

## **DANIEL M. SPENCER, Ph.D.**

School of Travel Industry Management  
Shidler College of Business  
University of Hawaii at Manoa  
2560 Campus Road, George Hall 346  
Honolulu, HI 96822  
Voice: (808) 956-8124  
E-mail: spencer8@hawaii.edu

### **EXPERIENCE**

Director, School of Travel Industry Management, University of Hawaii at Manoa, Honolulu, HI, Dec. 2023 – present. Direct all aspects of the research, teaching, and service missions of the School.

Professor, School of Travel Industry Management, University of Hawaii at Manoa, Honolulu, HI, Aug. 2013 – present. Conduct research on, and teach undergraduate and graduate courses related to, tourism. Cooperating Graduate Faculty Member, Department of Geography and Environment, Feb. 2021 – present. Esquel-Yang Family Distinguished Professor, July 2024 – present. William R. Johnson, Jr. Distinguished Professor, Aug. 2020 – June 2024. Director of Graduate Program, Aug. 2015 – Aug. 2017. Research Fellow, Center for Sustainable Coastal Tourism, Aug. 2013 – March 2014.

Associate Professor, School of Travel Industry Management, University of Hawaii at Manoa, Honolulu, HI, Aug. 2010 – July 2013. Conducted research on, and taught undergraduate and graduate courses related to, tourism. Tenured July 2013. Research Fellow, Center for Sustainable Coastal Tourism, Sept. 2011 – July 2013.

Associate Professor and Coordinator, Tourism and Hospitality Management Program, Black Hills State University, Spearfish, SD, Aug. 2007 – June 2010. Taught undergraduate courses on business statistics and tourism and hospitality management. Conducted research on, and provided technical assistance to, South Dakota's visitor industry.

Visiting Associate Professor (75%) and Assistant Director of the Center for Tourism Research (25%), Black Hills State University, Spearfish, SD, Aug. 2006 – July 2007. Taught and advised undergraduate students in the Tourism and Hospitality Management specialization. Conducted research on, and provided technical assistance to, South Dakota's visitor industry.

Assistant Director, Center for Tourism Research, Black Hills State University, Spearfish, SD. 100% July 2004 – July 2006, 25% Aug. 2006 – July 2007. Conducted research on, and provided technical assistance to, South Dakota's visitor industry.

Independent consultant and scholar, East Lansing, MI, July 2000 – June 2004. Provided professional advice and worked on book and video projects related to tourism.

Assistant Director and Senior Research Associate, Travel, Tourism, and Recreation Resource Center, Michigan State University, East Lansing, MI, July 1998 - June 2000. Assisted the Director with personnel management, administrative reporting, public relations, and marketing of unit products and services in addition to the responsibilities listed below under "Senior Research Associate."

## **EXPERIENCE, CONTINUED**

Senior Research Associate, Travel, Tourism, and Recreation Resource Center, Michigan State University, East Lansing, MI, Jan. 1985 - June 1998. Conducted research on tourism, designed and operated a computerized travel monitoring system, maintained the Center's data bases, and provided information and technical assistance to members of the tourism industry, the media, and the general public. Recruited and supervised teams of 2-10 research assistants. Taught graduate courses on recreation and tourism research methods and tourism concepts and issues.

Research Associate, Department of Park and Recreation Resources, Michigan State University, East Lansing, MI, April 1983 – Dec. 1984. Conducted research and organized conferences on tourism, co-taught a graduate course on recreation research methods, and served on Ph.D. Examination Committee. Recruited and supervised teams of 2-8 research assistants. Co-led tourism development projects in northeast Michigan and Michigan's central Upper Peninsula.

Graduate Research and Teaching Assistant, Department of Park and Recreation Resources, Michigan State University, East Lansing, MI, Jan. 1978 – Mar. 1983. Helped conduct literature reviews, design and administer surveys, analyze data, write research proposals and reports, and teach a graduate course on recreation research methods.

Ranger, Philmont Scout Ranch and Explorer Base, Cimarron, NM, summer 1973. Trained teenage Scouts in outdoor skills to help ensure enjoyable backpacking trips in the mountains. Interpreted natural features and historic sites.

## **CONSULTING ENGAGEMENTS**

- Asia-Pacific Economic Cooperation, Singapore, 2022-23. Assessed the impact of rising sea levels on travel and tourism in APEC economies. (With John C. Crotts [Project Leader] and Charles Fletcher).
- Group 70 International, Inc., Honolulu, HI, 2014. Conducted a strategic assessment of tourism in French Polynesia. (With Chuck Y. Gee [Project Leader]).
- Public Policy Associates, Inc., Lansing, MI, 2004. Contributed to research design and computer mapping.
- Site Design and Presentation, Lansing, MI, 1985. Critiqued methods of forecasting attendance at a proposed attraction in northern Michigan.
- Sno-engineering, Inc. Bellevue, WA. 1983. Updated Mt. Bohemia ski area feasibility study. (With Edward M. Mahoney [Project Leader]).

## **FORMAL EDUCATION**

Ph.D. Park and Recreation Resources, Michigan State University, 1983. Emphasis on research and quantitative methods in recreation and tourism research. Minors in Communication and Geography. Curriculum included courses in recreation economics, marketing, marketing research, social survey methods, and statistics.

M.S. Park and Recreation Resources, Michigan State University, 1979. Emphasis on recreation and tourism policy, planning, and management. Minor in Geography. Supported in part by a Graduate Office Scholarship. Curriculum included courses in leisure concepts and theories, research methods, recreation resource law, computer mapping, management, public administration, statistics, urban planning, and recreation and tourism policy, planning, and management.

- B.S. “With High Honor,” Park and Recreation Resources, Michigan State University, 1977. Emphasis on the planning and design of recreation and tourism facilities. Honors College curriculum included courses in leisure concepts and theories, conservation, ecology, natural resource law, recreation resource policy, political science, sociology, economics, recreation economics, urban planning, landscape architecture, accounting, and computer programming.

### **EXPERIENTIAL EDUCATION**

- Completed a 3-credit, 11-day, 2700-mile field course that involved visits to, and analyses of, 25 recreation and tourism facilities in eastern U.S. and Canada (1978).
- Participated in a 3-week cultural exchange program in Romania sponsored by Friendship Ambassadors, Inc. (1975).
- Have also visited the United Arab Emirates (three times in 2012-2013), Thailand (2013), United Kingdom (2003), Colombia (2002, 1999, and 1998), Greece (1998), Turkey (1998), New Zealand (1997), and most of the United States.
- Certificate, National Outdoor Leadership School. Five-week backpacking, mountaineering, and wilderness survival course in Washington’s North Cascades Range (1974).

### **HONORS AND AWARDS**

- William R. Johnson, Jr. Distinguished Professorship, Shidler College of Business, University of Hawaii at Manoa, August 2020 – present.
- Excellence in Teaching Award, School of Travel Industry Management, University of Hawaii at Manoa, 2012 and 2015.
- State Award of Meritorious Service, Epsilon Sigma Phi (national honorary fraternity of Extension professionals), 1995. For “. . . significantly contribut[ing] to the orderly development of Michigan’s tourism industry by creating and disseminating information needed for sound investment, planning, and marketing decisions.”
- For publications:
  - Michigan State University Agricultural Experiment Station Research Report entitled “A Regional Analysis of Michigan's Tourism Resources for Marketing Purposes,” was rated “Best of Class” in the American Economic Development Council's 1997 Sales Literature and Promotional Materials Awards Competition (Research Report category).
  - Paper entitled “Discovering the Fall Tourist” (with Edward M. Mahoney) won the Second Annual Research Paper Competition sponsored by the CenStates Chapter of the Travel and Tourism Research Association, 1992.
  - Master's degree paper entitled “An Analysis of Former and Potential Skiers’ Perceptions of Downhill Skiing” received a Merit Award in the 1980 Wesley Ballaine Travel Research Contest sponsored by the Travel Research Association.
  - Second edition of *Travel and Tourism in Michigan: A Statistical Profile* was rated “Superior” in the American Economic Development Council's 1992 Sales Literature and Promotional Materials Awards Competition (Research Reports/Industry Analysis category).

