

Curriculum Vitae
Scott J. Smith, Ph.D.

School of Hotel, Restaurant & Tourism Management
University of South Carolina
Columbia, SC 29208
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EDUCATION:

- Ph.D. University of Central Florida, Orlando, FL.** 2012
Hospitality and Tourism Management with a focus on revenue management and the lodging industry.
Dissertation: *“The Relationship between Perceived Personal Fairness, Social Fairness, Hotel Reservation Cancellation Policies and Consumer Patronage.”*
- M.S. University of Central Florida, Orlando, FL.** 2004
Hospitality and Tourism Management.
Thesis: *“The Effect of Internet Booking on the Central Florida Lodging Market over the Past Five Years”*
- B.S. University of Central Florida, Orlando, FL.** 1987
Bachelor’s of Science in Business Administration
with a specialty in Hospitality and Tourism Management.

PROFESSIONAL AFFILIATIONS & ASSOCIATIONS:

- Founding Member of Revenue Management Educators (RevME) Association. 2014 to Present
- International Council on Hospitality, Restaurant and Institutional Education (ICHRIE)
- Member 2007-Present
 - Revenue Management Education SIG Committee (2016-2020)

PROFESSIONAL DESIGNATIONS:

- Certification in Advanced Hospitality and Tourism Analytics (CAHTA). 2023 to Present
Certification in Hotel Industry Analytics (CHIA). 2018 to Present
Certified Meeting Professional (CMP). 1996 to 2012

RESEARCH INTEREST:

- Hotel and Resort Management
- Revenue Management
- Theme Parks and Attractions Management
- Hotel and Resort Asset Management
- Technology and guest services
- Financial Performance of Hotels, Resorts and Restaurants
- Timeshare Operations

REFERRED JOURNAL PUBLICATIONS:

Submitted and Under Review

Kreeger, J., & **Smith, S.J.** (Under Review 2024). Hotels and Shared Economy Accommodations: An Analysis of Business Traveler Preferences. *Journal of Hospitality and Tourism Insights* [This journal is currently **unranked** in the School of HTMT's internal list of hospitality journals. Dr. Smith contributed 50% to this article]

Kreeger, J., **Smith, S.J.** & Badraoui, B. (Under Review 2024). Investigating the Impact of Travel Distance on Length of Stay-A Statistical Analysis of Guest Behavior in a Timeshare Resort. *Tourism Analysis: An Interdisciplinary Journal*. [This journal is ranked as **an A journal** in the School of HTMT's internal list of tourism journals in 2015. Dr. Smith contributed 40% to this article]

Smith, S.J. & Badraoui, B. (Under Review 2024). Investigating the Willingness to Pay for Expandable Hotel Rooms Using the S.O.R. Framework - A Mixed-Methods Study. *Journal of Hospitality and Tourism Technology* [This journal is currently ranked as **an A journal** in the School of HTMT's internal list of hospitality journals. Dr. Smith contributed 50% toward this article]

In Print or in Press

Badraoui, B.& **Smith, S.J.** (2024). Innovative Interiors: An Evaluation of Guest Perceptions and Booking Responses to Robotic Furniture in Hotel Rooms. *Journal of Hospitality and Tourism Insights* [This journal is currently **unranked** in the School of HTMT's internal list of hospitality journals. Dr. Smith contributed 40% to this article]

Lelo de Larrea, G. & **Smith, S.J.** (2024). Bear E. Drooley: Achieving Business Growth With the Help of Pets-In-Residence and Resort Mascots. *Journal of Hospitality & Tourism Cases*. [This journal is currently **unranked** by the HTMT department. Dr. Smith contributed 50% toward this article]

