywood-induced international travel through the lens of the involvement construct. *Anatolia: An International Journal of Tourism and Hospitality Research*, "Tourism in India," 31(2), pp. 181-196. (R)

Spears, D. L., Josiam, B., Virojphan, P. & Ooi, A. (2019). Malaysian tourists' motivation & involvement in Southeast Asia tourism: A case study of Singapore and Bangkok. *Optimization Journal of Research in Management*, 13(1). (R)

Pelka, H., Schuelke, W., Gomez, M., Santelises, E., Spears, D. L. & Birendra, KC & (2019). Perceived Value of Geocaching Experiences in Yellowstone National Park. *Journal of Tourism Challenges and Trends*, 1(11), pp. 49-70. (R)

Han, W., Josiam, B., Spears, D. L., & Yang, Y. (2018). Influence of Movies and Television on Chinese Tourists' Perception Towards International Tourism Destinations. *Tourism Management Perspectives*, (28), pp. 211-219. (R)

Kim, Y. H., Spears, D. L., Vargas-Ortega, E., & Kim, T. H. (2018). A Practical Learning Environment for Sustainability and Sustainable Tourism: The Case of Student Engagement at the Sustainability House (SH). *International Journal of Sustainability in Higher Education*, 19(6). (R)

Josiam, B. & Spears, D. L. (2018). Residents Perceptions of Spring Break Tourism: The Involvement Empowerment Perspective. *Optimization Journal of Research in Management*, 10(1), pp. 1-11. (R)

Josiam, B. M., Spears, D. L., Pookulangara, S., Dutta, K., Kinley, T. & Duncan, J. L. (2015). Using Structural Equation Modeling to understand the impact of Bollywood movies on destination image, tourist activity & purchasing behavior of Indians. *Journal of Vacation Marketing*, 21(3), pp. 251-261. (R)

Strzelecka, M., Josiam, B., Spears, D., & Monterrubio, C. (2015). Looking at residents' attitudes toward spring break tourism in Texas through the lens of community attachment. *International Hospitality Review*, 31(4). (R)

Josiam, B. M., Spears, D. L., Dutta, K., Pookulangara, S., & Kinley, T. (2014). Using the Involvement Construct to understand the impact of Bollywood on the activities and behaviors of Indian tourists: An empirical study. *International Hospitality Review*, 31(4). (R)

Josiam, B. M., Spears, D. L., Dutta, K., Pookulangara, S., & Kinley, T. (2014). "Namaste London," "an evening in Paris": Bollywood movies and their impact on how Indians perceive European destinations. *International Hospitality Review*, 31(4). (R)

Pookulangara, S., Kinley, T., Josiam, B., & Spears, D. (2013). Hollywood and fashion: influence on apparel purchase decisions. *The International Journal of Sales, Marketing and Retailing*, 2(1), pp. 50-63. (R)

Spears, D., Josiam, B., Kinley, T., & Pookulangara, S. (2013). Tourist see tourist do: the influence of Hollywood movies and television on tourism motivation and activity behavior. *International Hospitality Review*, 30(1), pp. 53-74. (R)

Spears, D. L. & Rosenbaum, M. S. (2012). The packaged tourist: an American and Japanese perspective. *Tourism: An International Multidisciplinary Journal of Tourism*, 7(1), pp. 19-40. (R)

Siri, R., Kennon, L., Josiam, B. & Spears, D. (2012). Exploring Indian tourists' motivation and perception of Bangkok, Thailand. *Tourism: An International Multidisciplinary Journal of Tourism*, 7(1), pp. 61-79. (R)

Siri, R., Kennon, L., Josiam, B. & Spears, D. (2012). Indian tourists' satisfaction with Bangkok, Thailand. *Journal of Services Research*, 12(1), pp. 26-43. (R)

Josiam, B., Huang, T., Bahulkar, G., Spears, D. & Kennon, L. (2012). Segmenting Taiwanese travelers on cruises in North America: comparing the involvement and cluster approach. *Journal of China Tourism Research*, 8(1), pp. 78-96. (R)

Collison, F. & Spears, D. (2010). Marketing cultural and heritage tourism: The Marshall Islands. *International Journal of Culture, Tourism, and Hospitality Research. Special Issue on Island Tourism: Marketing Culture and Heritage*, 4(2), pp. 130-142. (R)

Rosenbaum, M. & Spears, D. (2009). Using group comparisons in AMOS to explore shopping as a travel driver. *International Journal of Culture, Tourism, and Hospitality Research. Special Issue: Moving Beyond Pedagogy to Andragogy: Experimental Learning Exercises for Tourism/Hospitality Executive Training*, 3(4), pp. 313-325. (R)

Josiam, B., Huang, T., Spears, D., Kennon, L., & Bahulkar, G. (2009). Understanding ethnic Chinese travelers on North American cruise tours: motivations, perceptions, and satisfaction of cruisers. *Journal of China Tourism Research*, 5(1), pp. 77-101. (R)

Rosenbaum, M. S. & Spears, D. L. (2007). Legalization of gambling in Hawaii: an empirical re-inquiry. *Journal of Travel and Tourism Marketing*, 20(3/4), pp. 145-151. (R)

Rosenbaum, M. S. & Spears, D. L. (2006). An exploration of spending behaviors among Japanese tourists. *Journal of Travel Research*, 44(4), pp. 467-473. (R)

Rosenbaum, M. S. & Spears, D. L. (2006). Who is buying what? Who does that? The case of Golden Week in Hawaii. *Journal of Vacation Marketing*, 12(3), pp. 246-255. (R)

Agrusa, W., Spears, D. L., Agrusa, J., & Tanner, J. (2006). An analysis of employees' perceptions and management styles. *The Consortium Journal of Hospitality and Tourism*, 11(1), pp. 83-95. (R)

Rosenbaum, M. S. & Spears, D. L. (2005). Who buys that? Who does what? Analysis of cross-cultural consumption behaviours among tourists in Hawaii. *Journal of Vacation Marketing*, 11(3), pp. 235-247. (R)

Spears, D. L. & Boger, C. (2003). Residents' perceptions and attitudes towards Native American Gaming (NAG) in Kansas: demographics, policies, and future development. *Gaming Research and Review Journal*, 7(2), pp. 13-24. (R)

Spears, D. L. & Boger, C. (2002). Residents' perceptions and attitudes towards Native American Gaming (NAG) in Kansas: proximity and number of trips to NAG activity. *Gaming Research and Review Journal*, 6(2), pp. 13-37. (R)

Spears, D. L. (2001). The Strategy-Focused Organization. *Journal of Applied Management and Entrepreneurship*, 6(2), pp. 101-103. (R)

Spears, D. L., Boger, C., & Gould, R. (1999). Collaborative web-based project on tourism and marketing. *Hospitality and Tourism Education*, 10(4), pp. 38-41. (R)

Spears, D. L., Gould, R., Boger, C., & Brannan, R. (1998). Joint ventures between the classroom and rural communities. *Hospitality and Tourism Education*, 10(3), pp. 33-37. (R)

Chapters in Books:

Spears, D. L. & Collison, F. (2025). Encyclopedia of Tourism: Comprehensive treatment of all major concepts in the most significant industry worldwide, In Jafari, J. & Xiao, H. (Eds.). *Tourism, Republic of the Marshall Islands (RMI)*. Springer Science and Business Media. (R)

Josiam, B. M., Spears, D. L., Dutta, K., Pookulangara, S., & Kinley, T. (2023). "Namastey London": Bollywood Movies and Their Impact on How Indians Perceive European Destinations. In Stachowiak, K., Janta, H., Kozina, J., & Sunngren-Granlund, T. (Eds.), *Film and Place in an Intercultural Perspective: India-Europe Film Connections*. New York, NY: Taylor & Francis Group. (R)

Josiam, B. M., Spears, D. L., Dutta, K., Pookulangara, S. & Kinley, T. (2021). Bollywood-induced international travel through the lens of the involvement construct. Dixit, S. K. (Ed.), *Tourism in India: Marketing Perspectives*. New York, New York: Taylor & Francis Group. (R)

Collison, F.M., Spears, D.L. (2020). Marshall Islands, tourism. In: Jafari, J. & Xiao, H. (eds) *Encyclopedia of Tourism: Living Reference Work*. Springer, Cham. (R)

Collison, F.M., Spears, D.L. (2015). Marshall Islands, tourism. In: Jafari, J. & Xiao, H. (eds) *Encyclopedia of Tourism: Comprehensive treatment of all major concepts in the most significant industry worldwide*, Springer, Cham. (R)

Boger, C., Spears, D. L., Wolfe, K., & Li-Chun, L. (2014). *Economic Impacts: Native American Gaming*. In Hsu, C. (Ed.), *Legalized casino gaming in the United States: economic and social impacts*. New York, New York: The Haworth Hospitality Press. (R)

Boger, C., Spears, D. L., Wolfe, K., & Li-Chun, L. (1999). *Economic Impacts: Native American Gaming*. In Hsu, C. (Ed.), *Legalized casino gaming in the United States: economic and social impacts* (pp. 166-192). New York, New York: The Haworth Hospitality Press. (R)

Non-Refereed Journal Articles:

Collison, F. & Spears, D. L. (2005). Up from the ashes: sustainable tourism development for the Northern Marshall Islands of Bikini and Rongelap Atolls. *TedQual Magazine*, No. 7.

Rosenbaum, M. S. & Spears, D. L. (2004). Who is buying designer handbags and macadamia nuts? *Hawaii Retailer*, 9(2), p. 7.