## **TEACHING AND ADVISING EXPERIENCE**

### **Undergraduate courses taught at the University of Hawaii at Manoa (UHM):**

- *Introduction to Travel Industry Management* (TIM 101), nine sections.
- *Sociocultural Issues in Tourism* (TIM 321), 11 sections.
- *Geography of Global Tourism* (TIM 324), nine sections.
- *Sustainable Tourism Policies and Practices* (TIM 420), five sections.
- *Destination Development and Marketing* (TIM 425), six sections.
- *Strategic Management for the Travel/Hospitality Industry* (TIM 431, capstone course), 17 sections.

### **Graduate courses taught at the University of Hawaii at Manoa:**

- *Research Applications in Travel Industry Management* (TIM 601), five sections.
- *Strategic Travel Marketing* (TIM 602), two sections.
- *Global Tourism Analysis* (TIM 607), eight sections.
- *Seminar in Travel Industry Management Policy* (TIM 695), five sections.
- *Directed Readings* (TIM 699), one section.

### **Graduate student research advisement:**

- Served on two M.S. and five Ph.D. student committees at Michigan State University
- Served on two Ph.D. student committees for UHM Depts. of Architecture and Geography
- Supervised professional paper projects of 21 M.S. students at UHM
- Supervised thesis projects of two M.S. students at UHM
- Currently serving on one Ph.D. candidate committee in UHM Dept. of Geography

### **Undergraduate courses taught at Black Hills State University:**

- *Introduction to Tourism and Hospitality Management* (THM 100), five sections.
- *Convention, Meetings, and Event Planning* (THM 200), five sections, including two online.
- *Restaurant Management* (THM 310), two sections.
- *Lodging Management* (THM 320), one section.
- *Business Statistics II* (BADM 321), five sections, including three online.
- *Tourism Management* (THM 410), five sections.
- *Casino Management* (THM 450), two sections.
- *Tourism Planning and Development* (THM 480), three sections.

### **Graduate courses taught at Michigan State University:**

- *Research Methods in Recreation, Parks, and Tourism* (PRR 844). Co-taught three sections; solo taught one section.
- *Leisure, Travel, and Tourism* (PRR 874), one section.

### **Online teaching experience:**

- Developed and taught:
  - *Sociocultural Issues in Tourism* (TIM 321), UHM (one section)
  - *Geography of Global Tourism* (TIM 324), UHM (two sections)
  - *Destination Development and Marketing* (TIM 425), UHM (two sections)
  - *Convention, Meetings, and Event Planning* (THM 200) at Black Hills State University (two sections)
  - *Business Statistics II* (BADM 321) at Black Hills State University (three sections)
  - *Tourism Planning: A Cultural and International Perspective* (RTM 580) for California State University at Northridge (one section)
- Taught only: *Introduction to Travel Industry Management* (TIM 101) at UHM (eight sections)

**Other teaching-related experience:**

- Guest lectured for undergraduate and graduate courses at Michigan State University 12 times, 1983–2000.
- Guest lectured on sustainable tourism for *Sustainable Cities* (PLAN 101) at UHM, Fall 2016.
- Lectured on introductory travel industry management and tourism in Hawaii to visiting groups of undergraduate students from six universities in Japan and China on 19 occasions, 2011–2019.
- Supervised six undergraduate student internships at Black Hills State University, 2006 – 2009.
- Received \$1,500 Instructional Improvement Committee grant at Black Hills State University, 2009.
- Revised Black Hills State University’s Tourism and Hospitality Management curriculum, 2009.
- Served on Ph.D. examination committee at Michigan State University, 1984.

**Other advising experience:**

- Founding advisor, Young Skal organization at the University of Hawaii at Manoa, 2010 – 2013.
- Advised the Travel and Tourism Club at Black Hills State University, 2006 – 2010.
- Advised an annual average of 20 undergraduate Tourism and Hospitality Management majors at Black Hills State University, 2006 – 2010.

**EXECUTIVE TRAINING SESSIONS CONDUCTED**

<b>Taught in Abu Dhabi to Abu Dhabi Tourism and Culture Authority officials, 2011 – 2013</b>		
<b>Session Title</b>	<b>No. Times Taught</b>	<b>No. Enrollees</b>
<i>Sustainable Tourism Management</i>	4	11-24
<i>Developing, Marketing, and Managing Cultural Tourism</i>	4	11-24
<b>Taught in Honolulu for the School of Travel Industry Management’s Executive Development Institute for Tourism (attended mostly by national tourism administration executives), 2011 – 2019</b>		
<b>Session Title</b>	<b>No. Times Taught</b>	<b>No. Enrollees</b>
<i>Tourism Promotion</i>	3	8-14
<i>Sustainable Tourism Management</i>	10	4-14
<i>Tourism Data Analytics: Management Tools for Travel and Tourism</i>	7	4-10
<b>Taught in Honolulu to other overseas executives (e.g., Chinese city administrators, travel agents, Executive MBA students), 2011 – 2012</b>		
<b>Session Title</b>	<b>No. Times Taught</b>	<b>No. Enrollees</b>
<i>Tourism Destination Marketing</i>	1	33
<i>Destination Marketing: Integrated Branding and Communications</i>	1	33
<i>Strategic Management of Tourism</i>	1	52
<i>Introduction to Travel Industry Management and Hawaii Tourism</i>	1	18
<b>Taught in East Lansing, Michigan to Michigan State University Extension professionals, 1991 – 1992</b>		
<b>Session Title</b>	<b>No. Times Taught</b>	<b>No. Enrollees</b>
<i>Tourism Data Analytics: Management Tools for Travel and Tourism</i>	2	3-4

**EXAMPLES OF TECHNICAL ASSISTANCE PROVIDED TO THE TOURISM INDUSTRY**

<b>Client / Beneficiary</b>	<b>Service Provided</b>	<b>Solo vs. Team Project</b>	<b>Year(s)</b>
South Dakota Office of Tourism	Proposed, designed, helped develop, and operated a Web-based computerized travel monitoring system to keep members of South Dakota's visitor industry abreast of changes in the volume of tourism occurring in the state	Team	2005 - 2010
South Dakota's visitor industry	Guided the development of and edited a 92-page book entitled, <i>Attracting and Serving the Group Tour Market</i> by Howard Shaff and Audrey Shaff	Solo	2006
Sisseton-Wahpeton Sioux Tribe	Conducted a Nominal Group Technique workshop to help the Tribe reach consensus on tourism development alternatives	Team	2005
Visitor industry leaders in Montana	Wrote critique of a white paper on the status of Montana's tourism industry	Solo	2005
Cheyenne River Sioux Tribe	Wrote critique of a business plan for a proposed tourism enterprise	Solo	2005
Barry County Parks Board	Assessed the advisability of developing a resort using a newly discovered Frank Lloyd Wright design	Team	1999
Michigan's visitor industry	Developed and published in book format descriptions of tourism resources, seasonality, and trends in each of Michigan's 83 counties	Team	1998
Senior leadership, Grand Traverse Resort	Made presentation on the Resort area's tourism market	Solo	1998
Senior leadership, Michigan Travel Bureau	Discussed implications of telephone survey research results for Travel Bureau promotional campaigns	Solo	1997
M-25 Freeway Coalition	Made presentation on possible impacts of making a popular tourist highway a truck route	Solo	1997
Barry County Board of Commissioners	Provided a written assessment of tourism problems and opportunities in Barry County, Michigan	Solo	1996
Owner, Cheesebrough Rake Factory	Advised on visitor safety, marketing, and securing listings on national and state registers of historic places	Solo	1996
Michigan Travel Bureau	Created the database used in the Michigan Travel Bureau's computerized inquiry response system by measuring the characteristics of the more than 17,000 tourism-related enterprises in Michigan via mail surveys of each of the seven sectors of Michigan's tourism industry	Solo	1993
Frankenmuth Chamber of Commerce	Analyzed tourism trends for project to encourage Bass Pro to locate a store in Frankenmuth, Michigan	Solo	1992
Michigan's visitor industry	Proposed, edited, and wrote most of the second edition of <i>Travel and Tourism in Michigan: A Statistical Profile</i> , a 570-page fact book containing information intended to help members of Michigan's visitor industry make more informed investment, planning, management, and marketing decisions	Team	1991
Michigan Travel Bureau	Proposed, designed, helped develop, and operated a computerized travel monitoring system to keep members of Michigan's visitor industry abreast of changes in the volume of tourism occurring in the state	Team	1986 - 1995
Pictured Rocks National Lakeshore	Generated profile of Lakeshore visitors through secondary analysis of on-site tourist survey data base	Solo	1985
Nine County Alliance of Northeast Michigan	Developed tourism promotion plan	Solo	1984

