

UNIVERSITY OF SOUTH CAROLINA
RESEARCH PROFESSOR
TOURISM, URBAN PLANNING, ECONOMIC DEVELOPMENT

SENIOR DIRECTOR
INTERNATIONAL TOURISM RESEARCH INSTITUTE
2005-PRESENT

Dr. Rich Harrill is an accomplished center director with a strong record of success and an international reputation as an expert in tourism, urban planning, and economic development with the University of South Carolina (2005-Present), Georgia Tech's Enterprise Innovation Institute (2001-2005), and Clemson University (1997-2001). He is a Research Professor and was Acting School Director of the University of South Carolina's School of Hotel, Restaurant, and Tourism Management (2012-2016).

Dr. Harrill has been a leader in applied tourism, urban planning, and economic development research around the world. He is well-known for his experience and expertise in grant making, contracts, and development. Dr. Harrill is one of the few academics to publish in both leading tourism and urban planning journals and have university teaching experience in tourism and urban planning. He currently teaches courses in South Carolina's number 1 ranked honors college (2015-Present)

In 2019, Harrill was appointed by the City of Columbia as six-year term Board of Director for Experience Columbia, SC (destination marketing and management organization) (2020-Present).

In 2018, he was named College of Hospitality, Retail, & Sport Management Global Scholar of the Year.

SELECTED ACCOMPLISHMENTS

- **2019 named to six-year term of the Board of Directors, Experience Columbia SC.**
- **2018 HRSM Global Scholar of the Year**
- **Acting School Director of the School of Hotel, Restaurant, & Tourism Management from 2012 to 2016.** Has actively managed a \$3.5 million school budget for 4 years.
- **Secured \$2 million** from the J. Willard and Alice S. Marriott Foundation for HRTM's J. Willard and Alice S. Marriott Foundation Culinary Lab.
- **Secured \$2 million** from the state of South Carolina to create Smart State Center for Tourism and Economic Development.
- **Secured \$1 million** for HRTM's William McFall "Mac" Pearce Endowed Professorship.
- **Led the School of Hotel, Restaurant, & Tourism Management** successfully through ACPHA hospitality and tourism school reaccreditation, 2014.
- **Selected as the Director, Alfred P. Sloan Foundation Travel and Tourism Industry Center**, a highly prestigious position, just six months after accepting position as the Senior Director, International Tourism Research Institute (ITRI) based on success attracting funding and programs. He led the International Tourism Research Institute and the Sloan Foundation Industry Center concurrently from 2005-2017.
- **Established Alfred P. Sloan Foundation Travel and Tourism Industry Center** as a global leader in the highly competitive Chinese outbound tourism research area. Established groundbreaking agreements and exchanges with top Chinese institutions, including Peking University, Beijing International Studies University, Fudan University, Nanjing University, and the Macao University of Tourism.
- **Selected** for the University of South Carolina's International Advisory Committee and subsequently named to the Global Carolina Steering Committee, 2011-present.
- **Created** and teaches Travel and Tourism in Film and Literature and Coffee, Tea, and Crafts, for South Carolina Honors College, the number 1 ranked Honors College in the United States.
- **Widely quoted** in *New York Times*, *USA Today*, *Boston Globe*, *St. Louis Dispatch*, *CNN Travel*, *National Public Radio (NPR)*, *Las Vegas Sun*, *Honolulu Observer*, *Los Angeles Times*, and Reuters.

EDUCATION

CLEMSON UNIVERSITY, Clemson, SC 12/2000
Doctor of Philosophy (Ph.D.) in Tourism Planning and Development
• Dissertation: *Resident Attitudes' Based on Community Attachment in Charleston, South Carolina*

CLEMSON UNIVERSITY, Clemson, SC 5/1994

Master of City and Regional Planning (M.C.R.P) with a concentration in Environmental Planning and Sustainable Development

- Thesis: *Guidelines for Sustainable Coastal Development Based on the Experiences of Three Barrier Islands*

