

**Matthew J. Stone, Ph.D.**  
Department of Marketing  
California State University, Chico  
Chico, California 95929 USA  
(530) 898-4051 • mjstone@csuchico.edu

## **EDUCATION**

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### **Doctor of Philosophy (Ph.D.) in Recreation, Park, & Tourism Sciences**

Texas A & M University  
*Area of Focus:* Tourism Marketing

### **Master of Hospitality Management (M.H.M.)**

University of Houston, Conrad N. Hilton College of Hotel & Restaurant Management

### **Bachelor of Science (B.S.) in Business Administration (with High Honors)**

University of Illinois at Urbana-Champaign

## **PROFESSIONAL ACADEMIC EXPERIENCE**

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**California State University, Chico** 8/2014 – present

**Associate Professor, Marketing** 8/2022 – present

**Associate Professor, Recreation, Hospitality, & Parks Management** 8/2018 – 8/2022

**Assistant Professor, Recreation, Hospitality, & Parks Management** 8/2014 – 8/2018

Fulbright Scholar: Haaga-Helia University, Helsinki Finland – 2019

Visiting Professor:

University of Padua (Università degli Studi di Padova), Italy – 2021, 2022, 2023

University Studies Abroad Consortium (USAC), Verona, Italy – 2018

Visiting Lecturer:

FHWien University of Applied Sciences (Vienna, Italy) – 2019-2022

Kaunas College of Applied Sciences (Lithuania) – 2019, 2021, 2022

**Texas A&M University** 8/2011 – 8/2014

**Graduate Teaching Assistant, Recreation, Park, & Tourism Sciences**

**University of Houston** 1/2011 – 5/2012

**Conrad N. Hilton College of Hotel & Restaurant Management**

**Prince George's Community College** 8/2009 – 12/2010

***Assistant Professor, Hospitality Management, Tourism, and Culinary Arts***

## **PROFESSIONAL MANAGEMENT EXPERIENCE**

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### **Interstate Hotels & Resorts**

**2000 – 2009**

*Director of Sales & Marketing, Hilton Arlington (Virginia) (2007 – 2009)*

*Assistant Director of Sales, Hilton Houston Westchase (2005 – 2007)*

*Director of Catering Sales, Houston Marriott West Loop (2003 – 2005)*

*Catering Sales Manager, Houston Marriott West Loop (2000 – 2003)*

*Front Office Manager, Houston Marriott West Loop (2000)*

### **Adam's Mark Hotels & Resorts**

**1997 – 2000**

*Front Office Manager, Adam's Mark Columbus (Ohio) (1999 – 2000)*

*Sales Office Manager, Adam's Mark Houston (1998 – 1999)*

*Assistant Front Office Manager, Adam's Mark Houston (1997 – 1998)*

## **CERTIFICATIONS**

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C.H.E.: Certified Hospitality Educator (American Hotel & Lodging Educational Institute), 2019.

C.M.P: Certified Meeting Professional. (Events Industry Council), 2007. Renewed until 2027.

C.H.I.A.: Certification in Hotel Industry Analytics (American Hotel & Lodging Educational Institute), 2015.

## **PUBLICATIONS**

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Stone, M. J. (2023) The changing face of gourmet food travel: Observations on gourmet and fine dining in food tourism. In E. Wolf & F. Fusté Forné (Eds.), *Contemporary Advances in Food Tourism* (pp. 183-196). Routledge.

Garibaldi, R., Stone, M. J., Wolf, E., & Pozzi, A. (2022). Wine tourism and consumer behavior. In S. K. Dixit (Ed.), *Routledge Handbook of Wine Tourism* (pp. 132-142). Routledge.

Sthapit, E., Björk, P., & Stone, M.J. (published online ahead of print). Sources of value co-creation, co-destruction and co-recovery at Airbnb in the context of the COVID-19 pandemic. *International Journal of Hospitality & Tourism Administration*.  
<https://doi.org/10.1080/15256480.2022.2092249>

Stone, M. J. (2022). Culinary tourism. In D. Buhalis (Ed.) *Encyclopedia of Tourism Management and Marketing* (pp. 696-698). Elgar.

