

John Charles Crotts

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SUMMARY

Combines a theoretical understanding of consumer behavior with an applied background in tourism marketing and evaluation research.

EDUCATION

Ph. D., University of Oregon, 1989
Major: Leisure Studies and Services
Concentration: Travel and Tourism
Minor: Consumer Behavior/ Marketing
Dissertation: Prepurchase information acquisition of resort pleasure travelers.
Awarded the *1987-89 Meritorious Achievement Award* in the Keeling Dissertation Competition presented by the International Society of Travel Marketing Professionals and the Travel and Tourism Research Association, June, 1989.

Ed. S., Appalachian State University, 1987
Major: Higher Education
Concentration: Adult Education

M. S., Mankato State University, 1979
Major: Experiential Education

B. A., Appalachian State University, 1976
Major: Sociology
Minor: Anthropology

Continuing Education (recent)

- Undergraduate Coursework: Hospitality Information Technology II
Northern Arizona University, 2000
- MBA Coursework: International Marketing
University of South Carolina, 1997

WORK HISTORY

1996- Present	College of Charleston, Charleston, South Carolina
Spring, 2004	Hong Kong Polytechnic University, PRC
Summer, 1999	Research Centre of Bornholm, Nexoe, Denmark
Summer, 1998	RCI- Consulting, Eugene, Oregon
1995- 1996	University of Otago, Dunedin, New Zealand
1990-95	University of Florida, Gainesville, Florida
1979-89	Appalachian State University, Boone, North Carolina

PROFESSIONAL EXPERIENCE

Aug 1996- present College of Charleston (www.cofc.edu/~baecon/tourism.htm)
Hospitality & Tourism Management Program, School of Business & Economics
Professor (2001 to present); Associate Professor (1996-2001)

Founding Chair and Professor of the undergraduate major, concentration, and minor in Hospitality & Tourism Management. Courses taught include: Principles & Practices in Hospitality & Tourism; Hospitality & Tourism Marketing; Hospitality Sales & Negotiations; and Service Operations Management. Responsibilities include oversight of the: 1) Office of Tourism Analysis (\$174,000 annual sponsored research projects for the State and Greater Charleston Area CVB; 2) continuing education for active industry professionals; 3) an extensive internship/cooperative learning program; and 4) a speaker series made possible by a grant provided by the Coleman Foundation for Entrepreneurial Education.

April, 2004 Hong Kong Polytechnic University
Department of Hospitality and Tourism Administration
PRC

Visiting research fellow working on marketing research projects involving Hong Kong's inbound and domestic tourism.

Summer, 1999 Research Centre of Bornholm
Nexoe, Denmark

Visiting researcher assigned to projects focused on improving the economic conditions of the Baltic region through tourism.

Summer, 1998 RCI- Consulting
Eugene, Oregon

Research associate for Resort Condominiums International's consumer research division.

Feb.1995- May 1996 University of Otago
Tourism Centre, Advanced Business Programme
Dunedin, New Zealand

Senior Lecturer in the Advanced Business Programme's Diplomas in Tourism. Courses taught include: Consumer Behavior; Entrepreneurship in Tourism; Tourism Analysis; Services Management; and Global Tourism.

1994-1995 University of Florida
Program Evaluation and Organizational Development
Cooperative Extension Service

Faculty Extension Specialist (Post Doc) in charge of research and evaluation for the Florida Extension Service's programs designed to improve the energy efficiency and waste management technologies of Florida's: (1) hotel and motels; (2) attractions; and (3) restaurant sectors. This program is conducted through the University of Florida's Cooperative Extension Service under a contract with the Florida Department of Community Affairs. Projects included but were not limited to: (1) probes of customer reactions to enviro-room prototypes in cooperation with the Florida Hotel and Motel Association; (2) analyzing the impact and efficacy of the

eco-purchasing program on reducing the use of hazardous chemicals and participation in recycling and waste minimization techniques; and (3) needs assessments of Florida's small hotel and motel properties.

University of Florida

1990- 1994 Department of Recreation, Parks and Tourism

Assistant professor and coordinator of the undergraduate and graduate travel and tourism concentrations. Courses taught include: Tourism Analysis; Principles and Practices in Travel and Tourism; Tourism Planning; and Commercial Recreation and Entrepreneurship. Director of the Center for Tourism Research and Development, which coordinates and facilitates the research activities of faculty, concerned with travel and tourism development and management issues. Its purpose is to focus the resources of the University of Florida on the application of current scientific theory, technology, and research methodologies on the problems and issues related to resource development and management in Florida's tourism economy.

Appalachian State University

1979-87, 1988-90 Department of Health Education, Physical Education and Leisure Studies

Assistant professor (non tenure track) who instigated the Outdoor Recreation Management concentration of the Leisure Studies major. Courses taught include: Ski Area Management; Outdoor Leadership; Principles and Practices in Outdoor Education; Wilderness Emergency Care; Alpine Skiing (Beginning and intermediate levels); Rock Climbing, Rappelling and Spelunking; Cross Country Skiing and Cycling; and Backpacking and Orienteering.

Appalachian State University

1985-87 Office of Outdoor Programs, Division of Student Development
1988-90

Director of a student activity program that conducts non-credit outdoor recreation experiences for over 2,000 students, faculty and staff annually. Offered are leisure education experiences in white water rafting, kayaking, canoeing, rock climbing, spelunking, equestrian, bicycle touring, group interaction and high ropes courses. Duties also included the management of the University's inventory of outdoor recreation equipment, which is utilized by academic classes, non-credit workshops, and students on an individual basis.

Appalachian State University

1979-85 Wilderness Center, Conferences and Institutes, College of Continuing Education

Director of a continuing education program that develops and conducts wilderness/outdoor education experiences for adult individuals and groups in ASU's service region. Spring Elderhostel director for five day residential learning experiences involving outdoor adventure experiences for people 60 years and older. Duties also included the training of student outdoor leaders for ASU Camp Broadstone's outdoor education program for regional primary and secondary education groups.

University of Oregon

1987-88

S. P. R. E.

Graduate Teaching Fellow assigned to the Outdoor Pursuits area. Courses taught included Rock Climbing, Alpine Skiing (beginning and intermediate), Whitewater Canoeing, and Bicycle Touring.

PUBLICATIONS

Under review or in-process

1. John Crotts, Duncan Dickson and Robert Ford (under review). Auditing organizational alignment for guest service excellence. *California Management Review*.
2. Rich McNeil and John Crotts (January, 2005/final editorial review). *Selling hospitality: A situational approach*. Clifton Park, N.Y.: Delmar/Thompson Publishing.
3. Julie Blose and John Crotts (under review). Positioning peripheral areas as international destinations: A flexible approach to market segmentation. *Journal of Hospitality and Tourism*.
4. Cathy Hsu and John Crotts (under review). Profiling Mainland Chinese Tourists to Hong Kong as a Destination Positioning Tool. *Journal of Travel and Tourism Marketing*.
5. Peter Tse and John Crotts (under review). Antecedents of Novelty Seeking Among International Visitors: Hong Kong's Visitors' Propensity to Experiment with Culinary Traditions.
6. Calvin Blackwell, John Crotts, Steve Litvin and Allan Styles (under review). An application of gaming theory in local government use of accommodation taxes.

