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Senior Sustainability Scientist

Julie Ann Wrigley, Global Institute of Sustainability, Arizona State University

Honors Faculty

Research, Teaching and Applied Specialties

- * Smart and sustainable marketing strategies in hospitality and tourism
- * The Promotion of ethical consumption/production and social inclusion through active civic engagement and equitable use of public good initiatives
- * Building of social, cultural, and economic equity/capital in local, regional, and global communities
- * Authenticity and authentication process of tangible and intangible heritage and present-centered mapping of heritage and history in developed and developing countries.

EDUCATION

Ph.D. – Department of Forestry, North Carolina State University, NC, 2001
Emphasis: Heritage Tourism
Dissertation: Heritage Tourism and an Analysis of Perceived
Authenticity and Economic Impact of Scottish Highland Games in
North Carolina

M.A. - International Tourism and Hotel Management, Schiller International
University, UK, 1992
Emphasis: Tourism
Thesis: Tourism Trends in India

M.Phil. – Department of History, Jammu University, India 1991 (Registered in 1988).
Emphasis: History
Thesis: Non-Cooperation Movement of Mahatma Gandhi

B.A. - Jammu University, India (Correspondence)
Emphasis: Arts

Diploma - Textile Designing, South Delhi Polytechnic for Women, New Delhi,
India; Emphasis: Weaving

ACADEMIC POSITIONS

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|---------------|---|
| 2011- | Present Senior Sustainability Scientist, Global Institute of Sustainability, Arizona State University |
| 2012- Present | Associate Professor, School of Community Resources and Development, Arizona State University |
| 2006 – 2012 | Asst. Professor, School of Community Resources and Development, Arizona State University |
| 2003–2006 | Assistant Professor, Division of Health, Physical Education and Leisure Services, University of Northern Iowa |
| 2001 – 2003 | Assistant Professor, Department of Recreation and Leisure Studies, California State University, Sacramento |

RESEARCH INTERESTS

Four broad themes underscore my work:

- 1) Evaluating/designing smart and sustainable marketing strategies for the travel and tourism industry.
- 2) Social and cultural equity/capital and civic engagement strategies for the visiting and visited communities. Application of authenticity to promote cultural capital and advance sustainable development/use and present-centered mapping of heritage. Examination of challenges associated with ethical consumption of heritage by analyzing the effects of the tourist gaze on marginalized communities.

3) Determining visitor expenditures and sustained economic benefits of cultural/heritage, gambling, and nature-based tourism for the host communities, as well as the local and state governments. This includes calculation of direct impacts as well as the multiplier effects and assessment of net economic benefits by factoring in socio-economic costs.

4) Application of social science theories of marginality, ethnicity, social exchange, postmodern feminism, life cycle, and life span to real-life situations and persons while examining their dynamism among diverse constituencies using both demand and supply perspectives.

RESEARCH ACTIVITY

Refereed Journal Articles (Student author underlined)

Published/In Press

Chhabra, D. & Kim, E. Economic Impact and Topophilia of Lifestyle Travelers. *Loisir*. In Press

Chhabra, D. & Kim, E. Branding Authenticity of Heritage Festivals. *Annals of Tourism Research*. Available online:
<https://www.sciencedirect.com/science/article/pii/S0160738317301500>

Scott, S. & **Chhabra, D.** 2017. Economic Viability of Heritage Festivals. *Anatolia: International Journal of Hospitality and Tourism Research*, 28(3): 432-443.

Chhabra, D. 2017. Soft Power Analysis of Online Representations in Alienated Borderline Tourism. *Journal of Heritage Tourism*, 1-16. Published online:
<http://dx.doi.org/10.1080/1743873X.2017.1337775>

Chhabra, D. 2016. Heritage Branding of India: A Gandhi Tourism View. *Annals of Tourism Research*, 62: 110-112.

Chhabra, D., Steffey, E., Zhao, S., Larsen, D. & Budruk, M. 2016. Sustained Economic Impact of Park Tourism. *Anatolia: International Journal of Hospitality and Tourism Research*, 1-3.

Chhabra, D. & Zhao, S. 2015. Present-centered dialogue with Heritage Representations. *Annals of Tourism Research*, 55: 94-109.

Chhabra, D. 2015. A Cultural Hospitality Framework for Heritage Accommodations. *Journal of Heritage Tourism*, 20(2): 184-190.

Lee, W. & **Chhabra, D.** 2015. Heritage Hotels and Historic Lodging: Perspectives on Experiential Marketing and Sustainable Culture. *Journal of Heritage Tourism*, 10(2): 103-110.

Chhabra, D. (2014). Ethics of Gambling: Minimizing Harm. *Tourism Recreation Review*, 39(3): 478-484

Chhabra, D. & Johnston, E. 2014. Dispelling Gendered Myths in Tourism Promotional Materials: An Upstream Social Marketing Perspective. *Tourism Analysis*, 19(6): 775- 780.

Heurmann, K. & **Chhabra, D.** 2014. The Darker Side of Dark Tourism. *Tourism Analysis*, 19 (2): 213-226.

Chhabra, D., Lee, W. & Zhao, S. 2014 Epitomizing the 'Other' in Ethnic Eatertainment Experiences. *Loisir/Leisure*, 1-18 (ahead of print- available online)

Chhabra, D. 2013. The Diaspora Market and Homeland Representations: Implications for Niche Marketing. *Tourism Analysis*, 18(3), 259-271.

Chhabra, D., Lee, W., Zhao, S. & Scott, K. 2013. Marketing of Ethnic Food Experiences: Authentication Analysis of Indian Cuisine Abroad. *Journal of Heritage Tourism*, 8(2/3), 145-157.

Chhabra, D., Zhao, S., Lee, W. & Okamoto, N. 2012. Negotiated Self-Authenticated Experience and Homeland Travel Loyalty: Implications for Relationship Marketing. *Anatolia: International Journal of Hospitality and Tourism Research*, 23(3): 429-436.

Chhabra, D. & Chowdhury, A. 2012. Slum Tourism: Ethical or Voyeuristic. *Tourism Review International*, 16: 75-81

Chhabra, D. 2012. Pros and Cons of Shopping Mall Culture as a Leisure Phenomenon. *Leisure/Loisir*, 36(1): 85-94.

Chhabra, D. 2012. A Presented-centered Dissonant Heritage Management Model. *Annals of Tourism Research*, 39(3): 1701-1705.

Chhabra, D. 2012. What do Student Travelers Really Want? Revisiting the Buyer's Black Box. *Journal of Hospitality Marketing and Management*, 21(3): 344-355.

Chhabra, D. 2012. Authenticity of the Objectively Authentic. *Annals of Tourism Research*, 39(1): 499-502

Chhabra, D., Andereck, K., Yamanoi, K. & Plunkett, D. 2011. Gender Equity and Social Marketing. *Journal of Travel and Tourism Marketing*, 28(2): 111-128.

Chhabra, D. 2010 Branding Authenticity. *Tourism Analysis*, 15(6): 735-740.

Chhabra, D. 2010. Host Community Attitudes toward Tourism Development: The Triggered Tourism Life Cycle Perspective. *Tourism Analysis*, 15(4):471-483.

Chhabra, D. 2010. Student Motivations: A Heritage Tourism Perspective. *Anatolia, International Journal of Hospitality and Tourism Research*, 21(2): 249-270.

Chhabra, D. 2010. Back to the Past: Generation Y's Perceptions of Authenticity. *Journal of Sustainable Tourism*, 18(6):793-809.

Chhabra, D. 2010. How They See Us: Perceived Effects of Tourist Gaze on The Old Order Amish. *Journal of Travel Research*, 49(1): 93-105.

Chhabra, D. 2009. Sustainable Marketing of Unique Museums. *Asian Journal of Tourism and Hospitality Research*, 3(2): 78-83.

Chhabra, D*., Andereck, K., Yamanoi, K. & Plunkett, D. 2009. Gendered Image Portrayals in Vacation Guides. *Anatolia: International Journal of Hospitality and Tourism Research*, 20(2): 456-460.

Chhabra, D. 2009. Resident Perceptions in Conversation with Actual Facts: Furthering Investigation of Perception Dynamism in Gambling Tourism. *UNLV Gaming Research & Review Journal*, 13(2).

Chhabra, D. 2009. Exploring Casino Gambling Impact Perceptions of a Unique Population. *UNLV Gaming Research & Review Journal*, 13(1): 45-54.

Chhabra, D*. & Andereck, K. 2009. Proposing Unique Marketing Strategies for Gamblers based on Perceptions. *Journal of Travel and Tourism Marketing*, 36(4): 364- 382.

Chhabra, D*. & Gursoy, G. 2009. Life Dynamism Explorations on Perceived Quality of Life and Social Exchange Paradigms in Casino Settings. *Leisure Sciences*, 31(2): 136- 157

Chhabra, D. 2009. Are Late Life Gamblers a Lucrative Market in Gambling Tourism? A Case Study of Iowa, United States. *Journal of Hospitality and Tourism Research*, 33(2): 245-254.

