

## CURRICULUM VITAE

**Marion JOPPE, Ph.D.**

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### FORMAL EDUCATION

#### DOCTOR OF PHILOSOPHY (Ph.D)

##### LAW AND ECONOMICS OF TOURISM

Centre Des Hautes Etudes Touristiques, Université d=Aix-Marseille III,  
Aix-en-Provence, France, 1983

Dissertation: *State Intervention In The Domain Of Tourism*

#### DIPLÔME D'ÉTUDES APPLIQUÉES (Masters)

##### LAW AND ECONOMICS OF TOURISM

Centre Des Hautes Etudes Touristiques, Université d=Aix-Marseille III,  
Aix-en-Provence, France, 1979

#### HONOURS BACHELORS OF ARTS (Hon.BA)

##### RECREATION AND LEISURE STUDIES

Department of Human Kinetics and Leisure Studies, University of Waterloo  
Waterloo, Canada 1976

**Majors: Business Administration and Philosophy; Minors: French, Spanish**

### ACADEMIC & INDUSTRY DISTINCTIONS & AWARDS

**1998: Ontario Hostelry Institute/AMEX Canada Professional Development Award**

**1998: Society of Incentive & Travel Executives Foundation Research Grant 1997, 1998 & 1999: Nominated as Tourism Person of the Year for the City of Toronto (award discontinued after 1999)**

**2001 & 2002: Nominated as Professor of the Year**

**2002: Ontario Accommodation Association *Butler Award* for outstanding contribution to Ontario's accommodation industry**

**2006: HAFA/HTM Alumni Association *Industry Leader Award***

### ACADEMIC POSITIONS

an  
academics. Other  
*student, supervision*

#### UNIVERSITY RESEACH CHAIR IN TOURISM

School of Hospitality and Tourism Management, University of Guelph  
Responsibilities include: developing a leading edge research program; launching  
MSc and PhD program; attracting future researchers and leading  
duties: *teaching, university and community service; graduate*

[September 2007 – present]

#### PROFESSOR and Director

School of Hospitality and Tourism Management, University of Guelph  
Responsibilities include *teaching*: International Tourism at undergraduate and  
MBA levels. Other duties: *research, university and community service, student  
advising, supervision of MBA major papers*

[May 2003 – August 2007]

#### Faculty of Graduate Studies, ADJUNCT PROFESSOR

University of Waterloo, Department of Recreation and Leisure Studies  
[January 2003 – present]

#### Griffith Graduate Research School, ADJUNCT PROFESSOR

Griffith University, Australia  
[September 2007 – present]

#### ASSOCIATE PROFESSOR

School of Hospitality and Tourism Management, Ryerson University

## OTHER POSITIONS

Responsibilities include *teaching*: Introduction to Tourism, Research Methods\*, Tourism Policy Issues\*, Research and Data Analysis\*. Other duties: *research, university and community service, student advising, supervision of senior student research projects, exchange program with Mexico, related faculty responsibilities* [January 1995 – April 2003]

### **SESSIONAL INSTRUCTOR**

School of Hospitality and Tourism Management  
Ryerson Polytechnic University  
*Teaching*: Canadian Tourism Issues  
[January 1994 - December 1994]

### **CHAIR-TOURISM, RECREATION & ECONOMIC OPPORTUNITIES**

**WORKGROUP:** Waterfront Regeneration Trust; Toronto, Canada.  
Authored a Tourism, Recreation and Economic Strategy for the Lake Ontario Greenway@ and led several community-driven tourism and waterfront revitalization strategies and projects; wrote case study on AHeritage Shores: Cobourg Port Hope Rice Lake - A Destination Area in the Making@. Led a number of community-based tourism development projects, feasibility studies and strategies.  
[March 1992 - December 1994]

### **SENIOR TOURISM POLICY COORDINATOR, RESEARCH MANAGER AND ACTING DIRECTOR:**

Ontario Ministry of Culture, Tourism and Recreation; Tourism Policy Branch; Toronto, Canada.  
Coordinated the formulation of the Tourism Sector Strategy for Ontario as well as numerous sub-sector strategies; managed and coordinated the Ministry=s role and responsibilities as a member of the Canadian Council of Tourism Officials; directed market research studies to determine travellers= needs, the potential for increasing travel from existing and new markets, product acceptance and new marketing and developmental directions.  
[January 1988 - March 1992]

