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Department of Hospitality and Tourism Management
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ACADEMIC VITAE

August 15, 2020

EDUCATION:

1991 Ph.D., Communication, College of Social & Behavioral Sciences
 The University of Massachusetts, Amherst

1986 M.A., Tourism Development and Travel Administration
 The George Washington University, Washington, D.C.

1978 B.M., with honors, Music Performance. The University of Tennessee, Knoxville

1974 A.A., Music Performance. Virginia Intermont College, Bristol, Virginia

ACADEMIC ADMINISTRATIVE EXPERIENCE:

2007-2008 Co-Director, The HTM Swiss Summer 2008 Program, Housed at
 DCT International – Vitznau, Switzerland
 Developed budget, Negotiated contract with DCT International, Designed
 academic programming, Organized information sessions for students,
 and assisted with preparation of documents and budgets required by the
 UMASS International Programs Office.

2004 Interim Director, Division of Continuing Education (Now known as University Without
 Walls), University of Massachusetts - Amherst (January 01- August 31, 2004)
 Identified opportunities and trends, Developed strategic plan for
 investment and growth, Negotiated contracts with academic units
 and outside vendors, Worked with Deans/Department
 Heads/Faculty to develop new initiatives, Developed new summer
 2004 offerings specifically targeting alumnae, Directed academic
 programming and marketing efforts to generate increased revenues
 for summer 2004, Created new policies and operating procedures,
 Reviewed contracts, budgets, and financial transactions,
 Represented Continuing Education on UMASS Amherst
 committees and task forces as well as UMASS system-wide
 committees. Managed 10 units with a total of 40 people.

2000-2001	<u>Director</u> , The HTM Swiss Summer 2001 Program, Housed at DCT International - Luzern, Switzerland
	Developed budget, Negotiated contract with DCT International, Designed academic programming, Developed field trips and negotiated with suppliers, Designed and maintained HTM Swiss Summer Program Web Page, Organized information sessions for students, Collected students' applications and payments, and prepared all documents and budgets required by the UMASS International Programs Office.
1999-2000	<u>Co-Director</u> , The HTM Swiss Summer 2000 Program, Housed at the Glion Hotel School - Leysin, Switzerland
	Assisted with development of budget and the design of academic programming, Developed field trips and negotiated with suppliers, Designed and maintained HTM Swiss Summer Program Web Page, Organized information sessions for students, Collected students' applications and payments, and Prepared all documents and budgets required by the UMASS International Programs Office.
TEACHING EXPERIENCE:	
1997-Present	<p><u>Associate Professor</u>, The Department of Hospitality and Tourism Management – Isenberg School of Management -The University of Massachusetts, Amherst</p> <p><u>Area of Expertise</u>: Tourism Policy, Planning & Development</p> <p><u>Type of Appointment</u>: 100% Regular Faculty</p> <p><u>Courses Taught</u>: (230)-Intro. To Travel & Tourism [technology enhanced via Blackboard], (334)- Event Management [technology enhanced via Blackboard], (338)- Travel Agency & Tour Operations Management [technology enhanced via Blackboard], (391T)-Special Topics in Tourism, (397A)-Guest Lecture Series, (397G) -ST Meeting, Convention & Event Management [technology enhanced via Blackboard], (492A)-Sr. Seminar in Urban Tourism & Special Events, (433)-Tourism Policy, Planning & Development [technology enhanced via Blackboard], (650)-Tourism Policy, Planning & Development, (497L)- ST Sustainable Tourism: Global Issues & Trends, (SCH MGMT 883)-Seminar in Tourism Theory & Research</p> <p><u>On Line Courses Taught</u>: (230)-Intro. To Travel & Tourism, (334)- Event Management, (338)-Travel Agency & Tour Operations Management, (397G) -ST Meeting, Convention & Event Management (433)-Tourism Policy, Planning & Development</p> <p><u>Learning Management Platforms Used</u>: Blackboard, WebCT, E-College, & Prometheus</p>

1991-1997	<p><u>Assistant Professor</u>, The Department of Hospitality and Tourism Management - The University of Massachusetts, Amherst</p> <p><u>Area of Expertise</u>: Tourism Planning & Development</p> <p><u>Type of Appointment</u>: 80% Regular Faculty & 20% UMASS Extension</p> <p><u>Courses Taught</u>: (230)-Intro. To Travel & Tourism, (391T)-Special Topics in Tourism, (433)- Tourism Policy Planning & Development, (492A)-Sr. Seminar in Urban Tourism & Special Events, (650)-Tourism Policy, Planning & Development, (681) Pricing and Consumer Behavior</p>
1986-1991	<p><u>Lecturer</u>, The Department of Hospitality and Tourism Management - The University of Massachusetts, Amherst</p> <p><u>Area of Expertise</u>: Tourism Planning & Development</p> <p><u>Type of Appointment</u>: 80% Teaching & 20% UMASS Extension</p> <p><u>Courses Taught</u>: (220)-Intro. to Travel & Tourism, (221)-Travel Agency Mgt., and (392A)-Sr. Seminar in Travel & Tourism</p>
Dec 2005	<p><u>Visiting Guest Professor</u>, DCT International, Vitznau, Switzerland</p> <p>Taught an undergraduate, guest lecture course in the UMASS/DCT joint degree program.</p>
Nov 2005	<p><u>Visiting Guest Professor</u>, The Singapore International Hotel and Tourism College</p> <p>Taught an undergraduate, tourism policy and planning course in the UMASS/SHATEC joint degree program.</p>
June 2001	<p><u>Visiting Guest Professor</u>, DCT International, Luzern, Switzerland</p> <p>Taught an undergraduate, special events management course in the International Hospitality & Tourism Management Summer Program.</p>
June 2000	<p><u>Visiting Guest Professor</u>, Glion Hotel Group, Leysen, Switzerland</p> <p>Taught an undergraduate, special events management class and a tourism planning course in the International Hospitality & Tourism Management Summer Program.</p>
Nov 1993	<p><u>Invited Visiting Professor</u>, The Athens Laboratory of Business Administration, Athens, Greece</p> <p>Taught a one-week (November 22-26, 1993) executive seminar called Management in the Tourism Industry: Principles of Tourism to 18 senior level hospitality/tourism industry executives.</p>
Aug 1990	<p><u>Visiting Guest Lecturer</u>, Institut Hotelier Cesar Ritz, LeBouveret, Switzerland</p> <p>Taught an undergraduate, international tourism course in the International Hospitality & Tourism Management Summer Program.</p>

1985-1986	<u>Guest Lecturer</u> , The Tourism, Food, and Lodging Program - The University of Tennessee, Knoxville Taught an undergraduate course in Travel Agency Administration.
1984-1986	<u>Instructor</u> , The Non-Credit Continuing Education Program – The University of Tennessee, Knoxville Taught Travel Career and Tour Management courses.