## **UNIVERSITY SERVICE**

### **University-level service to the University of Hawaii at Manoa:**

- Member, Tenure and Promotion Review Committee, Spring 2022
- Chair, Tenure and Promotion Review Committee, Spring 2017
- Member, Tenure and Promotion Review Committee, Spring 2014
- Member, School of Travel Industry Management Dean Search Advisory Committee, Aug. 2013 – Mar. 2014
- Member, Strategic Planning Committee, Sept. 2011 – April 2013

### **Service to Shidler College of Business, University of Hawaii at Manoa:**

- Member, Endowment Review Committee, Spring 2021 and Spring 2022
- Member, School of Travel Industry Management Associate Dean/Director Search Advisory Committee, Spring, 2020
- Member, Assurance of Learning Committee, AY2020-21

### **Service to the School of Travel Industry Management, University of Hawaii at Manoa:**

- Chair, Undergraduate Curriculum Committee, AY2020-21
- Chair, Teaching Award Committee, Spring 2013 and Spring 2017
- Chair, Department/Faculty Personnel Committee, Fall 2015, Fall 2016, Fall 2019, Fall 2020
- Chair, Graduate Faculty Committee, Aug. 2015 – Aug. 2017
- Chair, Faculty Senate, July 2012 – June 2014 and July 2015 – June 2017
- Chair, Assistant Professor Search Committees, Spring 2011, Spring 2012, Spring/Fall 2013, Spring 2016, Fall 2017, Fall 2021/Spring 2022
- Chair, Instructor Search Committee, Fall 2016
- Chair, Faculty Research Committee, Aug. 2010 – June 2011
- Chair, Ad Hoc Articulation Committee, Spring 2016
- Undergraduate Assessment Coordinator, Fall 2018 and Fall 2020
- Secretary, Faculty Senate, July 2011 – June 2012
- Member, Ad Hoc Articulation Committee, Nov. 2014 – May 2016
- Member, Assistant Professor Search Committees, Fall 2014, Spring 2015, Fall 2016, Spring 2023
- Member, Personnel Committee, Fall 2019
- Member, Undergraduate Curriculum and Student Affairs Committee, Aug. 2014 – May 2015, Fall 2017
- Member, Faculty/Departmental Personnel Committee, Aug. 2013 – present
- Member, Scholarship and Awards Committee, Aug. 2010 – present
- Member, Graduate Faculty Committee, Aug. 2010 – present
- Representative to the University of Hawaii Professional Assembly, June 2012 – June 2014
- Led revision of the multidisciplinary Certificate in Sustainable Tourism, Spring 2012
- Facilitated and coordinated the School of Travel Industry Management's collaboration with the Global Environmental Sciences Program (GES) to create a "Sustainable Tourism" track option for GES Bachelor of Science students, 2016
- Facilitated and coordinated a successful proposal to cross-list a new undergraduate Ocean and Earth Science and Technology course on "Environmental Management Systems" with the School of Travel Industry Management, 2016

### **Service to the College of Business and Technology, Black Hills State University:**

- Chair, Strategic Planning Committee (charged with moving the College toward accreditation by the Association for the Advancement of Collegiate Schools of Business), Jan. 2007 – May 2007

- Chair, Intellectual Contributions Subcommittee of the Strategic Planning Committee, Aug. 2008 – May 2010
- Chair, Assistant Professor Search Committee, Dec. 2009 – May 2010
- Member, three other search committees, Aug. 2004 – Nov. 2009
- Member, Strategic Planning Committee, Aug. 2004 – May 2010

#### **University-level service to Black Hills State University:**

- Chair, Faculty Research Committee (charged with evaluating faculty proposals for intramurally funded research projects), Aug. 2009 – May 2010
- Project Leader, research team charged with estimating the economic impact of the Donald E. Young Sports and Fitness Center at the request of President Kay Schallenkamp, 2006 – 2008
- Member, Faculty Research Committee, Jan. 2007 – May 2010
- Member, committee charged with designing and proposing an Outreach Institute, 2006
- Member, Case Library Committee, 2009
- At the request of the senior administration, surveyed the incoming 2006 freshman class to create information to improve student recruitment efforts, 2006 – 2007

### **SERVICE TO THE PROFESSION**

#### **Invited service to the profession:**

- Invited panelist, webinar on “The Future of the Visitor Industry in the State of Hawaii: Opportunities and Challenges Associated with China and Other Markets After the COVID-19 Pandemic”, Center for Chinese Studies, University of Hawaii at Manoa, March 9, 2023.
- Invited interviewee, podcast interview with Dr. Mary Mostafanezhad, Co-Editor-In-Chief, *Tourism Geographies*, on Yu and Spencer (2022) article in this journal, February 8, 2023.
- Invited speaker, 29<sup>th</sup> Annual Northeast Asia Economic Forum, Regional Cooperation Session, Sept. 3, 2020.
- Invited speaker on “Your Voice Matters – PATA Hawaii Initiative” at 2019 Annual Outlook and Economic Forecast Forum, February 7, 2019.
- Invited external reviewer of a candidate for promotion to Full Professor, Zayed University, 2023.
- Invited external reviewer of a candidate for promotion to Associate Professor, Zayed University, 2021.
- Invited external reviewer of a candidate for promotion to Full Professor, Zayed University, 2019.
- Invited panelist, “A Guide to Academic Research”, 17<sup>th</sup> Asia Pacific Forum for Graduate Student Research in Tourism, Honolulu, HI, May 17, 2018.
- Invited panelist, “Tourism in Hawaii and Pacific Islands: Trends, Challenges, and Opportunities”, Professional Development Program, East-West Center, Honolulu, Hawaii, April 26, 2018.
- Chaired session on “Tourist Motivations and Constraints” at the 8<sup>th</sup> International Congress on Coastal and Marine Tourism, Kailua-Kona, Hawaii, Nov. 10, 2015.
- Invited panelist, “Information Technology and Sustainable Tourism”, 2013 Ambassador and Mrs. “Bill” Lane Jr. Lectureship on Sustainable Tourism and the Environment, School of Travel Industry Management, University of Hawaii at Manoa, Nov. 25, 2013
- Invited panelist, “Careers in Tourism Research”, Student Research Colloquium, 44<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, June 20, 2013
- Invited keynote speaker, “Trouble in Paradise: The 2007-2009 Global Economic Recession and Hawaii’s Visitor Industry”, 51<sup>st</sup> Annual Meeting of the Western Regional Science Association, Poipu, Kauai, HI, Feb. 8, 2012
- Invited participant, Second Exploratory Conference on Transportation Issues Affecting Tourism and Recreational Travel, sponsored by the Federal Highway Administration, 1994



