

# ROBERTICO R. CROES, Ph.D.

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## EDUCATION:

1996-2000 Ph.D.-University of Twente, Enschede, the Netherlands, Applied Economics  
1983-1985 M.A.-University of Southern California at Los Angeles, California, USA,  
International Political Decision-making  
1975-1980 Law degree-Universidad de Bogota, Colombia, Public International Law

## FIELDS OF INTEREST

Econometric Applications in Tourism and Hospitality, Tourism Demand Analysis and Forecasting, Tourism Economic Impact, Tourism Project Feasibility Analysis, Competitive and Sustainable Development in Tourism, Tourism Development Concepts and Methodologies, Tourism Development Applied to Poverty Alleviation, Well-being and Quality of Life, Tourism Development in Small Islands and Developing Countries.

## EMPLOYMENT

- **Associate Dean**, Administration and Finance (2015-present): Rosen College of Hospitality Management, University of Central Florida
- **Professor** (2012-present): Rosen College of Hospitality Management, University of Central Florida
- **Associate Professor** (2002-2012): Rosen College of Hospitality Management, University of Central Florida
- **Interim Chair**, Department of Tourism, Events and Attractions (2015-July 2016): Rosen College of Hospitality Management, University of Central Florida
- **Chair**, Department of Tourism, Events and Attractions (2012-2015): Rosen College of Hospitality Management, University of Central Florida
- **Interim Chair**, Department of Tourism, Events and Attractions (2011-2012): Rosen College of Hospitality Management, University of Central Florida
- **Associate Director of the Dick Pope Sr. Institute for Tourism Studies** (2007-present): Rosen College of Hospitality Management, University of Central Florida
- **Affiliate Faculty Member of the Latin American Caribbean and Latino Studies Institute** (2009-present): University of Central Florida
- **Visiting International Faculty** (2003-present): Tourism and Environmental Economics Master and Ph.D. programs at the University of the Balearic Islands, Spain
- **Minister of Finance of Aruba** (1998–2001)

- **Minister of Economic Affairs and Tourism of Aruba** (1994–1998)
- **Vice-President of the Caribbean Tourism Organization (CTO)** (1995-1998)
- **Member of Aruba Parliament and Member of the Latin American Parliament (Parlatino)** (1989-1994)
- **Deputy Secretary-General of the Christian Democratic Organization for the Americas (CDOA)** (1992-2001)
- **Director of the Department of Aruba Foreign Affairs** (1986-1989)
- **Chairman of the Dutch-Aruban Cultural Commission** (1987-1988)
- **Staff member** in the division of international organizations at the Department of Foreign Affairs of the Netherlands Antilles (1980-1982)

#### **GRANTS, CONTRACTS AND GIFTS AT UCF: \$9,084,238 TOTAL VALUE**

1. **\$25,000 Co-PI (2017):** The Economic Potential of a Niche Market in Aruba: A Closer Look at Destination Weddings, Aruba Tourism Authority
2. **\$129,011 PI (2016):** Tourism Master Plan Bonaire, Tourism Corporation Bonaire,
3. **\$25,452.00 PI (2016):** Rekindling Tourism Development and Quality of Life in Aruba, Aruba Tourism Authority.
4. **\$150,000.00 Co-PI (2016):** Achieving Sustainable Tourism Development: The Strategic Role of Tourism SMEs in Oman. Sultan Qaboos University.
5. **\$35,527.00 PI (2016):** Experience Kissimmee, Estimating the 2016 Economic Impact of Vacation Home Rentals in Osceola County.
6. **\$5,000,000 (2015):** Gift to fund UCF’s newly launched Entertainment Management BS degree.
7. **\$15,000 PI (2015):** Logan Simpson Design Inc, W-192 project.
8. **\$280,000 PI (2014):** Strategic Tourism Plan for the Island of Curacao for the Years of 2015-2020.
9. **\$7,500 Co-PI (2013):** The 2013 Curacao North Sea Jazz Festival.
10. **\$7,500 Co-PI (2012):** The 2012 Curacao North Sea Jazz Festival.
11. **\$90,000 PI (2011):** A Study on Tourism Economic Impact of Eight Market Segments in Osceola County.
12. **\$151,540.00 PI (2010):** The 2011 Strategic Tourism Plan for the Island of Aruba, Aruba Tourism Authority.

13. **\$24,483.00 PI (2011):** The Economic and Tourism Potentials of the Soul Beach Music Festival, Aruba Tourism Authority, 2011.
14. **\$7,500 Co-PI (2010):** The 2010 Curacao North Sea Jazz Festival.
15. **\$24,780.00 PI (2009):** 2010 Economic Impact Study for the Curacao Tourism Board.
16. **\$30,545.00 PI (2009):** 2010 Data Management Project for the Curacao Tourism Board.
17. **\$130,400.00 PI (2008):** Tourism Master Plan for the Province of Guayas, Ecuador.
18. **\$12,500.00 PI (2007):** Evaluation of the Sports Markets Impact Model in Osceola County.
19. **\$35,000.00 PI (2006):** Estimating the Tourism Economic Impact in Osceola County.
20. **\$15,000.00 PI (2004):** The Significance of Tourism to the Economy of Osceola County.
21. **\$300,000.00:** Secured a non-degree educational contract with the Intercontinental University of the Caribbean (ICUC) of Curacao, representing on average \$100,000 per year in UCF revenues for a duration of three years.
22. **\$2,600,000.00:** Secured a non-degree educational contract with the University of Aruba, which represents \$657,000 per year for a duration of four years.

## REFEREED JOURNAL PUBLICATIONS

1. Croes, R., Van Niekerk, M., & Ridderstaat, J. (2018). Tourism specialization and quality of life: Evidence from Malta. *Tourism Management*, 68, 212-223.
2. Croes, R., Ridderstaat, J., & Rivera, M. (2017). Asymmetric business cycle effects and tourism demand cycles. *Journal of Travel Research*, <https://doi.org/10.1177/00472875177040>, 1-18.
3. Croes, R. & Ridderstaat, J. (2017). The effects of business cycles on tourism demand flows in small island destinations. *Tourism Economics*, 23(7), 1451-1475.
4. Holm, M., Croes, R., Lugosi, P., & Torres, E. (2017). Risk-taking and subjective well-being in leisure and tourism: A review and synthesis. *Tourism Management*, 63, 115-122.
5. Kubickova, M., Croes, R., & Rivera, M. (2017). Human agency shaping tourism competitiveness and quality of life. *Tourism Management Perspective*, 22, 120-131.
6. Croes, R. & Rivera, M. (2017). Tourism potential to benefit the poor: A social accounting matrix model applied to Ecuador. *Tourism Economics*, 23(1), 29-48.
7. Ridderstaat, J. & Croes, R. (2017). The link between money supply and tourism demand

- cycles: A case study of two Caribbean destinations. *Journal of Travel Research*, 56(2), 187-205.
8. Yost, E. & Croes, R. (2016). Conditions associated with increased risk of fraud: A model for publicly traded restaurant companies. *The Journal of Hospitality Financial Management*, 24(2), 92-109.
  9. Rivera, M., Semrad, K., & Croes, R. (2016). The Internationalization benefits of a music festival: The case of the Curacao North Sea Jazz Festival. *Tourism Economics*, 22(5), 1087-1103.
  10. Rivera, M., Croes, R., & Zhong, Y. (2016). Developing mobile tourism services for a destination: The case of Aruba. *International Journal of Contemporary Hospitality Management*, 28(12), 2721-2747.
  11. Yang, Y., Mueller, N., & Croes, R. (2016). Accessibility and hotel prices in the Caribbean: The moderating effect of quality-signaling factors. *Tourism Management*, 56, 40-51.
  12. Croes, R. (2016). Connecting tourism development with small island destinations and with the well-being of the island residents. *Journal of Destination Marketing & Management*, 5(1), 1-4.
  13. Tasci, A., Pizam, A., Croes, R., & Chen, P. (2016). The return on investment for undergraduate degrees in hospitality and tourism management. *Tourism Economics*, 22(3), 505-526.
  14. Rivera, M., Croes, R., & Lee, S. (2016). Tourism development and happiness: A residents' perspective. *Journal of Destination Marketing & Management*, 5(1), 5-15.
  15. Ridderstaat, J., Croes, R., & Nijkamp, P. (2016). The tourism development-quality of life nexus in a small island destination. *Journal of Travel Research*, 55(1), 79-94.
  16. Ridderstaat, J., Croes, R., & Nijkamp, P. (2016). A two-way causal chain between tourism development and quality of life in a small island destination: An empirical analysis. *Journal of Sustainable Tourism*, 24(10), 1461-1479.
  17. Croes, R. & Rivera, M. (2015). Tourism and human development. *Revista Latino Americana de Turismologia (RLAT)*, 1(2), 17-29.
  18. Rivera, M., Semrad, K., & Croes, R. (2015). The five E's in festival experience in the context of Gen Y: Evidence from a small island destination. *Revista Española de Investigación en Marketing ESIC (REIMKE)*, 19(2), 95-106.
  19. Lee, S., Croes, R., & Rivera, M. (2015). Exploring the role of human judgment in a discount decision-making in the lodging industry. *Journal of Hospitality Financial*

*Management*, 23(1), 45-62.

