

# MANUEL ANTONIO RIVERA, PhD.

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University of Central Florida  
Foodservice & Lodging Management Department, Office 257 Orlando FL 32819  
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## EDUCATION

<b>University of Central Florida</b> in Orlando, FL	PhD Hospitality Education	(2011)
<b>Florida International University</b> in Miami, FL	MS in Hospitality Management	(2001)
<b>Penn State University</b> in State College, PA	BS Hotel and Restaurant Management	(1995)
<b>Cornell University</b> in Ithaca, NY	Certificate in Revenue Management	(2005)

## ACADEMIC POSITIONS

<b>University of Central Florida</b>	Rosen College, Assistant Dean & Associate Professor	(2017-Present)
<b>University of Central Florida</b>	Rosen College, Assistant Professor	(2011-2017)
<b>Universidad del Este</b>	School of Hospitality, Full Time-Instructor	(2002-2011)
<b>University of Central Florida</b>	Rosen College of Hospitality, Adjunct Instructor	(2006)
<b>Universidad de Puerto Rico</b>	Hotel Management, Adjunct Instructor	(2003-2005)

## UNDERGRADUATE AND GRADUATE COURSES TAUGHT

### **University of Central Florida, Orlando, Florida**

HFT 2250 The Event Industry	HFT 4757 Event Management
HFT 3263 Restaurant Management	HFT 4796 International Events
HFT 3574 Restaurant Marketing	HFT 6738 Tourism Analysis
HFT 4457 Food and Beverage Cost Controls	

### **Universidad del Este, Carolina, Puerto Rico**

ITHM 101 Introduction to Hospitality Industry	ITHM 340 Food and Beverage Management
ITHM 102 Introduction to Hospitality Management	ITHM 350 Cost Controls
ITHM 115 Tourism Systems	ITHM 400 Revenue Management
ITHM 250 Internship I	ITHM 401 Menu Planning
ITHM 290 Computer Applications and Spreadsheets	ITHM 460 Capstone Course
ITHM 310 Conventions and Group Sales	ITHM 340 Food and Beverage Management

### **University of Puerto Rico, Carolina, Puerto Rico**

ADHO 3205 Introduction to Food and Beverage	ADHO 4106 Convention and Events Sales
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## **GRANTS AND CONTRACTS (Total \$966,829)**

**Project: (2017) The Economic Impact of Wedding Market for Aruba**

**Role:** Principal Investigator

**Value:** \$20,000

**Project: (2017) Development of A Strategic Tourism Master Plan (STMP) For Bonaire**

**Role:** Co- Principal Investigator

**Value:** \$129,011

**Project: (2016) Tourism Development and Quality of Life in Aruba: A Rejoinder Aruba**

**Role:** Co- Principal Investigator

**Value:** \$25,452

**Project: (2017) Seminar on business entrepreneurship and development (ORC)**

**Role:** Principal Organizer/Presenter

**Value:** \$18,000

**Project: (2015) The Value of Hospitality Study Abroad Externship Experiences (Italy)**

**Role:** Co Principal Investigator

**Value:** \$6,600

**Project: (2015) The Curacao Tourism Master Plan 2015-2020**

**Role:** Co Principal Investigator

**Value:** \$261,528

**Project: (2013) Coca Cola On-Premise Leadership Program (Continuing Education)**

**Role:** Principal Investigator/Organizer/Presenter

**Value:** \$61,000

**Project: (2012) A study on tourism economic impact of Tourism in Osceola County 2012**

**Role:** Co- Principal Investigator

**Value:** \$89,891

**Project: (2012) The Curacao North Sea Jazz Festival,**

**Role:** Principal Investigator

**Value:** \$7,500

**Project: (2011) The Curacao North Sea Jazz Festival, 2011**

**Role:** Principal Investigator

**Value:** \$7,500

**Project: (2011) The strategic tourism plan for Aruba, Aruba Tourism Authority**

**Role:** Co- Principal Investigator

**Value:** \$121,540

**Project: (2011) The economic and tourism potentials of the Soul Beach Music Festival**

**Role:** Co- Principal Investigator

**Value:** \$24,483

**Project: (2010) Economic Impact Study for the Curacao Tourism Board, 2010**

**Role:** Co- Principal Investigator

**Value:** \$24,780

## **GRANTS AND CONTRACTS Cont.**

**Project: (2010) Data Management Project for the Curacao Tourism Board, 2010**

Role: Co- Principal Investigator

Value: **\$30,544**

**Project: (2009) Tourism Master Plan for the Province of Guayas, Ecuador**

Role: Co- Principal Investigator

Value: **\$130,000**

**Project: (2005) Awareness Study of the Puerto Rico Convention Center Among the top 400 Companies in Puerto Rico” Puerto Rico Convention Bureau**

Role: Principal Investigator

Value: **\$9,000**

## **UCF IN-HOUSE GRANTS**

**Rosen College Award: Economic Impact of LGTB (Fall 2011)**

Role: Principal Investigator

Value: **\$2,500**

**Rosen College Award: Mobile Preferences Timeshare Owners (Fall 2012)**

Role: Principal Investigator

Value: **\$2,500**

## **GRANTS AND CONTRACTS SUBMITTED NOT FUNDED**

**Project: (2016) National Endowment for the Arts (NEA): 2017 National Heritage Fellowship Awards**

Role: Co- Principal Investigator

Value: **\$314,000** (withdrawn due to sponsor’s budgetary constraints)