- Invited participant, task force guiding the design of the Online Rural Tourism Opportunities Welcome Network, a destination information system developed by the national office of the Cooperative Extension Service, 1994
- Invited principal author of a report on the 24<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, published in the *Annals of Tourism Research* (with Joseph D. Fridgen), 1994
- Administrator, Tourism Research Information Network (TRINET), May 2013 – present
- Ad hoc manuscript reviewer for:
  - Scholarly journals
    - *Human Dimensions of Wildlife* (three article manuscripts reviewed)
    - *International Journal of Tourism Anthropology* (two article manuscripts reviewed)
    - *International Journal of Tourism Research* (one article manuscript reviewed)
    - *Journal of Leisure Research* (two article manuscripts reviewed)
    - *Journal of Park and Recreation Administration* (one article manuscript reviewed)
    - *Journal of Policy Research in Tourism, Leisure, and Events* (one article manuscript reviewed)
    - *Journal of Sustainable Tourism* (one article manuscript reviewed)
    - *Journal of Travel and Tourism Marketing* (one article manuscript reviewed)
    - *The Professional Geographer* (two article manuscripts reviewed)
    - *Tourism Geographies* (two article manuscripts reviewed)
    - *Tourism Management* (21 article manuscripts reviewed)
    - *Tourism Planning and Development* (one article manuscript reviewed)
    - *Tourism Recreation Research* (four article manuscripts reviewed)
  - Research conferences
    - 50<sup>th</sup> Annual Travel and Tourism Research Association Conference (two extended abstracts reviewed for Graduate Student Colloquium), 2019
    - 49<sup>th</sup> Annual Travel and Tourism Research Association Conference (one extended abstract reviewed), 2018
    - 44<sup>th</sup> Annual Travel and Tourism Research Association Conference (three extended abstracts reviewed), 2013
    - 51<sup>st</sup> Annual Meeting of the Western Regional Science Association (one paper reviewed), 2012
  - Educational Institute of the American Hotel and Motel Association (one book manuscript reviewed), 1987

**Service to professional associations:**

- Member, Executive Committee, Hawaii Chapter of Pacific Asia Travel Association (PATA), 2016–2018. Lead organizer of PATA-Hawaii Student Forum, 2016 (attended by 125 students and faculty members) and 2017 (attended by 135 students and faculty members)
- Service to the CenStates Chapter of the Travel and Tourism Research Association:
  - Member, Board of Directors, 1997–99
  - Coordinated student research paper competition, 1999
  - Chair of Membership Committee, 1995
  - Wrote a quarterly column on Michigan travel activity for *CenStates News*, 1991–95

**FUNDED RESEARCH AND OUTREACH PROJECTS**

<b>SOLELY AUTHORED PROPOSAL AND SERVED AS PRINCIPAL INVESTIGATOR AND PROJECT LEADER</b>			
<b>Project</b>	<b>Period</b>	<b>Grantor</b>	<b>Grant</b>
<b>A. Extramurally Funded</b>			
Determination of Visitor Characteristics, Impacts, and Capacities in the Halepōhaku and Summit Areas of Maunakea	2019-20	Office of Maunakea Management, University of Hawaii—Hilo	\$43,623
Survey of Visitors to Hanauma Bay Nature Preserve	2012	Hawaii Sea Grant	\$30,000
Develop a System to Monitor Indicators of the Sustainability of Tourism in Hawaii (Kyo-ya Fellowship)	2012	Hawaii Sea Grant	\$14,999
Aid Design and Development of the Hawaii Tourism Authority’s On-Line Analytical Processing Module	2011	Hawaii Tourism Authority	\$49,000
Refinement and Continued Operation of the South Dakota Travel Monitoring System for FY2009-10	2009	South Dakota Office of Tourism	\$15,000
Refinement and Continued Operation of the South Dakota Travel Monitoring System for FY2007-09	2008	South Dakota Office of Tourism	\$59,397
Marketing and Economic Impact Study of Booth Historic National Fish Hatchery	2007	Booth Society, Inc.	\$7,350
Refinement and Continued Operation of the South Dakota Travel Monitoring System for FY2006-07	2006	South Dakota Office of Tourism	\$70,576
Intercept Survey to Evaluate Effectiveness of Internal Tourism Marketing in the Black Hills	2005	Black Hills Travel TV	\$5,000
Assessment of Tourism Development Alternatives for Three Land Parcels Using the Nominal Group Technique	2005	Sisseton-Wahpeton Sioux Tribe	\$5,000
Development and Operation of the South Dakota Travel Monitoring System	2005	South Dakota Office of Tourism	\$68,189
Empirical Evaluation of the “Becoming an Outdoors-Woman” Program in South Dakota	2005	South Dakota Department of Game, Fish and Parks	\$19,215
Focus Group Session and Marketing Survey of Mickelson Trail Daily Pass Holders	2004	Black Hills Community Economic Development	\$20,980
Measurement of Perceptions of Michigan Department of Transportation Policies	1999	Michigan Department of Transportation	\$44,010
Agricultural Tourism Development in Southeast Michigan	1999	Kellogg Foundation	\$10,000
Advertising Conversion Study	1994	Upper Peninsula Travel and Recreation Association	\$3,221
Comprehensive Inventory of Michigan Tourism Businesses	1992	Michigan Travel Bureau	\$45,748
Second Edition of Michigan Tourism Industry Fact Book	1989	Michigan Travel Bureau	\$43,000
Refinement and Operation of Travel Monitoring System	1988	Michigan Travel Bureau	\$31,493
Development and Operation of Travel Monitoring System	1987	Michigan Travel Bureau	\$50,000
First Edition of Michigan Tourism Industry Fact Book	1985	Michigan Travel Bureau	\$36,000
		Subtotal	\$671,801
<b>B. Intramurally Funded</b>			
Effectiveness of Internal Destination Advertising Tactics	2009	BHSU Faculty Research Committee	\$2,500
Survey of Black Hills SDSU Spring Powwow Attendees	2006	BHSU Faculty Research Committee	\$3,278
Evaluation of 2005 Dallas Tourism Promotion Campaign	2004	BHSU Center for Tourism Research	\$44,309
Update of Michigan County Tourism Profiles	1998	MSU Extension	\$10,560
Development of Michigan County Tourism Profiles	1997	MSU Extension	\$6,500
		Subtotal	\$67,147
		Total (A+B)	\$738,948

<b>SERVED AS PROJECT TEAM MEMBER</b>			
<b>C. Extramurally Funded</b>			
Windward Oahu Tourism Assessment	2018-20	City and County of Honolulu	\$143,954
Identification of Michigan Agricultural Heritage Areas	1999	Michigan Department of Transportation	\$248,000
Telephone Survey of Midwestern Households' Travel-Related Characteristics, Attitudes, and Behavior	1995	Michigan Travel Bureau	\$278,995
Public Awareness of Urban Parks	1981	USDA Forest Service	\$25,000
		Subtotal	\$695,949
<b>D. Intramurally Funded</b>			
Young Center Economic Impact Study	2007	Senior BHSU administration	\$10,000
Supplemental Funding of Upper Peninsula Tourism Survey	1985	MSU Extension	\$5,000
		Subtotal	\$15,000
		Total (C+D)	\$710,949
		<b>Grand Total (A+B+C+D)</b>	<b>\$1,449,897</b>

## PUBLICATIONS

<b>Number of scholarly writings by type and level of authorship.</b>					
<b>Type</b>	<b>Authorship Level</b>				<b>Total</b>
	<b>Sole</b>	<b>Prin- cipal</b>	<b>2nd Author</b>	<b>3rd+ Author</b>	
Peer-reviewed journal articles	8	11	7	3	29
Edited books	2	0	0	0	2
Chapters in books	22	2	5	0	29
Agricultural Experiment Station research reports (intramurally peer-reviewed)	1	2	1	1	5
Sea Grant publications	2	1	0	1	4
Reports to other project sponsors and cooperators	6	16	9	3	34
Refereed papers published in conference proceedings	2	8	7	3	20
Other papers published in conference proceedings	0	2	1	0	3
Travel activity monitoring reports	21	0	6	0	27
Reports in response to client information requests	0	0	1	8	9
Other	0	2	0	0	2
<b>Total</b>	<b>64</b>	<b>44</b>	<b>37</b>	<b>18</b>	<b>164</b>