- Kreeger, J. & **Smith, S.J.** (2023). Public Policy Challenges and the Lodging Shared Economy. *Cornell Hospitality Quarterly* 65(2). [This journal is ranked **as an A journal** in the School of HTMT's internal list of hospitality journals. Dr. Smith contributed 50% to this article]
- Kreeger, J., **Smith, S.J.** & Parsa, H. (2021). Airbnb and Business Travelers: A Prospect Theory Explanation. *International Journal of Hospitality & Tourism Administration*. [This journal is ranked **as a B+ journal** in the School of HTMT's internal list of hospitality journals in 2021. Dr. Smith contributed 40% to this article]
- Hudson, S., Meng, F., Kam Fung So, K. **Smith, S.J.**, Li, J., & Qi, R. (2021) "The effect of lodging tax increases on US destinations," *Tourism Economics* 27(1) [This journal is ranked **as B+ journal** in the School of HTMT's internal list of hospitality journals in 2021. Dr. Smith contributed 20% to this article]
- Kreeger, J., **Smith, S.J.** & Parsa, H. (2020). More Than a Game – Hotel Revenue Management and College Athletics: A Ten-Year Study from a Major College Football. *International Journal of Hospitality & Tourism Administration* 21(2) [This journal is ranked **as an A journal** in the School of HTMT's internal list of hospitality journals in 2020. Dr. Smith contributed 40% to this article]
- Bufquin, D., DiPietro, R., Partlow, C. & **Smith, S.J.** (2018). The Impact of Social Interactions on Job Satisfaction, Organizational Commitment and Turnover Intentions *Journal of Human Resources in Hospitality and Tourism* 17(2) [This journal is ranked **as a B+ journal** in the School of HTMT's internal list of hospitality journals in 2018. Dr. Smith contributed 20% to this article]
- Smith, S.J.**, Kubickova, M. Bufquin, D. & Weinland, J. (2018). Trends and Opportunities in Lodging Research. *Journal of Hospitality and Tourism Insights* 1(3) [This journal is currently **unranked** in the School of HTMT's internal list of hospitality journals. Dr. Smith contributed 25% to this article]
- Kreeger, J., Parsa, H., **Smith, S.J.** & Kubickova, M. (2018). Calendar effect and the role of seasonality in consumer comment behavior: A longitudinal study in the restaurant industry. *Journal of Food Service Business Research*. 21(3) [This journal is ranked **as an A journal** in the School of HTMT's internal list of hospitality journals in 2018. Dr. Smith contributed 20% to this article]
- Kreeger, J. & **Smith, S.J.** (2017). Are Amateur Innkeepers Good Revenue Managers. *Intl Journal of Contemporary Hospitality Management* 29(9) [This journal is ranked **as an A+ journal** in the School of HTMT's internal list of hospitality journals in 2017. Dr. Smith contributed 40% to this article]

- Kubickova, M. & **Smith, S.J.** (2017). The Role of Destination Competitiveness and National Corruption in Hotel Performance: A Study of Developing Economies of Central America. *International Journal of Hospitality & Tourism Administration* [This journal is ranked **as an A journal** in the School of HTMT's internal list of hospitality journals in 2017. Dr. Smith contributed 30% to this article]
- Bogicevic, V., Bujisic, M., Choi, Y. & **Smith, S.J.** (2017). Impact of Computer Generated Images on Lodgscape Perceptions and Visit Intentions. *Journal of Hospitality Marketing and Management*.26(2), 1-27. [This journal is ranked **as an A journal** in the School of HTMT's internal list of hospitality journals in 2017. Dr. Smith contributed 20% to this article]
- Bacon, D., Besharrat, D. Parsa, H.G. & **Smith, S.J.** (2016). Revenue Management, Hedonic Pricing Models and the Effects of Operational Attributes. *International Journal of Revenue Management-Special Issue 9 (2/3)* 147-164. [This journal is currently **unranked** by the HTMT department. Dr. Smith contributed 20% toward this article]
- Smith, S.J.** (2016). Relationship between hotel rate increases and discounts and consumers' willingness-to-purchase: a prospect theory. *International Journal of Revenue Management-Special Issue 9 (2/3)* 108-126 [This journal is currently **unranked** by the HTMT department. Dr. Smith contributed 100% toward this article]
- Bilgihan, A., **Smith, S.J.**, Ricci, P. & Bujisic, M. (2016). Hotel Guest Preferences of In-room Technology Amenities. *Journal of Hospitality and Tourism Technology* 7(2) 118-132 [This journal is ranked **as a B+ journal** in the School of HTMT's internal list of hospitality journals in 2016. Dr. Smith contributed 30% toward this article]
- Smith, S.J.**, Parsa, H.G., Bujicis, M. & Van der Rest, J.P. (2015) Hotel Cancellation Policies, Distributive and Procedural Farness, and Consumer Patronage: A Study from the Lodging Industry. *Journal of Travel and Tourism Marketing* 32 (7) [This journal is ranked **as an A journal** in the School of HTMT's internal list of tourism journals in 2015. Dr. Smith contributed 60% to this article]
- Yang, W., Hanks, L., **Smith, S.J.**, & Parsa, H. G. (2015). FDA Ruling and Nutritionally Focused Menus -Part II: Consumer Effort Versus Nutritional Accuracy in Restaurant Menus *Journal of Foodservice Business Research* 8(1) 93-110. [This journal is ranked **as an A journal** in the School of HTMT's internal list of hospitality journals in 2015. Dr. Smith contributed 20% to this article]