**Project: (2016) The Economic Value of Florida Sea Turtles for Local Residents and Tourists**

Role: Co- Principal Investigator

Value: **\$20,000** (not funded)

**Project: (2014) A reflection on Imagination: Developing a measurement scale for the Mental Image Dimensions (MID): Submitted to Imagination Institute**

Role: Co- Principal Investigator

Value: **\$174,911** (not funded)

**Project: (2012) Forward Progress: “A Time to Act” Tourism Master Plan for the City of Guayaquil**

Role: Co- Principal Investigator

Value: **\$75,000** (not funded)

**Project: (2011) Agricultural and Tourism – A Slow Food Blueprint to Promote Sustainable Local Agriculture Products to Help the Poor in Ecuador, Tourism Ecuador**

Role: Co- Principal Investigator

Value: **\$85,000** (not funded)

## **GRANTS AND CONTRACTS (UNDER NEGOTIATION)**

**Project: (2017) Bok Tower Garden**

Role: Co- Principal Investigator

Value: **\$40,000** (under negotiations)

## **OTHER EXTERNAL PROJECTS WITH INDUSTRY**

**Project: (2016) Mapping the Economics of the Curaçao Carnival 2016**

Role: Principal Investigator

**Project: (2016) The Economic Footprint of the Aruba Summer Music Festival**

Role: Principal Investigator

**Project: (2015) The 2015 Aruba Soul Beach Music Festival: Consolidation and schism with less loyalty and spending?**

Role: Principal Investigator

**Project (2015) Modelo di Impacto Directo Economico di Turismo: Aruba**

Role: Principal Investigator

**Project: (2015) Curacao North Sea Jazz Festival: Curacao North Sea Jazz & destination convergence: a harbinger beckoning?**

Role: Principal Investigator

**Project (2014) Modelo di Impacto Directo Economico di Turismo: Aruba**

Role: Principal Investigator

**Project: (2014) The 2014 Aruba Soul Beach Music Festival: Building a stronger and secure footing for the future through smart experience management.**

Role: Principal Investigator

**Project: (2014) The Curaçao North Sea Jazz: A lustrum churning economic and promotional opportunities for Curaçao**

Role: Principal Investigator

**Project: (2014) Bok Tower Gardens Master Plan “Maintaining Relevance in a Changing World.**

Role: Co- Principal Investigator

**Project: (2014) PRHTA LGTB Hotel Survey: LGTB Consumer Profile at Hotels.**

Role: Principal Investigator

**Project (2013) Modelo di Impacto Directo Economico di Turismo: Aruba**

Role: Principal Investigator

## **OTHER EXTERNAL PROJECTS WITH INDUSTRY Cont.**

**Project: (2013) Aruba Electric Festival: The potential appeal of music and Gen Y.**  
Role: Principal Investigator

**Project: (2013) Soul Beach Music Festival: A critical juncture in its life cycle.**  
Role: Principal Investigator

**Project: (2013) Curaçao North Sea Jazz Festival: Through "The Looking Glass"**  
Role: Principal Investigator

**Project: (2012) Exceeding Expectations and Evoking Synergies for Future Growth**  
Role: Co- Principal Investigator

**Project: (2011) The Aruba Soul Beach Music Festival Getting the Fundamentals Right**  
Role: Principal Investigator

**Project: (2011) Uncovering the potential of a new more affluent and loyal market: CNSJ Festival**  
Role: Principal Investigator

## **RESEARCH PUBLICATIONS (REFEREED ARTICLES)**

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>, First published April 17, p 1-18.

Kubickova, M., Croes, R., & Rivera, M. (2017). Human agency shaping tourism competitiveness and quality of life. *Tourism Management Perspective*, 22, 120-131.

Semrad, K. & Rivera, M. (2016) Advancing the 5E's in festival experience for the Gen Y framework in the context of eWOM. *Journal of Destination Marketing & Management*.  
<http://dx.doi.org/10.1016/j.jdmm.2016.08.003>

Rivera, M., Croes, R., & Zhong, Y. (2016). Developing mobile services: a look at first-time and repeat visitors in a small island destination. *International Journal of Contemporary Hospitality Management*, 28(12).

Rivera, M (2016). The synergies between human development, economic growth, and tourism within a developing country: An empirical model for Ecuador. *Journal of Destination Marketing & Management*, <http://dx.doi.org/10.1016/j.jdmm.2016.04.002>

Rivera, M., Croes, R., & Lee, S. (2016). Tourism development and happiness: A residents' perspective. *Journal of Destination Marketing & Management*, 5(1), 5-15.

Croes, R., & Rivera, M. (2016). Tourism and Human Development. *Revista Anais Brasileiros de Estudos Turisticos*, 1(2), 17–29.