Editor of Conference Proceedings:

Spears, D. L. (2005). *Editor*, Proceedings for the Fourth Asia Pacific Forum for Graduate Student Research in Tourism "Winds of Change in Tourism Research: Voyages of Inquiry and Discovery." School of Travel Industry Management, the University of Hawaii at Manoa. August 1-3, 2005, Honolulu, Hawaii, USA. (R)

Refereed Conference Presentations with Proceedings:

Short, A. & Spears, D. L. (2025). Premium Prices and Profits Through Private Dining Events. Western Federation of CHRIE conference, Frisco, TX, USA. (R)

Mmusetsi, B. & Spears, D. L. (2025). Cultural Sensitivity and Its Impact on Repeat Hospitality and Tourism in Botswana. 30th Graduate Education & Graduate Student Research Conference. Houston, TX, USA. (R)

Kusi, R. O., Spears, D. L., & Fosu, B. K. (2024). Emotional Bonds as Catalysts for Value Co-Creation: Unveiling the Power of Customer Citizenship in Tourism. Western Federation of CHRIE conference, Denver, Colorado, USA. (R)

Kusi, R. O., Spears, D. L., & Sarpong, G. O. (2024). Tourist Perceptions of Service Quality of Heritage Sites: A Case Study of The Elmina Castle in Ghana. Western Federation of CHRIE conference, Denver, Colorado, USA. (R)

Holladay, T., Spears, D. L., Lee, S. & Kim, Y. H. (2022). The Influence of Social Responsibility on Consumer Behavior in Small Restaurants. Asia Pacific Tourism Association (APTA), Seoul, Korea. (R)

Kinley, T., Pookulangara S., Josiam, B., Spears, D. & Dutta, K. (2021). *Bollywood influence on clothing selection of Indian consumers*. Global Alliance of Marketing and Management Associations, Seoul, Korea. (R)

Spears, D., & Kim, Y. H. (2019). *Learning environments in international education: The case of sustainability in the MIST Program*. 2019 International Tourism Conference of TOSOK, Daejeon, South Korea. (R)

Pookulangara, S. & Kinley, T., Josiam, B., Spears, D. L., & Dutta, K. (2018). *Gender Matters: Examining Influence of Bollywood on Purchase of Fashion*. Global Marketing Conference, Tokyo, Japan. (R)

Njeri, M., Kim, Y. H., Yang, K., & Spears, D. (2018). *An Examination of Sustainability Behavior (SuBH) (Best Paper Award)*. The 22nd International Joint World Cultural Tourism Conference, Bangkok, Thailand. (R)

Han, W., Spears, D. L., Josiam, B., & Yang, Y. (2018). *Influence of Movies and Television on Chinese Tourists' Perception Towards International Tourism Destinations*. International Conference in Entrepreneurship & Family Business, Mumbai, India. (R)

- Schuelke, W., KC, B., & Spears, D. (2018). Rural agritourism in North Texas: A SWOT-ANP analysis. The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. (R)
- Josiam, B., Spears, D., Wen, H., Yang, Y. & Saul, N. (2017). *Using Structural Equation Modeling to Recognize the Impact of Movies and Television on Destination Image, Tourist Activity, and Purchasing Behaviors of Chinese Consumers*. 2017 Academy of Global Hospitality & Tourism Conference, Cheongju, South Korea. (R)
- Josiam, B., Yang, Y., Wen, H., Spears, D. L. & Saul, N. (2017). *Looking at Movie-Induced Chinese Tourists Through the Lens of the Involvement Construct*. The 15th APacCHRIE Conference, Bali, Indonesia. (R)
- Kim, Y. H., Spears, D., & Vargas, E. (2017). *A Practical Learning Environment for Sustainability and Sustainable Tourism: The Case of Student Engagement at the Sustainability House (SH)*. The First Global Congress of Special Interest Tourism & Hospitality, Beppu, Japan. (R)
- Torres, A., Wilson, R., Spears, D, Josiam, B., KC, Birendra & Kim, Y. H. (2017). *The Millennial Travel Market: Motivations Affecting Eco-Destination Decision-Making*. 2017 Academy of Global Hospitality & Tourism Conference, Cheongju, South Korea. (R)
- Josiam, B., Monterrubio, C., McGovern, A., Strzelecka, M. & Spears, D. (2016). *The Effect of Place Attachment on Perceived Spring Break Tourism Impacts in Cancun, Mexico*. Academy of Global Hospitality & Tourism Conference (AGHTC), Seoul, South Korea. (R)
- Kinley, T., Pookulangara, S., Josiam, B., & Spears, D. (2016). *Fashion Viva la Bollywood*. Annual Spring Conference of the American Collegiate Retailing Association (ACRA), New York, New York, USA. (R)
- Spears, D.L., Josiam, B., Ooi, A., Virojphan, P. (2015). *Malaysian tourists' motivation & involvement of Southeast Asia tourism: A case study of Singapore and Bangkok*. The 13th APacCHRIE Conference, Auckland, New Zealand. (R)
- Strzelecka, M., Josiam, B., Spears, D., Monterrubio, J.C (2015). *Residents' perceptions of Spring Break tourism: The involvement/empowerment perspective*. The 13th APacCHRIE Conference, Auckland, New Zealand. (R)
- Strzelecka, M., Vargas, E., & Spears, D. (2014). Lessons Learned: Community-driven Indicators for Tourism Sustainability in Rural Costa Rica. *Tenth International Conference on Environmental, Cultural, Economic and Social Sustainability*. Split, Croatia, January 2014. (R)
- Josiam, B. M., Spears, D. L., Dutta, K., Pookulangara, S., & Kinley, T. (2013). Using the Involvement construct to understand the impact of Bollywood on the activities and behaviors of Indian tourists: an empirical study. (**Best Paper Award**). *Proceedings of the 10th Annual World Congress of the Academy for Global Business Advancement (AGBA)*. Bangkok, Thailand, June 2013. (R)
- Josiam, B. M., Spears, D. L., Pookulangara, S., Dutta, K., Kinley, T. & Duncan, J. L. (2013). Using Structural Equation Modeling to understand the impact of Bollywood movies on destination image, tourist activity & purchasing behavior of Indians. *Proceedings of the 11th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference*, Macau, SAR, China, May 2013. (R)
- Josiam, B. M., Spears, D. L., Pookulangara, S., Dutta, K., & Kinley, T. (2013). "Namaste London"; "An Evening in Paris": Bollywood movies and their impact on Gen Y Indians' perceptions of Europe." *Proceedings of the World Conference on Hospitality, Tourism, and Event Research & International Convention and Expo Summit 2013 (WHTER-ICES)*. Bangkok, Thailand, May 2013. (R)
- Josiam, B. M., Spears, D. L., Pookulangara, S., Dutta, K., Kinley, T., & Duncan, J. L. (2013). Using Structural Equation Modeling to understand the impact of Bollywood Movies on destination image, tourist activity & purchasing behavior of Indians. *The 11th Asia-Pacific Council on Hotel, Restaurant, & Institutional Education (APAC-CHRIE) Conference*, Macau, SAR, China, May 2013. (R)

- Spears, D. L., Josiam, B. M., Pookulangara, S., & Kinley, T. (2012). Using Structural Equation Modeling (SEM) to understand the impact of Hollywood movies and television on destination image, tourist activity, & purchasing behavior (**Best Paper Award**). *The 10th APAC-CHRIE Conference, Manila, Philippines.* (R)
- Spears, D. L. & Collison, F. (2012). Marketing cultural and heritage tourism in the Marshall Islands. *Congreso Nacional de Conservacion en Tierra Privadas (National Conference of Conservation in Private Areas), Monteverde, Costa Rica.* (R)
- Dopson, L., Spears, D. L., & Vargas, E. (2012). Development of an international joint graduate degree program in international sustainable tourism. *Congreso Nacional de Conservacion en Tierra Privadas (National Conference of Conservation in Private Areas), Monteverde, Costa Rica.* (R)
- Kidder, N., Spears, D. L., & Kennon, L. (2012, *Accepted - Paper Withdrawn*). Leadership styles and the millennial generation: perceptions of self and hospitality industry managers. *The 17th Annual Graduate Student Research Conference in Hospitality and Tourism, Auburn, Alabama, USA.* (R)
- Siri, R., Kennon, L., Josiam, B., & Spears, D. L. (2011). Understanding Indian tourists in Thailand: motivations, perceptions, and satisfaction with Bangkok. *The 9th APAC-CHRIE Conference, Hong Kong, SAR, China.* (R)
- Spears, D. L., Josiam, B. M., Kinley, T., & Pookulangara, S. (2011). We have seen it in the movies; now let's see if it is true: Hollywood and tourism. *The 5th International Conference on Services Management, New Delhi, India.* (R)
- Josiam, B. M., Spears, D. L., Pookulangara, S., & Kinley, T. (2011). Love in Tokyo or an Evening in Paris: Bollywood and international tourism by Indians worldwide. *The 5th International Conference on Services Management, New Delhi, India.* (R)
- Pookulangara, S., & Kinley, T., Josiam, B. M., & Spears, D. L. (2011). My Fair Lady: examining the influence of Hollywood on fashion purchases. *The 5th International Conference on Services Management, New Delhi, India.* (R)
- Knight, D., Kim, H., & Spears, D. L. (2011). Generation Y: Lifestyle and Impacts on Sustainable Consumption Practices. *International Textile and Apparel Association, Inc., Philadelphia, Pennsylvania, USA.* (R)
- Kidder, N. & Spears, D. L. (2011). Drivers and thresholds for protected area tourism in Costa Rica: exploring a socio-ecological systems approach. *The 16th Annual Graduate Education and Student Research Conference in Hospitality and Tourism, Houston, Texas, USA.* (R)
- Kidder, N. & Spears, D. L. (2011). Tourism: a tool for biodiversity conservation in the Cape Horn Region. *The 16th Annual Graduate Education and Student Research Conference in Hospitality and Tourism, Houston, Texas, USA.* (R)
- Kidder, N. & Spears, D. L. (2011). Measuring resident attitudes towards voluntourism: an analysis of the Social Exchange Theory (SET). *The 16th Annual Graduate Education and Student Research Conference in Hospitality and Tourism, Houston, Texas, USA.* (R)
- Josiam, B. M., Spears, D. L., Pookulangara, S., & Kinley, T. (2010). Analyzing the impact of Bollywood movies on tourism by Indians and Indian diaspora worldwide. *The 68th TOSOK International Tourism Conference, Daemyung Resort, Buan, Jeonbuk, Korea.* (R)
- Spears, D. L. & Collison, F. (2010, *Accepted*). Marketing cultural and heritage tourism in the Marshall Islands. *The 8th APAC-CHRIE Conference, Bangkok, Thailand.* The Paper was withdrawn due to the security alert UNT and the U.S. State Department issued. (R)
- Josiam, B. M., Huang, T., Bahulkar, G., Spears, D. L., & Kennon, L. (2009). Segmenting Taiwanese travelers on cruises in North America: comparing involvement and cluster approach. *Euro-CHRIE, Helsinki, Finland.* (R)
- Huang, T., Josiam, B. M., Spears, D. L., Kennon, L., & Bahulkar, G. (2008). Understanding ethnic Chinese travelers on North American cruise tours: motivations, perceptions, and satisfaction of cruisers. *The 5th China Tourism Forum, Huangshan, China.* (R)