### **SENIOR CONSULTANT:**

Détente; Paris, France.  
Led a number of feasibility studies, market assessments and strategies for the Canadian Government, local communities and private investors. List of consulting contracts available on request.  
[March 1987 - December 1987]

### **HEAD OF SECTION AND SECRETARY TO THE TOURISM**

**COMMITTEE:** Organization of Economic Co-operation and Development (OECD), Paris, France.  
Led research activities for the Committee, ad hoc groups of experts and statistical working party; prepared interim and annual reports on ATourism Policy and Inter-national Tourism@; and participated in other international tourism research projects.  
[March 1986 - February 1987]

### **FINANCIAL ASSISTANT:**

Union Cooperative Equipement Loisirs; Paris, France  
This credit union works exclusively with municipalities, cooperatives and other not-for-profit organizations that specialize in the leisure and tourism industries, and particularly the development and management of holiday villages, hotels and recreation centres. Led a number of development projects for the organization. List of projects available on request.  
[February 1985 - February 1986]

**TOURISM RESEARCH OFFICER:** Crédit d'Équipement des Petites et Moyennes Entreprises; Paris, France.  
Government-owned bank making reduced-interest loans available to the private sector. Work entailed market studies, risk and operational analyses  
[June 1984- December 1984]

**ASSISTANT TO THE DIRECTOR:** Wardair/Transcanada: Paris, France.  
Responsible for marketing, development and implementation of tour program and summer flights to Canada.  
[November 1983 - May 1984]

**REPRESENTATIVE:** Suntours/Sunflight Holidays; Toronto, Canada.  
Led escorted tours in the Canadian Rocky Mountains during the summers of 1975 and 1976, and represented the company in the Bahamas and Mexico.  
[October 1975 - May 1976]

## PUBLICA- TIONS

### STAND-ALONE PUBLICATIONS

Joppe, M., Elliot, S. & Choi, H.S. (2008). Towards A Tourism Strategy for York Region. York Region, 34 p. + appendices.

Joppe, M. & Choi, H.S. (2007). Health and Wellness/Spa Industry Needs Assessment: Impacting Issues as Identified through Employees' Perspectives. Premier Spas of Ontario and Ministry of Training, Colleges and Universities, 18 pp + appendices

Joppe, M. & Choi, H.S. (2007). Health and Wellness/Spa Industry Needs Assessment: Impacting Issues as Identified by Spa Owners and Managers. Premier Spas of Ontario and Ministry of Training, Colleges and Universities, 30 pp + appendices.

Joppe, M., Choi, H.S., Johan, N. (2006). Profile of Toronto hotel guests by region. Tourism Toronto, 53 pp + appendix

Joppe, M. & Choi, H.S. (2006). Economic impact of the Ontario accommodation industry by region. Ontario Accommodation Association, 16 pp + appendices

Joppe, M., Choi, H.S. & Yun, D. (2006). *The Economic Assessment of Consumer/Trade Shows on the GTA Economy*, Tourism Toronto, Metro Toronto Convention Centre, National Trade Centre and International Centre. Toronto; 15 p. + Appendices.

Dodds, R. & Joppe, M. (2005). CSR in the Tourism Industry ? A Value-Chain Approach. New York: World Bank. 35 pp + appendices

Joppe, M. & Johan, N. (2005). Cultural-Heritage Tourism: Review of Existing Market Research. Ottawa: FPT Culture/Heritage and Tourism Initiative. 37 pp + appendices

Joppe, M., Martin, D., Shaw, D. & Miyagi, N. (2002). Challenges and Opportunities of Incentive Travel. Toronto: Ontario Tourism Marketing Partnership. 81 pp + appendices

Joppe, M. & Martin, D. (2001). Determining the Return on Investment of

Incentive Travel Programs. New York: Society of Incentive Travel Executives Foundation. 49 pp.

Joppe, M. & Martin, D. (2000). The Perception of Winners in the Automobile Sector regarding Incentive Travel Programs. Toronto: Canadian Automobile Dealers Association. 15 pp

Joppe, M. (1995). A Tourism, Recreation & Economic Strategy for the Lake Ontario Greenway. Waterfront Regeneration Trust, Toronto: Queen's Printer. 82 pp.

Joppe, M. (1995). Heritage Shores: Cobourg Port Hope Rice Lake - The Making of a Destination Area. LOGS Toolkit. Waterfront Regeneration Trust, Toronto: Queen's Printer.

