

## **Education**

### **University of Houston, Conrad N. Hilton College**

Doctor of Philosophy in Hospitality Administration

December 2018

Dissertation: Avatar Profile Design: Evaluating the Impacts of Avatar Design on Source Credibility and Community Engagement

Advisor: John Bowen, Ph.D.

Committee: Juan Madera, Ph.D., Cristian Morosan, Ph.D., & Seyhmus Baloglu, Ph.D.

### **University of Houston, Conrad N. Hilton College**

Master of Science in Hospitality Management

May 2012

Professional Paper: Hotel Selection Attributes and Behavioral Intentions for Generation Y Travelers

Advisor: Ki-Joon Back, Ph.D.

### **University of Pittsburgh**

Bachelor of Arts: Cultural Anthropology, *Summa Cum Laude*

April 2009

Certificates: Asian Studies, Global Studies

Minors: French, Chinese

## **Academic Work Experience:**

### **Program Coordinator, *Tourism & Hospitality Management***

August 2021- current

### **Associate Professor**

June 2024 -current

### **Assistant Professor**

August 2019- June 2024

*Middle Tennessee State University, Department of Human and Health Performance*

- Create new degree in Tourism and Hospitality
- Create and execute program strategic plan
- Design curriculum for new major
- Attain and maintain accreditation- ACPHA
- Build industry relationships and program reputation
- Advise graduate students- MS & PhD
- Market and recruit new students
- Create Major Field Assessment
- Design and implement student exit survey for graduating THM students
- Evaluate research component of master's Comprehensive Exam
- Chair & member faculty search committees- THM, LSM, Dean
- Nominated for Stars of the Industry: Purple Iris Awards, Industry Educator of the Year 2023
  - Hospitality TN
- Courses:
  - Introduction to the Tourism and Hospitality Industry (face to face & online)
  - Service Design and Delivery / Customer Service (face to face & online)
  - Special Events / Event Planning
  - Principles of Lodging / Hotel Operations (face to face & online)
  - Food and Beverage Tourism (face to face & online)
  - Capstone in Tourism and Hospitality Management
  - Leadership and Professionalism Seminar (face to face & remote)
  - Professional Development (online)
  - Senior Seminar (online)

- Work Experience/Internship in Hospitality/Events/Tourism

**Executive Master Program Director**

January 2018- May 2019

*University of Houston Conrad N. Hilton College*

- Marketing- digital and traditional
- Recruitment of qualified candidates
- Administrative Responsibilities
- Teach Graduate Directed Practicum
- Manage instruction of courses through program

**Interim Program Manager – Master of Science in Hospitality Management** November 2018- March 2019

- Advising, recruitment, graduate assistantship contracts and scheduling, proctor management, admissions, new student orientation

**Lecturer**

June 2012- December 2018

*University of Houston Conrad N. Hilton College*

- Awarded Teaching Excellence Graduate Teaching Assistant Award 2017-2018
  - University of Houston
- Awarded the Donald Greenaway Teaching Excellence Award 2014-2015
  - Conrad N. Hilton College
- Courses:
  - Advanced Lodging Management Capstone Course
    - Includes use of Red Global's HotelSim
  - Advanced Hospitality Operations Capstone Course
  - Hospitality Marketing (face to face & online)
  - Hotel Operations (Hybrid)
  - Managing in the Service Environment (face to face & online)
  - Housekeeping and Rooms Management
  - Orlando Resort Experience
    - Solely developed and instructed experiential learning course
  - Graduate Directed Practicum
    - Leadership, CHIA, Personal Branding
- Executive Development Courses:
  - CMAA Business Management Institute
  - CMAA AKSARBEN- Chapter Education

**Course Developer & Instructor**

Contract Summer/Fall 2018

*Belhaven University, School of Business, Jackson, Mississippi*

Summer 2019

- Curriculum design for Hospitality Marketing course
  - Online
  - Adult Studies
- Course Instructor
  - Hospitality Marketing
  - Facilities Management

**Executive Director of the AH&LA Information Research Center**

September 2014- September 2015

*University of Houston, Conrad N. Hilton College, Houston, Texas*

- Create monthly newsletters for Partner State Associations.

- Create quarterly pieces for AH&LA's Allied Newsletter.
- Uphold communication with AH&LA offices in Washington, D.C.
- Answer all industry inquiries via email and telephone- member and nonmember.
- Maintain AH&LA physical resources and electronic library for the Information Center.