20. Croes, R. & Lee, S. (2015). Women at a music festival: Biological sex defining motivation and behavioral intentions. *Event Management*, 19(2), 275-289.
21. Croes, R. & Semrad, K. (2015). The relevance of cultural tourism as the next frontier for small island destinations. *Journal of Hospitality and Tourism Research*, 39(4), 469-491.
22. Croes, R. (2014). Tourism and poverty reduction in Latin America: Where does the region stand? *Worldwide Hospitality and Tourism Themes Journal*, 6(3), 261-276.
23. Ridderstaat, J., Croes, R., & Nijkamp, P. (2014). Tourism and long-run economic growth in Aruba. *International Journal of Tourism Research*, 16(5), 472-487.
24. Croes, R. (2014). The role of tourism in poverty reduction: An empirical assessment. *Tourism Economics*, 20(2), 207-226.
25. Croes, R. (2014). Is the STEM centered priority misplaced? *International Journal of Hospitality Management*, 36, 1-4.
26. Ridderstaat, J., Oduber, M., Croes, R., Nijkamp, P., & Martens, P. (2014). Impacts of seasonal patterns of climate on recurrent fluctuations in tourism demand: Evidence from Aruba. *Tourism Management*, 41, 245-256.
27. Croes, R. & Hara, T. (2013). Annual impact of paid internship programs at a hospitality management program – a case of the largest hospitality management program in North America. *Journal of Tourism Economics, Policy and Hospitality Management*, 1(1), 1-13.
28. Tasci, A., Croes, R., & Bartels, J. (2013). Rise and fall of community-based tourism: Facilitators, inhibitors and outcomes. *Worldwide Hospitality and Tourism Themes Journal*, 6(3), 293-300.
29. Croes, R. (2013). Evaluation of tourism competitiveness and its effects on destination management: Making a difference in Costa Rica? *Dialogos*, Octobre, 221-232.
30. Croes, R. (2013). Tourism specialization and economic output in small island destinations. *Tourism Review*, 68(4), 34-48.
31. Croes, R. & Kubickova, M. (2013). From potential to ability to compete: Towards a performance-based tourism competitiveness index. *Journal of Destination Marketing & Management*, 2(3), 145-154.
32. Ridderstaat, J., Croes, R., & Nijkamp, P. (2013). Tourism development, quality of life and exogenous shocks. A systematic analysis framework. *International Journal of Society Systems Science*, 5(4), 321-336.
33. Croes, R., Lee, S., & Olson, E. (2013). Authenticity in tourism in small island

- destinations: The residents' perspective. *Journal of Tourism and Cultural Change*, 11(1-2), 1-20.
34. Ridderstaat, J., Croes, R., & Nijkamp, P. (2012). The force field of tourism. A conceptual framework on tourism development in relation to quality of life, external events and future challenges. *Review of Economic Analysis*, 5, 1-24.
35. Croes, R. (2012). Una exploracion de la potencial del turismo en la lucha contra la pobreza en America Latina. *Dialogos*, Octubre, 41-63.
36. Murphy, K., Croes, R., & Chen, P. (2012). Agricultural y turismo internacional: El modelo de slow food para promover la agricultura local y expandir oportunidades para los pobres en America Latina. *Dialogos*, Octubre, 65-82.
37. Croes, R. (2012). Assessing tourism development from Sen's capability approach. *Journal of Travel Research*, 51(5), 542-554.
38. Croes, R. & Semrad, K. (2012). Does discounting work in the lodging industry? *Journal of Travel Research*, 51(5), 617-631.
39. Croes, R. & Semrad, K. (2012). Discounting works. *Tourism Economics*, 18(4), 769-780.
40. Shani, A., Croes, R., & Reichel, A. (2012). Evaluation of segment attractiveness by risk-adjusted market potential: First time vs. repeat visitors. *Journal of Travel Research*, 51(2), 166-177.
41. Croes, R. (2011). Measuring and explaining competitiveness in the context of small island destinations. *Journal of Travel Research*, 50(4), 431-442.
42. Rivera, M. & Croes, R. (2010). Ecotourists' loyalty: Will they tell about the destination or will they return? *Journal of Ecotourism*, 9(2), 85-103.
43. Croes, R. & Rivera, M. (2010). Testing the impact of tourism on competitiveness: The case of Puerto Rico. *Tourism Economics*, 16(1), 217-234.
44. Croes, R., Shani, A., & Walls, A. (2010). The value of destination loyalty: Myth or reality? *Journal of Hospitality Marketing and Management*, 19(2), 115-136.
45. Croes, R. & Vanegas, M. (2008). Tourism and poverty alleviation: A co-integration analysis. *Journal of Travel Research*, 47(1), 94-103.
46. Croes, R. & Wang, Y.C. (2007). A comparison of two destination performance measurement models: Case investigation of Orlando and Las Vegas. *Tourism Tribune*, 22(7), 19-22.
47. Pizam, A. & Croes, R. (2007). Tourism through times: From Agrarian societies to innovation-based economies. *Asian Journal of Tourism and Hospitality Research*, 1(1),

3-24.

48. Croes, R. & Severt, D. (2007). Evaluating short-term tourism economic effects in confined economies: Conceptual and empirical considerations. *Tourism Economics*, 13(2), 289- 307.
49. Croes, R. & Tesone, D. (2007). The indexed minimum wage and hotel compensation strategies. *Journal of Human Resources in Hospitality and Tourism*, 6(1), 109-124.
50. Croes, R. & Schmidt, P. (2007). Promoting tourism as U.S. foreign aid: Building on the promise of the Caribbean basin initiative. *Journal of Multidisciplinary Research*, 1(1), 1-15.
51. Croes, R. (2006). A paradigm shift to a new strategy for small island economies: Embracing demand side economics for value enhancement and long term economic stability. *Tourism Management*, 27(3), 453-465.
52. Croes, R. & Vanegas, M. (2005). An econometric study of tourist arrivals in Aruba and its Implications. *Tourism Management*, 26(6), 879-890.
53. Croes, R. (2005). Value as a measure of tourism performance in the era of globalization conceptual considerations and empirical findings. *Tourism Analysis*, 9(4), 255-267.
54. Croes, R. & Tesone, D. (2004). Small firms embracing technology and tourism development: Evidence from two nations in Central America. *International Journal of Hospitality Management*, 23(1), 557-564.
55. Croes, R. & Vanegas, M. (2003). Growth, development and tourism in a small economy: Evidence from Aruba. *International Journal of Tourism Research*, 5(5), 315-330.
56. Vanegas, M. & Croes, R. (2000). Evaluation of demand: U.S. tourists to Aruba. *Annals of Tourism Research*, 27(4), 946-963.

## **JOURNAL ARTICLES IN PROGRESS**

1. Ridderstaat, J. & Croes, R. (2017). A multifactor nonlinear approach to understanding tourism demand seasonality: The case of US tourism demand for Aruba. *Journal of Destination Marketing & Management* (Under review).
2. Shapoval, V., Rivera, M. & Croes, R. (2018). Tourism gardens' quality and experience: differentiation between first-time and repeat visitors. *Journal of Destination Marketing & Management* (Under review).
3. Semrad, K., Fyall, A., Croes, R., & Janz, B. (2016). Meetings, Expositions, Events and Conventions-A Catalyst for Tourism and Urban Development: The Case of Guayaquil Ecuador. *Journal of Policy Research in Tourism, Leisure and Events* (under review).
4. Croes, R., Shapoval, V. & Ridderstaat, J. (2016). Tourism competitiveness in Latin

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America. Working paper, to be submitted to *Journal of International Tourism Research*.

5. Croes, R. and Ridderstaat, J. (2017). Does the opening of Cuba to US tourists bring upheaval to Caribbean tourism? Working paper, to be submitted to *Journal of International Tourism Research*.

## BOOKS

1. McLeod, M. & Croes, R. (2018). (eds.). *Tourism Management in Warm-water Island Destinations*. CABI: Wallingford, UK.
2. Croes, R. & Rivera, M. (2015). *Poverty Alleviation through Tourism Development: A Comprehensive and Integrated Approach*. Apple Academic Press: Waretown, NJ.
3. Croes, R. (2011). *The Small Island Paradox. Tourism Specialization as a Potential Solution*. Lambert Academic Publishing: Saarbrucken, Germany.
4. Croes, R. (2010). *Anatomy of Demand in International Tourism: The Case of Aruba*. Lambert Academic Publishing: Saarbrucken, Germany.
5. Croes, R. & Ridderstaat, J. (2018). *Tourism Competitiveness in Small Island Destinations*. Apple Academic Press: Waretown, NJ. (Publication date spring 2019).

## BOOK CHAPTERS

1. Croes, R. & Ridderstaat, J. (2017). Tourist motivation and demand for islands. In McLeod, M. & Croes, R. *Tourism Management in Warm-water Island Destinations*. CABI: Wallingford, UK.
2. Croes, R., Rivera, M., & Semrad, K. (2017). Subjective well-being and tourism development in small island destinations. In McLeod, M. & Croes, R. *Tourism Management in Warm-water Island Destinations*. CABI: Wallingford, UK.
3. Semrad, K., Rivera, M., & Croes, R. (2017). Music festivals in small island destinations. In McLeod, M. & Croes, R. *Tourism Management in Warm-water Island Destinations*. CABI: Wallingford, UK.
4. Croes, R. & Semrad, K. (2018). Destination competitiveness. In Cooper, C., Gartner, W., Scott, N. & Volo, S. *Handbook of Tourism Management*. Sage: Thousand Oaks, CA.
5. Croes, R. & Kubickova, M. (2016). The Various faces of competitiveness in tourism: A survey of the extant literature. In Modica, P. & Uysal, M. *Sustainable Island Tourism: Seasonality, Competitiveness, and Quality of Life*, CABI, Wallingford, UK.



6. Croes, R. & Semrad, K. (2014). The Merit and joy of a college degree in tourism and hospitality management. In Vaidya, K. *Travel and Tourism Management for the Curious: Why Study Travel and Tourism Management?* The Curious Academic Publishing Publication.
7. Croes, R. & Vanegas, M. Sr. (2013). Cointegration and causality between tourism and poverty reduction. In Dwyer, L. & Seetaram, N. (eds.) *Recent development in the economics of Tourism*. Edward Elgar Publishing: Cheltenham, UK.
8. Ridderstaat, J., Croes, R., & Nijkamp, P. (2013). The force field of tourism. Research Memorandum 2013-6, Faculty of Economics and Business Administration, Vrije Universiteit: Amsterdam, the Netherlands.
9. Croes, R. (2011). Tourism, poverty relief, and the quality-of-life in developing countries. In Uysal, M., Perdue, R. & Sirgy, J. (eds.) *Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents of Host Communities*, Springer Publishers, Dordrecht, the Netherlands.
10. Croes, R., Semrad, K., & Yost, E. (2010). Explaining the price decision-make process in the hotel industry. In Berge, P. & Eliassen, S. *Hospitality and Tourism Management*, Nova Science Publishers Inc: New York, NY.
11. Croes, R. (2010). A new metrics to capture a destination's competitiveness potential. In Cappello, M. & Rizzo, C. *Central Banking and Globalization*, Nova Science Publishers Inc: New York, NY.
12. Croes, R. (2010). The dance of the sun, sand, and sea (SSS) tourism model with sustainability. In Walker, J., *Tourism, Concepts and Practices*. Prentice Hall: Upper Saddle River, NJ, USA.
13. Croes, R. (2007). Turismo y reduccion de pobreza en Latino America. In Keller A. (ed.) *Perspectivas Latinoamericanas en el Siglo 21*, Caracas, Venezuela.
14. Croes, R. (2006). The economics of constitutionalism. In van Romondt, A., Gomez, L., de Haan, J., Milliard, L. Sint Jago, R. & van Vliet, A. *Het gedenkboek 50 jaar Statuut voor het Koninkrijk der Nederlanden*, Librii Antilliani Foundation, Amsterdam, the Netherlands.
15. Croes, R. (2003). Dancing with paradise: Tourism and the Caribbean. The need for empirical analyses and policy perspectives. In Mol, N., Groenendijk, N. & de Vries, P. *Promoti Boek voor Boorsma*. Universtiteit Twente: Enschede, the Netherlands.
16. Croes, R. (1992). Referendum and democracy. In UNA. *Referendum*. Willemstad, Curaçao: University of the Netherlands Antilles.