### **BOOK CHAPTERS**

Joppe, M. (2006). "Ecotourism in the City: Contradiction in Terms or Way of the Future?" In Cukier, J. (2006) Tourism Research: Policy, Planning and Prospects, Geography Publication Series Occasional Paper No. 20, Waterloo, ON: University of Waterloo

(2005). "General trends and skill needs in tourism in Canada. In " Strietska-Iliina, O. & Tessaring, M. (eds.). Trends and skill needs in tourism. Cedefop Panorama series; 115; Luxembourg: Office for Official Publications of the European Communities; pp. 41-51.

Joppe, M. (1996). Everything must be connected to everything else: An ecotourism approach to tourism development in Northumberland County, Ontario, Canada. Practicing Responsible Tourism: International Case Studies in Tourism Planning, Policy and Development, Lynn Harrison and Winston Husbands (eds.), New York: John Wiley & Sons Inc.

Joppe, M. (1995). Government controls on and support for tourism. Tourism Marketing and Management Handbook Student Edition, Stephen Witt and Louis Moutinho (eds.), London: Prentice Hall. 67-76.

Joppe, M. (1995). Tourism legislation. Tourism Marketing and Management Handbook Student Edition, Stephen Witt and Louis Moutinho (eds.), London: Prentice Hall. 77-84.

### **REFEREED JOURNAL ARTICLES**

Dodds, R. & Joppe, M. (in print). "The Demand for, and Participation in Corporate Social Responsibility and Sustainable Tourism – Implications for the Caribbean". ARA Journal of Tourism Research / Revista de Investigación en Turismo, 2(1).

Dodds, R. & Joppe, M. (in print). "Can certification programs help SMEs in LDCs to access markets" Tourisme & Territoires/Territories & Tourism.

Dodds, R. & Joppe, M. (2003). "The Application of Ecotourism to Urban Environments". Tourism, An Interdisciplinary Journal, 51 (2), 157-164.

Joppe, M. (2003). Optimizing tourism destination development in Canada. International Journal Contemporary Hospitality Management, 15 (6), 308-311.

Gibson, A., Dodds, R., Joppe, M. & Jamieson, B. (2003). Ecotourism in the

City of Toronto's Green Tourism Association. International Journal Contemporary Hospitality Management, 15 (6), 324-327.

Dodds, R. & Joppe, M. (2001). "Promoting Urban Green Tourism: The Development Of The *Other* Map Of Toronto". Journal of Vacation Marketing, 7 (3), 261-267.

Joppe, M., D. Martin & J. Waalen (2001). Toronto's Image as a Destination: A Comparative Importance Satisfaction Analysis by Origin. Journal of Travel Research, 39 (3), 252-260.

Joppe, M. (1996). Sustainable community tourism development revisited. Tourism Management, 17 (7), 475-479.

Joppe, M. (February 1989). Le discours sur les services publics touristiques. (The discourse on public services in tourism). ESpacES, 89.

Joppe, M. (December 1986). Le tourisme international en 1985 et début 86.. (International tourism in 1985 and early 86). ESpacES, 83,4-8.

Joppe, M. (February 1984). Les stations de sports d'hiver: les conventions d'aménagement (Winter resorts: the planning conventions). ESpacES, 66. 28-29.

### **PUBLISHED CONFERENCE PROCEEDINGS\*\***

Joppe, M., and Choi, H.S. (2008). "Understanding the Canadian Spa Goers", Travel and Tourism Research Association Conference, Canada Chapter, Victoria, B.C., 11p.

Elliot, S., Choi, C. and Joppe, M. (2008). "Motivational Considerations of the New Generations of Cruising", Travel and Tourism Research Association Conference, Canada Chapter, Victoria, B.C.,

Choi, C., Joppe, M., and Elliot, S (2008). "Profiling Cruise Ship Tourists", Travel and Tourism Research Association Conference, Canada Chapter, Victoria, B.C.

Joppe, M. & Choi, H.S. (2008). "Market Positioning Analysis of Canada by International Travellers", The 8<sup>th</sup> Biennial Conference on Tourism in Asia – Tourism, Hospitality & Foodservice Industry: Growing Role of Asia in the World Tourism, Angers, France, ISBN 978-962-367-610-6; 18 p.

