

Curriculum Vitae

Joseph Daniel Patoskie

EDUCATION

Ph.D. Texas Tech University, 1990

Land-Use Planning, Management, and Design (LPMD)

Minor: Mathematics

Dissertation Title: "System-wide Capacity Enhancement for the Future Airport Network" -- the production of an optimization planning model for airline route networks.

M.S. Texas Tech University, 1985

Interdisciplinary Studies; Graduate College

Special emphasis: Arid and Semi-arid Land Studies.

B.S. Texas A&M University, 1984

Geography; College of Geosciences

Special option: Environmental Studies

PROFESSIONAL EMPLOYMENT

Instructor

- School of Travel Industry Management, Univ. of Hawaii, Honolulu, HI
- August. 2023 to Present

Duties: Teach Undergraduate/Graduate courses in the areas of the travel industry and related disciplines, including strategic management, transportation operations/management, hotel/resort planning and management, research methods, and marketing. Additional areas of teaching include sustainable tourism and tourism masterplan development.

Tourism Research Manager

- Dept. of Business, Economic Development & Tourism / Hawaii Tourism Authority
- August. 2018 to July 2023

Duties: Serve as the research lead with the responsibility of planning, organizing, and conducting research on domestic and international visitor characteristics, satisfaction, and expenditures for tourism in the state of Hawai'i. Manage contracts involving third-party tourism data providers. Analyze trends and impacts of the tourism industry on the economy. Write reports and disseminate tourism data to tourism stakeholders.

Visiting Instructor/Lecturer

- School of Travel Industry Management, Univ. of Hawaii, Honolulu, HI
- Spr'18, Spr'19, Spr'20, Spr'21, and Fall'21 semesters
Duties: Taught undergraduate (Air Transportation Management, Principles of Sustainable Tourism, Introduction to Tourism Transportation, and Socio-cultural Issues in Tourism) and graduate (Global Tourism Analysis and Travel Industry Management Policy).

-

Online Course Advisor (Part-Time)

- Aston American University, Honolulu, HI
- October 2017 – April 2018)
- Provided oversight, grading, and counsel for graduate students taking Marketing.

Customer Service Agent, Weekend Part Time

Hawaiian Airlines, Inc., Honolulu, HI

June 2012 to December 2017

Duties: Checked-in passengers at airport counters; Worked at gates for passenger arrivals/departures; Assisted at baggage claim. Other duties as assigned.

Tourism Research Consultant

Self Employed, Honolulu, HI

August 2002 to August 2018

Duties: Performed market research, data analysis, market segmentation, and forecasting using a combination of different data querying and report writing tools for major hotel, airline, and travel planning companies. Provided reports reflecting market growth, trends and opportunities. Companies included: Hawaiian Airlines, Outrigger Hotels & Resorts, Hospitality Advisors, LLC, and AirTreks.com

Associate Professor

Travel Industry Mgmt Program (College of Bus. Admin), Hawaii Pacific University

January 2002 to August 2013

Duties: Taught Undergraduate/Graduate courses (Destination Development & Marketing, Resort Planning & Design, Air Transportation Management, Business Research Methods, and Market Research). Additional courses taught include Physical Geography as well as lectureships on sustainable tourism, tourism planning, tourism market research, and airline management. Specific research interests include: Market Analysis for business/leisure travel Tourism planning, Ecotourism, and Sustainable Development.

Planning Director

Village of Ruidoso; Ruidoso, NM

June 2000 to January 2002

Duties: Administered the planning and zoning responsibilities for the Village of Ruidoso, a resort mountain community of approximately 20,000 permanent and part-time residents located in South-Central New Mexico. Managed a staff of eleven in areas of planning, building inspection, urban forestry, code enforcement and emergency management. Reviewed site plans. Initiated and interpreted planning and zoning ordinances. Provided analysis and direction for the city masterplan. Presented testimony before governing bodies, including Planning & Zoning Commission and the City Council.

Market Research Manager

Market Research Department, Outrigger Hotels & Resorts, Honolulu, HI
Nov. 1995 to June 2000

Duties: Responsible for market analysis and reporting of travel and tourism data from both internal databases and external sources, including Hawaii Visitors & Convention Bureau and Smith Travel Research. Assisted with the company's strategic planning, sales and marketing programs and hotel operations activities.

Assistant Researcher

School of Travel Industry Management, Univ. of Hawaii, Honolulu, HI
Nov. 1991 to Nov. 1995

Duties: Performed suitability analysis studies related to resort development, transportation, and planning in the tourism industry. Evaluated environmental impacts for state and county tourism development plans. Taught/organized training programs, workshops and seminars on tourism and sustainable development.

