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### **ACADEMIC EMPLOYMENT HISTORY**

- May 2019-Current                      University of Georgia, Athens, GA
- *Program Coordinator, Hospitality and Food Industry Management*
  - *Associate Professor of Hospitality and Food Industry Management*
- August 2005-May 2019                University of South Carolina Beaufort, Bluffton, SC
- *Director of the Lowcountry and Resort Islands Tourism Institute*
  - *Professor of Hospitality Management*
  - *Associate Professor of Hospitality Management*
- August 2002-July 2005                University of Tennessee, Knoxville, TN
- *Director of the University of Tennessee Tourism Institute*
  - *Coordinator, Certified Tennessee Tourism Professional Education Program*
  - *Assistant Professor of Hotel and Restaurant Administration*
- July 2000-July 2002                    Southern Illinois University, Carbondale, IL
- *Assistant Professor of Hospitality and Tourism*
- September 1994-June 2000            University of South Alabama, Mobile, AL
- *Instructor of Hospitality and Tourism*
  - *Graduate Research Assistant/Fellowship Recipient*
  - *Graduate Student*
- September 1998-September 1999    Auburn University, Auburn, AL
- *Graduate Teaching Assistant-Hotel and Restaurant Management*
- February 1995-September 1998      Faulkner State Community College, Bay Minette, AL
- *Adjunct Professor of Hotel and Restaurant Management*

## EDUCATION

- 2000 **Doctor of Philosophy**, Hotel and Restaurant Management, Auburn University, Auburn, AL
- 1996 **Master of Science**, Recreation Administration, Tourism Specialization, University of South Alabama, Mobile, AL
- 1990 **Bachelor of Science**, Commercial Recreation Management, Hotel Management Specialization, Northeastern University, Boston, MA

## REFEREED JOURNAL PUBLICATIONS

- Salazar, J., Hritz, N., Moorman, C., Brunson, K., & Abraham, A. (2016). Online travel retail site usage and generational differences when using sites to plan a leisure vacation. European scientific journal, special edition, 1, 189-198.
- Costen, W., & Salazar, J. (2011). The Impact of training and development on employee job satisfaction, loyalty, and intent to stay in the lodging industry. Journal of hospitality human resources, 10(3), 273-284.
- Barth, S., & Salazar, J. (2010). Wine tourism and consumer behaviors related to wine purchases. Journal of tourism insights, 1(1) 2-6.
- Calvert, C., Cleavenger, D., Barth, S., & Salazar, J. (2009). The need for culturally sensitive curriculum for Spanish-speaking students at the University of South Carolina Beaufort. Global business languages, 14(1), 73-86.
- Ashraf, H., Atwood, S., Bloom, J., Blaise, D., Salazar, J., & Antun, J. (2008). Efficacy of HACCP-based food handling training program for front-line foodservice workers: A report on a collaborative work between regulatory agencies and academia. Journal of culinary science and technology, 6(1), 63-76.
- Antun, J., Strick, S., & Salazar, J. (2007). The relationship of multicultural attitudes toward job satisfaction. 2007 national business monograph series in the national association of African American studies. Cultural memory: Ethnicity and multiculturalism in the modern world, 4(1), 65-76.
- Costen, W., Salazar, J., & Antun, J. (2006). Who's happy? The relationship between race/ethnicity and job satisfaction in the lodging industry. Journal of diversity in organizations, communities, and nations, 6(2), 15-22.
- Salazar, J., Ashraf, H., Tchong, M., & Antun, J. (2006). Foodservice employee satisfaction and motivation and the relationship with learning food safety. Journal of culinary science and technology, 4(2/3), 93-108.
- Salazar, J., Pfaffenberg, C., & Salazar, L. (2006). Locus of control vs. employee empowerment and the relationship with hotel managers' job satisfaction. The journal of human resources in hospitality and tourism, 5(1), 1-15.

- Antun, J., & Salazar, J. (2005). The impact of learning transfer outcomes on employed culinary arts graduates' perceptions of career success. Journal of culinary science and technology, 4(1), 75-87.
- Davidson-Shivers, G., Salazar, J., & Hamilton, K. (2005). Design of faculty development workshops: Attempting to practice what we preach. College student journal, 39(3), 528-539.
- Salazar, J., Hubbard, S., & Salazar, L. (2002). The influence of locus of control on hotel managers' job satisfaction. The journal of human resources in hospitality and tourism, 1(2), 15-26.
- Salazar, J. P., Chang, S., & Girard, T.C. (2001). The influence of attraction, convention, and special event attendance on hotel occupancy: A case study of Mobile, Alabama. Journal of hospitality and leisure marketing, 8(1/2), 33-43.
- O'Neil, M., Hubbard, S. S., Salazar, J. P., & Kent, W. E. (2000). The impact of tipping on job satisfaction of restaurant servers: A cross-cultural study. Australian journal of hospitality management, 7(2), 51-54.
- Salazar, J. P., & Hubbard, S. S. (2000). The relationship between resort employee empowerment and overall job satisfaction. Praxis: The journal of applied hospitality management, 3(1), 112-129.
- Butts, F., Salazar, J., Sapio, K., & Thomas, D. (1996). The impact of contextual factors on the spring break travel decisions of college students. Journal of hospitality and leisure marketing, 4(3), 63-70.

### **REFEREED CONFERENCE PROCEEDINGS**

- Abraham, A., Hritz, N., & Salazar, J. (2017). Creating a visitor profile using luxury travel and personality: A case study of a national festival. Proceedings from the 2017 Southeast states chapter of travel and tourism research association spring conference & tourism research symposium: Cutting edge research, 4(1), 22-26.
- Hinnant, N., Hritz, N., Salazar, J., & Abraham, A. (2017). Perceptions of tourism in the Lowcountry: A case study of Beaufort County, South Carolina. Proceedings from the 2017 Southeast states chapter of travel and tourism research association spring conference & tourism research symposium: Cutting edge research, 4(1), 47-56.
- Perez, J., Hritz, N., Abraham, A., & Salazar, J. (2017). The economic power of successful local events. Proceedings from the 2017 Southeast states chapter of travel and tourism research association spring conference & tourism research symposium: Cutting edge research, 4(1), 57-62.
- Moorman, C., Brunson, K., Salazar, J. & Hritz, N. (2016). Millennials versus boomers' online behavior: An analysis of the use of online social travel and hotel booking sites. Innovations: Research proceedings of the SESCO federation of the international council of hotel, restaurant, and institutional education, 1(1), 10-12.

- Salazar, J., Cosley, B., Ahn, Y., Kim, S, Gunnels, J, & Brookover, R. (2013). The user of social media and local festivals: A case study of local festivals in the Hilton Head Island area. Spring 2013 Southeast travel and tourism research association.
- Calvert, C., Barth, S., Hammonds, L, & Salazar, J. (2011). Developing a successful international exchange: A Pilot program. Spring 2011 Southeast council on hotel, restaurant, and institutional education, 15(1), 6-9.
- Salazar, J., Barth, S., Brookover, B., & Calvert, C. (2011). Examining travel motivations of visitors attending a professional golf tournament. 2011 annual proceedings; International CHRIE conference-refereed track. July 27, 2011. Available online: [http://scholarworks.umass.edu/referreed/ICHRIE\\_2011/Wednesday/7](http://scholarworks.umass.edu/referreed/ICHRIE_2011/Wednesday/7).
- Salazar, J., Barth, S., & Brookover, B. (2010). Multiple attributes in sport tourism trip decisions to a destination island. Fall 2010 Southeast council on hotel, restaurant, and institutional education, 14(2), 1-5.
- Salazar, J., Calvert, C., Beasley, F., & Thomas, S. (2010). A vacation paradigm shift – from boomers to generation x and millennials: A case study of Hilton Head Island, South Carolina. Fall 2010 Southeast council on hotel, restaurant, and institutional education, 14(2), 74-77.
- Barth, S., & Salazar, J. (2010). A look at satisfaction among private club employees in an exclusive southeastern club. Fall 2010 Southeast council on hotel, restaurant, and institutional education, 14(2), 82-85.
- Salazar, J., Barth, S., Calvert, C., & Thomas, S. (2009) Visitor willingness to practice conservation behaviors while on vacation: An exploratory analysis of Hilton Head Island, SC. Fall 2009 Southeast council on hotel, restaurant, and institutional education, 13(2), 38-41.
- Salazar, J. (2008). Demand for public transportation in a resort destination. Fall 2008 Southeast council on hotel, restaurant, and institutional education, 12(2), 57-61.
- Salazar, J., Barth, S., & Calvert, C. (2008). Lowcountry wine tourism: An exploratory study of consumer behaviors. Fall 2008 Southeast council on hotel, restaurant, and institutional education, 12(2), 62-65.
- Salazar, J. (2008). Recycling in an ecologically sensitive resort community: Why don't visitors and residents recycle? Spring 2008 Southeast council on hotel, restaurant, and institutional education, 12(1), 36-41.
- Salazar, J, Barth, S, & Calvert, C. (2007). Dining characteristics which influence patron spending in a vacation destination. Fall 2007 Southeast council on hotel, restaurant, and institutional education, 11(1), 35-37.