## **Research**

### *Research Interests*

- Decision making processes
- Risk perceptions
- Online brand/ consumption communities
- Brand identification

### *Publications*

- “Hotel Innovation and Novelty: A Case Study of Disney’s Star Wars Galactic Starcruiser”
  - In *Current Issues in Tourism*, (2024)
  - **Elizabeth A. Whalen** & Rudy Dunlap (*under review*)
  - Research interests- decision making processes; consumption community
- “The Impact of Message Framing on Perceptions of Controversial CSR in Hotels”
  - In *International Hospitality Review*, (2024)
  - Amanda Belarmino, **Elizabeth A. Whalen**, & Renata Fernandes Guzzo
  - Research interests- decision making processes; risk perceptions
- “Novel Trends Challenging Tourism”
  - In *Worldwide Hospitality and Tourism Themes*, (2023)
  - **Elizabeth A. Whalen** & John T. Bowen
  - Research interests- decision making processes; brand identification
- “Engaging in Student Evaluations of Teaching through Intrinsic Motivation: An Exploratory Study of Competence, Perceived Choice, Value/Usefulness, and Relatedness”
  - In the *Journal of Teaching in Travel & Tourism*, (2023)
  - Annamarie D. Sisson & **Elizabeth A. Whalen**
  - Research interests – decision making processes; advancing teaching methods
- “Comparison of Generational Loyalty Models and Loyalty Programs for Millennial, Generation X, and Baby Boomer Hotel Customers”
  - In *Journal of Hospitality and Tourism Insights*, (2023)
  - **Elizabeth A. Whalen**, John T. Bowen, & Seyhmus Baloglu
  - Research interests- decision making processes; brand identification
- “Exploring consumer perceptions of no- and low-alcohol craft beers”
  - In *Journal of Consumer Marketing*, (2023)
  - Scott Taylor, **Elizabeth A. Whalen**, & Cortney Norris
  - Research interests- decision making processes; consumption communities

- “Getting Back to Human Touch: Habit and Change Decisions During Mobile Device Intermediations at Events”
  - In *Consumer Behavior in Tourism and Hospitality*, (2022)
  - Annamarie D. Sisson & **Elizabeth A. Whalen**
  - Research interests- decision making processes
- “Cobranding Hotel Owners and Operators for Increased Willingness to Pay”
  - In *Research in Hospitality Management*, (2022)
  - **Elizabeth A. Whalen** & Annamarie D. Sisson
  - Research interests- decision making processes; brand identification
- “Risk Mitigation through Source Credibility in Online Travel Communities”
  - In *Anatolia*, (2022)
  - **Elizabeth A. Whalen** & Amanda Belarmino
  - Research interests- online brand/ consumption communities; online communication; decision making processes, risk perceptions
- “Online Brand Communities: A Case Study of Disney”
  - *Mediating the Mouse: Disney and the Fan Experience*, Ed. Priscilla Hobbs for Intellect Books, (2022)
  - **Elizabeth A. Whalen**
  - Research interests- online brand/ consumption communities; online communication; brand identification; decision making
- “Exploratory Study on the Perceptions of Event Gamification on Positive Behavioral Outcomes”
  - In the *Journal of Hospitality and Tourism Insights*, (2021)
  - Annamarie D. Sisson & **Elizabeth A. Whalen**
  - Research interests- decision making processes; consumption communities
- “Examining the Impact of Political Candidates on Hotel Revenue”
  - In the *Journal of Hospitality and Tourism Insights*, (2020)
  - Amanda Belarmino & **Elizabeth A. Whalen**
  - Research interests- decision making processes; brand identification
- “Share and Share Alike?: Examining the Maturation of the Sharing Economy Through a Craft Beer Exchange”
  - In *International Journal of Contemporary Hospitality Management* (2019)
  - **Elizabeth A. Whalen**, Amanda Belarmino, & Scott Taylor
  - Research interests- online brand/ consumption communities; online communication; decision making processes
- “Comparing Guests’ Key Attributes of Peer-to-Peer Accommodations and Hotels: Mixed Methods Approach”
  - In *Current Issues in Tourism* (2019)
  - Amanda Belarmino, **Elizabeth A. Whalen**, Yoon Koh, & John T. Bowen
  - Research interests- decision making process; online brand/ consumption communities; digital marketing; online communication
- “Understanding a Shifting Methodology: A Content Analysis of the Use of Netnography in Hospitality and Tourism Research”