### Peer-Reviewed Journal Articles (1998 to present)

- Koerner, B., Sushartami, W., and **Spencer, D.** “An assessment of tourism policies and planning in Indonesia.” *Tourism Recreation Research*. Published online, May 24, 2023.  
<https://doi.org/10.1080/02508281.2023.2214030>
- Yao, X., Jordan, E., **Spencer, D.**, Lesar, L., Cabral Vieira, J., Vogt, C., Santos, C., and Moran, C. (2022). “A comparison of tourism-related stressors experienced by residents of three island destinations.” *Tourism Geographies*. 25(4): 1251-1272. <https://doi.org/10.1080/14616688.2022.2150301>
- Spencer, Daniel M.**, and Emma-louise Sargeant. (2022). “The Use of Indicators to Measure the Sustainability of Tourism at Cultural Heritage Sites: A Critical Review.” *Tourism Recreation Research*. 49(3): 563-576. <https://doi.org/10.1080/02508281.2022.2069454>
- Shulga, Lenna V. and **Daniel M. Spencer**. (2022). “Hospitality/Tourism Career Forums as a Means of Imparting Career Advice to Students: An Empirical Evaluation.” *Journal of Hospitality & Tourism Education*. 35(3): 187-197. <https://doi.org/10.1080/10963758.2022.2034116>
- Yu, Wen and **Daniel M. Spencer**. (2022). “Place-making Impelled by Farm Tourism on a Tropical Island.” *Tourism Geographies*. Published online, January 24, 2022.  
<https://doi.org/10.1080/14616688.2022.2027512>
- Yu, Wen and **Daniel M. Spencer** (2021). “Motivations, Challenges, and Self-Transformations of Farmers Engaged in Farm Tourism on a Tropical Island.” *Journal of Heritage Tourism*. 16(2): 164-180.
- Jordan, Evan J., Laura Lesar, and **Daniel M. Spencer**. (2021). “Clarifying the Interrelations of Residents’ Perceived Tourism-Related Stress, Stressors, and Impacts.” *Journal of Travel Research*. 60(1): 208-219.
- Yu, Wen and **Daniel M. Spencer**. (2020). “A Qualitative Study of Visitors to Small-Scale Farms on a Tropical Island.” *Tourism Recreation Research*. 45(3): 389-400.
- Jordan, Evan J., **Daniel M. Spencer**, and Girish Prayag. (2019). “Tourism Impacts, Emotions, and Stress”, *Annals of Tourism Research*. 75(March): 213-226.
- Spencer, Daniel M.** and Allison P. Adams. (2017). “Viability of Nonresident Open Water Swimming Event Competitors as a Target Market: A Case Study.” *Event Management*. 21(4): 391-402.
- Spencer, Daniel M.** (2013). “Trouble in Paradise: The 2007-2009 Global Economic Recession and Hawaii’s Visitor Industry.” *International Journal of Tourism Research*. 15(6): 535-553.
- Spencer, Daniel M.** (2013). “Effectiveness of Intra-Destination Television Advertising of Tourist Attractions and Facilities.” *Journal of Destination Marketing & Management*. 2(3): 155-164.
- Spencer, Daniel M.** (2013). “Understanding Local Versus Tourist Visitors to Recreation Areas.” *Managing Leisure*. 18(1): 1-15.
- Spencer, Daniel M.** and Christian Nsiah. (2013). “The Economic Consequences of Community Support for Tourism: A Case Study of a Heritage Fish Hatchery.” *Tourism Management*. 34(February): 221-230.

- Spencer, Daniel M.** (2012). "Understanding Recreation Activity Participants as Clientele Groups of Multi-Use Recreation Areas." *Annals of Leisure Research*. 15(3): 226-241.
- Spencer, Daniel M.** and John H. Glover. (2011). "An Exploratory Study of Attitudes Toward Tourism on American Indian Reservations." *International Journal of Tourism Anthropology*. 1(2): 154-172.
- Spencer, Daniel M.** (2010). "Facilitating Public Participation in Tourism Planning on American Indian Reservations: A Case Study Involving the Nominal Group Technique." *Tourism Management*. 31:684-690.
- Spencer, Daniel M.** (2010). "Segmenting Special Interest Visitors to a Destination Region Based on the Volume of Their Expenditures: An Application to Rail-Trail Users." *Journal of Vacation Marketing*. 16(2): 83-95.
- Spencer, Daniel M.** (2009). "Airport Stops and Flights on Small Airplanes as Inhibitors of Tourism-related Air Travel: A Case Study." *Tourism Management*. 30(6):838-846.
- Spencer, Daniel M.** and Donald F. Holecek. (2007). "A Profile of the Fall Foliage Tourism Market." *Journal of Vacation Marketing*. 13(4):339-358.
- Spencer, Daniel M.** and Donald F. Holecek. (2007). "Basic Characteristics of the Fall Tourism Market." *Tourism Management*. 28:491-504.
- Yoon, Semok, **Daniel M. Spencer**, Donald F. Holecek, and Dae-Kwan Kim. (2000). "A Profile of Michigan's Festival and Special Event Tourism Market." *Event Management*. 6(1):33-44.
- Spencer, Daniel M.**, Dae-Kwan Kim, Charles M. Nelson, and Donald F. Holecek. (1999). "Characteristics and Behavior of Tourists Who Use Trails." *Current Issues in Tourism*. 2(2&3):174-196.

#### **Sea Grant Publications (1998 to Present)**

- Szuster, Brian, Dolan Eversole, **Daniel M. Spencer**, and Laura Lesar (2020). Recreational Use and Management at Kailua Beach Park. Report UNIHISEAGRANT-TT-20-02. Honolulu, HI: University of Hawaii Sea Grant College Program.
- Spencer, Daniel M.**, Laura Lesar, Brian Szuster, and Dolan Eversole (2020). Socioeconomic Impacts of Tourism in Kailua and Waimanalo, Hawai'i. Report UNIHISEAGRANT-TT-20-01. Honolulu, HI: University of Hawaii Sea Grant College Program.
- Spencer, Daniel M.** (2014). "Characteristics, Opinions, and Behavior Patterns of Visitors to Hanauma Bay Nature Preserve". Report UNIHISEAGRANT-SS-12-01. Honolulu, HI: University of Hawaii Sea Grant College Program.
- Spencer, Daniel M.** (2013). "A Tourism Sustainability Monitoring System for Hawaii". Report UNIHISEAGRANT-QQ-12-01. Honolulu, HI: University of Hawaii Sea Grant College Program.

### **Refereed Papers Published in Conference Proceedings (1998 to Present)**

- Berbekova, A., Shulga, L., and **Spencer, D.** (2024). "Encouraging Employee-Resident Pro-Environmental Behavior: Exploring the Impact of a State's Green Image and Message". Proceedings of the 54th Annual International Conference of the Travel and Tourism Research Association, June 13, Burlington, Vermont.
- Yao, X., Jordan, E., **Spencer, D.**, Lesar, L., Vieira, J., Vogt, C., Santos, C., & Moran, D. (2021). "A comparison of tourism-related stressors experienced by residents of three island destinations." 51<sup>st</sup> Annual Conference of the Travel and Tourism Research Association. Held virtually.
- Jordan, Evan J. and **Daniel M. Spencer** (2017). "Perceived Quality of Life Impacts and Tourism-Related Stress." Proceedings of the 48th Annual International Conference of the Travel and Tourism Research Association, June 20-22, Quebec City, Quebec, Canada. Whitehall, MI: Travel and Tourism Research Association.
- Spencer, Daniel M.** (2013). "Monitoring Destination Sustainability: The Case of Hawaii." Proceedings of the 44<sup>th</sup> Annual International Conference of the Travel and Tourism Research Association, June 20-22, Kansas City, MO. Whitehall, MI: Travel and Tourism Research Association.
- Spencer, Daniel M.**, Dae-Kwan Kim, and Donald F. Holecek (1999). "An Investigation of Tourists' Shopping Behavior." *Navigating the Global Waters*. 30<sup>th</sup> Annual Conference Proceedings. Boise, ID: Travel and Tourism Research Association.
- Williams, Joan E., Oumatie Marajh, **Daniel M. Spencer**, and Semok Yoon (1999). "Dealing with Nonresponse Issues in Telephone Surveys." *Navigating the Global Waters*. 30<sup>th</sup> Annual Conference Proceedings. Boise, ID: Travel and Tourism Research Association.