COLLEGE OF CHARLESTON, Charleston, SC

5/1991

Bachelor of Arts in Political Science with a minor in International Studies

PEER-REVIEWED JOURNAL ARTICLES

39. **Harrill, R.**, Cardenas, D., Dioko, L.A.N., & Arhin, A. (2024). Gaze and reflexivity in postcolonial cinema: The pragmatic turn in critical tourism studies. *Tourism Geographies*, 26 (3), 351-372.
38. **Harrill, R.**, Zuniga-Collazos, A., Castillo-Palacio, M., & Padilla-Delgado, L. M. (2023). An exploratory attitude and belief analysis of ecotourists' destination image assessments and behavioral intentions. *Sustainability*, 15 (14), 11349.
37. Iskender, A., Turk, E.S., Cardenas, D., **Harrill, R.** (2022). COVID or VOID: a systematic literature review of technology adoption and acceptance in hospitality and tourism since the breakout of COVID-19. *Tourism and Hospitality Research*. (24) 1, 95-114.
36. **Harrill, R.**, Cardenas, D., Dioko, L.A.N. (2021). Travel, transformation, and enlightenment in film: A Critical Review. *Current Issues in Tourism*, 25 (16): 2557-2570.
35. Peterson, R.R., DiPietro, R., & **Harrill, R.** In search of inclusive tourism in the Caribbean: Insights from Aruba. *World Hospitality and Tourism Themes*, 12 (3), 225-243. 2020.
34. Zuniga-Collazos, L., **Harrill, R.**, Castillo-Palacio, M., and Padilla, L. Negative effect of innovation on organizational competitiveness of tourism companies. *Tourism Analysis*, 25 (4), 455-461. 2020.
33. Dioko, L.A.N., and **Harrill, Rich.** Killed while traveling: Trends in tourism-related mortality, injuries, and leading causes of death from published English news reports, 2000-2017. *Tourism Management*, 70, 103-123. 2019.
32. Liu, H., Li, Xiang, Yang, Y., and **Harrill, R.** A Shrinking World for Tourists? Examining the Changing Role of Distance Factors in Understanding Destination Choices. *Journal of Business Research*, 92, 350-359. 2018.
31. Peterson, R., **Harrill, R.**, DiPietro, R. Sustainability and Resilience in Caribbean Tourism Economies: A Critical Inquiry. *Tourism Analysis*, 22 (3), 407-420. 2017.
30. Castillo-Palacio, M., **Harrill, R.**, and Zuniga-Collazos. Back from the Brink: Social Transformation and Tourism in Post-Conflict Medellin, Colombia. *World Hospitality and Tourism Themes*, 9 (3): 300-315. 2017.
29. Ping, S., Cardenas, D., and **Harrill, R.** Chinese Customers' Evaluation of Online Travel Website Quality: A Decision-Tree Analysis. *Journal of Hospitality Marketing and Management*, 25 (4): 476-497. 2016.
28. Zuniga-Collazos, A., **Harrill, R.**, Escobar-Moreno, N.R., and Castillo-Palacio, M. Research Note: Evaluation of the Determinant Factors in Colombia's Tourism Product. *Tourism Analysis*. 20 (1): 117-122. 2015.
27. Peterson, R.R., Cardenas, D., and **Harrill, R.** Research Note: Tourism as a Catalyst for Economic Development in Latin America: Setting an Agenda for Policy and Research, *Tourism Analysis*, 19, 117-122. 2014.
26. Thomsen, J.M., **Harrill, R.**, Hugo, N., Lacher, R.G., Mihalik, B.J. Understanding Shifts in 3S Destination Tourist Preferences: An Importance-Performance Analysis (IPA) of Punta Cana, Dominican Republic. *International Journal of Hospitality and Tourism*, V4N1. 2014.
25. Dioko, L.A.N., So, S-I., and **Harrill, R.** Hotel Category Switching Behavior—Evidence of Mobility, Status or Loyalty? *International Journal of Hospitality Management*, 34, 234-244. 2013.
24. Draper, J., Oh, C., and **Harrill, R.** Preferences for Heritage Tourism Development Using a Choice Experiment Approach. *Tourism Analysis*, 17 (6): 747-759. 2013.
23. **Harrill, R.**, and Peterson, R. Research Note: Tourism Conventional Wisdom and the News Media. *Tourism Analysis*, 17 (6): 813-817. 2013.
22. Chengting, L., Li, X. and **Harrill, R.** Chinese Outbound Tourist Perceived Constraints to Visiting the United States. *Tourism Management*, 37, 136-146. 2013.
21. He, L., Li, X., **Harrill, R.**, and Cardon, P. Examining Japanese Tourist U.S.-Bound Travel Constraints. *Current Issues in Tourism* 17 (8): 705-722. 2013.
20. Dioko, L., **Harrill, R.**, and Cardon, P. The Wit and Wisdom of Chinese Tour Guides: A Critical Tourism Perspective. *Journal of China Research* 9 (1): 27-49. 2013.
19. **Harrill, R.**, Dioko, D., and Peterson, R. The Contemporary International Social Science Research Center: Guidelines for Effective Management. *Journal of Higher Education Management*, 27 (1): 21-39. 2012.
18. Bernthal, M., Nagel, M., **Harrill, R.** and Riner, P. All Work and No Play Makes Jack a Dull Boy: An Exploration of Business Travelers' Attendance at Live, Ticketed Entertainment Events. *Tourism Analysis*, 17 (2), 213-224. 2012.
17. Bliss, B., Li, R., Meng, F. and **Harrill, R.** Applying Causal Mapping to Tourism Research: A Case Study of American College Students' Experiences in China Study Abroad Programs. *Tourism Analysis*, 17 (1), 1-14. 2012.
16. Li, R., L., Chengting, L., **Harrill, R.**, Kline, S. and Wang, L. When East Meets West: An Exploratory Study on Chinese Outbound Tourists' Travel Expectations. *Tourism Management*, 32: 741-749. 2011.

15. **Harrill, R.**, Uysal, M., Cardon, P., Vong, F. and Dioko, D. Resident Attitudes toward Gaming and Tourism Development in Macao: Growth Machine Theory as a Context for Identifying Supporters and Opponents. *International Journal of Tourism Research*, 13 (1), 41-53. 2011.
14. Li, R., **Harrill, R.**, Uysal, M., Burnett, T. and Zhan, Z. Estimating the Size of the Chinese Outbound Market: A Demand-Side Approach. *Tourism Management*, 31: 250-259. 2010.
13. Dioko, L., **Harrill, R.**, and Cardon, P. Brand China: Tour Guide Perceptions and Implications for Destination Branding and Marketing. *Tourism Analysis*, 15 (3), 345-355. 2010.
12. Wang, S., Bickle, M. and **Harrill, R.** Residents' Attitudes toward Tourism Development in Shandong, China. *International Journal of Culture, Tourism and Hospitality Research*, 4 (4): 327-339. 2010.
11. Lacher, G.R. and **Harrill, R.** Going Beyond Sun, Sand and Surf? An Importance-Performance Analysis of Activities in a 3S Resort Destination. *e-Review of Tourism Research*, 8 (4) 57-68. 2010.
10. Zhang, X., Cai, L. and **Harrill, R.** Research Note: Rural Tourism Research in China: 1997-2006. *Tourism Analysis*, 14 (2): 231-239. 2009.
9. Siracaya-Turk, E., Ingram, L. and **Harrill, R.** Resident Typologies within the Integrative Paradigm of Sustaincentric Tourism Development. *Tourism Analysis*, 13 (6): 531-544. 2009.
8. **Harrill, R.** and Bender, B. From Sales Tool to Site Development: The Evolution of Destination Marketing on the Web. *Tourism Analysis*, 13: 295-307. 2008.
7. **Harrill, R.** and Bender, B. State Tourism Funding: Equity, Consensus and Accountability Models. *Tourism Analysis*, 12 (4): 287-298. 2007.
6. **Harrill, R.** Residents' Attitudes toward Tourism Development: A Literature Review with Implications for Tourism Planning. *Journal of Planning Literature*, 18 (3): 251-266. 2004.
5. **Harrill, R.** and Potts, T.D. Tourism Planning in Historic Districts: Attitudes Toward Tourism Development in Charleston. *Journal of the American Planning Association*, 69 (3): 233-244. 2003.
4. **Harrill, R.** Fear of Falling: An Ethnography Study of Heritage Tourism in Pineburg, South Carolina. *Tourism Analysis*, 7 (3, 4): 241-250. 2003.
3. **Harrill, R.** and Potts, T.D. The Social Psychology of Tourist Motivation: Exploration, Debate and Transition. *Tourism Analysis*, 7 (2): 105-114. 2002.
2. **Harrill, R.** Political Ecology and Planning Theory. *Journal of Planning Education and Research*, 19 (1): 67-75. 1999.
1. Potts, T.D. and **Harrill, R.** Enhancing Communities for Sustainability: A Travel Ecology Approach. *Tourism Analysis*, 3 (3, 4): 133-142. 1998.