Journal Articles (refereed)

1. John Crotts and Bob McKercher (in print). Visitor Adaptation to Cultural Distance on Visitor Satisfaction: The Case of First Time Visitors to Hong Kong. *Tourism Analysis*, Vol 10 (3).
2. Steve Litvin and John Crotts (in print). The impact of 9-11 on US residents overseas travel behaviors. *Journal of Travel and Tourism Marketing*.
3. John Crotts, Abdul Aziz and Randy Upchurch (2005). Relationship between Machiavellianism and Sales Performance. *Tourism Analysis*, Vol 10 (1).
4. John Crotts (2004). The affect of cultural distance on overseas travel behavior. *Journal of Travel Research*. Vol. 42 (2), pp.186-190.
5. John Crotts and Steve Litvin (2003). Cross-Cultural Research: Are Researchers Better Served by Knowing Respondents' Country of Birth, Residence, or Citizenship? *Journal of Travel Research*. Vol. 42 (2), pp.186-190.
6. Steve Litvin, John Crotts and Frank Hefner (2004). Cross cultural tourist behavior: Revisiting Hofstede's uncertainty avoidance dimension. *International Journal of Tourism Research*. Vol. 6, Issue 1, 29-37
7. Alan Styles, Steve Litvin, John Crotts and Calvin Blackwell (2003). Local government use of state accommodation taxes. *Journal of Hospitality and Tourism*. Vol. 2 (December).

8. Steve Litvin and John Crotts (2003). A Framework for Online Sales Negotiations of Hospitality and Tourism Services. *Information Technology and Tourism*, Vol. 6(2).
9. Bruce R. Money and John C. Crotts (2003). The effect of uncertainty avoidance on information search, planning and purchases of international travel vacations. *Tourism Management*, Vol. 24 (2), 191-202.
10. John C. Crotts and Abraham Pizam (2003). The effect of national culture on consumers' evaluation of travel services. *Journal of Tourism, Culture and Communications*, Vol. 4 (1), 17-28.
11. John C. Crotts, Ralph Muldrow and Howard Rudd (2003). Needs assessment of heritage areas in the United States. *International Journal of Heritage Studies*, Vol 8 (4), 337-348.
12. Abdul Aziz, Kim May and John Crotts (2002). Relationship of Machiavellian behavior and sales performance of stockbrokers. *Psychological Abstracts*, Vol. 90, 451-460.
13. Bronwyn Jewell and John C. Crotts (2002-in print). Adding psychological value to heritage tourism experiences. *Journal of Travel and Tourism Marketing*, Vol 11, (4), 13-28.
14. John C. Crotts and Richard L. Ragatz (2002/September). Recent timeshare purchasers: Who are they and why do they buy. *International Journal of Hospitality Management*, Vol 21 (3).
15. Tom Kent, John Crotts and Abdul Aziz (2001). Four factors of transformational leadership behavior. *Leadership and Organizational Development Journal*, Vol. 22 (5), 221-229.
16. Reidar J. Mykletun, John C. Crotts and Arnstein Mykletun (2001). Positioning an island destination in the peripheral areas of the Baltics: A flexible approach to market segmentation. *Tourism Management*, Vol 22 (5), 493-500.
17. Frank Hefner, John C. Crotts and Julie Flowers (2001). The cost-benefit model as applied to tourism development in the state of South Carolina, USA. *Tourism Economics*, Vol 7, (2), 163-176.
18. John Crotts, Charis M. Alderson Coppage and Abuna Andibo (2001). Trust-commitment model of buyer-seller relationships. *Journal of Hospitality and Tourism Research*, Vol. 25 (2), 195-208.
19. John Crotts and Ron Erdmann (2000). Does national culture influence consumers evaluation of travel services? A test of Hofstede's model of cross cultural differences. *Managing Service Quality*, Vol 10 (5).
20. Rhonda Mack, Rene Mueller, John Crotts and Amanda Broderick (2000). Perceptions, corrections and defections: Implications for service recovery in the restaurant industry. *Managing Service Quality*, Vol 10 (5).
21. Richard Ragatz and John Crotts (2000). U.S. timeshare purchasers: Who are they and why do they buy? *Journal of Hospitality and Tourism Research*, Vol. 24 (1), 36-48.
22. Bruce R. Money and John Crotts (2000). Buyer behavior in the Japanese travel trade: Advancements in theoretical frameworks. *Journal of Travel & Tourism Marketing*, Vol. 9 (1/2).
23. John Crotts and Greg Turner (1999). Determinants of intra-firm trust in buyer-seller relationships in the international travel trade. *International Journal of Contemporary Hospitality Management*, Vol. 11 (2/3), 116-123.

24. John Crotts, Abdul Aziz, Andrew Raschid (1998). Antecedents of supplier's commitment to wholesale buyers in the international travel trade. *Tourism Management*, Vol. 19 (2).
25. John Crotts and Johan van Rekom (1998). Exploring and enhancing the psychological value of a fine arts museum. *Tourism Recreation Research Journal*, Vol. 23 (1).
26. John Crotts and Lawrence McNitt (1998). Funding public streetscape improvements in a heritage city: A willingness to pay survey. *Visions in Leisure and Business*, Vol. 16 (3), 4-15.
27. John C. Crotts and Richard Ragatz (1998). Resort timeshare development: Trends and future prospects for East-Asia and ANZSA regions. *Pacific Tourism Review*, Vol. 1 (3).
28. John C. Crotts, Andre' Everett and Catherine Ledgerwood and (1998). Antecedents of employee burnout in the hotel industry. *Progress in Tourism and Hospitality Research*. Vol. 4 (1), 31-44.
29. Ryan, Chris A. and John Crotts (1997). Maori art: A historic and cultural perspective of its cultural significance and relationship to tourism. *Annals of Tourism Research*, Vol. 24 (4).
30. John C. Crotts and David T. Wilson (1996). An integrated model of buyer-seller relationships in the international travel trade. *Progress in Tourism and Hospitality Research*, Vol. 1 (2). 1-15.
31. John C. Crotts (1996). Theoretical perspectives on tourist criminal victimization. *Journal of Tourism Studies*, Vol. 7 (2).
32. Raymond Bar-On, Abraham Pizam and John Crotts (1997). Pacific area tourism: A guide to key sources of tourism statistics. *Journal of Travel and Tourism Marketing*, Vol. 6 (1).
33. John C. Crotts and Gary A. McGill (1994). Compliance with local option lodging taxes: Theory and measurement. *Journal of Travel and Tourism Marketing*, Vol. 3 (4).
34. Eric Thunberg and John C. Crotts (1994). Factors affecting visitors' overnight stay behaviors. *Journal of Travel and Tourism Marketing*, Vol. 3 (1).
35. John C. Crotts and Johan van Rekom (1994). Adding psychological value nature based visitor attractions. *Journal of Parks and Recreation*, Vol. 29 (9).
36. John C. Crotts and Laurel Reid (1993). Segmenting the visitor market by the timing of their recreation decisions. *Visions in Leisure and Business*, Vol. 12 (3).
37. John C. Crotts and Stephen M. Holland (1993). Objective indicators of the social impact of rural tourism development. *Journal of Sustainable Tourism Development*, Vol. 1 (3).
38. John C. Crotts (1992). Towards an understanding of the novelty seeking drive in pleasure travelers. In Joe Sirgy's (ed.) *Development in Quality-of-Life Studies in Marketing*, Washington, D.C.: Academy of Marketing Sciences.
39. John C. Crotts (1992). Personality correlates of the novelty seeking drive. *Journal of Hospitality and Leisure Marketing*, Vol. 1 (2).
40. John C. Crotts (1992). Information search behaviors of free and independent travelers. *Visions in Leisure and Business*, Vol. 11 (3).