Huang, Y., Josiam, B. M., & Spears, D. L. (2008). Understanding Taiwanese travelers on cruise tours in North America: motivations, involvement, perceptions, and satisfaction of cruisers. *The 7th Asia Pacific Forum for Graduate Research in Tourism, Petaling Jaya, Malaysia.* (R)

Rosenbaum, M. S. & Spears, D. L. (2007). Meet the package tourist: a Japanese and American perspective. *I-CHRIE Annual Conference, Dallas, Texas, USA.* (R)

Rosenbaum, M., Singh, T., & Spears, D. L. (2006). Japanese tourism in Hawaii: an empirical investigation of Japanese gift giving during Golden Week. *Academy of Marketing Science (AMS) and Korean Academy of Marketing Science (KAMS) Cultural Perspectives in Marketing Conference, Seoul, South Korea.* (R)

Rosenbaum, M. S. & Spears, D. L. (2005). Who is buying the Louis Vuitton handbags and macadamia nuts? An investigation of American and Japanese tourist consumption patterns. Special Session on "Tourism Segmentation: Does it Really Work?" *American Marketing Association (AMA) Summer Educator's Conference, San Francisco, California, USA.* (R)

Rosenbaum, M. S. & Spears, D. L. (2005). Who Buys That? & Who Does What? *The 4th SERVSIG American Marketing Association (AMA) Conference. Singapore.* (R)

Spears, D. L. (2004). Community-based participation in the development of event and festival tourism. *International Workshop Proceedings: Festival and Event Tourism. Hue, Vietnam.* (R)

Spears, D. L. (2004). Quality of Services and Customer Relationship Management in a Globally Competitive Tourism Industry. *First Global Recreation Symposium - Hawaii Chapter. Taipei, Taiwan.* (R)

Liu, J. C., Kil, Y., & Spears, D. L. (2003). A repeat-purchase intention model for the hotel industry. *The 42nd Annual Western Regional Science Association Meeting, Rio Rico, Arizona, USA.* (R)

Johanson, M., Woods, R., & Spears, D. L. (2003). The rising importance of a health and wellness focus within resort hotels. *Tourism in Asia: Development, Marketing, & Sustainability, The 5th Biennial Conference, Phuket, Thailand.* (R)

Spears, D. L. (2001). Technologies' Role in Facilitating Service Quality & Marketing in the Hospitality Industry. Tourism Travels Toward New Technology Conference. *Pacific Telecommunications Council and the School of Travel Industry Management, the University of Hawaii at Manoa, Honolulu, Hawaii, USA.* (R)

Spears, D. L. & Boger, C. (2000). Rural residents' perceptions and attitudes of Native American gaming development in Kansas. Mok, C. B., & DeFranco, A.L. (Eds.), *Advances in Hospitality and Tourism Research: The 5th Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Houston, Texas, USA.* (R)

Invited Presentations (Conference/Seminar/Workshop):

Ross, A., Santelises, E., & Spears, D. (2017). *Marketing Analysis in La Fortuna Costa Rica: A Case Study.* Sixth Annual International Symposium on Sustainable Tourism Research. Webinar Based Conference – Hosted by CATIE (*Centro Agronomico Tropical de Investigacion y Ensenanza*). San Jose, Costa Rica.

Pelka, H., Meehan, E., & Spears, D. (2017). *Attraction Analysis in La Fortuna Costa Rica: A Case Study.* Sixth Annual International Symposium on Sustainable Tourism Research. Webinar Based Conference – Hosted by CATIE (*Centro Agronomico Tropical de Investigacion y Ensenanza*). San Jose, Costa Rica.

Josiam, B. Spears, D. L. Pookulangara, S. Dutta, K., & Kinley, T. (2014). Understanding the Impact of Bollywood Movies on Purchasing Behavior and Tourism. *Indian Institute of Management.* Bangalore, India, December 2014.

Josiam, B. M., Spears, D. L., Pookulangara, S., Dutta, K., & Kinley, T. (2013). "Namaste London"; "An Evening in Paris": Bollywood Movies and Their Impact on Gen Y Indians' Perceptions of Europe." *Invited Presentation at the National Institute of Development Administration (NIDA) – A Graduate University in Thailand under the Ministry of Education.* Bangkok, Thailand, May 2013.

Spears, D. L., Josiam, B. M., Pookulangara, S., & Kinley, T. (2012). The Impact of Hollywood Movies and Television on Destination Image, Tourist Activity & Purchasing Behavior. *EfD Seminar Series 2012: Programa de Investigacion en*

Desarrollo, Economía y Ambiente 2012. CATIE (Centro Agronómico Tropical de Investigación y Enseñanza), Turrialba, Cartago, Costa Rica.

Spears, D. L., Sanger, E., Murack, W., & Davis, E. (2012). Marketing Assessment of a Tourist Volunteer Carbon Credit Scheme and Changing Visitor Markets: The Case of Costa Rica's VCC Program. *First International Symposium on Sustainable Tourism in Costa Rica (ISSTCR). CATIE (Centro Agronómico Tropical de Investigación y Enseñanza), Turrialba, Cartago, Costa Rica.*

Spears, D. L., Kern, R., Vaught, S., & Davis, E. (2012). Strategic Affiliation of a Tourist Volunteer Carbon Credit Scheme: The Case of Costa Rica's VCC Program a Public and Private Partnership in Sustainability. *First International Symposium on Sustainable Tourism in Costa Rica (ISSTCR). CATIE (Centro Agronómico Tropical de Investigación y Enseñanza), Turrialba, Cartago, Costa Rica.*

Spears, D. L., Dopson, L., & Vargas, E. (2011). Workshop: Trends in Sustainable Tourism: Implications for Supply Side Operators in Costa Rica. *Planet, People, Peace International Conference: Sustaining the Future, Universidad EARTH, Costa Rica.*

Spears, D. L., Vargas, E., & Dopson, L. (2011). Workshop: Trends in Scientific Research Tourism. *Planet, People, Peace International Conference: Sustaining The Future, Universidad EARTH, Costa Rica.*

Spears, D. L. & Rosenbaum, M. S. (2006). A Descriptive Analysis of Cross-Cultural Consumption Behaviours Among Tourists in Hawaii. *University of Hawaii's Tourism Research Group (TRG) Brown Bag Series, Honolulu, Hawaii, USA.*

Spears, D. L. (2006). Gaming Development in the United States: Social/Cultural, Environmental, and Economic Impacts. *Hawaii Pacific University, Honolulu, Hawaii, USA.*

Spears, D. L. (2004). Proposal to Host the Fourth Asia Pacific Forum for Graduate Student Research in Tourism. Third Asia Pacific Forum for Graduate Student Research in Tourism. *Beijing International University, Beijing, China.*

Spears, D. L. (2004). Trends in Hospitality Management. Academic Workshop. *Hue Tourism School and the Vietnam National Administration of Tourism, Hue, Vietnam.*

Spears, D. L. (2004). Curriculum and Course Design for Tourism and Hospitality Education. *Curriculum Development Workshop, Hue University, Hue, Vietnam.*

Spears, D. L. (2004). Srinakarinwirot University MBA & Faculty Seminar: Service Quality - Advantages, Satisfaction, and Measurement. *School of Travel Industry Management Professional Programs, the University of Hawaii at Manoa, Honolulu, Hawaii, USA.*

Spears, D. L. (2003). Tourism Assessment and Development in Rongelap and Ailinginae Atolls. *Majuro, Republic of the Marshall Islands (RMI).*

Spears, D. L. & Collision, F. (2002). Tourism Development for the Marshall Islands. *Majuro, Republic of the Marshall Islands (RMI).*

Spears, D. L. (2001). The Beijing Institute of Tourism Seminar: Service Innovations and Transformational Change. *School of Travel Industry Management Professional Programs, the University of Hawaii at Manoa, Honolulu, Hawaii, USA.*

Spears, D. L. (2001). Guizhou Tourism Training Center Seminar: Service Innovations and Transformational Change. *School of Travel Industry Management Professional Programs, the University of Hawaii at Manoa, Honolulu, Hawaii, USA.*

Refereed Conference Poster Presentations:

Short, A. & Spears, D. L. (2025). An Exploration of Private Dining as a Distinct Revenue Management Technique. *3rd Annual University Research Day. University of North Texas, USA. (R)*

Short, A. & Spears, D. L. (2025). Premium Prices and Profits Through Private Dining Events. Western Federation of CHRIE conference, Frisco, Texas, USA. **(R)**