- Costen, W. & Salazar, J. (2007). Why resort employees continue to work: The impact of employee empowerment, customer focus, and job perceptions on job and company satisfaction. Fall 2007 Southeast council on hotel, restaurant, and institutional education, 11(1), 31-34.
- Jetter, L., Costen, W., & Salazar, J. (2007). Understanding the impact of organizational communication and human resource practices on hotel employee job satisfaction. Spring 2007 Southeast council on hotel, restaurant, and institutional education, 11(1), 31-34.
- Calvert, C., Cleavenger, D., & Salazar, J. (2007). The need to focus on managing a Hispanic workforce in South Carolina and the Lowcountry region. Spring 2007 Southeast council on hotel, restaurant, and institutional education, 11(1), 35-37.
- Salazar, J., Calvert, C., & Warren, A. (2006). Service errors that may have health implications: An investigation of decaffeinated coffees purchased from foodservice establishments. Fall 2006 Southeast council on hotel, restaurant, and institutional education, 10(2), 53-57.
- Salazar, J., Calvert, C., & Ruetzler, T. (2006) Hospitality core curriculum assessment based on student, faculty, and industry responses: A pilot study. Spring 2006 Southeast council on hotel, restaurant and institutional education, 10(1), 30-33.
- Salazar, J., Antun, J., & Jahn, W. (2005). The effects of the early school start dates on the Tennessee tourism industry. Fall 2005 Southeast council on hotel, restaurant and institutional education, 9(1), 8-9.
- Salazar, J. (2005). The relationship between Tennessee's early start dates and the tourism industry. Spring 2005 Southeast council on hotel, restaurant and institutional education, 8(2), 65-66.
- Salazar, J. (2005). Tourist profile and demands of visitors attending a Smithsonian traveling exhibit. Spring 2005 Southeast council on hotel, restaurant and institutional education, 8(2), 40-44.
- Salazar, J., Ashraf, H., & Tchong, M. (2004). Job satisfaction and its relationship to food safety learning among university food service employees. 2004 Annual proceedings: International council on hotel, restaurant and institutional education, 289-294.
- Salazar, J., & Burhmester, B. (2004). The influence of the cellar door experience on wine purchasing behaviors. Spring 2003 Southeast council on hotel, restaurant and institutional education, 7(2), 8-10.
- Salazar, J., Apgar, G., & Smith, M. (2003). Illinois wine tourism: A consumer profile of winery visitors. Fall 2003 Southeast council on hotel, restaurant and institutional education, 7(1), 37-40.
- Davidson-Shivers, G.V., Salazar, J., & Hamilton, K.M. (2002). Design of faculty development workshops: Attempting to practice what we preach. In Simonson, M. (Ed.) 2002 25th annual proceedings of the association for educational and communications technology national convention, November 12-17, 2002, Dallas, TX.

Griswold, K., Hastings, D., Jacobson, B., Salazar, J. & Apgar, G. (2002). Effects of rumen degradable protein and fiber quality on microbial growth, digestion, and fermentation in continuous culture. Journal of dairy science, 85(Suppl. 1), 402.

Salazar, J. P., Salazar, L. & Hubbard, S. S. (2001). An analysis of the relationship between locus of control and job satisfaction. Spring 2001 Southeast council on hotel, restaurant and institutional education, 4(1), 38-39.

### **REFEREED CONFERENCE PRESENTATIONS**

Abraham, A., Hritz, N., & Salazar, J. (2017). Creating a visitor profile using luxury travel and personality: A case study of a national festival. The 2017 Southeast states chapter of travel and tourism research association spring conference & tourism research symposium: Cutting edge research, Knoxville, TN.

Hinnant, N., Hritz, N., Salazar, J., & Abraham, A. (2017). Perceptions of tourism in the Lowcountry: A case study of Beaufort County, South Carolina (Poster Presentation). The 2017 Southeast states chapter of travel and tourism research association spring conference & tourism research symposium: Cutting edge research, Knoxville, TN.

Perez, J., Hritz, N., Abraham, A., & Salazar, J. (2017). The economic power of successful local Events (Poster Presentation). The 2017 Southeast states chapter of travel and tourism research association spring conference & tourism research symposium: Cutting edge research, Knoxville, TN.

Salazar, J., Hritz, N., Moorman, C., Brunson, K., & Abraham, A. (2016). Online travel retail site usage and generational differences when using sites to plan a leisure vacation. European scientific institute (ESI) 2nd Pan-American interdisciplinary conference, February 24-26, 2016 Buenos Aires, Argentina.

Salazar, J., Cosley, B., Ahn, Y., Kim, S, Gunnels, J, & Brookover, R. (2013). The user of social media and local festivals: A case study of local festivals in the Hilton Head Island area. Spring 2013 Southeast travel and tourism research association, Atlanta, GA.

Calvert, C., Barth, S., Hammonds, L, & Salazar, J. (2011). Developing a successful international exchange: A Pilot program. Spring 2011 Southeast council on hotel, restaurant, and institutional education, Atlanta, GA.

Salazar, J. (2011). Conservation behaviors of visitors to Hilton Head Island, SC. 2011 annual conference for the international ecotourism society, Hilton Head Island, SC.

Salazar, J., Barth, S., Brookover, B., & Calvert, C. (2011). Examining travel motivations of visitors attending a professional golf tournament. 2011 annual conference for the council on hotel, restaurant and institutional education, Denver, CO.

Dennis, B., Salazar, J., & Barth, S. (2010). A revised corporate social performance model: data analysis. American society of business and behavioral sciences annual conference. Las Vegas, NV.

- Salazar, J., Barth, S., & Brookover, B. (2010). Multiple attributes in sport tourism trip decisions to a destination island. Fall 2010 Southeast council on hotel, restaurant, and institutional education. Beaufort, SC.
- Salazar, J., Calvert, C., Beasley, F., & Thomas, S. (2010). A vacation paradigm shift – from boomers to generation x and millennials: A case study of Hilton Head Island, South Carolina. Fall 2010 Southeast council on hotel, restaurant, and institutional education. Beaufort, SC.
- Barth, S., & Salazar, J. (2010). A look at satisfaction among private club employees in an exclusive southeastern club. Fall 2010 Southeast council on hotel, restaurant, and institutional education. Beaufort, SC.
- Salazar, J., Barth, S., Calvert, C., & Thomas, S. (2009). Visitor willingness to practice conservation behaviors while on vacation: An exploratory analysis of Hilton Head Island, SC. Fall 2009 Southeast council on hotel, restaurant, and institutional education. Oxford, MS.
- Salazar, J. & Barth, S. (2009). Wine tourism and consumer behaviors related to wine purchases. Resort and commercial recreation 29th annual national conference. Kiawah Island, SC.
- Salazar, J. & Thomas, S. (2009). Visitor willingness to practice conservation behaviors while on vacation: An exploratory analysis of Hilton Head Island, SC (Poster Presentation). 7<sup>th</sup> International symposium on tourism and sustainability. University of Brighton, Eastbourne, UK.
- Salazar, J. (2008). Demand for public transportation in a resort destination. Fall 2008 Southeast council on hotel, restaurant, and institutional education, Charlotte, NC.
- Salazar, J., Barth, S., & Calvert, C. (2008). Lowcountry wine tourism: An exploratory study of consumer behaviors. Fall 2008 Southeast council on hotel, restaurant, and institutional education, Charlotte, NC.
- Salazar, J. (2008). Recycling in an ecologically sensitive resort community: Why don't visitors and residents recycle. Spring 2008 Southeast council on hotel, restaurant, and institutional education, Atlanta, GA.
- Salazar, J, Barth, S, & Calvert, C. (2007). Dining characteristics which influence patron spending in a vacation destination. Fall 2007 Southeast council on hotel, restaurant, and institutional education, Hilton Head Island, SC.
- Costen, W. & Salazar, J. (2007). Why resort employees continue to work: The impact of employee empowerment, customer focus, and job perceptions on job and company satisfaction. Fall 2007 Southeast council on hotel, restaurant, and institutional education, Hilton Head Island, SC.

