

University of Hawaii at Manoa

JEROME (JERRY) AGRUSA Ph.D.

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Professional Preparation

Texas A&M University – College Station, RPTS	Ph.D. 1996
University of Houston – Master of Hospitality Management	MHM 1990
University of Houston – Political Science	B.S. 1987

Academic Appointments

<i>University of Hawaii at Manoa – Honolulu, Hawaii</i>	2020-present
Professor, School of Travel Industry Management Shidler College of Business	
Associate Professor	2018- 2020
<i>University of North Texas</i>	2017-2018
Chair/Professor of Hospitality & Tourism Management	
<i>Hawaii Pacific University</i>	2002-2017
Chair/Professor of Hospitality & Tourism Management	
<i>University of Louisiana at Lafayette</i>	
Endowed Research Professor/Associate Professor of Hospitality Management	1997-2002
<i>University of Southern Mississippi</i>	
Associate Professor of Hotel, Restaurant & Tourism Management	1996- 1997
Assistant Professor	1994 -1996
Director of Charcoal Room	1994- 1997
<i>University of Hawaii at Manoa – Honolulu, Hawaii (Summer Semesters)</i>	1993-1997
Visiting Assistant Professor in the School of Travel Industry Management	

Special Awards, Fellowships and Honors

- Tang Wee Loke Distinguished Professorship 2025-present
- University of Hawaii Manoa Excellence in Teaching Award- Nominee Fall 2025
- Dennis Ching Teaching Award (senior level) Shidler College of Business Spring 2025
- Professor of the Semester BS in Travel Industry Management Core Course Fall 2024
- University of Hawaii Manoa Excellence in Teaching Award- Nominee Fall 2024
- Professor of the Semester BS in Travel Industry Management Core Course Spring 2024
- Professor of the Semester BS in Travel Industry Management Core Course Fall 2023
- University of Hawaii Manoa Excellence in Teaching Award- Nominee Fall 2023
- University of Hawai'i for Innovation and Impact Showcase in teaching -Nominee Fall 2023
- Asia Pacific Tourism Associations (APTA) Founder's Award Summer 2023
- Pacific Business News (PBN) 2023 Pineapple Award Honoree Summer 2023
- Professor of the Semester BS in Travel Industry Management Emphasis Course Spring 2023
- University of Hawaii Manoa Excellence in Teaching Award- Nominee Spring 2023
- Professor of the Semester BS in Travel Industry Management Emphasis Course Fall 2022
- Asia Pacific Journal of Tourism Research (APJTR) "Article of the Year" Summer 2022
- University of Hawaii Manoa Excellence in Teaching Award- Finalist Spring 2022
- Dennis Ching Teaching Award (senior level) Shidler College of Business Spring 2021
- University of Hawaii Manoa Excellence in Teaching Award- Finalist Spring 2021
- Professor of the Semester BS in Travel Industry Management Emphasis Course Spring 2021
- Professor of the Semester BS in Travel Industry Management Emphasis Course Fall 2020
- Professor of the Semester MS in Travel Industry Management Emphasis Course Spring 2020
- Professor of the Semester BS in Travel Industry Management Emphasis Course Spring 2020
- Professor of the Semester BS in Travel Industry Management Emphasis Course Fall 2019
- Na Po'e Pa'ahana Teaching Award 'Hospitality Educator of the Year' in Hawaii 2017
- Excellence in Mentoring Award-HPU Golden Apple award 2014
- Excellence in Undergraduate Teaching Award HPU College of Business 2009/2010
- Excellence in Scholarship HPU-Golden Apple award 2007/2010/2013
- Fulbright Senior Specialist Grant by US Department of State 2008
- Trustees' Award for Teaching Excellence HPU 2005
- South Louisiana Mid-Winter Fair/BORSF Endowed Research Professor 2000-2002
- Community Coffee Regents LEQSF Endowed Professor in Hospitality 1997-2000
- International External Reviewer for the Research Grants Council (RGC) of Hong Kong 2007-2008
- Associate Member of the Year for the Acadiana Chapter of the Louisiana Restaurant Association 2001
- Researcher of the Year in the College of Applied Life Sciences at the University of Louisiana 2000

Semester	Course #	Course Title	Enrolled
Fall 2018	TIM 313	Food Service Management	40
Fall 2018	TIM 431	Strategic Management for the Travel/Hospitality Industry Section 002	20
Spring 2019	TIM 313	Food Service Management	45
Spring 2019	TIM 431	Strategic Management for the Travel/Hospitality Industry Section 002	21
Fall 2019	TIM 313	Food Service Management	47
Fall 2019	TIM 431	Strategic Management for the Travel/Hospitality Industry Section 002	22
Spring 2020	TIM 431	Strategic Management for the Travel/Hospitality Industry Section 002	19
Spring 2020	TIM 605	Hospitality Management	10
Fall 2020	TIM 313	Food Service Management	33
Fall 2020	TIM 431	Strategic Management for the Travel/Hospitality Industry Section 002	24
Spring 2021	TIM 313	Food Service Management	33
Spring 2021	TIM 431	Strategic Management for the Travel/Hospitality Industry Section 002	20
Fall 2021	TIM 313	Food Service Management	16
Fall 2021	TIM 431	Strategic Management for the Travel/Hospitality Industry Section 001	17
Spring 2022	TIM 313	Food Service Management	35
Spring 2022	TIM 431	Strategic Management for the Travel/Hospitality Industry Section 001	12
Fall 2022	TIM 313	Food Service Management	32
Fall 2022	TIM 431	Strategic Management for the Travel/Hospitality Industry Section 001	11
Spring 2023	TIM 313	Food Service Management	38
Spring 2023	TIM 431	Strategic Management for the Travel/Hospitality Industry Section 001	20
Fall 2023	TIM 101	Introduction to Travel Industry Management	11
Fall 2023	TIM 313	Food Service Management	24

Spring 2024	TIM 101	Introduction to Travel Industry Management	20
Spring 2024	TIM 313	Food Service Management	19
Fall 2024	TIM 101	Introduction to Travel Industry Management	26
Fall 2024	TIM 333	Hotel/Resort Facilities & Design	17
Fall 2025	TIM 101	Introduction to Travel Industry Management	34
Fall 2025	TIM 303	Management of Service Enterprise	37
Fall 2025	BUS 699	Directed Reading and Research	1
Spring 2026	TIM 313	Food Service Management	37
Spring 2026	TIM 314	Hotel Management	30
Spring 2026	BUS 699	Directed Reading and Research	1

Other Courses Previously taught at UH School of Travel Industry Management

TIM 304	Hotel Marketing
TIM 310	Purchasing
TIM 311	Restaurant and Club Management
TIM 323	Travel Marketing
TIM 326	Resort Development
TIM 364	Hospitality Marketing
TIM 469	Advanced Topics: Eco-Tourism
TIM 399	Directed Research

Publications — Refereed Articles in Research Journals

Google Scholar Citations: 4,771 as of April 2026

100	Hussain, Z., Lema, J., & Agrusa, J. (2024). Island destination workforce development and inclusion. <i>Journal of Qualitative Research in Tourism</i> . 5(2). 110-133. ISSN (P) 2632-9670
99	Moriuchi, E., Agrusa, J. , & Lema, J. (2024) <u>Strategies for health and wellness tourism: Thai massage</u> , <i>International Journal of Tourism Research</i> – Volume 26, Issue 1, pg. 1-12 https://doi.org/10.1002/jtr.2622 Shidler Target List B
98	F. Badu-Baiden, S.S. Kim, S. Ahn, A. Wong & J. Agrusa (2024) <u>Analysis of Vegan Restaurant Diners’ Hierarchical Experience Structure by Examining a Vegan Food attribute–benefit–value–intention Linkage</u> ,