- Mmusetsi, B. & Spears, D. L. (2025). Cultural Sensitivity and Its Impact on Repeat Hospitality and Tourism in Botswana. 30th Graduate Education & Graduate Student Research Conference. Houston, TX, USA. **(R)**
- Mmusetsi, D. & Spears, D. L. (2024). Cultural Sensitivity and Its Impact on Return Hospitality and Tourism in Botswana. *2nd Annual University Research Day*. University of North Texas, USA. **(R)**
- Kusi, R. O., Spears, D. L., & Fosu, B. K. (2024). Emotional Bonds as Catalysts for Value Co-Creation: Unveiling the Power of Customer Citizenship in Tourism. Western Federation of CHRIE conference, Denver, Colorado, USA. **(R)**
- Kusi, R. O., Spears, D. L., & Sarpong, G. O. (2024). Tourist Perceptions of Service Quality of Heritage Sites: A Case Study of The Elmina Castle in Ghana. Western Federation of CHRIE conference, Denver, Colorado, USA. **(R)**
- Pimchanok Sanjumla, P., Martinez, A., Doh, F., & Spears, D. L. (2021). Trust and the Effect of Social Media Influencers on Destination Choice. *The 16th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**
- Young, G. Foley, F. Cody, Gracey, G., & Spears, D. L. (2021). The Role of Hotel Green Initiatives on Customer Loyalty and Revisit Intention. *The 16th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**
- Huehnel, R., Kelly, M., Shepard, A., & Spears, D. L. (2021). Hotel Management Attitudes Towards Sustainable Certifications in Vail Valley, Colorado. *The 16th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**
- Black-Lanouette, G., Clausen, M., Liu, F. & Spears, D. L. (2020). Visitors Attitudes and Perceptions of Wildlife Tourist Attractions. *The 15th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**
- Lee, S., Nguyen, S. L. & Spears, D. L. (2020). Application of the AHP Model in the Evaluation of E-Sports Destination Development. *The 15th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**
- Sindi, B., Kaberere, N. & Spears, D. L. (2020). Visitor Perspectives of Dark Tourism and Ethics. *The 15th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**
- Trujillo, M., Galbadrakh, E. & Spears, D. L. (2020). Travel Motivations Among Dark Tourists Visiting the Auschwitz-Birkenau Death Camp. *The 15th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**
- Carrillo, C. & Spears, D. L. (2019). Effects of Overtourism in Tourist Destinations. *The 14th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**
- Ford, A., Kim, Y. H. & Spears, D.L (2019). The Impacts of Craft Breweries on Tourism Brand Identity. *The 14th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**
- Haveman, K., Spears, D.L. & Josiam, B. (2019). Destination Attractiveness as an Indicator of Destination Decline: A Tourist's Perspective. *The 14th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**
- Holladay, T. & Spears, D. L. (2019). Global CSR Influences on US Coffee Drinker's Brand Identification and Willingness to Purchase. *The 14th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**
- Sun, K., Spears, D. L. & Birendra, KC (2019). A Macro Analysis of Chinese Involvement in Costa Rica. *The 14th Consumer Experience Symposium*. College of Merchandising, Hospitality, and Tourism, University of North Texas. **(R)**

Wilson, R., De Leon Torres, A., Spears, D. L., Birendra, KC, & Josiam, B. (2017). Ecotourism Perceptions and Participation by University Students. *Graduate Student Research Conference in Business and Economics, Sarasota, Florida, USA.* (R)

Crary, L., Spears, D. L., & Birendra, KC (2017). Motivation and Satisfaction of Shore and Land Based Whale Watchers. *Graduate Student Research Conference in Business and Economics, Sarasota, Florida, USA.* (R)

Ingram, K., Spears, D. L., Birendra, KC, & Garcia, H. (2017). An Analysis of Risk Perception Amongst Millennial Aged College Students and Travel. *Graduate Student Research Conference in Business and Economics, Sarasota, Florida, USA.* (R)

Meehan, E. Spears, D. L., & Birendra, KC (2017). Coastal Restoration Through Community Based Tourism. *Graduate Student Research Conference in Business and Economics, Sarasota, Florida, USA.* (R)

Saul, N., Spears, D. L., Birendra, KC, Vargas, E., & Garcia, H. (2017). Sustainable Consumption Behavior of Millennials: Post Assessment of a Study Abroad Experience. *Graduate Student Research Conference in Business and Economics, Sarasota, Florida, USA.* (R)

Knight, D., Kim, H., & Spears, D. L. (2011). Poster Presentation: Undergraduate research: pedagogy for the 21st century. *International Textile and Apparel Association, Inc., Philadelphia, Pennsylvania, USA.* (R)

Connors, P., Spears, D. L., & Angelo, D. (2009). Poster Presentation: Students perceive podcast utility and quality in an online class. *The 15th Annual Sloan-C International Conference on Online Learning, Orlando, Florida, USA.* (R)

Siri, R., Kennon, L., Josiam, B. M., & Spears, D. L. (2009). Poster Presentation: Satisfaction of Indian tourists on Bangkok area hotels. *International Society for Travel and Tourism Educators (ISTTE) Conference, San Antonio, Texas, USA.* (R)

Other Conference Contributions:

Spears, D. L., & Vargas, E. (2016). *Conference Organizer/Coordinator and Co-Moderator. Fifth Annual International Symposium on Sustainable Tourism Research. Webinar-Based Conference – Hosted by the College of Merchandising, Hospitality & Tourism, University of North Texas, and CATIE (Centro Agronomico Tropical de Investigacion y Ensenanza).* Denton, Texas, USA.

Ingman, S. & Spears, D. (2016). *Conference Organizer/Coordinator. First International Conference on Sustainability and Poverty Alleviation.* Hosted by Departments of Gerontology and Hospitality & Tourism Management, University of North Texas. Denton, Texas, USA.

Spears, D. L. (2016). *Session Planner & Panel Moderator.* The First International MICE Forum. Hosted by The Thailand Convention & Visitors Bureau (TCEB) and The University of North Texas (UNT). Bangkok, Thailand.

Spears, D.L. & Vargas, E. (2015). *Workshop: Developing a research agenda for the tourism industry in Costa Rica.* First Annual Workshop on Costa Rica's Tourism Industry: Research Priorities! University of North Texas and CATIE (Centro Agronomico Tropical de Investigacion y Ensenanza). Turrialba, Cartago, Costa Rica.

Spears, D. L. & Vargas, E. (2015). *Conference Organizer/Coordinator and Co-Moderator. Fourth Annual International Symposium on Sustainable Tourism Research. Webinar-Based Conference – Hosted by the College of Merchandising, Hospitality & Tourism, University of North Texas, and CATIE (Centro Agronomico Tropical de Investigacion y Ensenanza).* Denton, Texas, USA

Spears, D. L. & Vargas, E. (2014). *Conference Organizer/Coordinator and Co-Moderator. Third Annual International Symposium on Sustainable Tourism Research. Webinar-Based Conference – Hosted by the College of Merchandising, Hospitality & Tourism, University of North Texas, and CATIE (Centro Agronomico Tropical de Investigacion y Ensenanza).* Denton, Texas, USA

Spears, D. L., Vargas, E., & Dopson, L. (2013). *Conference Organizer and Co-Moderator. Second Annual International Symposium on Sustainable Tourism Research. Webinar-Based Conference – Hosted by the College of Merchandising, Hospitality & Tourism, University of North Texas, CATIE (Centro Agronomico Tropical de Investigacion y Ensenanza), and the Four Seasons Resorts.*

Spears, D. L., Vargas, E., & Dopson, L. (2012). *Conference Organizer and Co-Moderator. First Annual International Symposium on Sustainable Tourism Research. Webinar-Based Conference – Hosted by the College of Merchandising, Hospitality & Touris and the Department of Behavioral Science, University of North Texas, and CATIE (Centro Agronomico Tropical de Investigacion y Ensenanza).* Denton, Texas, USA

Spears, D. L. (2005). *Conference Organizer. Fourth Asia Pacific Forum for Graduate Student Research in Tourism "Winds of Change in Tourism Research: Voyages of Inquiry and Discovery."* School of Travel Industry Management, University of Hawaii at Manoa, Honolulu, Hawaii, USA.

Spears, D. L. (2004). Session Chair: Hospitality Management. *Third Asia Pacific Forum for Graduate Student Research in Tourism. Beijing, China.*

Spears, D. L. (2004). Session Chair: International Workshop Proceedings - Festival and Event Tourism. *Hue University of Economics, Hue, Vietnam.*

Technical Reports (Contract, Governmental, and Grant):

Spears, D. L. (2019 - 2021). La Fortuna, Costa Rica Tourism Development Plan 2026: Marketing and Attraction Analysis with Five-Year Action Plan. The University of North Texas. *Rica, Turrialba, Cartago, Costa Rica.*

Spears, D. L. (2014). Marketing, Infrastructure, and Service Quality Assessment for an Ec lodge in Costa Rica. Prepared for Dr. Brady Barr and Mei Len Sanchez-Barr. University of North Texas and CATIE (*Centro Agronomico Tropical de Investigacion y Ensenanza*).

Spears, D. L., Vargas, E., Davis, E., Vaught, S. & Schultz, M. (2012). *Sustainable Tourism Marketing Development and Affiliation Plan for Costa Rica (Propriety), Turrialba, Cartago, Costa Rica.* Global Institute for Sustainable Tourism Research (GISTR), University of North Texas, and CATIE (*Centro Agronomico Tropical de Investigacion y Ensenanza*).

Spears, D. L., Pacific Business Center Programs (PBCP), Englekirk Partners Consulting Engineers, Inc., & Rider Hunt Levett & Baily (2008). *Business and Development Plan for the Rainmaker Resort (Proprietary), Pago Pago, American Samoa.* Pacific Business Center Programs (PBCP), University of Hawaii at Manoa.

Spears, D. L. & Clark, M. (2007). *Visitor Exit Survey (English, Japanese, and Mandarin): Survey and Data Analysis Methodology for the Palau Visitors Authority (PVA), Republic of Palau.* Pacific Business Center Programs (PBCP), University of Hawaii at Manoa.

Spears, D. L. (2006). *Consultant Report: Survey and Methodology Design for ClubHawaii.net.* Prepared for Sheila Rausch, founder of *ClubHawaii.net*. Pacific Business Center Programs (PBCP), University of Hawaii at Manoa.