- Jetter, L., Costen, W., & Salazar, J. (2007). Understanding the impact of organizational communication and human resource practices on hotel employee job satisfaction. Spring 2007 Southeast council on hotel, restaurant, and institutional education, Atlanta, GA.
- Calvert, C, Cleavenger, D, & Salazar, J. (2007). The need to focus on managing a Hispanic workforce in South Carolina and the Lowcountry region. Spring 2007 Southeast council on hotel, restaurant, and institutional education, Atlanta, GA.
- Salazar, J., & Costen, W. (2006). How valuable is human resources? The impact of human resources practices on employee job satisfaction, loyalty, and intent to stay. Fall 2006 International society of business disciplines conference, Las Vegas, NV.
- Salazar, J., Calvert, C., & Warren, J. (2006). Service errors that may have health implications: An investigation of decaffeinated coffees purchased from foodservice establishments. Fall 2006 Southeast council on hotel, restaurant, and institutional education, Memphis, TN.
- Costen, W., Antun, J., & Salazar, J. (2006). Who's happy? The relationship between race/ethnicity and job satisfaction in the lodging industry. Sixth international conference on diversity in organizations, communities, and nations, New Orleans, LA.
- Salazar, J., Calvert, C., & Ruetzler, T. (2006) Hospitality core curriculum assessment based on student, faculty, and industry responses: A pilot study. Spring 2006 Southeast council on hotel, restaurant and institutional education, Atlanta, GA.
- Salazar, J., Antun, J., & Jahn, W. (2005). The effects of the early school start dates on the Tennessee tourism industry. Fall 2005 Southeast council on hotel, restaurant and institutional education, Auburn, AL.
- Salazar, J. (2005). The relationship between Tennessee's early start dates and the tourism industry. Spring 2005 Southeast council on hotel, restaurant and institutional education, Lexington, KY.
- Salazar, J. (2005). Tourist profile and demands of visitors attending a Smithsonian traveling exhibit. Spring 2005 Southeast council on hotel, restaurant and institutional education, Lexington, KY.
- Salazar, J., Ashraf, H., & Tchong, M. (2004). Job satisfaction and its relationship to food safety learning among university food service employees. 2004 annual conference for the Council on hotel, restaurant and institutional education, Philadelphia, PA.
- Salazar, J., & Burhmester, B. (2004). The influence of the cellar door experience on wine purchasing behaviors. Spring 2003 Southeast council on hotel, restaurant and institutional education, Atlanta, GA.
- Salazar, J., Apgar, G., & Smith, M. (2003). Illinois wine tourism: A consumer profile of winery visitors. Fall 2003 Southeast council on hotel, restaurant and institutional education, Wilmington, NC.



Davidson-Shivers, G.V., & Salazar, J., and Hamilton, K.M. (2002). Design of faculty development workshops: Attempting to practice what we preach. 25th annual proceedings of the association for educational and communications technology national convention, Dallas, TX.

Salazar, J. P., Salazar, L. & Hubbard, S. S. (2001). An analysis of the relationship between locus of control and job satisfaction. Research proceedings: Spring 2001 Southeast council on hotel, restaurant and institutional education, Atlanta, GA.

#### **UNIVERSITY AFFILIATED GRANT AND CONTRACT RESEARCH**

PI, Fripp Island Property Owner's Survey, Fripp Island POA, \$9,500, 2018. (Funded)

PI, Sea Pines Community Services Association Survey, Sea Pines CSA, \$7,500, 2018. (Funded)

PI, Hilton Head Island Visitor Profile Survey, Hilton Head Island-Bluffton Chamber of Commerce, \$7,500, 2018. (Funded)

PI, Lowcountry Visitor Profile Survey, Beaufort County Heritage Tourism Corporation, \$7,500, 2018. (Funded)

PI, Savannah Music Festival Attendee Survey, Savannah Music Festival, \$6,000, 2018. (Funded)

PI, Hilton Head Island Seafood Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,000, 2018. (Funded)

PI, Hilton Head Island Wingfest Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$2,000, 2018. (Funded)

PI, Hilton Head Island Wine Festival Survey, Hilton Head Island Wine Festival and Hilton Head Island-Bluffton Chamber of Commerce, \$1,000, 2018. (Funded)

PI, Hilton Head Island Snow Day Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,000, 2018. (Funded)

PI, Hilton Head Island St. Patrick's Day Parade Survey, Hilton Head Island Rotary, \$1,000, 2018. (Funded)

PI, Economic Impact of Tourism on Beaufort County, SC, Hilton Head Island-Bluffton Chamber of Commerce, \$4,500, 2018. (Funded)

PI, Economic Impact of Tourism on Hilton Head Island, SC, Hilton Head Island-Bluffton Chamber of Commerce, \$4,500, 2018. (Funded)

PI, Hilton Head Island Economic Impact of Second Homes Study, Hilton Head Island-Bluffton Chamber of Commerce, \$27,000, 2017. (Funded)

PI, Del Webb Sun City Carolina Lakes Strategic Planning Survey Study, Del Webb Sun City Carolina Lakes, \$15,500, 2017. (Funded)

- PI, Savannah Food and Wine Festival Survey, Savannah Food and Wine Festival, \$750, 2017. (Funded)
- PI, Hilton Head Island Oyster Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,000, 2017. (Funded)
- PI, Concours d'Elegance and Motoring Festival Survey, Hilton Head Island Concours d'Elegance and Hilton Head Island-Bluffton Chamber of Commerce, \$3,000, 2017. (Funded)
- PI, Savannah Pride Festival Survey, Survey Pride Festival, \$1,000, 2017. (Funded)
- PI, Bluffton Arts and Seafood Festival Survey, Bluffton Arts and Seafood and Hilton Head Island-Bluffton Chamber of Commerce, \$2,000, 2017. (Funded)
- PI, Beaufort Shrimp Festival Survey, Beaufort Regional Chamber of Commerce, SC, \$1,000, 2017. (Funded)
- PI, Hilton Head Island Burgers, Bacon, and Brew Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,000, 2017. (Funded)
- PI, Tybee Island Tourism Economic Impact Analysis and Visitor Profile Study, Visit Tybee Island, GA, \$11,930, 2017. (Funded)
- PI, Beaufort Water Festival Survey, Beaufort Regional Chamber of Commerce, SC, \$2,000, 2017. (Funded)
- PI, Taste of Beaufort Festival Survey, Beaufort Regional Chamber of Commerce, SC, \$1,000, 2017. (Funded)
- PI, Economic Impact of Tourism on Beaufort County, SC, Hilton Head Island-Bluffton Chamber of Commerce, \$4,500, 2017. (Funded)
- PI, Economic Impact of Golf on Hilton Head Island, SC, Hilton Head Island-Bluffton Chamber of Commerce, \$4,500, 2017. (Funded)
- PI, Economic Impact of Tourism on Hilton Head Island, SC, Hilton Head Island-Bluffton Chamber of Commerce, \$4,500, 2017. (Funded)
- PI, Savannah Music Festival Attendee Survey, Savannah Music Festival, \$5,000, 2017. (Funded)
- PI, Hilton Head Island Seafood Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,000, 2017. (Funded)
- PI, Hilton Head Island Wingfest Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$2,000, 2017. (Funded)
- PI, Hilton Head Island Wine Festival Survey, Hilton Head Island Wine Festival and Hilton Head Island-Bluffton Chamber of Commerce, \$1,000, 2017. (Funded)

PI, Hilton Head Island Snow Day Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,000, 2017. (Funded)

PI, Savannah Food and Wine Festival Survey, Savannah Food and Wine Festival, \$750, 2016. (Funded)

PI, Hilton Head Island Oyster Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$2,000, 2016. (Funded)

PI, Concours d'Elegance and Motoring Festival Survey, Hilton Head Island Concours d'Elegance and Hilton Head Island-Bluffton Chamber of Commerce, \$2,250, 2016. (Funded)

PI, Savannah Pride Festival Survey, Survey Pride Festival, \$1,000, 2016. (Funded)

PI, Bluffton Arts and Seafood Festival Survey, Bluffton Arts and Seafood and Hilton Head Island-Bluffton Chamber of Commerce, \$2,000, 2016. (Funded)

PI, Hilton Head Island Burgers and Brew Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,000, 2016. (Funded)

PI, Beaufort County Disabilities Community Survey, Beaufort County Disabilities Coalition, 5,000, 2016. (Funded)

PI, Beaufort County, SC Residential Demand for a Performing Arts Center on Hilton Head Island, SC, Town of Hilton Head Island, SC, \$60,300, 2016. (Funded)

PI, Sea Pines Community Services Association Traffic Flow Survey, Sea Pines CSA, \$15,000, 2016. (Funded)

PI, Hilton Head Island-Bluffton Chamber of Commerce Annual Member Survey, Hilton Head Island-Bluffton Chamber of Commerce, SC, \$5,000, 2016. (Funded)

PI, Hilton Head Island, SC Boat Show Event Survey, Hilton Head Island Boat Show, SC, \$750, 2016. (Funded)

PI, Taste of Beaufort Festival Survey, Beaufort Regional Chamber of Commerce, SC, \$750, 2016. (Funded)

PI, Hilton Head Island, SC Underground Railroad Conference, Mitchelville Preservation Project, Inc., \$500, 2016. (Funded)

PI, Beaufort County, SC Resident Tourism Sentiment Survey, Hilton Head Island-Bluffton Chamber of Commerce and Beaufort Regional Chamber of Commerce, SC, \$15,000, 2016. (Funded)

PI, Windmill Harbour Association Resident Satisfaction Focus Group and Survey, Windmill Harbour Community Association, \$9,000, 2016. (Funded)

PI, Sea Pines Resort Strategic Planning Survey, Sea Pines Resort, SC, \$6,000, 2016. (Funded)

PI, FirstShore Heritage Attraction Evaluation, FirstShore Tourism and Education Network, \$3,000, 2016. (Funded)

PI, Sun City, SC Tomorrow Survey, Sun City Strategic Planning Committee, \$6,000, 2016. (Funded).