- Holcomb, J. & **Smith, S.J.** (2015). Hotel General Manager's Perceptions of CSR Culture of Florida Hotels. *Journal of Tourism and Hospitality Research*, 0 (0), 1-16. [This journal is ranked **as an A+ journal** in the School of HTMT's internal list of tourism journals in 2015. Dr. Smith contributed 20% to this article]
- Bilgihan, A., Bujisic, M. & **Smith, S.J.** (2014). The Effect of Guest Experience and Personal Characteristics on Return Intention, Word-of- Mouth and Guest Satisfaction. *Tourism Analysis: An Interdisciplinary Journal* 20(1) 25-38. [This journal is ranked **as an A+ journal** in the School of HTMT's internal list of tourism journals in 2015. Dr. Smith contributed 20% to this article]
- Ferguson, M. & **Smith, S.J.** (2014). The Changing Landscape of Hotel Revenue Management and the Role of the Hotel Revenue Manager. *Journal of Revenue and Pricing Management* 13(3) 224-232. [This journal is currently **unranked** by the HTMT department. Dr. Smith contributed 60% toward this article]
- Bagri, S., Babu, S.,Kukreti, M. & **Smith, S.J.** (2012). Human Capital Decisions and Employee Satisfaction at Selected Hotels in India. *FIU Review* 29(2).104-120. [This journal is ranked **as a B journal** in the School of HTMT's internal list of hospitality journals in 2012. Dr. Smith contributed 20% to this article]

ACADEMIC REFEREED CONFERENCE PRESENTATIONS:

- Parsa, HG., **Smith, S.J.** Webb T., & Badraoui, B. (2024). Restaurant REV Performance: Introducing Segment-Based and Industry-Specific CompSets Using Key Performance Indicators. Accepted for Presentation for *the Annual EuroCHRIE conference*, Doha, Qatar.
- Badraoui, B. & **Smith, S.J.** (2024). The Impact of Robotic Furniture in Hotel Rooms on Perceived Emotional Value and Willingness to Pay: The Role of Novelty and Perceived Risk. Presented to the *Annual ICHRIE Summer Conference*, Montreal, Canada.
- Badraoui, B. & **Smith, S.J.** (2024). An Exploration of Determinants of Tipping Behavior in Casino Table Games. Presented to the *9th Annual SECSA ICHRIE Conference*, Columbia, SC.
- Badraoui, B., **Smith, S.J.** & Kreeger, J. (2024). Analysis of Guest Behavior in a Timeshare Resort. Presented to the *29th Annual Graduate Conference in Hospitality and Tourism*, Miami,FL.
- Parsa, HG., Webb T., **Smith, S.J.** & Badraoui, B. (2023). Restaurant Revenue Management: Development of Comp Sets for Restaurants. Presented to the *9th RevME Annual Conference*,Nashville, TN.

Badraoui, B. & **Smith, S.J.** (2023). Time spent in a Central Florida timeshare resort: Is there a correlation between distance to the resort and length of stay? Presented to the *Annual ICHRIE Summer Conference*, Phoenix, AZ.

Badraoui, B. & **Smith, S.J.** (2023). No More Bets Please: The Role of Ownership Structure and Gambling Regulations in Casino Table Games Revenue Management. Presented to the *8th Annual SECSA ICHRIE Conference*, Orlando, FL.

Kreeger, J. & **Smith, S.J.** (2017). Are Amateur Innkeepers Good Revenue Managers? Presented to the 22nd Annual Graduate Conference in Hospitality and Tourism, Houston TX.

Kreeger, J. C., Smith, S.J., Lucas, A., Parsa, H. G. (2017). Winners and Losers: The Role of NCAA Football National Championships in Hotel Revenue Management. Presented to the 22nd Annual Graduate Conference in Hospitality and Tourism, Houston TX.

Kubickova, M., Kreeger, J. & **Smith, S.J.** (2016). What Do Hotel General Managers Think About Sustainability? The Tale of Two Destinations. Presented to the Annual ICHRIE Summer Conference International, Dallas TX.

Kreeger, J., Smith, S.J. & Parsa, H. (2016). More Than a Game – Hotel Revenue Management and College Athletics: A Ten-Year Study from a Major College Football. Presented to the Annual ICHRIE Summer Conference International, Dallas TX.

Kreeger, J. Parsa, H.G. Kubickova, M. & Smith, S.J. (2016). Temporal and Seasonal Effect on Consumer Behavior: A Longitudinal Study in Hospitality. Presented to the Annual ICHRIE Summer Conference International, Orlando, FL

Wang, Kubickova, M & Smith, S.J. (2016). The Role of Time of Day, Gender, and Age in Hotel Facebook Engagement. Presented to the 21st Annual Graduate Conference in Hospitality and Tourism., Philadelphia, PA

Bufquin, D., Smith, S.J., Kubickova, M. & Ramsey, J. (2015). Effects of Online Customer Generated Content, Hotel Star Rating and Room Size on Hotel Room Rates Through an Online Travel Agency. Presented to the 20th Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism. Tampa, FL.