17. Croes, R. & Moenir Alam, L. (1990). De-colonization of Aruba within the Netherlands Antilles. In Betty Sedoc-Dahlberg (ed.) *The Dutch Caribbean: Prospects for Democracy*. Gordon and Breach: New York, NY.
18. Croes, R. (1990). The Caribbean: The Dutch Caribbean Islands. In Gamarra. E. (ed.) *Latin American and Caribbean Contemporary Record, 1987-1988*, Vol. VII, Holmes and Meier: New York, NY.
19. Croes, R. (1988). The Caribbean: The Dutch Caribbean Islands, In Lowenthal, A., *Latin American and Caribbean Contemporary Record, 1985-1986*, Vol. V, Holmes and Meier: New York.
20. Croes, R. (1986). Posibilidadnan y obstaculonnan di independencia politico pa paisnan chikito bou di condicion di Inseguridad”, In Grupo Aruba, *Sembra Awe Pa Cosecha Mañan*. Grupo Aruba: Groningen, the Netherlands.

## **OTHER PAPERS**

1. Fjelstul, J., Croes, R., & Fyall, A. (2013). Sustainable drive tourism. White Paper, Dick Pope Sr. Institute for Tourism Studies, March 18
2. Croes, R. (2011). Turismo, reduccion de pobreza y desigualdad en el mundo. Ponencia “Simposio Turismo y Desarrollo”, CAPTUR, Guayaquil, Ecuador, 3 de Octubre.
3. Croes, R. (2010). Small island tourism competitiveness: Expanding your destination’s slice of paradise. Paper presented at the occasion of the Dies Natalis of the University of the Netherlands Antilles, Curacao, January 12, 2010.
4. Croes, R. (2009). Investigating the economic footprint of cultural tourism in Aruba. DPI White Paper, 09-03.
5. Croes, R. & Semrad, K. (2009). Discounting works: A structural approach to understanding why. DPI White Paper, 09-01.
6. Croes, R. & Vanegas, M. (2007). Tourism, Economic Expansion and Poverty in Nicaragua: Investigating Cointegration and Causal Relations. Staff paper P 07-10. Staff Paper Series Department of Applied Economics, University of Minnesota, June 2007.
7. Vanegas, M. & Croes, R. (2007). Building an econometric nexus between tourism development and poverty in Nicaragua. Paper presented at the International Conference on Tourism and Poverty. Managua, Nicaragua, September.
8. Croes, R. (2001). Determinants of international tourism for Aruba: An econometric evaluation. Paper presented at the Symposium Aruba and Curaçao: Tourism and Finance, University of the Netherlands Antilles: Faculty of Social and Economic Studies, March 1-3.

9. Croes, R. (2001). Aruba policy frameworks in a historical perspective: A new path toward fiscal consolidation. Paper presented at the Symposium Aruba and Curaçao: Tourism and Finance. University of the Netherlands Antilles: Faculty of Social and Economic Studies, March 1-3.
10. Croes, R. (2000). Terug naar de toekomst Aruba 2010. Invited paper at Genootschap Nederland -Aruba, Crowne Plaza Hotel, the Hague, the Netherlands, March 14.
11. Croes, R. (1998). Beyond the fiscal covenant in Latin America and the Caribbean. Invited paper presented as inaugural address to the Twenty-seventh session of the Economic Commission for Latin America and the Caribbean, Oranjestad, Aruba, May 11.
12. Croes, R. (1998). El desarrollo economico de Aruba: Orientaciones estrategicas para el nuevo milenio. Invited paper at the Seminario Annual del Grupo JIRIHARA, Hotel Barquisimeto Hilton Internacional, Barquisimeto, Venezuela, April 30-May 2.
13. Croes, R. (1998). Reflections on the economic development of Aruba. Invited paper presented on the occasion of the 10th anniversary of the Dutch Stichting ABC-Advies, Oranjestad, Aruba, March 17.
14. Croes, R. (1997). The Good Society: Achieving economic success with a humane agenda. Third Economic Summit of Aruba, Linking Social and Economic Sectors in Aruba: Improving the Quality of Life, Oranjestad, Aruba, May 22.
15. Croes, R. (1997). Tourism development and investment in Aruba: Achieving growth in the 21st century. Invited paper to the First Caribbean Hotel and Tourism Investment Conference, Atlantis Resort and Casino, Paradise Island, The Bahamas, April 12..
16. Croes, R. (1992). Referendum y democracia. Na ocasion di e Congreso Annual 1992 di Kamara Sindical di Corsow, Willemstad, Curacao, January 31.
17. Croes, R. (1987). Amenasa o oportunidad: E proceso di decolonisacion di Aruba y Antianan Hulandes. Simposio Dekolinisashon di Antias, Willemstad, Curaçao, January 23-24.

## **EDITORIAL EXPERIENCE**

- South America Regional Editor for *Tourism Analysis*
- Latin America and the Caribbean Regional Editor for *Journal of Hospitality and Tourism Insights*

## **JOURNAL GUEST EDITOR**

- *Journal of Destination Marketing and Management*, 5(1), 2016.
- *Worldwide Hospitality and Tourism Themes (WHATT)*, 6(3), 2014.
- *Tourism Review: Contemporary Tourism Research* part 2, 69, Number 4, 2014.
- *Tourism Review: Contemporary Tourism Research* part 1, 66, Number 4, 2013.

## **EDITORIAL BOARD MEMBER**

- *International Journal of Contemporary Hospitality Management*
- *Journal of Destination Marketing & Management*
- *Journal of Hospitality & Tourism Research*
- *Journal of Travel Research*
- *Contaduria y Administracion*
- *Revista Latino Americana de Turismologia/RLAT*
- *Journal Policy Research in Tourism, Leisure and Events*

## **JOURNAL REVIEWER (Reviewer for 30 journals)**

*Annals of Tourism Research*  
*Journal of Travel Research*  
*Tourism Management*  
*Journal of Hospitality and Tourism Research*  
*Journal of Sustainable Tourism*  
*Journal of Destination Marketing and Management*  
*Growth and Change*  
*International Journal of Hospitality Management*  
*International Journal of Contemporary Hospitality Management*  
*Scientific Journal International*  
*International Journal of Tourism Research*  
*Asia Pacific Journal of Tourism Research*  
*Transportmetrica*  
*Tourismos*  
*Tourism Economics*  
*Tourism Analysis*  
*Tourism Review*  
*Journal of Policy Research in Tourism, Leisure, and Events.*  
*Cornell Quarterly*  
*Quality and Quantity Journal*  
*Journal of Hospitality and Tourism Technology*  
*Scandinavian Journal of Hospitality and Tourism*  
*Singapore Journal of Tropical Geography*  
*Revista Latino-Americana de Turismologia*  
*Journal of Urban Design*  
*Rural Society*  
*Canadian Journal of Regional Science*  
*Anatolia*  
*Current Issues in Tourism*  
*Chinese Journal of Population, Resources and Environment*

## **CONFERENCE REVIEWER**

- Fourth World Research Summit for Hospitality and Tourism, Rosen College of Hospitality Management, Orlando, FL, December 8-11, 2017
- Third World Research Summit for Hospitality and Tourism, Rosen College of Hospitality Management, Orlando, FL, December 15-19, 2015
- Second World Research Summit for Hospitality and Tourism, Rosen College of Hospitality Management, Orlando, FL, December 15-17, 2013
- International Society of Tourism and Travel Educator, San Antonio, TX, October 15-17, 2009
- International Society of Tourism and Travel Educator, Cruise from Long Beach, CA, October 18-22, 2010
- International Society of Tourism and Travel Educator, Detroit, MI, October 17-19, 2013
- Annual Graduate Education and Graduate Students Research Conference Orlando, FL, January 3-5, 2008
- Annual Graduate Education and Graduate Students Research Conference, Washington, DC, January 7-9, 2010
- Annual Graduate Education and Graduate Students Research Conference, Houston, TX, January 6-8, 2011
- Annual International Tourism and Travel Research Association Conference, San Antonio, TX, June 20-22, 2010
- Annual International Tourism and Travel Research Association Conference, London, Ontario, June 19-21, 2011
- Annual International Tourism and Travel Research Association Conference, Virginia Beach, Virginia, June 17-19, 2012
- XI Foro Internacional de Turismo, Quito, Ecuador, November 11-13, 2015
- Congreso Internacional de Investigaciones en Turismo, Hotelería y Gastronomía, 2015
- Congreso Turismo y Buen Vivir, 2017
- Third International Conference on Events, Macao, September 15-17, 2015
- Fourth International Conference on Events 2017, Rosen College of Hospitality Management, Orlando, FL, December 12-14, 2017

## **SCIENTIFIC COMMITTEE MEMBER**

- Fourth World Research Summit for Hospitality and Tourism, Rosen College of Hospitality Management, Orlando, FL, December 8-11, 2017
- Third World Research Summit for Hospitality and Tourism, Rosen College of Hospitality Management, Orlando, FL, December 15-17, 2015
- Second World Research Summit for Hospitality and Tourism, Rosen College of Hospitality Management, Orlando, FL, December 15-17, 2013
- Congreso Internacional de Investigaciones en Turismo, Hotelería y Gastronomía, Quito, Ecuador, November 11-13, 2015
- Congreso Turismo y Buen Vivir, Bogota, Colombia, October 26-27, 2017