EDITORIAL REVIEW

3. Dioko, L. and **Harrill, R.** Affirmation, Assimilation and Anarchy: Critical Undercurrents in Destination Branding. *International Journal of Culture, Tourism and Hospitality Research*, 5 (3): 215-226. 2011.
2. Bickle, M.C. and **Harrill, R.** Avoiding Cultural Misconceptions during Globalization of Tourism: Introduction to 2010 Special Issue. *International Journal of Culture, Tourism and Hospitality Research*, 4 (4): 283-286. 2010.
1. Woodside, A., Crofts, J. and **Harrill, R.** Integrating multidisciplinary perspectives: An editorial. *International Journal of Culture, Tourism and Hospitality Research*, 1 (1): 5-13. 2007.

BOOKS

4. **Harrill, R.** *Guide to Best Practices in Southern Tourism and Destination Management*. Washington, DC: Southern Governors' Association. 2006.
3. **Harrill, R.** *Fundamentals of Destination Management and Marketing*. Editor. Lansing, MI: Educational Institute of the American Hotel and Lodging Association. 2005.
2. **Harrill, R.** *Guide to Best Practices in Tourism and Destination Management: Volume II*. Lansing, MI: Educational Institute of the American Hotel and Lodging Association. 2005.
1. **Harrill, R.** *Guide to Best Practices in Tourism and Destination Management*. Lansing, MI: Educational Institute of the American Hotel and Lodging Association. 2003.

BOOK CHAPTERS

12. **Harrill, R.**, & Potts, T. D. (2017). Tourism planning in historic districts: attitudes toward tourism development in Charleston. In D. J. Timothy (Ed.), *Tourism planning: Critical concepts in tourism* (2nd ed.). Routledge.
11. **Harrill, R.** (2017). Tourism planning in historic districts: Attitudes toward tourism development in Charleston, In D.J. Timothy (Ed.). In *tourism planning: Critical concepts in tourism* (2nd ed). Routledge.
10. **Harrill, R.**, X, Li., and Xiao, H. China Outbound Tourism: A Critical Inquiry. In *China Outbound Tourism 2.0*. Xiang, X., ed. Apple Publishing Company. 2015.
9. Uysal, M., **Harrill, R.** and Woo, E. Destination Marketing Research: Issues and Challenges. In *Tourism Destination Marketing and Management: Foundations and Applications*. Youcheng Wang and Abraham Pizam, eds. London: CABI. 2011.

8. **Harrill, R.** *Destination Management: New Challenges, New Needs*. In Handbook of Tourism Studies. Jamal, T. and Robinson, M. eds. Thousand Oaks, CA: Sage Publications. 2009.
7. **Harrill, R.** Fables of the Reconstruction or Reconstruction of the Fables? Pragmatic Aesthetics for Advancing Tourism, Culture, Place and Community. In *Advances in Culture, Tourism and Hospitality Research*, Volume 1. Woodside A., ed. London: Elsevier. 2007.
6. **Harrill, R.** Moving Forward with Destination Management (Preface). In *Fundamentals of Destination Management and Marketing*. Lansing, MI: Educational Institute of the American Hotel and Lodging Association. 2005.
5. **Harrill, R.** About the International Association of Convention and Visitors Bureaus (IACVB). In *Fundamentals of Destination Management and Marketing*. Lansing, MI: Educational Institute of the American Hotel and Lodging Association. 2005.
4. Potts, T.D. and **Harrill, R.** Travel Ecology and Developing Naturally: Making Practice-Theory Connections. In *Sustainable Tourism: A Global Perspective*. Harris, R., Griffin, T. and Williams, P., eds. Oxford, UK: Butterworth-Heinemann. 2002.
3. **Harrill, R.** New Town: Comparing British and European Models. In *Geographic and Planning Research Themes for the New Millennium*. (Feschrift for Dr. Ashok Dutt). Noble, A.G., ed. New Delhi, India: Vikas Publishing. 2000.
2. **Harrill, R.** Urban Planning and Social Ecology: Philosophy, Literature and Convergence. 2000. In *Preserving the Legacy: Concepts in Support of Sustainability*. Costa, F.J. and Noble, A.G., eds. New York: Lexington Books. 1999.
1. **Harrill, R.** Beyond Sustainability: Bioregionalism and Bioregional Planning. In *Preserving the Legacy: Concepts in Support of Sustainability*. Costa, F.J. and Noble, A.G., eds., New York: Lexington Books. 1999.

SELECTED FUNDED GRANTS AND CONTRACTS (UNIVERSITY OF SOUTH CAROLINA)