Kreeger, J., Parsa, H.G., Smith, S.J. & Kubickova, M. (2015). Consumer Comments and Regional Differences in Operational Attitudes: A Longitudinal Study of a Nationwide Restaurant Company. Presented to the 20th Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism. Tampa, FL.

Whitney, C., Parsa, H., Smith, S.J., Parsa, R. & Van der Rest, J. (2014). Revenue Management and Hedonic Pricing Models in Restaurants: Understanding the Effects of Operational Attributes. Presented to the 2014 ICHRIE Conference. San Diego, CA.

Smith, S.J., Bujisic, M. & Parsa, H. (2013). The Effect of Hotel Rate Increases and Discounts on Consumer Willingness to Purchase. Presented to the 2013 ICHRIE Conference. St. Louis, MO.

Bilighan, A., Bujisic, M. & **Smith, S.J.** (2013). Importance Performance Analysis of Theme Parks in the Chinese Market. Presented to the 2013 ICHRIE Conference. St. Louis, MO.

Parsa, H.G. van der Rest, J.P., **Smith, S.J.,** & Bujisic, M. (2013). Relationship between Restaurant Failures and Demographic Factors: Results from a Secondary Data Analysis. 2013 EuroCHRIE Conference; Freiburg, Germany. October 16-19.

Smith, S.J. (2012). Consumer's Perception of Social Fairness for Established Hotel Cancellation Policies. Presented to the CHRIE Florida and Caribbean Chapter Spring Conference. Rosen College, Orlando, FL.

Yang, W., Hanks, L., **Smith, S.J.,** Parsa, H. G., & Mattila, A. S. (2012). "The Impact of Posted Calorie Information on Consumers' Menu Evaluations and Decision-Making Processes". Presented to the 20th Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism., Auburn, AL.

Smith, S.J., Parsa, H.G., & Bujisic, M. (2012). Relationship Between Perceived Social Fairness, Hotel Cancellation Policies and Consumer Patronage. TOSOK International Tourism Conference, Ulsan, Korea.

Holcomb, J. & Smith, S.J. (2007). The Effect of Discounting Room Rates on Hotel Financial Performances. Presented to the 13th Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism. University of Houston, TX.

ACADEMIC CONFERENCE CHAIR/ADMINISTRATIVE ROLES:

Smith, S.J. (2023). Chair-9th Annual International Revenue Management Educators Special Interest Group. Nashville TN. December 14th-15th.

Smith, S.J. (2020). Co-Chair-6th Annual International Revenue Management Educators Special Interest Group. Columbia SC and online. December 7th-10th.

Smith, S.J. (2016). Co-Chair-2nd Annual International Revenue Management Educators Special Interest Group. Orlando FL. December 15th-16th.

INTERNATIONAL ACADEMIC CONFERENCE PRESENTATIONS:

Smith, S.J. (2023). Teaching the Importance of Forecasting. 9th Annual International Revenue Management Educators Special Interest Group Annual Conference. Nashville TN, December 15-16.

Smith, S.J. (2019 2021 & 2022). Invited International Guest Speaker on Revenue Management, University of Angers, France, November 28-30, 2019, December 9-11, 2021 and December 8-10, 2022.

Smith, S.J. (2019). Introducing Student Competition into a Revenue Management Classroom. *5th Annual International Revenue Management Educators Special Interest Group Annual Conference*. Lasusanne Switzerland, December 2nd.

Smith, S.J. (2019). Invited International Guest Speaker on Revenue Management, University of Brno, Czech Republic, October 14-18.

Smith, S.J. (2016). How to Teach Forecasting to Undergraduate Students: Incorporating the Game of Phones into the Classroom. *2nd Annual International Revenue Management Educators Special Interest Group Annual Conference*. Orlando FL, December 15-16.

ACADEMIC NON-REFEREED CONFERENCE PRESENTATIONS:

Smith, S.J. (2024). Pedagogy Panel Moderator: The Impact of Artificial Intelligence on Pedagogy. *The 9th Annual SECSA ICHRIE Conference*, Columbia, SC, March 9th.

Smith, S.J. (2022). STR Train the Trainer Session-Teaching Revenue Management best practices Washington, DC, August 4th.

Smith, S.J. (2020). Guest Lecturer for Univesidad San Francisco de Quito-Revenue Management in the Hospitality Industry (online) December 2nd.

Smith, S.J. (2016). How to Teach Forecasting to Undergraduate Students: Incorporating the Game of Phones into the Classroom. *2nd Annual International Revenue Management Educators Special Interest Group Annual Conference*. Orlando FL, December 15-16.