41. John C. Crotts, Eric M. Thunberg and Douglas K. Shifflet (1992). Predicting travel volume through gross measures of consumer confidence. *Journal of Travel and Tourism Marketing, Vol. 1* (2).
42. Bertha Cato and John C. Crotts (1992). Experimenting with discount pricing in parks and recreation services. *Journal of Parks and Recreation, Vol. 27* (12).
43. Stephen M. Holland and John C. Crotts (1992). Community driven tourism planning. *Visions in Leisure and Business, Vol. 11* (2).
44. Carolyn Robertson and John C. Crotts (1992). Information's effects on residents' attitudes toward tourism development. *Visions in Leisure and Business, Vol. 11* (2).
45. Bonnie S. Guy, William Curtis and John Crotts (1990). First time visitors' learning of a foreign destination environment. *Annals of Tourism Research, Vol. 17* (3), 419-431.
46. John C. Crotts (1990). Purchase involvement of repeat visitors to a destination environment. *Visions in Leisure and Business, Vol. 10* (1).
47. John C. Crotts and David D. McIntire (1989). The role of campus leisure services in higher education. *College Student Affairs Journal, Vol. 9* (2).

Journal Articles (not refereed)

1. Frank Hefner and John Crotts (2005). Kiawah Island: An economic powerhouse.
2. Crotts, John (2001). No more labor pains: Scheduling is a breeze with new labor management software solutions. *Hospitality Technology*, October.
3. Roger March, John C. Crotts, Dimitrios Buhalis (2000). Managing relationships in the global hospitality and tourism industry. *Journal of International Hospitality and Tourism Administration, Vol. 1* (1/2).
4. John C. Crotts (2000). The inns and outs of outsourcing. *Developments, Vol 22* (1).
5. John C. Crotts and Chris A. Ryan (1997). Marketing issues in Pacific area tourism. *Journal of Travel and Tourism Marketing, Vol. 6* (1).
6. John C. Crotts and Mike K. West (1996). Adding green technologies and practices to the sustainable tourism menu: Making tourism more sustainable in the Caribbean. *TRENDS, Vol. 33*(3).
7. John C. Crotts (1995). Innovations in adventure based tourism down-under. *Parks and Recreation, Vol. 29* (9).
8. W. Fred van Raaij and John C. Crotts (1994). The economic psychology of travel and tourism, *Journal of Travel and Tourism Marketing, Vol. 3* (3).
9. John C. Crotts (1994). Taking the hype out of ecotourism. *TRENDS, Vol. 31* (2).
10. John C. Crotts (1994). Trends and issues in sustainable rural tourism development. *TRENDS, Vol. 31* (1).

11. John C. Crotts (1992). Assessing Florida's in-state resident travel market. *Hospitality Herald*, Vol. 2 (1).

Edited Books

1. March, Roger, John Crotts and Dimitrios Buhalis (Editors) (2000). *Managing relationships in the global hospitality and tourism industry*. Binghamton, N. Y.; Haworth Press.
2. John Crotts and Chris Ryan (Editors) (1997). *Marketing issues in Pacific area tourism*. Binghamton, N. Y.; Haworth Press.
3. John C. Crotts and W. Fred van Raaij (Editors) (1994). *The economic psychology of travel and tourism*. Binghamton, N. Y.; Haworth Press.

Chapters in Books

1. John Crotts, Steve Litvin and Rich McNeil (2004). Marketing hospitality and tourism. In Robert A. Brymer's *Hospitality and tourism*, 11th Edition, Dubuque, Iowa: Kendall Hunt.
2. John C. Crotts (2001). Managing productivity and controlling labor costs. In the Educational Institute's *Supervision in the Hospitality Industry*. Lansing, MI.
3. Richard McNeil and John Crotts (2002). Marketing and sales. In Robert A. Brymer's *Hospitality and tourism*, 10th Edition, 135-146.
4. John C. Crotts (1999). Consumer decision making and prepurchase information search. In Yoel Mansfield and Abe Pizam (eds.) *Consumer behavior in travel and tourism*. Binghamton, N. Y.; Haworth Press, 149-168.
5. John C. Crotts (1997, 1994). Marketing commercial recreation and tourism enterprises. In John C. Crossley and Lynn M. Jamieson's *Introduction to commercial and entrepreneurial recreation*, Champaign, Illinois: Sagamore.
6. Susan Schiebler, John C. Crotts and Richard Hollinger (1995). Florida tourists vulnerability to crime. In Abe Pizam & Y. Mansfield (Eds.) *Tourism, crime and international security*. London & New York, NY: John Wiley & Sons, 37-50.
7. John C. Crotts and Bonnie S. Guy (1993). The relationship between retail advertising and published quality ratings of hotels and motels. *Developments in Marketing Sciences*, Vol.16, Academy of Marketing Sciences.
8. John C. Crotts (1992). Towards an understanding of the novelty seeking drive in pleasure travelers. In J. Sirgy, H. Meadow, D. Rahtz & A. Samli's (ed.) *Developments in quality-of-life studies in marketing*, Vol. 9, Academy of Marketing Sciences .
9. Paul R. Varnes and John C. Crotts (1991). Recreation and tourism: Expanding the scope of the leisure studies curricula. In J. B. Zeigler and L. M. Caneday's (Eds.) *Tourism and leisure: Dynamics and diversity*. Alexandria, VA.: National Recreation and Park Association.

USDA/Cooperative Extension Publications

1. John C. Crofts (1994). *Measures of tourism's impact on rural Florida*. University of Florida.
2. John C. Crofts and Laurel Reid (1994). *Reaching tourist markets*. University of Florida.

