

**Linda L. Lowry, Ph.D.**  
**Associate Professor**  
**Department of Hospitality and Tourism Management**  
**Isenberg School of Management**  
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**ACADEMIC VITAE**

**September 15, 2022**

**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                    Director, 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                    Co-Director, 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                    Associate Professor, The Department of Hospitality and Tourism Management –  
Isenberg School of Management -The University of Massachusetts,  
Amherst  
Area of Expertise: Tourism Policy, Planning & Development  
Type of Appointment: 100% Regular Faculty  
Courses Taught: (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  
On Line Courses Taught: (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  
Learning Management Platforms Used: Blackboard, WebCT, E-  
College, & Prometheus

- 1991-1997      Assistant Professor, The Department of Hospitality and Tourism Management -  
The University of Massachusetts, Amherst  
Area of Expertise: Tourism Planning & Development  
Type of Appointment: 80% Regular Faculty & 20% UMASS  
Extension  
Courses Taught: (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
- 1986-1991      Lecturer, The Department of Hospitality and Tourism Management - The  
University of Massachusetts, Amherst  
Area of Expertise: Tourism Planning & Development  
Type of Appointment: 80% Teaching & 20% UMASS Extension  
Courses Taught: (220)-Intro. to Travel & Tourism, (221)-Travel  
Agency Mgt., and (392A)-Sr. Seminar in Travel & Tourism
- Dec 2005      Visiting Guest Professor, DCT International, Vitznau, Switzerland  
Taught an undergraduate, guest lecture course in the UMASS/DCT joint  
degree program.
- Nov 2005      Visiting Guest Professor, The Singapore International Hotel and Tourism College  
Taught an undergraduate, tourism policy and planning course in the  
UMASS/SHATEC joint degree program.
- June 2001      Visiting Guest Professor, DCT International, Luzern, Switzerland  
Taught an undergraduate, special events management course in the  
International Hospitality & Tourism Management Summer  
Program.
- June 2000      Visiting Guest Professor, Glion Hotel Group, Leysen, Switzerland  
Taught an undergraduate, special events management class and a  
tourism planning course in the International Hospitality &  
Tourism Management Summer Program.
- Nov 1993      Invited Visiting Professor, The Athens Laboratory of Business Administration,  
Athens, Greece  
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.
- Aug 1990      Visiting Guest Lecturer, Institut Hotelier Cesar Ritz, LeBouveret, Switzerland  
Taught an undergraduate, international tourism course in the  
International Hospitality & Tourism Management Summer  
Program.

- 1985-1986            Guest Lecturer, The Tourism, Food, and Lodging Program - The University of Tennessee, Knoxville  
Taught an undergraduate course in Travel Agency Administration.
- 1984-1986            Instructor, 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  
Funding Source: The Greater Northampton Chamber of Commerce  
Investigator Status: Sole PI
- 2002-2003      Cultural Tourism Initiative  
Funding Source: The National Endowment for the Arts  
Investigator Status: Partner (as the Director of the Center for Tourism, Research and Management (TRAM), Department of Hotel, Restaurant, and Management)  
The PI was Shirley Sneve 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  
Funding Source: Tri-Community Area Chamber of Commerce  
Investigator Status: 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  
Funding Source: The Greater Northampton Chamber of Commerce  
Investigator Status: Sole PI
- 1997-1998      Original video documentary highlighting newly discovered underwater attractions in the Connecticut River and a preliminary plan for sustainable tourism development  
Funding Source: UMASS Service Grant  
Investigator Status: Co PI with Dr. Ed Klekowski (UMASS- Biology Dept.)
- 1995-1996      Impact Study of the 1995 - 20<sup>th</sup> Annual New Hampshire Highland Games  
Funding Source: The New Hampshire Gathering of the Scottish Clans, Inc.  
Investigator Status: Sole PI
- 1995-1996      Amherst Residents' Attitudes Toward Tourism Development in the Greater Amherst Area  
Funding Source: UMASS 1995/96 Service Learning Fellowship  
Investigator Status: Sole PI
- 1994              Market Study for the Establishment of an International Hostel in Amherst, MA  
Funding Source: Black Walnut Bed & Breakfast  
Investigator Status: 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:

- Lowry, L. L. & Cartier, E. A. (2022). Sustainable community development and resident well-being: Using Social Worlds/Arenas Theory and Situational Mapping to foster inclusive dialogue. In 2022 Eighteenth International Congress of Qualitative Inquiry: *Transformative Visions and Utopias of Hope in Qualitative Inquiry* - Virtual – May 18-22, 2022
- Lowry, L. L. (2021). The Academy is like a body builder – Why don't we have new theories? In Travel & Tourism Research Association, *51<sup>th</sup> Annual Conference Proceedings: Uncharted Territory: Reimagining Tourism in a New Era* – Online - June 20-22, 2021. Available at [https://scholarworks.umass.edu/ttra/2021/qual\\_research\\_papers/7](https://scholarworks.umass.edu/ttra/2021/qual_research_papers/7)
- Lowry, L. L. (2021). Rhizomatic Talk and Storying the Academy: A Performative Perspective. ICQI 2021 - Seventeenth International Congress of Qualitative Inquiry: Collaborative Futures in Qualitative Inquiry, May 19-22, 2021, Virtual.
- Back, R. M., Lowry, L. L., & Higgins, L. M. (2020). Exploring a wine farm micro-cluster: A novel business model of diversified ownership. *Journal of Vacation Marketing* 27(1), 103-116.