COMPETITIVELY FUNDED RESEARCH & GRANTS:

2002-2003	Tourism Profile for the Greater Northampton, MA Area <u>Funding Source</u> : The Greater Northampton Chamber of Commerce <u>Investigator Status</u> : Sole PI
2002-2003	Cultural Tourism Initiative <u>Funding Source</u> : The National Endowment for the Arts <u>Investigator Status</u> : Partner (as the Director of the Center for Tourism, Research and Management (TRAM), Department of Hotel, Restaurant, and Management) The PI was Shirley Snee and the award was granted to the Arts Extension Institute as a physical agent for the Western Massachusetts Arts Alliance. Funding Agency: The National Endowment for the Arts (Application date May 2002/Funded date August 2002/Project Dates Sep. 01, 2002 – Aug. 31, 2003)
2000-2001	Tourism Economic Impact Study of the Greater Sturbridge Massachusetts Area <u>Funding Source</u> : Tri-Community Area Chamber of Commerce <u>Investigator Status</u> : PI with Honors Student Thevarajan Nagarajan
1999	Conducted a Tourism Strategy Workshop & Facilitated the Development of a 3-Year Strategic Plan with both a Long & Short Term Implementation Plan for the Greater Northampton, MA Area <u>Funding Source</u> : The Greater Northampton Chamber of Commerce <u>Investigator Status</u> : Sole PI
1997-1998	Original video documentary highlighting newly discovered underwater attractions in the Connecticut River and a preliminary plan for sustainable tourism development <u>Funding Source</u> : UMASS Service Grant <u>Investigator Status</u> : Co PI with Dr. Ed Klekowski (UMASS- Biology Dept.)
1995-1996	Impact Study of the 1995 - 20 th Annual New Hampshire Highland Games <u>Funding Source</u> : The New Hampshire Gathering of the Scottish Clans, Inc. <u>Investigator Status</u> : Sole PI
1995-1996	Amherst Residents' Attitudes Toward Tourism Development in the Greater Amherst Area <u>Funding Source</u> : UMASS 1995/96 Service Learning Fellowship <u>Investigator Status</u> : Sole PI
1994	Market Study for the Establishment of an International Hostel in Amherst, MA <u>Funding Source</u> : Black Walnut Bed & Breakfast <u>Investigator Status</u> : Sole PI

1993-1994 Feasibility Study and Business Plan to Establish a Comprehensive Massachusetts Data Base of Tourism and Agricultural Related Information
Funding Source: UMASS FY94 Strategic Initiatives
Investigator Status: Sole PI

1992-1993 1992 Economic Impact Study of UMASS Conference Services on the Local Economies of Franklin and Hampshire County
Funding Source: UMASS Conference Services
Investigator Status: Co PI with Dr. Atul Sheel

1991-1993 Project to Develop a Proposal to Establish a New England Tourism Information System
Funding Source: Northeast Center for Rural Development
Investigator Status: PI - Coordinated Investigators from Five New England Land Grant Universities

1991 Develop Codes and Conduct Content Analysis for Open-ended Questions on 1991 Hill Holiday Massachusetts Visitor Profile
Funding Source: Hill Holiday, Inc. & the Massachusetts Office of Travel and Tourism
Investigator Status: Sub-Contractor for Hill Holiday, Inc.

1988 Massachusetts Tourism and Hospitality Industry Needs Assessment
Funding Source: The Massachusetts Office of Travel and Tourism
Investigator Status: Co PI with Dr. John D. Hunt

1987 1987 Up Country Massachusetts Visitors Survey Pilot Study
Funding Source: Berkshire County Convention & Visitors Bureau, Franklin Country Chamber of Commerce, Pioneer Valley Visitors & Convention Bureau, and the Worcester Visitors & Convention Bureau
Investigator Status: Sole PI

REFEREED PUBLICATIONS:

Back, R. M., Lowry, L. L., & Higgins, L. M. (in press). Creating a wine farm destination: A new business model for an agritourism micro-cluster. *Journal of Vacation Marketing*.

Lowry, L. L. (2020). Co-created experience and the curated-self: Transdisciplinary and tourism's Embeddedness in the 17 Sustainable Development Goals (SDGs). ECQI 2020 – 4th European Congress of Qualitative Inquiry: QI Towards Sustainability, February 5-7, 2020, University of Malta - St. Julians, Malta, EU

Back, R. M., Lowry, L. L., & Higgins, L. M. (2019). Creating a wine farm destination: A new business model for an agritourism micro-cluster. *Proceedings of the 1st International Research Workshop on Wine tourism: Challenges and futures perspectives 27-28 June 2019 Strasbourg, Alsace, France*. EM Strasbourg Business School, Université de Strasbourg, pp, 95-102. Available from https://winetourism2019.sciencesconf.org/data/pages/Proceedings_V1.pdf

Back, R. M., Lowry, L. L., & Cartier, E. A. (2018). Leapfrogging to empowerment and inclusivity: A South African hospitality and tourism business perspective. *Journal of Hospitality and Tourism Insights* (1), 4-36.

Lowry, L. L., & Back, R. M. (2018). Consumption of place: Co-creation and meaningful experience curated through the lens of the wine estate. Tourism Naturally Conference May 16-18, 2018 Zell am See/Kaprun, Austria

Back, R. M., & Lowry, L. L. (2018). The effects of a winemaker dinner on brand perception and purchasing behavior. American Association of Wine Economists (AAWE) 12th Annual Conference. June 10-14, 2018 Ithaca, NY.

Lowry, L. L., & Cartier, E. A. (2017). Qualitative Research Methods for Critical Inquiry: An Emergent Method of Analysis from the Social Sciences. In Travel & Tourism Research Association, *48th Annual Conference Proceedings: Exploring Attractive Destinations* (Paper 2) in Québec City, Québec, Canada – June 20-22, 2017. Available at http://scholarworks.umass.edu/ttra/2017/Qual_Methods_Papers/2

Back, R. M., Shea, L. J., & Lowry, L. L. (2017). The effects of a winery visit on brand loyalty: A quasi-longitudinal study. In the American Association of Wine Economists (aaWE) 11th Annual Conference 2017 in Padua, Italy - June 28 – July 2, 2017.

Lowry, L. L., & Cartier, E. A. (2016). Using the CMM Theoretical Lens to Deconstruct Problematic Discourse Regarding Quality and Rigor in Tourism Research: Can Transparency Bridge the Metatheoretical Divide? In Travel & Tourism Research Association, *47th Annual Conference Proceedings: Advancing Tourism Research Globally* (Paper 6) in Vail, Colorado – June 14-16, 2016. Available at http://scholarworks.umass.edu/ttra/2016/Qualitative_Research_Workshop/6
[Note: This paper was the “Featured Presentation” at the Qualitative Research Methods session of this international tourism conference.]