Proceedings (refereed)

1. Bruce R. Money and John C. Crofts (2001). *The effect of uncertainty avoidance on information search, planning and purchases of international travel vacations*. Travel and Tourism Research Association Annual Conference Proceedings.
2. Money, R. Bruce and John C. Crofts (2000). *The effect of uncertainty avoidance on information search, planning and purchases of international travel vacations*. Association for Consumer Research. Annual Conference Proceedings. 41.
3. Rhonda Mack, Amanda Broderick, John Crofts & Rene Mueller (1998). *Service failure and recovery in the restaurant industry: Beyond quality improvement*. Charleston, SC: Association of Marketing Theory and Practice, March 26-28.
4. Rene Mueller, Adrian Palmer, Rozzy Boggs, Rhonda Mack and John Crofts & (1998). *Service recovery in the restaurant industry: An American and Irish Comparison of service failures and recovery*. Austria: European Marketing Academy Conference.
5. John C. Crofts, Rhonda Mack, Catherine Ledgerwood and Andre' Everett (1997). *Critical issues and incidences leading to employee burnout in the hotel industry*. Proceedings of the American Marketing Association's Services Marketing Conference. Dublin, Ireland.
6. Catherine Ledgerwood, John Crofts and Charles Tustin (1996). *Antecedents of employee burnout in the hotel industry*. Proceedings of the Conference on Graduate Education and Research in the Hospitality Industry, University of Houston, January 11-13.
7. John C. Crofts and Dimitrios Buhalis (1996). *Who owns whom in the international travel trade: With implications as to how we prepare students for a career in an increasingly consolidated industry*. Proceedings of the Conference on Graduate Education and Research in the Hospitality Industry, University of Houston, January 11-13.
8. John C. Crofts and Geoff Kearsley (1995). *Issues and opportunities in the greening of the tourism industry*. Proceedings of the New Zealand Geographical Society, Christchurch, NZ, August 27-30.
9. John C. Crofts and Wayne H. Smith (1995). *Issues and opportunities in the greening of the tourism industry*. Proceedings of the Biennial Urban Extension Conference, St. Louis, MO., May 1-2.
10. Neha Shah, Gary A. McGill and John C. Crofts (1994). *Compliance with local option lodging taxes: The case of Florida's lodging industry*. Proceedings of the Travel and Tourism Research Associations Annual Conference, June 19-23.
11. John C. Crofts and Laurel Reid (1993). *Segmenting the visitor market by the timing of their recreation decisions*. Proceedings of the 7th Canadian Congress on Leisure Research, May 13-15.
12. Neha Shah, Cecelia Keller and John C. Crofts (1993). *Public parks, recreation and museums' role in the international tourism economy: Florida as a case study*. Proceedings of the Southeastern Recreation Research Conference, Helen, Georgia, February 11-12.

13. John C. Crotts and Eric M. Thunberg (1992). *Travel patterns of Florida residents*. Proceedings of the 25th Annual Governor's Conference on Travel and Tourism, Miami, FL., July 18-21.
14. John C. Crotts and Stephen M. Holland (1992). *Objective indicators of the social impact of rural tourism development*. Proceedings of the 25th Annual Governor's Conference on Travel and Tourism, Miami, FL., July 18-21.
15. Eric M. Thunberg, John C. Crotts and Lawrence Libby (1991). *Research issues and needs for recreation development as a rural economic development strategy*. Proceedings of the American Academy for the Advancement of Science, Washington, D.C.
16. Jeremy Fox and John C. Crotts (1990). *A longitudinal investigation into script development and the evaluation of a service*. Proceedings of the 21st Annual Decision Science Institute, San Diego, CA.
17. John C. Crotts, Jim Cummings and Rich Bruner (1990). *Methods for establishing price thresholds for student users of outdoor recreation services*. Proceedings of the 4th Biannual National Conference on Outdoor Recreation, Boone, N. C.

Other Publications

1. John C. Crotts (2003). *Book Review: Benchmarking in Hospitality and Tourism*. By Sungsoo (Editor). Haworth Press (10 Alice Street, Binghamton, New York).
2. Ragatz, Richard L. and John Crotts (1998). *Timeshare purchasers: Who are they, why do they buy?* Washington, DC: Alliance for Timeshare Excellence.
3. John C. Crotts (1997). Global tourism: A guide to sources of tourism statistics. Special series of descriptive reports in *Pacific Tourism Review*. Personally researched and authored the sections on:
 - United States Inbound Tourism Statistics, Vol. 1 (1)
 - Japan Outbound Tourism Statistics, Vol. 1(2)
 - New Zealand Inbound Tourism Statistics, Vol. 1 (3)
 - European Outbound Tourism Statistics, Vol. 1(4)
4. John C. Crotts (1997). *Contributor: The dictionary of hospitality, travel and tourism*. Delmar Publishers.
5. John C. Crotts (1996). *Book Review: Environmental management for hotels: A student handbook*. *Journal of Sustainable Tourism*, Vol. 3 (3).
6. John C. Crotts (1993). *Case Studies* published in John C. Crossley and Lynn M. Jamieson's *Introduction to commercial and entrepreneurial recreation*, Champaign, Illinois: Sagamore.
 - " Career opportunities in the hospitality industry.
 - " Discount pricing strategies in the tourism industry.
 - " Bill Sims: A career of hard work and innovations.

SPONSORED RESEARCH ACTIVITY

1. John Crofts, Calvin Blackwell, Steve Litvin and Allan Styles (2003). Local government use of state accommodation taxes. South Carolina Department of Revenue & the Tourism Expenditure Oversight Committee. Gratuitous.
2. John Crofts and Al Parrish (2003). *The economic impact of cruise ships to Charleston*. City of Charleston. Gratuitous.
3. John Crofts, Frank Hefner and Steve Litvin (2002). *The economic contributions of fine arts galleries to Charleston, SC*. Charleston Fine Art Dealers' Association, \$3,400.
4. Bronwyn Jewell and John C. Crofts (2001-02). *Adding psychological value to heritage tourism experiences*. Drayton Hall and the National Trust for Historic Preservation. Gratuitous.
5. John Crofts and Ralph Muldrow (2001-02). *Funding for the Institute for Heritage Development*. Alliance for National Heritage Areas, \$20,000.
6. Tom Kent and John C. Crofts (2001). *Human resource management for the hospitality industry*. Program Development Grant, Lightsey Conference Center, College of Charleston, \$5,000.
7. Frank L. Hefner and John Crofts (2001). *A cost-benefit analysis of the proposed Sportevo sports-entertainment-retail complex in Charleston County*. SC Board of Economic Review & Sportevo, Inc. \$4,500.
8. John C. Crofts, Ralph Muldrow and Howard Rudd (2000). *Needs assessment of multi jurisdictional heritage tourism organizations*. Alliance for National Heritage Areas: \$15,000.
9. John C. Crofts and Ralph Muldrow (2000). *Identification of heritage tourism initiatives in North America*. Alliance for National Heritage Areas: \$15,000.
10. Frank L. Hefner, John C. Crofts and Greg Braxton-Brown (2000). *The economic contribution of Eastern Resorts on the economy of the U.S. Virgin Islands*. Equivest Finance Company, \$6,000.
11. Frank L. Hefner and John C. Crofts (1999). *An assessment of the cost-benefit model as applied to new tourism development projects used for awarding state and local tax incentives*. South Carolina Department of Parks, Recreation and Tourism: \$10,000.
12. Frank L. Hefner and John C. Crofts (1999). *The economic contribution of Charleston Place Hotel to the local economy*. Orient Express Hotels, \$3,400.
13. Randy Sparks, Terence Bowers, Rosemary Brana-Shute, John Crofts, Ralph Muldrow and Carter Hudgins (1999). *Conference Planning Grant: Heritage Tourism Conference*. South Carolina Humanities Council, \$7,775.
14. John C. Crofts Larry McNitt, and Linda Shull (1999). *Visitor Guide Placements in Commercial Lodging Establishments*. Greater Charleston Area Restaurant Association, \$1,500.
15. John C. Crofts (1998). *Historic Charleston Foundation's retail customers: Who are they, when do they buy and how can they be reached*. Historic Charleston Foundation. \$3,500.