Spears, D. L. & Uyeno, R. (2005). *Camp Mokule'ia Strategic Marketing Plan.* Prepared for the Archdiocese of Hawaii. School of Travel Industry Management Consultancy Services, University of Hawaii at Manoa.

Rosenbaum, M. S. & Spears, D. L. (2004). *Survey of residents and visitors: perceptions of lodging development in Iao Valley Maui, Hawaii.* The Hawaii Nature Center. Center for Retail Excellence, College of Business, University of Hawaii at Manoa.

Spears, D. L & Collison, F. (2003). *Eighteen-Month Marketing Plan for Rongelap and Ailinginae Atolls (Part II of the Rongelap Atoll Tourism Development Plan).* Prepared for the Rongelap Atoll Local Government, Republic of the Marshall Islands. Pacific Business Center Programs (PBCP) and the School of Travel Industry Management, University of Hawaii at Manoa.

Spears, D. L., Collison, F., & Lucus, R. (2003). *Rongelap Atoll Tourism Development Plan (Part I).* Prepared for the Rongelap Atoll Local Government, Republic of the Marshall Islands. Pacific Business Center Programs (PBCP) and the School of Travel Industry Management, the University of Hawaii at Manoa.

Spears, D. L., Collison, F., & Ikeda G. (2002). *Bikini Atoll Tourism Development Plan 2003-2007*. Prepared for the Bikini Atoll Local Government, Republic of the Marshall Islands. Pacific Business Center Programs (PBCP) and the School of Travel Industry Management, the University of Hawaii at Manoa.

Spears, D. L. (2001). *Learning Outcomes Assessment of Constituencies at the School of Travel Industry Management*. The University of Hawaii at Manoa.

Academic Occasional Papers:

Liu, J, Kil, Y., & Spears, D. L. (2005). *A Repeat-Purchase Intention Model Based on An Empirical Study of Hawaii Hotels*. School of Travel Industry Management Occasional Working Paper Series (Paper #4), the University of Hawaii at Manoa. (R)

Academic Handbooks:

Clegg, V., Spears, D. L., Davis, M., Tuinstra, D., & Borker, S. (Editors - 1998-2006). *Teaching at Kansas State University: A Handbook for Graduate Students*. Center for the Advancement of Teaching and Learning. Kansas State University, Manhattan, Kansas, USA.

University/College (Seminars):

Spears, D. L. (2013). *Sustainability Certification in the Hospitality and Tourism Industry*. College of Merchandising, Hospitality & Tourism, University of North Texas.

Spears, D. L. (2010 & Spring 2011). *Sustainability Issues in the Hospitality Industry*. College of Merchandising, Hospitality & Tourism, University of North Texas.

Spears, D. L. (2010). *Sustainable Tourism Development in the Republic of the Marshall Islands (RMI)*. College of Merchandising, Hospitality & Tourism, University of North Texas.

Spears, D. L. (2008). *Gaming Management in the United States: Economic, Environmental, and Social-Cultural Impacts*. College of Merchandising, Hospitality & Tourism, University of North Texas.

Spears, D. L. (2008). *Research Challenges: Managing Methodology: Survey Design, Translation, and Data Collection*. College of Merchandising, Hospitality & Tourism, University of North Texas.

Spears, D. L. (2008). *Sustainable Tourism Development on Bikini Atoll, Republic of the Marshall Islands (RMI)*. College of Merchandising, Hospitality & Tourism, University of North Texas.

Spears, D. L. (2007). *Research Challenges: Managing Methodology in Tourism Research*. College of Merchandising, Hospitality & Tourism, University of North Texas.

Spears, D. L. (2007). Eta Sigma Delta (ESD) Inductee Ceremony (Keynote Address), "Leadership in Everything We Do!" The University of North Texas.

Spears, D. L. (2002-2006). *Gaming Development in the United States: Social/Cultural, Environmental, and Economic Impacts*. School of Travel Industry Management, the University of Hawaii at Manoa.

Spears, D. L. (2000). Eta Sigma Delta (ESD) Inductee Ceremony (Keynote Address). School of Travel Industry Management, the University of Hawaii at Manoa.

Unpublished Scholarly Activities:

Spears, D. L. (2025 – Present). Refereed Article Reviewer. *International Journal of Tourism Research*. John Wiley & Sons, Inc.

Spears, D. L. (2022 – Present). Refereed Article Reviewer. *Consumer Behavior in Tourism and Hospitality, formerly the International Journal of Culture, Tourism, and Hospitality Research*.

Spears, D. L. (2022 – Present). Refereed Article Reviewer. *Research Quarterly for Exercise and Sport*, London, UK.

Spears, D. L. (2020 – Present). Refereed Article Reviewer. International Hospitality Review.

Spears, D. L. (2020 – Present). Refereed Article Reviewer. Journal of Cleaner Production.

Spears, D. L. (2012 – Present). Refereed Article Reviewer. Service Industries Journal.

Spears, D. L. (2011). Academic Book Reviewer: Special Events, Seventh Edition. John Wiley & Sons, Inc.

Spears, D. L. (2009-Present). Refereed Article Reviewer. Journal of Hospitality & Tourism Research.

Spears, D. L. (2009). Academic Book Reviewer: Special Events, Sixth Edition. John Wiley & Sons, Inc.

Spears, D. L. (2009-Present). Refereed Article Reviewer. Anatolia: An International Journal of Tourism and Hospitality Research.

Spears, D. L. (2008-Present). Refereed Article Reviewer. International Journal of Hospitality Management.

Spears, D. L. (2006-Present). Refereed Article Reviewer. Gaming Research and Review Journal.

Spears, D. L. (2006). Academic Book Reviewer: Strategic Service Management. McGraw-Hill/Irwin.

Spears, D. L. (2004). Refereed Article Reviewer. Asia Pacific Journal of Tourism Research.

Spears, D. L. (2002). Academic Book Reviewer: Service Management: Adding Value through Technology. McGraw-Hill/Irwin.

Spears, D. L. (2001). Refereed Article Reviewer. Journal of Travel and Tourism Marketing.

Spears, D. L. (Dissertation, 2000). *Rural Residents' Perceptions and Attitudes of Native American Gaming Development in Kansas*. Ph.D. Dissertation, Hospitality Management, and Dietetics, Kansas State University. Manhattan, Kansas, USA.

Spears, D. L. (Thesis, 1996). *Casino Player Tracking Systems: A Comparative Analysis of Existing Industry Information Systems as they relate to Relationship Management and Marketing Facilitation*. Unpublished Thesis, School of Hospitality and Service Management, College of Applied Science and Technology, Rochester Institute of Technology. Rochester, New York, USA.

Media Interviews/Publications:

- Featured in the "Briefs" section of the American Way Magazine (American Airways):
 - Jones, R. (2012, September 1). A Higher Calling. *American Way (Print)*, 45(17), p. 24.
 - Jones, R. (2012, September 1). A Higher Calling. *American Way (Digital Edition)*, 45(17), p. 24.
 - Jones, R. (2012, September 1). A Higher Calling. *American Way (Online)*, 45(17), Retrieved September 1, 2012, from <http://www.americanwaymag.com/costa-rica-international-sustainable-tourism-university-of-north-texas>.
- A story about Emerald Eagle Scholar's Study Abroad to Thailand in 2011:
 - "Fifteen Emerald Eagles to study in Thailand." Denton Record-Chronicle, May 4, 2011. Page 9A.
 - http://www.dentonrc.com/sharedcontent/dws/drc/education/highereducation/stories/DRC_UNT_Briefs_0504.2e99d8869.html
 - <http://web3.unt.edu/news/story.cfm?story=12196>
 - <http://inhouse.unt.edu/emerald-eagle-scholars-group-will-study-tourism-thailand>
- Featured in the "Ask the Expert" section (p. 14) of the University of North Texas North Texan Magazine:
 - Beck, M. (2009, Summer). Ask the Expert: How do you create vacation memories without breaking the bank? *The North Texan*, 59(2), p. 14.
- Interviewed for a story on summer travel in the INHouse Online Newspaper at the University of North Texas:
 - Bobo, C. (2009, May 31). Travel tips for domestic and international excursions. *INHouse Online Magazine*, University of North Texas. Retrieved November 23, 2009, from <http://inhouse.unt.edu/index.cfm?commentID=3392>

- Quoted in *Honolulu Advertiser* article (April 9, 2006). Was dumping into the Ala Wai the only option? By Rob Perez, regarding the dumping of raw sewage into the Ala Wai Canal in April 2006 after the rupture of an underground pipe in Waikiki.
- Quoted in *Honolulu Star-Bulletin* article (October 17, 2004, P. E1 & E15). Hey! Big Spenders, by Allison Schaefer, regarding the Center for Retail Excellence and research regarding cross-cultural tourist consumption and activity behavior in Waikiki.