## **SCIENTIFIC COMMITTEE MEMBER**

- International Conference on Events, Rosen College of Hospitality Management, Orlando, FL, December 13-14, 2017
- Conference on Tourism and Hospitality for Sustainable Regional Development, Yerevan, Armenia, June 28-30, 2013

## **REFEREED CONFERENCE PRESENTATIONS AND PROCEEDINGS**

1. Semrad, K. Croes, R. & Rivera, M. (2017). The eclectic economics of music festivals occurring in small island destinations. 4th International Conference on Events (ICE). Orlando, FL., December 12-14.
2. Semrad, K. Croes, R. & Rivera, M. (2017). The power of EWOM for music festivals in the experience economy. 4th International Conference on Events (ICE). Orlando, FL., December 12-14.
3. Croes, R., Rivera, M., Semrad, K. & Shapoval, V. (2017). Experience and spending behavior in SIDS: the case of the Aruba Soul Beach Music Festival. 4th International Conference on Events (ICE). Orlando, FL., December 12-14.
4. Croes, R., Rivera, M., Semrad, K. & Kelly, M. (2017). Spending Behavior and Music Interest in SIDS: The Case of the Aruba Summer Music Festival. 4th International Conference on Events (ICE). Orlando, FL., December 12-14.
5. Croes, R. & Rivera, M. (2017). Tourism, well-being and poverty in Latin America. Congreso de turismo y buen vivir. Universidad Externado, Bogota, Colombia, October 25-27.
6. Croes, R. & Ridderstaat, J. (2017). Date line Havana: A cross elasticity demand analysis of free travel to Cuba. 4<sup>th</sup> World Research Summit for Tourism and Hospitality. Orlando, FL, December 8-11.
7. Ridderstaat, J. & Croes, R. (2017). Adding breadth and depth to the development concept from a tourism development-quality of life perspective. A case study of selected small islands. 4th World Research Summit for Tourism and Hospitality. Orlando, FL, December 8-11.
8. Croes, R. & Ridderstaat, J. (2017). The effects of business cycles on tourism demand flows in small islands destinations. International Association for Tourism Economics, Rimini, Italy, June 21-23.
9. Sorokina, E., Croes, R., & Fyall, A. (2017). Exploring unique challenges of small and medium tourism enterprises. International Association for Tourism Economics, Rimini, Italy, June 21-23.
10. Croes, R. & Rivera, M. (2016). The distributive effects of tourism: The case of Ecuador.

II Congreso Internacional de Investigacion de Turismo, Hoteleria y Gastronomía, Quito, Ecuador, November 15-18.

11. Van Niekerk, M., Croes, R., Okumus, F., & Murphy, K. (2016). Assessing arts festivals' contribution to the overall quality of life of the community: Innibos Arts Festival, South Africa. 2016 EuroCHRIE, Budapest, Hungary, October 26-28.
12. Croes, R., Semrad, K., & Rivera, M. (2016). Tourism productivity in a small island destination. Tourism Naturally Conference, University of Sassari, Alghero, Italy, October 2-6.
13. Rivera, M. & Croes, R. (2016). Vacation homes in SIDs: A demand approach. Tourism Naturally Conference, University of Sassari, Alghero, Italy, October 2-6.
14. Ridderstaat, J. & Croes, R. (2016). Restraining seasonality in SIDs: New pathways. Tourism Naturally Conference, University of Sassari, Alghero, Italy, October 2-6.
15. Semrad, K., Croes, R., & Rivera, M. (2016). Sun, sand & sea: Expectation or competitive advantage? Tourism Naturally Conference, University of Sassari, Alghero, Italy, October 2-6.
16. Vanegas, M. & Croes, R. (2015). Poverty and sector growth in CAFTE-DR: Is tourism the answer? 3rd World Research Summit for Tourism and Hospitality, Orlando, FL, December 15-17.
17. Ridderstaat, J. & Croes, R. (2015). The connection between money supply and tourism demand cycles: A case study of Caribbean destinations. 3rd World Research Summit for Tourism and Hospitality, Orlando, FL, December 15-17.
18. Sorokina, E., Severt, D., & Croes, R. (2015). Linking the concepts of services experiences with service expectations. 3rd World Research Summit for Tourism and Hospitality, Orlando, FL, December 15-17.
19. Yost, E. & Croes, R. (2015). Conditions associated with increased risk of fraud: A model for publicly traded restaurant companies. 32nd International Association of Hospitality Financial Management Education Research Symposium. New York University, NY, November 7.
20. Kubickova, M. & Croes, R. (2015). The role of government in tourism competitiveness. EuroChrie 2015, Manchester, UK, October 15-17.
21. Kubickova, M. & Croes, R. (2015). Does residents' quality of life matter in tourism competitiveness? 2015 ICHRIE Annual Conference, Orlando, FL, July 27-29.
22. Sorokina, E. & Croes, R. (2015). Adaptive vs. rational consumer expectations: A new perspective. 2015 ICHRIE Annual Conference, Orlando, FL, July 27-29.
23. Holm, M. & Croes, R. (2015). An exploration of an edge worker's subjective wellbeing in

tourism. 2015 ICHRIE Annual Conference, Orlando, FL, July 27-29.

24. Semrad, K., Rivera, M., & Croes, R. (2015). The challenges of using tourism as an urban regeneration tool in a developing country. Third International Interdisciplinary Business-Economics Advancement Conference, Ft. Lauderdale, March 28-April 2.
25. Semrad, K., Rivera, M., & Croes, R. (2015). The economic and internationalization benefits of a music festival in as small island destination. Third International Interdisciplinary Business-Economics Advancement Conference, Ft. Lauderdale, March 28-April 2.
26. Rivera, M., Semrad, K., & Croes, R. (2015). The potential appeal of music and generation Y: The case of the Aruba Electric Festival. Third International Interdisciplinary Business-Economics Advancement Conference, Ft. Lauderdale, March 28-April 2.
27. Croes, R. (2014). The relevance of smart tourism for small island destinations (SIDS). Third International Tourism Conference, University of the West Indies, Montego Bay, Jamaica, November 10-11.
28. Croes, R. & Rivera, M. (2014). Turismo y calidad de vida: analisis holistico. Foro Internacional de Turismo, Competitividad en la actividad turistica. Universidad de Colima, 2-3 de octubre.
29. Lee, H. & Croes, R. (2014). Do distribution channels matter to hotel managers? 2014 Southeast CHRIE Fall Meeting, Greenville, NC, September 11-13.
30. Croes, R., Van Niekerk, M., & Whitwam, S. (2014). Tourism specialization and quality of life in small island destinations. Tourism Research Symposium, Malta, July 17-18.
31. Croes, R. & Semrad, K. (2014). Organizational infrastructure challenges in the tourism and MEEC industries that impede urban renewal strategies: The case of Guayaquil, Ecuador. The 4<sup>th</sup> Advances in Hospitality and Tourism Marketing and Management Conference, Mauritius, June 25-27.
32. Semrad, K., Croes, R., & Bartels, J. (2014). The tragedy of the commons and coordination problems within a developing country's tourism industry. The 4th Advances in Hospitality and Tourism Marketing and Management Conference, Mauritius, June 25-27.
33. Ridderstaat, J., Nijkamp, P., & Croes, R. (2014). A two-way causal chain between tourism development and quality of life in a small island destination: An empirical analysis. –2014 Conference on Advances in Tourism Economics, Lisbon, Portugal, May 15-16.
34. Semrad, K., Croes, R., & Bartels Villanueva, J. (2014). “The tragedy of the commons and coordination problems within a developing country's tourism industry”. Proceedings of



- the 4th Advances in Hospitality and Tourism Marketing and Management Conference, Mauritius, June 25-27, 2014.
35. Croes, R. & Van Niekerk, M. (2014). Tourism Specialization and Quality of Life in small Island Destinations with special reference to Malta. Tourism Research Symposium, University of Malta, July 17-17, Malta.
  36. Croes, R., Rivera, M., & Semrad, K. (2013). Analyzing jazz festival attendees in a small island destination. 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge. Orlando, FL, December 15-17.
  37. Croes, R. & Ridderstaat, J. (2013). Business cycles and tourism demand flows: An empirical assessment. 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge. Orlando, FL, December 15-17.
  38. Lee, S. & Croes, R. (2013). Habitual discounting practice in the lodging industry. 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge. Orlando, FL, December 15-17.
  39. Croes, R. & Rivera, M. (2013). La dicotomia de la gestion laboral en empresas de QSR en Latino America. Coloquio Internacional- Turismo, medio ambiente y desarrollo. UCR, Sede del Pacifico, Puntarenas, Costa Rica, Noviembre 11-12.
  40. Rivera, M. & Croes, R. (2013). Branding y la industria de restaurantes: Perspectivas de equidad de la marca de QSR en Latino America. Coloquio Internacional- Turismo, medio ambiente y desarrollo. UCR, Sede del Pacifico, Puntarenas, Costa Rica, Noviembre 11-12.
  41. Bujisic, M. & Croes, R. (2013). Does tourism promote peace? Contact hypothesis in tourism and peace research. 1st International Conference on Hospitality and Tourism Marketing, Colombo, Sri Lanka, October 28-29.
  42. Lee, S. & Croes, R. (2013). Impact of tourism on residents' happiness and subjective well-being: The case of Aruba. ACHP 2013, Korea, August 22- 24.
  43. Croes, R. (2013). Rekindling Poverty Reduction: The promise of Tourism. Proceedings Conference on Tourism and Hospitality for Sustainable Regional Development, Yerevan, Armenia, June 28-30, 2013.
  44. Croes, R. (2013). Rekindling poverty reduction: The promise of tourism. Conference on Tourism and Hospitality for Sustainable Regional Development, Yerevan, Armenia, June 28-30.
  45. Lee, S., Croes, R., & Rivera, M. (2013). Identifying Anomaly in Turnover Theory: The Case of Aruba. Proceeding of UCF Research Forum, April 2013.
  46. Croes, R., Rivera, M., Lee, S., & Shapoval, V. (2013). Bok Tower Gardens: Maintaining