Chhabra, D. 2009. Proposing a Sustainable Marketing Framework for Heritage Tourism. *Journal of Sustainable Tourism*, 13(3): 303-326.

Chhabra, D. 2009. Are Local Residents Fickle Minded? Influence of Moral Beliefs on Casino Gambling Impact Perceptions. *Tourism Analysis*, 13(5/6): 591-604.

Chhabra, D. 2008. Social Exchange Theory in Resort and Non-resort Casino Settings.

Anatolia: International Journal of Hospitality and Tourism Research, 9(1): 155-160.

Chhabra, D. 2008. Baby Boom Generation Perceptions of Casino Gambling Impact within Social Exchange Theory Settings. *Anatolia: International Journal of Hospitality and Tourism Research*, 19(1): 71-88.

Chhabra, D. 2008. Positioning Museums on an Authenticity Continuum. *Annals of Tourism Research*, 35(2): 427-447.

Chhabra, D. 2007. Estimating Benefits and Costs of Casino Gambling in Iowa. *Journal of Travel Research*, 46(2): 173-182.

Chhabra, D. 2007. Exploring Social Exchange Theory Dynamics in Native American Casino Settings. *UNLV Gaming Research & Review Journal*, 11(2): 31-48.

Chhabra, D. 2007 Exploring Market Influences on Curator Perceptions of Authenticity. *Journal of Heritage Tourism*, 2(2):110-119.

Chhabra, D. 2007. Analyzing Stakeholders Perceptions of Sports Tourism. *Tourism Analysis*, 12(3):213-219.

Chhabra, D. 2007. Gendered Social Exchange theory Variations across the Life Span in Casino Settings. *Anatolia: International Journal of Hospitality and Tourism Research*. 18(1):145-153.

Chhabra, D. 2007. Ethnicity and Marginality Effects on Travel and Gambling Behavior. *Journal of Vacation Marketing*, 13(3):221-238.

Chhabra, D* & Gursoy, D. 2007. Perceived Impacts of Gambling: Integration of Two Theories. *UNLV Gaming Research & Review Journal*, 1(1): 27-40.

Chhabra, D. 2007. Determining Spending Behavior of Female Travelers in Nature-based Tourism. *Leisure/Loisir*, 31(1): 347-369

Chhabra, D. 2006. Analyzing the Travel Behavior of Daytrippers and their Economic Impact: A Case Study of Sacramento County, CA. *Journal of Vacation Marketing*, 12(1): 93-97.

Chhabra, D. 2005. Understanding Authenticity and its Determinants. *Journal of Travel Research*, 44(1): 64-73.

Chhabra, D. 2004. Redefining a Festival Visitor. A Case Study of Vendors Attending Scottish Highland Games in the United States. *Journal of Event Management*, 9(1).

Chhabra, D*, Sills, E. & Cabbage, F. 2003. Significance of Festivals to Rural Economies: Estimating the Economic Impacts of Scottish Highland Games in North Carolina. *Journal of Travel Research*, 41(4): 421-436.

Chhabra, D*, Healy, R.G., & Sills, E.O. 2003. Staged Authenticity and Heritage Tourism. *Annals of Tourism Research*, 30(3): 702-719.

Chhabra, D.*, Sills, E. & Rea, P., 2002. Tourist Expenditures at Heritage Festivals. *Event Management*, 7(4): 221-230.

Refereed Articles under Review (student author underlined)

Chhabra, D. & Kim, E. Disposition and Economic Value of Experiential Consumption Today. *Anatolia: International Journal of Hospitality and Tourism Research*

Chhabra, D. & Chowdhury, A. Asymmetrical Sustainability of Heritage on Wheels: Proposing a Rapid Heritage Transit Network. Abstract submitted to the special issue of the Journal of Sustainable Tourism: *Innovative Approaches to the Study and Practice of Sustainable Transport, Mobility and Tourism*.

Refereed Articles in Progress (Student author underlined)

Chhabra, D. Gazing at Mahatma Gandhi Sites Today: A Heritage Tourism Perspective. *Journal of Sustainable Tourism*.

Lau, S. & **Chhabra, D.** Impact of Politics on Dissonant Representations. *Annals of Tourism Research*.

He, Y. & **Chhabra, D.** Selfie Marketing Model for Destination Marketing Organizations in the US. *Journal of Travel Research*.

Chhabra, D. Travel Behavior and Economic Impact of VFR Travelers. *Journal of Travel Research*. *Journal of Travel Research*.

Published Books

Chhabra, D. 2015. Strategic Marketing in Hospitality and Tourism: Building a 'Smart' Online Marketing Agenda. New York: Nova Science Publications Inc.

Chhabra, D. 2010 Sustainable Marketing of Cultural and Heritage Tourism. London: Routledge.

Book Contract (signed)

Chhabra, D. *Resilient Authentication of Negotiated Authenticity in Heritage Tourism*. *Tourism Social Science Series*, Emerald Publishing. Estimated Publication date: January 2019.

Book Chapters

Published

Phillips, R. & Chhabra, D. 2015. Theoretical Perspectives on Tourism Planning and Development. In *Demystifying Theories in Tourism Research*, K.S Bricker and H. Donohoe (eds.), Boston (USA): CABI Publications, pp. 7-17.

Chhabra, D. 2015. Sustainable Supply Chain Management in Tourism. In *Encyclopedia of Tourism*, Xaio, H. & Jafari, J. (eds.), London: Springer. In Press

Chhabra D. & Zhao, S. 2015. Historical Tourism. In *Encyclopedia of Tourism*, Xaio, H. & Jafari, J. (eds.), London: Springer.

Chhabra, D. 2015. Smart Sustainable Marketing of the World Heritage Sites: Teaching New Tricks to Revive Old Brands. *Handbook of Research on Sustainable Development and Economics*, 291.

Chhabra, D. 2013. The Tripartite Model of Power Flow and Coping Mechanisms for Positive Social Capital. In Johnson, D. (ed.), *Social Capital: Theory, Measurement and Outcomes*. New York: Nova Science Publishers Inc.

Chhabra, D. 2012. Destination Images: Representative Dissonance in India. In R. Tsiotsou & R. Goldsmith (eds.). *Strategic Marketing in Tourism Services*. San Diego, CA: Emerald Publications, pp. 79-94

Chhabra, D. 2011. Management of World Heritage Sites: An Integrated Sustainable Marketing Approach. In P. Pablos, R. Tennyson & J. Zhao (eds.). *Global Hospitality and Tourism Management Technologies*. PA, USA: IGI-Global, pp. 190-207.

Chhabra, D. 2010. The ‘Islamicisation’ of Tourism Promotion in Muslim Countries. In Jafari, J. & N. Scott’s (eds.) *Tourism and the Muslim World*. Bingley, UK: Emerald, pp. 267-284.

Chhabra, D. & Phillips, R. (2008). Tourism-Based Development. In Phillips. R. & Pittman (Eds.), *Introduction to Community Development*. Routledge Publications, pp. 231-249.

Chhabra, D. 2004. Economic Impact of Festivals in United States. In Long, P. & Robinson, M. (Eds.), *Tourism and Cultural Festivals and Events: Management, Planning and Policy Dimensions*. Sunderland, UK: Business Education Publishers.

Book Reviews

Published/In Press/Submitted

Chhabra, D. Travel and Transformation (by Lean, Staff & Waterton). *Annals of Leisure Research*. Submitted.

- Chhabra, D.** 2016. Museums, Heritage and Development (edited by P. Basu & W. Modest). *Leisure/Loisir*, 369-373.
- Chhabra, D.** Adapting Idols: Authenticity, Identity and Performances in a Global TV format (edited by Zwaan and de Bruin). *Leisure/Loisir*.
- Chhabra, D.** 2015. Education, Values and Ethics in International Heritage: Learning to Respect by J. Atkinson. *Journal of Tourism and Cultural Change*, 1-4.
- Chhabra, D.** 2013. Translating Museums: A Counterhistory of South Asian Museology. *Journal of Tourism and Cultural Change*, 11, 144-147.
- Chhabra, D.** 2013. Selling the Amish: The Tourism of Nostalgia. *International Journal of Culture, Tourism, and Hospitality Research*, 7, 427-430.
- Chhabra, D.** Tourism and Demographics. By Ian Yeoman, C. Hsu, Karen Smith & Sandra Watson (Eds.). (Oxford, UK: Goodfellow Publishers Limited), 2009, 239pp. ISBN 978-1-906884-15-4. *Tourism Review International*. In Press
- Chhabra, D.** Taking Responsibility for Tourism. 2012. Oxford: Goodfellow. *Journal of Tourism and Cultural Change*, 10(4), 345-348.
- Chhabra, D.** 2012. Understanding Tourism: A Critical Introduction, By K. Hannam & D. Knox. Sage Publications (UK), 2010, 170 pp. ISBN 978-1-4129-2277-7. *Loisir*, 36(2), 240-242.
- Chhabra, D.** 2012. Authenticating Ethnic Tourism. By P. Xie. Channel View Publications (UK), 2010, 288 pp. ISBN: 978-1-8454-1157-2. *Tourism Management*, 33(4): 1005-1006.
- Chhabra, D.** 2011. Cultural Tourism Research Methods. (Edited) by G. Richards and W. Munsters. CABI (Oxfordshire, UK), 2010, 228 pp. (references, tables, figures, photo). ISBN 978-1-84593-518-4. *Annals of Tourism Research*, 38(4): 1669-1671.
- Chhabra, D.** 2011. International Tourism: Cultures and Behavior. By Y. Reisinger. Elsevier (Burlington, MA, USA), 2009, 429 pp. ISBN: 978-0-7506-7897-1. *Journal of Information Technology and Tourism*, 12(3).
- Chhabra, D.** 2010. Cultures of Mass Tourism. (Edited) by P. Pons, M. Crang, and P. Travelou. Ashgate Publishing Limited (Surrey, UK), 2009, 192 pp. ISBN: 978-0-7546-7213-5. *TOURISMOS Journal*.