45. Mihalik, B., **Harrill, R.**, Kellett, C. (\$2 million). The J. Willard and Alice S. Marriott Foundation Culinary Lab. Sponsor: The J. Willard and Alice S. Marriott Foundation.
44. **Harrill R.** (\$2 million). Smart State Center in Tourism and Economic Development. Sponsor: State of South Carolina.
43. Mihalik, B., Lutheran C., and **Harrill, R.** (\$1 million). Willam McFall "Mac" Pearce Endowed Professorship. Sponsor: The Pearce Family.
42. **Harrill, R.**, and Li, X. The Future Outbound Chinese Tourism Market to the United States (\$170,208). Sponsor: U.S. Travel Association/U.S. Department of Commerce, Office of Travel and Tourism Industries/Alfred P. Sloan Foundation Travel & Tourism Industry Center.
41. Li, X., and **Harrill, R.** An Evaluation of the Japanese Outbound Tourism Market. (\$104,997). Sponsor: U.S. Department of Commerce, Office of Travel & Tourism Industries/Alfred P. Sloan Foundation Travel & Tourism Industry Center.
40. **Harrill R.**, Li, X., Brown, M., and Nagel, M. A Development and Economic Impact Study of the South Carolina National Heritage Corridor. (\$99,000). Sponsor: South Carolina National Heritage Corridor/South Carolina Department of Parks, Recreation, & Tourism/Alfred P. Sloan Foundation Travel & Tourism Industry Center.
39. Turk, E., Kline, S., and **Harrill, R.** Brand America: Understanding Tourism Images and Quality Expectations of Travelers. (\$90,000). Sponsor: Alfred P. Sloan Foundation Travel & Tourism Industry Center.
38. Li, X., and **Harrill, R.** Establishing a Japan Travel Trade Barometer. A project monitoring Japanese visitation to the United States. (\$75,000). Sponsor: U.S. Department of Commerce, Office of Travel and Tourism Industries.
37. **Harrill, R.** and Li, X. Local Community's Perception and Sentiment towards Shanghai Disney Resort. (\$71, 835). Sponsor: Shanghai International Theme Park.
36. **Harrill, R.**, Li, X., Brown, M., and Nagel, M. Development of a Comprehensive and Systematic Plan for Management, Branding, and Sustainability of South Carolina's Four National Byways. (\$60,000). Sponsor: South Carolina National Heritage Corridor/Duke Energy.
35. **Harrill, R.**, Brown, M., and Bernthal, M. The Cost Effectiveness of Exhibition Participation. (\$50,990). Sponsor: Center for Exhibition Industry Research/Alfred P. Sloan Foundation Travel & Tourism Industry Center.
34. **Harrill, R.**, Brown, M., and Nagel, M., and Cardon, P. Center for Exhibition Industry Research: CEIR Index 2010 Edition. (\$46,000). Sponsor: Center of Exhibition Industry Research.
33. Li, X., Feng, M., and **Harrill, R.** (\$41,524). Sponsor: Shanghai Resort Development Corporation/College of Hospitality, Retail, & Sport Management.
32. **Harrill, R.**, Cardenas, D., DiPietro, R., and Li, X. (\$35,000). Toward a World-Class International Destination Airport for Curacao. Sponsor: Curacao Airport Holdings, NV.
31. **Harrill, R.**, Brown, M., Ballouli, K., and Li, X. A Comprehensive Visitor Profile, Economic Impact and Destination Image Study for Patriots Point and the USS Yorktown 2014. (\$32,000). Sponsor: Patriots Point Development Authority.
30. **Harrill, R.**, Brown, M., Ballouli, K., and Li, X. A Comprehensive Visitor Profile, Economic Impact and Destination Image Study for Patriots Point and the USS Yorktown 2014. (\$32,000). Sponsor: Patriots Point Development Authority.
29. **Harrill, R.**, Brown, M., Ballouli, K., and Li, X. A Comprehensive Visitor Profile, Economic Impact and Destination Image Study for Patriots Point and the USS Yorktown 2013. (\$32,000). Sponsor: Patriots Point Development Authority.
28. Li, X., and **Harrill, R.** American Baby Boomers' Travel Behavior and Destination Preferences in China. (\$30,000). Sponsor: China National Tourism Administration.
27. **Harrill, R.**, and Li, X. A Strategic Tourism Plan for the Salkehatchie Region. (\$30,000). Sponsor: Western Carolina Higher Education Commission/U.S. Department of Agriculture.
26. **Harrill, R.**, VonNessen J., So, K. (\$25,000). An Investigation of Visitor Profile and Economic Impact of the Five Points District, Columbia, SC. Five Points Association.
25. **Harrill R.**, So, K.F., and Meng, F. Attracting "Hot" Asian Tourists Markets to the Real Southern Hotspot. (\$25,000). Sponsor: Experience Columbia, SC (CVB).

24. Ballouli, K., **Harrill, R.**, and Brown, M.T. A Comprehensive Visitor Profile, Economic Impact, and Day Group Study of Patriots Point and the USS Yorktown: Seasonal Data Collection. (\$25,000). Sponsor: Patriots Point Development Authority.
23. Ballouli, K., **Harrill, R.**, Brown, M.T., and Koesters, T.C. (25,000). An Internal and External Audit of Current Consumers, Prospect Audiences, and Industry Trends Related to Camping Services at Patriots Point and the USS Yorktown. Patriots Point Naval & Maritime Museum. 2015.
22. **Harrill, R.** Best Practices in Southern Tourism and Destination Management. (\$27,000). Sponsor: Southern Governors' Association.
21. Ballouli, K, **Harrill, R.**, and Campbell, J. Analysis of Sales and Marketing Efforts Related to Gift Shop Operations at Patriots Point. (\$22,000). Sponsor: Patriots Point Naval & Maritime Museum.
20. **Harrill, R.** A Feasibility Study for Open Studio Development in Olde Town Conyers, Georgia. (\$21,000). Sponsor: Conyers-Rockdale Economic Development Council.
19. **Harrill, R.** and Cardenas, D. International Students in Hospitality and Tourism Internship Settings: Identifying Barriers and Constraints. (\$20,000). Sponsor: Shorelight Education Global Engagement.
18. **Harrill, R.** A Strategic Tourism Development and Marketing Plan for Kershaw County. (\$20,000). Sponsor: Kershaw County Administrators Office.
17. **Harrill, R.** and Carpenter, J. A Tourism Marketing Plan for the Salkehatchie Region. (\$20,000). Sponsor: Western Carolina Higher Education Commission/U.S. Department of Agriculture.
16. **Harrill, R.** Columbia Metropolitan Convention Center Expansion: Standards, Practices, and Projections. (\$15,000). Sponsor: Experience Columbia.
15. **Harrill, R.** Tourism, Innovation, Creativity, and Growth: Growing Aruba's Knowledge Economy—consulting and Teaching. (\$15,000). Sponsor: University of Aruba, Faculty of Hospitality and Tourism Management.
14. **Harrill, R.**, and Brown, M. Center for Exhibition Industry Research: CEIR Index 2009 Edition. (\$15,000). Sponsor: Center for Exhibition Industry Research.
13. **Harrill, R.**, and Brown, M. Center for Exhibition Industry Research: CEIR Index 2009 Edition. (\$15,000). Sponsor: Center for Exhibition Industry Research.
12. **Harrill, R.** 2012. Punta Cana International Airport Tourist, Aircrew, and Real Estate Report. (\$11,800). Sponsor: Grupo Punta Cana.
11. Li, X., and **Harrill, R.** Examining the Antecedents of Tourism Destination Loyalty: The Case of South Carolina. (\$9,950). Sponsor: South Carolina Department of Parks, Recreation, and Tourism/University of South Carolina College of Hospitality, Retail, & Sport Management.
10. **Harrill, R.** Exploring Travel and Tourism as Catalyst for Global Economic Development, Corporate Investment, and Technological Innovation. (\$8,998). Sponsor: University of Pittsburgh, Alfred P. Sloan Foundation Center for Industry Studies.
9. **Harrill, R.** Aligning State, Regional, and Local Tourism Marketing in Pennsylvania: Analysis and Policy Recommendations. (\$8,000). Sponsor: Pennsylvania Tourism Office.
8. Xi, L., and **Harrill, R.** American Tour Operators' Perception of China as a Tourism Destination. (\$5,000). Sponsor: University of South Carolina/College of Hospitality, Retail, & Sport Management.
7. **Harrill, R.** 2011 Punta Cana International Airport Tourist and Aircrew Survey. (\$4,565). Sponsor: Grupo Punta Cana.
6. **Harrill, R.** Tourism and Economic Development: Columbia South Carolina's Top Visitor Inquiry Segments. (\$4,500). Sponsor: Alfred P. Sloan Foundation Travel & Tourism Industry Center.
5. Cardon, P., and **Harrill, R.** Soldiers' and Family Satisfaction with Graduation Family Day at Fort Jackson, South Carolina. (\$4,500). Sponsor: Fort Jackson/U.S. Army/Department of Defense.
4. **Harrill, R.** Alfred P. Sloan Foundation Travel Grant. (\$4,450). Sponsor: Alfred P. Sloan Foundation.
3. **Harrill, R.** 2010 Punta Cana International Airport Tourist and Aircrew Survey. (\$4,038). Sponsor: Grupo Punta Cana.
2. Baliouli, K., Koesters, T., and **Harrill, R.** Assessment of Patriots Point Overnight Camping Services and Consumers. (\$4,000). Sponsor: Patriots Point Development Authority.
1. **Harrill, R.** South Carolina Arts Commission Cultural Tourism Initiative. (\$2,000). Sponsor: South Carolina Arts Commission.