Yun, D., Joppe, M. & Choi, H.S. (2007). "A Profile of U.S. Overnight Drive Tourism Markets in Canada: A Longitudinal Approach", Tourism With(out) Borders, TTRA-Canada Conference Proceedings, Charlottetown, PEI, 13 p.

Yun, D., Joppe, M. & Park, H. (2007). "Overnight Pleasure Travellers' Activities in Canada: Using Association Rule Mining to Discover Relationships". 38<sup>th</sup> International TTRA Conference Proceedings, Las Vegas, 12 p.

Joppe, M., Yun, D. & Choi, H.S. (2006). "Market Positioning Analysis of Asian Countries of Destination by Canadian Travellers". 7<sup>th</sup> Biennial Conference on Tourism in Asia, Jeonju, Korea, 10 p.

Choi, H.S., Joppe, M. & Yun, D. (2006). "Regional Economic Impact Assessments of Consumer and Trade Shows Taking Place in Multi-Venues." 37<sup>th</sup> International TTRA Conference Proceedings, Dublin, Ireland, 13 p.

Yun, D., Joppe, M. & Choi, HS. (2006). "Using Tourism Indices to Determine

Trends and Forecasts: The Case of International Overnight Pleasure Trips to Canada”, TTRA-Canada Conference Proceedings, Montebello, QC, 20 p.

Yun, D., Joppe, M. & Choi, H.S. (2005). “Travel-Activity-based Positioning: Correspondence Analysis.” TTRA-Canada Conference Proceedings, Kelowna, BC, 10 p.

Joppe, M. & Johan, N. (2005). “Cultural-Heritage Tourism: Review Of Existing Market Research”, The New Tourism Realities, TTRA-Canada Conference Proceedings, Kelowna, BC, 8 p.

\*\* denotes peer reviewed

Johan, N. & Joppe, M. (2005). “Tourism and Quality of Life (TQOL): Is there a commonality of views among residents and travelers?”, The 3 R's: Research, Results and Rewards. TTRA-International Conference Proceedings, New Orleans, LA

Yun, D., Joppe, M. & Choi, HS. (2005). “An Examination of Structural Models of the Relationships Between Travel Agencies and Hotels”, The 3 R's: Research, Results and Rewards. TTRA-International Conference Proceedings, New Orleans, LA, 7 p.

Walker, J. & Joppe, M. (2004). “The Economic Impact of Legal Gay Marriage on the Hospitality & Tourism Sector”, When Experience Rules, What Is The Metric?, TTRA-International Conference Proceedings, Montreal, QC

Joppe, M., Athanassakos, A. & Forgacs, K. (2003). “The Senior’s Market in 2026: A Projection of their Profile and Behaviour”, Targeted Research: The Gateway to Accountability, TTRA-International Conference Proceedings, St. Louis, MO

Joppe, M., Altrows, L. & Miyagi, N. (2002). “Accessing and Promoting North American Ethnic Neighbourhoods”, Accessing Destinations...How do you get here from there. TTRA-Canada Conference, Edmonton, AB (peer reviewed).

Joppe, M. (2001) (ed.). It’s More Than A Balancing Act...Optimizing Your Destination, TTRA-Canada Conference Proceedings, Niagara Falls, ON

Joppe, M. & Martin, D. (2001). “The Measurement of ROI for Incentive Travel: A Methodological Approach”. 2001: A Tourism Odyssey. TTRA-International Conference Proceedings, Fort Myers, Fla.

Dodds, R., Gibson, A. & Joppe, M. (2001). “Urban Green Tourism – Ecotourism in the City: A Case Study of Toronto, Canada”, Sustainable Development and Management of Ecotourism in the Americas, Preparatory Conference for the International Year of Ecotourism, 2002, Cuiabà, Brazil.

Joppe, M. (2000) (ed.). Exploring New Territories in the New Millennium: Making Research Count. TTRA-Canada Conference Proceedings, Whitehorse, Yk.

Joppe, M. & Dodds, R. (2000). “Urban Green Tourism: Applying ecotourism principles to the city”. Conference Proceedings of the 2000 Conference in Whitehorse, Canada. TTRA-Canada

Joppe, M. (1998) (ed.). Revvng the Engines...Making Profitable Destinations TTRA-Canada Conference Proceedings, Toronto, Ont.