Cartier, E. A., & Lowry, L. L. (2016). Tourism’s social impact on a local community: The case of a mountain ski town In Travel & Tourism Research Association, *47th Annual Conference Proceedings: Advancing Tourism Research Globally* (Paper 4) in Vail, Colorado – June 14-16, 2016. Available at http://scholarworks.umass.edu/ttra/2016/Qualitative_Research_Workshop/4

Lowry, L. L., Cartier, E. A., Back, R. M., Delconte, J. D. (2015). Addressing the need for new tourism theory; The utility of constructivist grounded theory methodology for theory development. In Travel & Tourism Research Association, *46th Annual Conference Proceedings: Tourism Insights into Actions – the Crucial Role of Tourism Research* in Portland, Oregon – June 15-17, 2015. Available at https://scholarworks.umass.edu/ttra2015/Qualitative_Research_Methods/14

Cartier, E. A., & Lowry, L. L. (2015). Producing higher quality ethnographies: The blending of two methods of analysis to better understand ski culture. In Travel & Tourism Research Association, *46th Annual Conference Proceedings: Tourism Insights into Actions – the Crucial Role of Tourism Research* in Portland, Oregon – June 15-17, 2015.

Lee, M., Lowry, L. L., & Delconte, J. D. (2015). Social media in tourism research: A literature review. In Travel & Tourism Research Association, *46th Annual Conference Proceedings: Tourism Insights into Actions – the Crucial Role of Tourism Research* in Portland, Oregon – June 15-17, 2015. Available at https://scholarworks.umass.edu/ttra/ttra2015/Academic_Papers_Visual/21

Lowry, L.L. (2014). Niche markets for natural fibers: Strategies for connecting farmers who raise fiber animals with textile artists – a New England perspective. *Journal of Extension* [On-line], 52 (6) Article 6FEA6. Available at <http://www.joe.org/joe/2014december/a6.php>

Lowry, L. L. & Back. R. M.(2014). Impact of farm winery legislation S2582: An act relative to economic development reorganization on Massachusetts wineries. In the American Association of Wine Economists (aawe) 8th Annual Conference in Walla Walla, WA – June 22-25, 2014.

Back, R. M., Lowry, L. L. & Cartier, E. A. (2014). The great mileage swindle: Consumer reactions to the diminishing value of frequent flyer programmes. In Travel & Tourism Research Association, *45th Annual Conference Proceedings: Tourism and the New Global Economy* in Brugge, Belgium – June 18-20, 2014.

Cartier, E. A., Lowry, L. L. & Back. R. M. (2014). Colorado's budding tourism industry: The growing relationship between marijuana tourism and the media. In Travel & Tourism Research Association, *45th Annual Conference Proceedings: Tourism and the new global economy* in Brugge, Belgium – June 18-20, 2014.

Back, R. M. & Lowry, L. L. (2013). A cluster of delights: A case study of the wine farm as agritourism destination. In the American Association of Wine Economists (aawe) 7th Annual Conference 2013 in Stellenbosch, South Africa – June 26-29, 2013.

Cartier, E. A. & Lowry, L. L. (2013). Control and power in tourism: A view of service encounter discourse. In Travel & Tourism Research Association, *44th Annual Conference Proceedings: Keeping it Relevant, June 20-22, 2013 in Kansas City, MO*. Available at https://scholarworks.umass.edu/ttra/2013/AcademicPapers_Oral/29

Lowry, L. L. (2012). Are picturesque vineyards enough: When does a wine producing region become an economically viable wine tourism destination? – A U.S. perspective. In the American Association of Wine Economists (aawe) 6th Annual Conference 2012 in Princeton, NJ – June 7-10, 2012.

Lowry, L. L. & Lee, M. (2011). CittaSlow, slow cities, slow food: Searching for a model for the development of slow tourism. In Travel & Tourism Research Association, *42nd Annual Conference Proceedings: Seeing the Forest and the Trees – Big Picture Research in a Detail-Driven World, June 19-21, 2011 in London, Ontario, Canada*. © 2011 Omnipress ISBN# 978-0-615-49436 Available at <https://scholarworks.umass.edu/ttra/2011/Visual/40>

Lowry, L. L. (2011). Textile Production: Preserving the past and enhancing the future by connecting textile artists to farmers who raise fiber animals. In National Extension Tourism (NET), *Proceedings of the 2011 National Extension Tourism Conference: Initiatives in Tourism Development – Contributing to Community Prosperity, March 9-11, 2011 in Charleston, South Carolina* (pp. 25-26). Texas A & M AgriLife: National Extension Tourism (NET)

Lowry, L. L. & Fleury, A. L. (2008, September). Finding Out Why Students choose to Go On domestic And International Exchange Programs: A Research Partnership Between An Undergraduate Honors Student And Their Faculty Mentor. In C. Hu (Ed.), *Proceedings of the 2008 International Society of Travel & Tourism Educators Annual Conference, Volume 20*, (pp. 406-416). St. Clair Shores, MI: International Society of Travel and Tourism Educators. (ISSN#1091-9120)

Lowry, L. L. (2006, May). Cultural Collision or Convergence? A Case Study of the Development of Casinos in Singapore. *Proceedings of the 2006 Hawaii International Conference on Business*, (pp. 2106-2113). Honolulu, HI: Hawaii International Conference on Business (ISBN#1539-722X)

Lowry, L. L. & Flohr, J. K. (2005). No student left behind: A longitudinal assessment of the competency-based framework used to facilitate learning in a capstone tourism course. *Journal of Hospitality and Tourism Education*, 17(4), 28-35.

Lowry, L. L. & Flohr, J. K. (2004). Technology and change: A longitudinal case study of students' perceptions of and receptiveness to technology enhanced teaching and learning. *Journal of Teaching in Travel & Tourism*, 4 (1), 15-39.

Lowry, L. L. & Flohr, J. K. (2003). Student assessment of using a competency-based framework for mastering the key concepts in a capstone undergraduate course in tourism policy, planning, and development. In G. Jennings (Ed.), *Annual Conference Proceedings of Research and Academic Papers: Vol. 15 New Frontiers in Tourism Research* (pp. 160-168). St. Clair Shores, MI: International Society of Travel and Tourism Educators

Lowry, L. L. & Flohr, J. K. (2003). Strategies used by the Department of Hospitality and Tourism Management to embed concepts of sustainable development in the curriculum of both undergraduate and graduate students [Abstract]. *Proceedings of the CITA Conference on Education for Sustainable Development*. Retrieved October 23, 2003, from <http://www.uml.edu/CITA/2003ablowrey>

Lowry, L. L. (1997). Recreational and agricultural tourism: New markets for rural communities. *Journal of Vacation Marketing*, 3(1), 5-7.