### **Other Papers Published in Conference Proceedings (1998 to Present)**

- Spencer, Daniel M.** (2015). "Managing Heavily Visited Marine Sanctuaries Serving Diverse Nationality Groups: The Case of Hanauma Bay Nature Preserve", 8<sup>th</sup> International Congress on Coastal and Marine Tourism, Kailua-Kona, HI, Nov. 12, 2015.
- Spencer, Daniel M.** and Allison P. Adams (2015). "Viability of Nonresident Open Water Swimming Event Competitors as a Target Market: A Case Study", 8<sup>th</sup> International Congress on Coastal and Marine Tourism, Kailua-Kona, HI, Nov. 10, 2015.

### **Reports to Project Sponsors and Cooperators (1998 to Present)**

- Spencer Daniel M.**, Laura Lesar, Brian Szuster, and Dolan Eversole (2020). "An Assessment of the Socioeconomic Impacts of Tourism in Kailua and Waimanalo, Hawaii." Report submitted to City and County of Honolulu. Honolulu, HI: University of Hawaii Sea Grant College Program.
- Szuster, Brian, **Daniel M. Spencer**, Laura Lesar, and Dolan Eversole (2020). "Recreational Use and Management at Kailua Beach Park." Report submitted to City and County of Honolulu. Honolulu, HI: University of Hawaii Sea Grant College Program.

- Spencer Daniel M.** and John Staton Laws, III (2020). “An Assessment of the Management of Commercial Tour Operators on Maunakea.” Report submitted to the Office of Maunakea Management. Honolulu, HI: School of Travel Industry Management, University of Hawaii at Manoa.
- Spencer Daniel M.** (2020). “Proposed Entrance Fees for Visitors to Maunakea.” Report submitted to the Office of Maunakea Management. Honolulu, HI: School of Travel Industry Management, University of Hawaii at Manoa.
- Gee, Chuck Y. and **Daniel M. Spencer** (2014). “Revitalizing Tourism in French Polynesia”. Report submitted to Group 70 International, Inc. Honolulu, HI: School of Travel Industry Management, University of Hawaii at Manoa.
- Spencer, Daniel M.** (2008). “A Profile of Nonresident Visitors to the D.C. Booth Historic National Fish Hatchery.” Report submitted to the Booth Society, Inc. Spearfish, SD: College of Business and Technology, Black Hills State University.
- Nsiah, Christian and **Daniel M. Spencer** (2008). “Estimated Impact of the D.C. Booth Historic National Fish Hatchery on the Economy of Spearfish, South Dakota.” Report submitted to the Booth Society, Inc. Spearfish, SD: College of Business and Technology, Black Hills State University.
- Nsiah, Christian, **Daniel M. Spencer**, and Ronald C. DeBeaumont (2008). “Estimated Impact of the Donald E. Young Sports and Fitness Center at Black Hills State University on the Economy of Spearfish, South Dakota.” Submitted to President Kay Schallenkamp and Vice President Dean Myers. Spearfish, SD: College of Business and Technology, Black Hills State University.
- Spencer, Daniel M.** (2007). “Characteristics, Motivations, and Aspirations of New Freshmen Attending Black Hills State University.” Submitted to Dr. Kay Schallenkamp, President, Black Hills State University. Spearfish, SD: Center for Tourism Research, Black Hills State University.
- Spencer, Daniel M.** (2007). “South Dakota Travel Monitoring System User’s Manual.” Submitted to Office of Tourism, South Dakota Department of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.
- DeBeaumont, Ronald, Christian Nsiah, and **Daniel M. Spencer** (2007). “Estimated Economic Impact of the State A Girls Basketball Tournament Held at the Donald E. Young Sports and Fitness Center at Black Hills State University.” Submitted to Vice President for Academic Affairs Dean Myers. Spearfish, SD: College of Business and Technology, Black Hills State University.
- Spencer, Daniel M.** and John Henry Glover (2007). “Results of the 2007 Survey of SDSU Spring Pow Wow Attendees.” Submitted to Steve Martin, Native American Student Advisor, South Dakota State University. Spearfish, SD: Black Hills State University.
- Spencer, Daniel M.** and John Henry Glover (2007). “Results of the 2006 Survey of Black Hills Pow Wow Attendees.” Submitted to Black Hills Pow Wow Association, Rapid City, SD. Spearfish, SD: Office of Native Educational Endeavors, Black Hills State University.
- Spencer, Daniel M.** (2006). “Characteristics and Behavior of Tourists Who Visited the George S. Mickelson Trail During the 2005 Peak Season.” Submitted to Black Hills Community Economic Development/Mickelson Trail Coalition. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.**, Robert H. Holsman, Diane Lueck, and Christine L. Thomas (2006). "Effects of the 'Becoming an Outdoors-Woman' Program on Recruitment and Retention of Hunter, Anglers, and Other Outdoor Recreationists in South Dakota." Submitted to South Dakota Department of Game, Fish and Parks. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** and John Henry Glover (2006). "Results of the 2006 Survey of Lakota Omniciye Wacipi (Powwow) Attendees." Submitted to BHSU administrators. Spearfish, SD: Center for Tourism Research and Office of Native Educational Endeavors, Black Hills State University.

**Spencer, Daniel M.**, Thomas Dunn, and Christine V. Coolidge (2005). "Tribal Members' Views About Tourism Development Alternatives for Land Parcels Owned by the Sisseton-Wahpeton Tribe." Submitted to Reservation Planning Commission, Sisseton-Wahpeton Sioux Tribe. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2005). "Potential Demand For and Characteristics of Individuals Interested in an Electronic Device Designed to Increase Tourists' Length of Stay in Rural South Dakota." Submitted to States Pride, LLC, Vermillion, SD. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.**, Thomas Dunn, and Christine Coolidge (2005). "Mickelson Trail Management and Marketing: Results of a Focus Group Discussion." Submitted to Black Hills Community Economic Development/Mickelson Trail Coalition. Spearfish, SD: Center for Tourism Research, Black Hills State University.

#### **South Dakota Travel Activity Monitoring Reports (1998 to Present)**

**Spencer, Daniel M.** (2008). "South Dakota Travel Activity: 2007 Annual Report." Annual Travel Monitoring Report #3. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2007). "South Dakota Travel Activity: 2006-07 Winter Season Report." Seasonal Travel Monitoring Report #9. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2007). "South Dakota Travel Activity: 2006 Annual Report." Annual Travel Monitoring Report #2. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2007). "South Dakota Travel Activity: 2006 Fall Season Report." Seasonal Travel Monitoring Report #8. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2007). "South Dakota Travel Activity: 2006 Summer Season Report." Seasonal Travel Monitoring Report #7. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2007). "South Dakota Travel Activity: 2006 Spring Season Report." Seasonal Travel Monitoring Report #6. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.



**Spencer, Daniel M.** (2007). "South Dakota Travel Activity: 2005-06 Winter Season Report." Seasonal Travel Monitoring Report #5. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2007). "Travel Activity in South Dakota During January Through November, 2006." Annual Conference Travel Activity Report #1. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2006). "South Dakota Travel Activity: 2005 Annual Report." Annual Travel Monitoring Report #1. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2006). "South Dakota Travel Activity: 2005 Fall Season Report." Seasonal Travel Monitoring Report #4. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2006). "South Dakota Travel Activity: 2005 Summer Season Report." Seasonal Travel Monitoring Report #3. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2006). "South Dakota Travel Activity: 2005 Spring Season Report." Seasonal Travel Monitoring Report #2. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

**Spencer, Daniel M.** (2006). "South Dakota Travel Activity: 2004-05 Winter Season Report." Seasonal Travel Monitoring Report #1. Submitted to Office of Tourism, South Dakota Dept. of Tourism and State Development. Spearfish, SD: Center for Tourism Research, Black Hills State University.