Joppe, M. (1998). “From the Ground Up”: Tourism Infrastructure. Conference Proceedings of the 1997 Conference in Calgary, Canada. TTRA-Canada

Joppe, M. & Athanassakos, A. (1996). Re-evaluating the purpose of asking for “Main purpose of travel”. Tourism for All Seasons. Travel and Tourism Research Association-Canada, Winnipeg, Manitoba (October).85-93

Joppe, M. (1995). Research support for sustainable community tourism development. Tourism and Sustainable Community Development. Travel and Tourism Research Association-Canada, St. John, Newfoundland (October).169-174.

Joppe, M. (1995). Consultation versus Community Development: The Lake Ontario Greenway Strategy - A Canadian Experience. Global Tourism: New Rules-New Strategies. 26th Annual TTRA Conference Proceedings. Acapulco, Mexico (June). 265-274.

Joppe, M. (1992). Travel Behaviour and Motivation of Ethnic Markets. Tourism and Culture. Travel and Tourism Research Association-Canada, Regina, Saskatchewan (October).

Joppe, M. (1991). Co-operation between government, educational institutions and the private sector in commercial recreation development. International Symposium on Resort Management. Yokohama, Japan.

### **CONFERENCE AND WORKSHOP PRESENTATIONS**

Joppe, M., and Choi, H.S. (2008). "Understanding the Canadian Spa Goers", Travel and Tourism Research Association Conference, Canada Chapter, Victoria, B.C., 11p.

Joppe, M. & Choi, H.S. (2008). "Market Positioning Analysis of Canada by International Travellers", The 8<sup>th</sup> Biennial Conference on Tourism in Asia – Tourism, Hospitality & Foodservice Industry: Growing Role of Asia in the World Tourism, Angers, France, ISBN 978-962-367-610-6; 18 p.

Yun, D., Joppe, M. & Choi, H.S. (2007). "A Profile of U.S. Overnight Drive Tourism Markets in Canada: A Longitudinal Approach", Tourism With(out) Borders, TTRA-Canada Conference Proceedings, Charlottetown, PEI, Oct. 18-20, 2007.

Joppe, M. (2008). "La Formation Universitaire en Tourisme au Canada Anglais et Son Avenir », Les Rendez-Vous Champlain, Montréal, May 30, 2008.

Choi, H.S., Joppe, M. & Yun, D. (2006). "Regional Economic Impact Assessments of Consumer and Trade Shows Taking Place in Multi-Venues." 37<sup>th</sup> International TTRA Conference Proceedings, Dublin, Ireland

Joppe, M. (2006). "Towards Universal Competencies for Hospitality and Tourism Programs: Is Accreditation the Answer?" Panel of Experts Forum, THE-ICE, Gold Coast, Australia, Nov 1-3, 2006.

Joppe, M. (2006). "CSR in the Tourism Industry? The Status of and Potential for Certification, Codes of Conduct, and Guidelines", Academic Roundtable Series, Nov. 3, 2006; Service Industry Research Centre, Griffith University, Australia

Joppe, M. & Johan, N. (2005). "Cultural-Heritage Tourism: Review Of Existing Market Research", The New Tourism Realities, TTRA-Canada Conference Proceedings, Kelowna, B.C.

Yun, D., Joppe, M. & Choi, HS. (2005). "Travel Activity-Based Positioning: A Correspondence Analysis", The New Tourism Realities, TTRA-Canada Conference Proceedings, Kelowna, BC

Johan, N. & Joppe, M. (2005). "Tourism and Quality of Life (TQOL): Is there a commonality of views among residents and travelers?", The 3 R's: Research, Results and Rewards. TTRA-International Conference Proceedings, New Orleans, LA

Yun, D., Joppe, M. & Choi, HS. (2005). "An Examination of Structural Models of the Relationships Between Travel Agencies and Hotels", The 3 R's: Research, Results and Rewards. TTRA-International Conference Proceedings, New Orleans, LA

Joppe, M., Athanassakos, A. & Forgacs, K. (2003). "The Senior's Market in 2026: A Projection of their Profile and Behaviour", Targeted Research: The Gateway to Accountability, TTRA-International Conference Proceedings, St. Louis, MO

Joppe, M., Altrows, L. & Miyagi, N. (2002). "Accessing and Promoting North American Ethnic Neighbourhoods", Accessing Destinations...How do you get here from there. TTRA-Canada Conference, Edmonton, AB

Joppe, M. & Shaw, D. (2002). Workshop for destination and association managers in Central Ontario.