- Stone, M. J., & Migacz, S., & Sthapit, E. (2021). Connections between culinary tourism experiences and memory. *Journal of Hospitality and Tourism Research*. <https://doi.org/10.1177/1096348021994171>
- Stone, M. J., & Migacz, S., & Wolf, E. (2021). Learning through culinary tourism and developing a culinary tourism education strategy. *Journal of Tourism and Cultural Change*. <https://doi.org/10.1080/14766825.2021.1876078>
- Garibaldi, R., Stone, M. J., & Pozzi, A. (2021). Consuming gastronomy while travelling: What do tourists want? In F. Grasso & B. S. Sergi (Eds.) *Tourism in the Mediterranean Sea: An Italian Perspective* (pp.109-118). Emerald Publishing Limited.
- Sthapit, E., Björk, P., Coudounaris, D., & Stone, M. J. (2021). A new conceptual framework for memorable Airbnb experiences: Guests' perspectives. *International Journal of Culture, Tourism, & Hospitality Research*. doi: 10.1108/IJCTHR-01-2021-0002
- Sthapit, E., Björk, P., Jiménez Barreto, J., & Stone, M. J. (2021). Spillover effect, positive emotions and savouring processes: US and British Airbnb guests' perspective. *Anatolia*, 32(1), 33-45.
- Stone, M. J., Garibaldi, R., & Pozzi, A. (2020). Motivation, behavior, and activities of beer tourists. *Tourism Review International*, 24(2-3), 167-178.
- Stone, M. J. (2019). Typologies of gastronomic and culinary travelers. In S. K. Dixit (Ed.), *Routledge Handbook of Gastronomic Tourism* (pp. 153-160). Routledge.
- Stone, M. J., Garibaldi, R., & Pozzi, A. (2019). Exploring additional food and beverage activities of wine travelers. In S. K. Dixit (Ed.), *Routledge Handbook of Gastronomic Tourism* (pp. 89-96). Routledge.
- Padron, T. C. & Stone, M. J. (2019). Leadership skills in event management courses. *Event Management*, 23(6), 927-937.
- Stone, M. J., Migacz, S., & Wolf, E. (2018). Beyond the journey: The lasting impact of culinary tourism activities. *Current Issues in Tourism*, 22(2), 147-152.
- Stone, M. J., Soulard, J., Migacz, S., & Wolf, E. (2017). Elements of memorable food or drink travel experiences. *Journal of Travel Research*, 57(8), 1121-1132.
- Garibaldi, R., Stone, M. J., Wolf, E., & Pozzi, A. (2017). Wine travel in the United States: A profile of wine travelers and wine tours. *Tourism Management Perspectives*, 23, 53-57.
- Stone, M. J., Padron, T. C., Wray, M. L., La Lopa, J. M., & Olson, E. D. (2017). Career desires and expectations of event management students. *Journal of Hospitality and Tourism Management*, 32, 45-53.
- Stone, M. J., & Petrick, J. F. (2017) Exploring learning outcomes of domestic travel experiences through mothers' voices. *Tourism Review International*, 21(1), 17-30.
- Durko, A. M., & Stone, M. J. (2017). Even lovers need a holiday: Women's reflections of travel without their partners. *Tourism Management Perspectives*, 21, 18-23.

- Stone, M. J. & Coon, J. (2017) Always a traveller: A portrait of Valene L. Smith. *Anatolia: An International Journal of Hospitality and Tourism Research*, 28(2), 299-305.  
(Note: Invited article, not peer reviewed).
- Stone, M. J. (2016). Deciding not to choose: Delegation to social surrogates in tourism decisions. *Tourism Management*, 57, 168-179.
- Stone, M. J. (2016). Reliability as a factor in small community air travel choice. *Journal of Air Transport Management*, 53, 161-164.
- Stone, M. J. (2018). Impact of delays and cancellations on travel from small community airports. *Tourism and Hospitality Research* (18)2, 214-228.
- Stone, M. J. (2018). Eat there! Shop here! Visit that! Presenting the city in mass media travel writing. *Current Issues in Tourism* (21)9, 998-1013.
- Stone, M. J., & Petrick, J. F. (2013). The educational benefits of travel experiences: A literature review. *Journal of Travel Research*, 52(6), 731-44.