- relevance in a changing world. 2013 Euro ICHRIE, Freiburg, Germany, October 16-19.
47. Orłowski, M. & Croes, R. (2013). Redefining the debate on destination personality. 6th International Conference on Services Management (ICSM), Cyprus, June 23-25.
  48. Croes, R. (2012). Towards a rational policy making process in support of tourism competitiveness: The Case of Costa Rica. Coloquio Internacional, Turismo, Medio Ambiente y Desarrollo, Universidad de Costa Rica-Sede del Pacifico, noviembre 26-28.
  49. Lee, S. & Croes, R. (2012). Understanding the relationship between motivations, satisfaction, and behavioral Intention at music festivals. 4th Asia-Euro Tourism, Hospitality and Gastronomy Conference 2012, Selangor, Malaysia, November 28-December 1.
  50. Croes, R., Olson, E., & Lee, S. (2012). Generational differences of quality of life in the context of small island destinations. 31st National Conference of the Resort and Commercial Recreation Association, St. Pete, FL, November 3-6.
  51. Semrad, K. & Croes, R. (2012). Exploratory analysis in revenue management. 2nd Cornell Hospitality Research Summit, Ithaca, NY, October 8-9.
  52. Murphy, K., Croes, R., & Chen, P. (2012). Agricultural tourism – A slow food model to promote sustainable local agriculture products to help the poor in Latin America through tourism. 2012 ICHRIE Annual Conference, Providence, RI, August 1-4.
  53. Croes, R. & Semrad, K. (2012). A Cultural tourism as an endogenous growth strategy. 2012 Annual Travel and Tourism Research Association Conference, Virginia Beach, VA, June 17-19.
  54. Croes, R., Semrad, K., & Rivera, M. (2012). The relevance and value of music festivals as relational goods in SIDS. 2012 Annual Travel and Tourism Research Association Conference, Virginia Beach, VA, June 17-19.
  55. Zhong, J., Rivera, M., & Croes, R. (2012). Developing mobile tourism services for a destination: The case of Aruba. The 17th Annual Graduate Student Research Conference in Hospitality and Tourism. Auburn, Alabama, January 5-7.
  56. Croes, R. (2011). Una exploracion de la potencial del turismo en la lucha contra la pobreza en America Latina. Simposio “Turismo, Desarrollo y Desigualdad Social”. Sede del Pacifico, Puntarenas, Costa Rica, November 21-23.
  57. Murphy, K., Croes, R., & Chen, P. (2011). Agricultural y turismo internacional: El modelo de slow food para promover la agricultura local y expandir oportunidades para los pobres en America Latina. Simposio “Turismo, Desarrollo y Desigualdad Social”. Sede del Pacifico, Puntarenas, Costa Rica, November 21-23.
  58. Croes, R. & Kubickova, M. (2011). Tourism competitiveness index: The case of Central

America. The International Society of Tourism and Travel Educator's Annual Conference, Miami, FL, October 20-22.

59. Croes, R., Olson, E., & Lee, S. (2011). The quest for authentic experiences in a small island destination. The International Society of Tourism and Travel Educator's Annual Conference, Miami, FL, October 20-22.
60. Croes, R., Semrad, K., & Rivera, M. (2010). Profiling the cultural tourist in a SID. International Conference on Global Sustainable Tourism, Mbombela, Nelspruit, South Africa, November 15-19.
61. Croes, R., Semrad, K., & Rivera, M. (2010). Valuing cultural tourism in a SID. International Conference on Global Sustainable Tourism, Mbombela, Nelspruit, South Africa, November 15-19.
62. Shani, A. & Croes, R. (2010). Evaluation of segment attractiveness: First time vs. repeat visitors to Kissimmee-St. Cloud, Florida. International CHRIE 2010 Conference, San Juan, Puerto Rico, July 28-30.
63. Croes, R. & Semrad, K. (2009). Why discounting does work (and when). The 29th Annual International Symposium on Forecasting, the International Institute of Forecasters, Hong Kong, June 21-24.
64. Croes, R., Semrad, K., Murphy, K., & Lebruto, E. (2009). An exploratory sales forecasting analysis: A comparison of time series models in full service restaurants. The 29th Annual International Symposium on Forecasting, the International Institute of Forecasters, Hong Kong, June 21-24.
65. Croes, R., Shani, A., & Walls, A. (2008). The value of destination loyalty: Myth or reality? The Case of Visitors to Kissimmee/St.Cloud, Florida. The International Society of Tourism and Travel Educator's Annual Conference, Dublin, Ireland, September 30-October 2.
66. Croes, R., Allison, P., & Curtis, C. (2008). Creative destruction in the Central Florida theme park industry: Walt Disney World. The International Society of Tourism and Travel Educator's Annual Conference, Dublin, Ireland, September 30-October 2.
67. Croes, R., LeBruto, E., & Semrad, K. (2008). Discounting as a function of hotel financial performance. The International Society of Tourism and Travel Educator's Annual Conference, Dublin, Ireland, September 30-October 2.
68. Rivera, M., Hara, T., & Croes, R. (2008). The distributional effects of tourism: Applying a SAM model. The 13th Graduate Student Research Conference for Hospitality and Tourism, Orlando, FL, January 3-5.
69. Rivera, M., Hara, T., & Croes, R. (2007). Tourism and income distribution: The case of

Nicaragua. The 2007 North American Regional Science Association Conference (NARSC), Savannah, GA, November 8-10.

70. Croes, R. & Rivera, M. (2007). Demystifying tourism competitiveness: The age of quality of life. The 2007 Annual International Society of Tourism and Travel Educator Conference, Charlestown, SA, October 4-6.
71. Pizam, A. & Croes, R. (2007). Innovation in the hospitality & tourism industry. International Conference on Knowledge-Based Economy & Global Management, Southern Taiwan University of Technology, Tainan, Taiwan, December 6.
72. Croes, R. & Wang, R. (2006). Which way are we going? Growth rate metrics or value metrics? The 2006 International Society of Tourism and Travel Educator's Conference, Las Vegas, October 12-14.
73. Croes, R. & Vanegas, M. (2006). Tourism and poverty alleviation: Real promise or false premise? Second International Conference on Tourism Economics, Department of Applied Economics, University of the Balearic Islands, Palma de Mallorca, Spain, May 18-20.
74. Croes, R. (2006). Cross country tourism productivity differentials in the Caribbean: Can visitation levels help achieve sustainability? The Caribbean Studies Association Conference, Port of Spain, Trinidad, May 29-June 2.
75. Croes, R. & Wang, R. (2006). Towards a new performance metrics for destinations. Tourism and Travel Research Association Annual Conference, Dublin, Ireland, June 18-20.
76. Croes, R. (2002). Turismo, Dario y la oportunidad para erradicar la pobreza en Nicaragua. II Congreso Nacional de Turismo, Imagen y Promocion de Nicaragua, Managua, diciembre 2-3.
77. Croes, R. (1986). Aruba within the Dutch Kingdom: Issues and challenges. The 11th Annual Conference Caribbean Studies Association, Caracas, May 12.

## **OTHER PRESENTATIONS**

1. Croes, R., Rivera, M., Shapoval, V., Semrad, K., & Van Niekerk, M. (2017). Tourism: synergizing people and nature for a better tomorrow. Bonaire Tourism Master Plan. Plaza Hotel, Kralendijk, December 1<sup>st</sup>.
2. Croes, R. & Ridderstaat, J. (2017). Opening U.S.- Cuban Tourism: Will it disrupt vacation in Caribbean destinations? Research Colloquium, Dick Pope Sr. Institute for Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., October 20.
3. Croes, R., Rivera, M., Shapoval, V., Semrad, K., & Van Niekerk, M. (2017). The six take-aways. Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.

4. Croes, R., Rivera, M., Shapoval, V., Semrad, K., & Van Niekerk, M. (2017). Challenges of Bonaire's tourism: Where are we? Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.
5. Croes, R., Rivera, M., Shapoval, V., Semrad, K., & Van Niekerk, M. (2017). Bonaire tourism supply: Can the product align with opportunities? Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.
6. Croes, R., Rivera, M., Shapoval, V., Semrad, K., & Van Niekerk, M. (2017). Bonaire tourism demand: Who are they & what do they want? Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.
7. Croes, R., Rivera, M., Shapoval, V., Semrad, K., & Van Niekerk, M. (2017). Bonaire product development. Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.
8. Croes, R., Rivera, M., Shapoval, V., Semrad, K., & Van Niekerk, M. (2017). Generating optimal tourism demand. How? Bonaire Tourism Summit, Harbour Village, Kralendijk, August 24.
9. Rivera, M., Croes, R., Shapoval, V., Van Niekerk, M., & Semrad, K. (2017). Tourism Master Plan: A preliminary overview. Parliament Bonaire, Kralendijk, May 9<sup>th</sup>.
10. Croes, R., Rivera, M. & Shapoval, V., Van Niekerk, M., & Semrad, K. (2017). Bonaire's Tourism Master Plan: An overview. Parliament Bonaire, Kralendijk, March 19.
11. Croes, R. (2017). Disclosing the economic impact of the vacation home industry on Osceola County: A 2016 affirmative report. Experience Kissimmee Board, Celebration, FL. February 17.
12. Croes, R. (2016). The power of economic impact studies. RezFest 2016 Conference (Vacation Home Industry). Renaissance Hotel, Orlando, FL, September 23.
13. Croes, R., Rivera, M., Semrad, K. & Khalilzadeh, J. (2016). Happiness and tourism in Aruba: Insights from the 2016 Happiness Survey. Happiness 360° World Tourism Conference Aruba, Oranjestad, September 13-14.
14. Croes, R. (2016). 3D tourism perspective. Symposium on Studies on Determinants of Tourism Demand Dynamics in a Small Island Destination: The case of Aruba. University of Aruba, Aruba, February 1.
15. Croes, R. & Rivera, M. (2015). Poverty alleviation through tourism development. Rosen College Research Colloquium. December 11.
16. Croes, R., Semrad, K., & Rivera, M. (2015). Building partnerships. 2015 NATOS Conference, Hilton Hotel, Willemstad, Curacao, December 2.