Joppe, M. (2001). "Ecotourism in the City: Contradiction in Terms or Way of the Future?" Tourism Research lecture series, University of Waterloo.

Joppe, M. & D. Martin (2001). The Measurement of ROI for Incentive Travel: A Methodological Approach, TTRA-International, Sanibel Island, Fld.

Joppe, M. & R. Dodds (2000). Urban Green Tourism: Applying ecotourism principles to the city, TTRA-Canada, Whitehorse, Yukon.

Joppe, M. & D. Martin (1999). Differences in Importance/Performance Perception between Different Markets: Marketing and Policy Implications. Poster presentation. TTRA-International, Halifax.

Joppe, M., J. Waalen & D. Martin (1999). Attitudes and Motivation of Visitors to Toronto. Ryerson Faculty of Business Colloquium.

\*\*denotes peer reviewed

Joppe, M. (January 1998). Number Crunching: Demographics and How to Use Them. Come Walk in My Shoes: The Interdependence of Libraries. Ontario Library Association, Toronto.

Joppe, M. (January 1997). Capitalizing on the changing marketplace: Using demographics in packaging. Getaway Country Marketing Partnership Workshop, Peterborough.

Joppe, M. & Haywood, M. (July 1996). Planning for Tourism: Challenges of the Urban Environment. Joint ACSP/AESOP Conference, Toronto.

Joppe, M. (September 1996). Matching Ontario=s Products to International Markets. Pre-Marketplace Seminar, Ontario Ministry of Economic Development, Trade and Tourism, Toronto.

Joppe, M. (March 1995). Linking waterfronts to downtowns. Managing the Destination, Ontario Ministry of Economic Development, Trade and Tourism, Peterborough.

Joppe, M. (March 1995). 2-week intensive seminar and concluding conference on tourism legislation, organized by the Ministry of Tourism, Havana, Cuba.

Joppe, M. (June 1992). A strategy for Ontario=s Resort Sector. Outlook Conference. Canadian Tourism Research Institute, Mississauga.

#### **ILLUSTRATED PAPER PRESENTATIONS**

\*\* Yun, D., Joppe, M. & Choi, H.S. (2007). "Overnight Pleasure Travellers"

Activities in Canada: Using Association Rule Mining to Discover Relationships”,  
38<sup>th</sup> International TTRA Conference Proceedings, Las Vegas, NA

### **NON-REFEREED ARTICLES**

Dodds, R. & Joppe, M. (2008, April 16). “Évaluation de la demande en matière de tourisme durable”. Bulletin Le Globe-Veilleur

### **BOOK REVIEWS**

2009. Edgell, D.L., Sr., DelMastro Allen, M., Smith, G., & Swanson, J.R. (2008). Tourism Policy and Planning: Yesterday, Today and Tomorrow for International Journal of Tourism Policy, 2( 1/2), 155-157.

2004. Hall, C.M. (2002). Benchmarks in hospitality and tourism for Tourism Management 25 (2004), 811-812.

2002. Law, Ch. Urban Tourism: The Visitor Economy and the Growth of Large Cities (2<sup>nd</sup> Edition.) for Annals of Tourism Research

2001. Middleton, V.T.C. & Clarke, J. Marketing in Travel and Tourism, (3<sup>rd</sup> edition) for Annals of Tourism Research 28 (2)

1997: Pannett, Allan & Boella, Michael (1996). Principles of Hospitality Law (4th edition) for Annals of Tourism Research 24 (3)

1996: Page, Stephen (1995). Urban Tourism for Annals of Tourism Research 24 (1).

### **EDITORIAL SERVICE**

**Editorial Review Board:** Journal of Travel Research (until 2007)

Territoires et Tourisme/ Tourism and Territories (since 2006)

**Occasional Reviewer:** TTRA Student Awards; Annals of Tourism Research; Administrative Sciences Association of Canada; Tourism Geographies; Loisirs & Société, SSHRC, National Tour Foundation, Canadian Airlines/Canadian Tourism Human Resource Council Student Awards; TTRA International and TTRA Canada.

**Award Reviewer:** TTRA International and Canada Student Awards - annual; Canadian Tourism Human Resource Council HR awards – annual; Tourism Industry Association of Canada National Awards of Tourism Excellence, 2007; Discover America Travel Marketing Award – annual.