## **CONFERENCE PRESENTATIONS**

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- Stone, M. J. (2022, October). Comparing wine travelers and beer travelers with other travelers. Presentation, CenStates/Greater Western Chapters – Travel & Tourism Research Association (CenStates/GWTTRA) Joint Annual Conference, Skokie, Illinois.
- Stone, M. J. (2022, October). The overlap between wine tourists and beer tourists. Presentation, World Food Travel Association FoodTREX Food Travel Research Summit, Online.
- Stone, M. J. (2021, October). Canadian beer & wine travelers: A profile of motivations and activities. Presentation, TTRA Canada (Travel & Tourism Research Association) Annual Conference, Online.
- Stone, M. J., Ferrari, C., Winchell, Q., & Nitzky, W. (2021, October). Exploring tourism through film: An interdisciplinary course partnership with media arts, anthropology, and tourism. Presentation, International Society of Travel & Tourism Educators (ISTTE) Annual Conference, Online.
- Stone, M. J. (2021, February). Getting young people interested in learning about food & drink tourism. Presentation, Greater Western Chapter – Travel & Tourism Research Association (GWTTRA) Annual Conference, Online.
- Stone, M. J. (2021, February). Can hospitality & tourism educators assist in preserving and promoting local food and drink heritage? Presentation, 2021 CHRIE West Federation Regional Conference, Online.
- Stone, M. J., & Migacz, S. (2020, October). Getting young people interested in learning about food & drink tourism. Presentation, World Food Travel Association FoodTREX Food Travel Research Summit, Online.

- Padron, T.C., & Stone, M.J. (2020, February). Leadership skills in event management courses. Poster Presentation, 2020 CHRIE West Federation Regional Conference, Pomona, California.
- Stone, M. J. & Garibaldi, R. (2020, February). Local food consumption values of leisure travelers. Presentation, 2020 CHRIE West Federation Regional Conference, Pomona, California.
- Stone, M. J. (2019, November). Local food consumption values while traveling: Preliminary demographic analysis. Presentation, World Food Travel Association FoodTRENZ Food Travel Research Summit, London, UK.
- Stone, M. J. (2019, March). Framework for maintaining local & authentic food & drink experiences. Presentation, Greater Western Chapter – Travel & Tourism Research Association (GWTTRA) Annual Conference, Sacramento, California.
- Stone, M. J. (2019, February). Growth in the tourism industry in 35 years: A comparison and look ahead. Presentation, 2019 CHRIE West Federation Regional Conference, Sonoma, California.
- Durko, A. M., & Stone, M. J. (2019, February). Start spreading the news: Publicizing your research and expertise to the media and industry. Workshop, 2019 CHRIE West Federation Regional Conference, Sonoma, California.
- Padron, T. C., & Stone, M. J. (2018, October). Leadership skills in event management courses. Presentation, IMEX America – International Meeting Exchange – Faculty Engagement Summit, Las Vegas.
- Stone, M. J., Garibaldi, R., & Pozzi, A. (2018, October). Demographic differences in European beer tourism behaviours. Tomorrow's Food Travel Conference, Gothenburg, Sweden.
- Stone, M. J. (2018, April). Tourism's past as a lens into the future. Presentation, Greater Western Chapter – Travel & Tourism Research Association (GWTTRA) Annual Conference, Seattle.
- Olson, C. A. & Stone, M. J. (2018, February). Connecting short-term domestic travel study with academic outcomes in middle school students. Presentation, 2018 CHRIE West Federation Regional Conference, Denver.
- Stone, M. J., Padron, T. C., & Durko, A. M. (2018, February). Designing travel study and short-term study abroad programs in hospitality and tourism. Workshop, 2018 CHRIE West Federation Regional Conference, Denver.
- Olson, E. D., & Stone, M. J. (2017, October). Personality traits and event management students' employment aspirations. Presentation, IMEX America – International Meeting Exchange – Faculty Engagement Summit, Las Vegas.
- Stone, M. J. & Migacz, S. (2017, April). Connecting food travel motivations with participation in other travel activities. Presentation, Greater Western Chapter – Travel & Tourism Research Association (GWTTRA) Annual Conference, Reno.