Chhabra, D. 2010. Tomorrow's Tourist. By I. Yeoman. Butterworth Heinemann (Oxford, UK), 2008. ISBN: 978-0-08-045339-2. *Anatolia: International Journal of Hospitality and Tourism Research*, 21(2): 403-405.

Published Non-Refereed Papers

Chhabra, D. 2012. Heritagisation of the Sun Corridor: A Heritage Tourism Perspective. *The Sustainability Review*. April.

Chhabra, D. 2006. Determining Travel and Spending Behavior of Female Travelers. *E- Review of Tourism Research*, 4 (3):56-63.

Chhabra, D., 2005. Understanding VFR Markets and Their Economic Impacts. *E- Review of Tourism Research*, 3 (4): 97-102.

Chhabra, D. 2004. Determining spending behavior variations and market attractiveness of solo and non-solo travelers. *E-Review of Tourism Research*, October, 12 (5):103-107

Chhabra, D. 2004. Economic Impact of Nature Tourism. *E-Review of Tourism Research*, June, 2 (3):51-55.

Chih-Chien, C. **Chhabra, D.** and Tatsugawa, K. 2004. Resident Perceptions of the Effect of Tourism upon Their Lifestyle in the Crystal Basin Area, El Dorado County, California. *E-Review of Tourism Research*, August, 2 (4):82-87.

INVITED PRESENTATIONS (Student Author underlined)

Chhabra, D. 2017. Sustainability of Tourism in the Contemporary Era. Amity University, Noida, India.

Chhabra, D. 2016. Memorializing Mahatma Gandhi Today. Institute of Humanities Research. Arizona State University, USA.

Chhabra, D. 2015. Keynote speaker. Keynote speaker invitation at an interdisciplinary workshop on authenticity titled 'The authenticity of authenticity.' School of Economics and Management, Free University of Bolzano, Piazza dell'Università, 39100 Bolzano, (Italy).

Chhabra, D., Timothy, D. & Scott, K. 2015. Economic Impact and Marketing Profile of Visitors to Wickenburg. Wickenburg Chamber of Commerce.

Chhabra, D. & Larsen D. 2015. Economic Impact of Maricopa County Parks and Recreation System. Maricopa County Parks and Recreation Department, Board of Commissioners, and Public.

Chhabra, D., Phillips, R. & Scott, K. 2012. Sustainable development and marketing of the hospitality and tourism industry in Arizona. Invited by Mesa Convention and Visitors Bureau to talk at the Arizona Chapter of SGMP, Phoenix, Arizona,

Yite, Y. & **Chhabra, D.** 2011. Towards socially Responsible Gambling Advertising: A New Normal Perspective. Travel and Tourism Research Association, London, Canada.

Invitation extended to the winners of the best paper award at the regional chapter conference of TTRA

Chhabra, D. 2007. Socioeconomic Impacts of Gambling. Alberta Gaming Research Institute, Banff, Canada.

Chhabra, D. 2005. Socioeconomic Impact of Gambling on Iowans. The Iowa Racing and Gaming Commission, Des Moines, Iowa.

Chhabra, D. & Lutz, G. 2005. Socioeconomic Impact of Gambling on Iowans. Final Draft Presentation to the Iowa Legislative Council, Des Moines, Iowa.

Chhabra, D. & Lutz, G. 2004. "Socioeconomic Impact of Gambling on Iowans." First Progress Report. Presented to the Iowa Legislative Council, Des Moines, Iowa.

Chhabra, D. 2005. Perceived Authenticity and social impact of Heritage museum artifacts. Iowa Museum Association Board, Des Moines, Iowa.

Chhabra, D. and Fountain, B. 2003. Methodology presentation on the Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area," El Dorado County, CA, to SMUD (Sacramento Municipal Utility District) and its Hydro Electric Project Stakeholders (El Dorado County Representatives), March.

Chhabra, D. and Fountain, B. 2003. "Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area, El Dorado County, CA," to SMUD and its stakeholders and the general public of El Dorado County, November.

Chhabra, D., Fountain, B., Alsbury, L., Rossi, G. & Chen, S. 2003. "Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area, El Dorado County." Study Update Presentation to SMUD and its Stakeholders, May.

Chhabra, D. Fountain, B. and Alsbury, L. 2003. "Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area, El Dorado County." Research Project Study Plan Presentation to SMUD and its Stakeholders, March.

TECHNICAL RESEARCH REPORTS

Chhabra, D., Timothy, D., Scott, K. & Zhao, S. (2015). Economic Impact and Marketing Profile of Visitors to Wickenburg, AZ. Wickenburg Chamber of Commerce. 100 pages

Chhabra, D. (2015). Economic Impact of the Maricopa County Parks and Recreation System. Maricopa County Parks and Recreation Department, Phoenix, AZ. 41 pages

Chhabra, D. (2006). Testing Resident Perceptions of Casino Gambling Impacts. A Follow-up Gambling Study Report submitted to Senator Lamberti, Iowa Legislative Council, Des Moines. (18 pages)

Chhabra, D. (2005). Socioeconomic Impact of Gambling on Iowans. Iowa Legislative Council, Des Moines, Iowa. (140 Pages)

Chhabra, D., 2005. "Socioeconomic Impact of Gambling on Iowans." First Progress Report submitted to the Iowa Legislative Council, Des Moines, December. (4 Pages)

Chhabra, D., 2005. "Socioeconomic Impact of Gambling on Iowans." Second Progress Report submitted to the Iowa Legislative Council, Des Moines, February. (4 Pages)

Chhabra, D. 2004. "Travel Motivation and Behavior of Ecotourists." Research Report submitted to Hartman Reserve, Cedar Falls, IA. (4 Pages)

Chhabra, D. and Fountain, B. 2003. "Socioeconomic Study of the Upper American River Project." Research Report published by Sacramento Municipal Utility District, Hydro Relicensing Project, Sacramento, CA. (40 Pages)

GRANTS/CONTRACTS/FUNDS

Received

Chhabra, D. & Yoshioka, C. (Consultant). July 2016 - July 2018. Economic Impact of OHV (Off-Highway Vehicle) Recreation. Arizona State Parks Board.

- Awarded: \$99,762

Schober, J., Bhattacharjya, N., Brown, C., Chadha, M., Chau, A., Chen, H., Cheong, P., **Chhabra, D.** et. al. (10/1/2016 - 9/30/2018). Asia Mediated: Interdisciplinary Curriculum Innovation at Arizona State University. School of History, Philosophy and Religious Studies. Funded by US Department of Education.

Awarded: \$189,697

Chhabra, D., Timothy, D. & Lacher, G. (November 2013-June 2015). Marketing and Economic Impact of Tourism Study: Wickenburg, AZ.

- Awarded: \$25,000

Chhabra, D. & Lacher, G. (May 2014-December 2014). Economic Impact Modeling of Visitor Spending at Parks and Impact Park Proximity to Quality of Life for Local Residents. Maricopa County Parks & Recreation, AZ.

- Awarded: \$10,000

Andereck, K., Nyaupane, G., **Chhabra, D.** & Lee, W. West Valley Communities Tourism Study. 25% recognition.

- Awarded: \$31,798

Chhabra, D. Summer Support Grant (Internal) (May 2011 - August 2011). College of Public Affairs. History, Heritage and Commercial Realism: The Dynamics of Gazing at Mahatma Gandhi Memorial Sites, India.

- Awarded \$19,970

Chhabra, D. Summer Support Grant (Internal) (May, 2007 - July 2007). College of Public Affairs. Gender Equity: Analysis of State Tourism Vacation Guides.

- Awarded \$14,350.

Chhabra, D., Lutz, G. & Gonnerman, M. Iowa Legislative Council, IA, 2004-2006: Socio-economic Impact Study of Gambling on Iowans.

- Awarded \$87,000.