#### **Reports Prepared in Response to Clients' Requests for Information (1998 to Present)**

Kim, Dae-Kwan, Semok Yoon, Donald F. Holecek, and **Daniel M. Spencer** (1998). "An Analysis of Saginaw County's Pleasure Travel Market Exclusive of the City of Saginaw." Travel, Tourism, and Recreation Resource Center, Michigan State University. East Lansing.

Kim, Dae-Kwan, Donald F. Holecek, and **Daniel M. Spencer** (1998). "An Analysis of the Pleasure Travel Market for Benzie, Grand Traverse, and Leelanau Counties." Travel, Tourism, and Recreation Resource Center, Michigan State University. East Lansing.

#### **Other Publications (1998 to Present)**

**Spencer, Daniel M.** and Lenna V. Shulga. (2023). "A Case Study of an Emergent, Family Owned and Operated Private Tour Company". In Kraus, S., Clauss, T., & Kallmuenzer, A. (Eds.) *Research Handbook on Entrepreneurship and Innovation in Family Firms* (pp. 438-461). Edward Elgar Publishing.

Holecek, Donald F., **Daniel M. Spencer**, Joan E. Williams, and Teresa I. Herbowicz (2000). "Michigan Travel Market Survey: Final Report." Status and Potential of Michigan Natural Resources, Special Report #108. Michigan State University Agricultural Experiment Station. East Lansing.

**Spencer, Daniel M.**, Dae-Kwan Kim, and Philip J. Alexander (1998). *Tourism Profiles of Each County in Michigan*. Michigan State University Extension, Michigan State University. East Lansing.

### **SELECTED PROFESSIONAL PRESENTATIONS**

"Encouraging Employee-Resident Pro-Environmental Behavior: Exploring the Impact of a State's Green Image and Message" (with Adiyukh Berbekova and Lenna Shulga), for 54<sup>th</sup> Annual International Conference of the Travel and Tourism Research Association, Burlington, Vermont, June 12, 2024.

"Dynamics of an Emergent, Family Owned and Operated Private Tour Company" (with Lenna V. Shulga), for 50th Annual Conference, Western Decision Sciences Institute, Waikoloa Beach Marriott Resort & Spa, Waikoloa Beach, Hawaii, April 6, 2022.

"A Geospatial Investigation of Contemporary Front and Back Stage Dynamics" (with Laura Lesar and Yi Qiang), for Research Seminar Series, College of Business, Government and Law, Flinders University, Australia, September 22, 2021.

"Key Results of the Kailua Resident and Visitor Surveys" (with Laura Lesar, Brian Szuster, and Dolan Eversole), stakeholder outreach meetings sponsored by the University of Hawaii Sea Grant College Program, November 30, December 3, and December 18, 2020.

"The Evolution of Tourist Destinations: A Tale of Two Cities" (with Laura Lesar, Brian Szuster, and Dolan Eversole), University of Hawaii at Manoa Geography Lecture Series, November 19, 2020.

"Assessing the Socioeconomic Impacts of Tourism: New Insights from New Approaches" (with Laura Lesar, Brian Szuster, and Dolan Eversole), 29<sup>th</sup> Annual Northeast Asia Economic Forum, Regional Cooperation Session, online, Sept. 3, 2020.

"Rapid and Low-Cost Early Warning Assessment of the Sustainability of Cultural Heritage Sites: An Exploratory Field Test in Southeast Asia" (with Emma-Louise Sargeant), 17<sup>th</sup> Asia Pacific Forum for Graduate Student Research in Tourism, Honolulu, HI, May 17, 2018.

"Managing Heavily Visited Marine Sanctuaries Serving Diverse Nationality Groups: The Case of Hanauma Bay Nature Preserve", 8<sup>th</sup> International Congress on Coastal and Marine Tourism, Kailua-Kona, HI, Nov. 12, 2015.

"Viability of Nonresident Open Water Swimming Event Competitors as a Target Market: A Case Study", 8<sup>th</sup> International Congress on Coastal and Marine Tourism, Kailua-Kona, HI, Nov. 10, 2015.

"Monitoring Destination Sustainability: The Case of Hawaii." 44<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, Kansas City, MO, June 22, 2013.

"Trouble in Paradise: The 2007-2009 Global Economic Recession and Hawaii's Visitor Industry." 51<sup>st</sup> Annual Meeting of the Western Regional Science Association, Poipu, Kauai, HI, Feb. 8, 2012.

- “Economic Outcomes of Community Support of Tourist Attractions: A Case Study.” 51<sup>st</sup> Annual Meeting of the Western Regional Science Association, Poipu, Kauai, HI, Feb. 11, 2012.
- “Highlights of the 2007 Booth Fish Hatchery Marketing and Economic Impact Study.” Annual Meeting of the Booth Society, Inc., Spearfish, SD, Jan. 13, 2009.
- “Characteristics, Motivations, and Aspirations of New Freshmen Attending Black Hills State University.” Black Hills State University administrators and members of the BHSU Strategic Planning Committee, Spearfish, SD, Oct. 13, 2006.
- “Characteristics and Behavior of Tourists Who Visited the Mickelson Trail During the 2005 Season.” Board of Directors, Black Hills, Badlands and Lakes Association, Rapid City, SD, June 2, 2006.
- “Characteristics and Behavior of Tourists Who Camped in the Black Hills During the Summer of 2005.” South Dakota Campground Owners Association, Deadwood, SD, Mar. 10, 2006.
- “An Empirical Evaluation of the Spring 2005 Campaign to Attract Dallas-Area Residents to the Black Hills.” Black Hills Air Service Task Force, Deadwood, SD, Nov. 16, 2005.
- “Understanding the Fall Tourism Market.” Upper Midwest Association of Convention and Visitors Bureaus Fall Conference, La Crosse, WI, Sept. 20, 2004.
- “The Year in Review: Michigan Travel Activity in 1999 Versus 1999.” 12<sup>th</sup> Annual Travel Outlook Conference, Michigan State University, East Lansing, MI, Mar. 8, 2000.
- “Highlights from the MSU Tourism Center’s Travel Market Survey.” 2000 Michigan Chamber of Commerce Executives Conference, Lansing, MI, Feb. 16, 2000.
- “A Segmentation Analysis of Upper Michigan’s Pleasure Travel Market.” 1999 Upper Peninsula Tourism Conference, Norway, MI, Oct. 21, 1999.
- “An Investigation of Tourists’ Shopping Behavior.” 30<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, Halifax, Nova Scotia, June 22, 1999.
- “The Year in Review: Michigan Travel Activity in 1998 Versus 1997.” 11<sup>th</sup> Annual Travel Outlook Conference, Michigan State University, East Lansing, MI, Mar. 10, 1999.
- “Basic Marketing and Marketing Research 101.” 19<sup>th</sup> Annual Conference of the CenStates Chapter of the Travel and Tourism Research Association, Grand Rapids, MI, Sept. 25, 1998.
- “An Analysis of Michigan’s Image as a Tourist Destination.” 29<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, Fort Worth, TX, June 10, 1998.
- “An Analysis of Grand Traverse County’s Pleasure Travel Market.” Presented to the senior management of Grand Traverse Resort, Acme, MI, Mar. 18, 1998.
- “The Year in Review: Michigan Travel Activity in 1997 Versus 1996.” 10<sup>th</sup> Annual Travel Outlook Conference, Michigan State University, East Lansing, MI, Mar. 11, 1998.
- “The Growth Potential for Agriculture and Natural Resource Products Tourism.” 31<sup>st</sup> Annual Great Lakes Vegetable Growers and Farm Marketers Convention, Grand Rapids, MI, Jan. 21, 1998.