Analyst

Capacity Planning Department, American Airlines, Inc., Dallas, TX
Oct. 1990 to Nov. 1991

Duties: Focused on route planning methodology and development; Analyzed domestic and international markets for scheduling; Developed models for market forecasting and evaluated airport demand in multiple airport cities.

Assistant Supervisor

Advanced Technological Learning Center, Texas Tech University, Lubbock, TX
Aug. 1986 to Aug. 1990

Duties: Configured and maintained Macintosh and PC labs. Researched user problems. Designed projects for Student Assistants. Oversaw facility operations. Taught instructional shortcourses to faculty, staff, and students.

FUNDED RESEARCH ACTIVITIES

Consultant, "Hotel and Condominium Onbook Forecast Report," \$\$ Undisclosed, funded by Outrigger Hotels & Resorts for the period of May 2000 to March 2013

Consultant, "Air Service Disruption in Hawaii: Impact on Hotel Room-Nights," \$\$ Undisclosed, funded by Kyo-ya Company, Ltd. and contracted through Hospitality Advisors, LLC .for the period of January 2009 to April 2009

Consultant, "Automation of a Customer Booking Report Hawaiian Airlines," \$\$ Undisclosed, funded by Hawaiian Airlines for the period of February 2005 to May 2006

Project Researcher, "Ecotourism Opportunities for Hawaii's Visitor Industry," \$10,000 (of \$20,000 joint study) funded by the Hawaii State Department of Business, Economic Development and Tourism for the period of July 1, 1994 to December 31, 1994

Co-Investigator, "Hawaii's Neighbor Islands: The Evolution of Master Planned Resorts," \$11,000 funded by Japan Travel Bureau (JTB) Foundation for the period of July 1, 1993 to June 30, 1994

Project Director, "Pohnpei State Tourism Development Plan 1993-2001," \$25,000 funded by Pohnpei Tourist Commission, Federated States of Micronesia for the period of February 1, 1993 to December 31, 1993

Co-Investigator, "Waikiki - The Evolution of an Urban Resort," \$15,000 funded by Japan Travel Bureau (JTB) Foundation for the period of July 1, 1992 to June 30, 1993

Project Director, "The Story of the Pacific Asia Travel Association," \$50,000 funded by Pacific Asia Travel Association (PATA) for the period of January 1, 1991 to December 31, 1992

PUBLISHED ARTICLES

"Charting the Course: Steering Hawaii's Tourism Requires a Balanced Approach," Honolulu Star-Bulletin, Sunday edition, July 13, 2003, p. E2

"Tourism Statistics Can Be Used to Gain on Competition," Honolulu Star-Bulletin, Sunday edition, October 20, 2002, p. E2

"Maui and Lanai: A Study of Luxury Resort Development," [co-authored with Chuck Y. Gee, Dean] World Travel and Tourism Review, Vol. 3, October 1993, pp. 270-275

"Golf Courses and Open Space: Are They the Same?" Hospitality, May 1993, pp. 10-11

RESEARCH REPORTS

"Ecotourism Opportunities for Hawaii's Visitor Industry," a report written for the Hawaii State Department of Business, Economic Development and Tourism, December 1994, 111 pp.

Chapters 4: "Public Policy Issues"
Chapter 5 "Tourism Resources Assessment"
Section 2.3 "A Definition of Ecotourism in Hawaii"

"Hawaii's Neighbor Islands: The Evolution of Master Planned Resorts," a report written for the Japan Travel Bureau (JTB) Foundation, June 1994, 125 pp.

"Pohnpei State Tourism Development Plan 1993-2001," a report written for the Pohnpei Tourist Commission, Federated States of Micronesia, December 1993. 181 pp.

Chapter 4 "Tourism Infrastructure Assessment"
Chapter 9 "Tourism Resources Assessment"
Section 3.4 "International and Regional Transportation"
Section 5.1 "Existing and Potential Attractions"
Section 5.2 "Opportunities and Concerns for Attraction Development"
Section 5.4 "Tourism-Related Products and Resource Development"
Section 10.3 "International Air Transportation Strategies"
Section 10.4 "Tourism Infrastructure Strategies"
Section 10.5 "Tourism Resources Strategies"

“Waikiki - The Evolution of an Urban Resort,” a report written for the Japan Travel Bureau (JTB) Foundation, June 30, 1993, 139 pp.

The Story of the Pacific Asia Travel Association, a book written for the Pacific Asia Travel Association (PATA), December 1993, 221 pp.