- Stone, M. J. & Padron, T. C. (2017, February). A profile of event management students' interest and experience. Poster Presentation, 2017 CHRIE West Federation Regional Conference, San Diego.
- Olson, E. D., & Stone, M. J. (2016, October). Why am I here and what will I do? Students' interest in event management and perceptions of event management careers. Poster Presentation, 2016 IMEX America – International Meeting Exchange – Faculty Engagement Summit, Las Vegas.
- Stone, M. J. (2016, February). Investigating small community air choice factors. Presentation, Greater Western Chapter – Travel & Tourism Research Association (GWTTRA) Annual Conference, Scottsdale, Arizona.
- Stone, M. J. & Padron, T. C. (2016, February). What do students expect from event management careers? Results from a pilot study. Presentation, CHRIE West Federation Regional Conference, Denver.
- Stone, M. J. (2015, October). Engaging student listeners with sports radio strategies. Presentation, CELT Conference (Center for Excellence in Learning & Teaching), Chico, California.
- Stone, M. J. (2015, July). Flight reliability and airport choice in small communities: Initial results of a community study. Poster Presentation, I-CHRIE International Conference, Orlando.
- Stone, M. J. (2015, June). Investigating the effect of flight delays and cancellations on travel from small communities. Presentation, Travel & Tourism Research Association (TTRA) 2015 Conference, Portland, Oregon.
- Stone, M. J., & Petrick, J. F. (2015, June). Reflections on learning from domestic travel. Poster presentation, Travel & Tourism Research Association (TTRA) 2015 Conference, Portland, Oregon.
- Stone, M. J. (2015, March). Perceptions of event management as a career choice: A pilot study. Poster presentation, California Park & Recreation Society Leisure Education & Research Symposium, Sacramento.
- Stone, M. J. (2015, February). “After the break ...” Can sports radio programs make us better instructors?. Presentation, CHRIE West Federation Regional Conference, San Francisco.
- Stone, M. J. (2015, February). Using sports radio strategies to engage the student listener. CalSPRE Annual Conference, Pacific Grove, California.
- Stone, M. J. (2014, July). What's a vegetarian doing at a steakhouse? Minority impact on restaurant choice in groups. Poster Presentation, I-CHRIE International Conference, San Diego.
- Durko, A., Stone, M. J., & Petrick, J. F. (2014, June). Even lovers need a holiday: Toward an understanding of women traveling without their partners. Presentation, Travel & Tourism Research Association International Conference, Bruges.

- Stone, M. J. (2013, July). Is hotel experience superior to restaurant experience? Results of a pilot study & proposal for additional research. Poster Presentation, I-CHRIE International Conference, St. Louis.
- Stone, M. J. (2013, June). Indulge! Presentation of dining and drinking experiences in contemporary travel writing. Presentation, Travel & Tourism Research Association (TTRA) International Conference, Kansas City.
- Stone, M. J. & Petrick, J. F. (2013, June). Generic skills learned from domestic travel experiences. Presentation, Travel & Tourism Research Association (TTRA) International Conference Graduate Symposium, Kansas City.
- Stone, M. J. & Petrick J. F. (2012, June). Site selection factors for youth sport tournaments. Presentation, Travel & Tourism Research Association (TTRA) International Conference Graduate Symposium, Virginia Beach.

## **RESEARCH REPORTS & WHITE PAPERS**

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- 2020 State of the Food Travel Industry Report*. World Food Travel Association, February 2020. (Role: Lead Author & Researcher)
- 2020 Food Travel Monitor*. World Food Travel Association, January 2020. (Role: Lead Author & Researcher)
- Report of Gastronomy Tourism in Italy 2020*. Roberta Garibaldi. (Role: Scientific Committee)
- 2019 State of the Food Travel Industry Report*. World Food Travel Association, January 2019. (Role: Lead Author & Researcher)
- 2016 Food Travel Monitor*. World Food Travel Association, June 2016. (Role: Lead Author & Researcher)
- The American Culinary Traveler: Profiles, Behaviors, & Attitudes*. World Food Travel Association, March 2016. (Role: Lead Author & Researcher)
- Chico Community Travel Survey: Summary of Results. Chico Chamber of Commerce, March 2015. (Role: Author & Researcher)
- Comparison of Chico Airport Shuttle Service. Chico Chamber of Commerce, March 2015. (Role: Author & Researcher)

## **GRANTS & ACADEMIC AWARDS**

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- Consumer Behavior in Food Tourism. CSU Chico, RSCA Grant, 2022 (May). \$6,258.
- Hands-on Learning in Convention Management. CSU Chico Student Learning Fees, 2022-23. \$2,200.
- Experiential Learning in Food & Beverage Management. CSU Chico Student Learning Fees, 2022-23. \$2,800.

Student Certificate in Event Design. CSU Chico Student Learning Fees, 2022-23. \$4,078.

Experiential Learning in Local Food & Agricultural Culture. CSU Chico Student Learning Fees, 2022-23. \$3,350.

Enhanced Classrooms for Virtual Conferences & Events. HEERF (Higher Education Emergency Relief Fund), CSU Chico, 2021. \$85,350 (partial).