Chhabra, D., Fountain, B., Alsbury, L., Ross, G. & Chen, C. Sacramento Municipality Utility District, Sacramento, CA, 2002-2003. A socio-economic study associated with the Relicensing Process of Upper American River Project (UARP).

- Awarded \$93,000.

Chhabra, D. Sacramento Convention and Visitors Bureau, Sacramento, CA, 2001-2002. Determining Travel and Spending Behavior of Visitors to Sacramento.

- Awarded \$1,200.

Chhabra, D. Grandfather Mountain Highland Games Inc., Linville, North Carolina. 1997. Determining Visitor Characteristics to the Highland Games.

- Awarded \$5000

Grant/Contracts Applications Not Funded

Chhabra, D. & Sood, J. (Consultant) 2016. Resilience Strategies for Lifestyle Entrepreneurs in Homestay Tourism in the Remote Himalayas, India. Seed Grants Program. Institute of Humanities, ASU (Internal).

- Budget: \$6,000

Chhabra, D. 2015. Examining Financial Portfolios and Economic Vulnerability and Viability of Heritage Museums in Arizona. Institute of Humanities Research Fellows Program

- Budget: \$11,982

Chhabra, D. & Sengar, B. 2015. Comparison of Present-centered Representations of Heritage in Phoenix (Arizona, USA) and Aurangabad (Maharashtra, India) Using Historical and Sustainability Perspectives. Building a Smart Marketing Agenda for Heritage Tourism. National Endowment for Humanities.

- Budget: \$150,000

Chhabra, D., Sengar, B., Timothy, D. & Zhao, S. 2014. Present-centered Mapping of Heritage in Aurangabad, India. U.S. Consulate General Hyderabad Public Affairs Section Grants Program.

- Budget: \$3,000

Chhabra, D. 2013. Bridging Cultures: A Present-centered Shared Public Heritage Perspective. NEH Summer Stipend Proposal

- Stipend: \$6,000

Chhabra, D. & Davis, N. 2012 Authenticating Culinary Heritage Experiences in Hotel/Resort Restaurants: A Green Supply Chain Management Perspective. Harrah Hospitality Research Center Grant Award Program 2012. Harrah Hospitality Center Grant Award Program.

- Budget: \$48,528

Chhabra, D., Phillips, R. and Yu, E. Sustainable Marketing in Hospitality and Tourism. Harrah Hospitality Research Center Grant Award Program 2011. Harrah Hospitality Center Grant Award Program.

- Budget: \$48,528

Chhabra, D. 2010-2011. The Interface between Cultural Sustainability and Authenticity: Exploring Viable Opportunities for Ethnic and Marginalized Communities. Humanities and Human Origin Seminar Fellows Application submitted to the Institute of Humanities Research, Arizona State University.

- Budget: \$7,500

Mariella, P., Welch, N., **Chhabra, D.** & Chapman, J. Project for San Carlos Apache Tribe: Economic Impact of Indian Gaming Operations.

- Budget \$75,000. (Approved initially but not appropriated)

Chhabra, D. and Teye, V. 2009. Sustainable Economic Impacts of Casino Gambling in the United States - Proposal submitted to Harrah Hospitality Center Grant Award Program. Budget: \$48,594

Chhabra, D., Ferre, T., Teye, V., Carpenter, G. & Town of Gilbert. Proposal submitted to Arizona Water Institute (2008-2009): Using Hydrology and Market Survey Data to Enhance Eco-Tourism Revenue Potential of Wetland Recharge Projects.

- Budget: \$46,185

MAGAZINE PAPERS (Editor reviewed)

Chhabra, D. and Love, C. 1999. "History is Moving." Hatteras Monitor. An Outer Banks magazine, Dare County, North Carolina, June.

Chhabra, D. 1998. "Ecotourism in terms of sustainability in Cape Hatteras." Hatteras Monitor. An Outer Banks magazine, Dare County, North Carolina, August.

Chhabra, D. 1997. "Outer Banks, a Revelation." Hatteras Monitor, August.

PRESENTATIONS (Refereed and Professional)

Refereed Conference Presentations (student author underlined)

National

Sood, J., **Chhabra, D.** & Andereck, K. 2017. Sustainable Promotion of Homestay Tourism in the Himalayas of India. Travel and Tourism Research Association Conference, Waterloo, Canada.

Kim, E., **Chhabra, D.** & Timothy, D. 2017. Destination Branding of Creative Mice Tourism. Travel and Tourism Research Association Conference, Graduate Student Colloquium. Waterloo, Canada.

Scott, K. & **Chhabra, D.** 2015. Economic Viability of Festivals in Heritage Tourism. Travel and Tourism Research Association Conference, Portland, Oregon.

Zhao, S., **Chhabra, D.,** Lee, W. & Scott, K. 2013. Experiencing 'Otherness' in Ethnic- Themed Restaurants. Illustrated presentation at the Travel and Tourism Research Association Conference, Kansas City.

Chhabra, D. & Tjerno, K. 2012. Critical Analysis of Arctic Tourism Representations by Induced Agents in the United States: A Sustainable Marketing Perspective. Presentation at the Inuit Studies Conference, Washington DC.

Wang, Y. & **Chhabra, D.** 2011. Motivations, Trends and Dissonance in Incentive Travel. Abstract accepted for presentation to the Travel and Tourism Research Association Conference, Virginia, June.

Chhabra, D., Zhao, S., Wang, Y. & Visor, D. 2011. Critical Analysis of Destination Image Representations by Induced Agents: A Heritage Equity Perspective. Abstract accepted for illustrated presentation at the Travel and Tourism Research Association Conference, Virginia, June.

Chhabra, D., Andereck, K., Yamanoi, K. & Plunkett, D. 2009. Gender Depictions in Advertising: Analysis of Vacation Packages of Destination Marketing Organizations. Illustrated presentation at the International Council of Hospitality and Restaurant Institutional Educators Conference, San Francisco.

Aguilar, M., Andereck, K., **Chhabra, D.** & Schlacter, J. 2009. Proposing a Sustainable Destination Image Marketing Framework: An Analysis of Destination Marketing Organizations in the United States. Oral Presentation at the Annual Travel and Tourism Research Association Conference, Honolulu, Hawaii

Chhabra, D. 2008. Economic Impact of Baby Boomer Market in Gambling Tourism. Illustrated presentation at the International Council of Hospitality and Restaurant Institutional Educators Conference, Atlanta.

Chhabra, D. 2008. The Negotiation Process of Indigenous Cultures: The Case Study of the Amish in the United States. Presentation at the International Council of Hospitality and Restaurant Institutional Educators Conference, Atlanta.

Chhabra, D., Teye, V. & Nyaupane*, G. 2007. Ethnicity Influence on Gendered Social Exchange Theory in Gambling Tourism. Travel and Tourism Industry Association Conference, Las Vegas, NV.

Chhabra, D. & Tyrrell, T. 2006. Economic Impact of Casino Gambling in Iowa. Presentation at the Mid Continent Regional Science Association, IMPLAN Conference, June, Indianapolis, Indiana.

Chhabra, D. & Nyaupane,* G. 2006. Exploration of Key Perception of Gambling Impacts in the Context of Social Exchange Theory. Illustrated presentation at the Travel and Tourism Research Conference, Dublin, Ireland.

Gursoy*, D. & **Chhabra, D.** 2006. Perceived Impacts of Gambling: Integration of Two Theories. Full paper presentation at the International Council of Hospitality and Restaurant Institutional Educators Conference, Virginia.

Chhabra, D. 2005. Determining Economic Impacts of Female Travelers in Nature-based Tourism. Presented at the 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington.

Chhabra, D. 2005. "Determining Eco-Political Impacts on Production and Authenticity of Kashmiri Shawls in Delhi, India." Illustrated presentation at the Travel and Tourism Research Association Conference, New Orleans.

Chhabra, D. 2005. "Determining Impacts of Tourism at the Crystal Basin Recreation Area, El Dorado County, California, USA." Illustrated presentation at the Travel and Tourism Research Association Conference, New Orleans.

Gursoy*, D. and **Chhabra, D.** 2005. Perceived Social Impact of Gaming on Local Communities: Perceptual Differences between Gamblers and Non-gamblers. Illustrated presentation at the International Council of Hospitality and Restaurant Institutional Educators Conference, Las Vegas.

Chhabra, D., 2003. "Estimating Tourist Expenditures and Their Economic Impact: A Longitudinal Case Study of Sacramento County, California, USA." Travel and Tourism Research Association Conference. (Abstract Published)

Chhabra, D., Sills, E.O., & Rea, P. 2000. "Nostalgia for Old World in Heritage Tourism." Travel and Tourism Research Conference, Burbanks, CA.

Chhabra, D. 1998. "Roles and Obligations of Hotel Brands, Yesterday & Today." Travel and Tourism Research Conference, Houston, Texas.

Chhabra, D. 1998. "Perceptions of Tourists at the Grass Roots Level." Invited to present at the Tourism Research Symposium, Hawaii.

