

# Jeffrey T. Weinland Ph.D., CHA, CHE, CHAE, CHIA

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## EDUCATION

**Doctor of Philosophy in Organization and Management** **Conferred 2013**  
Specialization: General Management Practices  
Graduation with Distinction  
Capella University, Online Campus  
Dissertation Title: Taming the Competencies of Timeshare Management: A Competency Domain Cluster Analysis for the Timeshare Industry

**Masters of Business Administration** **Conferred 2003**  
Specialization: Marketing  
University of Phoenix, Online Campus

**Bachelors of Science in Business** **Conferred 2002**  
Specialization: Organizational Management  
Graduation with Honors  
University of Phoenix, Orlando, Florida Campus

## ACADEMIC EXPERIENCE

**Adjunct Lecturer** **2005 - 2014**  
**Lecturer** **2014 - 2018**  
**Assistant Professor** **2018 - Present**

Rosen College of Hospitality Management  
University of Central Florida

Courses Taught: *Introduction to the Hospitality Industry, Hospitality Industry Human Resources, Hospitality Industry Financial Accounting, Hospitality and Tourism Marketing, Hospitality Industry Managerial Accounting, Hospitality Information Systems, Reservations Sales and Marketing, Guest Service Management, Legal Environment in the Hospitality and Tourism Industry, Development of Vacation Ownership Resorts, Employee Performance in Food Service, Hospitality Communications, Leadership and Strategic Management in the Hospitality Industry, Hospitality Industry Finance, Branding in the Hospitality Industry, Theme Park Management, Strategic Marketing (graduate), Managing Hospitality and Guest Service Organizations (graduate)*

- Teaching 10 -100 graduate and undergraduate students in each course, four courses per semester
- Meeting with students in private to provide additional assistance whenever needed.
- Conducted both classroom-based and mixed mode (online courses)
- Consistently received high scores on student evaluations

**Adjunct Lecturer** **2009 - 2014**  
Keiser University

Courses Taught: *Introduction to Marketing, Sales and Sales Management*

- Teaching 3 - 10 undergraduate students in each course, six courses per year.
- Coordinating practicum visits to industry venues
- Conducting Directed Studies with individual students, as needed.
- Serving on University Advisory Board to ensure the appropriate curriculum

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## Program Coordinator

2004 - 2007

Orange County Public Schools

Courses Taught: *Real Estate Sales Associate Pre-Licensure, Real Estate Sales Associate Post Licensure, Real Estate Brokers Pre-Licensure, Real Estate Math, Real Estate Marketing*

- Teaching 12-45 adult learners per course, 12-20 courses per year.
- Supervised Real Estate department instructors at two technical colleges within the OCPS system.
- Prepared and defended accreditation package.
- Conducted Industry Advisory Board meetings.
- Marketed program in the industry and the community.

## INDUSTRY EXPERIENCE

### President

2004 - Present

Vacation Villas at FantasyWorld Timeshare Owners Association

- Oversee resort operations for 10,000+ timeshare owners.
- Planned and implemented annual budgets in excess of \$8 million annually
- Implemented a transient rental program and grew the program to over \$5 million in gross rental receipts
- Designed and implemented three multi-million dollar capital projects
- Increased and maintain resort rating with AAA and Interval International to the highest level possible (limited by unit size)
- Successfully negotiated four inherited lawsuits
- Developed and implemented an industry-first ethical timeshare exit strategy

### Managing Director

1989 - 2009

Weinland Hospitality Group

- Provided operational and financial control consulting services to hotels, resorts, and timeshare properties
- Created and sold an organization which provides outsourced night audit services to hotels, resorts, and timeshares. Night Auditors of America Inc.
- Created an organization which provides covert customer service evaluation services to lodging, food and beverage, club industry, theme parks, cruise, and retail industry clients. Mystery Shoppers Inc.
- Created and sold an organization which provides outsourced concierge services to resorts and timeshares
- Created and sold an organization which provides outsourced grocery delivery services to all-suite and timeshare properties.
- Created and sold an organization which provides vending services to lodging and commercial offices.
- Created an organization which offers fee-for-service residential / vacation home real estate and business brokerage services.
- While I stepped down from operational roles in 2009 to complete my Ph.D., I still retain an undivided ownership interest in this company and the remaining sub-companies