Lowry, L. L. (1996). Agri-Tourism is it for you? Identifying your customer base. In C. Touchette (Ed.), *Proceedings of the 1996 North American Farmers' Direct Marketing Conference* (pp. 104-106). Blacksburg, VA: North American Farmers' Direct Marketing Association.

Lowry, L. L. (1994). What is travel and tourism and is there a difference between them: A continuing discussion. *New England Journal of Travel and Tourism*, 5, 28-29.

Lowry, L. L. (1994). Tourism as a communication process: A critical/interpretative analysis of what happens when visitors interact with members of a host community. In M. McDonald (Ed.), *Proceedings of the Third Annual International Seminars on Tourism Development* (pp.172-181). Flagstaff, AZ: Arizona Hospitality Research and Resource Center at Northern Arizona University.

Dale, E. A., Lowry, L. L. & Sheel, A. (1993). Conference centers bring dollars to their communities: A case of the economic impact of the University of Massachusetts - Amherst Conference Services. *New England Journal of Travel and Tourism*, 4, 10-16.

Lowry, L. L. (1993). Sun, sand, sea, & sex: A look at tourism advertising through the decoding and interpretation of four typical tourism advertisements. In K. S. Chon (Ed.), *Proceedings of Research and Academic Papers Volume V: The Society of Travel and Tourism Educators Annual Conference* (pp. 183-204). Las Vegas, NV: William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas.

Dale, E. A., Lowry, L. L. & Sheel, A. (1993). A study of the economic impact of the University Conference Services upon the local economy of the Pioneer Valley. In W. S. Roehl (Ed.). *Proceedings of the Convention/Expo Summit IV* (pp. 67-79). Las Vegas, NV: William F. Harrar College of Hotel Administration, University of Nevada, Las Vegas.

Fernsten, J. A., Lowry, L. L., Enghagen, L. K. & Hott, D. D. (1988). Female managers: Perspectives on sexual harassment and career development. *Hospitality and Research Journal*, 12(2), 185-196. [This paper was awarded the Council on Hotel Restaurant and Institutional Education (CHRIE) Industry Application Award for significant contribution to the hospitality industry through scholarship and research.]

Lowry, L. L. (1988). Tourism: As a communication process. In L. J. D'Amore & J. Jafari (Eds.) *First Global Conference: Tourism - A Vital Force for Peace, Abstracts* (p. 19). Montreal, Quebec, Canada: L. J. D'Amore & Associates LTD.

Refereed - Unpublished Papers Presented at Scholarly Meetings:

Lowry, L. L., Cartier, E. A. & Back, R. M. (2014). Greenwashing: One reused bed-sheet and bath-towel at a time. Paper presented at the Travel & Tourism Research Association, *45th Annual Conference: Tourism and the New Global Economy* in Brugge, Belgium – June 18-20, 2014.

Lowry, L. L. (2007, October). *Using a competency-based curriculum to bridge the gap between industry and education*. Paper presented as a Workshop at the International Society of Travel and Tourism Educators 2007 Annual Conference, Charleston, S.C.

Siriangkul, A.; Warnick, R.; Bojanic, D.; & Lowry, L. (2005). *Movie Effects on the Image of Thailand Among Selected College Student Travelers*. Paper presented at the 2005 Northeastern Recreation Research Symposium. Bolton Landing, NY: Sagamore Hotel and Conference Center. U.S. Department of Agriculture, Forest Service, Northeast Forest Experiment Station.

Flohr, J. K. & Lowry, L. L. (2000, July). *The opportunities, challenges, and rewards of service learning in hospitality and tourism education*. Paper presented at the Council on Hotel, Restaurant and Institutional Education Annual Conference, New Orleans, LA

Lowry, L. L. (1990, October). *Strategies for teaching abroad*. Paper presented at the Society of Travel & Tourism Educators Annual Conference, Grand Island, NY.

Lowry, L. L. (1990, June). *Tourism marketing of Boston, MA: A critical analysis*. Paper presented at the Travel & Tourism Research Association Annual Conference, New Orleans, LA

Lowry, L. L. (1988, February). *Airline deregulation: 1988 and beyond*. Paper presented at the Society of Travel & Tourism Educators Annual Conference, New Orleans, LA.

NON-REFEREED PUBLICATIONS:

Book (non text book):

Lowry, L. L. (Ed.) (2017). *The SAGE International Encyclopedia of Travel and Tourism (Vols. 1-4)*. Thousand Oaks, CA: SAGE Publications. [ISBN 9781483368948 – hard cover/ISBN 9781483368955 – e version] 1,543 pages – 523 entries – 346 authors from 65 countries representing 250 different academic institutions

Book Chapters:

Lowry, L. L. (2017). Introduction. In L. L. Lowry (Ed.), *The SAGE International Encyclopedia of Travel and Tourism (Vols. 1-4)* (pp. xxxiii-xlii). Thousand Oaks, CA: SAGE Publications.

Lowry, L. L. & Back, R. M. (2015). Slow food, slow tourism & sustainable practices: A conceptual model. In H. G. Parsa & V. Narapareddy (Eds.), *Sustainability, social responsibility and innovation in hospitality-tourism* (pp. 71-89). Waretown, NJ: Apple Academic Press, Inc. [ISBN 978-1-926895-67-3]

Lowry, L. L. & Flohr, J. K. (2006). Growing leaders and sustainable development: A perfect partnership. In R. Forrant & L. Silka (Eds.), *Inside and out: Universities, education and sustainable development* (pp. 87-101). Amityville, NY: Baywood Publishing Company, Inc. [ISBN 0-89503-361-5]

Lowry, L. L. (1996). Chapter 23: Travel & tourism. In M. M. Lefever (Ed.), *Hospitality in review: A capstone text complete with senior and graduate-level projects* (pp. 565-567). Dubuque, IA: Kendall/Hunt Publishing Company. [ISBN 0-7872-0251-7]

Lowry, L. L. (1989). International tourism marketing. In R. C. Lewis & R. E. Chambers (Eds.) *Marketing leadership in hospitality* (pp. 636-641). New York: Van Nostrand Reinhold. [ISBN 0-442-20551-7]

Book of Readings:

Lowry, L. L. (Ed.). (2003). *Tourism policy, planning, and development: A book of readings (4th Ed.)*. Amherst, Ma: Copy Cat Printing.

Lowry, L. L. (Ed.). (2002). *Tourism policy, planning, and development: Readings that address core competencies for senior level undergraduates (3rd Ed.)*. Amherst, MA: UMASS Text Book Annex.

Lowry, L. L. (Ed.). (2001). *Tourism policy, planning, and development: A book of readings (2nd Ed.)*. Amherst, Ma: The University of Massachusetts Text Book Annex.

Lowry, L. L. (Ed.). (2000). *Tourism policy, planning, and development: readings that address core competencies for senior level undergraduates*. Amherst, MA: The University of Massachusetts Text Book Annex.