* *Presenter*

International (Student author underlined)

Luo, S.* & Chhabra, D. 2017. Influences of British Referendum in the United Kingdom's Tourism Industry. Global Science and Technology Forum, 5th Annual International Conference on Tourism and Hospitality Research (THoR 2017), Singapore.

Lewicki, K.* & Chhabra, D. 2017. A Reciprocal Tourism Model for North Korea: Innovative Collaborations. The Innovative Partnerships Practices & Lessons Learned for IOYSTD17 Themes. UN-WTO Conference, Montego Bay, Jamaica.

Deng*, M. & **Chhabra, D.** 2015. Enriching Interpretive Tourist Experience at a famous Cultural Heritage Site: Case Study of the Forbidden City in Beijing. Tourism in transition economies – Issues and challenges for destination competitiveness. NETOUR Project - "Network for Excellence in Tourism through Organizations and Universities in Russia" with the support of the TEMPUS program of the European Union. Cáceres, Spain.

Sengar*, B. & **Chhabra, D.** 2014. Historical Mapping and Tourism through Perspectives of Historical Cartography. Workshop on Historical Cartography of Deccan-Aurangabad, Aurangabad Historical Society, India.

Chhabra, D. & Johnston, E. 2014. Authenticity and Authenticating Markers in the Promotion of Space Heritage Tourism. Abstract submitted for oral presentation at the 'Quest for the Sky' European Scientific Conference. Coupe Icare in Saint Hilaire du Touvet, France.

Zhao, S. & **Chhabra, D.** 2011. Understanding Current Application of Social Media in Heritage Tourism Marketing based on A Classification Model. Presented at the First Tourism and Technology Conference, Indian Institute of Technology, India.

Chhabra, D. & Shishkina, J. 2010. Sustainable Marketing by World Heritage Sites: A Forward Linkage Approach. Presented at the World Heritage Conference, Quebec, Canada.

Chhabra, D. & Teye*, V. 2008. Casino Gambling Impact Perceptions Based on Marital Status: The Social Exchange Theory Perspective. Invited to present at the Hospitality and Tourism Educators, Eurochrie Conference, Dubai, UAE.

Chhabra, D. 2007. Gaming Impact Perceptions: the Feasibility of Conceptual Borders for Further Gaming Development. Invitation to present at the Twelfth Canadian Congress on Leisure Research, Montreal, Canada.

Chhabra, D. 2007. Resident Perceptions and Their Mapping of Gaming Impacts. Invitation to present at the Twelfth Canadian Congress on Leisure Research, Montreal, Canada.

Chhabra, D. and Scholl, K. 2005. Determining Motivations of an Aged Ecotourist: A Case Study of Hartman Reserve, Iowa, presented at the Eleventh Canadian Congress on Leisure Research, Nanaimo, British Columbia, Canada.

Chhabra, D. and Sills, E. 2005. Determining Travel Behavior and Economic Impact of Day Trippers: A Case Study of Napa County, CA. Presented at Eleventh Canadian Congress on Leisure Research, Nanaimo, British Columbia, Canada.

Chhabra, D. 2004. Perceived Authenticity of Scottish Goods For Heritage Tourists: The Vendor's Perspective. Presented at the Tourism: State of the Art, International Scientific Conference, Glasgow, UK.

Chhabra, D. 2003. "Economic Impact Issues Related to Short-term Events." Journeys of Expression Center for Tourism and Cultural Change. International Festivals Events Association (IFEA) Conference, Vienna, Austria.

Chhabra, D. 2001. Participating Preferences According to Different Socio-economic Groups in Heritage Tourism. European Council of Hospitality and Restaurant Educators Conference, Brig, Switzerland.

Chhabra, D. 1998. Antarctica and Cape Hatteras Lighthouse. Travel and Tourism Conference, Gold Coast, Australia. (Abstract published)

Chhabra, D. 1997. "Impact of Scotland upon the Tourism Trends of North Carolina." Hospitality and Tourism Educators, Eurochrie Conference, Sheffield, UK.

* *Presenter*

Regional (student author underlined)

Kim*, E. & **Chhabra, D.** 2016. *Experiential Marketing for a Rural Destination: Wickenburg, AZ*. Oral presentation at the Great Western Travel and Tourism Research Association Chapter (GWTTRA) Symposium, Scottsdale, AZ.

Yi-Te*, Y. & **Chhabra, D.** 2011. *Towards socially Responsible Gambling Advertising: A New Normal Perspective*. Oral presentation at the GWTTRA Symposium, Santa Fe, New Mexico.

Aguilar*, M., **Chhabra, D.**, Andereck, K. & Schlacter, J. 2009. *Destination Marketing from a Sustainability Perspective*. Oral presentation at the GWTTRA Symposium, San Diego, California.

Chen*, C., **Chhabra, D.** & Tatsugawa, K. 2004. *Resident Perceptions of the Effect of Tourism upon Their Lifestyle in the Crystal Basin Area, Eldorado County, California*. Presented at the California Parks Recreation Society Conference, CA.

* *Presenter*

Local (student author underlined)

Kim, E., Porter, M. & Chhabra, D. 2017. *Conceptualizing a Persuasive Tourism Advertising Framework for Generation Y*. Third Doctoral Student Research Conference, College of Public Service and Community Solutions: Arizona State University.

Evans, B., Sood, J. & Chhabra, D. 2017. *Authenticity of Homestay Tourism in Remote Himalayas of India*. Undergraduate Student Symposium. The Dean's Office, College of Public Programs: Arizona State University.

Johnston, E. & Chhabra, D. 2014. *Dispelling Gendered Myths in Tourism Promotional Materials: An Upstream Social Marketing Perspective*. Undergraduate Student Symposium. The Dean's Office, College of Public Programs: Arizona State University.

Scott, K., Shengnan Zhao & Chhabra, D. 2013. *Whose Sense of Heritage? A Present-centered Analysis of Heritage Representations in Phoenix, USA*. Undergraduate Student Symposium. The Dean's Office, College of Public Programs: Arizona State University.

Yamanoi, K., Plunkett, D., **Chhabra, D.** & Andereck, K. 2008. *Socially Responsible Marketing of Gender in Tourism: Analysis of State Tourism Brochures*. Undergraduate Student Symposium. The Dean's Office, College of Public Programs: Arizona State University.

* *Presenter*

Other Professional Presentations (to Community Audiences)

Chhabra, D. and Okamoto, N. 2011. Sustainable Marketing of Heritage Tourism. Conducted a session at the 29th Annual Conference of the Museum Association of Arizona, Yuma, Arizona.

Phillips*, R. & **Chhabra, D.** 2008. Tourism-Based Development. Presented to Kyiv School of Economics, Ukraine.

*Presenter

MEDIA RELATED INFORMATION

Local

Maricopa County Parks and Recreation Department Press release, August 25, 2015: Economic

Impact of the Park System. News release. <http://www.maricopa.gov/parks/State>
Central Arizona Conservation Alliance Research, November 2015:

Economic impact of Maricopa County Parks. Link:

[http://us8.campaign-
archive2.com/?u=331ddaa9068210dd5f9b1eb57&id=c022c68965&e=
36e5996f1b](http://us8.campaign-archive2.com/?u=331ddaa9068210dd5f9b1eb57&id=c022c68965&e=36e5996f1b)

National

Best Hotel Rewards Programs.

[https://wallethub.com/edu/best-hotel-rewards-
program/25939/](https://wallethub.com/edu/best-hotel-rewards-program/25939/). Dec. 7, 2016. Wallethub.com. Evolution
Finance. Inc.
Washington DC

Olson, C. 2015. Off the Grid. Tufts Observer, CXXVXII (1), September: 21-24.

ICMA Smart Brief, August 31, 2015: Ariz. county parks authority offers economic benefits. American City Business Journals

Hotel Rewards, November 2016: Wallethub.com. Washington DC

University

State Press, 2017: It's time to redefine the Phoenix tourism experience. Opinion article. Link: [http://www.statepress.com/article/2017/04/spopinion-
redefining-phoenix-tourism](http://www.statepress.com/article/2017/04/spopinion-redefining-phoenix-tourism). Writer: Jonah Baker.

Cronkite News, 2015. Open space parks provide economic boost to Maricopa County communities: <http://cronkitenews.azpbs.org/2015/09/17/open-space-parks-provide-economic-boost-to-maricopa-county-communities/>

ASU News, 2015. Public Parks could Provide Economic Benefits: <https://asunews.asu.edu/20150513-economic-impact-of-parks>

Sustainability News, 2015. <https://sustainability.asu.edu/news/archive/public-parks-could-provide-economic-benefits/>

Other State Media

Iowa Public Radio (2010). Live Talk on economic impact of gambling. Session time shared with different Stakeholders of Casino Gambling from the State of Iowa and the Mayor of Tama County, Iowa.