International Lectures. Kaunas College of Applied Sciences. Lithuanian government grant for foreign lecturers, 2021, 2022.

Hands-on Learning in Convention Management. CSU Chico Student Learning Fees, 2021-22. \$2,000.

Experiential Learning in Local Food and Drink Culture. CSU Chico Student Learning Fees, 2021-22. \$3,430.

Experiential Learning in Food & Beverage. CSU Chico Student Learning Fees, 2020-21. \$3,600.

Experiential Learning in Food & Beverage. CSU Chico Student Learning Fees, 2018-19. \$3,600.

Faculty Writing Group FLC ("Write an Article in 12 Weeks"). CSU Chico, Center for Excellence in Learning & Teaching, 2018 (Spring). \$500.

Western Federation CHRIE Conference Scholarship, 2017 (February). \$500.

Scholarship of Learning & Teaching (SOLT) Award. Profile of event management students interest and experience. CSU Chico, Center for Excellence in Learning & Teaching, 2016 (December). \$500.

Understanding the Culinary Traveler. CSU Chico, University Office of Research and Sponsored Programs, RSCA Grant, 2016 (May). \$5,250.

Scholarship of Learning & Teaching (SOLT) Award. Expectations from event management careers. CSU Chico, Center for Excellence in Learning & Teaching, 2016 (February). \$500.

Global Food & Drink Travel Benchmark Study, M. J. Stone Principal Investigator. S. Migacz, J. Coon, & M. Yeager Investigators. World Food Travel Association, 2015. \$26,303.

Faculty Writing Group FLC ("Write an Article in 12 Weeks"). CSU Chico, Center for Excellence in Learning & Teaching, 2015 (Fall). \$500.

Faculty Writing Group FLC ("Write an Article in 12 Weeks"). CSU Chico, Center for Excellence in Learning & Teaching, 2015 (Spring). \$500.

Benefits of Tourism, J. F. Petrick, Principal Investigator; C-C. Chen, A. Durko, & M. J. Stone Investigators. United States Travel Association; Awarded February 2012. \$38,799.



## **INVITED PRESENTATIONS**

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EdX Chico 2021 (California State University, Chico). "The Taste of Travel." October 8, 2021.

Business Issues from the Future Specialists' Point of View 2021. "Keynote Presentation: Trends in Food Tourism." May 5, 2021, Kaunas, Lithuania (Online).

Caribbean Tourism Organization. "Culinary Routes of our Culinary Roots - Creating a Culinary Tourism Product in the Caribbean." March 23, 2021 (Online).

University of Turku American Voices Seminar. "Pizza: A slice of American life." October 12, 2019. Turku, Finland. With Melissa Meierhofer.

Anthropology Forum, California State University-Chico. "Local, Authentic, & Innovative Food Travel Experiences." February 14, 2019, Chico, California.

Humanities Center, California State University, Chico. "I am from here. I am not from here." September 20, 2018, Chico, California.

Humanities Center, California State University, Chico. "Panel on Tourism and Pilgrimage." April 11, 2018, Chico, California.

Anthropology Forum, California State University-Chico. "What makes a memorable food or drink travel experience?" April 27, 2017, Chico, California.

North State Economic Forecast Conference. "North State Tourism." January 14, 2016, Oroville, California.

Northern California Hotel & Lodging Conference (California Hotel & Lodging Association). "No More 'Heads in Beds.'" May 21, 2015, San Jose, California.

HFTP (Houston Financial & Technology Professionals) Houston Chapter. "Thinking, Stealing, & Traveling: Generating New Ideas for Hospitality Managers." August 12, 2012, Houston, Texas.

Lone Star College Conference Day. "Insider's Guide to Saving Time & Money on Travel." Lone Star College-Cy Fair & Lone Star College-North Harris, Houston, Texas, February 17, 2011.

WBAL-TV Baltimore. "Hot Holiday Travel Deals." Baltimore, Maryland, December 11, 2010

Hot 99.5 Washington Podcast. "Surviving Holiday Travel." Washington, DC, November 24, 2010.

WBAL-TV Baltimore. "Holiday Air Travel Made Easy." Baltimore, Maryland, November 20, 2010.

TBD-TV Washington DC. "Thanksgiving Air Travel Tips." Arlington, Virginia, November 16, 2010

Prince George's Community College Faculty/Staff Development. "Insider's Guide to Saving Time & Money on Travel." Prince George's Community College, Largo, Maryland, October 26, 2010.