PI, Savannah Music Festival Attendee Survey, Savannah Music Festival, \$5,000, 2016. (Funded)

PI, Economic Impact of Tourism on Hilton Head Island, SC, Hilton Head Island-Bluffton Chamber of Commerce, \$2,500, 2016. (Funded)

PI, Hilton Head Island Wingfest Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2016. (Funded)

PI, Hilton Head Island Wine Festival Survey, Hilton Head Island Wine Festival and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2016. (Funded)

PI, Hilton Head Island Seafood Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2016. (Funded)

PI, Hilton Head Island Snow Day Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2016. (Funded)

PI, Beaufort Film Festival Survey, Beaufort Regional Chamber of Commerce, \$2,250, 2016. (Funded)

PI, Economic Impact of Tourism on Beaufort County, SC, Hilton Head Island-Bluffton Chamber of Commerce, \$2,500, 2016. (Funded)

PI, Sun City Resident Satisfaction Survey, Del Webb Sun City, SC, \$6,000, 2016. (Funded)

PI, Town of Hilton Head Island Economic Advisor, Town of Hilton Head Island, SC, \$20,000, 2015. (Funded)

PI, Economic Impact of Bicycling on Hilton Head Island, SC, Hilton Head Island-Bluffton Chamber of Commerce, SC, \$21,100, 2015. (Funded)

PI, Economic Impact of Tourism on Beaufort County, SC, Hilton Head Island-Bluffton Chamber of Commerce, \$2,500, 2015. (Funded)

PI, Economic Impact of Tourism on Hilton Head Island, SC, Hilton Head Island-Bluffton Chamber of Commerce, \$2,500, 2015. (Funded)

PI, Savannah Residential Sentiment toward Tourism Development for the City of Savannah, Savannah, GA, \$6,000, 2015. (Funded)

PI, Hilton Head Island Seafood Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2015. (Funded)

PI, Savannah Food and Wine Festival Survey, Savannah Food and Wine Festival, \$750, 2015. (Funded)

PI, Hilton Head Island Oyster Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2015. (Funded)

PI, Concours d'Elegance and Motoring Festival Survey, Hilton Head Island Concours d'Elegance and Hilton Head Island-Bluffton Chamber of Commerce, \$2,250, 2015. (Funded)

PI, Sea Pines Resort Visitor Activity Survey, Sea Pines Community Service Association, \$2,250, 2015. (Funded)

PI, Shelter Cove Harbour Fest Survey, Greenwood Property Management and Hilton Head Island-Bluffton Chamber of Commerce, \$3,000, 2015. (Funded)

PI, Beaufort County Infographic, Hilton Head Island Realtors Association, \$500, 2015. (Funded)

PI, Hilton Head Island Coligny Parking Survey, Town of Hilton Head Island, SC, \$2,250, 2015. (Funded)

PI, Hilton Head Island Burgers and Brew Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2015. (Funded)

PI, Bluffton Arts and Seafood Festival Survey, Bluffton Arts and Seafood and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2015. (Funded)

PI, Hilton Head Island Economic Development Survey, Hilton Head Island Economic Development Corporation, \$11,815, 2015. (Funded)

PI, Taste of Beaufort Festival Survey, Beaufort Regional Chamber of Commerce, SC, \$750, 2015. (Funded)

PI, Savannah Resident and Business Tourism Sentiment Survey, City of Savannah, GA, \$6,000, 2015. (Funded)

PI, Hilton Head Island-Bluffton Chamber of Commerce Annual Member Survey, Hilton Head Island-Bluffton Chamber of Commerce, SC, \$5,000, 2015. (Funded)

PI, Hilton Head Island Wingfest Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2015. (Funded)

PI, Hilton Head Island Wine Festival Survey, Hilton Head Island Wine Festival and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2015. (Funded)

PI, Hilton Head Island Affluent Traveler, Hilton Head Island-Bluffton Chamber of Commerce, \$3,000, 2015. (Funded)

PI, Hilton Head Island St. Patrick's Day Parade Survey, Hilton Head Island Rotary, \$750, 2015. (Funded)

Co-PI, Together for Beaufort County Community Social Indicator Assessment for Beaufort County, SC, \$20,000, 2014. (Funded)

PI, Hilton Head National Feasibility Study and Economic Impact Analysis, Scratch Golf, LLC, \$60,000, 2014. (Funded)

PI, Savannah Music Festival Visitor Attendee Assessment, Savannah Music Festival, \$1,000, 2014. (Funded)

Sub Contract, RBC Heritage PGA Golf Tournament Economic Impact Analysis, \$32,500, 2014. (Funded)

PI, Hilton Head Island Wingfest Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2014. (Funded)

PI, Bluffton Arts and Seafood Festival Survey, Bluffton Arts and Seafood and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2014. (Funded)

PI, Savannah Food and Wine Festival Survey, Savannah Food and Wine Festival, \$750, 2014. (Funded)

PI, Hilton Head Island Oyster Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2014. (Funded)

PI, Hilton Head Island Burgers and Brew Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2014. (Funded)

PI, Concours d'Elegance and Motoring Festival Survey, Hilton Head Island Concours d'Elegance and Hilton Head Island-Bluffton Chamber of Commerce, \$2,250, 2014. (Funded)

PI, Bluffton Arts and Seafood Festival Survey, Bluffton Arts and Seafood and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2014. (Funded)

PI, Hilton Head Island-Bluffton Chamber of Commerce Annual Member Survey, Hilton Head Island-Bluffton Chamber of Commerce, SC, \$5,000, 2014. (Funded)

PI, Sea Pines Country Club Facilities Survey, Sea Pines Country Club, \$500, 2014. (Funded)

PI, Hilton Head Island Visitor Profile Study, Hilton Head Island-Bluffton Chamber of Commerce, \$10,935, 2014. (Funded)

PI, Sun City Hilton Head Home Owner Satisfaction Study and Strategic Planning Assessment, Sun City Strategic Planning Committee, \$6,000, 2014. (Funded)

PI, Hilton Head Island Italian Festival Survey, Hilton Head Island Italian Festival, \$750, 2013. (Funded)

PI, Concours d'Elegance and Motoring Festival Survey, Hilton Head Island Concours d'Elegance and Hilton Head Island-Bluffton Chamber of Commerce, \$2,250, 2013. (Funded)

PI, Beaufort High on the Hog Festival Survey, Beaufort Regional Chamber of Commerce, SC, \$750, 2013. (Funded)

PI, Hilton Head Island Snow Day Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2013. (Funded)

PI, Beaufort Shrimp Festival Survey, Beaufort Regional Chamber of Commerce, SC, \$750, 2013. (Funded)

PI, Savannah Food and Wine Festival Survey, Savannah Food and Wine Festival, \$750, 2013. (Funded)

PI, Hilton Head Island Oyster Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2013. (Funded)

PI, Bluffton Arts and Seafood Festival Survey, Bluffton Arts and Seafood and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2013. (Funded)

PI, Hilton Head Island Burgers and Brew Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2013. (Funded)

PI, Beaufort Water Festival Survey, Beaufort Regional Chamber of Commerce, SC, \$1,500, 2013. (Funded)

PI, Hilton Head Island Seafood Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2013. (Funded)

PI, Hilton Head Island Wingfest Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2013. (Funded)

PI, Hilton Head Island Wine Festival Survey, Hilton Head Island Wine Festival and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2013. (Funded)

PI, Sea Pines Property Owner Survey, Sea Pines Country Club, \$6,000, 2013. (Funded)

PI, Beaufort Film Festival Survey, Beaufort Regional Chamber of Commerce, \$1,500, 2013. (Funded)

PI, Hilton Head Island Visitor Profile Study for the Hilton Head Island-Bluffton Chamber of Commerce, \$30,000, 2013. (Funded)