Grants & Contracts:

Kim, Y. H. & Spears, D. L. (2019/2020). Not Funded. *Phase II: An Incubator Village for the DMZ (Demilitarized Zone; Dream and Miracle Zone) and Its Credibility, Connectivity, and Practicality*. \$404,323.00, Korea Foundation. UNT 19-0512. (R)

Spears, D., & Vargas, E. (2017/2018). Not Funded. *Perceptions and Attitudes of Costa Rica as a Host Destination: Leveraging Sustainability as a driver of Tourism*. Requested \$50,000. CANECAO (*Camara Nacional de Ecoturismo y Turismo Sostenible Costa Rica*). (R)

KC, B., Spears, D., & Jimenez, J. (2017). Not Funded. Understanding *resiliency among commercial and recreational fisheries through focus group discussion and social network analysis*. A pre-proposal was submitted to the Texas Sea Grant. (R)

Strzelecka, M., Spears, D. L. & Kim, J.Y. (2014) Not Funded. *A Framework to Examine the Dissemination of Ecological Practices for Members of the Community in Santa Cruz (Turrialba, Costa Rica) using Eco-Agro Tourism* (Requested \$10,000). Research Initiation Grant (RIG), University of North Texas. (R)

Josiam, B., Spears, D. L., & Strzelecka, M. (UNT Team) and Monterrubio Cordero, J. C., Mendoza Ontiveros, M. M., & Muñoz, G. R. (UAEM Team) (2012 & 2013) **Funded**. *Impacts of Spring Break Tourism: A Cross-National Study of Residents' Perceptions in Mexico and the USA*. (\$10,000). Joint Universidad Autónoma del Estado de México (UAEM) and University of North Texas (UNT) Research Seed Funding Program. (R)

Spears, D. L. & Davis, E. (2012) Not Funded. *Development and Enhancement of UNT/CATIE Master's Degree in International Sustainable Tourism, Proposed Global Institute for Sustainable Tourism Research (GISTR), and Collaborative International Research Project* (Requested \$24,700). Global Research Development Fund (GRDF), University of North Texas International. (R)

Kim, Y. H., Josiam, B. M., Spears, D. L., Xiang, Z., & Dopson, L. (2012) **Funded**. *An Investigation of Attendees at the Main Street Days Festival* (Award \$5,488). UNT Office of Research Services, New Grant Award, Project ID number GP6255. Sponsored by the City of Grapevine, Texas. (R)

Spears, D. L. & Josiam, B. M., & Kim, Y. H. (2012) Not Funded. *Residents Perceptions and Attitudes of Gaming in the DFW Metroplex: Implications for Legalized Gaming in Texas* (Requested \$29,500). William F. Harrah College of Hotel Administration Harrah Hospitality Research Center Grant Award Program 2012. (R)

Spears, D. L. & Josiam, B. M., Kim, Y. H., & Pongponrat, K. (2012) Not Funded. *Enhancing The Appeal of Thailand For Indian tourists by Better Understanding Motivations, Perceptions, and Satisfaction* (Requested \$24,000). The Charn Uswachoke International Development Fund, University of North Texas. (R)

Rozzi, R. (PI), Atkinson, S. (Co-PI), Fredericks, S. (Co-PI), Jimenez, J. (Co-PI), Kennedy, J. (Co-PI) & Spears, D. L. (*Faculty Participant plus 17 international scholars*) (2012) Not Funded. *NSF IGERT: Biocultural Conservation (BCC): Addressing Indirect Drivers of Global Environmental Change* (Requested \$2,604,961). National Science Foundation, IGERT. (R)

Spears, D. L. & Josiam, B. M. (2011) Not Funded. *Residents' Perceptions and Attitudes of Gaming in the DFW Metroplex: Implications for Legalized Gaming in Texas* (Requested \$28,700). William F. Harrah College of Hotel Administration Harrah Hospitality Research Center Grant Award Program 2011. (R)

Pookulangara, P., Josiam, B. M., & Spears, D. L. (2011) Not Funded. *Empirical Analysis of the Role of Bollywood on Indian Consumer's Fashion and Tourism Consumption* (Requested \$7,500). Research Enabling Grant (REG), University of North

Texas. (R)

Spears, D. L. & Josiam, B. M. (2010) Not Funded. *Texas Residents' Perceptions and Attitudes of Gaming in the Contiguous States: Implications for Legalized Gaming in North Texas* (Requested \$27,500). William F. Harrah College of Hotel Administration Harrah Hospitality Research Center Grant Award Program 2010. (R)

Knight, D., Spears, D. L., & Kim, M. (2009 & 2010) **Funded**. *Undergraduate Research Fellowship Program. People, Planet, Profit: Consumer and Industry Perspectives* (Award \$8,000). The University of North Texas. (R)

Xiang, Z., Kim, H., Knight, D., Young, H., Kim, J., Pookulangara, S., Yang, K., Spears, D. L., & Josiam, B. M (2008) **Funded**. UNT Research Infrastructure Support Initiative. *e-POCE (Point of Consumer Experience): Marketing Information System for Retail and Hospitality* (Award \$25,000). The University of North Texas. (R)

Spears, D. L. (2007) Not Funded. *Junior Faculty Summer Research Fellowship. An Examination of Attendee and Resident Perceptions and Attitudes of the Grapefest Festival in Grapevine, Texas* (Requested \$5,000). The University of North Texas. (R)

Spears, D. L., Pacific Business Center Programs (PBCP), Englekirk Partners Consulting Engineers, Inc., & Rider Hunt Levett & Baily (2007 & 2008) **Funded**. *Business and Development Plan for Private Hotel in Pago Pago, American Samoa* (Award \$50,719.50). Pacific Business Center Program (PBCP), the University of Hawaii at Manoa. (R)

Spears, D. L. & Clark, M. L. (2006) **Funded**. *Development of visitor exit survey instruments (English, Japanese, and Mandarin) and survey and data analysis methodology for the Palau Visitors Authority (PVA), Republic of Palau* (Award \$5,000). Pacific Business Center Programs (PBCP), the University of Hawaii at Manoa. (R)

Spears, D. L. (2005 & 2006) **Funded**. *Survey and Methodology Design for ClubHawaii.net*. Prepared for Sheila Rausch, founder of www.ClubHawaii.net (Award \$5,000). Pacific Business Center Programs (PBCP), the University of Hawaii at Manoa.

Spears, D. L. & Collison, F. (2003 & 2004) **Funded**. *Eighteen-Month Marketing Plan for Rongelap and Ailinginae Atolls (Award \$10,000 - Part II of the Rongelap Atoll Tourism Development Plan)*. Rongelap Atoll Local Government, Republic of the Marshall Islands. Pacific Business Center Programs (PBCP), the School of Travel Industry Management, and the University of Hawaii at Manoa. (R)

Collison, F., Spears, D. L., & Lucus, R. (2003) **Funded**. *Rongelap Atoll Tourism Development Plan (Award \$14 720 - Part I)*. Rongelap Atoll Local Government, Republic of the Marshall Islands. Pacific Business Center Programs (PBCP) and the School of Travel Industry Management, the University of Hawaii at Manoa. (R)

Spears, D. L., Collison, F., & Ikeda G. (2002) **Funded**. *Bikini Atoll Tourism Development Plan 2003-2007* (Award \$19,236). Bikini Atoll Local Government, Republic of the Marshall Islands. Pacific Business Center Programs (PBCP) and the School of Travel Industry Management, the University of Hawaii at Manoa. (R)

Spears, D. L. (2000) **Funded**. *Learning Outcomes Assessment of Constituencies at the School of Travel Industry Management* (Award \$8,000). The University of Hawaii at Manoa. (R)

Barrett, B. (1998). *Kansas Department on Aging (KDOA), Funded by the Foods and Nutrition Program (FNP)* (Award \$50,000). Spears, D. L. - Web Project/Publication/Design Administrator. Senior Nutrition Site Survey and Results website. Department of Hospitality Management, College of Human Ecology, Kansas State University. (R)

Boger, C. & Gould, R. (1997/1999). **Funded**. *Kansas Rural Tourism USDA Challenge Grant* (Award \$57,000). *Lab Instructor & Project Manager* of Kansas Tour Web. Department of Hospitality Management, College of Human Ecology, Kansas State University. (R)

Teaching

Awards & Honors:

- 2011 – *Nominated* for the John H. Shelton Excellence in Teaching Award at the University of North Texas and sponsored by the University of North Texas.
- 2010 – *Nominated* for the Minnie Stevens Piper Award for Excellence in Teaching at the University of North Texas and sponsored by the Minnie Stevens Piper Foundation (*Competitive Statewide Award*).
- 2007 – *Nominated* for the John H. Shelton Excellence in Teaching Award at the University of North Texas and sponsored by the University of North Texas.
- 2005 – *Nominated* for the Board of Regents Excellence in Teaching Award, University of Hawaii System, and sponsored by the University of Hawaii Board of Regents.
- 2005 – *Recipient* of the Excellence in Teaching Award in the School of Travel Industry Management, University of Hawaii at Manoa. TIM International Incorporated sponsors.

Courses Taught

The University of North Texas (2007 – Present):

- HMGT 2800 – Foundations of International Travel & Tourism (Undergraduate - Web Enhanced)
- HMGT 2800 – Foundations of International Travel & Tourism (Undergraduate) - *Emerald Eagle Scholars Study Abroad Program*:
 1. *Five-week Study Abroad Course Focused on Sustainable Tourism in Costa Rica in 2010.*
 2. *Five-week Study Abroad Course Focused on Sustainable Tourism in Thailand in 2011.*
- HMGT 3240 – Special Event Management (Undergraduate - Web Enhanced).
- HMGT 3300 – Hospitality Marketing and Sales. (Undergraduate - Web Enhanced).
- CMHT 3450 – Effective Leadership Communication (Undergraduate - Web Enhanced).
- CMHT 3950 – Creating Consumer Experiences (Undergraduate - Web Enhanced).
- HMGT 4860 – Hospitality Business Strategies (***Undergraduate Capstone*** - Web Enhanced).
- HMGT 4980 – International Sustainable Tourism (Undergraduate - Web Enhanced)
- HMGT 4980 – Hospitality Service Management (Undergraduate - Web Enhanced).
- HMGT 5260 – Hospitality Business Strategies (Graduate - Web Enhanced).
- HMGT 5520 – Global Tourism (Graduate - *Online*).
- HMGT 5530 – International Sustainable Tourism (Graduate - Web Enhanced).
- HMGT 5540 – Tourism Services Management and Marketing (Graduate - Web Enhanced).
- HMGT 5560 – Sustainable Tourism Policy and Planning (Graduate - Web Enhanced).
- HMGT 5630 – Event Management (Graduate - *Online*).
- HMGT 5790 – Field Experience in Hospitality and Tourism (Graduate)
- CMHT 5810 – Teaching Practicum in M&HM (Graduate)
- HMGT 5860 – Strategic Management in the Hospitality Industry (***Graduate Capstone Resident & Online***).
- HMGT 5920 – Problem in Lieu of Thesis (Graduate)
- HMGT 5950 – Thesis (Graduate)

The University of Hawaii at Manoa (2000 – 2007):

- TIM 303 - Management of Service Enterprises (Undergraduate - Web Enhanced).
- TIM 304 - Principles of Travel Industry Marketing (Undergraduate - Web Enhanced).
- TIM 332 - Hotel Management Controls (Undergraduate - Web Enhanced).
- TIM 334 - Hotel and Convention Sales (Undergraduate - Web Enhanced).
- TIM 431 (*Writing Intensive*) - Strategic Hospitality Management (***Undergraduate Capstone*** - Web Enhanced).
- TIM 469c (*Writing Intensive*) - Special Topics: Service Quality Management (Undergraduate - Web Enhanced).
- TIM 469d (*Writing Intensive*) - Special Topics: Services Marketing (Undergraduate - Web Enhanced).
- TIM 469g (*Writing Intensive*) - Special Topics: The Halekulani Partnership (Undergraduate - Web Enhanced).
- TIM 602 - Strategic Travel Industry Marketing (Graduate - *Resident & Online*).
- TIM 605 - International Hospitality Management (Graduate - *Resident & Online*).