## **RESEARCH PUBLICATIONS (REFEREED ARTICLES) Cont.**

- Semrad, K., & Rivera, M. A. (2015). A Destination Performance Analysis through the Comparison of Tourists and Stakeholders' Perceptions: The Case of Curaçao. *Journal of Tourism and Hospitality*, 4(171), 1-6.
- Rivera, M., Semrad, K., & Croes, R. (2015). The Internationalization benefits of a music festival: The case of the Curacao North Sea Jazz Festival. *Tourism Economics*, <http://dx.doi.org/10.5367/te.2015.0485>.
- Croes, R., & Rivera, M. (2015). Tourism's potential to benefit the poor: a social accounting matrix model applied to Ecuador. *Tourism Economics*. <http://dx.doi.org/10.5367/te.2015.0495>.
- Rivera, M., Semrad, K., & Croes, R. (2015). The five E's in festival experience in the context of Gen Y: Evidence form a small island destination. *Revista Española de Investigación en Marketing ESIC (REIMKE)*, 19(2), 95-106.
- Lee, S., Croes, R., & Rivera, M. (2015). Exploring the role of human judgment in making discount decisions in the lodging industry. *Journal of Hospitality Financial Management*, 23(1), 45-62.
- Rivera, M., Gregory, A., & Cobos, L. (2015). Mobile application for the timeshare industry: The influence of technology experience, usefulness, and attitude on behavioral intentions. *Journal of Hospitality and Tourism Technology*, 6(3), 242-257.
- Rivera, M., & Pizam, A. (2015). Advances in hospitality research: "from Rodney Dangerfield to Aretha Franklin". *International Journal of Contemporary Hospitality Management*, 27(3), 362-378.
- Rivera, M., & Shani, A. (2013). Attitudes and orientation toward vegetarian food in the restaurant industry: An operator's perspective. *International Journal of Contemporary Hospitality Management*, 25(7), 1049-1065.
- Croes, R., Rivera, M. (2010) "Testing the empirical link between tourism and competitiveness: evidence from Puerto Rico", *Tourism Economics*, 16(1), 217-234
- Rivera, M., Croes, R. (2010) Ecotourists' loyalty: Will they tell about the destination or will they return?, *Journal of Ecotourism*, 9(2,), 85-103
- Murphy, K. S., DiPietro, R. B., Rivera, M., & Muller, C. C. (2009). An exploratory case study of factors that impact the turnover intentions and job satisfaction of multi-unit managers in the casual theme segment of the US Restaurant Industry. *Journal of Foodservice Business Research*, 12(3),p. 200-218.
- Shani, A., Rivera, M. A., & Hara, T. (2009, June). Assessing the viability of repeat visitors to cultural events: Evidence from the Zora! Festival. In *Journal of Convention & Event Tourism* (Vol. 10, No. 2, pp. 89-104). Taylor & Francis Group.
- Rivera, M. A., Shani, A., & Severt, D. (2009). Perceptions of service attributes in a religious theme site: an importance-satisfaction analysis. *Journal of Heritage Tourism*, 4(3), p. 227-243.

## **RESEARCH PUBLICATIONS (REFEREED ARTICLES) Cont.**

- Rivera, M. A., & Upchurch, R. (2008). The role of research in the hospitality industry: A content analysis of the IJHM between 2000 and 2005. *International Journal of Hospitality Management*, 27(4), p.632-640.
- Rivera, M. A., Hara, T., & Kock, G. (2008). Economic impact of cultural events: The case of the Zora!Festival. *Journal of Heritage Tourism*, 3(2), p. 121-137.
- Rivera, M., DiPietro, R. B., Murphy, K. S., & Muller, C. C. (2008). Multi-unit managers: training needs and competencies for casual dining restaurants. *International Journal of Contemporary Hospitality Management*, 20(6), p. 616-630.
- Shani, A., Rivera, M. A., & Severt, D. (2007). "To bring God's word to all people": The case of a religious theme-site. *Tourism*, 55(1), p. 39-50.
- DiPietro, R. B., Murphy, K. S., Rivera, M., & Muller, C. C. (2007). Multi-unit management key success factors in the casual dining restaurant industry. *International Journal of Contemporary Hospitality Management*, 19(7), p. 524-536.

## **PUBLISHED BOOKS**

- Murphy, K. & Rivera, M. (2017) *The Value of Study Abroad Externships in Hospitality Education: Experiential Learning*. Ingorda per Florence Campus Editore, Via Alfonso La Marmora, 39. ISBN 978-88-96231-21-0
- Croes, R. & Rivera, M. (2015) *Poverty Alleviation through Tourism Development: A Comprehensive and Integrated Approach*. CRC Press, Taylor & Francis Group

## **TRADE PUBLICATIONS**

- June (2013) "SoLoMo – This isn't your granddaddy's internet!" Rivera, M. & Gregory, A. *Developments Magazine (ARDA)*
- September (2013) "Vacation Ownership: Mobile Preferences" Gregory, A. & Rivera, M. *Developments Magazine (ARDA)*

## **BOOK CHAPTERS**

- Croes, R., Rivera, M., and Semrad, K. (2017). Subjective well-being and tourism development in small island destinations. In *Tourism Management in Warm Water Island Destinations* (CH 8). CABI Publishing
- Semrad, K., Croes, R., and Rivera, M. (2017). Cultural heritage and music in small island destinations. In *Tourism Management in Warm Water Island Destinations* (CH 11). CABI Publishing