	<i>International Journal of Hospitality & Tourism Administration</i> , 25(3), 505–532. DOI: 10.1080/15256480.2022.2129544 ABDC list B
97	Zaman, U., Aktan, M., Agrusa, J. , & Khwaja, MG (2023) <u>Linking Regenerative Travel and Residents' Support for Tourism Development in Kaua'i Island (Hawaii): Moderating-Mediating Effects of Travel-Shaming and Foreign Tourist Attractiveness</u> <i>Journal of Travel Research</i> Volume. 62, Issue 4, pp. 782-801 https://journals.sagepub.com/toc/jtrb/62/4 Shidler Target List A
96	Min, H; Kim, HJ & Agrusa, J. (2023) <u>Serving Diverse Customers: The Impact of Cultural Intelligence on Employee Burnout, Engagement, and Satisfaction</u> ": <i>Journal of Hospitality & Tourism Research</i> Vol. 47, No. 3, pg. 503-527. Shidler Target List A-/B+
95	Min, J., Lee, H., Lema, J., Agrusa, J., & Linnes, C. (2023). The# MeToo movement in paradise: An assessment of the restaurant industry. <i>Journal of Foodservice Business Research</i> , 26(4), 568-586.
94	Linnes, C., Weinland, J.T., Ronzoni, G., Lema, J. and Agrusa, J. (2022). <u>The local food supply, willingness to pay and the sustainability of an island destination</u> . <i>Journal of Hospitality and Tourism Insights</i> .Vol. 6 No. 3, pp. 1328-1356. https://doi.org/10.1108/JHTI-01-2022-0031 ABDC list C
93	Linnes, C.; Ronzoni, G.; Agrusa, J. & Lema, J. (2022) <u>Emergency Remote Education and Its Impact on Higher Education: A Temporary or Permanent Shift in Instruction?</u> <i>Education Sciences</i> . 12, 721 pg. 1-30. https://doi.org/10.3390/educsci1210072
92	Linnes, C., Agrusa J. , Ronzoni, G.,& Lema J. (2022) <u>What Tourists Want, A Sustainable Paradise</u> . <i>Tourism and Hospitality</i> 2(3) pg. 164-183. https://doi.org/10.3390/tourhosp3010013
91	Zaman, U., Aktan, M., Anjam, M., Agrusa, J. , Khwaja, MG., & Farias, P. (2021). <u>Can Post-Vaccine 'Vaxication' Rejuvenate Global Tourism? Nexus between COVID-19 Branded Destination Safety, Travel Shaming, Incentives and the Rise of Vaxication Travel</u> . <i>Sustainability</i> .; 13(24):14043. https://doi.org/10.3390/su132414043
90	Linnes C, Itoga H, Agrusa J , & Lema J. (2021). <u>Sustainable Tourism Empowered by Social Network Analysis to Gain a Competitive Edge at a Historic Site</u> . <i>Tourism and Hospitality</i> . 2(4), pg. 332-346. https://doi.org/10.3390/tourhosp2040022
89	Andrade, G., Itoga, H., Linnes, C., Agrusa, J. , & Lema, J. (2021) <u>The Economic Sustainability of Culture in Hawai'i: Tourists' Willingness to Pay for Hawaiian Cultural Experiences</u> . <i>Journal of Risk and Financial Management</i> . 14, 420, pg. 1-25. ABDC list B
88	Otoo, F., Kim, SS., Agrusa, J. & Lema, J. (2021) <u>Classification of senior tourists according to personality traits</u> . <i>Asia Pacific Journal of Tourism Research</i> , Volume 26, Issue 5, pg. 539-556. "Article of the Year" ABDC list A
87	Agrusa, J. , Linnes, C., Lema, J., Min, J., Henthorne, T.; Itoga, H.; Lee, H. (2021) <u>Tourism Well-Being and Transitioning Island Destinations for Sustainable Development</u> <i>Journal of Risk and Financial Management</i> , 14:31, pg. 1-14. ABDC list B

86	Min, J., Agrusa, J. , Lema, J., & Lee, H. (2020) <u>The Tourism sector and U.S. Regional Macroeconomic Stability: A network Approach.</u> <i>Sustainability</i> 12, 7543 pg 1-12
85	Park, SY. & Agrusa, J. (2020) <u>Short-term rental: disruptively innovative or disturbingly annoying for residents?</u> , <i>Asia Pacific Journal of Tourism Research</i> , 25:8, 877-888. ABDC list A
84	Agrusa, J. (2020) <u>The Airbnb Effect: How Tourist Destinations are addressing Short Term Vacation Rentals.</u> <i>International Journal of Qualitative Research in Services</i> . Vol. 4, No. 1, 20-29.
83	Lema, J. & Agrusa, J. (2019) <u>Augmented Advising.</u> <i>National Academic Advising Association (NACADA) Journal</i> , 39 (1). 22-33.
82	Agrusa, J. , Linnes, C., Metcalf, B. & Lema, J. (2018) <u>Data Mining in Film Tourism</u> <i>International Journal of Economic and Business</i> , Vol. 6, Numbers 1&2, Spring 2018 pg. 51-58
81	Hussain, Z., Agrusa, J. , Lema, J., & Tanner, J. (2018). <u>Tourism positioning in Bali.</u> <i>Journal of Tourism Challenges & Trends</i> , 11, 99-110. ABDC list C
80	Metcalf, B., Linnes, C., Agrusa, J. , & Lema, J. (2018). <u>Film Tourism in Norway: The Effect Fictional Characters Have on Tourism.</u> <i>The International Business & Economics Research Journal (Online)</i> , 17(2), 21.
79	Cain, L., Kitterlin-Lynch, M., Cain, C., & Agrusa, J. (2020). <u>Heavy alcohol use, job satisfaction, and job escapism drinking among foodservice employees: a comparative analysis.</u> <i>International Journal of Hospitality & Tourism Administration</i> , 21 (3) 287-307. ABDC list B
78	Wang .S., Kim, S., & Agrusa, J. , (2017). <u>A comparative study of perceptions of destination advertising according to message appeal and endorsement type.</u> <i>Asia Pacific Journal of Tourism Research</i> , 1-18. ABDC list A
77	Plangpramool, S., Worasuwan, K., Lema, J., & Agrusa, J. , (2015) <u>Hospitality Workforce in Thailand and Asean.</u> <i>International Journal Qualitative Research in Services</i> , Vol. 2 (2), 147-154.
76	Cui, X., Agrusa, J. , George, B., & Lema, J., (2015). <u>What Could Tourism Do To a Small Fishing Village: A Case Study of the City of Weihai, China.</u> <i>Turismo: Estudos & Práticas (RTEP/UERN), Mossoró/RN (Número Especial)</i> , Vol. 4, 85-107 (ISSN: 2316-1493).
75	Kim, S., Agrusa, J. , & Chon, K. (2014). <u>The Influence of a TV Drama on Visitors' Perception: A Cross-Cultural Study.</u> <i>Journal of Travel & Tourism Marketing</i> , Vol. 31, 536-562 (ISSN: 1054-8408). ABDC list A
74	Linnes, C., Kowalski, P., Lema, J., Lam, W., & Agrusa, J. , (2014). <u>Social Media and Technology: The Influence on Hawaii Hotels.</u> <i>The Consortium Journal of Hospitality and Tourism Management</i> , 19(2), 54-73. (ISSN: 1535-0568).

73	Li., A., Sizoo, S., Lema, J., Tanner, J., & Agrusa, J. (2014). <u>Hawaiian culture into the tourism experience on the Hawaiian Islands: The Japanese perspective.</u> <i>The Asian Journal of Tourism and Hospitality Research</i> , 6 (2), 1-13. ABDC list C
72	Joensen, J., Agrusa, J. , Lema, J., Tanner, J., & Guidry, B. N. (2013). <u>Residents' perception of the Faroe Islands as a vacation destination.</u> <i>The Consortium Journal of Hospitality and Tourism Management</i> , 18 (1), 1-16.
71	Hussain, Z., Lema, J., & Agrusa, J. (2012). <u>Enhancing the cultural tourism experience through gastronomy in the Maldives.</u> <i>Journal of Tourism Challenges and Trends</i> , 5 (2), 71-84. ABDC list C
70	Kitterlin, M., Tanner, J. & Agrusa, J. , (2012) <u>Alcohol Use among University Foodservice Management Students.</u> <i>Journal of Foodservice Management & Education</i> . Vol. 6 (2), 22 -26.
69	Agrusa, J. , Sizoo, S., & Lema, J. (2012). <u>Exploring the importance of similarity in the perceptions of foreign visitors and local service providers: the case of long-haul pleasure travelers,</u> <i>Managing Leisure, An International Journal</i> , Vol. 17(4), 311-332 (ISSN: 1360-6719).
68	Adam, A.,Lema,J.& Agrusa, J. (2012) <u>Customer-Based Brand Equity in the Maldives,</u> <i>Journal of Tourism Research & Hospitality</i> , Vol. 1 (2), 1-7.
67	Kim, S., Kim, M., Agrusa, J. , & Lee, A. (2012). <u>Does a food-themed TV drama affect perceptions of national image and intention to visit a country? An empirical study of Korea TV drama.</u> <i>Journal of Travel & Tourism Marketing</i> , Vol. 29, 313-326 (ISSN: 1054-8408). ABDC list A
66	Chen, M., Agrusa, J. , Krumwiede, D., & Lu, H. (2012). <u>Macroeconomic influences on Japanese hotel stock returns,</u> <i>Journal of Hospitality Marketing & Management</i> , Vol. 21 (1), 81-99. ABDC list A
65	Agrusa, J. , Lema, J., Afo, A., Prideaux, B., & George, B. (2011). <u>Destination image of Tahiti as perceived by international tourists: A study,</u> <i>Asia Pacific World</i> , Vol. 2 (2), 85-105.
64	Kim, H. & Agrusa, J. (2011). <u>Hospitality service employees' coping styles: The role of emotional intelligence, two basic personality traits, and socio-demographic factors,</u> <i>International Journal of Hospitality Management</i> , Vol. 30 (3), 588-598. Shidler Target list A
63	Agrusa, J. , Kim, S., & Lema, J. (2011). <u>Comparison of Japanese and North American runners of the ideal marathon competition destination,</u> <i>Asia Pacific Journal of Tourism Research</i> , Vol. 16, (2), 183-208. ABDC list A
62	Sizoo, S., Agrusa, J. , & Lema, J. (2011). <u>Applying the theory of similarity to cross-cultural service encounters: The case of tourists in Tahiti,</u> <i>Journal of International Business</i> . Vol. 3, (1), 77-106.
61	Agrusa, J. , Kim, S. & Wang, K. (2011). <u>Mainland Chinese tourists to Hawaii: Their characteristics and preferences.</u> <i>Journal of Travel & Tourism Marketing</i> , Vol. 28, 261–278 (ISSN: 1054-8408). ABDC list A