17. Semrad, K., Croes, R., & Rivera, M. (2015). Curacao's tourism market. 2015 NATOS Conference, Hilton Hotel, Willemstad, Curacao, December 2.
18. Croes, R. & Rivera, M. (2015). The Curacao North Sea Jazz Festival and destination convergence: A harbinger beckoning? Central Bank of Curacao and St. Maarten, Willemstad, Curacao, October 30.
19. Croes, R. & Rivera, M. (2015). An innovative business model for a music festival in the Caribbean. Caribbean Tourism Organization 2015 SOTIC, Willemstad, Curacao, October 20-21.
20. Croes, R. (2015). New wine in old bottles: Impact of tourism competitiveness on destination managers. Seminario Internacional de Negocios, UDC, Iguazu, Brazil, October 15-17.
21. Croes, R. (2015). W192 Project in perspective: Enhancing the competitiveness of the hotel industry. Presentation to Experience Kissimmee University, Orlando, FL, July 21.
22. Croes, R., Rivera, M., & Semrad, K. (2015). Human capital development. Curacao Tourism Summit, Curacao World Trade Center, Willemstad, Curacao, June 30.
23. Semrad, K., Rivera, M., & Croes, R. (2015). Curacao's tourism market and product development. Curacao Tourism Summit, Curacao World Trade Center, Willemstad, Curacao, June 30.
24. Rivera, M., Semrad, K., & Croes, R. (2015). Cruise tourism and downtown restoration. Curacao Tourism Summit, Curacao World Trade Center, Willemstad, Curacao, June 30.
25. Rivera, M., Semrad, K., & Croes, R. (2015). Perceptions of Curacao's tourists. Curacao Tourism Summit, Curacao World Trade Center, Willemstad, Curacao, June 30.
26. Croes, R., Rivera, M., & Semrad, K. (2015). Building on the power of the past. Curacao Tourism Summit, Curacao World Trade Center, Willemstad, Curacao, June 29.
27. Croes, R. (2015). The third wave: Curacao in transition through tourism encore. Curacao Bankers Association, Willemstad, Curacao, June 29.
28. Croes, R. (2015). The third wave: Curacao in transition through tourism. VBC Annual Lunch, Hotel Renaissance, Willemstad, Curacao, June 29.
29. Croes, R. (2015). Curacao: Building on the power of the past. The Curacao Parliament, Willemstad, Curacao, May 22.
30. Croes, R. (2015). Curacao: Building on the power of the past. CHATA/CTB Marketing Seminar, Hilton, Willemstad, Curacao, May 21.
31. Croes, R. & Rivera, M. (2015). Revealed and expressed preferences in the context of tourism development and poverty in Latin America. Rosen College Research

Colloquium, April 17.

32. Croes, R. (2015). Tourism works: Strategic directions for Curacao. The Paul Harris Award (Curacao Rotary). Santa Barbara Hotel, Willemstad, Curacao, April 18.
33. Croes, R. (2015). The Curacao Tourism Master Plan. Lecture at the University of Curacao, Willemstad, Curacao, March 13.
34. Croes, R. (2014). The Curacao Tourism Master Plan. The Curacao Parliament, Willemstad, Curacao, December 5.
35. Croes, R. & Rivera, M. (2014). Calidad de vida: equilibrio trabajo, vida y rentabilidad. Lectura presentada a estudiantes de la Universidad del Rosario (Colombia), Orlando, FL, 6 de noviembre.
36. Croes, R. & Rivera, M. (2014). The Curacao North Sea Jazz Festival: One lustrum churning economic and promotional opportunities. Chamber of Commerce, Willemstad, Curacao, October 30.
37. Croes, R. (2014). Turismo y competitividad en Sur America. Universidad de Colima, Mexico, Colima, Mexico, mayo 28.
38. Croes, R. (2014). Exploring 'smart' tourism pathways: The case for St. Maarten. Keynote at the 35<sup>th</sup> Anniversary Celebration of the Chamber of Commerce, Westin Hotel, St. Martin, May 7.
39. Croes, R. (2014). Engaging with international partners. UCF Grants Day, Orlando, FL, April 14.
40. Croes, R. & Shapoval, V. (2014). A snapshot of arrivals, tourism receipts, hotel & restaurant performance. Curacao Tourism Strategic Planning Summit, Willemstad, Curacao, January 29-31.
41. Croes, R. & Shapoval, V. (2014). Curacao's accessibility challenges. Curacao Tourism Strategic Planning Summit, Willemstad, Curacao, January 29-31.
42. Croes, R. & Rivera, M. (2013). The Curacao North Sea Jazz Festival: Through the looking glass. Chamber of Commerce, Willemstad, Curacao, December 4.
43. Rivera, M., Croes, R., & Lee, J. (2013). The relationship between the festival experience, WOM and EWOM: The case of the Electric Festival. Research Colloquium, Dick Pope Sr. Institute for Tourism Studies, Rosen College of Hospitality Management, Orlando, FL, November 15.
44. Fyall, A. & Croes, R. (2013). Sustainable leisure destinations: Orlando, FL, Applied University Breda (NHTV), the Netherlands, October 25.
45. Croes, R. & Rivera, M. (2013). Trabalhar o equilibrio entre a vida e a competitividade da

empresa nos piases em desenvolvimientto. Seminario Internacional de Negocios, UDC, Iguazu, Brazil, October 2-4.

46. Croes, R. (2013). Universidad y sociedad: La promesa del futuro. Presentation to La Universidad del Valle de Mexico, Rosen College of Hospitality Management, Orlando, FL, September 17.
47. Croes, R. & Rivera, M. (2013). Micro behavior with macro consequences: Tourism development in developing countries. Universidad la Gran Colombia, Armenia, Colombia, July 17.
48. Croes, R. (2013). Does a cost centered focus prompt competitive advantage in the hospitality industry? Leadership Conference Universidad de Bogota, Orlando, FL, April 26.
49. Croes, R. & Rivera, M. (2013). How to deal with the new generation crew? Coca-Cola On-Premise Leadership Program, Rosen College of Hospitality Management, Orlando, FL, April 24-26.
50. Rivera, M., & Croes, R. (2013). Restaurant branding: differentiation and segmentation. Coca-Cola On-Premise Leadership Program, Rosen College of Hospitality Management, April 24-26.
51. Croes, R. & Rivera, M. (2012). The Curacao North Sea Jazz Festival: Exceeding expectations and invoking synergies for future growth. Chamber of Commerce, Willemstad, Curacao, October 25.
52. Croes, R. & Rivera, M. (2012). Captivando el futuro en el siglo 21. CATA 2012, Westin Hotel Aruba, Marzo 7-10.
53. Croes, R. (2011). Happiness in the work place: Quality of work life. Aruba Tourism Summit “Winning the Future”, Oranjestad, Aruba, December 8-9.
54. Croes, R. & Rivera, M. (2011). Winning the future: A tourism strategic plan for Aruba of how to. Aruba Tourism Summit “Winning the Future”, Oranjestad, Aruba, December 8-9.
55. Croes, R. & Rivera, M. (2011). Product development and innovation: The restaurant sector. Aruba Tourism Summit “Winning the Future”, Oranjestad, Aruba, December 8-9.
56. Croes, R. & Rivera, M. (2011). The Curacao North Sea Jazz Festival, the signature event in Curacao: A source of brand equity and economic significance. Presentation for the Chamber of Commerce of Curacao, Willemstad, Curacao, November 11.
57. Croes, R., Rivera, M., & Semrad, K. (2011). Uncovering the potential of a new more affluent and loyal market: The Curacao North Sea Jazz Festival, Chamber of Commerce and Industry, Willemstad, Curacao, January 6.



58. Croes, R. (2010). Research design and empirical modeling, Central Bank Aruba, Oranjestad, Aruba, September 9.
59. Croes, R. & Rivera, M. (2010). Visitor exit survey and the economic impact of tourism in Curacao, Curacao Hospitality and Tourism Association (CHATA), Willemstad, Curacao, September 1.
60. Croes, R. (2010). The economic impact of tourism, Osceola County Board of County Commissioners, Kissimmee, FL., July 19.
61. Croes, R. (2010). The race to tourism competitiveness in the Caribbean: Can Curacao finish first? Presentation for the Curacao Tourist Board Conference, Willemstad, Curacao, March 18.
62. Croes, R. (2010). Challenges to the lodging industry. Presentation at the occasion of the NSM Insurance Group Advisory Council Meeting, Hotel Portofino, Orlando, FL, February 23.
63. Croes, R. (2010). Small island tourism competitiveness: Expanding your destination's slice of paradise. Main Lecture at the Occasion of the Dies Natalis of the University of the Netherlands Antilles, Curacao, January 12.
64. Croes, R. (2008). Fidelidad de marca del eco-turista, with Manuel Rivera. Primer Encuentro de Comunicacion y Marketing para turismo, Santiago de Guayaquil, 27-28 Octubre.
65. Croes, R. (2008). El valor de la lealtad hacia un destino: Mito o realidad? With Shani, A. and Walls, A. Primer Encuentro de Comunicacion y Marketing para turismo, Santiago de Guayaquil, 27-28 Octubre.
66. Croes, R. (2008). Tourism, poverty alleviation and competitiveness: Do they mesh to serve pro poor objectives in developing countries? Presentation at the School of Community Resources & Development, Arizona State University, AZ, April 28.
67. Croes, R. (2007). El poder del turismo: Guayas primer destino de Sur América”, Presentación para la Cámara de Turismo del Guayas, Guayaquil, 11 de noviembre.
68. Croes, R. & Vanegas, M. (2007). Building an econometric nexus between tourism development and poverty in Nicaragua, II Congreso Internacional de Turismo, Turismo, Crecimiento Economico y Combate a la Pobreza en Nicaragua, Managua, Nicaragua, September 23-25.
69. Croes, R., Rivera, M. & Hara, T. (2007). Turismo y distribucion del ingreso: El caso de Nicaragua, II Congreso Internacional de Turismo, Turismo, Crecimiento Economico y Combate a la Pobreza en Nicaragua, Managua, Nicaragua, September 23-25.
70. Croes, R. (2007). Como superar la paradoja turistica: Hacia una ingenieria turistica del

Gran Guayas, Presentation at the Special Mayors Conference in Guayas, Guayaquil, April 25.

