

Stephen W. Litvin

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SUMMARY	A tourism educator with strong industry experience and an interest in seeking advances in tourism marketing through a combination of theory and practice.	
EDUCATION	DBA, International Graduate School of Management, University of South Australia MBA, Babson College BSAccounting, Bentley College	
CERTIFICATION	Certified Public Accountant (MA and AZ, licenses not currently active)	
WORK HISTORY	2001- Present	College of Charleston, Charleston, South Carolina; Associate Professor
	1997- 2001	Nanyang Technological University, Singapore; Associate Professor
	1993-1997	Ngee Ann Polytechnic, Singapore, Senior Lecturer
	1989-1993	USTRavel Systems, Phoenix; GM, Vice President
	1980-1989	Freedom Travel, Phoenix; Owner, President
	1979-1980	Coopers & Lybrand, Phoenix; Senior Consultant
	1977-1979	Crimson Travel/Thomas Cook, USA, Boston; Comptroller
	1973-1977	Arthur Andersen & Co., Boston, Auditor

SELECTED PUBLICATIONS

Litvin, S.W. (pending publication). "Streetscape Improvements in an Historic City: A Second Visit to King Street, Charleston, South Carolina, *Tourism Management*.

Litvin, S.W., Xu Gang, and Kang, S. K. (2004), "Spousal Vacation Buying Decision Making – Revisited Across Time and Place", *Journal of Travel Research*, Vol. 43 (2), pp.193-198.

Styles, A.K., Litvin, S.W., Crotts, J.C. and Blackwell, C. (2004), "Local Government Use of State Accommodation Tax Revenues", *Journal of Hospitality and Tourism*, Vol. 1 (2), pp. 111-118.

Litvin, S.W., Tan, K.P.S., Tay, J. P.F. and Aplin, K. (2004), "Cross-Cultural Differences: An Influence on Tourism Ethics?", *Tourism: An International Interdisciplinary Journal*, Vol. 52 (1), pp.39-50.

Litvin, S.W., Crotts, J.C. and Hefner, F.L (2004), "Cross-cultural Tourist Behavior: A Replication and Extension Involving Hofstede's Uncertainty Avoidance Dimension, *International Journal of Tourism Research*, Vol. 6, pp. 29-37.

Litvin, S.W. and Crotts, J.C. (2003), "A Framework for Online Sales Negotiations of Hospitality and Tourism Services", *Information Technology and Tourism* Vol. 6 (2), pp. 91-97.

Litvin, S.W. and Goh, H.K. (2003), "Individualism/Collectivism as a Moderating Factor to the Self-image Congruity Concept", *Journal of Vacation Marketing*, Vol. 10 (1), pp. 23-32.