Other Local Media

Maricopa County Parks and Recreation Department, 2015. Economic Impact Study: https://www.maricopa.gov/parks/PDF/EconImpactStudy_Update_FINAL_071715.pdf

Quoted in Robins, S. (2007) Historical Hotels. State Press Magazine, April 26, 10.
Quoted in Robins, S. (2007). SPM Summer Travel. Web Devil, April 26.

Other Media Statements

Quoted in Paterik, S. (2007). Hyatt Using Soundtracks to Create Memory, Arizona Republic, May 31, D1,D2

Quoted in Paterik, S. (2007). Sounds Like the Waldorf – The Cincinnati Enquirer

Quoted in Paterik, S. (2007). Goodbye Elevator Music, Hello Vacation Sound Tracks – USA Today

Quoted in Paterik, S. (2007). Hotels Use Music to Hotel Trends – Indianapolis Star

Quoted in Klien, M. (2006). Fickle Iowans Gamble Billions. Des Moines Register, A,9A *Socioeconomic Impact of Gambling on Iowans Study*,

2004-2006:

Jamison, T. (2005). UNI Study Links Gambling to Economic Gains, Woes. Waterloo Courier, A1,11

Roos, J. (2005). Study Ties Gambling to Bankruptcy. Des Moines Register.

Other Media Coverage

Waterloo Courier (2)*, Des Moines Register (2)*, Dubuque Telegraph (2)*, Congressional Quarterly, Quad Cities Paper, Sun, Online Poker News, and Las Vegas Sun.

Socioeconomic Impact of Hydro-licensing at the Crystal Basin Reservoir,
2003 – Newspaper coverage: Sacramento Bee

Radio and Television Coverage

Gambling Study results broadcasted on Public Radio, Des Moines, IA,
March, 2005 & November 2005.

Interview and results broadcasted by KUNI Radio, Iowa, May, 2005 &
November 2005

Interview and results broadcasted by KXEL Radio, Iowa, May, 2005

Interview and results broadcasted by KWWL Radio and television, Iowa,
May 2005

Gambling Study Released on KRO Live & Local, November

2006 Gambling Study Released on Radio Iowa, November 2006

* *Number of times the study results were published*

Other Coverage

Socioeconomic Impact of Hydro-licensing at the Crystal Basin Reservoir.
Results published in *CONFLUENCE* (Sacramento Municipal and Utility
District Quarterly), Spring, 2004.

Socioeconomic Impact of Gambling on Iowans. Key Results
published in *Research Reveals*, Alberta Gaming Research Institute
Newsletter, 5 (5), June/July.

Gambling Study Results. *Iowa House of Representatives* Newsletter, March
27- April 1, 2005.

Socioeconomic Impact of Gambling on Iowans Study incorporated
into the “*Politics of Social Research*” course at Iowa State University,
Ames.

TEACHING AND INSTRUCTIONAL ACTIVITIES

Teaching Subjects

Advanced Tourism
Studies International
Tourism Heritage
Tourism
Tourism marketing and
promotion Introduction to
Travel and Tourism Non-profit
marketing and promotion
Tourism principles

Resort
Administration
Basics of
ecotourism
Human resource management
Methods of research and analysis & Computer Applications

ARIZONA STATE UNIVERSITY

Graduate

Advanced Tourism Studies

This course discusses theoretical concepts of tourism using a smart system paradigm guided by complexity/critical perspectives.

Undergraduate

Introduction to Travel & Tourism

This course introduces the basic concepts, tools, and techniques of tourism management. Learning is facilitated through field visits, guest speakers, interactive sessions and innovative learning techniques with the help of PowerPoint presentations.

Tourism Marketing

This course is designed to introduce marketing concepts in tourism using a practical management approach. The core essence of this course focuses on analyzing, designing, and presentation of the marketing mix of a hospitality organization to the industry executives. I have introduced an online interactive component in this course which engages students in discussion seminars associated with critical thinking of contemporary marketing issues.

International Tourism

This course focuses on global networks and communities. It includes a critical analysis of contemporary trends and globalization issues within sustainable tourism frameworks. An online interactive component has been designed to facilitate critical thinking and team discussions.

Cultural and Heritage Tourism

This course is designed to provide a conceptual and applied understanding of the management and issues associated with heritage and cultural tourism programs, events, and destinations. Basic principles and paradigms for evaluating and developing successful and sustainable heritage and cultural tourism are researched and discussed.

UNIVERSITY OF NORTHERN IOWA

Graduate

43Y:257: Social Psychology of Leisure

43Y:256: Personnel Management and Supervision in Leisure Youth and Human Services
43Y:156: Marketing for Nonprofit Associations.

Undergraduate

43T: 070: Principles of Tourism

43T: 170: Ecotourism

43Y:155: Planning Strategies for Nonprofit Youth Service Agencies

43T: 075: Tourism Promotion

CALIFORNIA STATE UNIVERSITY, SACRAMENTO, CA

Graduate

RLS 204: Research Methodologies in Recreation and Leisure Services

Undergraduate

RLS 184: Resort Operations and
Management RLS 182: Travel and Tourism
Concepts

RLS 110: Methods of research and analysis

RLS 109: Computer applications

Independent Study

Wang, Y. Summer, 2011. Destination Image and Online

Yu, Y. Spring 2012. Brand Personality in Marketing.

Advisement

VISITING SCHOLARS

He, Y. PhD. Candidate. Self Imaging and Self Gazing; Economics of Tourism and Tourismification (collaborative research topics). Beijing Jiaotong University China Scholarship Council.

AFFILIATE (Scholar)

Sood, J. Ph.D. 2016-2017: Sustainability of Homestay Tourism in the Remote Himalayas of India (research topic of collaboration).

HONORS THESIS (Chair)

Liu, Shiyu. 2016- 2017. Branding of England Post Referendum. Tentative

Heuermann, Kathryn. 2012- 2013: Honors Thesis Topic: Positioning Authenticity in Dark Tourism: Supply & Demand Perspectives.

HONORS ENRICHMENT CONTRACTS

Porter, M. 2017: *The Millennial Generation and What Attracts them to Advertisements. Designing Persuasive Advertising Strategies.*

Muniz, M. 2017: *Perceptions and Impact of British Referendum.*

Ph.D. DISSERTATION (Chair)

Kim, E. G. *Destination Branding of Creative MICE Tourism, building synergies with Heritage Tourism* (Co-Chair)

THESIS/PRACTICUM (Chair/Co-Chair)

Scott, K. 2013-2015. Economic Viability of Festivals. (Co-Chair)

Deng, M. 2015. Enriching Tourist Interpretive Experience at Famous Cultural Heritage Sites: A Case Study of the Forbidden City in Beijing. (Co-Chair)

Cox, J. 2012-2013. Importance of Streetscapes and Servicescapes in Tourist Shopping Villages: A Case Study of Two Communities in Arizona. (Co-Chair)

Wang, Y. 2010-2011. Trends and Marketing of Incentive Travel. Tentative topic.

Visor, D. 2009-2010. Influence of Ethnicity and Resulting Welcomeness on Satisfaction of Leisure Activities.

Aguilar, M. 2007-2009. Sustainable Marketing through Destination Image Advertising.

Chih Chien, C. 2002-2003. Social Impacts of Tourism. A Case Study of Resident Perceptions of Recreation Development in the Crystal Basin Area, El Dorado County, California.

Rossi, G. 2002-2003. Impact of Recreation for Sustainability: A Case Study of Environmental and Economical Costs Generated by the Crystal Basin Area, El Dorado County, California.

Ph.D. DISSERTATION (External Examiner)

Ph.D. Thesis Review Committee, 2014. Hotel & Tourism Management. Universiti Teknologi MARA (UiTM), Malaysia. Thesis title: Perceived Authenticity, Perceived Novelty Risk and Experiential Value Perception to Revisit Heritage Destination in Melaka and Penang

Ph.D. Thesis Review Committee, 2014. College of Business, Victoria University, Melbourne, Australia. Thesis title: The Role of Cosmopolitanism on Perceptions of Authenticity of Perfumes and Consumer Behaviour: An Investigation in Saudi Arabia

Ph.D. DISSERTATION (Committee Member)

Zhao, S. 2011-2015. Communism Heritage Tourism in China.

THESIS/PRACTICUM (Committee Member)

Kaftanaglu, B. 2009-2010. Travel Behavior Patterns of Turkish Americans.

Plunkett, D. 2008-2009. Market Segmentation in NML Visitors.

Pawson, J. 2008. Motivation of Rehabilitation Adherence.

Johnson, S. 2004. A Mass Leisure Investigation: The Mammy and Jezebel Stereotype Portrayed in Cosmopolitan Magazine.

Cebula, E. 2005. Collaboration Evaluation of an After School Program.

Yan, W. 2005. What Motivates College Students to become First Year Camp Counselors in Camp Adventure Youth Services.