SELECTED FUNDED GRANTS AND CONTRACTS (GEORGIA TECH)

12. **Harrill, R.** Best Practices in Tourism and Destination Management. (\$70,000). Sponsor: U.S. Economic Development Administration.
11. Wilkins, J., and **Harrill, R.** Accelerating Economic Development Innovation within Four USDA Champion Communities in Georgia: Clay, Quitman, Randolph, and Stewart Counties. (\$50,000). U.S. Department of Agriculture.
10. Wilkins, J., and **Harrill, R.** Fannin County Economic Development Feasibility Assessment and Strategic Plan for Sustainable Economic Development. (\$50,000). Sponsor: One Georgia.
9. **Harrill, R.** A Feasibility Study for the Golden Isles Parkway. (\$35,000). Sponsor: Georgia Rural Economic Development Center.
8. **Harrill, R.** A Feasibility Study for the Woodpecker Trail. (\$27,000). Sponsor: Georgia Rural Economic Development Center.
7. **Harrill, R.** Fundamentals of Destination Management and Marketing. (\$27,000). Sponsor: Destination Marketing Association International (DMAI).
6. **Harrill, R.** A Market Segmentation and Targeting Study for the Lower Chattahoochee Region. (\$25,832). Sponsor: One Georgia Authority.
5. **Harrill, R.** Georgia's Lake Hartwell Region: Opportunities for Further Tourism Development. (\$25,000). Sponsor: One Georgia Authority.
4. **Harrill, R.** A Feasibility Study for the Arabia Mountain National Heritage Area. (\$25,000). Sponsor: Arabia Mountain National Heritage Area.

3. **Harrill, R.** A Feasibility Study for the Heard-Chattahoochee Greenway. (\$21,000). Sponsor: Heard County Development Authority.
2. **Harrill, R.** Lower Chattahoochee Region Tourism Workshops. (\$20,000). Sponsor: Lower Chattahoochee Regional Development Center.
1. Bihu, W. (Peking University), and **Harrill, R.** (\$2,000). Tourism and Urban Design Recommendations for Hangzhou (China) Grand Canal. Sponsor: Hangzhou Tourism Commission.

TEACHING EXPERIENCE

UNIVERSITY OF SOUTH CAROLINA, Columbia, SC 3/2005 - Present

College of Hospitality, Retail and Sports Management

School of Hotel, Restaurant and Tourism Management

Teach undergraduate and graduate courses on Tourism, Destination Marketing and Management, and International Resort Development.

- **Increased student skills** by developing curriculum for and teaching courses on Sustainable Tourism Planning and Policy (2005 - Present); Travel and Destination Management (2008 - Present); Travel and Tourism in Film and Literature (Summer 2020); Travel, Transformation, and Enlightenment (2022-present), Consulting Practicum, Punta Cana, Dominican Republic (2010 - 2012); Resort Development (2006 - 2007); and Introduction to Tourism (2005).
- **Lauded for superior scores during student surveys.**

South Carolina Honors College

8/2015-Present

Created and teach Travel and Tourism in Film and Literature and Coffee, Tea, and Crafts. Number 1 ranked Honors College in the United States.

UNIVERSITY OF SAN FRANCISCO DE QUITO, GALAPAGOS 10/2019-3/2022

Taught Sustainable Destination Marketing and Management.

UNIVERSITY OF SAN FRANCISCO DE QUITO, GALAPAGOS 10/2019-3/2022

Taught Sustainable Destination Marketing and Management.

EXTERNADO UNIVERSITY, Bogota, Columbia 8/2022

SHANDONG UNIVERSITY, Jinan, China 10/2013

Visiting Professor, School of Business Management

Taught undergraduate classes in Destination Marketing and Management and Sustainable Tourism Planning and Policy.

UNIVERSITY OF ARUBA, Oranjestad, Aruba 8/2011 - 10/2011

Visiting Professor, Department of Hospitality and Tourism Management

Taught undergraduate and graduate courses on Destination Marketing and Management and Tourism Planning and Policy.

- **Selected for position, including two-month residency**, on behalf of University of Aruba and National Council of Innovation and Competitiveness (NCIC) of Aruba based on strong international research reputation.

CLEMSON UNIVERSITY, Columbia, SC 8/1998 - 5/2001 • 4/2011 - Present

Adjunct Professor, Department of Parks, Recreation and Tourism Management 4/2011 - Present)

Participated in the graduate student thesis committee.

Instructor, Department of City and Regional Planning (12/2000 - 5/2001)

Taught graduate courses on Urban Planning, Environmental Planning and Tourism.

- **Increased student skills** by developing curriculum for and teaching courses on Environmental Planning (2001) and Planning Theory (2001).

Instructor, Department of Parks, Recreation and Tourism Management (8/1998 - 5/2000)

Taught undergraduate and graduate level courses on Parks, Recreation and Tourism Management

- **Increased student skills** by developing curriculum for and teaching courses on Resorts in National and International Tourism (1999 - 2000); Behavioral Concepts in Parks, Recreation and Tourism Management (2000); Community Tourism Development (1998 - 1999).