Chapter 5 “Building New Dimensions: Comprehensive Planning and Development”

Chapter 6 “Interfacing Progress With Preservation: Environment, Culture, and Heritage Preservation”

BOOK REVIEWS

“National Geographic Learning Visual Geography of Travel and Tourism,” 5th edition [Book Review of Chapters 5, 6, 7, 12, and 13], February, 2013

"Defining the Way Forward," [Book Review of "Tourism Alternatives" ed. by Smith and Eadington], Tourism Management, December 1993 pp. 488-489

ARTICLES IN CONFERENCE PROCEEDINGS

“Tourism Destination Life Cycles - Waikiki and Hawaii’s Neighbor Islands” paper presented to the Executive Tourism Strategic Forum in Nadi, Fiji, June 1999

“Ecotourism and Sustainable Development for Established Pacific Island Visitor Destinations: A Case Study of Oahu, Hawaii” paper presented to the World Conference on Sustainable Tourism Development in Lanzarote, Canary Islands, Spain, April 1995

“Waikiki: The Evolution of an Urban Resort Destination” paper presented to the World Tourism Organization (WTO) International Forum in Acapulco, Mexico. October 1992

SEMINAR PRESENTATIONS

“Resort Planning and Development” presented at the Meikai University Tourism training program, School of Travel Industry Management, University of Hawaii at Manoa, August, 2018

“Resort Planning and Development” presented at the Meikai University Tourism training program, School of Travel Industry Management, University of Hawaii at Manoa, August, 2017

“Sports Tourism” presented at the Ryukyus University Tourism training program, School of Travel Industry Management, University of Hawaii at Manoa, August, 2017

“Resort Planning and Development” presented at the Meikai University Tourism training program, School of Travel Industry Management, University of Hawaii at Manoa, September, 2016

“Resort Planning and Development” presented at the Executive Development Institute for Tourism (EDIT), School of Travel Industry Management, University of Hawaii at Manoa, July, 2013

“Resort Planning and Development” presented at the Executive Development Institute for Tourism (EDIT), School of Travel Industry Management, University of Hawaii at Manoa, July, 2013

“Resort Planning and Development” presented at the Hiroshima College of Foreign Languages (HCFL) Seminar, Hawaii Pacific University, November 2012

“Airline Management” presented at the Hiroshima College of Foreign Languages (HCFL) Seminar, Hawaii Pacific University, November 2012

“Resort Planning and Development” presented at the Executive Development Institute for Tourism (EDIT), School of Travel Industry Management, University of Hawaii at Manoa, July, 2012

“Resort Planning and Development” presented at the Hiroshima College of Foreign Languages (HCFL) Seminar, Hawaii Pacific University, November 2011

“Airline Management” presented at the Hiroshima College of Foreign Languages (HCFL) Seminar, Hawaii Pacific University, November 2011

“Resort Planning and Development” presented at the Executive Development Institute for Tourism (EDIT), School of Travel Industry Management, University of Hawaii at Manoa, July, 2011

“Resort Development in Hawaii: Past, Present, and Future” presented at the Hainan Hawaii Study Program, School of Travel Industry Management, University of Hawaii at Manoa, July, 2010

“Resort Planning and Development” presented at the Executive Development Institute for Tourism (EDIT), School of Travel Industry Management, University of Hawaii at Manoa, July, 2010

“Tourism Trends” presented at the Shanghai Tourism Administration Study Program, School of Travel Industry Management, University of Hawaii at Manoa, December, 2009

“Resort Development” presented at the Executive Development Institute for Tourism (EDIT), School of Travel Industry Management, University of Hawaii at Manoa, July, 2009

“Airline Management and Tourism” presented at the Hiroshima College of Foreign Languages (HCFL) Seminar, Hawaii Pacific University, November 2008

“Market Research and Data Analysis,” presented at the HPU-China Hotel Association Hotel Executive Education Delegation Training Program, November 2008

“Airline Management and Tourism” presented at the Tamkang University (Taiwan) Seminar, Hawaii Pacific University, November 2008

“Sustainable Tourism Development” presented at the Hiroshima College of Foreign Languages (HCFL) Seminar, Hawaii Pacific University, December 2007

“Market Research and Data Analysis,” presented at the HPU-China Hotel Association Hotel Executive Education Delegation Training Program, October 2006

“Urban and Integrated Resorts -- Hawaii Case Study” presented at the Hiroshima College of Foreign Languages (HCFL) Seminar, Hawaii Pacific University, November 2006

“Ecotourism: An Ecological Perspective” presented at the Nakamura Training Program, Center for Tourism Policy Studies, University of Hawaii at Manoa, September 2005

“Ecotourism: An Ecological Perspective” presented at the Nakamura Training Program, Center for Tourism Policy Studies, University of Hawaii at Manoa, February 2005

“Resort Development” presented at the Srinakharinwirot University’s Tourism and Hospitality Development Study Program, Center for Tourism Policy Studies, University of Hawaii at Manoa, October, 2004

“Ecotourism: An Ecological Perspective” presented at the Nakamura Training Program, Center for Tourism Policy Studies, University of Hawaii at Manoa, September 2004