60	Agrusa, J. , Lema, J., Asage,S., Maples, A., & George, B. (2010). <u>Introduction of casino gaming in Okinawa, Japan: A case study of challenges and opportunities.</u> <i>Journal of Asia Pacific Studies</i> .Vol.1 (3), 570-590 (ISSN: 1948-0091). ABDC list C
59	Agrusa, J. , Kupper, E., & Sizoo, S. (2010). <u>How Japanese and German tourists perceive service failures in the U.S.A.</u> <i>International Journal of Arts and Sciences</i> . Vol. 3, (7), 250-259 (ISSN: 1944-6934).
58	Lema, J., Agrusa, J. , Lazanski, T., Juvan, E., & Lesjak, M. (2010). <u>Endangered areas in Central America and implications for sustainable tourism development.</u> <i>Journal of Tourism Challenges and Trends</i> , Vol. III (1), 57-64. ABDC list C
57	Cassell, G., Lema, J., & Agrusa, J. (2010). <u>Developing niche tourism: A literary festival in Montserrat.</u> <i>The Consortium Journal of Hospitality and Tourism</i> , Vol. 15 (1), 61-74 (ISSN: 1535-0568).
56	Lema, J., Agrusa, J. , & Buda, D.M. (2010). <u>The process of experiential learning: Implications for dark tourism.</u> <i>Buletinul Universității Naționale de Apărare "Carol I"</i> , Vol. XX. 440-447.
55	Donlon, J.G., Donlon, J.H., & Agrusa, J. (2010). <u>Cultural tourism, camel wrestling, and the tourism 'bubble' in Turkey.</u> <i>Anatolia: An International Journal of Tourism and Hospitality Research</i> , Vol. 21 (1), 29-39.
54	Agrusa, W., Lema, J., Tanner, J. Host, T., & Agrusa, J. (2010). <u>Integrating sustainability and Hawaiian culture into the tourism experience of the Hawaiian Islands.</u> <i>PASOS</i> , Vol. 8 (2), 247-264.
53	Kim, S.S., Sangsoo, C., Agrusa, J. , Kuo-Ching, W., Youngmi, K. (2010). <u>The role of family decision makers in festival tourism.</u> <i>International Journal of Hospitality Management</i> . Vol. 29, 308-318. Shidler Target list A
52	Lema, J., Agrusa, J. , & Agrusa, W. (2009). <u>Tourism in mountain and remote regions.</u> <i>Journal of Tourism Challenges and Trends</i> . Vol. II (1), 11-25. ABDC list C
51	Agrusa, J. , Lema, J., Kim, S., & Botto,T. (2009) <u>The impact of consumer behavior and service perceptions of a major sport tourism event.</u> <i>Asia Pacific Journal of Tourism Research</i> . Vol. 14, (3), 267-277. ABDC list A
50	Agrusa, J. & Kim, S. (2009). <u>Understanding preferences and characteristics of Japanese tourists to Hawaii.</u> <i>Tourism Analysis</i> . Vol. 13, 485-497. ABDC list A
49	Bonn, M., Chang, H., Agrusa, J. , Furr, L., Kim, W.G., & Lee, H. (2009). <u>Demographic, behavioral and perceptual comparisons of U.S. visitor experience with group package tours and free independent travel to China.</u> <i>Florida International University Hospitality Review</i> . Vol. 27 (1), 58-76. ABDC list C

48	Lema, D. & Agrusa, J. (2009). <u>Relationship of WWW usage and employee learning in the casino industry.</u> <i>International Journal of Hospitality Management</i> . Vol. 28 (1), 18 -25. Shidler Target list A
47	Agrusa, J. , Lema, J., Tanner, J. & Cestari, M. (2008). <u>Tahitian residents' perceptions of Tahiti as a tourist destination.</u> <i>Journal of Tourism</i> , Vol. IX (2), 79-101.
46	Kim, Y. ,Kim, S. & Agrusa, J. (2008). <u>An investigation into the procedures involved in creating the Hampyeong Butterfly Festival as an ecotourism resource, successful factors, and evaluation.</u> <i>Asia Pacific Journal of Tourism Research</i> . Vol. 13 (4), 357-378. ABDC list A
45	Agrusa, J. , Lema, J. & Tanner, J. (2008). <u>A re-examination of the legalization of casino gambling from the Japanese tourist perspective: A 10 year review.</u> <i>Asia Pacific Journal of Tourism Research</i> . Vol. 13 (2), 129-144. ABDC list A
44	Agrusa, J. , Maples, G., Kitterlin, M. & Tanner, J. (2008) <u>Sensation seeking, culture, and the valuation experiential services.</u> <i>Event Management</i> .Vol. 11 (3), 121 -128. ABDC list A
43	Reynisdottir, M., Song, H., & Agrusa, J. (2008). <u>Willingness to pay entrance fees to natural attractions in Iceland.</u> <i>Tourism Management</i> . Vol. 29 (6), 1076-1083. Shidler Target list A
42	Agrusa, J. , Lema, J., Botto.T., & Cho,Y. (2008). <u>When sports equal big bucks for a tourist destination: A three –year comparative study of the Honolulu Marathon.</u> <i>The Consortium Journal of Hospitality and Tourism</i> . Vol. 13 (1), 5 – 12.
41	Kim, S., & Agrusa, J. (2008). <u>Segmenting Japanese tourists to Hawaii according to tour purposes.</u> <i>Journal of Travel and Tourism Marketing</i> . Vol. 24 (1), 63-80. ABDC list A
40	Agrusa, J. , Maples, G., Agrusa, W., Tanner, J. & Song, H. (2008). <u>Service perceptions and associated consumer behavior of Japanese and non-Japanese marathoners at the Honolulu Marathon.</u> <i>Journal of Business and Economic Perspectives</i> Vol. XXXIV, (1), Spring/Summer 6-13.
39	Kim, S.S., Agrusa, J. , Chon, K., & Cho, Y. (2008). <u>The effects of Korean pop culture on Hong Kong residents' perceptions of Korea as a potential tourist destination.</u> <i>Journal of Travel and Tourism Marketing</i> . Vol.24 (2/3), 163-183. ABDC list A
38	Cho, Y. & Agrusa, J. (2007). <u>How the media is a significant promotional tool to deliver marketing messages to audiences?</u> <i>International Business & Economics Research Journal</i> . Vol. 6 (10), 61-74.
37	Agrusa, J. & Lema, J. (2007). <u>An examination of Mississippi Gulf Coast casino management styles with implications for employee turnover.</u> <i>Gaming Research & Review Journal</i> . Vol. 11 (1), 13-26. ABDC list B
36	Kim, S., Agrusa, J. , Lee, H., & Chon, K. (2007). <u>Effects of Korean television dramas on the flow of Japanese tourists.</u> <i>Tourism Management</i> . 28 (5), 1340-1353. Shidler Target list A

35	Agrusa, J. , Tanner, J., Agrusa, W., Lema, D., & Meche, M. (2007). <u>When sporting events compliment tourism: The 32nd Honolulu Marathon.</u> <i>The Consortium Journal of Hospitality and Tourism</i> . Vol.11 (2), 61-78. ISSN: 1535-0568.
34	Kim, S., Guo, Y., Wang, K., & Agrusa, J. (2007). <u>Study motivations and study preferences of student groups from Asian Nations majoring in hospitality and tourism management programs.</u> <i>Tourism Management</i> , 28 (1), 140-151. Shidler Target list A
33	Park, J., Ellis, G., Kim, S., Ruddell, E., & Agrusa, J. (2006). <u>Predictor of social equity and price acceptability: Judgments of user fees.</u> <i>Journal of Travel and Tourism Marketing</i> . Vol.21 (2/3), 89-104. ABDC list A
32	Agrusa, W., Spears, D., Agrusa, J. , & Tanner, J. (2006). <u>An analysis of employees' perceptions of management styles.</u> <i>The Consortium Journal of Hospitality and Tourism</i> . Vol. 11 (1), 83-94.
31	Lema, D. & Agrusa, J. (2006). <u>Self-efficacy, industry experience, and the self-directed learning readiness of hospitality industry college students.</u> <i>Journal of Teaching in Travel & Tourism</i> . Vol. 6 (4), 37-50. ABDC list B
30	Agrusa, W., Agrusa, J. , Tanner, J., & Lema, D. (2006). <u>The economic benefits of the 31st Honolulu marathon.</u> <i>The Consortium Journal of Hospitality and Tourism</i> . Vol. 10 (1), 45-54. ISSN: 1535-0568.
29	Cho, Y., & Agrusa, J. (2006). <u>Assessing use acceptance & satisfaction toward online travel agencies</u> <i>Journal of Information Technology and Tourism</i> . Vol. 8 (3/4), 179-195. ISSN: 1098-3058.
28	Agrusa, J. , Tanner, J., & Dupuis, J. (2006). <u>Determining the potential of American Vietnam veterans returning to Vietnam as tourists.</u> <i>International Journal of Tourism Research</i> . Vol. 8 (3), 223-234. Shidler Target list B
27	Henkel, R., Henkel, P., Agrusa, W., Agrusa, J. , and Tanner, J. (2006). <u>Thailand as a tourist destination: Perceptions of international visitors and Thai residents.</u> <i>Asia Pacific Journal of Tourism Research</i> . Vol. 11 (3), 269 – 287. ABDC list A
26	Albieri, G. & Agrusa, J. (2005). <u>The bottom-up approach to sustainable tourism.</u> <i>International Journal of Environmental Cultural, Economic and Social Sustainability</i> , Vol. 1 (1), 7-14.
25	Kim, S., Guo, Y., & Agrusa, J. (2005). <u>Preference and positioning analyses of overseas destinations by Mainland Chinese outbound pleasure tourists.</u> <i>Journal of Travel Research</i> . Vol. 44 (2), 212 -220. Shidler Target list A
24	Agrusa, J. , Tanner, J., & Lema, D. (2005). <u>Japanese runners in the Honolulu Marathon and their economic benefits to Hawaii.</u> <i>Tourism Review International: Special Issue on Japanese Tourism</i> , Vol. 9 (3), 261-270 ABDC list C