UNDERGRADUATE ADVISING (Dean's Undergraduate Research Program)

Evans, B. 2016- 2017. Sustainable Marketing of Homestay Tourism in the Himalayas of India

Johnson, E. 2012-2014. Smart Marketing of Hospitality and Tourism; Cross-border representations in heritage tourism;

Scott, K. 2011-2013. Smart Marketing of Hospitality and Tourism; Authentication Analysis of Indian Cuisine Abroad.

GENERAL

University of Northern Iowa: Supervision of undergraduate advising plan of study

INDUSTRY EXPERIENCE

- 1994- 1995** Front Office Supervisor, Forte Grand Jumeirah Beach, PO Box 24970, Dubai, United Arab Emirates. Actively involved in the opening of the hotel and in the training of the Front Office staff. Total number of rooms: 220.
Computer System:
Fideleo
- 1993- 1994** Front office supervisor, New Barbican Hotel, Mount Charlotte Thistle Chain of Hotels, London, UK
Total number of rooms: 450. Computer System: Hiscons
- 1992-1993** Assistant Manager, Hyatt Regency, Bhikaji Cama Place, Ring Road, New Delhi, India. Total number of rooms: 535. Computer System: HIS.
- 1990-1992** Hotel Management Trainee, Kensington Hilton 179/199, Holland Park Avenue, London W11, 4UL.
Total room: 603 Computer System: HRS

SERVICE

Service to Profession

Editorial Board Member

Anatolia: International Journal of Hospitality and Tourism Research:
2015- present

Journal of Heritage Tourism: 2012- Present

International Journal of Culture, Tourism, and Hospitality Research: April,
2014- Present

Annals of Tourism Research- (also- Resource Editor): 2010- Present

Journal of Travel Research: 2007-2010

Guest Editor, 2017-2019: Special Issue: *Authenticity and Authentication of Heritage*
Journal of Heritage Tourism.

Advisory Board Member, 2017-2108. International Conference on Tourism.
Department of Tourism and Airlines. University of Chandigarh, India.

Editorial Advisory Committee Member, 2014- present: Rural South Asian Studies
Journal. Initiatives in Rural South Asia. Dr. Babasaheb Ambedkar Marathwada
University, Aurangabad (India).

Conference Board Member 2015-2016: Fourth Interdisciplinary Tourism Research
Conference. May 2016, Bodrum, Turkey.

Scientific Committee Member 2014-2015: Conference on Tourism in Transition Economies: Issues and Challenges with Destination Competitiveness. Sochi, Russia. This conference is part of an EU-funded TEMPUS project called NETOUR to promote tourism education in Russia (Network for Excellence in Tourism through Organizations and Universities in Russia)

Co-Editor, 2013-2014: Heritage Hotels and Heritage Accommodations. Special Issue. Journal of Heritage Tourism.

Book Review for re-evaluation of new edition (7th), 2014: Marketing for Hospitality and Tourism by Kotler, P., Bowen, J. & Makens, J. Boston: Pearson

Review Committee Member, 2012: Academic Paper Submissions. TTRA Prestigious Award. Travel and Tourism Research Conference, June 2012.

Panel of Examiners, September 2011- 2012: Department of Management Studies, School of Management. Invitation to evaluate Ph.D. theses in the area of tourism marketing. Pondicherry University, Pondicherry, India.

Session Chair, July 2011: International Conference on Tourism and Technology: Banking and Insurance Industry Involvement, Indian Institute of Technology, Delhi, India.

Board Member, 2008 - July 2011: Great Western Chapter of Travel and Tourism Research Association. Active participant in the Symposium Preparation Committee for the GWTTRA Conference, Santa Fe, NM, 2010-2011. Along with a colleague from North Arizona University, designed call for papers and organized the review process for acceptance of papers as per selection criteria.

Presiding Session Chair. 2010. Label, Designation and Impact of Tourism Session. World Heritage and Tourism Conference: Managing for the Global and Local. Quebec, Canada

Arizona Research Round Table on Tourism, 2008. Organized and chaired a research round table session in collaboration with two other colleagues and Arizona Office of Tourism, in Flagstaff. The session consisted of discussions on emerging tourism trends in Arizona and research methodologies required to address some issues associated with tourism in rural communities of Arizona. The participants included tourism academicians from University of Northern Arizona and the travel and tourism industry practitioners from Arizona, such as the CVBs, Chamber of Commerce, and museums.

Arizona Governor's Conference on Tourism, 2007. Organized a research round table session in collaboration with two other colleagues and Arizona Office of Tourism that included practitioners from the travel and tourism industry in Arizona.

Department of Economic Development, Iowa Tourism, Des Moines, Iowa, 2003–2006: Member of the TEAM Iowa Leaders Program. This program assisted rural communities in tourism development activities and encourages active involvement in

tourism industry organizations.

Hartman Reserve, Cedar Falls, IA, 2003. I conducted a marketing survey study for the Director of the Reserve. The aim was to identify the needs and preferences of visitors to the Hartman Reserve.

Book Review for re-evaluation: Marketing in Hospitality and Tourism. John Wiley

Book Draft Review - Pre-publication Stage: "A Competency-Based Approach to Supervising Human Service Professionals" by Morley Glickens (2006). Sage Publications.

Book Review- Pre-publication stage: "Managerial Dilemmas in Human Service Organizations" by Ralph Brody (2006). Sage Publications.

Listed in the Collection Studies and Reports- 2007-2010, Series N. General Bibliography Tourism Academy, C.I.R.E.T, International Center for Research and study on Tourism, Aix En Provenance, France.

Member of the Scientific Advisory Committee, 2004 International Conference on "Sustainable Tourism." Wessex Institute of Technology, Southampton, UK.

Reviewer for conference presentations

Graduate Conference, Turkey 2010, 2012

Travel and Tourism Research Association Conference 2008-2016

CHRIE 2006 and 2007

Consumer Psychology Symposium 2009, Vienna, Austria

Reviewer: 2015- present

Tourism Geographies

Annals of Tourism Research

Tourism Management

Journal of Sustainable Tourism

Journal of Heritage Tourism

Anatolia- International Journal of Hospitality and Tourism Research

Journal of Travel & Tourism Marketing

Reviewer – between 2010 and 2014

Social Capital Quarterly

National Identities

Journal of Sustainable Tourism

Journal of Heritage Tourism

Annals of Tourism Research

Tourism Management

Journal of Travel and Tourism Marketing

Anatolia- International Journal of Hospitality and Tourism Research

Reviewer- between 2006 and 2009

*Journal of Heritage
Tourism Tourism
Geographies Current
Issues in Tourism
Journal of Gambling
Studies Annals of
Tourism Research
Journal of Quality Assurance in Hospitality and Tourism
Tourism Recreation Research
Journal of Hospitality and Tourism Research
International Journal of Tourism Research*

Memberships

Faculty Women Association, ASU - Current
Arizona Historical Society-Current
Hospitality Educators of South Asia – Current
Annals of Leisure Society – Current
Great Western Chapter of Travel and Tourism Research Association 2008-Summer
2011
Travel & Tourism Research Association – 2008- 2011
Museum Association of Arizona- 2008 to 2010
Council of Hotel, Restaurant, and Institutional Education – 2007-2008
Arizona Hotel and Lodging Association – 2006-2007
Native American Tourism Association of Arizona – 2006-2007
Tourism Iowa – 2003-2006
Iowa Lodging Association – 2004-2005
California Hotel and Lodging Association – 2001-2003

Service to the School, College and University

University

2016- present: Senator

2017- present: Member: Research & Creative Activities Committee

2016- present: Member, General Studies Council
Chaired Subcommittee Cultural Diversity Report- October 29, 2017

2016- present: Member, Student Faculty Policy Committee.

2015- present: Member, South Asian Council

2015- present: Member, Faculty Women's Association

2009- Spring 2011: Mentor, President Barrack Obama Scholar Mentor's Program.
College

2011: Discussant at a Concurrent Session. Doctoral Student Research Conference.

2010- 2011: Spring semester- Poster Presentation Judge. Undergraduate Researchers Program.

School

2016- present: Ad hoc Strategic Planning Committee

2016- present: Graduate Programs and Curriculum Committee

2016- present: Member, Tourism Advisory Board, Center for Sustainable Tourism.

2011-Present: Member, SCR D Ph.D. Program Committee

2015-2016: Member, SCR D Search Committee for tourism management faculty position

2009- 2015: Member, SCR D Graduate Curriculum Committee

2012-2014: Member, SCR D Personnel Committee

2013-2014: Member, SCR D Graduate Seminar Committee

2014: Member, SCR D Sustainable Tourism Center director position

2008-2014: Member, SCR D Marketing and Alumni Relations

2011-2012: Member, SCR D Search Committee for a sustainable destination planning and management faculty position

2009: Member of the 'Sustainability' Working Group. Institute of Humanities Research.

2007: Reader at the Convocation Ceremony for the School of Community Resources and Development.

2007/2008: Co-Chair, SCR D Search Committee for tourism development and management open rank faculty positions (three).