## RESEARCH IN PROGRESS

- Rivera, M. (90% Complete) The value of the internship experience: The Case of Puerto Rico. Working paper, 90% complete. Submitting to *Journal of Hospitality, Leisure, Sport & Tourism Education*
- Rivera, M. (75% Complete) Applying a triangulation approach for estimating the economic value of “Pink Dollars”. Submitting to *Tourism Economics*.
- Rivera, M., van Niekerk, M., Mathis, E. (75% complete) The relationship between familiarity, involvement and satisfaction with behavioral intentions: The case of the Zora Festival! Working paper. Submitting to *Event Management*.
- Rivera, M., Croes, R., Lee, S. & Shapoval, V. (90% Complete). Modeling behavioral intentions: the case of the Bok Tower Gardens in Central Florida. Working paper. Submitting to *Urban Forestry & Urban Greening*,
- Rivera, M., Gregory, A., & Cobos, L. (Accepted for Review in Special Issue). Anatomy of mobile app preferences for Timeshare owners: a look at information acquisition and dissemination. *Journal of Hospitality and Tourism Technology*.
- Rivera, M., Semrad, K., and Croes, R. (In progress). Application of the OLI framework to an R&B music festival. A longitudinal study data collected for 2013-2015 totaling 663 surveys. 2016 data collection is outstanding. *Tourism Economics*.
- Rivera, M. and Semrad, K. (In progress). A formative model for festival attendees’ consumption experience. Data collected/341 surveys. *Journal of Destination Marketing and Management*.
- Rivera, M. and Semrad, K. (In progress). The economic impact of the LGBT market in a triple S destination. Data collected/210. *Tourism Economics*.
- Semrad, K. and Rivera, M. (In progress). Relationship between legitimacy, identity, and behavioral intentions of LGBT tourists. Data collected/190 surveys. *Tourism Management*.
- Rivera, M. and Semrad, K. (In progress). The value of the festival experience: A case comparison of two island destinations. Data collected/900 surveys. *Event Management*
- Rivera, M. (Data Collection Completed) Understanding the relationship between brand awareness, brand image, perceived value, satisfaction, and behavioral intentions for emerging markets: Insight on Latin America. Secured 1,001 surveys (251 in Colombia, 190 in Costa Rica, 355 in Brazil and 305 in Ecuador).
- Rivera, M. (Data Collection Completed) The impact of QSR employees ‘quality of work life on satisfaction, turnover intentions, and happiness. Secured 698 employee surveys (143 in Colombia, 102 in Ecuador, 348 in Brazil, and 105 in Costa Rica).
- Rivera, M. (Data Collection Completed) The link between employee performance and customer loyalty: the mediation effect of employee happiness. Secured 248 employee surveys (102 in Ecuador, and 143 in Colombia) and 556 customer surveys (305 in Ecuador and 251 in Colombia)



## **CONFERENCE PRESENTATIONS (REFEREED CONFERENCES)**

- Croes, R. and Rivera, M. (2016). The Distributive Effects of Tourism: The Case of Ecuador. II Congreso Internacional de Investigación de Turismo, Hotelería y Gastronomía, Quito, Ecuador, November 15-18.
- Croes, R. Semrad, K. & Rivera, M. (2016). Tourism Productivity in a Small Island Destination. Tourism Naturally Conference, University of Sassari, in Alghero, Italy, October 2-6, 2016.
- Rivera, M. & Croes, R. (2016) Vacation Homes in SIDs: A Demand Approach. Tourism Naturally Conference, University of Sassari, in Alghero, Italy, October 2-6, 2016.
- Semrad, K., Croes, R., Rivera, M. (2016). Sun, Sand & Sea: Expectation or Competitive Advantage? Tourism Naturally Conference, University of Sassari, in Alghero, Italy, October 2-6, 2016.
- Murphy, K., Rivera, M., Mejia, C., and Cobos, L. (2016) "Experience outside the classroom: The value of hospitality internships in the Disney College Program" In 14th Asia-Pacific CHRIE (APacCHRIE) Conference, Bangkok, Thailand. 11-13 May 2016, Dusit Thani College.
- Semrad, K. and Rivera, M. (2015). Caribbean music festivals: Expanding tourist market reach via memorable experiences and eWOM. Proceedings of the 3rd World Research Summit for Tourism and Hospitality: Transforming Partnerships, Orlando, FL, December 15-19, 2015.
- Rivera, M. (2015) The Synergies Between Tourism Expansion and Development: An Analysis of Economic Growth, Poverty and Human Development in Ecuador. *Proceedings of the 15 ESTC Ecotourism and sustainable tourism conference*. The International Ecotourism Society. Quito, Ecuador, April 27-30, 2015.
- Rivera, M., Semrad, K., and Croes, R. (2015). "The potential appeal of music and generation Y: The case of the Aruba Electric Festival". *Proceedings of the 3<sup>rd</sup> International Interdisciplinary Business-Economics Advancement Conference*. Ft. Lauderdale, FL, USA, March 28-April 2, 2015.
- Rivera, M. and Semrad, K. (2015). "Life on the street in Puerto Rico: Food vendors' perspective". *Proceedings of the 3<sup>rd</sup> International Interdisciplinary Business-Economics Advancement Conference*. Ft. Lauderdale, FL, USA, March 28-April 2, 2015.
- Semrad, K., Croes, R., and Rivera, M. (2015). "The economic and internationalization benefits of a music festival in a small island destination. *Proceedings of the 3<sup>rd</sup> International Interdisciplinary Business-Economics Advancement Conference*. Ft. Lauderdale, FL, USA, March 28-April 2, 2015.
- Semrad, K., Croes, R., and Rivera, M. (2015). "The challenges of using tourism as an urban regeneration tool in a developing country." *Proceedings of the 3<sup>rd</sup> International Interdisciplinary Business-Economics Advancement Conference*. Ft. Lauderdale, FL, USA, March 28-April 2, 2015.
- Rivera, M. & Lees, S. (2013) "Experiences outside the Classroom: The Value of Hospitality Internship Experiences" *Presented at the World Research Summit for Tourism and Hospitality 2013*. Orlando, Florida December 15-17
- Rivera, M. & Gregory, A. (2013) "Mobile Services for the Timeshare Industry" *Presented at the World Research Summit for Tourism and Hospitality 2013*. Orlando, Florida December 15-17