SELECTED INVITED NATIONAL AND INTERNATIONAL PRESENTATIONS

- KEYNOTE: The Ties That Bind: Building Partnerships That Sustain Us During Uncertain Eras. The 5th International Tourism and Retail Service Management Conference. Macao, China. 2024,
- How to Travel Podcast. DeKalb Talks Tourism. Atlanta, GA. 2024.
- Attracting "Hot" Asian Tourism Markets to the Real Southern Hotspot. Columbia, SC. 2018.
- South Carolina Small Business Development Centers, Tourism Panel. Columbia, SC. 2018.
- SCPRSA Tourism in the Midlands Panel. Columbia, SC. 2018.
- Post-Conflict Tourism. University of Valle del Cauca, Colombia. 2018.
- Introduction to Destination Marketing. University of Valle del Cauca, Colombia. 2018.
- Post-Conflict Tourism (2 presentations). University of Buenaventura. Cali, Colombia. 2018.
- International Students in Hospitality and Tourism Internship Settings: Identifying Barriers and Constraints. Columbia, SC. 2018.
- Hosting the Summer Olympics: A Preliminary Assessment of Its Effect on Income Inequality. International Conference on Events. Orlando, Florida. 2017.
- Postcards from Oman: Destination Image and Attracting International Tourists Markets. First USC-Oman Conference on Ports and Tourism. Columbia, SC. 2017.
- Introduction to Tourism Studies. University of Cauca, Colombia, Popayan. Popayan, Colombia. 2017.
- Introduction to Tourism Studies. University of Popayan. Popayan, Colombia. 2017.
- Starting a School of Hospitality and Tourism in Santiago, Chile. Universidad de Chile. Santiago, Chile. 2017.
- Travel and Tourism in Film and Literature: A Critical Review. Critical Studies Conference. Palma, Spain. 2017.
- Faux Destination Brands and Counterfeit Goods: A Phenomenological Approach. International Branding Conference. London. 2016.
- Tourism 20/20. Institute for Tourism Studies (IFT), Macao, 2015.
- Establishing an International Brand for Colombia. University of Medellin. Medellin, Colombia, 2014.
- Moving Forward with Marketing: Curacao's Tourism Industry. Curacao Tourism Board/Curacao Hospitality and Tourism Association. Willemstad, Curacao. 2013.
- Keys to Advancing Columbia's Downtown Development. WWNU. Columbia, SC. 2012.
- Trends in Destination Branding. University of the West Indies. Barbados. Bridgetown, Barbados. 2012.
- Utilizing Community Assets to Stimulate Economies. Heritage Development Summit. Clemson, SC. 2011.
- Global Destination Branding. Thammasat University. Bangkok, Thailand. 2011.
- Tourism, Innovation and Jobs: South Carolina's New Economic Development. South Carolina Educational Public Television. "Connections" hosted by P.A. Bennett. Columbia, SC. 2011.
- Keynote: Tourism, Innovation, Creativity and Growth: Advancing Aruba's Knowledge Economy. National Council for Innovation and Competitiveness (NCIC) in Aruba. Oranjestad, Aruba. 2011.
- Keynote: The Future of E-Commerce in Chinese Outbound Tourism. Akdeniz University. Antalya, Türkiye. 2011.
- Dimensions of China-United States Outbound Tourism. Nanjing University. Nanjing, China. 2011.
- Dimensions of China-United States Outbound Tourism. Shandong University. Jinan, China. 2011.
- Understanding Public Preferences for Development of a Heritage Tourism Corridor: A Choice Experiment Approach. London, Ontario. 2011.
- Resident Attitudes toward Tourism Development and Gaming in Macao: Using Growth Machine Theory as a Context for Identifying Supporters and Opponents. 17th International Conference on Recent Advances in Retailing and Services Science. Istanbul, Turkey. 2010.
- The Future Outbound Chinese Tourism Market: Implications for Urban Planning. 2010 National Planning Conference. New Orleans, LA. 2010.
- International Tourism Branding and Marketing. 1st TCI World Conference on Tourism Clusters. Punta Cana, Dominican Republic. 2009.
- The Future Outbound Chinese Tourism Market to the United States. Hunan University of Commerce; Changsha, Hunan Province, China. 2009.
- The Future Outbound Chinese Tourism Market to the United States. Changsha Commerce and Tourism College; Changsha, Hunan Province, China. 2009.

- American Baby Boomers' Travel Behavior and Destination Preferences in China. Hunan University of Commerce; Changsha, Hunan Province, China. 2009.
- American Baby Boomers' Travel Behavior and Destination Preferences in China. Changsha Commerce and Tourism College; Changsha, Hunan Province, China. 2009.
- Keynote: Brand China: Tour Guide Perceptions and Implications for Destination Branding and Marketing. Destination Marketing and Branding Conference, Institute for Tourism Studies. Macao, China. 2009.
- Tourism and Economic Development: Columbia, South Carolina's Top Visitor Inquiry Segments. Columbia Metropolitan Convention and Visitors Bureau. Columbia, SC. 2009.
- Launching the Japan Travel Trade Barometer. Discover America Press Conference. Tokyo, Japan. 2009.
- The Future Outbound Chinese Tourism Market. Travel Industry Association Marketing Outlook Forum. Portland, OR. 2008.
- The Power of PRIZM Market Segmentation. Hospitality Association of South Carolina. Myrtle Beach, SC. (2 presentations). 2008.
- Building Your Destination Brand for the Future Chinese Outbound Market: A Case Study of the United States. Arizona Governor's Conference on Tourism. Tucson, AZ. 2008.
- Economic Overview of the Exhibitions Industry. IAEE Senior Executive Roundtable. Schaumburg, IL. 2008.
- Building Your Destination Brand for the Future Chinese Outbound Market: A Case Study of the United States. Alfred P. Sloan Foundation Industry Studies Conference. Boston, MA. 2008.
- Chinese Travel Preferences. Academically Speaking. WOLT 103.3. February 16, 2008.
- Travel, Tourism and Energy Issues. Sloan Energy and Sustainability Workshop. University of West Virginia. Morgantown, WV. 2008.
- United States Tourism Agreement Could Create Chinese Deluge. All Things Considered. National Public Radio. November 22, 2007.
- Keynote: Building Your Destination Brand for the Future Chinese Outbound Market: A Case Study of the United States. Destination Marketing and Branding Conference, Institute for Tourism Studies. Macao, China. 2007.
- Fundamentals of Destination Management and Marketing. Destination Marketing and Management Institute. Destination Marketing Association International. St. Louis, MO. 2007.
- The Future Outbound Chinese Tourism Market. Travel Industry Association Marketing Outlook Forum. Charlotte, NC. 2007.
- Best Practices in South Carolina Cultural Tourism. South Carolina Arts Commission Statewide Arts Conference. Newberry, SC. 2007.
- Tourism: Economic Development That Won't Go Offshore! South Carolina Parks and Recreation Association, Charleston, SC. 2007.
- Rural Tourism Research in China. International Society of Travel and Tourism Educators. Charleston, SC. 2007.
- Fundamentals of Destination Management and Marketing. Destination Marketing and Management Institute. Destination Marketing Association International. Pittsburgh, PA. 2007.
- Residents' Attitudes toward Tourism Development in China. Shanghai Institute of Tourism. 2007.
- Fundamentals of Destination Management and Marketing. Shanghai Institute of Tourism. 2007.
- Best Practices in Tourism and Destination Management. Shanghai Institute of Tourism. 2007.
- Fundamentals of Destination Management and Marketing. University of Toulon-Var. Toulon, France. 2007.
- Best Practices in Tourism and Destination Management. University of Toulon-Var. Toulon, France. 2007.
- Sustainable Tourism Development. University of Toulon-Var. Toulon, France.
- Tourism: Economic Development That Won't Go Offshore! York County Convention and Visitors Bureau. York, SC. 2007.
- Getting Ahead and Staying Ahead: Tourism Competitiveness for Sudan. Tourism in Sudan: A Catalyst for Change. Center for Global Strategies. Khartoum, Sudan. 2007.
- Getting Ahead and Staying Ahead: Tourism Competitiveness for Yemen. Tourism in Yemen: A Catalyst for the Future. Center for Global Strategies. Sana'a, Yemen. 2007.
- Tourism: Economic Development That Won't Go Offshore! Arts Council of Beaufort County. Beaufort, SC. (2 presentations). 2007.
- Tourism: Economic Development That Won't Go Offshore! South Carolina Arts Commission. Columbia, SC. 2006.
- Travel Trends and Identifying You Best United States Visitors. Caribbean Spa and Wellness Conference and Exhibition. Bayahibe, Dominican Republic. 2006.
- Tourism: Economic Development That Won't Go Offshore! South Carolina Arts Commission. Columbia, SC. 2006.
- Fundamentals of Destination Management and Marketing. Destination Marketing and Management Institute. Destination Marketing Association International. Columbus, OH. 2006.
- Keynote: Tourism Planning and Marketing Recommendations for Bahia, Brazil. American Chamber of Commerce and Coconut Coast Tourism Cluster. Bahia, Brazil. (2 presentations). 2006.
- Keynote: Improving Visitor Attractions and Limits to Tourism Growth. Croatian Chamber of Economy, Tourism Department. Zagreb, Croatia. 2006.
- Keynote: Best Practices in Tourism and Destination Management. American Chamber of Commerce in Guatemala. Guatemala City, Guatemala. 2006.
- Tourism Methods Workshops. Tourism and the New Asia: Implications. Center for Recreation and Tourism Research, Peking University. Beijing, China. 2006.
- Social Interactions between International Tourists and Chinese Residents. Tourism and the New Asia: Implications. Center for Recreation and Tourism Research, Peking University. Beijing, China. 2006.
- Future Leaders Educational Session. IACVB 92nd Annual Conference. Austin, TX. 2006.