Lowry, L. L. (Ed.). (1993). *Management in the tourism industry: A book of readings*. Athens, Greece: The Athens Laboratory of Business Administration.

Workbooks:

Lowry, L. L. (1998). *Take your message to the world -Learn the Basics of web page design*. Amherst, MA: Center for Hospitality and Tourism Technology, Research, and Management (TRAM) – Department of Hotel, Restaurant and Travel Administration -University of Massachusetts, Amherst

Lowry, L. L. (1995). *Workbook for HRTA 220: Introduction to Travel and Tourism*. Amherst, MA: Copy Cat Printing.

Lowry, L. L. (1988). Toward a better understanding of tourism. In the *Proceeding/Workbook of the New England Association of Resource Conservation and Development Areas Annual Meeting* (pp. 56-66). Amherst, MA: Cooperative Extension - University of Massachusetts

Editor of Proceedings:

Lowry, L. L. (Ed.) (2010). *Proceedings of the 2010 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 18-22, 2010 on Board the Carnival Cruise Line's Paradise* (Vol. 22, pp 382). St. Clair Shores, MI: International Society of Travel & Tourism Educators.

Lowry, L. L. (Ed.) (2009). *Proceedings of the 2009 Annual International Society of Travel and Tourism Educators (ISTTE) Conference, October 15-17, 2009, in San Antonio, Texas* (Vol. 21, pp 394). St. Clair Shores, MI: International Society of Travel & Tourism Educators .

Newsletters Articles:

Lowry, L. L. (1991). Research & teaching: Not separate issues. *News & Views*, 6(1), 2. [Newsletter of the Society of Travel & Tourism Educators]

Lowry, L. L. (1991). Results of the 1990 survey of TTRA NE members. *Chapter Newsletter*, 2 (1), 3. [Newsletter of the Travel & Tourism Research Association New England]

Research Reports:

Uysal, M., Berbekova, A., Wang, D., & Lowry, L. (2019). *The Big E and the Massachusetts Building: Findings of 2019 Survey*. (Tech. Rep.). Hospitality and Tourism Management Department, Isenberg School of Management, University of Massachusetts – Amherst.

Hargis, C. & Lowry, L. L. (2010). *The Big E and the Massachusetts Building: Who is visiting and why?* (Tech. Rep.) Amherst: University of Massachusetts, Hospitality and Tourism Management Center for Tourism Research and Management (TRAM).

Lowry, L. L. & Cunado, R. (2003). *Tourism Profile for the Greater Northampton, MA Area* (Tech. Rep.). Amherst: University of Massachusetts, Hospitality and Tourism Management Center for Tourism Research and Management (TRAM).

Lowry, L. L. & Nagarajan, T. (2001). *Tourism Economic Impact of the Greater Sturbridge Massachusetts Area* (Tech. Rep.). Amherst: University of Massachusetts, Hospitality and Tourism Management Center for Tourism Research and Management (TRAM).

Lowry, L. L. (1999). *Tourism in the Pioneer Valley: A Synthesis of the Pioneer Valley Needs Assessment of Hunt & Lowry (1989), the Hampshire County Visitor Council Needs Assessment of Lowry (1992), and The Pioneer Valley Tourism Roundtable of Mullin (1998)* (Tech. Rep.). Amherst: University of Massachusetts, Center for Tourism Research and Management (TRAM).

Lowry, L. L. (1996). *Impact Study of the 1995 - 20th Annual New Hampshire Highland Games* (Tech. Rep.). Amherst: University of Massachusetts, Center for Tourism Research and Management (TRAM).

Lowry, L. L. (1996). *Amherst Resident's Attitudes Toward Tourism Development in the Greater Amherst Area* (Tech. Rep.). Amherst: University of Massachusetts, Center for Tourism Research and Management (TRAM).

Lowry, L. L. & Healy, E. P. (1994). *Market Study for the Establishment of an International Hostel in Amherst, MA* (Tech. Rep.). Amherst: University of Massachusetts, Center for Tourism Research and Management (TRAM).

Lowry, L. L., Healy, E. P., & Taran, S. P. (1994). *Feasibility Study and Business Plan to Establish a Comprehensive Massachusetts Data Base of Tourism and Agricultural Related Information* (Tech. Rep.). Amherst: University of Massachusetts, Center for Tourism Research and Management (TRAM).

Lowry, L. L. & Sheel, A. (1993). *1992 Economic Impact Study of UMASS Conference Services on the Local Economies of Franklin and Hampshire County* (Tech. Rep.). Amherst: University of Massachusetts, Center for Tourism Research and Management (TRAM).

Lowry, L. L., Bevins, M. I., Donnelly, M. P., Tyrrell, T. J., & Reiling, S. D. (1993). *A Proposal to Establish a New England Tourism Information System* (Tech. Rep.). Amherst: University of Massachusetts, Center for Tourism Research and Management (TRAM).

Lowry, L. L. (1992). *Tourism and Hospitality Industry Needs Assessment for Hampshire County* (Tech. Rep.). Amherst: University of Massachusetts, Center for Tourism Research and Management (TRAM).

Hunt, J. D. & Lowry, L. L. (1988). *Massachusetts Tourism and Hospitality Industry Needs Assessment* (Tech. Rep.). Amherst: University of Massachusetts, Department of Hotel, Restaurant and Travel Administration.

Lowry, L. L. (1987). *1987 "Up Country" Massachusetts Visitor's Survey Pilot Study* (Tech. Rep.). Amherst: University of Massachusetts, Department of Hotel, Restaurant and Travel Administration.

OTHER RESEARCH AND SCHOLARSHIP RELATED ACTIVITIES:

Dec 88-Jan 89 USIA Grant: Conflicted Patterns of interaction between the Government of Colombia and the Guerrilla Group M-19. Worked as an invited member of a six-person team from the Communication Department at the University of Massachusetts -Amherst Co-PIs: Drs. W. Barnett Pearce and Sally A. Freeman

APPLICATION OF RESEARCH & ECONOMIC DEVELOPMENT - INVITED TALKS:

Lowry, L.L. (2012, January). *Guatemalan Textiles and Weaving Techniques: The Preservation of the Maya Culture*. Presented at the January 10, 2012 meeting of the Pioneer Valley Weavers Guild, Northampton, MA

Lowry, L.L. (2006, November). *Is there such a thing as too much tourism? An exploration of what happens when culture becomes a commodity*. Invited Speaker for Pizza and Prof Night Program - Sponsored by the Commonwealth College at the University of Massachusetts, Amherst, MA.