23	Kim, S. & Agrusa, J. (2005). <u>The positioning of overseas honeymoon tourism destinations: Perceptions of Korean tourists.</u> <i>Annals of Tourism Research</i> . Vol. 32 (4), 887 – 904. Shidler Target list A
22	Sizoo, S., Agrusa, J. , & Iskat, W. (2005). <u>Measuring and developing the learning strategies of adult career and vocational education students.</u> <i>Education</i> , Vol. 125 (4), 527-538.
21	Lema, D., Agrusa, J. , & Botto, T. (2004). <u>A case study: Adult education principles as a guide to cross-training mature adults in the casino restaurant business.</u> <i>The Consortium Journal of Hospitality and Tourism</i> , Vol. 8 (1), 5-15.
20	Prideaux, B., Agrusa, J. , Donlon, J., & Curran, C. (2004). <u>Exotic or erotic – contrasting images for defining destinations.</u> <i>Asia Pacific Journal of Tourism Research</i> , Vol. 9 (1), 5-17. ABDC list A
19	Agrusa, J. , Tanner, J., & Coats, W. (2004). <u>Hospitality, restaurant, and tourism management degree programs and the issue of student preparedness.</u> <i>Journal of Hospitality & Tourism Education</i> , Vol. 16 (1), 56-63. ABDC list B
18	Coats, W., Agrusa, J. , & Tanner, J. (2004). <u>Sexual harassment in Hong Kong: Perceptions and attitudes of restaurant employees.</u> <i>The Journal of Human Resources in Hospitality & Tourism</i> , Vol. 3 (1), 71-87. ABDC list B
17	Hsu, K., Zhu, Z., & Agrusa, J. (2004). <u>Turning click-through visitors into customers: A study of Chinese hotel web sites.</u> <i>Journal of Hospitality & Leisure Marketing</i> , Vol. 11 (4), 81-92.
16	Agrusa, J. , Coats, W., & Donlon, J. (2003). <u>Working from a bottom-up approach: Cultural and heritage tourism.</u> <i>International Journal of Tourism Sciences</i> , Vol. 3 (1), 121-128. Shidler Target list B
15	Agrusa, J. , Coats, W., Tanner, J., & Leong, J. (2002). <u>Hong Kong and New Orleans: A comparative study of perceptions of restaurant employees on sexual harassment.</u> <i>International Journal of Hospitality & Tourism Administration</i> , Vol. 3 (3), 19- 31. ABDC list B
14	Agrusa, J. & Prideaux, B. (2002). <u>Tourism and the threat of HIV/AIDS in Vietnam.</u> <i>Asia Pacific Journal of Tourism Research</i> , Vol. 7 (1), 1-10. ABDC list A
13	Weber, J., Coats, W., Agrusa, J. , Tanner, J., & Meche, M. (2002). <u>Sexual harassment in the hospitality industry: Perceptions of restaurant employees.</u> <i>Journal of Human Resources in Hospitality and Tourism</i> . Vol. 1 (1), 75-93. ABDC list B
12	Agrusa, J. & Tanner, J. (2002). <u>The economic significance of the 2000 Buy.Com Golf Tournament on the Lafayette, Louisiana area.</u> <i>Journal of Sports Tourism</i> . Vol. 7 (1), ISBN 1029-5399. [On-line]. Available: www.sptourism.net .
11	Dwyer, L., Agrusa, J. , & Coats, W. (2001). <u>Economic scale of a community event: The Lafayette Mardi Gras.</u> <i>Pacific Tourism Review</i> . Vol. 5 (3), 167-179.

10	Agrusa, J. & Coats, W. (2000/01). <u>The economic impact of Mardi Gras in Lafayette, Louisiana: A three-year comparative study.</u> <i>The Consortium Journal</i> . Vol. 5 (2), 63-73.
09	Agrusa, J., Coats, W., & Tanner, J. (2000). <u>Perceptions of restaurant employees in Asia Pacific on sexual harassment in the hospitality industry.</u> <i>Asia Pacific Journal of Tourism Research</i> . Vol. 5 (2), 29-44. ABDC list A
08	Agrusa, J. & Tanner, J. (2000). <u>Hawaii and its potential to be a gaming nation: An overview of Hawaiian sovereignty.</u> <i>International Journal of Tourism Sciences</i> . Vol. 1 (1), 19-34. Shidler Target list B
07	Agrusa, J. (2000). <u>Krewes and their activities and spending on Mardi Gras in Lafayette, Louisiana.</u> <i>Event Management</i> . Vol. 6 (2), 105-107. ABDC list A
06	Agrusa, J. (2000). <u>Legalization of gambling in Hawaii and its potential effects on Japanese intention to visit: A philosophical inquiry.</u> <i>Journal of Travel & Tourism Marketing</i> . Vol. 9 (1/2), 211-217. ABDC list A
05	Agrusa, J. & Coats, W. (2000/01). <u>Casinos in the Pacific: A review and discussion.</u> <i>The Consortium Journal</i> . Vol. 5 (1), 39-46.
04	Agrusa, J. (1998). <u>Perceptions and attitudes towards the legislation of gaming in Hawaii by Japanese speaking tourists and English speaking tourists.</u> <i>Asia Pacific Journal of Tourism Research</i> . Vol. 2 (2), 57-64. ABDC list A
03	Agrusa, J. (1998). <u>Casino development: Is it the economic solution.</u> <i>Appraisal Review & Mortgage Underwriting Journal</i> . Vol. 17 (1), 58-69.
02	Vallen, G. K. & Agrusa, J. (1997). <u>Perceptions and Attitudes of Residents and Tourists Towards the Legislation of Gaming in Hawaii.</u> <i>Bottom Line, Journal of International Association of Hospitality Accountants</i> . Vol. 12 (1), 29-34.
01	Agrusa, J. (1994). <u>Group tours in Hawaii; a survey and analysis.</u> <i>Annals of Tourism Research</i> . Vol. 21 (1)1, 146-147. Shidler Target list A

Ongoing Research

- 1) **Agrusa, J. & Linnes, C.** (2025) International tourists' willingness to pay for locally grown food in Hawai'i. *Journal of Travel Research (Target)*
- 2) Linnes, C., **Agrusa, J.,** & Ronzoni, G. (2025) Effects of COVID-19 and the change of Tourism Practices in Hawai'i. *International Journal of Hospitality Management (Target)*
- 3) Sakamoto, C. , Xu, Y., **Agrusa, J.** & Linnes, C. (2025) Can Social Media Influencers be used in training and attracting responsible, sustainable tourists to Hawai'i. *Tourism Management (Target).*

GRANTS AND FUNDING

2023-2025 Received part of the USDA \$40 million UH climate smart food production grant. I am the Principal Investigator (PI) for a \$151,772 grant to the Shidler College of Business to assess and quantify Hawaii's visitor industry (both

individual travelers, local residents and key industry actors) demand, price premiums and preferences for local, ecologically sustainable and cultural food production and consumption. No. USDA-NRCS-COMM-22-NOFO0001139

2021 A \$401,000 grant to examine Residents of Hawaii Perceptions on Tourism from the Department of Business and Economic Development and Tourism.(DBEDT)
Role: Principal Investigator

2019 Received a \$19,000 grant to produce a Preliminary Study to Develop a Phased Approach for Maritime Tourism Development in Bangladesh. Role: Key Investigator

2019 Received a \$1,700.00 grant from the Office of the Vice Chancellor for Research at the University of Hawaii at Manoa to present a refereed paper at the 25th Asia Pacific Tourism Association (APTA) Annual Conference in Da Nang, Vietnam.

2018 Received -Expanding recruitment and student exchange with “Chinese universities” UNT Office of the Provost and Vice President for Academic Affairs Service Grant \$8,000 (Funded) Role: Principal Investigator

2016 Received a \$3,491.66 grant from Hawaii Pacific University’s Faculty Development Policies and Activities Committee for presenting a refereed paper at the 22th Asia Pacific Tourism Association (APTA) Annual Conference in Beijing, China.

2015 Received a \$3,500 grant from Hawaii Pacific University’s Faculty Development Policies and Activities Committee for presenting a refereed paper at the 21th Asia Pacific Tourism Association (APTA) Annual Conference in Kuala Lumpur, Malaysia.