Co-PI, Brand Assessment and Development Project 2013 for the Hilton Head Island-Bluffton Chamber of Commerce, \$32,600, 2013. (Funded)

PI, Economic Impact Analysis of a Newly Proposed Performing Arts Center for Hilton Head Island, SC, Community Vision of Hilton Head Island, \$10,000, 2013. (Funded)

PI, Hilton Head Island-Bluffton Chamber of Commerce Member Satisfaction Survey, Hilton Head Island-Bluffton Chamber of Commerce, \$5,000, 2013. (Funded)

PI, Economic Impact of Property Tax Act 388 on Beaufort County Schools, Hilton Head Island Realtors Association, \$10,000, 2013. (Funded)

PI, Establishment of the Hilton Head Island/Bluffton Chamber of Commerce Business Barometer, Hilton Head Island-Bluffton Chamber of Commerce, \$5,000, 2013. (Funded)

PI, Hilton Head Island Day Tripper Analyses and Visitor Estimate Study, Hilton Head Island-Bluffton Chamber of Commerce, \$38,173, 2012. (Funded)

PI, Hilton Head Island Seafood Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2012. (Funded)

PI, Hilton Head Island Wingfest Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2012. (Funded)

PI, Hilton Head Island Wine Festival Survey, Hilton Head Island Wine Festival and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2012. (Funded)

PI, Concours d'Elegance and Motoring Festival Survey, Hilton Head Island Concours d'Elegance and Hilton Head Island-Bluffton Chamber of Commerce, \$2,250, 2012. (Funded)

PI, Hilton Head Island-Bluffton Chamber of Commerce Member Satisfaction Survey, Hilton Head Island-Bluffton Chamber of Commerce, \$5,000, 2012. (Funded)

PI, Hilton Head Island Oyster Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2012. (Funded)

PI, Hilton Head Island Italian Festival Survey, Hilton Head Island Italian Festival, \$750, 2012. (Funded)

PI, Economic Impact of the USCB NAIA Regional Baseball Tournament, University of South Carolina Beaufort, \$1,000, 2012. (Funded)

PI, Taste of Beaufort Festival Survey, Beaufort Regional Chamber of Commerce, SC, \$750, 2012. (Funded)



PI, Hilton Head Island St. Patrick's Day Parade Survey, Hilton Head Island Rotary, \$750, 2012. (Funded)

Co-PI, Statistical Analysis of Body Mass Index (BMI) Data on 3rd -, 5th - and 8th -Grade Students in the Beaufort and Jasper County School Districts, SC Department of Health & Environmental Control (DHEC), \$4,000, 2012. (Funded)

PI, Hilton Head Island Snow Day Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2012. (Funded)

Sub Contract, Hilton Head Island Red Fields to Green Fields Analyses, Georgia Tech Institute of Technology, \$5,000, 2011. (Funded)

PI, Hilton Head Island Italian Festival Survey, Hilton Head Island Italian Festival, \$750, 2011. (Funded)

PI, Hilton Head Island Oyster Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2011. (Funded)

PI, Concours d'Elegance and Motoring Festival Survey, Hilton Head Island Concours d'Elegance and Hilton Head Island-Bluffton Chamber of Commerce, \$2,250, 2011. (Funded)

PI, Hilton Head Island Cajun Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2011. (Funded)

PI, Beaufort Shrimp Festival Survey, Beaufort Regional Chamber of Commerce, SC, \$750, 2011. (Funded)

PI, Hilton Head Island Seafood Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2011. (Funded)

PI, Hilton Head Island Wingfest Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2011. (Funded)

PI, Sweet Tea Tourism Region Advertising Conversion Study, Hilton Head Island-Bluffton Chamber of Commerce, Savannah Convention and Visitor Bureau, Amelia Island Chamber of Commerce, and Charleston Area Convention and Visitors Bureau, \$8,000, 2011. (Funded)

PI, MCAS Beaufort Air Show Survey, MCAS Air Show, \$1,500, 2011. (Funded)

Co-PI, Together for Beaufort County Social Indicator Assessment, Beaufort County Human Services Alliance, \$10,000, 2011. (Funded)

Sub Contract, Hispanic Health Care, Language and Cultural Needs in the Lowcountry, University of South Carolina Beaufort Sea Islands Institute Grant Program, \$5,000, 2011. (Funded)

- PI, Concours d'Elegance and Motoring Festival Survey, Hilton Head Island Concours d'Elegance, \$1,125, 2011. (Funded)
- PI, Hilton Head Island Italian Festival Survey, Italian Club of Hilton Head Island, \$750, 2011. (Funded)
- Co-PI, Statistical Analysis of Body Mass Index (BMI) Data on 3rd -, 5th - and 8th -Grade Students in the Beaufort and Jasper County School Districts, SC Department of Health & Environmental Control (DHEC), \$4,000, 2011. (Funded)
- PI, Hilton Head Island Economic Impact of Second Homes Study, Hilton Head Island-Bluffton Chamber of Commerce, \$23,949, 2011. (Funded)
- PI, Hilton Head Island Quality of Life Residential Survey, Town of Hilton Head Island, SC, \$3,652, 2010. (Funded)
- PI, Hilton Head Island Seafood Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2010. (Funded)
- PI, Hilton Head Island Oyster Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2010. (Funded)
- PI, Hilton Head Island Cajun Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2010. (Funded)
- PI, Beaufort Shrimp Festival Survey, Beaufort Regional Chamber of Commerce, SC, \$750, 2010. (Funded)
- PI, Concours d'Elegance and Motoring Festival Survey, Hilton Head Island Concours d'Elegance, \$1,125, 2010. (Funded)
- Co-PI, Statistical Analysis of Body Mass Index (BMI) Data on 3rd -, 5th - and 8th -Grade Students in the Beaufort and Jasper County School Districts, SC Department of Health & Environmental Control (DHEC), \$4,000, 2010. (Funded)
- PI, Sea Island Ecotourism and Sustainability, Beaufort County Workforce Investment Act Incumbent Worker Training Program, \$10,205, 2009 (Funded)
- PI, Assessing Potential Riders for Proposed Northern Beaufort County Bus System, Lowcountry Council of Governments, \$21,468, 2009 (Funded)
- PI, Jasper County Port Labor Analyses, Beaufort County SC, \$15,390, 2009. (Funded)
- Co-PI, Statistical Analysis of Body Mass Index (BMI) Data on 3rd -, 5th - and 8th -Grade Students in the Beaufort and Jasper County School Districts, SC Department of Health & Environmental Control (DHEC), \$4,000, 2009. (Funded)
- PI, Hilton Head Island Oyster Festival Survey, Island Rec Association and Hilton Head Island-Bluffton Chamber of Commerce, \$1,500, 2009. (Funded)

PI, Hilton Head Island Wine Festival Survey, Hilton Head Island Wine Festival and Hilton Head Island-Bluffton Chamber of Commerce, \$750, 2009. (Funded)

Co-PI, Statistical Analysis of Body Mass Index (BMI) Data on 3rd -, 5th - and 8th -Grade Students in the Beaufort and Jasper County School Districts, SC Department of Health & Environmental Control (DHEC), \$4,000, 2008. (Funded)

PI, Investigating Potential Ridership, Marketing, and Promotional Strategies for the Proposed US 278 Bus System, Lowcountry Council of Governments, \$18,636, 2008. (Funded)

PI, Colleton River Plantation Club Member Satisfaction Assessment, Colleton River Plantation, \$10,000, 2008. (Funded)

PI, Hilton Head Island Hospitality Association Customer Service Training, Hilton Head Island Hospitality Association, \$1,750, 2008. (Funded)

PI, Hilton Head Island Annual Visitor Demand and Profile Research, Hilton Head Island Chamber of Commerce, \$12,700, 2008. (Funded)

PI, Hilton Head Island 2007 Food Festival Visitor Analyses, Hilton Head Island Hospitality Association, \$750, 2007. (Funded)

PI, Hilton Head Island 2007 Wine Festival Visitor Analyses, Hilton Head Island Hospitality Association, \$750, 2007. (Funded)

PI, Hilton Head Island Wine Festival Survey, Hilton Head Island Wine Festival, \$750, 2007. (Funded)

PI, Hilton Head Island Shelter Cove Harbour Fest Survey, Hilton Head Island Hospitality Association, \$10,000, 2007. (Funded)

PI, Hilton Head Island 2006 Food Festival Visitor Analyses, Hilton Head Island Hospitality Association, \$750, 2006. (Funded)

PI, Job Satisfaction of Hotel and Resort Employees, Point Clear Holdings Hotels and Resorts, \$6,500, 2004. (Funded)

Co-PI, Measurement of the Effect of Tennessee Agritourism Training and Promotion Programs: Tennessee Department of Agriculture, \$15,025, 2004. (Funded)