AmateurTraveler.com Podcast, "Travel to Northern Virginia." [www.amateurtraveler.com](http://www.amateurtraveler.com),  
*Episode 229*. Airdate April 24, 2010.

Maryland Community College Cultural Competence and Travel Study Forum, "Domestic Travel Study: Learning From Travel in the USA." Howard Community College, Columbia, Maryland, April 23, 2010.

Washington DC Travel & Adventure Show, "Have it Eur Way: Time and Money Saving Tips for Your European Vacation." Washington, DC, March 7, 2010.

HSMAl National Hotel Sales Strategy Conference, "Maximizing Your Sales & Marketing Channels" (panelist). Washington DC, September 9, 2008.

## **MEDIA APPEARANCES**

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"Turistai leidžiasi į pažinimą per skrandį: o kaip gastronominius turistus prisivilioti Kaunui?" ("Reaching tourists through the stomach and how to attract gastronomic tourists to Kaunas"). *Kauno Diena* (Kaunas, Lithuania), October 1, 2021.  
<https://kauno.diena.lt/naujienos/kaunas/miesto-pulsas/turistai-leidziasi-i-pazinima-skrandi-o-kaip-gastronominius-turistus-prisivilioti-kaunui-1045540>

"Ask the experts: Best hotel credit cards." *Wallethub*, August, 10, 2021.  
[https://wallethub.com/best-hotel-credit-card#expert=Matthew\\_Stone](https://wallethub.com/best-hotel-credit-card#expert=Matthew_Stone)

"2021's Best Cities for Carless Weekend Trips." *Lawnstarter*, July 28, 2021.  
<https://www.lawnstarter.com/blog/studies/best-cities-carless-weekend-trips/#expert=matthew-stone>

"Discount travel websites." *CreditDonkey*, May 7, 2021.  
<https://www.creditdonkey.com/discount-travel-sites.html#interview=matthew-stone>

"How to: Find happiness and leisure amid a lockdown." *Inside Chico State*, 51 (1). September 18, 2020. <https://today.csuchico.edu/how-to-find-happiness-and-leisure-amid-a-lockdown/>

"What we can learn from visiting the world's happiest countries." *Inspirato*, Summer 2020.  
<https://www.inspirato.com/magazine/>

"Recipe for Success: Hotel F&B Gets a Redo." Lodging Leaders Podcast, Episode 248. February 5, 2020.  
<https://longlivelodging.com/exclusive/?tag=February%201st%20week%202020&title=recipe-for-success-hotel-fb-gets-a-redo>

"Culinary tourists are seeking more than just food." February 10, 2020. *Travel Market Report*.  
<https://www.travelmarketreport.com/articles/Culinary-Tourists-Are-Seeking-More-Than-Just-Food>

"A scrumptious way to see the world: Culinary travel is a thriving industry." February 2020. *Leisure Group Travel*. <https://leisuregrouptravel.com/a-scrumptious-way-to-see-the-world/>

*Place Branding for Small cities, Regions, & Downtowns.* By Bill Baker, 2019. p. 96.

“Want to Give Your Kids a Leg Up on Life? Travel with Them.” *The Points Guy*. February 2, 2019. <https://thepointsguy.com/guide/want-to-give-your-kids-a-leg-up-on-life-travel-with-them/>

“How and Why We Learn When We Travel.” Trip Doctor Podcast, Episode 4. July 15, 2018. <http://gotripdoctor.com/episode-04-how-and-why-we-learn-when-we-travel/>

*Primo Rapporto Sul Turismo Enogastronomico Italiano 2018.* Roberta Garibaldi.

“Smartphones Have Made Travel a Lot Easier. But They Have a Downside, Too.” *California State University News*, May 16, 2018. <https://www2.calstate.edu/csu-system/news/Pages/Technology-and-Travel.aspx>

“Chico State Professor Shares New Year’s Travel Tips.” *Action News Now*. December 18, 2017. <https://www.actionnewsnow.com/content/news/Chico-State-professor-shares-new-years-travel-tips-465032033.html>

“8 Awesome Travel Hacks that Will Save You Money this Summer.” *Sacramento Bee*, May 28, 2017. <http://www.sacbee.com/entertainment/living/travel/article152662924.html>

“Fresh Bargains Await the Smart Traveler in 2017.” *Sacramento Bee*, December 30, 2016. <http://www.sacbee.com/entertainment/living/travel/article123682289.html>

“Travel Tipster Shares Top Trends.” *Inside Chico State*, December 5, 2016. <https://www.csuchico.edu/inside/2016-12-05/article-travel-tips.shtml>

“Food Pics Spur Trips.” *Chico News & Review*, September 1, 2016, p. 9.