71. Croes, R. (2007). Tourism and poverty reduction: Real promise or false premise. Fourth RCHM Research Colloquium Spring 2007, Rosen College of Hospitality Management, Orlando, FL, April 20.
72. Croes, R. (2007). Reduccion de pobreza y Turismo: Un nexo prometedor o premisa falsa. Papel presentado en Conferencia sobre Perspectivas Latino Americanas, CINCO, Guayaquil, March 9.
73. Croes, R. (2005). Tourism specialization and investment opportunities: Crafting the road ahead, AIB (Aruba Investment Bank), Miami, FL, November 12.
74. Croes, R. (2005). Does tourism specialization make sense? Second RCHM Research Colloquium, Rosen College of Hospitality Management, Orlando, FL, October 14..
75. Croes, R. (2003). La ingenieria de la conciencia turistica: El caso de Aruba. .Guest speaker the I Convencion Nacional de Turismo, ‘Nicaragua hacia una nueva conciencia turistica’, Managua, Nicaragua, March 31 – April 2.
76. Croes, R. (2002). Turismo, Dario y la oportunidad para erradicar la pobreza en Nicaragua, guest speaker at II Congreso Nacional de Turismo Imagen y Promoción de Nicaragua, Nicaragua, November 18-19.
77. Croes, R. (1997). A perspective on economic transition in Aruba: The determinants of economic success. Keynote address to the opening of the Maduro and Curiel Bank, Willemstad, Curaçao, August 22.

## **OTHER PROFESSIONAL SOCIETY MEMBERSHIP & ACTIVITIES**

- International Association for Tourism Economics
- Centre International de Recherches et d'Études Touristiques (CIRET)
- Travel and Tourism Research Association (TTRA)
- Caribbean Studies Association (CSA)
- International Society of Travel and Tourism Educators (ISTTE)
- International Council on Hotel, Restaurant and Institutional Education (CHRIE)
- Pegasus Society

## **OTHER CONSULTING ACTIVITIES**

1. Croes, R., Semrad, K., Rivera, Shapoval, V. & Van Niekerk, M. (2017). Tourism: Synergizing people and nature for a better tomorrow. Bonaire, the first Blue Destination. Tourism Master Plan 2017-2027. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, Florida.

2. Croes, R., Semrad, K., Rivera, M., & Khalilzadeh, J. (2016). Tourism development and quality of life in Aruba. Aruba Tourism Authority, September 12-14.
3. Croes, R., Hara, T., & Khalilzadeh, J. (2016). Disclosing the economic impact of the vacation home industry on Osceola County: A 2016 affirmative report. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL, September 12.
4. Croes, R. & Van Niekerk, M. (2016). Bonaire, strategic tourism plan assessment report. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL, August 23.
5. Croes, R. & Rivera, M. (2015). Curacao North Sea Jazz Festival & destination convergence: A harbinger beckoning. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management Orlando, FL., September 30.
6. Croes, R. & Semrad, K. (2015). Grenada tourism: A misplaced focus on supply rather than demand. Report to the Permanent Secretary of Tourism and Civil Aviation. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management Orlando, FL., September 23.
7. Rivera, M., Croes, R., & Semrad, K. (2014). The Curacao North Sea Jazz Festival: A lustrum churning economic and promotional opportunities for Curacao. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management Orlando, FL., October 20.
8. Croes, R., Semrad, K. & Rivera, M. (2013). Curacao: Building on the Power of the Past: Tourism Master Plan 2015-2020. The Dick Pope Sr. Institute for Tourism Studies, Orlando, Florida.
9. Croes, R., Rivera, R., Semrad, K, Dickson, D., Pizam, A., Shapoval, V. & Orłowski, M. (2014). From Attribute orientation to experiential consumption: The future of tourism in Curacao. Curacao Tourism Board. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., January 30-31.
10. Croes, R, Rivera, M. & Lee, S. (2013). The Curacao North Sea Jazz Festival: Through the looking glass. Fundashon Bon Intenshon. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., December 4.
11. Croes, R.& Hara, T. (2013). The Economic footprint of the Rosen College of Hospitality Management in the Metro Orlando Area. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL, November 7.
12. Croes, R, Rivera, M, Lee, S., & Shapoval, V. (2012). The Curacao North Sea Jazz Festival: Exceeding expectations and evoking synergies for future growth. Fundashon

Bon Intenson. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., October 25.

13. Croes, R. & Semrad, K. (2012). Forward Progress: A time to act. Working together for the future success of tourism development in Guayaquil. Dick Pope Sr. Institute for Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., August 14.
14. Croes, R, Rivera, M, Lee, S., & Shapoval, V. (2012). The Kissimmee tourism industry: Insights to the visitors' profile and their economic impact. The Kissimmee Convention and Visitors Bureau. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., February 15.
15. Croes, R. & Rivera, M. (2012). Aruba Soul Beach Music Festival: Getting the fundamentals right. Aruba Tourism Authority. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., September 21.
16. Croes, R, Rivera, M, Lee, S., Shapoval, V., Kageyama, N., Bujisic, M., Bilgihan, A., & Olson, E. (2012). Bok Tower Gardens: Maintaining relevance in a changing world. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL, July 26.
17. Croes, R., Rivera, M., Pizam, A, Olson, E., Lee, S., & Zhong, Y. (2011). Winning the Future in the 21st Century: A tourism strategic plan for Aruba. Aruba Tourism Authority. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., February 4.
18. Croes, R., Rivera, M., Olson, E., & Lee, S. (2011). The Curacao North Sea Jazz Festival, The signature event in curacao: A source of brand equity and economic significance. Fundashon Bon Intenson. Dick Pope Sr. Institute for Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., December 4.
19. Croes, R., Rivera, M., & Olson, E. (2011). The economic and tourism potentials of the Soul Beach Music Festival. Aruba Tourism Authority. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., July 14.
20. Croes, R., Rivera, M., & Semrad, K. (2010). Uncovering the potential of a new more affluent and loyal market: The Curacao North Sea Jazz Festival. Fundashon Bon Intenson, Curacao. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., November 12.
21. Croes, R., Rivera, M., & Semrad, K. (2010). Economic impact study. Curacao Tourist Board. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., August 20.
22. Croes, R., Rivera, M., & Semrad, K. (2010). Data management project. Curacao Tourist Board. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality

Management, Orlando, FL., August 20.

23. Croes, R. (2009). Investigating the economic footprint of cultural tourism in Aruba. Report to Fundacion Editorial Charuba. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., July 24.
24. Croes, R. (2008). Economic impact analysis of the tourism industry in Osceola County during 2007. Report prepared for the Kissimmee Convention and Visitors Bureau. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL, May 8.
25. Croes, R., Rivera, M., Ramirez, X., & Pizam, A. (2008). Plan Maestro de desarrollo turistico de la Provincia del Guayas. Consejo Provincial del Guayas and Cámara Provincial de Turismo del Guayas, Guayaquil, Ecuador, Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL, March 31.
26. Croes, R., Hara, T., & Wang, Y. (2007). The economic contribution of the vacation home segment to the Kissimmee Area. Report prepared for the Kissimmee Convention and Visitors Bureau. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL. October 12.
27. Croes, R. & Hara, T. (2007). The economic contribution of the SMERF segment to the Kissimmee Area, Report prepared for the Kissimmee Convention and Visitors Bureau, Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management Orlando, FL. September 12.
28. Croes, R. & Hara, T. (2007). Evaluation of the sports market impact model. Report prepared for the Kissimmee Convention and Visitors Bureau. Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL, July 21.
29. Croes, R. & Hara, T. (2007). Economic impact analysis of the tourism industry in Osceola County during 2006. Report prepared for the Kissimmee Convention and Visitors Bureau. Dick Pope Sr. Institute *for* Tourism Studies: Rosen College of Hospitality Management, Orlando, FL, June 16.
30. Croes, R., Hara, T., & Rivera, M. (2007). Tourism and income distribution: The case of Nicaragua. Executive Summary for Working Paper: MARO52307, Dick Pope Sr. Institute *for* Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., June 16.
31. Croes, R. (2006). Which flag to raise on the Azul project in Bonaire? Report Prepared for the CDR Group, Dick Pope Sr. Institute for Tourism Studies, Rosen College of Hospitality Management, Orlando, FL., August 8.
32. Croes, R. (2005). The potential effects of the mandated minimum wage adjustment on the hospitality industry in Central Florida. Preliminary Report prepared for the Hospitality

Industry Council, Orlando, FL., April 5.

33. Croes, R. (2005). The significance of tourism to the economy of Osceola County in 2004. Report prepared for the Kissimmee-St.Cloud Convention and Visitors Bureau, Orlando, FL., April 17.
34. Croes, R. & Wayne, S. (2004). Impacts of investment climate constraints on the accommodation sector in Nicaragua. Report prepared for the Finance, Private Sector and Infrastructure, Latin America and the Caribbean Region, World Bank, September 7.
35. Croes, R. & Wayne, S. (2004). Impacts of investment climate constraints on accommodation sector in Nicaragua, part two. Report prepared for the Finance, Private Sector and Infrastructure, Latin America and the Caribbean Region, World Bank, December 15.
36. Wayne, S. & Croes, R. (2004) A comparative analysis and strategy for tourism market and investment promotion in Nicaragua. Report Prepared for the Government of Nicaragua, September 9.
37. Vanegas, M. & Croes, R. (2004). Turismo como instrumento de expansion economica y reduccion de pobreza. Policy discusión paper, presented at the Office of the President of Nicaragua (SECEP), and Nicaragua Institute of Tourism (INTUR), Managua, July and October.
38. Croes, R. (2003). Small business and capacity building in Costa Rica and Nicaragua (USAID/CARANA), August 24.

## **TEACHING & CURRICULUM EXPERIENCE**

A primary responsibility is constant curriculum review in order to ensure that the degree programs within the TEA Department maintain their accreditation. Additionally, I served as one of the architects of the graduate curriculum of the Rosen College of Hospitality Management at the University of Central Florida. Also, I have served for several years as the Chair of the College Graduate Curriculum Committee and was also a member of the University Graduate Curriculum Committee. I have also successfully directed seven dissertations and mentored a dozen PhD students.

During my term as the Chair of the College of Graduate Curriculum Committee, the College designed, approved and implemented the Master's and PhD programs as well as implemented the administration of the PhD comprehensive candidacy exams. I developed lectures, syllabi, home assignments, exams, PhD comprehensive exams, and taught the following courses at UCF (some of the courses were taught several times, with many modifications introduced every time -2002-2007).