- In *International Journal of Contemporary Hospitality Management* (2018)
  - Special Issue: Advances in Research Methods in Hospitality and Tourism (2018)
- **Elizabeth A. Whalen**
- Research interests- advancing research methods
  
- “Using Active Learning Activities to Increase Student Outcomes in an Information Technology Course”
  - In the *Journal of Hospitality & Tourism Education* Issue,4, (2017)
  - Cristian Morosan, Mary Dawson, & **Elizabeth A. Whalen**
  - Research interests- advancing teaching methods
  
- “Trends That Are Changing Travel and Tourism”
  - In the *Worldwide Hospitality and Tourism Themes*, (2017)
  - John T. Bowen & **Elizabeth A. Whalen**
  - Research interests- online brand/ consumption communities; online communities; brand identification
  
- “The Innovative Competitive Advantage: A Case Study of Two Pioneering Companies”
  - In the *Journal of Hospitality and Tourism Cases*, (2017)
  - **Elizabeth A. Whalen** & JiYoon (Jennifer) Han
  - Research interests- decision making processes
  
- “Millennials: Changing Loyalty Programs, Design, and Brand Standards”
  - In HITEC 2016 Special Report, (2016)
  - John T. Bowen & **Elizabeth A. Whalen**
  - Research interests- decision making processes; brand identification

*Works in progress*

- “The Impact of Avatar Profile Design on Source Credibility, Similarity, and Online Community Engagement”
  - **Elizabeth A. Whalen** & Danielle Lauber (*under review*)
  - Research interests- online brand/ consumption communities; online communication; decision making processes
  
- “Event Planner Destination Choice: A Case Study of Nashville”
  - Yi “Vanessa” Liu & **Elizabeth A. Whalen** (*under review*)
  - Research interests- decision making processes
  
- “Negative Emotions Scale Development”
  - Karen Tan & **Elizabeth A. Whalen**
  - Research interests- advancing research methods; decision making processes
  
- “The Impact of Observed Crime Statistics on Intentions to Visit a Destination”
  - **Elizabeth A. Whalen** & Danielle Lauber
  - Research interests- risk perceptions; decision making processes
  
- “Shut Up and Brew: Consumer Perceptions of Advocacy in the Beer Industry”
  - Scott Taylor & **Elizabeth A. Whalen**
  - Research interests- brand identity; decision making processes

### Grants

- Faculty Professional Development Travel Grant, 2023
  - Congressional Summit on Travel & Tourism, July 2023
  - **Received \$820.20**
- The Silvan S. Tomkins Grant for Research in the Affective Sciences, 2023
  - Negative Emotions Scale Development, with Karen Tan
  - **Received \$3,000**
- Distinguished Lecture Fund- Middle Tennessee State University, 2022
  - THM 4600: Leadership and Professionalism Seminar
  - Speaker: Tourism Commissioner Mark Ezell, Current Issues in Tennessee Tourism
  - **Received \$1,500**
- MT Online Intercultural Exchange (MTOIE) Grant- Middle Tennessee State University, 2021
  - THM 4140: Food and Spirits Tourism, with Jahanzeeb Qurashi.
  - Received \$5,000, not fulfilled.
- Faculty Travel Grant- Middle Tennessee State University, 2020
  - Annual ICHRIE Conference 2020 in Phoenix, Arizona, *not received*
- Information Literacy Curriculum Integration Grant- Middle Tennessee State University, 2020
  - THM 4400: Capstone in Tourism and Hospitality Management, *not received*
- Online Degree Grant- University of Houston, 2018
  - Course Advancements: Internal Consulting and Research Planning & Research; Hospitality Business Analytics, *not received*
- Marketing Science Institute Clayton Dissertation Proposal Competition, 2017
  - “To Believe or Not to Believe: The Impact of Avatar Information Labeling on Source Credibility”, *not received*
- Teaching Innovation Program Grant- University of Houston, 2016
  - Interactive and Student-Centered Learning Through the Active Learning Classroom, with Rachel Lee
  - **Received \$27,850**
  - <http://www.uh.edu/hilton-college/News-Events/Snap-Shots-Newsletter/201703/yellow-lab-alc/>

### Conference Proceedings

- Sharing Means Caring: How the Need for Relationships Drives Guests to AirBNB
  - Amanda Belarmino, Elizabeth A. Whalen, Yoon Koh, & John Bowen
  - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
  - Dallas, Texas, USA, 20-22, July 2016
- Using Active Learning Activities to Increase Student Outcomes in an Information Technology Course
  - Cristian Morosan, Mary Dawson, & Elizabeth A. Whalen
  - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education