Hacking, Heather. “Ways to Generate Tourist Dollars.” *Chico Enterprise-Record*, January 16, 2016, p. A1, A5.

Solomon, Adina. “The Amenity Creep.” *Asian Hospitality*, August 2015. <https://www.asianhospitality.com/trends-n-issues/The+Amenity+Creep/2307>

Urseny, Laura. “Chico ready to launch air passenger surveys.” *Chico Enterprise-Record*, November 7, 2014, p. A1.

## **SERVICE & PROFESSIONAL DEVELOPMENT**

### **World Food Travel Association**

**2019 – present**

- Senior Research Advisor (2019-present)
- Advisors & Experts Network (2019-present)
- Co-Chair, Scientific Committee, FoodTRENEX Food Travel Research Summit (2019, 2020, 2021, 2022)

**GWTTRA Board of Directors** **2015 – present**

Greater Western Chapter, Travel & Tourism Research Association (GWTTRA)

- Past President (2021-2023)
- President (2019-2021)
- Vice President (2017-2019)
- Member at Large (2015-2017)

**International CHRIE Board of Directors** **2018 – 2019**

International Council on Hotel, Restaurant, & Institutional Education

- Director, Ex-Officio (2018-2019)

**West Federation CHRIE Board of Directors** **2016 – 2020**

West Federation CHRIE (Council on Hotel, Restaurant, & Institutional Education)

- Past President (2019-2020)
- President (2018-2019)
- Vice President (2017-2018)
- Director of Industry Services (2016-2017)

**Museum of Northern California Art (MONCA) Board of Directors** **2022 – present**

**Valene L. Smith Museum of Anthropology Advisory Board** **2017 – present**

**COURSES TAUGHT**

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*Marketing & Sales*

Sales Management – MKTG 470 – CSU, Chico  
Sales Competitions: Strategy and Practice – MKTG 479 – CSU, Chico  
Sales & Marketing Management – HSM 2530 – PGCC  
Hospitality Marketing (online) – HRMA 3361 – UH  
Tourism Marketing (online) – RPTS 331 – TAMU  
Hospitality Business Development – HRMA 4397 – UH  
Leisure Services Promotion (classroom & online) – RHPM 422 – CSU, Chico

*Management & Hospitality Management*

Hospitality Industry Introduction – RHPM 250 (RECR 250) – CSU, Chico  
Introduction to Hospitality (classroom & online) – HAMG 1321 – LSC  
Food & Beverage Administration – RHPM 350 (RECR 350) – CSU, Chico  
Hospitality Management & Leadership – HAMG 2305 – LSC  
Hotel/Resort Operations II (Front Office Management) – HSM 2630 – PGCC  
Experience Economy – Haaga-Helia  
Accommodation Business Management – Haaga-Helia  
Strategic Management & Human Resources Management – Haaga-Helia

*Tourism Management*

Food & Beverage Tourism – RHPM 270 – CSU, Chico  
Food & Beverage Tourism – USAC (University Studies Abroad Consortium)  
Commercial Recreation / Tourism – RHPM 270 (retired course) – CSU, Chico

Introduction to Travel & Tourism – HSM 1810 - PGCC  
Resort & Tourism Management (classroom & online) – RPTS 423 – TAMU  
Food & Wine: Insights from Abroad (graduate level) – University of Padua

*Event & Convention Management*

Meeting & Conference Planning – RHPM 470 (RECR 470) – CSU, Chico  
Convention Management & Service – HSM 1520 – PGCC  
Event Administration – HRMA 4355 – UH  
Event Management – RPTS 320 – TAMU

*New Courses Developed*

Introduction to Travel & Tourism – HSM 1810 – PGCC  
Special Event & Wedding Planning – HSM 1640 – PGCC  
Hotel Operations Management – HSM 1620 – PGCC  
Tourism Marketing – RPTS 331 - (online version) – TAMU  
Resort & Tourism Management – RPTS 423 – (online version) – TAMU  
Event Management – RPTS 320 – (online version) – TAMU  
Food & Beverage Tourism – USAC & CSU, Chico