PI, Effects of the Early School Start Dates on the Tennessee Tourism Industry: Tennessee Department of Tourist Development, \$4,000, 2004. (Funded)

Co-PI, Sustainable Tourism Development Strategies for Rural Areas Near a Gateway Community, University of Tennessee Professional Development Program, \$5,000, 2004. (Funded)

PI, Job Satisfaction of Hotel and Resort Employees, Point Clear Holdings Hotels and Resorts, \$3,000, 2003. (Funded)

- PI, Job Satisfaction of Hotel and Resort Employees, Point Clear Holdings Hotels and Resorts, \$3,000, 2002. (Funded)
- PI, Relationships Among Tourist Venues within Knoxville and Knox County: University of Tennessee Small Grant Fund Program, \$26,913, 2002-2005. (Funded)
- PI, Wines, Grapes, Tourism, and Rural Economic Development: Lessons Learned from the Shawnee Hills Wine Trail, Illinois Council on Food and Agricultural Research, \$54,957, 2001-2003. (Funded)
- PI, Residential Perception of Economic Development within Federally Qualified Empowerment Zones, Pope-Harden County Shawnee Hills Empowerment Zone Initiative, \$650, 2001. (Funded)
- Co-PI, Marketing and Processing Feasibility Studies for Prawn Production in Southern Illinois: Investigating Mobile Processing for Local Festivals, Illinois AgriFIRST, \$22,000, 2002. (Funded)
- PI, Mobile Hotel and Motel Association Wage and Benefits Assessment, \$500, 2002. (Funded)
- PI, Hospitality Training Program for Illinois National Scenic Byways, Illinois Department of Commerce and Community Affairs, Bureau of Tourism and the Federal Highway Administration, \$49,985, 2001-2002. (Funded)
- PI, Mobile Hotel and Motel Association Wage and Benefits Assessment, \$500, 2000-01. (Funded)
- PI, Proposal to Establish the Coastal Sustainable Economic Advancement Center at University of South Carolina Beaufort, US Economic Development Administration, \$785,245. (Not Funded)
- Co-PI, The Lowcountry Ecotourism and Sustainability Certificate Training, US Environmental Protection Agency, \$47,029, 2010. (Not Funded)
- Co-PI, Informal environmental education for the business community: Developing tools for environmental interpretation of the Southeastern Atlantic Coastal Plain, National Science Foundation, \$260,780, 2009. (Not Funded)
- PI, Creation of an EDA University Center at the University of South Carolina – Beaufort: US Economic Development Administration, \$144,209, 2006. (Not Funded)
- Co-PI, Tourism Development Strategies for Rural Communities Near Gateway Cities in Southern Appalachia: US Department of Agriculture, \$497,135. (Not Funded)
- PI, Utilizing New Technologies to Develop a Real-Time Methodology for Tourist Data Collection and Analyses Serving Tennessee Communities: US Department of Commerce, \$1,087,904, 2004. (Not Funded)

PI, A Comprehensive Marketing Study: Tourism Segments in Knoxville and Knox County, Knoxville Tourism and Sports Corporation, \$56,500, 2003. (Not Funded)

PI, Data Collection for Analyzing Visitor Profiles and Tourist Attraction Demand for the Cherohala Skyway and the Ocoee Byway: US Department of Transportation, \$139,365, 2003. (Not Funded)

PI, Investigating Employee Job Satisfaction and Commitment within Hospitality and Tourism Organizations, University of Tennessee Professional Development Awards Program, \$2,700, 2002. (Not Funded)

PI, Turnover within the Hospitality Sales and Marketing Profession, Hospitality Sales and Marketing Association International Foundation, \$30,000. (Not Funded)

PI, Investigating the Relationship between Byway Attractions and Other Tourism Indicators for the Ohio River Scenic Route: US Department of Transportation, \$87,726, 2000. (Not Funded)

PI, Market Research for the Shawnee Hills Wine Trail, Illinois Council on Food and Agriculture Research, \$80,000, 2000. (Not Funded)

#### **TEXTBOOK CHAPTER**

Salazar, J. (2014). Planning and designing the environment for meetings, events, and conventions. In G. Fenich, Planning and management of meetings, expositions, events and conventions, Columbus, OH; Pearson/Prentice Hall.

#### **EDITED VOLUMES**

Costen, W.M., Salazar, J., & Antun, J. (2011). Who's happy? The relationship between race and job satisfaction in the lodging industry. In J. H. Westover (Ed.) Examining job satisfaction: Causes, outcomes, and comparative differences. Champaign, IL: Common Ground Publishing.

#### **TEXTBOOKS REVIEWED**

Mill, R. (2006). Managing the lodging operation. Upper Saddle River, NJ: Pearson Prentice Hall.

Kotler, P., Bowen, J, Makens, J. (2003). Marketing for hospitality and tourism, 4<sup>th</sup> edition. Upper Saddle River, NJ: Pearson Prentice Hall.

#### **INVITED PRESENTATIONS AND COMMUNITY SERVICE**

- 2016-Synovous Executive Leadership Meeting, “Affordable Housing Analysis for Beaufort County, SC (Speaker),” Hilton Head Island, SC.
- 2014-Colleton River Plantation Executive Committee, “A Profile of Hilton Head Island Visitors with Incomes Over \$150,000” (Speaker), Bluffton, SC

- 2014-Hilton Head Island Visitor and Convention Bureau National Tourism Week Summit, “Our Hilton Head Island Visitors” (Speaker), Hilton Head Island, SC
- 2014-Annual Meeting of the RBC Heritage PGA Golf Tournament Board of Directors, “RBC Heritage PGA Golf Tournament Economic Impact Report” (Speaker), Hilton Head Island, SC
- 2013-Annual Meeting of the American Association of Retirement Communities, “The 3 R’s of Hilton Head Island Tourism: Resorts, Recreation, and Retirees” (Speaker), Hilton Head Island, SC
- 2013- Hilton Head Institute Fall Calibogue Series, “An Island Apart” (Panel Speaker), Hilton Head Island, SC
- 2013- REALTORS Commercial Alliance of Savannah/Hilton Head Membership Meeting, “How important is tourism to the Georgia Coastal Empire and South Carolina Lowcountry?” (Presenter), Savannah, GA
- 2013-The Carolinas Chapter of Club Managers Association of America, “For employee satisfaction, what matters is…” (Presenter), Hilton Head Island, SC
- 2012-Present Tourism Industry Blog Writer, Bluffton Today, Bluffton, SC
- 2012 Hilton Head Island Tourism Marketing Council, 2011-12 Hilton Head Island Festival/Event Survey Results and Comparisons, Hilton Head Island, SC
- 2011 Red Fields to Green Fields National Meeting, Hilton Head Island Case Study (Co-Presenter), US Capitol Building Congressional Auditorium, Washington, DC
- 2009 Hilton Head Island, SC Accommodations Tax Committee Presentation, Hilton Head Island, SC
- 2009 USCB Faculty Development Committee Meeting Presentation (Co-Presenter) Litzky, B., Godshalk, V.M., Beasley, F. & Salazar, J. “A Service Learning Model for Higher Education: Lessons from the Field,” Bluffton, SC
- 2007 Multicultural Foodservice and Hospitality Alliance. What matters: Organizational and job attributes that influence employee job satisfaction in lodging (Co-Presenter), San Francisco, CA
- 2002-2004 Certified Tennessee Tourism Professional Seminars (Presenter), Knoxville, TN
- 2004 Giles County Economic Development Institute, Economic Development Commission Pulaski – Giles County, Tourism in Rural Economic Development (Presenter), Pulaski, TN
- 2004 Marketplace for Ideas in Agriculture and Rural Communities Conference and Trade Show (Presenter), University of Tennessee - Martin, Martin, TN
- 2003 Employee Satisfaction, Point Clear Holdings Hotels and Resorts (Presenter), Point Clear, AL
- 2003 Knoxville Tourism Alliance: February Guest Speaker, Knoxville, TN
- 2002 Agricultural Tourism (Presenter): Illinois Association of Community College Agriculture Instructors Annual Fall Conference, John Wood Community College, Quincy, IL
- 1998-2002 Employee Satisfaction Assessment (Presenter and Consultant): Marriott’s Grand Hotel, Point Clear, AL
- 2001 Tools for the Trade-Hospitality Training (Panel Speaker): Illinois Governor’s Conference on Tourism, Springfield, IL
- 2001 Rend Lake Resort Hospitality Training (Presenter), Rend Lake, IL
- 2001 Agritourism Presenter: Value Added and New Technologies for Agriculture, Southern Illinois University, Carbondale, IL
- 2000 Managing Customer Service within Tourist Destinations (Luncheon Speaker): Eastern Shore Tourism Summit, Daphne, AL