2014 Received a \$3,500 grant from Hawaii Pacific University’s Faculty Development Policies and Activities Committee for presenting a refereed paper at the 20th Asia Pacific Tourism Association (APTA) Annual Conference in Ho Chi Mihn City, Vietnam.

2013 Received a \$4,300 grant from Hawaii Pacific University’s Faculty Development Policies and Activities Committee for presenting a refereed paper at the 19th Asia Pacific Tourism Association (APTA) Annual Conference in Bangkok, Thailand.

2012 Received a \$3,800 grant from Hawaii Pacific University’s Faculty Development Policies and Activities Committee for presenting a refereed paper at the 18th Asia Pacific Tourism Association (APTA) Annual Conference in Taipei, Taiwan.

2011 Received a \$2,900 grant from Hawaii Pacific University’s Faculty Development Policies and Activities Committee for presenting a refereed paper at the 16th Asia Pacific Tourism Association (APTA) Annual Conference in Seoul, Korea.

2011 Received a \$2,700 grant from Hawaii Pacific University’s Trustee Scholarly Endeavors Program (TSEP) to provide a one-course release to conduct a study on exploring the relationship between emotional intelligence and coping strategies in hospitality employees in Hawaii.

2010 Received a \$2,400 grant from Hawaii Pacific University’s Faculty Development Policies and Activities Committee for presenting a refereed paper at the 15th Asia Pacific Tourism Association (APTA) Annual Conference in Macau, China

2010 Received a \$2,700 grant from Hawaii Pacific University’s Trustee Scholarly Endeavors Program (TSEP) to provide a one-course release to conduct a study on the satisfaction of Chinese tourists to Hawaii.

2009 Received a \$2,400 grant from Hawaii Pacific University’s Faculty Development Policies and Activities Committee for presenting a refereed paper at the 14th Asia Pacific Tourism Association (APTA) Annual Conference in Inchon, Korea.

2008 Received a \$10,000 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2007 Honolulu Marathon

- 2008 Received a \$2,100 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 13th Asia Pacific Tourism Association (APTA) Annual Conference in Bangkok, Thailand.
- 2007 Received a \$9,100 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2007 Honolulu Marathon.
- 2007 Received a \$2,100 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 12th Asia Pacific Tourism Association (APTA) Annual Conference in Beijing, China.
- 2006 Received a \$5,400 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2006 Honolulu Marathon.
- 2006 Received a \$2,100 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 11th Asia Pacific Tourism Association (APTA) Annual Conference in Hualien, Taiwan.
- 2005 Received a \$5,400 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2005 Honolulu Marathon.
- 2005 Received a \$2,700 grant from Hawaii Pacific University's Trustee Scholarly Endeavors Program (TSEP) to provide a one-course release to conduct a study on Japanese tourists' perceptions on Hawaii as a Tourist destination.
- 2005 Received a \$2,000 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 10th Asia Pacific Tourism Association (APTA) Annual Conference in Dan Yang, Korea.
- 2004 Received a \$2,700 grant from Hawaii Pacific University's Trustee Scholarly Endeavors Program (TSEP) to provide a one-course release to write a book chapter on "Cultural and Heritage Tourism".
- 2004 Received an \$8,890 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2004 Honolulu Marathon.
- 2003 Received a \$2,700 grant from Hawaii Pacific University's Trustee Scholarly Endeavors Program (TSEP) to provide a one-course release to conduct a study on the employee turnover rate in Honolulu hotels.
- 2003 Received an \$8,800 grant from the Honolulu Marathon Organization in order to conduct an economic significance study of both Japanese-speaking participants as well as English-speaking participants of the 2003 Honolulu Marathon.
- 2003 Received a \$1,638 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 9th Asia Pacific Tourism Association (APTA) Annual Conference in Sydney, Australia.
- 2002 Received a \$2,100 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the 8th Asia Pacific Tourism Association (APTA) Annual Conference in Dalian, China.
- 2002 Received a \$1,500 grant from Hawaii Pacific University's Faculty Development Policies and Activities Committee for presenting a refereed paper at the American Marketing Association's Annual Conference in San Diego, California.
- 2000 A \$130,000 grant for Cultural Exchange with Mahidol University in Thailand. The granting agency is the State Department (United States Government).
- 2000 A \$104,215 grant for research on Louisiana Cultural and Historical Resources as Tourism Assets from the Louisiana Board of Regents, Research and Development Program (ITRS).

- 2000 Received a \$40,000 grant from the Petroleum Violation Escrow (PVE) on Energy Use Evaluation of Louisiana Hotels from the Department of Natural Resources and the U.S. Department of Energy.
- 1999 A \$82,077 grant for research on the Development of the Atchafalaya Basin as an Ecotourism Destination, Board of Regents Support Fund (ITRS).
- 1999 A \$87,277 grant for research on Energy Management of Louisiana Hotels, Board of Regents Support Fund (RCS).
- 1999 A \$96,832 grant for research on the use of Virtual Reality for Experimental Learning and Instructions from the Board of Regents' Support Fund.
- 1999 A \$442,528 grant for research on Crawfish, Rice, and Waterbirds: Problems and Sustainable Solutions. (USDA).
- 1999 Received a \$3,800 summer research award from the College of Applied Life Sciences.
- 1999 Received a \$6,800 grant for research on the economic impact of Mardi Gras in Lafayette by Lafayette Convention and Visitor's Commission.
- 1998 Received a \$20,000 grant for research on Bed & Breakfast/Inns in Louisiana and their economic impact: Sponsored by the Louisiana Tourism Commission.
- 1998 Received a \$6,800 grant for research on the economic impact of Mardi Gras in Lafayette by Lafayette Convention and Visitor's Commission.
- 1998 Received a \$3,800 summer research award from the College of Applied Life Sciences.
- 1998 Received a \$3,000 grant from the National Research Association: The Educational Foundation Teacher Work Study Grant.
- 1997 Received a \$5,500 equipment grant from Wilmut Gas Company.
- 1996 Received a \$3,200 grant from Ameristar Casino: Casino Foodservice Research.
- 1995 Received a \$3,000 grant from the National Restaurant Association: The Educational Foundation Teacher Work Study Grant
- 1994 Received a \$3,000 - H.J. Heinz Graduate Degree Fellowship from the Educational Foundation of the National Restaurant Association.
- 1993 Received a \$2,000 grant from the National Restaurant Association: The Educational Foundation Teacher Work Study Grant.
- 1991 Received a \$1,000 grant from the National Tour Foundation: Luray Caverns Grant for Research in Ecotourism.

PRESENTATIONS - Keynote Addresses

07	Asia Pacific Tourism Association (APTA) & Duy Tan University, DTU Webinar Series: <i>The Impact on Tourism Education During and After COVID-19</i> , June 23, 2020
06	Tourism Promotion Organization (TPO) of Asia Pacific Cities International Tourism Leader Camp, <i>The Importance and developing prospects of Tourism in the Asia Pacific Region</i> , July 7-10, 2011. Busan, Korea.
05	The 8 th Asia Pacific Forum (APF) for Graduate Students Research in Tourism Conference, <i>The Role of Hospitality and Tourism in Globalization</i> , July 7-9, 2009. Seoul, Korea
04	Full Mountain Hospitality and Time Project of Italy, An International Conference for Sustainable Tourism and <i>Spirit of Hospitality in the Alpine Environment</i> , June 18-20, 2008. Sappada, Italy

03	Full Mountain Hospitality and Time Project of Italy, The Tourism Industry Management & Education Conference <i>The Win-Win Market Approaches for Sustainable Hospitality</i> , July 2-4, 2007. Sappada, Italy
02	The Tourism Sciences Society of Korea, 56 th TOSOK International Tourism Symposium and Conference. <i>Festivals and Events Help with the Growth of Regional Development</i> , July 8-10, 2004. Dan Yang, Korea.
01	The Tourism Sciences Society of Korea, 52 nd TOSOK International Tourism Symposium and Conference. <i>Strategies of Commoditization of Heritage and Cultural Resources</i> , August 22-24, 2002. Buyeo County, Chungnam Province, Korea.