2007: Assembled information to explore the feasibility of introducing a resort administration certificate program for the undergraduate students.

2007: Co-pioneered an outcome assessment project to measure teaching effectiveness in tourism development program. This exercise required formulating objectives and

preparing a questionnaire to assess student learning outcomes.
2006: Guest speaker for current issues of recreation and tourism (graduate course at Arizona State University).

2006: Invited to participate in a Martin Luther King Round Table Discussion (student engagement seminar) at the downtown campus (Phoenix) to discuss the relevance of Civil Rights Movement today. The seminar was scheduled for January 24, 2007.

2006/2007: Instructor of Record for the Honors Section of Senior Internship in Tourism for the School of Community Resources and Development, ASU.

2006: Participant in the committee on Campus Conversation initiative at the University of Northern Iowa.

2005: Nominated to serve on the Diversity Task Force, University of Northern Iowa (UNI).

2004 – 2006: Member, Planning and Policies Committee.

2004: Member, Search Committee for an advertised position at the School of Health, Physical Education, and Leisure Services, UNI.

2003- 2006: Member, Graduate Faculty of the Graduate College, UNI.

2001-2002: Member, Ed Equity Committee, California State University, Sacramento (CSUS).

2002: Member, Commencement Committee, CSUS.

2001: Editor, Sylvanet, the international forestry newsletter,
Department of Forestry, North Carolina State University.

Service to Community Organizations

Sahaj Marg Meditation, Phoenix Center, AZ: Dec. 2017: Volunteer at the regional gathering, Gilbert, AZ.

Indian Association of Phoenix, AZ: Nov. 2016: Fashion Show judge. Discover India festival, Scottsdale. AZ

Indian Association of Phoenix, Phoenix, AZ: Dec. 2015-Spring 2016: Member, Board of Directors and Youth Director.

Gandhi Serve Foundation, Germany: Jan. 2016- present: Gandhitopia Community, Member

Indian Association of Phoenix, AZ: Oct-Nov. 2015: Volunteer at the Discover India Festival. Conducted a festival attendee survey to determine marketing profile and economic impact of visitors

Foster Children Association, Mesa, AZ: Oct. 2015: Volunteer

Pet Rescue Shelter, AZ: Oct. 2014: Volunteer

Community Embeddedness

Heard Museum, Phoenix, 2008 - 2016. Students (of my heritage tourism class) examine existing visitor management and marketing plan at the Heard Museum and suggest new strategies.

Arizona State Capitol Museum, Phoenix, 2012 - 2015. Students (of my heritage tourism class) examine existing visitor management and marketing plan at the museum and suggest new strategies.

J.W. Marriott Desert Ridge Resort & Spa, 2012-2014. Marketing research study to analyze the marketing mix of the resort. This project was incorporated into the undergraduate tourism marketing course and new promotional strategies were submitted by several students to the resort management. A certification of appreciation by the resort management is offered.

Hotel Valley Ho, Scottsdale, Fall 2011-2014. Marketing research study to analyze the marketing mix of the resort. This project was incorporated into the undergraduate tourism marketing course and new promotional strategies were submitted by several students to the hotel's marketing staff. A certification of appreciation by the hotel management is offered upon submission.

J.W. Marriott Starr Pass Resort & Spa, 2011-2012. Marketing research study to analyze the marketing mix of the resort. This project was incorporated into the undergraduate tourism marketing course and new promotional strategies were submitted by several students to the resort management. A certification of appreciation by the resort management was offered.

Hilton Garden Inn, 2010: Marketing research study to analyze the marketing mix of the Hilton Garden Inn hotel. This project was incorporated into the undergraduate tourism marketing course and new promotional strategies were submitted by students to the Director for Sales for the Hilton Hotel. The students received a certificate of appreciation and a gift voucher for a free weekend stay.

Sheraton, Downtown Phoenix, 2008: Marketing research study to analyze the marketing mix of the Sheraton hotel. This project was incorporated into the undergraduate tourism marketing course and a proposed mix was presented by students to the Director for Sales for the Sheraton Hotel. The students received a certificate of appreciation.

Hilton Garden Inn, Phoenix, Arizona, 2007: Undertaken a marketing research study to analyze the marketing mix of the Hilton Garden Inn. This project was incorporated into the undergraduate tourism marketing course and a proposed mix was presented by the students to the Regional Director/General Manager and Director for Sales.

Residence Inn, Marriott, in Tempe, Arizona, 2006: Undertaken a marketing research study to analyze the marketing mix of the Residence Inn Suites. This project was incorporated into the undergraduate tourism marketing course and a proposed mix was presented by the students to the General Manager and Area Director for Sales.

John Deere, Waterloo, Iowa, 2003, 2005 – I volunteered to conduct a marketing research study to analyze the marketing mix of John Deere tours with regard to the tours organized by John Deere at their re-assembly branch. This project was incorporated in the undergraduate tourism promotion course and a proposed mix was presented by the students to the John Deere Tours Manager.

Food Bank, Waterloo, Iowa, 2004 – I conducted a human resource management study to identify current issues in the nonprofit organizations that are related to personnel management. This project was incorporated into the graduate personnel management course. Research papers were submitted and presentations were made by the students to the Executive Director of Food Bank.

Holiday Inn, Cedar Falls, Iowa, 2004 – I volunteered to conduct a marketing research study to analyze the marketing mix of Holiday Inn with regard to the hotel bar. This project was incorporated into the undergraduate tourism promotion course and the analysis was presented by the students to the General Manager of Holiday Inn.

Goodwill Industries, Cedar Falls, Iowa, 2004 – I conducted a human resource management study to identify current issues in the nonprofit organizations that were related to personnel management. This project was incorporated into the graduate personnel management course and research papers and presentations were made by the students to the Human Resource Director of Goodwill.

Convention and Visitors Bureau (CVB), Sacramento, 2001-2002. I volunteered to conduct a Visitor Survey Research Project for the CVB to understand the visitor market and its spending behavior in Sacramento. This project was incorporated into the undergraduate research course. A research report was submitted and a group presentation was made by the students to the Sales Director of the CVB. The CVB covered the administrative costs and awarded two scholarships for \$500.00 each.

Bureau of Reclamation, Lake Berryessa, 2002-2003. I volunteered to undertake a Visitor Needs Assessment Research Project for the Bureau of Reclamation to develop a long term Visitor Services Plan for Lake Berryessa, Napa County, California. This project was incorporated into the graduate research course. A research report was submitted and a group presentation was made. The Bureau of Reclamation covered the administrative costs and awarded a scholarship for \$560.00.

RECOGNITION AND AWARDS

Travel & Tourism Research Association Conference, 2017: Best Visual Paper Presentation award (shared with Sood, J. & Andereck, K.).

Center for Asian Research, Arizona State University - 2016: A.T. Steel Faculty award. \$1500

School of Community Resources and Development, Arizona State University- 2011. Faculty Achievement Award for Research.

Emerald Group Publishing Limited, Tourism Review- 2011. Great Western Travel and Tourism Research Association Conference Best Paper Award as a co-author.

School of Community Resources and Development, 2008. Book award for signing a book contract with Routledge Publications.

New Student Programs and Discussions, Downtown Campus, Arizona State University, 2006: Certificate of appreciation for participating in a Martin Luther King Round Table Discussion to discuss with the students the relevance of Civil Rights Movement today.

Residence Inn, Tempe, Arizona, USA, 2006: Certificate of appreciation by the General Manager and Director of Sales for contribution to the marketing strategy and overall business success of the hotel.

Council of Hospitality and Restaurant Educators Conference, Virginia, 2006: Best paper award for the following paper: Gursoy, D. and Chhabra, D. "Perceived Social Impact of Gaming on Local Communities: Perceptual Differences between Gamblers and Non- gamblers."

Project Export Center of Excellence on Health Disparities, University of Northern Iowa, and The National Institute of Health, 2005: Presented with a certificate of appreciation for participating as a faculty scholar in health disparities and providing academic leadership in reducing health disparities in Iowa.

United States Department of the Interior, Bureau of Reclamation, Mid. Pacific Region, 2002: Certificate of Appreciation for volunteering services to evaluate visitors and services at Lake Berryessa, California.

Educational Institute of American Hotel and Motel Association, 2001: Certificate of appreciation from the Officers and Board of Trustees of the Educational Institute in recognition of contributions to the advancement and support of training and education in the hospitality industry.

North Carolina State University, NC, USA:

North Carolina Sea Grant Department stipend for the research and report on the Hatteras Village Aqua-farm visitor study, 1997.

State Division for Travel and Tourism Grant for reports on the lodging industry of North Carolina, Department of Parks, Recreation & Tourism Management, 1996- 1997

Hofmann Forest Foundation scholarship, 1996. \$1500

Forte Grand, Jumeirah Beach, Dubai, United Arab Emirates, 1995: Certificate of Appreciation for significantly contributing towards the successful opening of the hotel.

Schiller International University, London, UK, 1991: Schiller Scholarship, 1990. \$3000