Kansas State University (1997 – 2000):

- HRIMD 463 - Convention Services and Meeting Planning (Undergraduate - Web Enhanced).
- HRIMD 361 - Lodging Operations (Undergraduate - *Team Taught Online*).
- HRIMD 423 - Facilities and Risk Management (Undergraduate - *Team Taught*).
- HRIMD 230 - Introduction to Tourism Management (Undergraduate - *Lab Instructor*).
- HRIMD 472 - Hospitality Marketing & Sales (Undergraduate - *Lab Instructor*).

Rochester Institute of Technology (1993 – 1995):

- Casino Operations I (Undergraduate - Teaching/Research Assistant).
- Casino Operations II (Undergraduate - Teaching/Research Assistant).
- Hospitality Industry Real Estate (Undergraduate - Teaching/Research Assistant).

Service

Professional Memberships:

- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE). Member since 1997.
- American Hotel and Lodging Association (AH&LA). Member since August 1997.
- The International Ecotourism Society (TIES). Member, 2010 - 2016.
- Hospitality Sales and Marketing Association International (HSMIAI), Dallas/Fort Worth Metroplex Chapter. Member 2010 - 2013.

University of North Texas (UNT)

- 2021: Member, Dean's Evaluation Committee, Office of the Provost, University of North Texas.
- Spring 2009 – 2021: University of North Texas Veterans Advisory Board Member.
 - *Member*, Subcommittee for Academic Excellence.
- Fall 2015 – 2018: *Chair (Nominee)*, President's Sustainability Council, University of North Texas.
- Fall 2015 – 2017: *Faculty Member*, Mean Green Fund (WMG) Committee. The University of North Texas.
- Fall 2012 – 2016: *Member*, President's Sustainability Council. The University of North Texas.
- Spring 2014: *Faculty Member*, Emerald Eagles Study Abroad Selection Committee (Costa Rica), UNT-International, University of North Texas.
- Spring 2013: *Faculty Member*, Emerald Eagles Study Abroad Selection Committee (Costa Rica), UNT-International, University of North Texas.
- 2011/2012: *Faculty Member*, Mean Green Fund Subcommittee. President's Sustainability Council, University of North Texas.
- Summer 2011: Served as *Lead Faculty and Instructor* for HMGT 2800 - Foundations of International Travel & Tourism, Study Abroad Course to *Thailand*. The course was developed in cooperation with Mahidol University International College in Bangkok, Thailand, The Center for Global Learning and Experience at UNT, UNT International, and the Department of Hospitality & Tourism Management, College of Merchandising, University of North Texas.
- 2010: Global Learning & Experience (GLE) Director Search Committee member. The University of North Texas.
- Summer 2010: Served as *Lead Faculty and Instructor* for HMGT 2800 - Foundations of International Travel & Tourism, Study Abroad Course to Costa Rica. The course was developed in cooperation with CATIE in Turrialba, Cartago, *Costa Rica*, The Center for Global Learning and Experience at UNT, UNT International, and the Department of Hospitality & Tourism Management, College of Merchandising, University of North Texas (*see course blog <http://eecostarica2010.blogspot.com/>*).
- 2009: Served as a *UNT and CMHT representative and coordinator* of new course development for a joint Master of Science (M.S.) degree in International Sustainable Tourism (MIST) between UNT (College of Merchandising, Hospitality & Tourism [CMHT], College of Arts and Science [COAS], Toulouse School of Graduate Studies [TSGS]) and CATIE (*Centro Agronomico Tropical de Investigacion y Ensenanza*). *English Translation: Tropical Agricultural Research and Higher Education Center* in Turrialba, Costa Rica.
- Spring 2009: UNT Research Enabling Grant (REG) Review Committee member. The University of North Texas.

CMHT/HTM Committees

- 2023 – Present: Faculty Advisor, CMHT Graduate Student Club. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2022 – Present: Member, Graduate Committee: College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2020 – 2022: Chair, Research Committee. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2020 – 2021: Member of CMHT Strategic Planning Committee. College of Merchandising, Hospitality & Tourism, University of North Texas.

- 2018/2019: Member, Hospitality & Tourism Management Chair Search. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2018/2019: Member, PAC Committee. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2018/2019: Member of CMHT Research Committee. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2016 - 2018, Member, Raising Cane's Student Leadership Fund. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2016/2017: Member, PAC Committee. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2015/2016: Chair, Faculty Search Committee for International Sustainable Tourism. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2015/2016: Member of Faculty Search Committee for Revenue Management. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2015/2016: Member of Faculty Search Committee for Food & Beverage. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2013/2014, CMHT Research Committee. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2014: *Chair*, Ad-Hoc Committee for the "Hyatt Student Prize." Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2013/2014: *Chair*, CMHT MIST Graduate Committee. College of Merchandising, Hospitality & Tourism, University of North Texas.
- Summer 2013: *Chair*, General Manager for the Club at Gateway Search Committee. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2012/2013: *Chair*, International Sustainable Tourism (MIST) Curriculum Committee. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2012/2013: *Member* of Sustainable Tourism Management Faculty Search Committee. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Summer 2011: *Chair*, Hospitality Management Lecturer Search Committee. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2010/2011: *Member*, Hospitality Management Faculty Search Committee. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2010/2011: *Member*, CMHT Research Committee. College of Merchandising, Hospitality & Tourism, University of North Texas.
- *See UNT (CMHT) and CATIE above.*
- 2008-2016: *Member* of CMHT Research Task Force. College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2008/2009: *Member*, Hospitality Management Faculty Search Committee. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- 2007/2008: *Member*, CMHT Alumni Committee. College of Merchandising, Hospitality & Tourism, University of North Texas.

UNT Thesis & Dissertation Committees

- Malave, Rosa (2025 - Present). *Dissertation Committee Member*. Optimizing Event Management and Enhancing Consumer Experience (CX) and Engagement in Libraries Through the Use of Artificial Intelligence (AI): A Task-Technology Fit Framework (TTF) Perspective. College of Information and College of Merchandising, Hospitality & Tourism, University of North Texas.
- Short, Andy (2025 - Present). *Thesis Committee Chair*. Premium Prices and Profits Through Private Dining Events. Department of Hospitality, Event, and Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Em, Luke (2024-2025). *Thesis Committee Chair*. Anime, Identity, and Tourism: Examining the Motivations Behind Anime Tourism. Department of Hospitality, Event, and Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Mmusetsi, Bridget (2024). *Thesis Committee Chair*. Cultural Sensitivity and Its Impact on Repeat Hospitality and Tourism in Botswana. Department of Hospitality, Event, and Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Pedda, Raju (2023). *Thesis Committee Chair*. Department of Hospitality, Event, and Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.

- Holladay, Travis (2019-2022). *Thesis Committee Member*. Small Business Social Responsibility: The Influence of Social Responsibility on Consumer Behavior in Generation Z Consumers. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Ford, Austin (2019-2020). *Thesis Committee Member*. Title – TBD. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Huang, Tai (2016-2020). *Dissertation Committee Member*. Exploring Essential Competencies of Entry-Level Management Positions in the Food and Beverage Industry. College of Information, University of North Texas.
- Hooker, Jenny (2017-2021). *Thesis Committee Member*. Crafting Downtown: An examination of craft beer establishment patronage in Denton, Texas. Department of Anthropology, College of Arts and Sciences, University of North Texas.
- Njeri, Millicent (2017-2019). *Thesis Committee Member*. Students' Perceptions of the Curriculum and Their Intentions to Work in the Sustainable Industry. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Houghtaling, Spencer (2018). *Thesis Committee Chair*. Title to Be Determined. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas
- Schultz, Mike (2015-2017): *Thesis Committee Member*. A Community-Based Assessment: An Analysis of Community-Based Cooperatives in Lalache and Hulgol, India. Department of Anthropology, College of Arts and Sciences, University of North Texas.
- Kuhns, Jennifer (2014). *Thesis Committee Member*. Title to be determined. College of Merchandising, Hospitality & Tourism, University of North Texas.
- Heinritz, Matt (2014). *Thesis Committee Member*. Promising Practices in Volunteer Tourism Management & Feasibility Assessment of Volunteer Programs at Talamanca-Area Ecotourism Operators: A Report for the Talamanca Association of Ecotourism and Conservation (ATEC). Environmental Anthropology, University of North Texas.
- Turner, Lindsey (2009-2012). *Thesis Committee Member*. The Retail Servicescape: Music and Its Influence on Consumer Behavior. College of Merchandising, Hospitality & Tourism, University of North Texas.
- Kidder, Nancy (2010-2011). *Thesis Committee Chair*. Exploring Drivers and Thresholds: A Socio-Ecological Systems Approach to Tourism in Costa Rica's Guayabo National Monument. College of Merchandising, Hospitality & Tourism, University of North Texas.
- Lee, Stacy (2011). *Thesis Committee Member*. Sustainable Stewardships in the Clothing and Textiles Industry: Investigating Impacts on Sustainability Value and Lifestyle Practices. College of Merchandising, Hospitality & Tourism, University of North Texas.
- Huang, Tai-Yi (2008-2009). *Thesis Committee Member*. Understanding Taiwanese Travelers on Cruise Tours in North America: Motivations, Involvement, Perceptions, and Satisfaction of Cruisers. College of Merchandising, Hospitality & Tourism, University of North Texas.
- Siri, Raktida (2007-2008). *Thesis Committee Member*. Satisfaction of Indian Tourists Who Visit Bangkok, Thailand. College of Merchandising, Hospitality & Tourism, University of North Texas.