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## LICENSES AND PROFESSIONAL DESIGNATIONS

Certified Hospitality Accounting Executive, HFTP	2000 - Present
Certified Hotel Administrator, AHLA	2011 - Present
Certified Hospitality Educator, AHLA	2012 - Present
Certified in Hospitality Industry Analytics, AHLA	2015 - Present
Licensed Private Investigator, Florida (C2300796)	1997 - Present
Licensed Real Estate Instructor, Florida (ZH1001993)	2001 - Present
Licensed Real Estate Broker, Florida (BK3018013)	2002 - Present
Licensed Community Association Manager, Florida (CAM29681)	2006 - Present

## INDUSTRY / COMMUNITY SERVICE

### **Board Member**

**2013 - 2016**

Timeshare Board Member Association

- Assist the organization in planning semi-annual conferences
- Consult with industry professionals
- Offer educational presentations at semi-annual conferences
- Currently developing a series of research projects to explore the future of the industry

### **Board Member**

**2013 - 2017**

Orange Tree Master Maintenance Association

- Serving neighbors as a representative of a homeowners association
- President of Golf Villas and President of Master HOA
- Created competency model for HOA staff
- Developed HOA staff evaluation protocol

### **Board Member**

**1996 - 2003**

American Red Cross of Central Florida

- Donated 400-1000 hours per year in service to families facing personal emergencies
- Assisted families in recovering from disasters ranging from home fires to tornados
- Trained other volunteers in casework, damage assessment, shelter ops and mass feeding
- Served two terms on Chapter Board of Directors
- Chaired Disaster Action Team, Mass Care, Damage Assessment, Logistics, Shelter Ops and Health & Safety Services at different times during my service.

### **Board Member**

**1992 - 1996**

Hospitality Financial & Technology Professionals

- Donated 150 hours per year
- Served as executive leadership of a trade association chapter for financial and technology professionals
- Developed training programs for members in all aspects of the professions
- Joined members in providing accounting for non-profit associations that needed help with accounting issues

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## SCHOLARLY PUBLICATIONS

- Weinland, J.**, Gregory, A.M., & Petrick, J.A. (2016, May) Cultivating the aptitudes of timeshare management: A competency domain cluster analysis. *International Journal of Hospitality Management*, 55, 88-95. doi:10.1016/j.ijhm.2016.02.006
- Gregory, A. & **Weinland, J.** (2016). Timeshare research: a synthesis of forty years of publications. *International Journal of Contemporary Hospitality Management*, 28(3), 438-470. doi:10.1108/IJCHM-12-2014-0614
- Weinland, J.** (2016). Out-of-season timeshare exchange. *Journal of Global Scholar of Marketing Science*, 26(4). 333-336. doi:10.1080/21639159.2016.1207854
- Dedeoglu, B., van Niekerk, M., **Weinland, J.**, and Celuch, K. (in-press). Re-conceptualizing customer-based destination brand equity. *Journal of Destination Marketing and Management*. <https://doi.org/10.1016/j.jdmm.2018.04.003>
- de Larrea, G., Ridderstaat, J., Kizildag, M. and **Weinland, J.** (in-press). Does the fear index incessantly affect stock performance in the lodging industry?. *Journal of Hospitality Financial Management*.

## BOOK CHAPTERS

- Weinland, J.** & Smith, S. (2019). Theme parks and attractions. In R.A. Brymer, R.A. Brymer, L.N. Cain, & M. Orłowski (Eds.), *Hospitality: An introduction* (17th ed.). Dubuque, IA: Kendall-Hunt.