16. John C. Crotts (1997). *A assessment Baker Furniture's reproductions market penetration in the mid-Atlantic region*. Historic Charleston Foundation. \$1,500.
17. John C. Crotts (1997). *Entrepreneurship awareness and education grant*. The Coleman Foundation, Chicago, Ill., \$25,000.
18. John C. Crotts (1997). *Merchant preferences for streetscape improvement options : A willingness to pay survey*. Downtown Charleston Merchants Association and the City of Charleston. Gratuitous contract.
19. John C. Crotts (1996). *Profile of visitors to the 1997 Lowcountry Oyster Festival*. Charleston Restaurant Association. Gratuitous contract.
20. John C. Crotts and Keith Jarvis (1994-95). *Alachua County hotel and motel user study*. Alachua County Tourist Development Council, \$20,000.
21. John C. Crotts (1994). *Adding psychological value to the Harn Museum of Art*. Samuel P. Harn Museum of Art, University of Florida, \$4,200.
22. Deborah Rossi, John C. Crotts and Christopher McCarthy (1994). *Audience potential survey*. Center for the Performing Arts, University of Florida, \$2,500.
23. Stephen M. Holland (1993). *Florida public beach access inventory with evaluation and need assessment*. Florida Department of Natural Resources, \$109,877. Contributor.
24. John C. Crotts (1993). *Harn Museum visitor profile study*. Samuel P. Harn Museum of Art, University of Florida, \$4,200.
25. John C. Crotts (1993). *Community driven tourism planning for rural coastal communities*. National Coastal Resource Development Institute, \$10,000.
26. Walter J. Milon, Eric M. Thunberg, Charles Adams, John C. Crotts and Stephen M. Holland (1992). *Recreational value of near-shore species for different regions in Florida*. Florida Marine Fisheries Commission, \$57,225.
27. Walter J. Milon, Eric M. Thunberg, Charles Adams, John C. Crotts and Stephen M. Holland (1992). *A regional analysis of marine recreational fisheries participation and attitudes about fisheries management*. Florida Sea Grant Institute, \$85,331.
28. John C. Crotts (1991-92). *Alachua County visitor profile and satisfaction study*. Alachua County Visitors and Convention Bureau, \$21,326.
29. John C. Crotts (1991-92). *Measuring the occurrence of non-compliance in the collection of Alachua County's tourist development tax*. Alachua County Tourist Development Council, \$2,700.
30. John C. Crotts (1989). *Information acquisition of free and independent travelers to Old Salem, Inc*. Historic Old Salem and the Museum of Early Southern Decorative Art, \$1,100.
31. John C. Crotts (1988). *The prepurchase information acquisition of free and independent travelers to the Inn at Otter Crest*. The Inn at Otter Crest. Gratuitous contract.

32. Dennis R. Howard (1988). *Oregon tourism advertising effectiveness survey*. Oregon Tourism Institute, University of Oregon- Eugene, \$17,000. Contributor.
33. Mark Pritchard and John C. Crotts (1988). *Professional preparation survey of the Department of Leisure Studies and Services*. Department of Leisure Studies and Services, University of Oregon. Gratuitous project.

Subscription Based Tracking Studies

1. John C. Crotts (1998). *Profile of Charleston's heritage visitors: With comparisons to the overall visitor market*. Charleston, SC: College of Charleston.
2. John C. Crotts (1993). *1992 Profile of International Visitors to Florida and Selected Cities*. Gainesville, FL: University of Florida.
3. John C. Crotts (1992). *1991 Profile of International Visitors to Florida and Selected Cities*. Gainesville, FL: University of Florida.
4. John C. Crotts and Eric M. Thunberg (1991). *Travel Patterns of Florida Residents*. Gainesville, FL: University of Florida.

Other Sponsored Research Activity

1. John Crotts (2002). *Local Store Marketing Plan for Horn & Hardart Co*. Charleston: Horn & Hardart Coffee Company.
2. John Crotts (2000). *Affluent U.S. residents who visited New York City in 1999: A full market overview*. New York: The Manhattan Club.
3. John Crotts (2000). *A geo-psychographic profile of recent purchasers of membership to the Manhattan Club*. New York: The Manhattan Club.
4. Frank L. Hefner and John C. Crotts (2000). *The economic contribution of Equivest on the economy of Rhode Island*. Equivest Finance Company.
5. John Crotts (1999). *Charleston's visitor market: Couples earning \$60,000 or more who stayed in paid forms of accommodations*. Boca Raton, Fl.: Bluegreen Corporation.
6. John Crotts (1998). *Economic impact of Peppertree Resorts on the North Carolina and South Carolina economies*. Asheville, NC: Peppertree Resorts.
7. Ragatz, Richard L. and John Crotts (1998). *Timeshare purchasers: Who are they, why do they buy?* Washington, DC: Alliance for Timeshare Excellence.
8. Ragatz, Richard L. and John Crotts (1998). *The empty nesters market: Married couples, age 55 and over, without children who are currently buying timeshare*. Eugene, OR: RCI-Consulting.
9. Ragatz, Richard L. and John Crotts (1998). *The resale market for timeshare: Who is buying what and for how much?* Eugene, OR: RCI-Consulting.