Visiting Scholar Advising

- Mary Nadja Lima Santos from the Federal Institute of Sergipe in Brazil (2013/2014). *Project funded by Coordenação de Aperfeiçoamento de Pessoal de Nível Superior and Ministério de Educação-CAPES/MEC*. Advised and mentored candidates from March 2013 through November 2013. Developed a paper titled "Measuring the sustainability of tourism development on the North Coast of Sergipe: The application of sustainability indicators framework."

CATIE Thesis Committees

- Centro Agronomico Tropical de Investigacion y Ensenanza (CATIE) - *English Translation: Tropical Agricultural Research and Higher Education Center* in Turrialba, Costa Rica.
 - Juan Fernando Mendoza Ledezma (2010/2011). *Thesis Committee Member/Miembro del Comité Asesor*. Centro Agronomico Tropical de Investigacion y Ensenanza (CATIE).

Honor Student Advising

- Gathright, R. N. (2017). The Backpack and the Briefcase: A Look at the Marriott and Starwood Merger. Honors College & College of Merchandising, Hospitality & Tourism Management, University of North Texas.

Teaching Practicum (HMG 5810) Advising

- Sanchez, Tania (2018). Teaching Practicum: HMGT 4860/5520 Hospitality Business Strategies. Department of Hospitality Management & Tourism, College of Merchandising, Hospitality & Tourism Management, University of North Texas.
- Njeri, Millicent, (2017). Teaching Practicum: HMGT 4860/5520 Hospitality Business Strategies. Department of Hospitality Management & Tourism, College of Merchandising, Hospitality & Tourism Management, University of North Texas.

STEP Advising

- Sanchez, Tania (2018). Teaching Strategy Professor Review. STEP Program and the College of Merchandising, Hospitality & Tourism Management, University of North Texas.
- Njeri, Millicent (2017). Teaching Strategy Professor Review. STEP Program and the College of Merchandising, Hospitality & Tourism Management, University of North Texas.

HTM Faculty Advising and Other

- Faculty Advisor (2010-2017). All Master of Science in International Sustainable Tourism (MIST) Graduate Students. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Faculty Advisor (2009-2012), Hotel Sales and Marketing Association International (HSMIAI), Student Chapter. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Faculty Advisor (2007-2009), Meeting, Exhibition, Event, and Convention (MEEC) Student Society. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Chaperoned Nine (9) HTM Students to the International Hotel, Motel, and Restaurant (IH/M&R) Trade Show, New York, New York, in November 2007. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.

The University of Hawaii at Manoa (UHM)

- TIM School Faculty Senator (2001-2002).
 - Member, UHM Athletic Committee (2001-2002).
 - Member, Sub-committee on NCAA Recertification for UHM (2002).

School of Travel Industry Management (TIM)

- Officer on TIM Faculty Senate:
 - Vice President 2006.
 - Secretary 2003 - 2004.
 - Vice President 2003 - 2004.
 - Secretary 2001 - 2002.
- Served on the Following TIM School Committees:
 - Member - TIM School Personnel Committee (2004, 2005, & 2006).
 - Co-Chair of the Committee on Technology in TIM School (2005).
 - Member - TIM School Curriculum Committee (2002, 2003, 2004, 2005, & 2006).
 - Member - TIM School Faculty Search Committees (2001, 2003, 2004, 2005, & 2006).
 - Member - TIM Assessment Committee (2001, 2002).
 - Member - Graduate Faculty Council Applications Review Committee (2001 & 2004).
 - Member - TIM Technology Committee (2000, 2001, 2002, 2003, & 2004).
 - Member - TIM Research Committee (2000).
- Faculty Advisor (2000 - 2006), the School TIM's Paradise of the Pacific Student Chapter, Club Managers Association of America (CMAA). Activities included:
 - Facilitated the development and operation of fundraising and activities.
 - Faculty Advisor - Wine Tasting Seminar (January 2002).
 - Faculty Advisor - Bartending Class (January 2003).
 - Attending National CMAA Annual Conference (Faculty Advisor Representative) - National CMAA Conference in Anaheim, CA – Chaperoned nine (9) TIM CMAA students in February 2004.
 - Coordinated CMAA site visits (*four in total*) to the Island of Hawaii (*Big Island*), Hawaii – Chaperoned 28 TIM students in March 2004.
 - TIM School CMAA Chapter representative and guest speaker at the annual CMAA Golf Tournament (2004).
 - TIM School representative at CMAA Paradise of the Pacific Parent Chapter monthly meetings.

Doctoral Committee

Outside Chair

- Uyeno, Russell (2004). Assessing the Content Standards of a Large-Scale, Standards-Based Test: A Psychometric Validity Study of the 2002 Hawaii State Assessment Grade 8 and Grade 10 Reading Tests. College of Education, Department of Educational Psychology, the University of Hawaii at Manoa.

Thesis Committee

- Katsura, Takayuki (2006). Delphi Forecast for Mobile Technology in Tourism Applications in Japan. School of Travel Industry Management, the University of Hawaii at Manoa.

Monograph Adviser

- Yilin, Sun (2005). Marketing for the Future: A Marketing Strategy Study for Locally Owned/Managed Four-to-Five Star Hotels in Shanghai, PR China. School of Travel Industry Management, the University of Hawaii at Manoa.
- Li, Xiangping (2002). Evolution of quantitative methods of service quality measurement: a case study of six-sigma implementation in Starwood Hotels in the State of Hawaii. School of Travel Industry Management, the University of Hawaii at Manoa.
- Tyrone, Deborah (2002). Tourism as a form of evolution. School of Travel Industry Management, the University of Hawaii at Manoa.
- Wang, Xiaodan (2002). An examination of hotel manager expatriates in China. School of Travel Industry Management, the University of Hawaii at Manoa.

Academic Online Course Development (UNT & UHM)

- Solely Responsible for designing, developing, and delivering Online Graduate Course HMG 5520 Tourism Systems. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Solely Responsible for the Design, Development, and Delivery of the Online Graduate Course HMG 5860 Strategic Management in the Hospitality Industry. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Solely Responsible for designing, developing, and delivering the Online Graduate Course HMG 5630 Special Event Management. Department of Hospitality & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas.
- Solely Responsible for designing, developing, and delivering Online Graduate Courses TIM 602 Strategic Travel Industry Marketing and TIM 605 International Hospitality Management. School of Travel Industry Management, the University of Hawaii at Manoa.
- Solely Responsible for the Design and Development of HRIMD 361 Lodging Operations. Department of Hospitality Management and Dietetics, College of Human Ecology, Kansas State University.
- *Solely Responsible for designing and developing Web Enhanced Content for all courses taught during my academic career.*

Academic Technology Development (UNT, UHM, & KSU)

- Project/Publication/Design Administrator for <http://www.ksu.edu/educadv>. Site developed for Academic Advising at Kansas State University, Manhattan, Kansas, USA.
- Publication and Design Administrator for <http://www.ksu.edu/provost>. The site was redesigned and enhanced for the Office of the Provost at Kansas State University, Manhattan, Kansas, USA.
- Publication and Design Administrator for <http://www.ksu.edu/catl/edcip943>. Site developed for principles of College Teaching (EDCIP 943) at Kansas State University, Manhattan, Kansas, USA.
- Project/Publication/Design Administrator for <http://www.ksu.edu/humec/hrimd>. Academic program sites developed for the Department of Hospitality Management and Dietetics, College of Human Ecology at Kansas State University, Manhattan, Kansas, USA.
- Project/Publication/Design Administrator for <http://www.ksu.edu/catl>. Site developed for The Center for the Advancement of Teaching and Learning at Kansas State University, Manhattan, Kansas, USA.
- Project/Publication/Design Administrator for <http://www.ksu.edu/catl/uge>. Site developed for University General Education at Kansas State University, Manhattan, Kansas, USA.
- Publication and Design Administrator for <http://www.ksu.edu/srl>. Site developed for the Survey Research Lab at Kansas State University, Manhattan, Kansas, USA.

- Technology Coordinator: 1999 Graduate Research and Graduate Education Conference in Hospitality and Tourism. Las Vegas, Nevada, USA.
- Publication and Design Administrator for <http://www.engg.ksu.edu/CHEDEPT>. Academic program site developed for the Department of Chemical Engineering, College of Engineering at Kansas State University, Manhattan, Kansas, USA.
- Project/Publication/Design Administrator for <http://www.ksu.edu/catl/hrimd423/intro.htm>. Site developed for HRIMD 423 Facilities and Risk Management as part of the course project. Department of Hospitality Management and Dietetics, College of Human Ecology at Kansas State University, Manhattan, Kansas, USA.
- Project/Publication/Design Administrator for <http://www.oznet.ksu.edu/kdoa>. The site was developed as part of the Foods and Nutrition Program for the Kansas Department on Aging (KDOA) Senior Nutrition Site Survey.
- Project/Publication/Design Administrator for <http://polygon.engg.ksu.edu>. Navigation structure/system developed for the National Institute for Land Management and Training at Kansas State University.
- Project/Publication/Design Coordinator for <http://www.oznet.ksu.edu/kansastourweb>. Site sponsored by a United States Department of Agriculture (USDA) Challenge Grant. Department of Hospitality Management and Dietetics, College of Human Ecology at Kansas State University, Manhattan, Kansas, USA.