- Dallas, Texas, USA, July 20-22, 2016
- Exploring the Antecedents of Tourism and Hospitality Based Online Communities on Consumer Decision Making Processes
  - Elizabeth A. Whalen & John Bowen
  - Graduate Student Research Conference in Hospitality and Tourism
  - Houston, Texas, USA, January 5-7, 2017
- Is There Room for Online Ethnography in the Changing Netnography Landscape?
  - Elizabeth A. Whalen
  - TTRA International Conference- Travel and Tourism Research Association
  - Qualitative Research Symposium
  - Quebec City, Quebec, Canada, June 20-22, 2017
- Engaging the Customer: The Impacts of Online Travel Community Engagement on Brand Identification and Behavioral Intentions
  - Elizabeth A. Whalen & John Bowen
  - TTRA International Conference- Travel and Tourism Research Association
  - Graduate Student Colloquium
  - Quebec City, Quebec, Canada, June 20-22, 2017
- Existing Loyalty Programs a Thing of the Past?- Understanding Millennial Loyalty
  - Elizabeth A. Whalen, John Bowen, Seyhmus Baloglu, & Hyun-Kyung Lee
  - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
  - Baltimore, Maryland, USA, July 26-28, 2017
- The Loyalty of a Generation: Comparing Models of Customer Loyalty Across Generational Segments
  - Elizabeth A. Whalen & John Bowen
  - Graduate Student Research Conference in Hospitality and Tourism
  - Fort Worth, Texas, USA, January 3-5, 2018
- Craft Beer Aficionados Welcome: How Source Attractiveness and Risk Perceptions Influence Intentions for Beer Exchange
  - Elizabeth A. Whalen, Scott Taylor Jr., & John Bowen
  - Graduate Student Research Conference in Hospitality and Tourism
  - Fort Worth, Texas, USA, January 3-5, 2018
- Do Models of Customer Loyalty Vary Across Generational Segments?
  - John Bowen, Seyhmus Baloglu, & Elizabeth A. Whalen
  - EuroCHRIE 2018
  - Dublin, Ireland, November 7-9, 2018
- To Believe or Not to Believe: The Impact of Avatar Information Labeling on Source Credibility
  - Elizabeth A. Whalen & John Bowen
  - Graduate Student Research Conference in Hospitality and Tourism
  - Houston, Texas, USA, January 3-5, 2019
- Risk Mitigation through Source Credibility: An Investigation of Online Community Engagement
  - Elizabeth A. Whalen & John Bowen

- Graduate Student Research Conference in Hospitality and Tourism
- Houston, Texas, USA, January 3-5, 2019
  
- Craft Beer Traders Behavioral Intentions and Engagement in Online Communities: An Exploratory Study of Perceived Similarity
  - Scott Taylor & Elizabeth A. Whalen
  - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
  - New Orleans, Louisiana, USA, July 24-26, 2019
  
- The Antecedents of Hotel Loyalty Across Generational Segments
  - John Bowen, Seyhmus Baloglu, & Elizabeth A. Whalen
  - ICHRIE- International Council on Hotel, Restaurant, and Institutional Education
    - Special Interest Group- Sales and Marketing Faculty
  - New Orleans, Louisiana, USA, July 24-26, 2019
  
- Universal Service Design in the Restaurant Industry: Bridging the Gap Between ADA Guidelines and Customer Needs
  - Rosemary Reid (student) & Elizabeth A. Whalen
  - 27<sup>th</sup> Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism
  - Houston, Texas, January 6-8, 2022
  
- Event Planner Destination Choice: A Case Study of Nashville
  - Yi “Vanessa” Liu & Elizabeth A. Whalen
  - Southeast, Central & South American (SECSA) Federation Conference 2022
  - Online, March 4, 2022
  
- Power Down for Human Touch: Mobile Device Intermediations at Events
  - Annamarie Sisson & Elizabeth A. Whalen
  - Council for Hospitality Management Education Conference 2022
  - Edinburgh, Scotland, May 25-27, 2022
  - **WINNER** Tourism and Languages Subject Group’s Award for **Best Paper** in Festivals and the Human Touch
  