10. Ragatz, Richard L. and John Crotts (1998). *Timeshare owners in the U.S.: Who are the sellers, stayers and leavers?* Eugene, OR: RCI-Consulting.
11. Ragatz, Richard L. and John Crotts (1998). *Recent purchasers of timeshare: Who are they and what are they buying?* Eugene, OR: RCI-Consulting.
12. John C. Crotts (1998). *Problem recognition between state restaurant associations and chain restaurants in their joint responses to government affairs issues.* National Restaurant Association.
13. John C. Crotts (1997). *Conflict awareness and resolution between hotels and golf courses participating in Charleston Golf, Inc.* Charleston Golf, Inc.
14. John Crotts (1996). *Customer reactions to EnviroRooms: A quasi-experimental analysis.* IFAS/ University of Florida.
15. John Crotts (1994). *Assessment of the impact of the hotel and motel recycling and ecopurchasing program in Florida.* IFAS/ University of Florida.
16. John Crotts(1994). *Needs assessment of Florida's small hotel and motel properties.* IFAS/ University of Florida.
17. John Crotts(1994). *'Solar for schools': A willingness to pay survey of residential customers of Florida utilities.* IFAS/ University of Florida.
18. John Crotts (1994). *User reactions to the Advanced Hotel Energy Analysis Database (AHEAD) software package.* IFAS/University of Florida.
19. John Crotts (1994). *Needs assessment of restaurant managers.* IFAS/ University of Florida.
20. John Crotts and Clifton L. Taylor (1994). *Evaluation of the effectiveness of the Energy Contact Agent concept.* IFAS/ University of Florida.
21. John Crotts (1994). *Florida industry survey: The defusement of energy savings technology.* IFAS/ University of Florida.
22. John Crotts (1994). *Segmentation of Florida business sectors in terms of recycling and energy conservation behaviors.* IFAS/ University of Florida.

Gift Giving/ Fund Raising

Funding for Office of Tourism Analysis: \$129,000 annually from the South Carolina General Assembly; \$50,000 annually from the Charleston Area Convention and Visitor Bureau

Funding from South Carolina Generally Assembly to expand HTM to a department, \$395,000 annually

Charleston Harbor Resort and Marina Scholarship; \$3,000 annually

Charleston Restaurant Association Scholarship; \$1,000 annually.

Charleston Bed & Breakfast Association Annual Scholarship; \$2,000 annually.

Wild Dunes Resort Management Scholarship; \$3,000 annually.

McConnel-Dupris Hotel Administration Scholarship; \$1,200 annually.

Marion W. Hornik Hotel Management Scholarship; \$125,000 estate gift to Foundation.

Patrick Ringwald Memorial Scholarship; \$65,000 Foundation endowment.

PRESENTATIONS

International/ National

1. Cathy Hsu and John Crotts (2004). *Profiling mainland Chinese tourists to Hong Kong as a destination positioning tool*. St. Louis, MO: Travel and Tourism Research Association Annual Conference, June.
2. Crotts, John (2003). *Buyer-supplier relationships in the restaurant industry*. Orlando, FL: ISBM/CBIM B2B 2003: Market Trends and Academic Responses. February 13-14.
3. Crotts, J, R Muldrow and H Rudd (2001). *Organizational needs assessment of Multi- jurisdiction heritage initiatives in the US*. Charleston, SC: World Trade Centers Association Forum on Globalization and Cultural Identity.
4. Bruce R. Money and John C. Crotts (2001). *The effect of uncertainty avoidance on information search, planning and purchases of international travel vacations*. Fort Myers, Fl.: Travel and Tourism Research Association, June 10-13.
5. Money, R. Bruce and John C. Crotts (2000). *The effect of uncertainty avoidance on information search, planning and purchases of international travel vacations*. Salt Lake City, Utah: Association for Consumer Research Annual Conference Proceedings. 41.
6. Crotts, John (2000). *The economic psychology of travel and tourism*. San Fernando Valley, CA: Travel and Tourism Research Association, June 11-14.
7. Frank Hefner, John C. Crotts and Julie Flowers (2000). *The cost-benefit model as applied to tourism development in the state of South Carolina*. 39th Annual Meeting of the Southern Regional Science Association, Miami Beach, Fl, April 13-15.
8. Crotts, John (1999). *Using market research to guide your marketing and sales programs*. Orlando, Fl.: American Resort Development Association's International Resort Development Convention and Exposition, April 10-13.
9. John Crotts and Greg Turner (1998). *Determinants of intra-firm trust in buyer-seller relationships in the international travel trade*. Oxford, England: Internet Conference on Ethics in Tourism.
10. Crotts, John, Abdul Aziz, Andrew Raschid (1998). *Antecedents of supplier's commitment to wholesale buyers in the international travel trade*. Atlanta, Ga: North American Symposium on Purchasing and Supply Management.

11. Turner, Greg, Mark Hartley, John Crotts (1998). *A transaction cost analysis of cooperative industrial buyer-seller relationships*. Atlanta, Ga: North American Symposium on Purchasing and Supply Management.
12. Rhonda Mack, Amanda Broderick, John Crotts & Rene Mueller (1998). *Service failure and recovery in the restaurant industry: Beyond quality improvement*. Charleston, SC: Association of Marketing Theory and Practice, March 26-28.
13. John Crotts (1998). *CofC's Coleman Forum for Entrepreneurship*. Clearwater, FL: United States Association for Small Business and Entrepreneurship.
14. John Crotts, Abdul Aziz, Andrew Raschid (1997-July). *Antecedents of supplier's commitment to wholesale buyers in the international travel trade*. University of Oxford, England: 4th International Conference on Social Values.
15. Crotts, J., A. Palmer and R. Muldrow (1997-June). *The branding of tourism destinations as a strategic alliance: Best practices in historic preservation and tourism*. Miami, FL: Academy of Marketing Science.
16. John C. Crotts, Rhonda Mack, Catherine Ledgerwood and Andre' Everett (1997-June). *Critical issues and incidences leading to employee burnout in the hotel industry*. Dublin, Ireland: American Marketing Association's Services Marketing Conference.
17. John C. Crotts, Andre' Everett and Catherine Ledgerwood (1997-June). *Correlates of employee burnout in the hospitality industry*. Virginia Beach, VA.: Travel and Tourism Research Association.
18. John C. Crotts and Abraham Pizam (1996). *Global Tourism: A guide to statistics sources*. Pacific Asia Travel Association and the ASEAN Tourism Information Center's Conference on "Developing Leading Edge Libraries & Information Centres for the Tourism & Hospitality Industry," Kuala Lumpur, Malaysia, March 5 - 6.
19. Catherine Ledgerwood, John Crotts and Charles Tustin (1996). *Antecedents of employee burnout in the hotel industry*. Conference on Graduate Education and Research in Hospitality and Tourism, University of Houston, January 11-13.
20. John C. Crotts and Dimitrios Buhalis (1996). *Who owns whom in the international travel trade: With implications as to how we prepare students for a career in an increasingly consolidated industry*. Conference on Graduate Education and Research in the Hospitality Industry, University of Houston, January 11-13.
21. John C. Crotts (1995). *Adding green technologies and practices to the sustainable tourism menu*. International Geographical Union's Conference on The Geography of Sustainable Tourism in Australia, New Zealand, Southwest Pacific and Southeast Asia. University of Canberra, Canberra, Australia, September 2-4.
22. John C. Crotts (1995). *Issues and opportunities in the greening of the tourism industry*. New Zealand Geographical Society Anniversary Conference, Christchurch, NZ, August 27-30.
23. John C. Crotts (1995). *Keeping international tourists out of harms-way: International visitors road accidents and criminal victimization*. New Zealand Motorcoach Drivers Association's Annual Conference, Dunedin, NZ, June 13-14.