- Crotts, J.C. and Litvin, S.W. (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.
- Litvin, S.W. (2003), "The Cyber-Conference: Vision or Illusion?", *Journal of Convention & Exhibition Management* (now *Journal of Convention & Events Tourism*), Vol. 5 (1), pp 1-12.
- Litvin, S.W. (2003), "The Classic Collection, *JTS* Articles in Demand from 1990-2000 - Tourism and Politics: The Impact of Pauline Hanson's One Nation Party on Australian Visitor Arrivals", *Journal of Tourism Studies*, Vol. 14 (1), pp. 124-136.
- Litvin, S.W. and Alderson, L.L. (2003), "How Charleston Got its Grove Back: A CVB's Response to 9/11", *Journal of Vacation Marketing*, Vol. 9 (2), pp. 188-197.
- Litvin, S.W. (2003), "Tourism and Understanding: The Business Study Mission", *Annals of Tourism Research*, Vol. 30 (1), pp. 77-93.
- Litvin, S.W. (2002), "The Singapore Gold Circle: Perception of Local Customers of Travel Agencies", *International Journal of Tourism Research*, Vol. 4, pp. 271-282.
- Litvin, S.W. and Goh, H.K. (2002), "Self-Image Congruity: A Valid Tourism Theory?", *Tourism Management*, Vol. 23, pp. 81-83.
- MacLaurin, D. and Litvin, S.W. (2002), "Tourism Strategies in an Island Economy: How Singapore Attracts the World", *Tourism*, Vol. 41 (4), pp. 383-388.
- Litvin, S.W., Elangovan, T., and O'Brien, P.W. (2001), "Cyber-conventions: Vision or New Reality?", *International Journal of Entrepreneurship and Innovation Management*, Vol. 1 (3/4), pp. 474-482.
- Litvin, S.W., Goh, H.K. and Goldsmith, R.E. (2001), "Travel Innovativeness and Self-Image Congruity", *Journal of Travel & Tourism Marketing*, Vol. 10 (4), pp. 33-45.
- Litvin, S.W. and MacLaurin, D.J. (2001), "Consumer Attitude and Travel Behavior", *Annals of Tourism Research*, Vol. 28 (3), pp. 821-823.
- Litvin, S. W. and Ng S.L. (2001), "The Destination Attribute Management Model: An Empirical Application to Bintan, Indonesia", *Tourism Management*, Vol.22, pp.481-492.
- Litvin, S.W. and Goh, H.K. (2001), "E-Surveying for Tourism Research: Legitimate Tool or a Researcher's Fantasy?", *Journal of Travel Research*, Vol.39 (3), pp. 308-314.
- Litvin, S.W. (2000), "Revisiting the Heavy User Segment for Vacation Travel Marketing", *Journal of Vacation Marketing*. Vol. 6 (4), pp. 345-356.
- Litvin, S.W. and Elangovan, T. (2000), "The Travel Agency Management Game: An Effective Classroom Teaching Tool", *CHRIE Journal of Hospitality & Tourism Education*, Vol.12 (2), pp. 56-63.
- Litvin, S.W. (2000), "Tourism Student Perceptions of a Travel Agency Career". *Tourism and Hospitality Research, The Surrey Quarterly Review*. Vol. 1 (4), pp. 295-312.
- Litvin, S.W. (2000), "Revisiting Tourism and Understanding", *Annals of Tourism Research*, Vol. 21 (2), pp. 526-529.

PROJECTS/TRAINING CONDUCTED FOR THE FOLLOWING ORGANIZATIONS

Singapore Tourism Board; Transportation Feasibility Study

Charleston Area Convention and Visitor Bureau; Visitor Marketing Study

Charleston Fine Arts Dealers Association; Economic Impact Study

Charleston Renaissance Hotel; Market Positioning Study

Charleston Riverview Hotel; Repositioning Study

Hospitality Leadership Development Institute

South Carolina Department of Revenue and The Tourism Expenditure Review Committee; Tax Expenditure Study

Traffic Flow Analysis for Cruise Ship Regulatory Committee, City of Charleston

INVITED PRESENTATIONS

“Do the Charleston: A post-9/11 Review of the Marketing of Charleston, S.C.”, American Marketing Association Summers Educator’s Conference, Chicago.

“Facilitation of Visitor Mobility and Tourism Growth”, Asia Pacific Economic Cooperation (APEC) Tourism Forum, Hong Kong

“How Ready are We for the New Environment”, Change for Profitability Conference, National Association of Travel Agents Singapore, Singapore (invited presentation).

“Exploring the Role of the New Travel Agent”, Mastering Change in Travel Conference, Pacific Asia Travel Association (PATA) World Travel Mart, sponsored by National Association of Travel Agents Singapore, PATA Singapore Chapter and *TravelAsia*, Singapore (invited presentation).

SELECTED SERVICE

Chair, City of Charleston Tourism Board Cruise Ship Subcommittee

Chair, College of Charleston Faculty Committee for Institutional Effectiveness

Member, College of Charleston SACS Accreditation Committee

Member, College of Charleston Faculty Advisory Committee to the President

Member, Travel Institute of Singapore Advisory Board

Editorial Review Board *Journal of Vacation Marketing*

Editorial Review Board *Tourism Review Int'l (formerly Pacific Tourism Review)*