## INDUSTRY PUBLICATIONS

- Gregory, A & **Weinland, J.** (2012, September) Applying the right marketing mix: Improve HOA revenues and resort satisfaction. *Developments*, 60-63.
- Weinland, J.** (2013, September) Providence TBMA Conference: A Wellspring of Ideas. *Timesharing Today*, (131), 3.
- Weinland, J.**, Costopoulos, A., & Singh, D. (2014, Nov/Dec). Does your timeshare have a self-destruct feature? *Timesharing Today*, (138) 18-19.
- Weinland, J.** & Murphy, K. (2015, May/June). A strategic planning guide for owner-controlled timeshare resorts. *Timesharing Today*, (141) 32-33.
- Costopoulos, A. & **Weinland, J.** (2018, May/June). Estate Planning for Timeshare Owners. *Timesharing Today*, (159) 11-14.
- Weinland, J.** & Brancato, K. (accepted). Achieving Strategic Success with RFPs. *Timesharing Today*,

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## PRESENTATIONS

Chen, P., Singh, D., **Weinland, J.**, and Gregory, A. (2012). An assessment of owners, exchangers and renters' perceptions of timeshare resort vacation satisfaction. Poster session presented at the 2012 ICHRIE Florida/Caribbean Chapter Spring 2012 Conference, Orlando, Florida.

**Weinland, J.**, Singh, D. (2012) An assessment of timeshare exchange owners' perceptions of resort quality in a recessionary economy. Poster session presented at the 2012 ICHRIE Summer Conference, Providence, Rhode Island.

Singh, D., Chen, P., and **Weinland, J.** (2013) Exploring the Impact of Resort Quality, Unit Quality and Hospitality on Renter Satisfaction. Poster session presented at the 2013 ICHRIE Summer Conference, Saint Louis, Missouri.

**Weinland, J.** (2013) Fiduciary Responsibilities of Timeshare Association Board Members. Presented at Timeshare Board Member Association Fall Conference, Las Vegas, Nevada.

**Weinland, J.** (2014) Alternate Revenue Generation for Legacy Timeshare Resorts. Presented at Timeshare Board Member Association Spring Conference, Orlando, Florida.

Smith, S. & **Weinland, J.** (2014) The Timeshare Industry's Evolving Marketplace. Presented at Timeshare Board Member Association Fall Conference, San Diego California.

**Weinland, J.** (2014) Affordable On-site Activities and Area Demand Generators for the Timeshare Industry. Presented at Timeshare Board Member Association Fall Conference, San Diego, California.

Murphy, K. & **Weinland, J.** (2015) Developing & Implementing a Strategic Plan. Presented at Timeshare Board Member Association Spring Conference, Providence, Rhode Island.

Smith, S. & **Weinland, J.** (2015) A Study on New & Younger Buyers. Presented at Timeshare Board Member Association Spring Conference, Providence, Rhode Island.

**Weinland, J.** & Murphy K. (2015) Strategic Planning, Problem Solving, & Decision Making. Presented at Timeshare Board Member Association Fall Conference, Denver, Colorado.

Smith, S. & **Weinland, J.** (2015) Marketing to Millennials. Presented at Timeshare Board Member Association Fall Conference, Denver, Colorado.

**Weinland, J.**, Smith, S. & Demas, J. (2015) Timeshare plan termination clauses: A content analysis Of governing documents. Poster session presented at 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit: Transforming Partnerships. Orlando, Florida.

**Weinland, J.**, Gregory, A. & Petrick J. (2015) Cultivating the aptitudes of timeshare management: A

# **Jeffrey T. Weinland Ph.D., CHA, CHE, CHAE, CHIA**

competency domain cluster analysis. Presented at 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit: Transforming Partnerships, Orlando, Florida.

**Weinland, J.**, Korwek, F., & Hixson, P. (2016) Future Planning Issues for a Changing Industry. Presented at Timeshare Board Member Association Spring Conference, Orlando, Florida.

Smith, S. & **Weinland, J.** (2016) Marketing to millennials – 2016 updates. Presented at Timeshare Board Member Association Spring Conference, Orlando, Florida.