Smith, S.J. (2016). New Frontiers in Lodging Research: The Role of Shared Economies in the Lodging Industry. *2016 International CHRIE Conference-Research Academy*. Dallas TX July 20th.

Smith, S.J. (2015). Panel Moderator- How to Teach Setting Controls. *University of Delaware Inaugural Revenue Management Educators Special Interest Group Workshop on Teaching Hospitality Revenue Management*. May 1st.

ACADEMIC CONFERENCE REFEREED POSTERS PRESENTATIONS:

Badraoui, B. & **Smith, S.J.** (2024). The impact of AR-Enhanced Experiential Marketing on Hotel Guests' Willingness to Pay: The Mediating Role of Customer Engagement. Presented

to the *29th Annual Graduate Conference in Hospitality and Tourism*, Miami, FL.

- Badraoui, B. & **Smith, S.J.** (2022). Two Rooms in One? The Use of Robotic Furniture in Hotel Rooms. Presented to the *28th Annual Graduate Conference in Hospitality and Tourism*, Anaheim, CA.
- Kreeger, J. C., **Smith, S. J.** & Parsa, H. G. (2016). Sharing economy and the lodging industry: Impact on local accommodation tax collections. *Annual ICHRIE Summer Conference*, Dallas, TX, July 20-23.
- Kreeger, J. C., Parsa, H. G. & **Smith, S. J.** (2015). Distribution strategies of resorts and luxury hotels. *Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*; Tampa, FL; January 8-10.
- Irdam, G., Hayakum, Y., & **Smith, S. J.** (2015). How Does Quality of Service and Willingness to Pay Influence Consumer-Perceived Price Fairness on Airline Fares? *Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*; Tampa, FL; January 8-10.
- Bufquin, D., **Smith, S. J.**, Kubicova, M. & Ramsey, J. (2015). Effects of Online Customer Generated Content, Hotel Star Rating and Room Size on Hotel Room Rates Sold Through and Online Travel Agency. *Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*; Tampa, FL; January 8-10.
- Rabin, H., Cardenas, D. & **Smith, S.J.** (2014). Revisiting Gender Constraints and Benefits in Leisure Tourism: Man-up, It's Time to Travel like a Woman. *19th Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism*. Houston, TX.
- Marton, A., Liebman, J., **Smith, S.J.** & Parsa, H.G. (2012). Restaurant Names and Financial Performance: A Comparative and Linguistic Analysis of Restaurant Names. *Seventeenth Annual Conference on Graduate Education and Graduate Student Research in Hospitality Tourism*. Auburn University, AL, January 5th-7th.
- Smith, S.J.** (2008). A Study of Indoor Waterpark Resort Pricing Structures. *Thirteenth Annual Conference on Graduate Education and Graduate Student Research in Hospitality Tourism*. University of Central Florida, Rosen College, January 5th.

WORK IN PROGRESS:

- Analysis of REVPAR and GOPAR
- Customer Acceptance of 24 & 72 Hour Cancellation Policies
- The Effect of the Shared Economy on the Lodging Industry and Financial Performance.

**ACADEMIC CONFERENCE NON-REFEREED POSTERS
PRESENTATIONS:**

Kubickova, M., **Smith, S.J.** & Kreeger, J. (2015). Hotel General Managers Perceptions of Green Practices, Aruba versus the U.S. *University of South Carolina Sustainability Showcase*. Columbia, September 22.

Ph.D. IN HOSPITALITY AND TOURISM MANAGEMENT CHAIR:

Badraoui, B. 2022-Present. Focus area in Hospitality Finance and Revenue Management.

Neil, R. 2017-2020. (Unfinished) Focus in Hospitality Finance and Human Resources.

Kreeger, J. 2013-2017. Focus area in Hotel Operations and Revenue Management.

Ph.D. IN HOSPITALITY MANAGEMENT COMMITTEE MEMBER:

Ling, A. 2020-2023. Focus area in Hospitality Revenue Management.

MASTERS IN HOSPITALITY AND TOURISM THESIS CHAIR:

Rogers, T. (2019) Selling Rooms but Making Money? Analysis of the Relationship Between REVPAR and GOPAR.

**MASTERS IN HOSPITALITY AND TOURISM THESIS COMMITTEE
MEMBER:**

Seo, N. (2022) The Impact of Social Media Account Types on Travel Intention.

SENIOR HONORS THESIS CHAIR:

Vallebuona, E. (2022) The Evolution of EPCOT as a Theme Park.

Tart, M. (2021) Perceptions and Realities of Employment at Walt Disney World.

Boggs, C. (2016) Tale as Old as Time: Storytelling and the Art of Dark Ride Design.

Smith, K. (2013) The Pineapple as a Symbol of Hospitality.