Invited Presentations

- Building a Sustainable Future for Hawai'i- "Ambassador L.W. "Bill" Lane Jr. and Mrs. Jean Lane Lecture at The Kahala Hotel & Resort, Honolulu, Hawaii October 29, 2025
- "Economic Impact of Tourism in Asia and the Pacific" -Future Leaders Program" for the Bureau of East Asian and Pacific Affairs in the U.S. State Department at the East West Center, Honolulu, Hawaii May 12, 2025
- "Regenerative Tourism in Weddings and Events"-Rising Stars Community Event Aloha Aina Venues- Hanalani Gardens -Honolulu, Hawaii, March 22, 2024
- "Tourism and Economic Development Summit :The Future of Hawai'i Hospitality" at Go GBA Forum -Hawaii Conference Center, Honolulu, Hawai'i, September 26,2023
- "The Future of Hawai'i Hospitality: A Shift in Tourism Marketing at Innovate" -Pacific Marketing Conference 2023 AMA- Aloha Tower Marketplace, Honolulu, Hawai'i, June 22,2023
- "The Promise and Reality of Regenerative Tourism"- Need to Know Event Series.
- Hawaii Business Magazine, Honolulu, Hawaii. May 17, 2023
- "Rethinking Tourism: The Future of the Industry" Distinguished Resource Speaker on
- Qualitative Research: Redefining Tourism on the Next Norm" at the Philippine International Tourism and Hospitality Research Conference (PITH-ReCon), University of Santo Thomas, College of Tourism and hospitality Management, Manila, Philippines, April 27, 2023
- "Hawai'i's Tourism Experts on the State of the Industry ", Pacific Business News (PBN) annual Tourism Roundtable Hawaii. March 3, 2023
- "Oahu Good Food Show- Transforming Hawai'i's Food System " at the Hawai'i Convention Center, February 7, 2023
- Regenerative Tourism – Examples from Hawai'i at the Interior Tourism Conference, Fairbanks, Alaska, February 1, 2023
- Regenerative Tourism – A New Way of Thinking - 2022 Hawaii Tourism Conference at the Hawai'i Convention Center, December 8, 2022

Conference Presentations — Refereed Articles in Conference Proceedings

99	Lema, J., Agrusa, J. , & Moriuchi, E. (2025, Aug.). <u>Transitioning participative tourism development</u> . <i>Collaboration for Sustainable Development in the Intelligent Age: Paving the Way for Solutions to New Global Challenges</i> . The National Institute of Development Administration (NIDA), Bangkok, Thailand.
98	Moriuchi, E., Lema, J., & Agrusa, J. (2025, July). <u>Regenerative tourism: Opportunities and challenges from Hawai'i tourists' perspective</u> . <i>Asia Pacific Tourism Association (APTA) Annual Conference</i> . Busan, South Korea.
97	Lema, J., Agrusa, J. , & Moriuchi, E. (2025, July). <u>Leading destination resilience through stakeholder engagement</u> . <i>Business Environment, Transformation to Green Economics, and Regional Sustainable Development</i> . Institute of Social Sciences of the Central Region, Institute of Social Sciences, EM Normandie Business School. Binh Dinh, Vietnam.
96	Lema, J., Agrusa, J. & Linnes, C. (2024, Aug.). Sustaining cross-cultural pro-environmental tourism in island destinations. <i>The 5th International Conference on Tourism and Business</i> . Mahidol University, Bangkok, Thailand.
95	Linnes, C., Agrusa, J. , Ronzoni, G., Lema, J., & Mills, A. (2024, July). Exploring The Relationship Between Visitors' Perceptions of Fair-Trade Practices And Support For Locally Grown Organic Food: A Case Study of Japanese Visitors In Hawai'i, <i>29th Annual Asia Pacific Tourism Association (APTA) Conference, Macau, China</i>
94	Lema, J., Agrusa, J. , & Linnes, C. (2024, July). Circularity in island tourism destinations. International Conference on Local Governance, Digital Transformation, and Regional Sustainable Development. Institute of Social Sciences of the Central Region, EM Normandie Business School. Danang, Vietnam.
93	Baloglu, D., Lema, J., Baloglu, S, & Agrusa, J. (2023, Oct.19-20). Examining regional destination images for long-haul markets. The 5th International Tourism and Retail Service Management Conference (TRMC 2023), Macao Institute for Tourism Studies (IFTM). Macao S.A.R., China.
92	Agrusa, J. , Linnes, C., Ronzoni, G & Sakamoto, C. (2023, July). Eco- Friendly Tourism Practices: Willingness To Pay For Locally Grown Food In Support Of A Sustainable Hawai'i, <i>28th Annual Asia Pacific Tourism Association (APTA) Conference, Chiang Mai, Thailand</i>
91	Lema, J., Baloglu, D., Baloglu, S, & Agrusa, J. (2023, July). A Model Of Visitation Intention: U.S. Non-Visitors And Visitors Of Thailand, <i>28th Annual Asia Pacific Tourism Association (APTA) Conference, Chiang Mai, Thailand</i>
90	Lema, J., Baloglu, D., Baloglu, S., & Agrusa, J. (2023, July). <u>Multi-country travel in ASEAN</u> . <i>International Conference on Climate Change, Green Growth, and Regional Sustainable Development</i> . Institute of Social Sciences of the Central Region, Southern Institute of Social Sciences, EM Normandie Business School. Hồ Chí Minh, Vietnam.
89	Moriuchi, E, Agrusa, J. & Lema, J. (2023, May) <u>Evolving Coffee Shop Culture</u> . The 21 st ApacChrie Conference. Clark Global City, Philippines, 724-728
88	Min, J., Lee, H., Agrusa, J. , & Lema, J. (2022, July) <u>What Makes Them Come Back? Exploring the Link Between Loyalty Program Rewards and Consumer Intentions at Integrated Resorts</u> . <i>27th Annual Asia Pacific Tourism Association (APTA) Conference, Online</i> , 245-248.

87	Agrusa, J., Lema, J., Linnes, C., & Andrade, G. (2021, October) <u>Willingness of US Domestic Tourists to Purchase Sustainable Tourism Products in Hawaii.</u> The 3 rd International Tourism and Retail Service Management Conference (TRMC) 2021
86	Agrusa, J., Lema, J., Min, J., Linnes, C., & Park, S.Y. (2021, July) <u>New Perspectives from International Visitors to Thailand.</u> 26 th Annual Asia Pacific Tourism Association (APTA) Conference, Online , 74-78.
85	Agrusa, J., Hussain, Z., & Lema, J. (2019, July) <u>The Sustainability of Costa Rica Tourism: Perceptions of the Residents.</u> 25 th Annual Asia Pacific Tourism Association (APTA) Conference, Da Nang, Vietnam, 532-535.
84	Park, S.Y. & Agrusa, J. (2019, July) <u>Short- Term Rental: Disruptively Innovative or Disturbingly Annoying for Residents?</u> 25 th Annual Asia Pacific Tourism Association (APTA) Conference, Da Nang, Vietnam, 528-531.
83	Lema J. & Agrusa, J. (2019, June) <u>Employee Readiness for Real-time Service in ASEAN.</u> The 10 th International Conference on Sustainable Niche Tourism, Novotel Hotel, Da Nang, Vietnam.
82	Hussain, Z., Agrusa, J., & Lema, J. (2019, May). <u>Guesthouse Accommodations with the Onelands-One Resort Concept.</u> APacCHRIE & EuroCHRIE Joint Global Tourism and Hospitality Conference. Hong Kong Polytechnic University, (SAR) China.
81	Linnes, C., Lema, J. Agrusa, J., & Johansen, F.R. (2018, Oct.). A network analysis perspective on a tourist destination. <i>International Academy of Business Annual Conference</i> , Washington, D.C.
80	Min, J., Agrusa, J. Malaye, R. & Lema, J. (2018, July). <u>Residents perception of the Galapagos Islands.</u> 24 th Annual Asia Pacific Tourism Association (APTA) Conference. Cebu, Philippines.
79	Agrusa, J., Lema, J., & Bang, Y. (2018, June). <u>Workforce development in the cognitive era of hospitality and tourism.</u> 1 st International Conference, Sustainable Tourism Development in Central Vietnam and ASEAN. The Institute of Social Sciences of the Central Region. Da Nang, Vietnam.
78	Hussain, Z., Agrusa, J., & Lema, J. (2018, May). <u>Employee experiences in the island resorts of the Maldives.</u> 16 th APacCHRIE Conference. Sun Yat-sen University, Guangzhou, China.
77	Lema J. & Agrusa, J. (2017, June). <u>Augmented self-directed service.</u> <i>Global Congress of Special Interest Tourism & Hospitality</i> , Ritsumeikan Asia Pacific University (APU), Beppu, Japan.
76	Sakamoto, C., Agrusa, J., & Lema, J. (2017, June). <u>Moana - Will This Movie help Hawaii's Tourism?</u> 23 rd Annual Asia Pacific Tourism Association (APTA) Conference, Dong-A University, Busan, South Korea.
75	Ritz, M., Agrusa, J., & Lema, J. & Lam, W. (2016). <u>Airbnb- Is The Hotel Industry Ready?</u> 22 nd Annual Asia Pacific Tourism Association (APTA) Conference, Beijing, China, 359-362. (ISSN: 2092-5549).
74	Lema, J., & Agrusa, J. (2016, June). <u>Cross-cultural Partnerships in Higher Education: A Critical Examination.</u> <i>International Conference on Managing International Higher Education: Issues and Challenges in Cross Border Engagements.</i> SIAS International University, Xinzheng, Henan, China 141-142.