## **CONFERENCE PRESENTATIONS (REFEREED CONFERENCES) Cont.**

- Croes, R., Rivera, M., and Semrad, K. (2013). "Analyzing jazz festival attendees in a small island destination". *Proceedings of the 2<sup>nd</sup> World Research Summit for Tourism and Hospitality: Crossing the Bridge*, Orlando, FL, December 15-17, 2013.
- Rivera, M., Semrad, K., and Lee, S. (2013). "The perceived value of a hospitality internship experience in relation to satisfaction with internship and loyalty to school". *Proceedings of the Conference of Tourism and Hospitality: The Highway to Sustainable Regional Development*, Yerevan, Armenia, June 27-30.
- 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, Noviembre 11.
- 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, Noviembre 11.
- Croes, R., Rivera, M., Lee, S. and Shapoval, V. (2013). Bok Tower Gardens: Maintaining relevance in a changing world. 2013 Euro ICHRIE, Freiburg, Germany, 16-19 October.
- Lee, S., Croes, R. and Rivera, M. (2013) "Identifying Anomaly in Turnover Intention Theory: The Case of Aruba". The Tenth Annual Graduate Research Forum, University of Central Florida; April 2-2013
- Lee, S. & Rivera, M. (2012) The Relationship between Tourist's Vacation experience and Behavioral Intentions: Insight from Gay Tourists in Puerto Rico" The 18th Annual Graduate Student Research Conference in Hospitality and Tourism. Seattle, Washington, January 2012
- Rivera, M. & Lee, S. (2012) "The Economic Impact of LGTB: The case of Puerto Rico" *AsiaEuro Malaysia*, Taylors University
- Croes, R., Semrad, K., and Rivera, M. (2012). "The relevance and value of music festivals as relational goods in SIDS". *Proceedings of Travel and Tourism Research Association (TTRA)*, Virginia Beach, VA, June 17-19, 2012.
- Zhong, J., Rivera, M. and 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 2012.
- Shani, A. & Rivera, M.A. (2011). Attitudes toward vegetarian food in the restaurant industry: A Puerto Rican perspective. Presented at The International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Annual Conference, Denver, Colorado, July 26-30.
- Croes, R., Semrad, K., and Rivera, M. (2010). "Valuing cultural tourism in a SID". *Proceedings of the Global Sustainable Tourism Conference*, Mbombela (Nelspruit), South Africa, November 15-19, 2010.
- Croes, R., Semrad, K., and Rivera, M. (2010). "Profiling the cultural tourist in a SID". *Proceedings of the Global Sustainable Tourism Conference*, Mbombela (Nelspruit), South Africa, November 15-19, 2010.

## **CONFERENCE PRESENTATIONS (REFEREED CONFERENCES) Cont.**

- Rivera, M., Croes, R. (2008) Fidelidad de Marca del Eco-Turista: ¿Hablaran del Destino o Volverán? *Ier Encuentro de Comunicación y Marketing para Turismo*. Guayaquil, Ecuador (October 28,2008)
- Shani, A., Rivera, M.A. & Hara, T. (2009). Assessing the viability of repeat visitors to cultural events: Evidence from the Zora! Festival. Presented at the 14th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 4-6.
- Rivera, M., Hara, T., and Croes, R. (2008). “The Distributional Effects of Tourism: Applying a SAM Model”. The 13th Graduate Students Research Conference for Hospitality and Tourism, Orlando FL, January 3-5, 2008.
- Croes, R. and Rivera, M. (2007). Demystifying Tourism Competitiveness: The Age of Quality of Life. The 2007 Annual ISTTE Conference, Charlestown, SA.
- 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.
- Rivera, M., Hara, T. & Croes, R. (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
- Murphy, K.S., DiPietro, R.B., Rivera, M., & Muller, C.C. (2007). “An Exploratory Case Study of Factors That Impact the Turnover Intentions and Job Satisfaction of Multi-unit Managers in the Casual Theme Segment of the U.S. Restaurant Industry”. Accepted as a paper and stand-up presentation on February 27th, 2007 for the Hospitality and Leisure: Business Advances and Applied Research Conference. (July, 2007)
- Rivera, M.A , Shani, A., & Severt, D. (2007) “A Multi-attribute Approach to Understanding the Image of a Religious Theme Attraction: The Case of WordSpring Discovery Center Visitors” The 10th International Research Symposium on Service Excellence in Management, Orlando, Florida (June 14, 2007)
- Kock, M., Rivera, M., & Hara, T. (2007) “Proposing An Alternative Framework Of Feasibility Studies For Large Public Tourism Investment: Quantitative Analysis For A Convention Center In Florida” Twelfth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. University of Houston, (January 4, 2007)
- Rivera, M., Hara, T. (2007) “The Economic Impact of MICE Industry in capacity constrained destinations” Twelfth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. University of Houston, (January 4, 2007)
- Rivera, M., Kock, M., & Hara, T. (2007) “The Economic Impact of Cultural Events: The case of the ZORA! Festival” Twelfth Annual Conference on Graduate Education and Graduate Student Research in Hospitality and Tourism. University of Houston, (January 4, 2007)