- You can’t win if you don’t play! Perceptions of event gamification on behavioral outcomes
  - Annamarie Sisson & Elizabeth A. Whalen
  - International Society of Travel & Tourism Educators Virtual Conference 2022
  - Online October 5-7, 2022
  - **HONORABLE MENTION** for Best Paper Award at ISTTE Annual Conference
  
- It’s Time to Connect the Dots: Engaging in Student Evaluations of Teaching through Intrinsic Motivation
  - Annamarie Sisson & Elizabeth A. Whalen
  - Council for Hospitality Management Education Conference 2023
  - Stenden, Netherlands, May 23-26, 2023
  
- Shut-Up and Brew: Consumer Perceptions of Advocacy in the Beer Industry
  - Scott Taylor & Elizabeth A. Whalen
  - Southeast, Central & South American (SECSA) Federation Conference 2024
  - Columbia, South Carolina, USA, March 8-9, 2024



- The Impact of Observed Crime Statistics on Intentions to Visit a Destination
  - Elizabeth A. Whalen & Danielle Lauber
  - Southeast, Central & South American (SECSA) Federation Conference 2024
  - Columbia, South Carolina, USA, March 8-9, 2024

#### *Student Thesis/Dissertations*

- From the Traditional Marketing Mix (4Ps) in Sport to New Marketing Mix (3Ps): Toward a Paradigm Shift from Practitioner's Perspective
  - Mohammed Alqahtani – PhD Dissertation
  - Committee Member, 2020
- The Impact of Crime Statistics on Traveler Risk Perceptions and Willingness to Travel
  - Will Mitchell – Master's Thesis
  - Chair, 2021
- Universal Design in the Restaurant Industry: Bridging the Gap between ADA Guidelines and Customer Needs
  - Rosemary Reid – Undergraduate Honors Thesis
  - Chair, 2021

### **Professional Work Experience**

#### **Assistant General Manager**

April 2011- June 2012

*Drury Inn and Suites Houston West/ Energy Corridor, Houston, Texas*

- Oversee all team members and supervisors.
- Management and hiring of staff- front desk, housekeeping, maintenance.
- Participate in sales calls and relationships with corporate contracts.
- Guest Relations and support.
- Management of all financial concerns.
- Focus on quality, service, profitability, and teamwork.

#### **Restaurant Manager**

April 2010- April 2011

*Pappas Seafood House, Humble, Texas*

- Ensure customer satisfaction and problem solving.
- Management of staff including training, evaluation, staffing, coaching and disciplinary recourse.
- Direct restaurant upkeep and maintenance.
- Oversee store cash and credit receipts, labor charts, and profit increase through directed selling.
- Manage multiple sectors within the restaurant- hosts, bar, recognition, trainers.

#### **Server/Headwait/Trainer**

December 2009- April 2010

*Pappas Seafood House, Humble, Texas*

- Train new wait staff in company policies and procedures, and proper customer care.
- Perform checkout and handling of money for servers at end of shift.
- Serve guests and participate in customer care and satisfaction.

#### **Ranch Hand**

June 2009- October 2009

Housekeeper, Cook, Dishwasher, House Person, Laundry Attendant

*K-Bar-Z Guest Ranch and Outfitters, Cody, Wyoming*

- Manage guesthouse kitchen and prepare all guest meals- plan, prepare, cook, clean, organize.
- Maintain guest cabins- housekeeping, laundry, servicing, guest requests.
- Maintain main guest house- cleaning, maintenance, laundry, guest requests.
- Welcome all new arrivals and escort through the facilities.
- Lead trail rides; equip guests for hunting trips and assist with horse care.
- Fulfill any additional roles necessary and requested.

### **Intramural Soccer Supervisor**

August 2008- May 2009

*University of Pittsburgh, Pittsburgh, Pennsylvania*

- Hire and schedule all staff and referees.
- Manage players and staff to maintain safe and fun environment.
- Oversee proper handling of equipment.