- 1998-2000 Using PowerPoint in the Classroom (Seminar Co-Leader): University of South Alabama, Mobile, AL

### **INDUSTRY CONSULTING SERVICES**

- 2016 Philadelphia Country Club Employee Satisfaction Survey, Gladwyne, PA
- 2013 Beaufort Regional Chamber of Commerce Strategic Planning Facilitator, Beaufort, SC
- 2011 The Economic Impact of Mitchelville Freedom Park on Beaufort County, South Carolina, Hilton Head, SC
- 2011 Philadelphia Country Club Employee Satisfaction Survey, Gladwyne, PA
- 2011 Lowcountry Regional Transportation Association Strategic Planning Facilitator, Bluffton, SC
- 2011 City of Beaufort Customer Service Training, Beaufort, SC
- 2010 Economic Impact of the Verizon Heritage PGA Golf Tournament, Hilton Head Island, SC
- 2011 Belfair Plantation Club Strategic Planning Facilitator, Bluffton, SC
- 2010 Callawassie Island Club Member Satisfaction Survey, Okatie, SC
- 2010 Lowcountry Regional Transportation Association Strategic Planning Facilitator, Bluffton, SC
- 2010 Brays Island Plantation Club Member Satisfaction Survey, Sheldon, SC
- 2010 Brays Island Plantation Club Employee Satisfaction Survey, Sheldon, SC
- 2009 Expert Witness: Dry Creek, LLC Plaintiff v. Peckerhead Pub, Inc. and Dr. Jay M. Kalan, Defendants, County of Beaufort, Beaufort, SC
- 2009 Belfair Plantation Club Strategic Planning Facilitator, Bluffton, SC
- 2009 Philadelphia Country Club Employee Satisfaction Survey, Gladwyne, PA
- 2008 Country Club of Detroit Employee Satisfaction Survey, Grosse Pointe Farms, MI
- 2007 Denver Adam's Mark Hotel Employee Satisfaction Survey, Denver, CO
- 1999-2004 Marriott's Grand Hotel Employee Satisfaction Survey, Point Clear, AL
- 1999 Adam's Mark Hotel Employee Satisfaction Survey, Mobile, AL
- 1999 Holiday Inn Historic District Hotel Employee Satisfaction Survey, Mobile, AL
- 1999 Radisson Admiral Semmes Hotel Employee Satisfaction Survey, Mobile, AL

### **NON FUNDED TECHNICAL REPORTS**

- 2012 Hilton Head Island 2007-2010 Top 10 NAICs Assessment, Hilton Head Island, SC
- 2009 Professional Tennis Registry Conference Economic Impact Analyses, Professional Tennis Registry, Hilton Head Island, SC
- 2008 USTA South Carolina Senior Tennis Championships, Prepared for Sea Pines Resort, Hilton Head Island, SC
- 2006 Hilton Head Island Visitors and Convention Bureau Welcome Center Visitor Profile, Hilton Head Island, SC
- 2004 "Key Ingredients: America by Food" Smithsonian Exhibit: Ramsey House Plantation, Knoxville, TN
- 2004 "September 11: Bearing Witness to History" Smithsonian Exhibit: East Tennessee Historical Society Museum, Knoxville, TN

## **PROFESSIONAL AND ACADEMIC SERVICE AND RECOGNITION**

- 2010-Current Member of Destination Marketing Association International
- 1996-Current Member of the Council for Hotel, Restaurant, and Institutional Education
- 1996-Current Member of the Travel and Tourism Research Association
- 2013 Tourism Cares Professional Development Scholarship Review Committee
- 2012-2013 Advisor to the Lowcountry Regional Transportation Coordination Action Plan Development Committee
- 2010-2013 Director of Research: Council of Hotel, Restaurant, and Institutional Educators Southeast Federation
- 2012-Advisor to the Hilton Head Island, SC Economic Development Advisory Board
- 2012-Focus Group Member Day Labor for Economic Development
- 2005-2007 Board of Directors and 2007 Chapter President: Southeast Travel and Tourism Research Association
- Member of the 2004 Knoxville Tourism and Sports Corporation Tourism Task Force
- 2001-2002 Rural Tourism Advisor: Rural Development Opportunities, Illinois Council on Food and Agricultural Research Rural Development Strategic Initiative, Southern Illinois University-Carbondale, Carbondale, IL
- 2001-2002 Board of Directors, Carbondale Convention and Tourism Bureau, Carbondale, IL
- 2001-2002 Advisor to the Shawnee Hills Empowerment Zone Initiative Steering Committee, Golconda, IL
- 2000-2002 Steering Committee Member: Ohio River Scenic Route-National Scenic Byway, Golconda, IL
- Member of Eta Sigma Delta-Hotel and Restaurant Management International Honor Society
- Member of Kappa Delta Pi-International Honor Society in Education
- 1999-2000 Member of the Eastern Shore Chamber of Commerce Tourism Committee
- 1996-2000 Member of the Tourism Works for Mobile Committee
- 1998 Joseph S. Bruno Scholarship: Doctoral Student Recipient, Auburn University
- 1996 Education Honors Award: Graduate Student Recipient, University of South Alabama

## **PROFESSIONAL MEETINGS AND CONFERENCES ATTENDED**

- 2014/2011/2010/2004/2002 International Council for Hotel, Restaurant, and Institutional Educators Conference, Orlando, FL, Philadelphia, PA, San Juan, PR, Denver, CO, and San Diego, CA
- 2014 Inaugural Charles E. Fraser Sustainable Resort Development Conference, Hilton Head Island, SC
- 2010 International Ecotourism Society Annual Meeting, Portland, OR
- 1997-2010 Southeast Council for Hotel, Restaurant, and Institutional Educators Conference: Atlanta, GA, Hilton Head, SC, Wilmington, NC, Auburn, AL, and Charlotte, NC
- 2009 7<sup>th</sup> International Symposium on Tourism and Sustainability: Travel and Tourism in the Age of Climate Change Robust Findings, Key Uncertainties, Eastbourne, UK
- 2006 Southeast Tourism Society, Sarasota, FL
- 2005 International Hotel, Motel, and Restaurant Show, New York, NY
- 2002-2004 Tennessee Governor's Conference on Tourism, Nashville, TN
- 1998-2003 National Restaurant Association's-International Hotel and Restaurant Show: Chicago, IL



- 2002 Illinois Governor's Conference on Tourism, Chicago, IL
- 2000 Southern Illinois Region Trace of Ages Heritage Tourism Project Meeting: Chester, IL
- 2000 Mississippi Delta Regional Tourism Development Initiative Meeting hosted by the US Department of Transportation: Memphis, TN
- 2000 Fall Meeting of the South Central States Chapter of the Travel Tourism Research Association: Hattiesburg, MS
- 1996-1999 Tourism Works for Mobile Conference-Mobile Convention and Visitors Corporation: Mobile, AL

### **UNIVERSITY COMMITTEE AND SERVICE ASSIGNMENTS**

- Faculty Co-Director of the University of South Carolina Beaufort Southern Association of Colleges and Schools (SACS) Quality Enhancement Program, 2017-Present
- Strategic Planning Committee Member, University of South Carolina Beaufort, 2016-Present
- Strategic Planning Community Partnership Sub Committee Chair, University of South Carolina Beaufort, 2016-Present
- Charles E. Fraser Sustainable Resort Development Conference Steering Committee Member, 2014-Present
- University of South Carolina Beaufort Lowcountry and Resort Islands Tourism Institute Website Developer and Content Manager, University of South Carolina Beaufort, 2007-Present
- Member, Faculty Development Committee, University of South Carolina Beaufort, 2012-2017
- Member, Faculty Welfare Committee, University of South Carolina Beaufort, 2007-2017
- Member, Post Tenure Review Committee, University of South Carolina Beaufort, 2012-2016
- Chair, Faculty Senate, University of South Carolina Beaufort, 2013-2015
- Chair Elect, Faculty Senate, University of South Carolina Beaufort, 2011-2012
- Chair, Promotion and Tenure Committee, University of South Carolina Beaufort, 2011-2012
- Chair, Pre-Tenure Review Committee, University of South Carolina Beaufort, 2011-2012
- Member, University Curriculum Committee, University of South Carolina Beaufort, 2011-2012
- Member Faculty Grievance Committee, University of South Carolina Beaufort, 2010-2012
- Co-Chair, Faculty Development Committee, University of South Carolina Beaufort, 2010-2012
- Chair, University Curriculum Committee, University of South Carolina Beaufort, Spring 2010
- EVCAA Search Committee, University of South Carolina Beaufort, Spring 2010
- University Marketing Review Committee, University of South Carolina Beaufort, 2008-2009
- Chair, University Scholarship Committee, University of South Carolina Beaufort, 2007-2009
- Physics Search Committee, University of South Carolina Beaufort, 2009
- Secretary, Faculty Senate, University of South Carolina Beaufort, 2006-2008
- Marketing Search Committee, University of South Carolina Beaufort, 2008
- Member, University Curriculum Committee, University of South Carolina Beaufort, 2007
- Hospitality Management Search Committee, University of South Carolina Beaufort, 2006
- Member, University Scholarship Committee, University of South Carolina Beaufort, 2006
- Faculty Development Committee, University of South Carolina Beaufort, 2006
- Alternate Member, University Honor Court, University of South Carolina Beaufort, 2006