## **KEYNOTE PRESENTATIONS**

- Gregory, A. & Rivera, M. (2017). New product development research: Optimal design configuration. Lecture presented at Business entrepreneurship in Latin America Conference (BELA) in Rosen College of Hospitality Management, University of Central Florida, Orlando. May 24<sup>th</sup>, 2017
- 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>.
- Croes, R., Rivera, M. & Shapoval, V. (2017). Bonaire's Tourism Master Plan: An overview. Parliament Bonaire, Kralendijk, March 19.
- Rivera, M. (2016). "Advances in Hospitality Research: a look at the International Journal of Hospitality Management". Guest Speaker at the Graduate Research Colloquium of the Hospitality and Tourism Management (HTM) Department at the Isenberg School of Management, University of Massachusetts, Amherst, November 17, 2016.
- 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 and 14, 2016.
- Croes, R., Semrad, K., & Rivera, M. (2015). Building Partnerships. *2015 NATOS Conference*, Hilton Hotel, Willemstad, December 2, 2015.
- Semrad, K., Croes, R., & Rivera, M. (2015). Curacao's Tourism Market. *2015 NATOS Conference*, Hilton Hotel, Willemstad, December 2, 2015.
- Croes, M. & Rivera, M. (2015) Enlace de turismo y crecimiento económico en Ecuador. Expositor Conferencia Magistral. *Congreso Internacional de Investigación, Turismo, Hotelería y Gastronomía*. Quito, Ecuador, Noviembre 11-13, 2015.
- Semrad, K. and Rivera, M. (2014). "How duschi are we? Perceptions of people skills". Curacao Tourism Summit, Willemstad, Curacao, January 30-31, 2014.
- Rivera, M. and Semrad, K. (2014). "The gap between expectations and performance". Curacao Tourism Summit, Willemstad, Curacao, January 30-31, 2014.
- Croes, R. & Rivera, M. (2013) "Trabalhar o Equilibrio entre a Vida e a Competitividade da Empresa nos Paises em Desenvolvimento". *Presented at Centro Universitário Dinâmica Das Cataratas Iguazu*, Brazil, October 2, 2013

## **PROFESSIONAL PRESENTATIONS**

- Croes, R. & Rivera, M. (2014). "Turismo y calidad de Vida: el caso de Manzanillo". *Presoceedings of the 10<sup>th</sup> Foro Internacional Sobre Turismo*. Colima, Mexico, October 2-3, 2014.
- Croes, R. & Rivera, M. (2013) Productividad, calidad de vida laboral y rentabilidad: una perspectiva empresas de restaurantes en Latino América. (Universidad de Costa Rica Sede del Pacífico Centro de Investigaciones Históricas de América Central Coloquio: Turismo, Paisaje y Medio Ambiente Noviembre 11, 2013)
- Rivera, M. & Croes, R. (2013) Manejo de la Marca en restaurantes de comida rápida: Segmentación y Diferenciación para la creación de Lealtad (Universidad de Costa Rica Sede del Pacífico Centro de Investigaciones Históricas de América Central Coloquio: Turismo, Paisaje y Medio Ambiente Noviembre 11, 2013)
- Croes, R. and Rivera, M. (2012). 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.
- Croes, R., Rivera, M. & Olson, E. (2011), The economic and tourism potentials of the Soul Beach Music Festival, Aruba Tourism Authority.
- Croes, R. and Rivera, M. (2011). Winning the Future: a Tourism Strategic Plan for Aruba of how to. Aruba Tourism Summit "Winning the Future", Oranjestad, December 8-9, 2011.
- Croes, R. and Rivera, M. (2011). Product Development and Innovation: the Restaurant Sector. Aruba Tourism Summit "Winning the Future", Oranjestad, December 8-9, 2011.
- Croes, R. and 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.
- Croes, R., Rivera, M. and Semrad, K. (2010). 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.
- Croes, R., Rivera, M. & Semrad, K. (2010). Economic Impact Study, Curacao Tourist Board.
- Croes, R., Rivera, M. & Semrad, K. (2010). Data Management Project, Curacao Tourist Board.
- Croes, R., Rivera, M. (2010). Research design and empirical modeling, Central Bank Aruba, Oranjestad, Aruba, September 9, 2010.
- Croes, R. and Rivera, M.(2010). Visitor Exit Survey and the economic impact of tourism in Curacao, Curacao Hospitality and Tourism Association (CHATA), Willemstad, Curacao, September 1, 2010.
- Rivera, M. (2007) "The Economic Impact of MICE Industry in capacity constrained destinations" Project for the Puerto Rico Convention Bureau. Presented at the Caribe Hilton, San Juan, Puerto Rico