**Conference Organization:** assisted Tanya Maclaurin in developing and staging the first national Conference on Safety and Security, in collaboration with the Tourism Industry Association of Canada in 2007; successfully prepared bid to host TTRA-Canada conference in Guelph in 2009; Planning Committee of a series of “Sustainable Tourism Gatherings” organized by the Gros Morne Institute for Sustainable Tourism, Parks Canada, Canadian Tourism Commission and Tourism Industry Association of Canada

**Think Tank Participation:** International Centre of Excellence in Tourism and Hospitality Education Panel of Experts discussion on internationalization of tourism and hospitality education with meeting in the Gold Coast of Australia, November 2006; Summit on Education in Tourism and Hospitality to address status and future directions, with meetings in Vienna, Austria, April 2007 and Honolulu, Hawaii, April 2008; first national gathering dedicated to sustainable tourism, Toronto, May 2008.

**Program Reviews:** Bachelor of Applied Business (Golf Management) program at Georgian College, June 2007; Department of Business Administration and Tourism and Hospitality Management at Mount Saint Vincent University, May 2008.

#### **DEVELOPMENTAL PROJECTS AND RESEARCH CONTRACTS**

Evaluation of the Northern Ontario Tourism Marketing Agency, for the Ontario Ministry of Northern Development and Mines, 2002

Ontario's potential to attract incentive travel, for the Ontario Tourism Marketing Partnership, 2002

Enhancement of the Market Profile and Fundraising Potential of *Conservation Journeys*, for Conservation Foundation and Conservation Ontario, Tourism Environment and others, 2000

Developing a brand image and marketing strategy for Kitchener-Waterloo Tourism, Office of Research Services & Baxter and Assoc., 1999

Development of Web-based Research Instruction Modules for Hospitality and Tourism Managers, funded by Ontario Hostelry Institute, 1998/99

Technology-enabled Research Education in Tourism, with DMP, 1998/99

Web-based Marketing of Tourism Destinations, Tracking and Evaluation for Kitchener-Waterloo, Universität Erlangen-Nürnberg & Office of Research Services, 1999/00

Market assessment of potential for aboriginal education centre on Tyendinaga territory for Aboriginal Business Canada, Kirkland Partnership, 1998/99

Data Entry and Analysis of CP Hotel's Green Survey in the Princess properties, with research students, 1999

Development of a tourism inventory for OMEDTT, Ryerson Service/Quality Research Group, 1998

Compensation survey for the Ontario Restaurant Industry, Ryerson Service/Quality Research Group 1998

Taxicab Training Strategy for the Board of Trade of Metropolitan Toronto, Ryerson Service/Quality Research Group, February 1997.

Hospitality and Tourism Training Strategy for Vietnam, developed in collaboration with the Vietnam National Administration for Tourism and World University Services of Canada, 1995/96.

#### **UNIVERSITY SERVICE**

2003-2007: Senate

2003-2007: Dean's Council

2003-2006: Faculty of Management Executive Committee

2004- Present: Honorary Degree and Awards Committee

2005- 2008: PhD development Committee

#### **MEMBERSHIPS IN SCHOLARLY/ PROFESSIONAL SOCIETIES**

\* Chair, Ontario Tourism Education Council, 2006/2007

\* President/Chair, Travel and Tourism Research Association-Canada 2005-2007

\* Representative - Educators, Tourism Industry Association of Canada

#### **COMMUNITY SERVICE**

\* Member, Product Innovation & Enhancement Committee, Canadian Tourism Commission [since 2000]

\* Chair, Ontario Ministry of Tourism Research Committee [since 2005]

\* Past Chair, Ontario Tourism Education Corporation [since 2003]

\* Board of Directors, Canadian Tourism Human Resource Council, 2006 [since 2006]

\* Board of Directors, Tourism Industry Association of Ontario [since

2006]

Previously

- \* Member, Cities Committee, Ontario Tourism Marketing Partnership
- \* Member, Tourism Committee, Toronto Board of Trade
- \* Chair, Toronto Historical Board/Heritage Toronto
- \* Board of Directors, Travel and Tourism Research Association International
- \* Chair, Volunteer Committee, Rendez-Vous Canada Tradeshow
- \* Founding Director, Green Tourism Association, Toronto
- \* Director, Ontario Hotel, Motel, Restaurant Association
- \* Founding Director, Ontario Tourism Education Council
- \* Member, Educational Advisory Council, National Tourism Foundation

**LANGUAGES**

\* **English**   \* **French**   \* **German**   \* **Spanish**