- 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 – 4<sup>th</sup> 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](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, 48<sup>th</sup> 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](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, 47<sup>th</sup> 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](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, 47<sup>th</sup> 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](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, *46<sup>th</sup> 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/Qualitative\\_Research\\_Methods/14](https://scholarworks.umass.edu/ttra/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, *46<sup>th</sup> 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, *46<sup>th</sup> 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](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, *45<sup>th</sup> 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, *45<sup>th</sup> 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, *44<sup>th</sup> 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](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) 6<sup>th</sup> 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, *42<sup>nd</sup> Annual*

- 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/2003ablowsrey>
- Lowry, L. L. (1996). 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.] [Note; This journal is now called the *Journal of Hospitality & Tourism 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, *45<sup>th</sup> 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. (in press - 2023). Ethnocentrism tourism. In J. Jafari, J. & H. Xiao, H. (Eds). *Encyclopedia of tourism* (2<sup>nd</sup> ed.), Springer.

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. Farrant & 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 (3<sup>rd</sup> Ed.)*. Amherst, MA: UMASS Text Book Annex.

Lowry, L. L. (Ed.). (2001). *Tourism policy, planning, and development: A book of readings (2<sup>nd</sup> 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 - 20<sup>th</sup> 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 Guangdong 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*. Talk 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:**

- 2020-2021 Member, Conference Academic Committee for the 2021 International Travel and Tourism Research Association Annual Conference, Virtual
- 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 Country, 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, 1991, 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:**

2020-2021	<u>Member, Refereed Paper Review Committee, International Travel &amp; Tourism Research Association Annual Conference &amp; Proceedings (June 2021)</u>
2019-2020	<u>Member, Refereed Paper Review Committee, International Travel &amp; Tourism Research Association Annual Conference &amp; Proceedings (June 2020)</u>
2017-2018	<u>Member, Refereed Paper Review Committee, International Travel &amp; Tourism Research Association Annual Conference &amp; Proceedings (June 2018)</u>
2016-2017	<u>Member, Refereed Paper Review Committee, International Travel &amp; Tourism Research Association Annual Conference &amp; Proceedings (June 2017)</u>
2015-2016	<u>Member, Refereed Paper Review Committee, International Travel &amp; Tourism Research Association Annual Conference &amp; Proceedings (June 2016)</u>
2014-2015	<u>Member, Refereed Paper Review Committee, International Travel &amp; Tourism Research Association Annual Conference &amp; Proceedings (June 2015)</u>
2013-2014	<u>Member, Refereed Paper Review Committee, International Travel &amp; Tourism Research Association Annual Conference &amp; Proceedings (June 2014)</u>
2013-20134	<u>Member, Refereed Paper Review Committee, National Extension Tourism Conference (August, 2013)</u>
2012-2013	<u>Member, Refereed Paper Review Committee, International Travel &amp; Tourism Research Association Annual Conference &amp; Proceedings (June 2013)</u>
2012-2013	<u>Member, Refereed Paper Review Committee, National Extension Tourism Conference (August, 2013)</u>
2011-2012	<u>Member, Refereed Paper Review Committee, International Society of Travel &amp; Tourism Educators Association Annual Conference &amp; Proceedings (October, 2013)</u>
2010-2011	<u>Member, Refereed Paper Review Committee, International Travel &amp; Tourism Research Association Annual Conference &amp; Proceedings (June 2011)</u>
2010-2011	<u>Member Planning &amp; Review Committee, Presentations &amp; Workshops, National Extension Tourism Conference 2011 (March 9-11 – Charleston, S.C.)</u>
2008-2011	<u>Board Member, The International Society of Travel &amp; Tourism Educators &amp; Editor, 2009 &amp; 2010 ISTTE Tourism Conference Proceedings</u> <u>Co-Chair, 2009 &amp; 2010 ISTTE Research and Academic Papers Committee</u>
2008-2009	<u>Member Planning &amp; Review Committee, Presentations &amp; Workshops, National Extension Tourism Conference 2009 (June 14-17, 2009 – Park City, UT)</u>
2007-Present	<u>Occasional Reviewer, <i>The International Journal of Culture, Tourism and Hospitality</i></u>

- 2003-2004      Member, Planning & Review Committee, Presentations & Workshops, National Extension Tourism Conference 2004 (September 27-30, 2004 – Kissimmee, FL)
- 2003-2004      Member, Refereed Paper Review Committee, International Travel & Tourism Research Association Annual Conference & Proceedings (June 2004)
- 1991-2003      Director of Cost Center for Hospitality & Tourism Technology, Research and Management (TRAM) that is located in the HTM Department - UMASS/ISOM/HTM
- 1997-2000      Member Editorial Board, University of Massachusetts Press
- 1993-2000      Member Editorial Board, *Journal of Vacation Marketing*
- 1993-1998      Editor, *New England Journal of Travel and Tourism*
- 1992-1994      Member of Travel Professionals Advisory Board for the Wayfarer: Travel in the REAL World
- 1990-1992      Member Newsletter Editorial Board, International Travel and Tourism and Research Association Newsletter
- 1987-1992      Member Editorial Board, *New England Landscape*
- 1989-Present      Occasional Reviewer, *Annals of Tourism Research*.
- 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 Council (Member)

2020-Present Policy Subcommittee – Academic Matters Council (Chair)

2019-2020 Policy Subcommittee – Academic Matters (Council 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:**

- 2021-2022 University of Massachusetts – Amherst – FY22 MSP Faculty Research Support Fund award recipient

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