## TECHNICAL REPORTS

- Croes, R., Semrad, K. and Rivera, M. (2015). The Curacao Tourism Master Plan: Building on the Power of the Past. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.
- Rivera, M., Croes, R., & Semrad, K. (2015). Curaçao North Sea Jazz & Curaçao Convergence: A harbinger beckoning? Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.
- Croes, R., Rivera, M., Semrad, K., Dickson, D., Pizam, A., Shapoval, V., and Orlowski, M. (2014). “From attribute orientation to experiential consumption: The future of Tourism in Curacao”. A report submitted to the Ministerio di Desaryoyo Ekonomiko of Curacao and the Curacao Tourist Board. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.
- 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: Orlando, FL.
- 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: Orlando, FL.
- 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 Intenshon. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.
- 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: Orlando, FL.
- Croes, R. and Rivera, M. (2012). Aruba Soul Beach Music Festival: Getting the Fundamentals Right. Aruba Tourism Authority. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.
- Croes, R, Rivera, M, Lee, S., Shapoval, V., Kageyama, N., Bujisic, M., Bilgihan, A., and Olson, E.(2012). Bok Tower gardens: Maintaining Relevance in a Changing World. July. Bok Tower Gardens. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.
- Croes, R. & Semrad, K. (2012). “Forward progress – A time to act: Working together for the future success of tourism development in Guayaquil, Ecuador”. Autoridad Aeroportuaria de Guayaquil (AAG) of Ecuador. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.
- 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 of How to. Aruba Tourism Authority. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.
- 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 Intenshon. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.
- 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: Orlando, FL.

## TECHNICAL REPORTS Cont.

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 Intenshon, Curacao. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.

Croes, R., Rivera, M. & Semrad, K. (2010). Economic Impact Study, Curacao Tourist Board. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.

Croes, R., Rivera, M. & Semrad, K. (2010). Data Management Project, Curacao Tourist Board. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.

Croes, R. & Rivera, M. (2008). Tourism Master Plan for Guayas, Ecuador. Cámara Provincial de Turismo del Guayas, Ecuador, March 31. Dick Pope Sr. Institute *for* Tourism Studies: Orlando, FL.

## RESEARCH AWARDS

Rivera, M. (2017) Research Incentive Award. University of Central Florida.

Rivera, M. & Lee, S. (2012) “The Economic Impact of LGTB: The case of Puerto Rico” Best Paper Award at the Asia Euro 2012

Zhong, S., Rivera, M. & Croes, R. (2012) “Developing Mobile Tourism Services for a Destination: The Case of Aruba” Best Paper Award at the Graduate Conference

Rivera, M. (2012): The Synergies of Tourism Expansion and Development: An Analysis of Economic Growth, Poverty Reduction, and Human Development in Ecuador Dissertation Award UCF

Croes, R., Semrad, K. & Rivera, M. (2010). Valuing Cultural Tourism in a SID. International Conference on Global Sustainable Tourism, Mbombela, Nelspruit, South Africa, November 15-1. Best Paper Award

Croes, R., Semrad, K. & Rivera, M. (2010). Profiling the Cultural Tourist in a SID. Proceedings International Conference on Global Sustainable Tourism, Mbombela, Nelspruit, South Africa, November 15-19. Best Presentation Award

## PROFESSIONAL AWARDS

**2016 Certificate of Appreciation:** For the Development of the Simulation MODELO DI IMPACTO DIRECTO ECONOMICO DI TURISMO (MIDET) 2011-2015. From Aruba Tourism Authority, Oranjestad, Aruba.

**2016 Certificate of Recognition:** For involvement and research in the Aruba Summer Festival. From Aruba Tourism Authority, Oranjestad, Aruba.

**2016 Certificate of Recognition:** For involvement and research in the Aruba Soul Beach Music Festival from 2011-2015. From Aruba Tourism Authority, Oranjestad, Aruba.

**2015 Research Recognition Award from the Minister of Economics.** From Ministerio di Desaroyo Ekonomico, Willemstad, Curacao.

**2015 Bon Intenshon Research Recognition Award.** From the Fundashon Bon Intenshon, Willemstad, Curacao.

## **PROFESSIONAL AWARDS Cont.**

**2015 Certificate of Recognition.** From the Curacao Tourist Board for Research Contributions, Willemstad, Curacao.

**2015 Certificate of Appreciation.** From the Curacao Tourist Board for Education and Training, Willemstad, Curacao.

**2013 Faculty of the Year Award.** From Rosen College of Hospitality Management, University of Central Florida, Orlando.

**2013 Research Recognition Award:** For the support of the Aruba Electric Festival. From Aruba Tourism Authority, Oranjestad, Aruba.

**2013 Certificado de Apreciación por gestión del Coca Cola On Premise Leadership Program:** Otorgado por Programa CRECE Coa Cola Latin America.

**2013 Certificado de Reconocimiento por Investigación “¿Cómo Lidia con el Equipo de la Nueva Generación?” durante el Coca Cola on Premise Leadership Program:** Otorgado por Programa CRECE Coca Cola Latin America.