“Tourism Development & Trends in Hawaii,” presented at the Executive Hotel Management Seminar to the Beijing Tourism Group, sponsored by DBEDT, August 2004

“Market Research and Data Analysis,” presented at the Executive Hotel Management Seminar, sponsored by DBEDT, May 2004

“Ecotourism: An Ecological Perspective” presented at the Nakamura Training Program, Center for Tourism Policy Studies, University of Hawaii at Manoa, February 2004

“Road Construction: Impacts on Tourism Planning and Destination Development,” presented at the Roads Seminar, for Chengdu Trunk Road Construction Headquarters sponsored by DBEDT, October 2003

“Land Use Development and Resource Conservation in Hawaii: A Case Study of Waikiki,” presented at the Environmental Issues Seminar, for Bureau of Land Resources, Chengdu City sponsored by DBEDT, July 2003

“Market Research and Data Warehousing,” presented at the Executive Hotel Management Seminar, sponsored by DBEDT, August 2002

“Ecotourism: Planning Within the Limits of Acceptable Change” paper presented at the DBEDT/Asian Productivity Organization (APO) Study Meeting, September 1997

“Government’s Role in the ‘Eco’ of Ecotourism” paper presented at the Seventh Pacific Islands Area Seminar, October 1996

“Tourism Resorts for the Mass Tourism Market: A Comparative Look at Urban and Integrated Resorts,” paper presented at the 1993 Okinawa-Hawaii Tourism and Resort Development Seminar, October 1993

"Urban and Integrated Tourism Resorts - A Look at Sustainable Development" paper presented at Fukuoka Tourist Association Seminar, September 1993

"Future Tourism Resorts and Sustainable Development" paper presented at the Second International Tourism Seminar, University of Okinawa, Japan, December 1992

"Air Transportation Trends - Worldwide and Regional Issues" paper presented at the Second International Tourism Seminar, University of Okinawa, Japan, December 1992

"Ecotourism" paper presented at Environmental Awareness Week, University of Hawaii, Manoa, September 1992

ADDITIONAL PAPERS

Papers written for and presented by Chuck Y. Gee, Dean of TIM School:

"Destination Master Planning: An Answer for the Latest Tourism Trends" paper presented at the Hawaii Sister State Summit, June 1992

"Economy and Environment: Does It Have To Be Either/Or?" paper presented at the County of Kauai Planning Department Public Hearing, January 1992

"Quantity of Resort Development: How Much is Too Much?" paper presented at the Hawaii Congress of Planning Officials' 1991 Conference, December 1991

SERVICE ACTIVITIES

Member, Faculty Scholarship Grant Committee, HPU (CBA), 2013

Member, Faculty Promotion and Review Committee, HPU, 2013

Member, Strategic Planning Committee, (CBA), 2012-2013

Member, Student Life and Sustainability Committee, 2012-2013

Member (At-Large), University Faculty Concerns Committee. HPU, 2010-2013

Member, Association of American Geographers (AAG), 2005-2008, 2012-2013

Member, Wilderness Watch, 2010- 2013

Member, Earth Justice, 2009-2013

Program Review Chair, TIM, HPU. 2009-2013

Program Review Chair, MBA, HPU 2009

Treasurer, Pacific Asia Travel Association (PATA), Hawaii Chapter, 2008-2013

Exec. Board Member, Pacific Asia Travel Association (PATA), HI Chapter, 2003-2013

Member, Wilderness Society, 2007-2013

Advisor, HPU TIM Student Organization (TIMSO), HPU, 2002-2013

Vice-Chairman, BAFA, HPU, 2009-2010

Member, TSEP Committee, HPU, 2007-2010

Chair, Faculty Promotion and Review Committee, HPU, 2004-2006

Secretary, Faculty Promotion and Review Committee, HPU, 2003-2004

Member, Faculty Dvlpmt. Policies / Activities Committee (FDPAC), HPU, 2004-2006

Member, Library Committee, HPU, 2004-2005

Member, Travel and Tourism Research Association (TTRA), 1996-2004

Member, American Planning Association (APA), 2000-2001

Member, American Marketing Association (AMA), 1995-2000

Advisor, Hawaii Visitors and Convention Bureau (HVCB) Res. Committee, 1997-2000
Senator, University of Hawaii Faculty Senate, UH Manoa, Spring 1995
Member, UH Quad Squad (Quadrangle Improvement Committee), UH Manoa, 1993-95
Advisor, TIMNight, UH Manoa, 1994, 1995
Advisor, TIM Student Organization (TIMSO), UH Manoa, 1993-1994
Chairman, TIM Research Committee, UH Manoa, 1994/95
Member, TIM Personnel Committee, UH Manoa, 1992/93, 1993/94
Secretary, TIM School Faculty Council, UH Manoa, 1992-1993