24. John C. Crofts and Wayne H. Smith (1995). *Issues and opportunities in the greening of the tourism industry*. The Biennial Urban Extension Conference, St. Louis, MO, May 1-2.
25. John C. Crofts (1995). *Alternatives to casinos: Tourism development on tribal lands*. Third- Bi-Annual Conference of the Native American Business Association. Orlando, FL., January 25.
26. Neha Shah, Gary A. McGill and John C. Crofts (1994). *Compliance with local option lodging taxes: The case of Florida's lodging industry*. Travel and Tourism Research Association's 25th Annual Conference, Bal Harbour, FL., June 18-24.
27. John C. Crofts and Laurel Reid (1993). *Segmenting the visitor market by the timing of their recreation decisions*. Seventh Annual Canadian Congress on Leisure Research, Manitoba, May 13-15.
28. John C. Crofts and Laurel Reid (1993). *Segmenting the visitor market by the timing of their recreation decisions*. Thirteenth Annual Conference of the Resort and Commercial Recreation Association, New Paltz, N.Y., November.
29. John C. Crofts and Bonnie S. Guy (1993). *The relationship between retail advertising and published quality ratings of hotels and motels*. Proceedings of the 1993 Academy of Marketing Sciences Conference, Miami Beach, FL., May 26-29.
30. John C. Crofts (1992). *Towards an understanding of the novelty seeking drive in pleasure travelers*. Academy of Marketing Sciences 4th Annual Quality-of-Life and Marketing Conference, Washington, D.C.
31. John C. Crofts (1992). *Information search behaviors of free and independent travelers*. Twelfth Annual Conference of the Resort and Commercial Recreation Association, Asheville, N. C., November 8.
32. John C. Crofts and Stephen M. Holland (1992). *Objective indicators of the social impact of rural tourism development*. 1992 Annual Conference of the Travel and Tourism Research Association, Minneapolis, Min., June 9-14.
33. Eric M. Thunberg, John C. Crofts and Lawrence Libby (1991). *Recreation development as a rural development strategy*. Annual Conference of the American Academy for the Advancement of Science, Washington, D. C.
34. John C. Crofts (1991). *Travel research at the University of Florida*. Association of University Business and Research Centers' Annual Conference. St. Petersburg, FL.
35. Jeremy Fox and John C. Crofts (1990). *A longitudinal investigation into script development and the evaluation of a service*. Twenty-first Annual Decision Science Institute, San Diego, CA.
36. John C. Crofts (1990). *Understanding the novelty seeking drive in pleasure seeking travelers*. Tenth Annual Conference of the Resort and Commercial Recreation Association, Amelia Island, FL.
37. John C. Crofts (1990). *Purchase involvement of repeat visitors to a destination resort*. Tenth Annual Conference of the Resort and Commercial Recreation Association, Amelia Island, FL.
38. John C. Crofts, Rich Bruner and Jim Cummings (1990). *Methods for estimating price threshold levels of student users of outdoor recreation services*. Fourth Biannual National Conference on Outdoor Recreation, Boone, N. C.

State/Regional

1. John Crotts, Calvin Blackwell, Steve Litvin and Allan Styles (2003). *Local government use of state accommodation taxes*. Columbia, SC: South Carolina Department of Revenue & the Tourism Expenditure Oversight Committee, September 9.
2. Stephen Litvin and John Crotts (2002). *Cross cultural consumer behavior: Revisiting Hofstede's uncertainty avoidance dimension*. Atlanta, GA: Southeast Travel and Tourism Research Association, Nov 1.
3. John C. Crotts (2002). *Assessing organizational needs using survey methods*. South Carolina Association for Higher Education, October 27-29. Myrtle Beach, SC.
4. John Crotts, Ralph Muldrow and Howard Rudd (2002). *Conducting a Needs Assessment for Continuing Education*. South Carolina Association for Higher Education. Charleston, SC May 16.
5. John C. Crotts and Ralph Muldrow (2001). *Needs assessment of regional heritage tourism organization*. Charleston, SC: National Alliance for Heritage Areas, January 22-24.
6. John Crotts, Ralph Muldrow and Curt Cottle (2001). *Organizational needs of the US17-A1A heritage corridor*. Charleston, University of Georgia, March 7.
7. Thomas Kent, Abdul Aziz and John Crotts (2000). *An Analysis of Leadership Behavior*. Myrtle Beach, SC: Southeaster Chapter of the Institute of Operations Research and Management Sciences, Oct. 6-7.
8. John Crotts and Bruce Money (1999). *When east meets west: Cross-cultural differences between Japan and U.S*. Charleston: Kasumigaseki Travel Bureau, Inc. and Travel South, USA. February 7.
9. John Crotts (1999, 2000). *Tourism as an economic development strategy*. Charleston, SC: South Carolina Economic Developers School, March 23 and again April 15.
10. John Crotts (1998). *The Young Tourism Professional's Forum*. Myrtle Beach, SC: South Carolina Governor's Conference on Travel and Tourism. January 29.
11. John Crotts and Chip Condon (1997). *Fun money: Which US households have it and how much*. Asheville, NC: American Resort Development Association, Nov. 4.
12. John C. Crotts (1995). *Responding to Type I and Type II public relations crisis: Lessons learned from Florida's response to the media's attention to tourist criminal victimization*. NZ Police District Headquarters: Christchurch, May 25.
13. John C. Crotts (1994). *The future of Florida tourism*. Florida Sea Grant Program Planning Workshop, Gainesville, FL., January 17-20.
14. John C. Crotts and Glenn Israel (1994). *Reaching your potential as a destination marketing organization*. Greater Lake Okeechobee Tourism Development Authority, Lakeland, FL., August 30.
15. John C. Crotts (1994). *Issues involving the imposition and uses of local option tourist development taxes*. Florida Association of Counties, Fort Lauderdale, FL., June 29- July 1.