- Faculty Advisor, Hospitality and Tourism Student Association Southern Illinois University, 2000-2002
- Faculty Advisor, Hospitality and Tourism Student Association University of South Alabama, 1996-2000

### **GRADUATE DEGREE STUDENTS SUPERVISED**

- Andy Park (2004-2005) Ph.D. Consumer Services Management, College of Education, Health and Human Sciences, University of Tennessee, Research Supervisor
- Beth Buhmester (2003-2004) MS Consumer Services Management, College of Education, Health and Human Sciences, University of Tennessee, Committee Member Advisee
- Miriam Tcheng (2002-2003) MS Food and Nutrition, College of Agriculture, Southern Illinois University-Carbondale, Supervisor/Committee Member Advisee
- Amber McLellan (2002-2003) MS Consumer Services Management, College of Education, Health and Human Sciences, University of Tennessee, Committee Member Advisee
- Eva Marcus (2002-2003) MS Consumer Services Management, College of Education, Health and Human Sciences, University of Tennessee, Committee Member Advisee
- Jennifer Feldmeier (2001-2002) MS Food and Nutrition, College of Agriculture, Southern Illinois University-Carbondale, Committee Member Advisee
- Nam Yun Kil (2001-2002) MS Recreation Administration, College of Educations, Southern Illinois University-Carbondale, Supervisor/Committee Member Advisee
- Pat York (2001-2002) MS Forestry/Outdoor Recreation, College of Agriculture, Southern Illinois University-Carbondale, Committee Member Advisee
- Jaclyn Howard (2000-2001) MS Food and Nutrition, College of Agriculture, Southern Illinois University-Carbondale, Committee Member Advisee
- Paula Most (2000-2001) MS Food and Nutrition, College of Agriculture, Southern Illinois University-Carbondale, Committee Member Advisee
- Jennifer Prish (2000-2001) MS Food and Nutrition, College of Agriculture, Southern Illinois University-Carbondale, Committee Member Advisee

### **UNDERGRADUATE STUDENT RESEARCH ASSISTANTS SUPERVISED**

- Carolina Larimore (2017-Present) BS Psychology, University of South Carolina Beaufort
- Amber Hartley (2017-Present) BS Hospitality Management, University of South Carolina Beaufort
- Christian Dammel (2017-Present) BS Psychology, University of South Carolina Beaufort
- Alexis Lawson (2017-Present) BS Hospitality Management, University of South Carolina Beaufort
- Matt McCoy (2017-Present) BS Hospitality Management, University of South Carolina Beaufort
- Ariadna Ramirez (2017-Present) BS Hospitality Management, University of South Carolina Beaufort
- Myckenzie Horton (2017-Present) BS Hospitality Management, University of South Carolina Beaufort
- Kristen Robello (2017-Present) BS Hospitality Management, University of South Carolina Beaufort

- Cameron Maze (2017-Present) BS Hospitality Management, University of South Carolina Beaufort
- Angela Puleo (2016-Present) BS Hospitality Management, University of South Carolina Beaufort
- Nicole Hinnant (2016-Present) BS Hospitality Management, University of South Carolina Beaufort
- Sarah Dawkins (2016-Present) BS Hospitality Management, University of South Carolina Beaufort
- Alison Estle (2016-Present) BS Hospitality Management, University of South Carolina Beaufort
- Parrish Brown (2016-Present) BS Hospitality Management, University of South Carolina Beaufort
- Ariel Knight (2014-Present) BS Hospitality Management, University of South Carolina Beaufort
- Carrie Myers (2014-Present) BS Hospitality Management, University of South Carolina Beaufort
- Tanner Chadwick (2016) BS Hospitality Management, University of South Carolina Beaufort
- Allison Fasset (2016) BS Hospitality Management, University of South Carolina Beaufort
- Drew O'Brien (2016) BS Hospitality Management, University of South Carolina Beaufort
- Bailey Quick (2016) BS Hospitality Management, University of South Carolina Beaufort
- Jasmine Perez (2015-2016) BS Hospitality Management, University of South Carolina Beaufort
- Mohammed Sohait Nejjar (2015-2016) BS Hospitality Management, University of South Carolina Beaufort
- Caleb Thompson (2015-2016) BS Hospitality Management, University of South Carolina Beaufort
- Margaret Creeden (2015-2016) BS Hospitality Management, University of South Carolina Beaufort
- Ashley Russell (2016-2016) BS Psychology, University of South Carolina Beaufort
- Kelli Brunson (2012-2016) BS Hospitality Management, University of South Carolina Beaufort
- Catherine Moorman (2012-2016) BS Hospitality Management, University of South Carolina Beaufort
- Kenzie Rathe (2014-15) BS Hospitality Management, University of South Carolina Beaufort

**UNIVERSITY OF SOUTH CAROLINA BEAUFORT UNDERGRADUATE COURSES  
TAUGHT: FOUR COURSES PER SEMESTER**

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| • Hospitality Management             | • Destination Marketing              |
| • Hospitality Finance                | • Resort and Condominium Management  |
| • Hospitality Management Strategies  | • Ecotourism                         |
| • Hospitality Marketing              | • Special Topics in Tourism Research |
| • Service Management for Hospitality | • University 101                     |

**UNIVERSITY OF TENNESSEE KNOXVILLE UNDERGRADUATE AND GRADUATE COURSES TAUGHT: TWO COURSES PER SEMESTER**

- Introduction to Lodging Operations
- Advanced Lodging Management
- Developing a Service Workforce
- Leadership in the Service Marketplace
- Advanced Human Resource Management
- Issues and Trends in Consumer Services Management

**SOUTHERN ILLINOIS UNIVERSITY CARBONDALE UNDERGRADUATE COURSES TAUGHT: TWO COURSES PER SEMESTER**

- Introduction to Hospitality
- Hospitality Marketing
- Front Office Management
- Hospitality Development

**UNIVERSITY OF SOUTH ALABAMA UNDERGRADUATE AND GRADUATE COURSES TAUGHT: FOUR COURSES PER SEMESTER**

- Introduction to Hospitality
- Hospitality Sales and Marketing
- Resort and Club Management
- Hotel and Restaurant Management
- Convention Management and Service
- Tourism Development
- Foundations of Programming
- Leadership in Leisure Studies
- Administration of Leisure Studies
- Fiscal Administration and Grantsmanship
- Internship in Leisure Studies

**AUBURN UNIVERSITY UNDERGRADUATE COURSES TAUGHT: ONE COURSE PER SEMESTER**

- Introduction to Hospitality Management
- Hospitality Marketing

**FAULKNER STATE COMMUNITY COLLEGE UNDERGRADUATE COURSES TAUGHT: TWO COURSES PER SEMESTER**

- Front Office Management
- Housekeeping Administration
- Principles of Hospitality Management
- Food and Beverage Cost Control
- Orientation to the Culinary Arts
- Sanitation and Safety

**INDUSTRY DEVELOPMENT AND RECOGNITION**

- Certified Hotel Industry Analytics Training, Smith Travel Research, San Diego, CA
- IMPLAN Economic Impact Analysis Training, MIG Incorporated, Minneapolis, MN
- Certified Hospitality Educator, American Hotel and Motel Association
- Certified Hospitality Housekeeping Executive, American Hotel and Motel Association
- Certified Hospitality Supervisor, American Hotel and Motel Association
- Manager of the Quarter, Adam's Mark Hotels
- Management Development Series, Keystone Resort

## INDUSTRY RELATED NON ACADEMIC EMPLOYMENT

April 1994-August 1995: *Executive Housekeeper*, Adam's Mark Hotel (AAA Four Diamond Hotel), Mobile, AL

August 1991-August 1993: Keystone Resort (AAA Four Diamond Hotel), Keystone, CO

- *Property Manager*, Keystone Gulch/Flying Dutchman Condominiums
- *Assistant Property Manager*, The Pines Condominiums
- *Operations Supervisor*, Sts. John Condominiums

October 1990-July 1991: *Sales Manager*, Holiday Inn-Hillside, Hillside, IL

March 1990- September 1990: *FD Associate/Team Leader*, Keystone Resort, Keystone, CO