**Weinland, J.** (2016, May 25) Customer experience: Delivering exceptional service. Presented at Universidad Jorge Tadeo Lozano – Seminars, Orlando, Florida.

**Weinland, J.** (2017, December 12-21) Strategic Marketing in Hospitality and Tourism. Presented at International University of Languages and Media, Milan, Italy.

**Weinland, J.** (2018, May 10) Service Excellence – Herschendcast. Presented at Silver Dollar City® Theme Park, Branson, Missouri.

**Weinland, J.** (2018, May 10)– Keynote Address – Leading with Love Conference. Presented at Dollywood® Theme Park, Pigeon Forge, Tennessee.

Ronzoni G., Brancato, K. & **Weinland, J.** (2019, January 4-5). Senior Living Management Competencies: Blending Healthcare and Hospitality. Poster session presented at the Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, Tx.

## **UNIVERSITY SPONSORED PROJECTS FOR INDUSTRY**

Croes, R., Okumus, F., Terry, M., **Weinland, J.**, & Berger, E. (2015, March) Logan Simpson Design Inc. (W-192 project).

Croes, R., Fyall, A., Murphy, K., & **Weinland, J.** (2017, August) Forever Florida (Strategic Marketing-Service Delivery Plan).

**Weinland, J.** (2018 January - May) IAAPA-Herschend Family Entertainment Faculty Externship in Theme Park Operations at Silver Dollar City, Branson, Missouri.

## **RESEARCH INTERESTS**

The current and emerging competencies required of managers in all types of hospitality and tourism organizations.

## **AD-HOC REVIEWER FOR JOURNALS AND CONFERENCES**

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International Journal of Hospitality Management  
International Journal of Contemporary Hospitality Management  
Journal of Destination Marketing & Management  
Journal of Hospitality and Tourism Insights

## **ACADEMIC DEVELOPMENT TRAINING**

Advanced Distributed Learning for Technology-Mediated Course Delivery University of Central Florida	Fall 2009
Online-Hybrid Course Development Keiser University	Spring 2012
Career Advancement Academy – Research Consortium International Council on Hotel, Restaurant, and Institutional Education	Summer 2012
Interactive Distributive Learning University of Central Florida	Summer 2012
Career Advancement Academy – Teaching Consortium International Council on Hotel, Restaurant, and Institutional Education	Summer 2013
Career Advancement Academy – Research Consortium International Council on Hotel, Restaurant, and Institutional Education	Summer 2014
Career Advancement Academy – Teaching Consortium International Council on Hotel, Restaurant, and Institutional Education	Summer 2015
Career Advancement Academy – Research Consortium International Council on Hotel, Restaurant, and Institutional Education	Summer 2016
Essential Grant Skills The Grantsmanship Center – Williamsburg, Va.	Fall 2016
Career Advancement Academy – Research Consortium International Council on Hotel, Restaurant, and Institutional Education	Summer 2017
Leading Change (Organizational) Herschend Family Entertainment – Pigeon Forge, Tn.	Spring 2018
Effective Negotiation Karrass - Nashville, Tn.	Spring 2018
Jump Start LIVE! Corporate Travel Management – Montrose, Ca.	Spring 2018
Copywriting Academy (Sales/Marketing) Ray Edwards Inc.	Spring 2018
Certification in Advanced Hospitality and Tourism Analytics by STR	Fall 2018

## **PROFESSIONAL MEMBERSHIPS**

American Resort Developers Association & ARDA - Resort Owners Coalition  
Hospitality Financial & Technology Professionals  
International Association of Amusement Parks and Attractions  
International Council on Hotel, Restaurant and Institutional Education  
Florida Association of Licensed Investigators  
Society of Human Resource Managers

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Timeshare Board Members Association  
American Coaster Enthusiasts  
Theme Park Review Club  
Dark Attraction & Funhouse Enthusiasts  
National Association of Realtors