16. John C. Crotts (1994). *Assessing the opportunities of nature-based tourism development in southwest Florida*. Heartlands Rural Economic Development Initiative, Avon Park, FL, January 21.
17. John C. Crotts (1993). *Determining park users willingness to pay*. 30th Annual Conference of the Florida Institute of Park Personnel, Gainesville, FL., October 31-November 3.
18. Neha Shah, Cecelia Keller and John C. Crotts (1993). *Public parks, recreation and museums' role in the international tourism economy: Florida as a case study*. Southeastern Recreation Research Conference, Helen, Georgia, February 11-12.
19. John C. Crotts and Eric M. Thunberg (1992). *Travel patterns of Florida residents*. Florida Governor's Conference on Travel and Tourism, Fort Lauderdale, FL.
20. John C. Crotts and Stephen M. Holland (1992). *Objective indicators of the social impact of rural tourism development*. Florida Governor's Conference on Travel and Tourism, Fort Lauderdale, FL.
21. John C. Crotts (1992). *Target markets for rural coastal communities*. Taylor County Coastal Association, Steinhatchee, FL.
22. John C. Crotts (1992). *Elements of effective advertising campaigns*. Florida's Nature Coast Strategic Market Planning Workshop, Clearwater, FL.
23. John C. Crotts (1992). *Profile of visitors to Alachua County's festivals, attractions and special events*. Directors of Alachua County's festivals, attractions and special events, Gainesville, FL.
24. John C. Crotts (1992). *Profiles of visitors to North Central Florida*. North Central Florida Tourism Planning Council, Lake City, FL.
25. John C. Crotts (1991). *Assessing opportunities in rural tourism development*. Annual Meeting of the University of Florida's Extension Service Directors, University of Florida.
26. John C. Crotts (1991). *Analyzing the scope, size and trip characteristics of Florida resident travel within the state*. Tampa Bay Regional Economic Information Development Network, St. Petersburg, FL.

SERVICE

Chairperson – City of Charleston's Cruise Ship Task Force involving 41 representatives from the affected neighborhoods, industry representatives, local business interests, preservation organizations and other interested parties. The task force addressed and made recommendations to City Council involving: Passenger processing procedures; Traffic and parking impact; Quality of life for residents; Quality of experience for passengers; Homeland security; Environmental issues; Research on other ports and experiences; and Impact on businesses.

Working Group Member (2002) of the College of Charleston's Long Range Strategic Plan:

1. Graduate Education
2. New Campus Student Union
3. School of Business and Economics

Editor (1998 - 2001) of the International Journal of Hospitality and Tourism Administration.

Editor Board Member of the (1) Journal of Travel and Tourism Marketing, (2) Pacific Tourism Review, (3) the Scandinavian Journal of Hospitality and Tourism Management and (4) the Journal of Hospitality and Tourism.

Member (1996-98) of the Accommodations Tax Oversight Committee of the South Carolina Department of Revenue.

Board Member (1997-2002) South Carolina Hospitality Association. SCHA is the industry trade association composed of the SC Hotel and Motel Association and the SC Restaurant Association.

Project Team Manager (2000- present) for the *Tourism Student Reciprocal Exchange Program* between universities in SC's tourism sister state of Queensland, Australia and four SC universities offer tourism degrees.

Ad Hoc Advisory Board Member (1999- present). South Carolina Department of Parks, Recreation and Tourism.

Founding Chair (1997-1999) of the South Carolina Hospitality and Tourism Educators Consortium. SCHTEC is a voluntary alliance of all two and four year hospitality and tourism education programs in South Carolina. It exists to advance the interaction between the S.C. hospitality and tourism industry and its educators with the goal of improving the quality of its workforce through educational programming and outreach efforts.

Member (1999- 2000) Student Education Committee, Hospitality Sales and Marketing Association International.

Think Tank Participant of the International Hotel and Restaurant Associations on *Safety and Security in the Hospitality Industry*. Orlando, Fl, August 17-18, 1998.

Revised and extended the certification exam leading Registered Resort Professional designation for the American Resort Development Association. In addition, created the draft criteria to evaluate proposals for funding for the Alliance for Timeshare Excellence.

Reviewer of manuscripts submitted to the Journal of Leisure Research, Annals of Tourism Research, Tourism Management, Journal of Hospitality and Tourism Research, Journal of Travel and Tourism Marketing, Journal of Sustainable Tourism, Tourism Economics, Scandinavian Journal of Hospitality and Tourism Management, Island Press, Delmar Publishers, Routledge Press and the Journal of Recreation Administration.

Education chair (1992-94) of the Florida Chapter of the Travel and Tourism Research Association and Coordinator of the *Florida Tourism and Hospitality Research Contest*. The purpose of the contest is to encourage and recognize research excellence of undergraduate and graduate students that advances the body of knowledge, both empirical and applied, in commercial recreation, hospitality and tourism.

Co-coordinator with Dr. Deborah Kerstetter (Penn State) of the 1992 and 1993 RCRA Research Symposium. Accepted papers were published in a special issue of *Visions in Leisure and Business*.

Co-coordinator for the National Rural Tourism Development Program-- Florida. USDA Extension Service and the Tourism Center, University of Minnesota.

Founding member of the Science Board, Florida Sea Grant Extension Program.

Reviewer for the Research Symposiums of the 1991, 1992, 1993 and 1994 Travel and Tourism Research Association's Annual Conferences.

Co-convenor of the 1990 Southeast Travel and Tourism Research Association's Annual Conference, Atlanta, GA.

Steering committee member of the 1990 National Conference on Outdoor Recreation, Boone, N.C.

1986-89 Division 9 and 11 representative to the Bicycle Program of the North Carolina Department of Transportation.

AWARDS/RECOGNITIONS

2003 Author of JTS Classics 1990-2000- Recognized as author of one of 12 most frequently requested reprints of the Journal of Tourism Studies 1990-2000. John C. Crotts (1996). Theoretical perspectives on tourist criminal victimization. *Journal of Tourism Studies*, Vol. 7 (2).

2001 Service Award (first recipient) presented by the School of Business and Economics of the College of Charleston for service to the school, college, community and profession.

2000 Stars of Tourism Research - In line with the Hollywood theme of their 2000 conference, the Travel and Tourism Research Association the Travel and Tourism Research Association recognized him as one of five stars in tourism research worldwide along with Brent Ritchie, Geoffrey Crouch, Peter Williams and Douglas Frechtling.

1993 Excellence in Research Award presented by the Resort and Commercial Recreation Association at the RCRA Research Symposium, New Paltz, New York, November 1993.

1992 Excellence in Research Award presented by the Resort and Commercial Recreation Association at the RCRA Research Symposium, Asheville, North Carolina, November, 1992.

1987-89 Meritorious Achievement Award in the Keeling Dissertation Competition presented by the International Society of Travel Marketing Professionals and the Travel and Tourism Research Association, June 1989.

PROFESSIONAL MEMBERSHIPS

American Hotel & Lodging Association
Hospitality Sales and Marketing Association International (HSMAI)
Professional Convention Management Association
Council on Hotel, Restaurant and Institutional Education (CHRIE)
Travel and Tourism Research Association (TTRA)
Charleston Travel Council
Greater Charleston Area Hotel and Motel Association
Hospitality Association of South Carolina
South Carolina Hospitality and Tourism Educators Coalition
National Trust for Historic Preservation