73	Lema, J., & Agrusa, J. (2015, June). <u>Hospitality Workforce Development in ASEAN. International Conference on Tourism, Hospitality and Culinary Arts (THC)</u> . Suan Dusit University, Bangkok, Thailand, 17. (ISBN: 978-616-322-034-9).
72	Agrusa, J. , Lema, J., Tanner, J., & Lam, W. (2015). <u>Residents' Perception of Bali as a Vacation Destination</u> . <i>21st Annual Asia Pacific Tourism Association (APTA) Conference</i> , Kuala Lumpur, Malaysia, 157-161. (ISSN: 2092-5549).
71	Metcalf, B., Linnes, C., Agrusa, J. , & Lema, J. (2015). <u>Do You Want To Build a Snowman in Norway? The Impact of Disney's Movie on Norwegian Tourism</u> . <i>21st Annual Asia Pacific Tourism Association (APTA) Conference</i> , Kuala Lumpur, Malaysia, 399-404. (ISSN: 2092-5549).
70	Plangpramool, S., Worasuwan, K., Lema, J., & Agrusa, J. (2015). <u>Perspectives of Thailand Hotel Management: The Asean Economic Community Residents'</u> . <i>21st Annual Asia Pacific Tourism Association (APTA) Conference</i> , Kuala Lumpur, Malaysia, 291-296. (ISSN: 2092-5549)
69	Agrusa, J. , Lema, J., & Albano, D. (2014). <u>Transformational Learning in Hospitality and Tourism Education</u> . <i>International Conference on Tourism (ICOT 2014)</i> . Dalian, China, June 2014. 27
68	Linnes, C., Agrusa, J. , Lema, J., & Lam, W. (2014). <u>Technology in Hospitality: The Impact of Social Media on Hawaii's Hotel</u> . <i>20th Annual Asia Pacific Tourism Association (APTA) Conference</i> , Ho Chi Minh City, Vietnam, 242-243. (ISSN: 2092-5549).
67	Lema, J., Albano, D., & Agrusa, J. (2014). <u>Facilitating Advising in Hospitality and Tourism Education</u> . <i>20th Annual Asia Pacific Tourism Association (APTA) Conference</i> , Ho Chi Minh City, Vietnam, 106-107. (ISSN: 2092-5549).
66	Alarcon, M., Lema, J., Palafox, E., & Agrusa, J. (2014). <u>Residents Perception of the Development on the North Shore of Oahu</u> . <i>20th Annual Asia Pacific Tourism Association (APTA) Conference</i> , Ho Chi Minh City, Vietnam, 10-12. (ISSN: 2092-5548).
65	Cui, X., Agrusa, J. , & Lema, J. (2013). <u>Tourism impacts on city of Weihai, China</u> . <i>19th Annual Asia Pacific Tourism Association (APTA) Conference</i> , Bangkok, Thailand, 258-259.
64	Lema, J., Agrusa, J. , Hussain, Z. (2013). <u>Cultural festival prospects in the Maldives</u> . <i>11th APacCHRIE Conference</i> , May, 2013 Macau SAR, China.
63	Lema, J., Agrusa, J. , & Adam, A. (2012). <u>One Island, one resort conception the Maldives</u> . <i>4th ITSA Biennial Conference, International Tourism Studies Association</i> . Bali, Indonesia.
62	Lema, J., Agrusa, J. , & Quraisha, F. (2012). <u>Workforce development in the Maldives. Hospitality & Tourism Education: New Tourism & New Waves</u> . <i>18th Annual Asia Pacific Tourism Association (APTA) Conference</i> , Taipei, Taiwan, 5A, 225-226.
61	Agrusa, J. (2011). <u>Direct Flights From China. Will this be the Answer for Hawaii's Tourism?</u> <i>17th Annual Asia Pacific Tourism Association (APTA) Conference</i> , Seoul, Korea, 105-109 (ISSN 2092-5549).
60	Lema, J. & Agrusa, J. (2011). <u>Participatory events beyond economics</u> . <i>Special Interest Tourism and Destination Management</i> , Kathmandu, Nepal, 139-143.

59	Chen, M. & Agrusa, J. (2010). <u>An investigation of risk determinants of China's hotel industry</u> . <i>16th Annual Asia Pacific Tourism Association (APTA) Conference</i> , Macao S.A.R., China, 169-171. (ISSN: 2092-5557).
58	Agrusa, W., Lema, J., & Agrusa, J. (2009). <u>Tourist's perception of Hawaiian culture into the tourism experience</u> . <i>15th Annual Asia Pacific Tourism Association (APTA) Conference</i> , Incheon, Korea, 516-519. (ISSN: 2092-5549).
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56	Lema, J. & Agrusa, J. (2009). <u>Participative tourism in the Middle East and North Africa. Traditions and Transformations: Tourism, Heritage and Cultural Change in the Middle East and North Africa</u> , 35-36.
55	Kim, Y., Cho, G, Agrusa, J. & Zimmerman. L. (2009) <u>The Influence of South Korean Television Dramas on Hawaii Residents' Perceptions of South Korea as a Potential Tourist Destination</u> . <i>15th Annual Asia Pacific Tourism Association (APTA) Conference</i> , Incheon, Korea pp. 124-128. (ISSN: 2092-5549).
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49	Hsu, K., Agrusa, J. , & Park, B. (2006). <u>The impact of Korean soap operas on Korea's image as a tourism destination</u> . <i>12th Annual Asia Pacific Tourism Association (APTA) & 4th Annual Asia Pacific CHRIE (APac-CHRIE) Joint Conference</i> . Hualien, Taiwan, pp. 859-872.
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40	Coats, W., Tanner, J., & Agrusa, J. (2003). <u>Sexual harassment from an Asian perspective: Perceptions of Hong Kong hospitality employees.</u> [CD-ROM]. <i>Hawaii International Conference on Business.</i> Honolulu, Hawaii.
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33	Agrusa, J., Verma, A.K., Yarbrough, D.N., & Dupuis, J. (2001). <u>The use of a web-site to determine the potential of Vietnam as a tourist destination for Vietnam veterans.</u> <i>International Society of Travel and Tourism Educators Annual Conference.</i> Houston, Texas, pp. 22-28.

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28	Agrusa, J., Tanner, J., & Coats, W. (2001). <u>Hawaii's restaurant employees' perceptions of sexual harassment.</u> [CD-ROM]. <i>2001 Hawaii Conference on Business.</i> Honolulu, Hawaii.
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25	Agrusa, J. (2000) <u>The potential of Vietnam as a tourist destination for American Vietnam War Veterans.</u> <i>6th Annual Asia Pacific Tourism Association (APTA) Conference.</i> Phuket, Thailand, pp. 751-755.
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23	Agrusa, J., Coats, W., & Tanner, J. (2000) <u>Mardi Gras in Acadiana: The economic impact of Mardi Gras 1999 in Lafayette.</u> [CD-ROM]. <i>10th Australian Tourism and Hospitality Research Conference.</i> Mt. Buller, Victoria, Australia, (ISBN: 0-646-38832-0).
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21	Agrusa, J. & Begnaud, C. (2000) <u>The development of the Atchafalaya Basin as an ecotourist destination.</u> <i>5th Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Volume V.</i> Houston, Texas, pp. 321-324.
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19	Agrusa, J., Coats, W. & Thibodeaux, B. (2000). <u>The impact of the Internet on the bed and breakfast industry in the state of Louisiana.</u> <i>5th Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism, Volume V.</i> Houston, Texas, pp. 415-419.

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16	Agrusa, J. (1998) <u>Legalization of gambling in Hawaii and its potential effects on Japanese intention to visit: A philosophical inquiry.</u> <i>4th Annual Asia Pacific Tourism Association (APTA) Conference</i> . Tanyang, Korea. Series B. pp. 107-110.
15	Agrusa, J. (1998) <u>AIDS and tourism in Vietnam.</u> <i>3rd International Conference "Tourism and Hotel Industry in Indo-China & Southeast Asia: Development, Marketing, and Sustainability"</i> . Phuket, Thailand, pp. 152-162.
14	Agrusa, J. & Coats, W. (1998) <u>Sexual harassment in the restaurant industry: Is there a difference?</u> <i>3rd Conference on Graduate Education and Graduate Students Research</i> , Volume 3. Houston, Texas, pp. 338-343.
13	Agrusa, J. & Friloux, H. (1998) <u>The potential to develop the Acadiana area into an ecotourism destination.</u> <i>3rd Conference on Graduate Education and Graduate Students Research</i> , Volume 3. Houston, Texas, pp. 463-467.
12	Agrusa, J. (1997) <u>Perceptions and attitudes toward the legislation of gaming in Hawaii in Japanese speaking tourists and English speaking tourists.</u> <i>The International Society of Travel and Tourism Educators Annual Conference</i> . Volume IX. San Diego, California, pp. 101-112.
11	Agrusa, J. & Ye, Z. (1997) <u>Alternative tourism for the state of Mississippi.</u> <i>2nd Conference on Graduate Education and Graduate Students Research</i> , Volume 2. Las Vegas, Nevada, pp. 179-187.
10	Agrusa, J. & Cedeno, F. (1997) <u>Barriers to an international student in graduate school majoring in hotel, restaurant and tourism management.</u> <i>2nd Conference on Graduate Education and Graduate Students Research</i> , Volume 2. Las Vegas, Nevada, pp. 13-16.
09	Agrusa, J. & Lema, D. (1997) <u>Novelty in Mississippi's riverboat casinos: Is food service operations an answer?</u> <i>2nd Conference on Graduate Education and Graduate Students Research</i> , Volume 2. Las Vegas, Nevada, pp. 157-163.
08	Moghal, Z. & Agrusa, J. (1997) <u>The potential to develop the state of Mississippi into an ecotourist destination.</u> <i>2nd Conference on Graduate Education and Graduate Students Research</i> , Volume 2. Las Vegas, Nevada, pp. 189-198.
07	Agrusa, J. & Lema, D. (1996) <u>The role of food service operations in Mississippi's riverboat casinos.</u> <i>Society of Travel and Tourism Educators Annual Conference</i> . Ottawa, Canada, pp. 213-217.
06	Agrusa, J. (1996) <u>Eco-tourism in Indo-China: An economic answer or a temporary solution?</u> <i>2nd International Conference: Tourism in Indo-China: Opportunities for Investment, Development, and Marketing</i> . Ho Chi Minh City, Vietnam, pp. 228-232.
05	Sizoo, S. & Agrusa, J. (1995) <u>The learning strategies of tourism students at a state university, with students at a proprietary travel school, and students at a liberal arts college.</u> <i>Society of Travel and Tourism Educators Annual Conference</i> . Denver, Colorado, pp. 126-135.