- Fundamentals of Destination Management and Marketing. IACVB 92nd Annual Conference. Austin, TX. 2006.
- Social Interactions between International Tourists and Chinese Residents. Radio Broadcast, WCGV. Columbia, SC. 2006.
- Fundamentals of Destination Management and Marketing. Institute for Tourism Studies, Macao, China. 2006.
- Tourism: Economic Development That Won't Go Offshore! South Carolina Mayors' Institute for Community Design. Newberry, SC. 2006.
- Tourism: Economic Development That Won't Go Offshore! Manning Rotary Club. Manning, SC. 2006.
- Tourism: Economic Development That Won't Go Offshore! Francis Marion Trail Committee. 2006. Pinopolis, SC. 2006.
- Tourism: Economic Development That Won't Go Offshore! Florence County Economic Development Partnership. Florence, SC. 2006.
- Marketing Vietnam as a Destination for American Travelers. AmCham Vietnam, Ho Chi Minh City, Vietnam. 2004.

SELECTED PRESS CITATIONS

- The advent of travel and leisure season fuels demand for staff. Marketplace. June 7, 2024.
- Florence is betting millions on sports tourism. What's the payout for people living here? The Post and Courier. February 28, 2024.
- Wildfires are a severe blow to Maui's tourism-based economy, but other iconic destinations have come back from similar disasters. The Conversation. 2023.
- Top summer travel destinations in South Carolina. WLTX. 2023.
- Titanic subs and moon rockets: Why "trillionaires" risk their lives. Daily Beast. June 22, 2023.
- Passports delays put damper on summer travel. ABC Columbia. July 11, 2023.
- Cruise ship five times size of Titanic will set sail next year. The Telegraph. July 23, 2024.
- Is the Vista the new Five Points? What a shift in nightlife means for downtown Columbia. The State. December 12, 2022.
- This World Tourism Day, Volunteer Shares Experience Supporting Kyrgyzstan's Budding Tourism Industry. ACDI/VOCA. September 27, 2022.
- 7 Things to know about traveling \during a hurricane. Washington Post. September 27, 2022,
- Expand Columbia convention center to support city's post-COVID growth, recovery. The State. November 30, 2021.
- Georgia/Carolina hospitality experts optimistic about the future o f the tourism industry. Augusta Business Daily, May 3, 2021.
- Labor Day Weekend and It's Economic Impact. WLTX. September 4, 2020.
- Experts Project COVID's Effect on the Business Workplace Going Forward, South Carolina Public Radio, June 12, 2020.
- Summer Guide 2020—Parks: Enjoy Columbia's Outdoor Areas Responsibility. May 27, 2020.
- Free Times, "Booked Up, Convention Center Expansion Could Further Columbia Hotel Growth, But It's Not a Done Deal. March 16, 2020.
- Free Times Columbia, "Columbia Restaurants and Food Businesses Grapple with Changing Impacts of COVID 19." March 15, 2020.
- CEO South Carolina, "Influences of Travel in the State, February 26, 2020
- CEO South Carolina, "Medical Tourism, January 23, 2020.
- CEO South Carolina, "Tourism and Hospitality Research in South Carolina, December 18th, 2019.
- Washington Post, the Bahamas Asks Tourists to Sustain the Reconstruction by returning after Hurricane Dorian, September 11, 2019.
- ABC Columbia, "Midlands Businesses Prepared to Welcome People Escaping Dorian with Open Arms. August 30, 2019.
- Post and Courier, "Hurricanes Have Cost SC Tourism Hundreds of Millions in the Last Four Years," August 29, 2019.
- Post and Courier, "Soda City became Columbia's nickname. Now a Business Wants to Trademark it. August 21, 2019.Slate, Tourist Trap: July 1, 2019.
- USA Today. "Saudi Arabia: As Kingdom opens up to tourists, will people visit?" September 19, 2018.
- Presidential Primaries Bring Big Boost to South Carolina's Economy. WACH Fox (Columbia, SC), February 18, 2016.
- Want Guns with That? Chefs Find Politics Hotter Than Kitchen. *The New York Times*. March 31, 2014.
- St. Louis Boosts Effort to Lure Foreign Tourists. *St. Louis Times and Dispatch*. April 27, 2014.
- In Boston, Event Planners Hear Cities Pitch Venues. *The Boston Globe*. January 15, 2014.
- Shanghai on the Hudson. *Crain's New York Business*. January 6, 2013.
- Keys to Advancing Downtown Development. *The State* (Columbia, SC). December 27, 2012.
- Hunting for Economic Development. *The State* (Columbia, SC). March 21, 2012.
- Southern Hospitality Revisited. *The State* (Columbia, SC). July 1, 2012.
- International Visitors Spending Again in New Orleans, But Numbers Have Yet To Rebound. *New Orleans Business Journal*. October 12, 2011.
- Study to Help Determine How to Best Market to Chinese, *China Travel Trends*. <http://chinatraveltrends.com/2011/03/study-to-help-determine-how-best-to-market-to-chinese.html>. Accessed July 20, 2011.
- South Carolina's Grand Strand Hotel Industry Should Prepare for Audits under a Department of Labor Initiative. *Hotels Online*. http://www.hotel-online.com/News/PR2010_4th/Oct10_GrandStrandAudits.html. Accessed July 20, 2011.
- Tourism Innovation Creativity and Growth: Advancing South Carolina's New Economic Development. *MidlandsBiz*. <http://www.midlandsbiz.com/news/marketrends/757/>. Accessed April 20, 2011.
- Study to Help Determine How Best to Market to Chinese. *Las Vegas Sun*. March 28, 2011.
- Can-Am Days Festival | Canadians Descend Again on the Myrtle Beach Area. *The Sun News*. March 16, 2011.