### **Service:**

*University*

- Consultant for Hotel Design Course Project—Interior Design Program MTSU, 2020-2022
- Scholars Week Poster Symposium – Judge MTSU, 2021, 2022
- Academic Appeals Subcommittee – CBHS MTSU, 2021-2023
- University Curriculum Committee – 2022-2024
- Search Committee – Director of Corporate and Strategic Partnership MTSU, 2021
- Consultant – Strategic Planning MTSU, 2022
  - Public Health
  - Recording Industry
  - College of Media and Entertainment
- CUSTOMS – new student orientation – panelist and moderator for Academic Affairs MTSU 2023
- UH Enrollment Services Liaison for Communications Internship, 2012-2014

*College/ Department*

*Middle Tennessee State University*

- Maintain accreditation- ACPHA
- Create industry partnerships
- Develop and implement THM Curriculum
- Organize and run THM Advisory Board Meetings
- Faculty Advisor for HC3 Hackathon 2020 MTSU team
- Organize Spring 2020 THM/LSTS Career Fair
- Create proposal for hotel learning lab on MTSU campus
- Design THM Program Mission Statement, Vision Statement, Core Values, Strategic Plan
- Search committee chair – Summer 2021; Fall 2021
- Search committee member – Spring 2021; Summer 2021; Fall 2021

*University of Houston*

- UH Club Advisor-Hotel and Lodging Association of the Greater Houston Area Student Chapter, 2013-2015

- UH Club Advisor-Disney Internship Program Alumni Association, Houston Chapter, 2013-2015
- Moderator for UH Hall of Honor Think Tanks, 2016
- UH Team Facilitator for EuroCHRIE Hotel Challenge via Red Global, 2017
- UH Lodging Committee Member, 2012-2018
- Instructor for Hilton College's sister program at Universidad San Ignacio de Loyola in Lima, Peru, 2013
- Faculty Panel on UH Student Engagement in the Classroom, 2017

### *Academic Community*

- Advisory Board – Nashville State University, Hospitality and Tourism Program, 2022-current
- Academic Advisory Committee – Hospitality Internships, 2023-current
- Editorial Board Member: *Journal of Hospitality and Tourism Insights*, 2024-2026
- Editorial Board Member: *Journal of Teaching in Travel & Tourism*, 2021-current
- Editorial Board Member: *Journal of Hospitality and Tourism Education (JHTE)*, 2023-current
- Peer Reviewer: (Please see Web of Science for dates and specifics: <https://www.webofscience.com/wos/author/record/731603>)
  - *Journal of Services Marketing*
  - *International Journal of Contemporary Hospitality Management*
  - *International Journal of Hospitality Management*
  - *Current Issues in Tourism*
  - *Journal of Hospitality and Tourism Research*
  - *Journal of Hospitality and Tourism Insights*
  - *Journal of Research in Interactive Marketing*
  - *Cornell Hospitality Quarterly*
  - *Foods*
  - *Behavioral Sciences*
  - *Advances in Hospitality & Tourism Research*
  - *Sustainability*
  - *World Leisure Journal*
  - ICHRIE Annual Conference
  - EuroCHRIE Annual Conference
  - ICHRIE SECSA Annual Conference
  - Global Conference on Business Economics (GLOBE)
- Editing and Creation of Supplementary Textbook Material for *Marketing for Hospitality and Tourism*, 8<sup>th</sup> Edition, Kotler, Bowen, & Baloglu, 2019 (fee acquired)
- Served on the AH&LEF Research Project Funding Committee, 2014

### *Industry/ Community*

- Keynote speaker- HEB Women in Leadership Luncheon Series- October 22, 2015
- Breakout session speaker- Houston Public Library Annual Meeting- May 1, 2015
- Breakout session speaker- Hospitality Management- Texas Community College Teachers Association Annual Conference, March 2, 2019
- Publication in Murfreesboro Magazine March 2020 edition “Creating Your Own Personal Brand” pages 2-3.
- Featured in MTSU News – “Professor says communication is key to helping students success during pandemic” – October 15, 2020 <https://mtsunews.com/professor-says-communication-is-key-to-helping-students-succeed-during-pandemic/?fbclid=IwAR14XV3S9qgoWb4Z1jZ1N-jWVnXsmkjehHqnmGsPjwfWdySErrPv702chgs>

- Speaker – Dames Club – “Tourism in Your Own Backyard” – May 17, 2023
- Speaker – MTSU Alumni Summer College – “Tourism: More Than a Vacation” – June 21, 2023
- Speaker – MTSU Alumni Summer College – “Beyond the Mainstream: Uncovering the Fascinating World of Special Interest, Niche, and Heritage Tourism” – June 23, 2023
- Moderator – MTSU Alumni Summer College – Panel on “The Economic Impacts of Rural Tourism” – June 22, 2023
- TN State Representative – Congressional Summit on Tourism hosted by Southeast Tourism Society, Washington D.C., July 2023

### *Memberships*

- Southeast Tourism Society, 2023 – current
- Hospitality TN, 2023 – current