**2013 Certificado de Reconocimiento por Investigación “Posicionamiento de Marca en Restaurantes: Diferenciación y Segmentación” durante el Coca Cola On Premise Leadership Program:** Otorgado por Programa CRECE Coa Cola Latin America.

## **TEACHING AWARDS**

Rivera, M. (2017) Undergraduate Teaching Award. Founders’ Day Honors Convocation University of Central Florida. April 5, 2017, Pegasus Ballroom, UCF Student Union

## **MEMBER OF DISSERTATION/THESES**

2016 Elaine Mathis (Rosen College) PhD Student

2015 Marketa Kubickova (Rosen College) PhD Student

2014 Jenna Lee (Rosen College) PhD Student

2012 David Hillell (University of Adelaide) Master Dissertation

## **EDITORIAL RESPONSIBILITIES**

**Managing Editor:** International Journal of Hospitality Management, Elsevier Publications

**Editorial Board Member:** Journal of Foodservice Research

**Editorial Board Member:** Journal of Tourism and Hospitality

**President:** 2015 Scientific Committee for XII International Tourism Forum, Mexico

**Ad Hoc Reviewer:** Tourism Management



## **EDITORIAL RESPONSIBILITIES Cont.**

**Ad Hoc Reviewer:** Current Issues in Tourism

**Ad Hoc Reviewer:** Journal of Ecotourism

**Ad Hoc Reviewer:** International Journal of Contemporary Hospitality Management

**Review Committee:** 2017 World Research Summit for Hospitality & Tourism. Orlando, Fl.

**Review Committee:** 2015 World Research Summit for Hospitality & Tourism. Orlando, Fl.

**Review Committee:** 2013 APac CHRIE Paper Review Committee

**Review Committee:** 2013 *Conference of Tourism and Hospitality: The Highway to Sustainable Regional Development*, Yerevan, Armenia, June 27-30.

**Review Committee:** World Research Summit for Tourism and Hospitality 2013. Orlando, FL

## **PROFESSIONAL INDUSTRY EXPERIENCE**

### **Aramark Corporation**

#### **Marketing Program Manager – South Florida Region (February 1997- August 2002)**

Responsible for revenues at Florida International University, Saint Thomas University, Florida Memorial College, Nova University, Miami Dolphins, Kovens Conference Center. Responsible for all marketing aspects of National Brands and other venues including: Burger King, Pizza Hut, Subway, Starbucks, Pollo Tropical, Sbarro, Java City, Miami Dolphins Training Camp, Kovens Conference Center, and Graham Center Conference Center. Responsible for \$13 million in revenues.

### **Chartwells Campus Division of Compass Group USA**

#### **Food Service Director (July 1995 - January 1997)**

Palm Beach Atlantic College, Palm Beach, Florida  
University of Puerto Rico – Arecibo Campus, Puerto Rico  
Ponce Regional Hospital – Ponce, Puerto Rico  
Responsible for \$3 million in revenues.

## **SERVICE TO ACADEMIA**

### **Rosen College Committees**

The College P & T committee (2016)  
DRC Committee (2016-2017) (Doctoral Recruitment Committee)  
FLM Department Assessment Coordinator (2012-present)  
Rosen College Internal Grant Committee (2013-present) (Chair)  
University Research Grant Award Committee (2013-present) (Member)  
TIP Award Selection Committee (2013-2016) (Chair)  
DRC Committee (2013-2014) (Member)  
Department Assessment Committee (2013-present) (Chair)

## **SERVICE TO ACADEMIA (Cont.)**

### **University of Central Florida Committees**

Internationalization Affair Committee (2013-present) (Member)  
IAC Curriculum and Research Sub-Committee (2013-present) (Member)  
UCF Parking Committee (2013-present) (Member)

### **Universidad del Este, Carolina, Puerto Rico**

Internationalization Committee Advisory Board (2002-2011)  
International School of Hospitality & Culinary Arts (2002-2011)  
Restaurant Management and Culinary Arts Assessment Coordinator (2002-2011)  
Restaurant Management and Culinary Arts Internship Advisor (2002-2011)  
Assessment and Research Committee for the Middle States Association on Higher Education Accreditation (MSA) (2002-2011)  
Assessment and Research Committee for Accreditation Commission for Programs in Hospitality Administration (ACPHA) (2002-2011)  
Assessment and Research Committee for Accreditation Commission for the American Culinary Federation (ACF)

## **ACTIVE PARTICIPATION IN INDUSTRY/COMMUNITY EVENT**

Training Aruba Tourism Authority about Research, Sampling, and Data Collection. (May 2011)  
Online training Aruba Central Bank Research Department: Time Series Analysis (Fall 2011)  
Ultra Fashion Show Event: Fund Raising Event for the Akilah Institute in Rwanda (Fall 2011)  
Training Sales Staff Aruba Tourism Authority about Organizing Gastronomy Events (May 2011)  
Training Sales Staff Aruba Tourism Authority about Market Segmentation (May 2011)  
Akilah Institute Fundraising at the Rosen College (Fund raising activity with students)  
Exploring Mobile Opportunities in Aruba Presentation for SETAR Telecommunications (June 2011)  
Survey Design and Data Collection Methods Curacao Tourism Board (September 2011)  
University of Aruba Special Lecture about Research in Tourism (April 2011)