- Tourism Funding for the Grand Strand Pushed. *The Sun News*. March 8, 2011.
- Tourism Agency Director Lays Out Goals for the State. *The Sun News*. February 22, 2011.
- Cash in on Culinary Tourism (featured guest editorial). *The State* (Columbia, SC). February 6, 2011.
- Oprah Shows Have Created a Buzz about Australia, Just Not Holiday Bookings. *The Daily Telegraph* (Australia). January 23, 2011.
- Homegrown Tourism Research: Economic Development in the Making, *SCBusinessBlog.com*, <http://scbusinessblog.com/?p=111>. Accessed November 29, 2010.
- Better Ride to, from Carowinds is Focus. *Charlotte Observer*. October 10, 2010.
- Tax Shift is a Ray of Hope for Welcome Centers. *The Sun News*. September 12, 2010.
- European Turmoil Helps Stall Trans-Atlantic Tourism. *Reuters*. July 15, 2010.
- Globalization at the University of South Carolina. *The Chronicle of Higher Education*. <http://chronicle.com/campusViewpointArticle/Globalization-at-SC/117>. Accessed June 7, 2010.
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- Study Views Drop in Japanese Tourists. *Charleston (SC) Post and Courier*. September 22, 2008.
- China Too Big a Player for State to Ignore. *The Greenville News* (Greenville, SC). July 15, 2008.
- Island Resort Officials Predict Strong Holiday Weekend. Hilton Head, SC. *The Island Packet*. July 2, 2008.
- High Costs Cause Many to Scale Down Vacations. *San Francisco Chronicle*. June 15, 2008.
- United States Tourism Agreement Could Create Chinese Deluge. *National Public Radio from All Things Considered*. November 22, 2007.
- USC Study to Target China Travelers. *The State* (Columbia, SC). September 12, 2007.
- Tourism emerging as a catalyst for economic development. *The Greenville News* (Greenville, SC). July 28, 2007.
- USC Forging China Links. *The State* (Columbia, SC). January 28, 2007.
- Garden Grove May Ride to Future. *Los Angeles Times*. November 30, 2006.
- A Growing Taste for Culinary Travel. *CNN Travel*. September 1, 2006.
- NY Wine Trails Are Pathways to Dollars. *Wines and Vines*. September 2006.
- Bus Tour Aims to Rally Support for New Orleans. *Christian Science Monitor*. January 12, 2006.
- Tour de Force: States Reap Revenue from \$600 Billion Travel Industry. *The Council of State Governments (State News)*. January 2006.
- Southern Heritage Tourism Luring a Growing Market of Black Americans. *USA Today*. July 25, 2005.
- Destination Success: What Does It Take? *Travel Weekly*. October 25, 2004.
- China Tourism Officials Study Augusta Canal. *GlobalAtlanta.com*. August 9, 2004.
- China Calls on Georgia Tech for Tourism Advice. *GlobalAtlanta.com*. August 4, 2004.
- United States Eyes Stronger Tourism Cooperation with Vietnam. *Vietnam Style*. June 25, 2004.
- Vietnam Eyes American Tourist Market. *ITPC Investment and Trade Promotion Center*. May 20, 2004.
- Vietnam Eyes American Tourist Market. *Vietnam News*. May 19, 2004.
- United States Eyes Stronger Tourism Cooperation with Vietnam. *Nhân Dân*. May 18, 2004.
- Officials Work to Revive Scenic Woodpecker Trail. *The Augusta Chronicle*. June 30, 2003.
- ...That's the Beauty of the Woodpecker Trail. *The Florida-Times Union*. June 29, 2003.
- Tourism Expert Says Harbor County (Michigan) has Promise. *Harbor County Chamber of Commerce and Lodging Association Connection (the monthly newsletter)*, June 2003.
- Tourist Roadway Attempts Revival. *The Augusta Chronicle*. January 3, 2003.

COMMITTEE SERVICE

UNIVERSITY OF SOUTH CAROLINA

2005 - Present

Member, HRSM Research Committee (2024-Present)

Member, HRSM Student Awards Committee (2024-Present)

Member, International Advisory Committee/Global Carolina (2011 - Present)

Crafted and refined the University's international mission statement as a member of a select 14-person committee.

Chairperson, Director, Alfred P. Sloan Foundation Travel & Tourism Industry Center (2016)

Identified and hired Director of the Alfred P. Sloan Foundation Travel & Tourism Industry Center

Chairperson, Clinical Track Criteria Committee (2010 - 2011)

Defined and documented advancement criteria and the career path for clinical-track faculty.

Chairperson, HRTM Internship Coordinator (2010-2011)

Identified and hired internship coordinator for School of Hotel, Restaurant, & Tourism Management.

Chairperson, Integrated Information Technology Program Chair Committee (2010 - 2011)

Identified and hired the department chairperson.

Member, Grants Administrator Committee (2016)

Identified and hired Grants Administrator.

Member, Finance Director Committee (2010 - 2011)

Identified and hired Chief Financial Officer.

Member, Public Information Director Committee (2010 - 2011)

Identified and hired the Public Information Director.

Member, Dean Search Committee (2008 - 2009)

Identified and hired the Dean of the College of Hospitality, Retail, & Sport Management.