Lowry, L. L. (2003, November). *Technology & Pedagogy: Choosing Which WebCT Tools To Use & Using The Tools To Achieve Desired Outcomes*. Invited Speaker for the UMASS Amherst Center for Teaching 2003-2004 TEACHnology Seminar

Lowry, L. L. (2003, February). *The Essential Ingredients for Successful Tourism Development*. Invited Speaker for Tourism Development Seminar for tourism industry leaders from Kaliningrad, Russia sponsored by WorldBoston and the U.S. Department of State.

Lowry, L. L. & Lattuca, F. P. (2002, October). *Global Tourism: Trends and Issues*. Invited Speaker for the International Scholars Program - Sponsored by the Commonwealth College at the University of Massachusetts, Amherst, MA.

Lowry, L. L. (2002, May). *Tourism: A Tool for Economic Development*. Invited Speaker for Tourism Seminar for UMASS Boston Professional Masters students from the Guangdon Province of China

Lowry. L. L. (2002, February). *WebCT Quizzes & Other Course Management Tools*. Invited Speaker for the UMASS Amherst Center for Teaching 2001-2002 TEACHnology Seminar

Lowry, L. L. & Lattuca, F. P. (2001, November). *Global Tourism: Trends and Issues*. Invited Speaker for the International Scholars Program - Sponsored by the Commonwealth College at the University of Massachusetts, Amherst, MA.

Lowry, L. L. & Lattuca, F. P. (2000, November). *Global Tourism: Trends and Issues*. Invited Speaker for the International Scholars Program - Sponsored by the Commonwealth College at the University of Massachusetts, Amherst, MA.

Lowry, L. L. (2000, April). *Using WebCT as a Class Management Tool*. Talk presented for faculty and administrators - Sponsored by the Office of Information Technology, University of Massachusetts, Amherst, MA.

Lowry, L. L. (1999, December). *Defining Tourism*. Talk presented at the HRTA Graduate Student Lecture Series - Sponsored by the HRTA Department the University of Massachusetts, Amherst, MA.

Lowry, L. L. (1999, October). *Developing Your Research Agenda: A Case Study - Ethical Issues Facing the Hospitality Industry in the New Millennium*. Talked presented for all honors students - Sponsored by the Commonwealth College at the University of Massachusetts, Amherst, MA.

Lowry, L. L. (1999, June). *Tourists' Expectations & Customer Satisfaction*. Invited Speaker at the Tourism Workshops, June 14-17, 1999 - sponsored by the Martha's Vineyard Chamber of Commerce, Vineyard Haven, MA

Lowry, L. L. (1999, June). *Tourism Development Through Customer Service*. Invited Speaker at the Tourism Workshops, June 7-8, 1999 - sponsored by the Martha's Vineyard Chamber of Commerce, Vineyard Haven, MA

Lowry, L. L. (1999, April). *Pedagogical Implications of Technology-Enhanced Courses – Using WEBCT in the Classroom*. Talk presented at the Teaching & Learning with Technology Roundtables, April 7, 1999 - sponsored by the UMASS Center for Teaching, Amherst, MA

Lowry, L. L. (1999, January). *Tourism in the Pioneer Valley: An Assessment of Needs and Accomplishments*. Invited Speaker at the Greater Northampton Chamber of Commerce Tourism Committee Workshop, January 20, 1999, Northampton, MA

Lowry, L. L. (1998, May). *Marketing to Tourists: How to Develop a Marketing Strategy*. A paper presented for the Small Business Association - North Adams, MA - May 8, 1998]

Lowry, L. L. (1998, April). *How to Design a Basic Web Page*. Invited Speaker at the Massachusetts Governor's Conference on Travel & Tourism, April 8-9, 1998, Springfield, MA

Lowry, L. L. (1998, March). *Trends in Tourism Today*. Talk presented at the Massachusetts Agri-Tourism Seminar - A Niche Market for the 90, March 27, 1998- sponsored by UMASS Extension, Massachusetts Department of Food and Agriculture and the Massachusetts Office of Travel & Tourism, Barre, MA.

Lowry, L. L. (1997, February). *Identifying Your Customer Base*. Talk presented at the Massachusetts Agri-Tourism Seminar - Sponsored by the Massachusetts Office of Travel & Tourism and the Massachusetts Department of Food and Agriculture, Westport, MA

Lowry, L. L. (1996, July). *Recreational and Agricultural tourism: Tools For Economic Development In Rural Communities*. Talk presented at the Tourism Planning Meeting, Charlemont, MA

Lowry, L. L. (1996, May). *Tourism In The Valley: What Makes This Area So Special*. A talk presented as a segment of a documentary filmed by LuAnne Carbaugh for MASS Educational Television.

Lowry, L. L. (1996, April). *Inventory Assessment And Residents' Attitudes Toward Tourism In The Greater Amherst, MA Area*. A talk given at a public forum on tourism, April 23, 1996, Amherst, MA

Lowry, L. L. (1996, February). *Agri-Tourism: Is It For You?: Identifying Your Customer Base*. Talk presented at the North American Farmers' Direct Marketing Association, Saratoga Springs, NY.

Lowry, L. L. (1995, October). *Tourism In Your Community: Successful Tourism Planning*. Talk presented at the Annual Planning Association Northeast Regional Conference, Ledyard, CT.

Lowry, L. L. (1994, October). *A Sense Of Place: Planning Goals For Rural Tourism Development*. Talk presented at the Shelburne Falls (MA) Area Business Association

Lowry, L. L. (1994, March). *Jobs In Hospitality And Tourism*. Invited speaker at the Amherst Regional High School Jobs "R" Us: Business Week, March 14, 1994) - sponsored by the Amherst Chamber of Commerce, Amherst, MA

Lowry, L. L. (1994, February). *Farms And Rural Tourism*. Talk presented at the New England Direct Market Conference & Trade Show - Sponsored by the Massachusetts Department of Food and Agriculture, Sturbridge, MA.

Lowry, L. L. (1994, December). *How To Develop A Marketing Plan*. Talk presented at the Conference on Agricultural Tourism: A Niche Market for the 90s - Sponsored by the Massachusetts Office of Travel & Tourism and the Massachusetts Department of Food and Agriculture, Westminster, MA

Lowry, L. L. (1993, November). *Managing Tourism In A Changing World*. Talk sponsored by the Athens Laboratory of Business Administration - Chandris Hotel Ball Room, Athens, Greece.

Lowry, L. L. (1993, June). *Tourism: How To Hook Into The System*. Talk presented at the Amherst (MA) Chamber of Commerce.

Lowry, L. L. (1988, September). *Toward A Better Understanding Of Tourism*. Talk presented at the New England Association of Resource Conservation Annual Conference, Plymouth, MA.

Lowry, L. L. (1987, October). *Marketing Yourself With An Eye Towards Promotion*. Invited keynote speaker at the Women Executives International Tourism Association Annual Conference, October 15-17, 1987, New York, NY

Lowry, L. L. (1987, March). *Touring New England in the Late Twentieth Century*. Talk presented at the Center for New England Cultural Conference on Tourism in New England, Deerfield, MA.