- “Reducing Recreational Pressure on Wilderness Areas by Expanding Trail-Based Recreation Opportunities on Non-Wilderness Land.” International Conference on Trails, Tourism, and Regional Development. Cromwell, New Zealand, Dec. 5, 1997.
- “Characteristics and Behavior of Tourists Who Use Trails.” International Conference on Trails, Tourism, and Regional Development. Cromwell, New Zealand, Dec. 3, 1997.
- “The Growth Potential for Agriculture and Natural Resource Products Tourism.” Agriculture and Natural Resource Products Tourism Conference. Benton Harbor, MI, Nov. 6, 1997.
- “Segmenting the Automobile Touring Market Based on Participation in Recreation Activities.” 28<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, Norfolk, VA, June 15, 1997.
- “The Year in Review: Michigan Travel Activity in 1996 Versus 1995.” 9<sup>th</sup> Annual Travel Outlook Conference, Michigan State University, East Lansing, MI, Mar. 4, 1997.
- “Tourism in Barry County, Michigan: A Diamond in the Rough.” Presented to the Barry County, Michigan Board of Commissioners, Hastings, MI, Dec. 4, 1996.
- “Developing Identity for Community and County.” Presented to the Barry County, Michigan Board of Commissioners, Hastings, MI, Dec. 4, 1996.
- “Characteristics of Michigan's Travel Market.” Presented to Michigan Travel Bureau personnel, Lansing, MI, Nov. 20, 1996.
- “Fall 1995 Results from the TTRRC/Certec Regional Telephone Survey.” Presented to Michigan Travel Bureau and Brogan & Partners personnel, Kellogg Center, Michigan State University, East Lansing, MI, May 23, 1996.
- “The Year in Review: Michigan Travel Activity in 1995 Versus 1994.” 8<sup>th</sup> Annual Travel Outlook Conference, Michigan State University, East Lansing, MI, Mar. 6, 1996.
- “Effective Marketing of Tourism Attractions in the Northern Lower Peninsula.” Northern Michigan Legislators' Conference on Tourism, Treetops Sylvan Resort, Gaylord, MI, Oct. 23, 1995.
- “A Tourism Identity and Image for the Northern Lower Peninsula.” Rural Tourism Development Conference, Treetops Sylvan Resort, Gaylord, MI, Apr. 25, 1995.
- “Regional Analysis of Tourism Resources for Marketing Purposes.” Seminar presented at the School of Forestry, University of Montana, Missoula, MT, Apr. 3, 1995.
- “A Quantitatively-Based Delineation of Tourism Regions in Michigan.” 7<sup>th</sup> Annual Michigan Travel Outlook Conference, Michigan State University, East Lansing, MI, Mar. 8, 1995.
- “The Application of Multivariate Spatial Analysis to Tourism Promotion Decisions: A Case Study.” 15<sup>th</sup> Annual Conference of the CenStates Chapter of the Travel and Tourism Research Association, Brainerd, MN, Sept. 8, 1994.
- “Developing and Using Conversion Studies.” 15<sup>th</sup> Annual Conference of the CenStates Chapter of the Travel and Tourism Research Association, Brainerd, MN, Sept. 8, 1994.
- “Discovering the Fall Tourist.” 13<sup>th</sup> Annual Conference of the CenStates Chapter of the Travel and Tourism Research Association, Toledo, OH, Oct. 2, 1992.

“Fall Travel Marketing Report.” 4<sup>th</sup> Annual Michigan Travel Outlook Conference, Michigan State University, East Lansing, MI, Mar. 21, 1992.

“Travel and Tourism in Michigan: A Statistical Profile.” 3<sup>rd</sup> Annual Michigan Travel Outlook Conference, Michigan State University, East Lansing, MI, Mar. 19, 1991.

“Research Needs of Michigan's Tourism Industry.” Presentation to the Michigan Travel Bureau's Research Advisory Committee, Lansing, MI, Oct. 27, 1987.

“Michigan's Tourism Year in Review: A Report on Information Generated Through the Michigan Travel Monitoring System.” Michigan Tourism Development Conference, Michigan State University, East Lansing, MI, Mar. 26, 1987.

“Tourism in Northeast Michigan: Problems and Opportunities.” Conference on “Tourism Development in Northeast Michigan,” Alpena, MI, Jan. 31, 1984.

## **SELECTED CONFERENCES AND TRAINING SEMINARS ATTENDED**

### **Professional Conferences and Meetings Attended**

2018 Global Tourism Summit, Honolulu, HI, October 2-3, 2018.

International Congress on Coastal and Marine Tourism, Kailua-Kona, HI, Nov. 10-12, 2015.

46<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, Portland, OR, June 15-16, 2015.

2013 Hawaii Tourism Conference, Honolulu, HI, Aug. 22-23, 2013.

44<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, Kansas City, MO, June 20-22, 2013.

2013 Pacific Asia Travel Association, Bangkok, Thailand, Apr. 25-27, 2013.

2012 Hawaii Tourism Conference, Honolulu, HI, Aug. 23-24, 2012.

51<sup>st</sup> Annual Meeting of the Western Regional Science Association, Poipu, Kauai, HI, Feb. 11, 2012.

Annual South Dakota Tourism Conference, Pierre, SD, Jan. 20-21, 2010.

Workshop on tourism marketing by Roger Brooks, President of Destination Development International, Inc., Rapid City, SD, Aug. 31, 2006.

Annual Meeting of the South Dakota Campground Owners Association, Deadwood, SD, Mar. 10, 2006.

Annual South Dakota Tourism Conference, Pierre, SD, Jan. 18-19, 2006.

Annual Membership Meeting, Black Hills Central Reservations, Rapid City, SD, Feb. 10, 2005.

Annual South Dakota Tourism Conference, Pierre, SD, Jan. 19-20, 2005.

30<sup>th</sup> Annual Marketing Outlook Forum of the Travel Industry Association of America, Scottsdale, AZ, Oct. 27-29, 2004.

Annual Meeting and Membership Luncheon, Black Hills, Badlands & Lakes Association of South Dakota, Rapid City, SD, Oct. 27, 2004.

Upper Midwest Convention and Visitors Bureaus Fall Conference, La Crosse, WI, Sept. 19-21, 2004.

30<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, Halifax, Nova Scotia, Canada, June 20-23, 1999.

29<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, Ft. Worth, TX, June 7-10, 1998.

International Conference on Trails, Tourism, and Regional Development sponsored by the University of Otago, New Zealand, Cromwell, New Zealand, Dec. 2-5, 1997.

Michigan Agriculture and Natural Resource Products Tourism Conference, Benton Harbor, MI, Nov. 5-7, 1997.  
23<sup>rd</sup> Annual Marketing Outlook Forum of the Travel Industry Association of America, Cleveland, OH, Oct. 5-7, 1997.

18<sup>th</sup> Annual Conference of the CenStates Chapter of the Travel and Tourism Research Association, Bismark, ND, Sept. 10-12, 1997.

28<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, Norfolk, VA, June 15-18, 1997.

9<sup>th</sup> Annual Northeastern Recreation Research Symposium, Bolton Landing, NY, Apr. 6-8, 1997.

Agriculture and Natural Resource Products Tourism Forum, sponsored by USDA Natural Resource Conservation Service and Michigan State University, Washington, D.C., Jan. 9, 1997.

24<sup>th</sup> Annual Conference of the Travel and Tourism Research Association, Whistler, British Columbia, Canada, June 13-16, 1993.

### **Training Conferences and Seminars Attended**

Smith Travel Research Certification in Hotel Industry Analytics for Tourism Workshop, Portland, OR, June 13 and 14, 2015.

Tourism 2.0: New Wave of Timeshare Customers, Honolulu, May 11, 2015.

China Outbound Tourism Seminar, Honolulu, HI, Aug. 26, 2011.

Professional Grant Proposal Writing Workshop, Laramie, WY, Dec. 3-5, 2007.

Introduction to Arc GIS I and II Training Seminars, Environmental Systems Research Institute, Westminster, CO, June 20-24, 2005.

National Extension Tourism Conference, Hershey, PA, May 17-20, 1998.