GRANTS:

Sirakaya-Turk, E., Badraoui, B. & **Smith, S.J.** (Under Review 2024). Research on Sex and Gender and Gambling. International Center for Responsible Gaming. (\$172,500 Available Funds).

- Pennington-Gray, L & **Smith, S.J.** (2023). Measure the Annual Philanthropic Efforts of Hoteliers in the Central Florida Hotel and Lodging Associations' Region. Central Florida Hotel & Lodging Association. (\$14,850 Proposed-Not Funded)
- DiPietro, R., Kubickova, M., **Smith, S.J.**, Hendry, G. & Lybrand, R. (2021) "Statler Foundation Grant: Increasing Youth Access to Hotel Education and Careers. (\$100,000 Proposed-, \$20,000-Funded).
- Hudson, S., Meng, F., Kam Fung So, K. **Smith, S.J.**, Li, J., & Qi, R. (2019) "The effect of lodging tax increases on US destinations. (\$56,177 Proposed and Funded).
- Smith, S.J.**, Weinland, J. & Terry, M. (2014). Feasibility Study and Contract Assistance for Lake City, SC Hotel. (\$11,780 Proposed-, \$3,898-Funded).
- Smith, S.J.**, Weinland, J. & Terry, M. (2014). Feasibility Study and Contract Assistance for Front Street Village Project, NC Resort. (\$4,329 Proposed and Funded).
- Bujisic, M., Kandampully, J., & **Smith, S.J.** (2014). Lifestyle Meeting Hotel: The Analysis of Meeting Planners' Expectations and Preferences. *Dolce Hotels & Resorts*. (\$30,000-Proposed-Not Funded).

TEXTBOOK CHAPTERS:

- Smith, S.J.** & Webb, T. (2024) Appointed Co-Editor of the Hospitality Revenue Management & Profit Optimization textbook, 2nd edition.
- Baltazar, M. Smith, S.J. & Parsa, H.G.** (2022) Chapter 1: An Introduction to Revenue Management. *Hospitality Revenue Management & Profit Optimization*. Nashville TN, STR publishing.
- Weinland, J. & **Smith, S.J.** (2022) Chapter XXX: 3rd edition, *Managing Visitor Attractions*. London, Routledge.
- Terry, M. & **Smith, S.J.** (2008) "The Final Chapter of the Hospitality Story and Your Career Plan" In Walker *Exploring the Hospitality Industry 2nd custom edition*, Upper Saddle River, NJ: Prentice Hall.

INVITED PRESENTATIONS AT PROFESSIONAL MEETINGS:

- Smith, S.J.** (2024). Revenue Management for Non-Revenue Managers. *South Carolina Restaurant and Lodging Association*. Myrtle Beach, SC. September 16th.
- Smith, S.J.** (2024). Revenue Management for Non-Revenue Managers. *Evermore Resort*. Orlando FL. June 4th.
- Smith, S.J.** (2024). Revenue Management for Non-Revenue Managers. *Evermore Resort*. Orlando FL. June 27th.

- Smith, S.J.** (2024). Revenue Management for Non-Revenue Managers. *The Central Florida Hotel and Lodging Association*. Orlando FL. May 30th.
- Smith, S.J.** (2023). Interesting Times for the South Carolina Lodging Industry. *South Carolina Restaurant and Lodging Association*. Greenville, SC. October 16th.
- Smith, S.J.** (2016). Featured Speaker-How to Market to Millennials as Timeshare Customers. *The Timeshare Board Members Association*. Orlando, FL. May 15th.
- Smith, S.J.** (2016). Featured Speaker- Supervisor Training- Developing Superstar Employees. *Carowinds Amusement Park*. Charlotte, SC. March 5th.
- Smith, S.J.** (2016). Featured Speaker-The Timeshare Product of the Future. *Wyndham Resorts, Southeast Regional Conference*. Myrtle Beach, SC. February 18th.
- Smith, S.J.** (2015). Keynote Speaker-The Rise of Millennials as Customers. *The Timeshare Board Members Association*. Denver, CO. October 26th.
- Smith, S.J.** (2015). Keynote Speaker-The Shared Economy as part of the Timeshare Industry. *The Timeshare Board Members Association*. Providence, RI. May 17th.
- Smith, S.J.** (2015). Featured Speaker-The Rise of Millennials as Customers. *Wyndham Resorts, Southeast Regional Conference*. Myrtle Beach, SC. January 28th.
- Smith, S.J.** (2014). Featured Speaker-The Evolving Marketplace-Part II. *The Timeshare Board Members Association*. San Diego, CA. October 27th.
- Smith, S.J.** (2014). Featured Speaker-Timeshare and Resorts-The Timeshare Product of the Future.” *The Timeshare Board Members Association*. Orlando, FL. May 5th.
- Smith, S.J.** (2008).Presenter for G.R.E.A.T.-Guest Room Exceptional Attendant Training for Housekeeping Seminar, sponsored by the American Hotel and Lodging Association: (Six U.S. cities in 2008).