APPLICATION OF RESEARCH & ECONOMIC DEVELOPMENT - CONFERENCE DEVELOPMENT & PLANNING:

2015-2016 Member and Digital Archive Chair, Conference Academic Committee for the 2016 International Travel and Tourism Research Association Annual Conference, Vail, CO

2012-2013 Member, Conference Planning Committee for the 2013 National Extension Tourism

Conference, Detroit, MI

2010-2011 Member, Conference Planning Committee for the 2011 National Extension Tourism Conference, Charleston, SC

2009-2010 Research and Academic Paper Co-Chair for the 2010 International Society of Travel and Tourism Educators Annual Conference, on board the Carnival Cruise Line's Paradise.

2008-2009 Research and Academic Paper Co-Chair for the 2009 International Society of Travel and Tourism Educators Annual Conference, San Antonio, TX

2008-2009 Member, Conference Planning Committee for the 2009 National Extension Tourism Conference, Park City, UT

1989-1990 Conference Chairman for the 1990 New England Travel and Tourism Research Association Conference, Newport, RI

1988-1989 Conference Chairman for the 1989 New England Travel and Tourism Research Association Conference, Boston, MA

CONSULTATION & TECHNICAL ASSISTANCE:

2002 - 2018 Invited Member, Massachusetts Building Advisory Committee that oversees the Massachusetts Building at the Eastern States Exposition site in West Springfield, MA

2000 - 2004 Member, Springfield MA Hospitality Consortium

1996 - 2004 Member, Franklin County MA Tourism Coordinating Council

2002-2003 Provided Technical Information for the IBI Group -as they prepared a comprehensive tourism website (masscountryroads.com) for Franklin County, MA and the Massachusetts Department of Transportation.

1995-1996 Provided Technical Information for EastWest Planning & Development, Inc. and The Wilson Company- NY - as they prepared A Tourism Development Strategy for Greater Franklin County MA

1992-1995 Vice-President (92/93), Member (94/95), Hampshire County MA Visitors' Council

1992-1993 Invited Member, Congressman John Olver's Tourism Development Steering Committee

1992 Invited Member, Planning Committee for the Massachusetts Governor's Conference on Travel & Tourism

1991 Invited Member - Rural Development Issues Conference Working Group to Enhance Policy Leadership, Management Capacity, and Strategic Planning to Support Rural Community Viability, March 26-28, Saratoga Springs, NY

1987 Assisted the Pioneer Valley Convention and Visitors Bureau with Lobbying Efforts for Massachusetts Tourism Awareness Day

1987 Invited Member, Center for Rural Massachusetts Roundtable on Rural Economic Revitalization Strategies

TRAINING & ECONOMIC DEVELOPMENT:

1999 Conducted Five Hospitality/Service Workshops for Martha's Vineyard Chamber of Commerce

1991 Massachusetts Site Coordinator for the National Rural Tourism Teleconference November 20, 1994 Sponsored by The Tourism Center Minnesota Extension Service, the US Travel and Tourism Administration, USDA, and the US Small Business Administration - The 4H Conference Center at Ashland, MA

1991 Conducted Eight Hospitality/Service Workshops for Martha's Vineyard Chamber of Commerce

OTHER PROFESSIONAL ACTIVITIES:

2019-2020 Member, Refereed Paper Review Committee, International Travel & Tourism Research Association Annual Conference & Proceedings (June 2020)

2017-2018 Member, Refereed Paper Review Committee, International Travel & Tourism Research Association Annual Conference & Proceedings (June 2018)

2016-2017 Member, Refereed Paper Review Committee, International Travel & Tourism Research Association Annual Conference & Proceedings (June 2017)

2015-2016 Member, Refereed Paper Review Committee, International Travel & Tourism Research Association Annual Conference & Proceedings (June 2016)

2014-2015 Member, Refereed Paper Review Committee, International Travel & Tourism Research Association Annual Conference & Proceedings (June 2015)

2013-2014 Member, Refereed Paper Review Committee, International Travel & Tourism Research Association Annual Conference & Proceedings (June 2014)

2013-20134 Member, Refereed Paper Review Committee, National Extension Tourism Conference (August, 2013)

2012-2013 Member, Refereed Paper Review Committee, International Travel & Tourism Research Association Annual Conference & Proceedings (June 2013)

2012-2013	<u>Member, Refereed Paper Review Committee</u> , National Extension Tourism Conference (August, 2013)
2011-2012	<u>Member, Refereed Paper Review Committee</u> , International Society of Travel & Tourism Educators Association Annual Conference & Proceedings (October, 2013)
2010-2011	<u>Member, Refereed Paper Review Committee</u> , International Travel & Tourism Research Association Annual Conference & Proceedings (June 2011)
2010-2011	<u>Member Planning & Review Committee</u> , Presentations & Workshops, National Extension Tourism Conference 2011 (March 9-11 – Charleston, S.C.)
2008-2011	<u>Board Member</u> , The International Society of Travel & Tourism Educators & <u>Editor</u> , 2009 & 2010 ISTTE Tourism Conference Proceedings <u>Co-Chair</u> , 2009 & 2010 ISTTE Research and Academic Papers Committee
2008-2009	<u>Member Planning & Review Committee</u> , Presentations & Workshops, National Extension Tourism Conference 2009 (June 14-17, 2009 – Park City, UT)
2007-Present	<u>Occasional Reviewer</u> , <i>The International Journal of Culture, Tourism and Hospitality</i>
2003-2004	<u>Member, Planning & Review Committee</u> , Presentations & Workshops, National Extension Tourism Conference 2004 (September 27-30, 2004 – Kissimmee, FL)
2003-2004	<u>Member, Refereed Paper Review Committee</u> , International Travel & Tourism Research Association Annual Conference & Proceedings (June 2004)
1991-2003	<u>Director</u> of Cost Center for Hospitality & Tourism Technology, Research and Management (TRAM) that is located in the HTM Department - UMASS/ISOM/HTM
1997-2000	<u>Member Editorial Board</u> , University of Massachusetts Press
1993-2000	<u>Member Editorial Board</u> , <i>Journal of Vacation Marketing</i>
1993-1998	<u>Editor</u> , <i>New England Journal of Travel and Tourism</i>
1992-1994	<u>Member of Travel Professionals Advisory Board</u> for the Wayfarer: Travel in the REAL World
1990-1992	<u>Member Newsletter Editorial Board</u> , International Travel and Tourism and Research Association Newsletter
1987-1992	<u>Member Editorial Board</u> , <i>New England Landscape</i>
1989-Present	<u>Occasional Reviewer</u> , <i>Annals of Tourism Research</i> .