## **CURRICULUM DESIGN & DEVELOPMENT**

Entertainment Management Principle Executive of curriculum development, international and local partnership development, financial acquisition and allocation, and degree oversight.

## **COURSES INSTRUCTED**

### Introduction to Hospitality and Tourism (HTF 1000)

This course is an introduction to the field of hospitality and tourism. It provides students with the necessary familiarity to comprehend the history, nature, composition, structure, principles, operating procedures and key issues in the industry.

### Tourism Management (HFT3700)

This is an undergraduate course that provides a broad base of tourism and travel knowledge to hospitality students. It covers the tourism system, tourism components, tourism product design and development, tourism competitiveness and sustainability, tourism marketing, tourism impact and tourism development strategies.

## **COURSES INSTRUCTED**

### Hospitality Guest lectures series (HFT 3933)

This course is an undergraduate level course on hospitality management. It examines a broad range of current topics and issues in the field of hospitality and tourism. The lectures are delivered by invited guests who are prominent experts in their field.

### Hospitality Strategic Management (HFT 4295)

This is a capstone course intended to incorporate the entire core and content program courses in to managerial and leadership practice within the hospitality and tourism industry. The course consolidates; therefore, what the student has learnt in the preceding years of his/her degree and applies their knowledge at a strategic level to hospitality and tourism contexts.

### Research Methodology in Hospitality and Tourism (HFT 6586)

This is a graduate course that provides master's students with an in-depth knowledge of methodologies aspects and issues related to the hospitality and tourism field. This course covers research types, research tools, research process and outcomes. The discussion on research types will focus on the goals, fundamentals, nature and outcomes of theoretical research and applied research. The discussion also will examine the three tools, namely quantitative, qualitative and mixed approaches to research, as well as research design, planning and communication of the research findings.

### Travel and Tourism Economics (HFT 6707)

This course is a graduate level course on tourism economics. It examines the basic economic principles and concepts pertaining to the tourism environment in areas, such as resource use, equilibrium in tourism markets, output growth, market structures, externalities and public good, in a domestic and international context. It emphasizes the potential of economics to explain and predict tourism phenomena.

### Tourism Industry Analysis (HFT 6738)

This graduate course teaches students how to construct and verify regression analysis and economic impact models, both from theoretical and practical points of view. The focus of the course is on learning the essentials of these two tools through practical applications aimed at analyzing data. Research design based on experiential learning will be the basis for modeling analysis, while students practice the methods of tourism regression estimation and input-output account tables. Examples from the Central Florida area will be used to illustrate these techniques throughout the course. Students will be acquainted with basic concepts and methods of regression analysis (model specification) and economic impacts, such as I-O and SAM.

### Strategies and Tactics: Travel and Tourism (HFT 7715)

This is a doctoral level course, and it addresses strategies and tactics in travel and tourism. It is a course about the application of *strategic thinking*. Strategic thinking is the process of why managers choose a certain strategy to gain and sustain competitive advantage over their rivals. The focus of the course is therefore to investigate with the students the impact of competition on the level of benefits (profits), the reaction of the entity towards its rivals, and the sustainability of these advantages over a long a period of time.

### Foundations in Hospitality and Tourism (HFT 7587)

This doctoral course facilitates the introduction of hospitality and tourism research across a broad expanse of industry sectors including but not limited to attractions, events, leisure, food service and lodging. It will help students identify key hospitality and tourism concepts, discern the nature of relationship among these concepts and come up with its implications for the hospitality industry and tourism sector. The focus of the course is assignments centered at problem solving and what students are able to do through building foundational knowledge.

### Research Seminar in Hospitality and Tourism (HFT 7588)

This doctoral course explores two important and interrelated topics in hospitality and tourism research, i.e., the rigor in theory building and the ethical implications involved in this process. The premise of this course is that rigorous scholarship helps managers know what actions will lead to the results they seek, given the circumstances in which they find themselves. After all, theory is about explaining what is expected to happen and why it is expected to happen. Theory should explain, predict and delight. Understanding the principles guiding research is crucial for theory building. The applicability of “best practices” so common in the literature may be clouded by the ambiguity of the causality question and may reflect the so-called “Anna Karenina bias”.

## **DISSERTATION SUPERVISION**

- Major Advisor of 8 PhD students with 7 successful completed dissertations
- Member of 4 PhD Dissertation and 2 Master’s Thesis Committees
- Directed 12 PhD independent studies
- 2 students that were under my direct supervision won the 2010 and 2011 Best Dissertation Award at Rosen College of Hospitality Management

## **RECOGNITION AND AWARDS**

1. The 2015 Thea Sinclair Award for Journal Article Excellence (*Tourism Economics*)



2. The 2015 UCF Research Incentive Award (RIA)
3. 2015 Best Graduate Student Research Paper, presented at the 32nd International Association of Hospitality Financial Management Education Research Symposium. New York University, N.Y., November 7, 2015
4. Outstanding Leadership and Dedication to the Rosen College of Hospitality Management, July 26, 2012
5. Best Conference Paper 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn University, January 6, 2012
6. Best Paper Award Conference Theme: Cultural Heritage, International Conference: Global Sustainable Tourism November 15-19, 2010, Mbombela, Nelspruit, South Africa
7. 2010 CHRIE Conference Best Paper Award, July 2010, San Juan, Puerto Rico
8. 2010 Delta Alpha Pi Honor Society Recognition for Outstanding Support and Encouragement to Students
9. 2009-2010 UCF Research Incentive Award (RIA)
10. 29th International Symposium on Forecasting Best Paper Award, June, 2009, Hong Kong
11. UCF 2009 Distinguished Researcher Award
12. 2008 Rosen College of Hospitality Management Dean's Research Award
13. Award for Second Best Paper at the ISTTE 2006 Conference in Las Vegas, Nevada
14. Distinguished Award from the Dutch Caribbean Students Association for Outstanding Work

### **SPECIAL INVITATIONS**

- I was a panel member at the VI International Creative Cities Conference 2018 held in Orlando, FL, January 24-25, 2018.
- I was invited by the Universidad Nacional Pedro Henriquez Urena (UNPHU) in the Dominican Republic, November 9-12, 2017, to assess their hospitality and tourism curriculum program.
- I was invited by the Universidad Externado in Bogota, Colombia, as a keynote speaker at its Congreso Turismo y Buen Vivir, October 26-27, 2017.
- I was invited by the Tourism Corporation Bonaire as a keynote speaker at the Bonaire Tourism Summit, Kralendijk, August 24, 2017.

- I was invited by the Office of the Mayor of Orlando to serve on the Steering Committee for a Nightlife Task Force the City of Orlando, April 18, 2016.
- I was invited by the Curacao Tourism Board as a keynote speaker at the NATOS Conference, December 2-4, 2015.
- I was invited by the Permanent Secretary of Tourism and Civil Aviation of Grenada to conduct a quick scan of the local tourism industry, September 20-23, 2015.
- I was invited by the Universidad de Colima, Mexico, to discuss collaboration opportunities, May 25-30, 2014.
- I was invited by the Minister of Economic Affairs of Curacao as keynote speaker at the Curacao Tourism Strategic Planning Summit, January 29-31, 2014.
- I was invited by the Applied University Breda (NHTV), the Netherlands to discuss collaboration opportunities, Breda, October 21-25, 2013.
- I was invited by UDC to discuss collaboration opportunities, Iguazu, Brazil, October 1-5, 2013.
- I was invited by the Mayor of Armenia, Quindio, Colombia and the Universidad la Gran Colombia to discuss collaboration opportunities, July 15-19, 2013.
- I was invited by UCF News and Information (and I accepted) to be the tourism expert for interviews in Spanish regarding topics related to hurricanes in Central Florida.
- I was included in a list of experts from around the country available only to CNN reporters in Spanish.
- I was invited together with two former presidents, three former Ministers, one former President of the Central Bank, and seven other experts of Latin American countries to participate in a conference in Guayaquil about the future of Latin American countries, Ecuador March 9-12, 2007.
- I was invited as an expert by the national geographic society for sustainable destinations to participate as a panelist in the project of destination stewardship survey focusing on small and medium-sized islands, April 6, 2007.
- I was invited by the Governor of the Province of Guayas (Ecuador) to pay a work visit in order to assess the Province tourism potential and its impact on poverty reduction (April 22- 28, 2007).
- I was invited by the Tourism Commissioner of Curacao to assess the tourism industry on the island (February, 2010).

- I was invited by the Minister of Tourism of Aruba to visit the island to discuss Aruba's positioning as a tourist destination and its future in a global world, November 2010.
- I have been invited by the President of the Tourism Chamber of Tourism of the Province of Guayas, Ecuador to be the keynote speaker at the annual conference of the Fiesta de Duran, August 2007.

### **UCF COMMITTEE SERVICE**

- Co-Chair of the 2017 International Conference on Events (ICE), Orlando, December 12-14.
- UCF Faculty Senator, 2007-2008.
- Member of the University Graduate Appeals Committee, 2008.
- Member of the University Honors Committee of the Burnett Honors College at the University of Central Florida, 2006-2009.
- Member of the University Latin American Studies (LAS) Advisory Board, 2008-present.
- Chair of the Rosen College Search Committee (Full & Assistant Professors) 2012-2013.
- Member UCF SACS reaccreditation Committee, 2006.
- Chair of the College Doctoral Rotation Committee, 2007-2009.
- Chair of the College Graduate Policy and Curriculum Committee, 2005-2008.
- Member of the College Graduate Policy and Curriculum Committee, 2009-2012.
- Member of the College International Relations Committee, 2006-2010,
- Founder and Chair of the Research Colloquium at the RCHM, 2004 –present.

### **UCF COMMITTEE SERVICE**

- Founding member and principal advisor Rosen Research E-newsletter "Facts and Findings" of the Rosen College
- Faculty advisor for the Dutch Caribbean Student Association, 2006-2009.
- Member of The RCHM Promotion and Tenure Committee
- Member of the ad- hoc Faculty Grant Committee
- Chair of the Rosen College Search Committee 2005-2006, 2012, 2016.
- Member of the University Honors College Search Committee for an Associate Dean
- Member of multiple RCHM ad-hoc committees