TEACHING EXPERIENCE:

College of Hospitality, Retail and Sport Management, University of South Carolina, Columbia, SC

Tenured Associate Professor	2023 to Present
Tenured Associate Professor and Graduate Director	2018 to 2023
Assistant Professor	2012 to 2018

Courses taught:

- Lodging and Hotel Management
 - Revenue Management
 - Resort Management
 - Graduate Hospitality Finance
 - Introduction to Hospitality Management
 - Theme Park and Attractions Management
 - Human Resources Management
 - Hospitality Graduate Field Studies
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- Selected to create and develop the Revenue Management course for the college.
 - Created the Theme Park and Attractions Management special topics course for the college.

Rosen College of Hospitality Management, University of Central Florida, Orlando, FL

Instructor	2006 to 2012
Adjunct Faculty	2003 to 2006

Courses Taught:

- Introduction to Hospitality Management
- Guest Services Management
- Hospitality Marketing
- Theme Park and Attractions Management
- The Event Industry
- Lodging Management

Teaching Excellence:

- 2024 University of South Carolina's Garnet Apple for Teaching Innovation.
- 2024 Excellence in Teaching Award from the ICHRIE.
- 2018 Harry and Carmen Varney Distinguished Teacher of the Year for the University of South Carolina's College of Hospitality Sport and Retail Management.

- Rated as the 8th Best University Professor in the United States for 2008 according to www.ratemyprofessor.com

PROFESSIONAL EXPERIENCE:

Hilton Hotels 1998-2006

Embassy Suites-Orlando North / Hilton Hotels 2001-2006
Revenue Manager

- Responsible for managing and analyzing all revenue streams for a 277 all-suite hotel in the North Orlando corporate market.
- Oversaw all information technology within the hotel, including system maintenance and system upgrades/conversions.

DoubleTree Guest Suites-Orlando Maingate 2000-2001
General Manager & Assistant General Manager

- Responsible for developing and implementing all operational activities for a 150 unit all-suite resort.
- Fiscal responsibilities included preparing monthly revenue forecast, outlining revenue details in pro-forma spreadsheets, communicating financial details to Hilton Corporation and ownership.
- Operational responsibilities included setting and reviewing performance goals with each resort department manager and interviewing/staffing of the management team.

Hilton Orlando / Altamonte Springs 1998-2000
Sales Manager

- Responsible for developing and implementing sales activities for a 322 room hotel with 18,000 square feet of meeting space in the Government and Tour and Travel markets.
- Assisted the Director of Marketing in developing a marketing plan, goals and annual budget.
- Served as the Concentrated Sales Effort and Joint Marketing Chairperson for the Hilton's of Florida Cluster.

Walt Disney World-Coronado Springs Resort 1997-1998
Convention Services Manager

- Selected to be on the opening Convention Services Team for Disney's largest Convention hotel with 1,967 hotel rooms and 95,000 square feet of meeting space.
- Responsible for insuring that all details outlined in a group contract are communicated to and delivered by all the Walt Disney World business units throughout the company.

Rosen Clarion Plaza Hotel 1996-1997
Executive Sales Manager

- Responsible for developing and implementing sales activities for a 810 room hotel with 60,000 square feet of meeting space in the Northeast and Mid-Atlantic Corporate, Government and SMERF markets.

Sheraton Orlando North 1994-1996
Sales Manager

- Responsible for developing and implementing the sales activities for this 400 room hotel, with 18,000 square feet of function space. Specific market segments included SMERF, Sports, Special Events and Tour and Travel markets.

Grenelefe Resort and Conference Center 1992-1994
Director of Conference Services

- Directed all conference and catering activities for this 950 room resort, with 70,000 square feet of function space.
- Managed a department of 8 managers, 6 administrative assistants.
- Generated \$1.5 million in catering sales annually.
- Reported directly to the General Manager and was responsible for the operation of the resort's convention center, audiovisual department and business center.

Marriott Hotels & Resorts 1987-1992

Marriott's Tan-Tar-A Resort and Golf Club 1991-1992
Convention Services Manager

- Handled the majority of the "high impact" accounts, either in volume, complexity or customer profile for a property of 1,000 sleeping rooms and 47 meeting rooms with 88,000 square feet of function space.

Daytona Beach Marriott Hotel 1988-1991
Director of Convention Services

- Selected to be the opening Convention Services Manager for this 402 room hotel with 13,000 square feet of meeting space.
- Opening responsibilities included hiring staff and equipment purchasing for the convention center.