1989-Present Occasional Reviewer, Conference papers for The Travel & Tourism Research Association, The Society of Travel & Tourism Educators, and CHRIE.

1987-Present Reviewer for Travel and Tourism Text Books, Delmar Publishers, Inc.; South Western; Van Nostrand Reinhold; and Wiley & Sons, Inc.

ORGANIZATIONAL MEMBERSHIPS:

2011-present The Travel and Tourism Research Association

2000-2011 The International Society of Travel and Tourism Educators
[Board Member, 2008-2011]

2000-2005 The Travel and Tourism Research Association, North East Chapter
[Board Member, 2000-2004]

1985-2005 The Travel and Tourism Research Association, International [Board Member, 1991-1993]

1996-2000 New England Chapter (later reconstituted as the North East Chapter)
[Chairman of the Board, 1992-1993]
[President, 1991-1992]
[Vice-President, Programs, 1988-1990]
[Vice-President, Membership, 1987-1988]

DEPARTMENTAL, COLLEGE AND UNIVERSITY SERVICE:

University:

2009-Present Academic Matters (Invited Member)

2016-Present Policy Subcommittee – Academic Matters (Invited Member)

2019-2020 Policy Subcommittee – Academic Matters (Interim Chair – Fall semester 2019)

2012-2013 Technical reviewer of proposals submitted to the Faculty Research /Healy Endowment Grants (March 2013 - Invited)

2012-2013 Council on Teaching Technology (Academic Matters Liaison)

2009-2011 Program and Budget Council (Invited Member)

1998-2011 Provost's Committee on Service Learning (Invited Member)

2000-2009 Faculty Senate University Service, Public Service, and Outreach Council (Invited Member)

2004-2005	Performance Review Committee Dean Thomas O'Brien, ISOM (Invited Member)
2004	UMassOnline (System Wide) Learning Management Platform Selection Committee (Invited Member Representing UMASS Amherst Continuing Education and the Continuing Education Council)
2004	UMASS Instructional Technology Task Force (Invited Member) Chair, Sub-Committee: Online Education Member, Sub-Committee: Course Management Platforms
2004	UMASS Information Technology Task Force (Invited Member)
2003-2004	UMASS Public Service Endowment Grant Committee (Invited Member)
2002-2004	Sub-Committee on Faculty Roles and Rewards of the Faculty Senate University Service, Public Service, and Outreach Council (Invited Member)
2002-2003	UMASS search committee to select a Director for UMASS Extension (Invited Member)
2001-2002	Agricultural Working Group of the University of Massachusetts (System Wide) and Executive Office of Environmental Affairs Commonwealth Partnership (Invited Member)
1988-1999	Search Committee for Three College Based Internship, Field Experience, & Corporate Liaison Positions (CFNR, Engineering, and Social & Behavioral Sciences) the Mather Career Network (Invited Member)
1994-1995	UMASS Public Policy Group (Invited Member)
Sep., 1994	UMASS Pew Educational Roundtable Sep 26-27, 1994 (Invited Member)
1993-1994	UMASS Task Force on Economic Development (Invited Member)
Fall 1991	UMASS Committee to review RFPs for preferred travel agency suppliers for the University. (Invited Member)
Fall 1991	UMASS Auxiliary Services search committee to select a marketing director for UMASS Conference Services (Invited Member)

College:

2004-2005	ISOM – Applied Management College Personnel Committee (Chair)
2001-2002	CFNR Committee on Faculty Development for Teaching (Invited Member)
1996-1999	CFNR Curriculum Committee (Department Representative)
1994-1995	CFNR Applied Management Cornerstone Strategic Planning Implementation Committee (Invited Member)

1989-1989 CFNR - Tourism Specialist on state wide Electronic Communication Task Force (Invited Member)

1986-1989 CFNR - The Northern Tier Project - Tourism Specialist (Department Liaison)

Department:

2005-Present HTM Departmental Honors Director

2005-Present HTM Curriculum Committee (Chair, FY 06/07, 07/08)

2020-Present HTM Departmental Personnel Committee (Member)

2018-2019 HTM Search Committee – Faculty Searches (Chair)

2017-2019 HTM Departmental Personnel Committee (Member)

2016-2018 HTM ACPHA Self-Study Committee (Member)

2008-2013 HTM Departmental Personnel Committee (Member FY2012/2013; fall 2011; FY 2008/2009) (Chair – spring 2012; FY 2010/2011; FY 2009/2010)

2011-2012 HTM Search Committee – Faculty Search (Chair)

2009-2010 Facilitated a Journal Ranking Study for the HTM Department that culminated in a final HTM Journal Ranking List for the Department

2008-2009 HTM Search Committee – Faculty Search (Chair)

2007-2008 HTM Search Committee- Faculty Searches (Co-Chair)

2004-2005 HTM Departmental Personnel Committee (Chair)

2003 HTM Department Personnel Committee (Elected Member)

2002-2003 Chair, Search Committee for a Tourism Faculty Position

2002-2003 HTM Internship Coordinator (also served as the coordinator 1986-1988)

1999-2003 HTM International Programs Committee (Member)

1990-2003 HTM Department Honors Coordinator

1996-2003 Faculty Sponsor - Student Chapter of the Travel & Tourism Research Association (also served as faculty sponsor 1986-1993)

2000-2001 HTM Swiss Summer Abroad Program (Co-Chair 2000, Chair 2001)

1994-2002 HTM Curriculum Committee (Member)

1997-2000 HTM Personnel Committee (Elected Member)

1995-1996 HTM Strategic Planning Committee (Co-Chair) - Wrote the facility planning needs assessment document for the department.

1994-1995 HTM Search Committee (Member)

1992-1993 HTM Search Committee (Member)

1991-1993 HTM Research Committee (Co-Chair 92/93)

1991-1992 HTM Academic Affairs Committee (Member)

1986-1989 HTM Scholarship Committee (Chair 88/89)

UNIVERSITY FELLOWSHIPS & AWARDS:

2017-2018 University of Massachusetts – Amherst - FY18 MSP Faculty Research Support Fund award recipient

2015-2016 University of Massachusetts – Amherst - FY16 MSP Faculty Research Support Fund award recipient

2014-2015 University of Massachusetts - Amherst- PMYR Grant for Professional Development in Teaching from the Center for Teaching & Faculty Development.

2014-2015 University of Massachusetts – Amherst – PMYR Grant for Professional Development in Research from the Isenberg School of Management

2014-2015 University of Massachusetts - Amherst- Flex Grant for Professional Development in Teaching from the Center for Teaching.

2006-2007 University of Massachusetts - Amherst- Grant for Professional Development in Teaching from the Center for Teaching.

1998-1999 University of Massachusetts - Amherst- TEACHnology Fellow

1995-1996 University of Massachusetts - Amherst - Service Learning Fellow

Dec., 1994 CFNR Mini-Grant for Teaching