04	Agrusa, J. (1994) <u>The analysis of “Since the life of the U.S. embargo: The tourism potential of American Vietnam War Veterans in Vietnam”</u> . <i>1994 STTE Conference Proceedings</i> . Lexington, Kentucky, pp. 245-250.
03	Agrusa, J. (1994) <u>Violence against tourists, The downfall of a paradise destination</u> . <i>1994 World Business Congress</i> . Penang, Malaysia.
02	Agrusa, J. (1993) <u>Eco-marketing: Taking the green approach</u> . <i>1993 STTE Conference</i> . Miami, Florida, p. 71-78.
01	Agrusa, J. (1992) <u>Ecotourism: Quantitative methods in tourism</u> . <i>1992 TIM/ORSA National Meeting</i> . Orlando, Florida, p. 56-68.

International Presentations on Zoom due to COVID (2020)

Impact of COVID-19 on Hawai'i's Tourism Northeast Asia Economic Forum, 29th Annual Digital Conference Tourism's New Normal?: The Impact of the Global Pandemic on Regional Cooperation in Northeast Asia and the Pacific September 3, 2020

Tourism Strategies for Hawaii-Post COVID19 30 Minute Talks, International Hospitality & Tourism Topics, July 22, 2020

Expert Panel Participation

The 11th Asia Pacific CHRIE (APacCHRIE) Conference, *Early Academic Career Panel*, May 21-24, 2013. Macau, SAR, China.

BOOK

Laws, E., Richins, H., **Agrusa, J.**, & Scott, N. (Eds.). (2011). Tourist destination governance: Practice, theory and issues. Oxfordshire, UK: CAB International. ISBN- 13: 978 1 84593 7942

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Hussain, Z., **Agrusa, J.**, Lema, J., & George, B. (2022). Shared Accommodations in the Maldives: Disruptor or Mitigator for the Island's Destination Recovery?. In *The Emerald handbook of destination recovery in tourism and hospitality* (pp. 433-442). Emerald Publishing Limited.

- Haas, F., **Agrusa, J.** & Lema, J. (2021). *Mircocase Studies on Managing Tourism Destinations in the Aftermath of Disasters*. In B. George (Ed.) *International Case Studies in the Management of Disasters* (pp. 99-110). Emerald Publishing Limited, UK. ISBN: 978-1-83982-187-5
- Lema, J., Cassell, G., & **Agrusa, J.** (2018). *Positioning in Montserrat's festivals: Music, media, and film*. In J. Mair (Ed.), *The Routledge Handbook of Festivals* (pp. 295-303). London: Routledge. ISBN: 9781138735811.
- Cassell, G., Lema, J., **Agrusa, J.**, & Quain, B. (2016). Festivals, symposia and synergies in Montserrat. In H. Séraphin & F. Dosquet (Eds.), *Évènementiel dans la Caraïbe: Atouts et limites pour le tourisme et le territoire* (pp. 177-181). Paris: France: L'Harmattan. ISBN: 978-2-343-07807-6
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- Lema, J., Turco, D., **Agrusa, J.**, & Tanner, J. (2012). Recession proof? An annual participatory sport tourism event. In L. Lyck, P. Long, and A. X. Grige (Eds.), *Tourism festivals and cultural events in times of crisis* (pp. 37-48). Frederiksberg, Denmark: Copenhagen Business School Publications ISBN: 978-87-92019-16-5
- Agrusa, J.** (2008). Perceptions of Thailand as a tourist destination. In Adam & Kaosa-ard (Eds.), *Mekong tourism: Competitiveness & opportunities* (pp. 135-157). Chiang Mai, Thailand: Social Research Institute, Chiang Mai University. ISBN 978-974-672-354-1
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- Agrusa, J.**, Donlon, J., & Donlon, J. (2005). Cultural and heritage tourism. In Poynter & Sorensen (Eds.), *Travel and tourism* (pp. 187-202). Denver: Leromi Publishing. ISBN 0-9713585-3-2
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Service to the Profession

Board of Directors Positions

Hawaii Restaurant Association (HRA) —Advisory Board	2018-present
Travel2change Hawaii-Advisory Board	2016- Present
Elele Program - serve as an Ambassador for groups to Hawaii for the Hawaii'i Convention Center and Hawaii'i Visitor and Convention Center	2019- Present
Hawaii Lodging & Tourism Association Na PO'E PA'AHANA Outstanding Hotel Employee Awards - Reviewer	2019- Present
Asia Pacific Tourism Association (APTA) United States Representative	1997-2023
Innovation Days Hawaii- Lead Mentor -Innovation Day ran parallel with the Global Tourism Summit Hawaii Tourism Authority (HTA)	
Travel and Tourism Research Association (TTRA) – Hawaii Chapter Elected President (2007)	2002-2008
Center for Tourism & Hospitality Research – University of Western Sydney, External Research Associate	1999-2005

External Reviewer: served as external reviewers for tenure and/or promotion process for Texas A & M University, Iowa State University, Texas Tech University, University of Nevada at Las Vegas (UNLV), Florida International University (FIU), Washington State University.

Editorial Activities

Editorial Board Member

Asia Pacific Journal of Tourism Research	1999-Present
Tourism, Culture and Communication	2003-present
The Consortium Journal of Hospitality and Tourism	2006- 2023
China Tourism Research Journal International Advisory Board	2004- present

Journal of Teaching in Travel and Tourism 2000-2019
Editor-in-Charge of the Conference Review Section

Ad Hoc Reviewer

Journal of Travel and Tourism Marketing 1999-present
Cornell Hospitality Quarterly 2020- present
Tourism Management 2006- present
Annals of Tourism 2003- present
Journal of Vacation Marketing 2003- present

Committee and professional association service at Shidler College of Business and UH Manoa

Shidler College of Business

2018 - Present Chair- Research Committee TIM School (elected Chair -09/2025-present
Chair- 2021-01/2025, Chair 2019-2020)
2018 - Present Graduate Committee TIM School
2018 - Present Faculty Advisor CMAA (Club Management Association of American)-Student
Chapter
2018 - Present Scholarship Committee School of TIM (Elected Chair 2023-present)
2022-2023 Elected Chair Search Committee for New Assistant Professor position in
Strategic Management
2018 - Present DPC (Department Promotional Committee), Elected Chair- (2018-2019) School
of TIM (University of Hawaii) Elected Chair (2022 -2023)
2019 - 2023 Faculty Senate Executive Committee Representative (FSEC) Shidler College of
Business Elected to represent the TIM School

UH Manoa System-Wide Committees

2024-Present UH Mānoa Athletics Compliance Committee-Appointed by the President David
Lassner of the University of Hawaii
2021 -2022 Elected Faculty Senate representing the Shidler College of Business (University
of Hawaii)
2021-2022 Chair-for the Council on Athletics (COA) UH Senate

- 2019 -2021 Elected Faculty Senate representing the School of TIM (University of Hawaii)
- 2020- 2021 Vice-Chair for the Council on Athletics (COA) UH Senate
- 2019 - 2021 UHM Athletics **Faculty Mentor** Program, Mentor for Men’s Basketball Team, where faculty members serve as mentors for student athletics.

University Service

- 2022-Present **Braddahood & Sistahood Grindz** -Career Development Seminar provided lectures on “How Not to be Awkward in a Professional Setting” to UH’s Wahine Volleyball team, Wahine Soccer Team and Ladies Golf teams through the Braddahood & Sistahood Grindz a nonprofit organization that provides quality food to UH students athletes.

Industry Work Experience

- June 1987 - Present J.F.A. Incorporated
President; providing consulting service to the Tourism and Hospitality Industry in Europe, Asia, Central America, and the South Pacific.
- August 1993 – December 1996 Mirage United Hotels - Bolzano, Italy
Managing Partner; Director of the Tourism Research Division of this international consulting company. Responsible for the research consulting services for hotels, tour companies, and travel agencies throughout Europe.
- March 1988 – May 1988 Lavaca Bay Restaurant - Houston, Texas
General Manager; Responsible for managing a steak/seafood restaurant with annual revenues exceeding one million dollars. To include: marketing and booking all wedding receptions, rehearsal dinners, and various business meetings
- November 1985 – March 1988 Birra Poretti’s - Houston, Texas
Assistant General Manager; Responsible for the operation of a five million dollar per year restaurant in Houston’s theater district. To include purchasing, inventory control, and the hiring and training of over 100 employees.
- June 1985 – November 1985 Marriott Hotel, Astrodome - Houston, Texas
Dining Room Supervisor; Responsibilities included organizing and supervising restaurant banquets.
- August 1982 – February 1983 Clarke’s of Boston - Boston, Massachusetts
Entertainment Director; Coordinated all promotions and negotiated contracts of all bands.