Orlando Marriott Hotel- 1988
Restaurant & Room Service Manager

- Responsible for the management of operations for a casual dining room, a fine dining restaurant and room service for this 1,077 room hotel.

Orlando Marriott Hotel 1987-1988
Catering Manager

- Responsible for the sales and servicing of catering activities taking place at this 1,077 room property with 23,000 square feet of function space.
- Generated catering sales through the booking of meetings, parties,

hospitality suites, weddings and banquets.

Days Inn Walt Disney World Maingate 1987

Hotel Night Manager

- Responsible for the evening operation of a 300 room hotel in the absence of the General Manager.
- Specific responsibilities included the leading, organizing and controlling of Front Office, Restaurant, Security, Maintenance and Housekeeping Departments.

Walt Disney World 1980-1987

Attractions and Transportation Operations Host/Lead

- Responsible for monitoring and maintaining facilities, completing daily work reports and communicating information between Guests and Cast Members.

SERVICE:

UNIVERSITY COMMITTEES AND SERVICE:

- USC HRSM Co-Chair of HRSM Strategic Planning Committee 2024
- USC HTMT Faculty Senator (2) 2016 to 2022 and 2023 to 2024
- USC HRSM Co-Chair of HRSM Strategic Planning Committee 2024
- USC HTMT Graduate Program Accreditation Committee 2021
- USC HTMT College Faculty and Chair Search Committees (7) 2012 to Present
- USC HTMT Ph.D. Handbook Committee 2023
- USC HTMT Graduate Conference 2022 bid committee 2020
- USC University Unit Level Governance Committee 2019
- USC University Admissions and Standards Committee (Chair 2019-202) 2017- 2020
- USC HTMT Lunch and Learn Co-Chairman 2016 to 2018
- USC HRSM College Teacher of the Year (chaired twice) 2018-2024
- USC HRSM College Curriculum Committee 2014-2016 and 2012 to Present
- UCF Open House and Incoming Freshman College Representative 2008 to Present
- UCF Scholarship Selection College Committee 2008 to 2012
- UCF Introduction to Hospitality Management Course Leader 2009 to 2012
- UCF Admissions and Standards University Committee 2009 to 2012
- UCF Undergraduate Policy and Curriculum University Committee 2011 to 2012
- UCF Bacchus Bash Planning-CFHLA Industry Committee 2011 to 2012
- UCF Departmental Mission Statement Ad-hoc College Committee 2010
- UCF Undergraduate Course Review University Committee 2006 to 2008
- UCF Undergraduate Course Review College Committee 2006 to 2008

Student Clubs and Competitions

- USC HTMT Theme Park and Attractions Student Club 2013 to Present
- Co-Coach for STR Student Analytics Competition 2023
- Co-Coach for Student AAHOA Hotel Turnaround Competition 2023

COMMUNITY SERVICE ACTIVITIES:

Community Outreach Activities

- (2024) Columbia College Guest Speaker: What is Revenue Management-Columbia SC, January 30th.
- (2023) Statler Camp-Introducing middle and high school students to the hospitality industry-Columbia SC, March 24th, April 21st, June 20th & 21st, November 10th.
- (2023) Abbeville HS Student interviews-Abbeville SC, April 8th.
- (2023) Abbeville HS Student Career Night-Abbeville SC, September 11th.
- (2023) Keenan HS Presentation to Students on Hospitality Careers-Columbia SC, March 17th.
- (2003) Statler Hospitality and Tourism Camps at USC October 7th, November 7th & February 20th.
- (2023) HTMT Advisory Board Presentation

Ad Hoc Journal Reviewer:

ICHRIE Annual Conference
International Journal of Contemporary Hospitality Management
International Journal of Hospitality Management
Journal for Hospitality and Tourism Research
Journal of Hospitality and Tourism Insights
Journal of Hospitality and Tourism Technology
Tourism Analysis
Graduate Student Research Conference for Hospitality and Tourism

Chair of the Revenue Management Educators Special Interest Group (SIG) for ICHRIE. 2018-2022

Co-Chair for the Annual RevME Conference for Hospitality Revenue Management Educators 2016-Present

Member of the Columbia, SC Hospitality Tax Committee 2016-2020

President and Board Member of the Seminole High School Band Parents Assn. 2008-2011

Seminole County YMCA

- Received **Volunteer of the Year award** for Seminole County 2003
- Board of Director 2002-2005

- Indian Guides/Trailblazers Program-Federation Chief 1999-2004
- Volunteer Soccer/Basketball/Football Sports Coach 2000-2007

President of the UCF Hospitality Alumni Association 1996-1998