

## **Ady Milman, Ph.D.**

Rosen College of Hospitality Management  
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### **EDUCATION:**

Ph.D., January 1986, University of Massachusetts, School of Management. Major: Business Policy and Strategy.

M.S. (with distinction), December 1982, University of Surrey, Guildford, England, Department of Hotel, Catering, and Tourism Management. Major: Tourism Planning and Development.

B.A. (Magna Cum Laude), July 1981, University of Tel Aviv, Israel. Faculty of Social Sciences. Major: Political Science. Minor: Labor Studies.

### **PROFESSIONAL EXPERIENCE:**

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

##### **1986- present:**

Professor, Rosen College of Hospitality Management, University of Central Florida.

##### **2013-2014:**

*Theme Park Internship professor*, Walt Disney World Company, Orlando, and Universal Orlando. Management shadowing in the areas of park operation, safety and security, special events, merchandise, and food services. (August 2013-February 2014).

##### **1995:**

*Disney Sabbatic Professor*, Walt Disney World Company. Responsibilities included: business planning, theme park operations, resort marketing, Florida tourist marketing, Magic Kingdom marketing, international marketing, water park marketing (*January-April 1995*).

#### ***Academic Administrative Experience:***

##### **1994-1997:**

Director, Dick Pope Sr. Institute for Tourism Studies, College of Business Administration, University of Central Florida.

##### **1991-1993:**

Acting Chair, Department of Hospitality Management, College of Business Administration, University of Central Florida.

##### **1986-1991:**

Research Director, Dick Pope Sr. Institute for Tourism Studies, University of Central Florida.

**1983-1986:**

Research Associate, Management Control Center, School of Management, University of Massachusetts, Amherst.

**June-July 1985, June-August 1984:**

Research Associate, Dick Pope Sr. Institute for Tourism Studies, University of Central Florida, Orlando, FL.

**2000-2001:**

Chair, University of Central Florida Undergraduate Policy and Curriculum Committee

**1983:**

Research Coordinator, Department of Hotel, Restaurant, and Travel Administration, University of Massachusetts, Amherst.

Supervisor, Summer Conference Housing. University of Massachusetts, Amherst.

***Other Experience:***

**University of Surrey, England 1981-1982**

Research Project Coordinator, University of Surrey, Guildford, England.

**1979-1981:**

Travel Consultant, Nir Travel, Inc., Israel.

***International Experience:***

**Visiting Professor:**

Management Center Innsbruck (MCI), Austria. 2013-2014 Fulbright Scholar Professor Award. Austrian-American Educational Commission.

Management Center Innsbruck (MCI), Austria (During the summers of 2005-2020).

Modul University Vienna, Austria (During the summers of 2014, 2008-2012).

The University of Angers, Department of Hotel Management and Tourism (ESTHUA), Angers, France. (During the summers of 2013-2014, 2011, 2000-2008, 1995-1997).

College of Management, Rishon-Le-Zion, Israel (During the summers of 2009-2017).

The University of Calgary, Haskayne School of Business, Alberta, Canada. Canadian Pacific Visiting Scholar, (Fall 2006).

The University of Ben Gurion, School of Management, Department of Hotel and Tourism Management, Beer-Sheva, Israel. (During the Spring 1994 and the summers of 1996-2010).

Colegio Universitario del Este, School of International Tourism and Hotel Management, Carolina, Puerto Rico. (During the springs of 1997-1999).

Escola Superior de Hostelia e Turismo do Estoril, Portugal (During Spring 2005-2006 & Spring and Fall 2003).

The University of Innsbruck, Institute of Tourism and Service Economics, Innsbruck, Austria (During the summers of 2005, 2000, 1998, 1994).

## **COURSES TAUGHT:**

### Hospitality and Tourism Management:

Introduction to Hospitality and Tourism	Group and Corporate Travel Management
Theme Park and Attraction Management	Tourism and Travel Geography
Event Management	Hotel and Resort Development
Meeting and Conference Management	Product Development in the Hospitality Industry
Airline Management	Foundations of Hospitality and Tourism (Ph.D. level)
Travel and Tourism Administration	International Tourism Management (graduate level)
Hospitality and Tourism Marketing	Product Development and Innovation (graduate level)
Tourism Planning and Development	Consumer Behavior and Psychology in Tourism and Leisure (graduate level)
Guest Services Management	Experiential Marketing (graduate level)
Customer Service and Experience Management	
Travel Agency Management	

### Business Administration:

The Business Cornerstone Course (Introduction to Management; distance learning)  
Business Policy and Strategy  
Foundations of Marketing  
Marketing in the Experience Economy (graduate level)

## **HONORS AND AWARDS:**

2020-2021 Fulbright Scholar Grantee/Finalist Management Center Innsbruck, Austria. J. William Fulbright Scholarship Board (FSB).

Research Incentive Award (RIA), University of Central Florida (2020).

Rosen College of Hospitality Management Hero Award (2020).

Fellow, Institute of Theme Park Studies in China, Shanghai (2018 - present).

Scroll & Quill Society in recognition of sustained scholarly contributions, the University of Central Florida (inducted April 2017).

2013-2014 Fulbright Scholar Alumnus – Management Center Innsbruck, Austria. J. William Fulbright Scholarship Board (FSB).

2013 University of Central Florida Teaching Incentive (TIP) Program Award for outstanding teaching performance.

2008 Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education, International Society of Tourism and Travel Educators (ISTTE).

2007-2008 Undergraduate Teaching Equipment Grant (2008).

Canadian Pacific Visiting Scholar, Haskayne School of Business, University of Calgary, Alberta, Canada. CAD \$10,000 grant (2006).

Rosen College of Hospitality Management Faculty Award for Outstanding Service (2006).

*Disney Sabbatic Professor*, Walt Disney World Company, Orlando, Florida (2005).

Researcher of the Year, College of Business Administration, University of Central Florida (1994).

Hospitality Student Association Shooting Star Award, University of Central Florida (1992).

Researcher of the Year, College of Health and Professional Studies, University of Central Florida (1990).

Canadian Embassy Faculty Research Program (1987-88).

Canadian Embassy Institutional Grant (1985).

#### Research Grants:

Rosen College of Hospitality Management (2019-2020). Dean's research scholars program (with W. Wei).

Dick Pope Sr. Institute for Tourism Studies various proprietary research grants (\$404,342), generating over 50 research reports and white papers. See pages 9-12 for a complete listing.

Orange County Convention Center Research Grant (2002).

UCF In-house Research Grant (2002).

Chairman's Grant Award, International Association of Amusement Parks and Attractions (IAAPA) (2001).

Chairman's Grant Award, International Association of Amusement Parks and Attractions (IAAPA) (2000).

#### **REFEREED PUBLICATIONS:**

**Milman, A.** (2020). Theme Parks. Encyclopedia of Tourism Management and Marketing. Cheltenham, UK: Edward Elgar Publishing Limited. Accepted for publication on 9/22/2020.

**Milman, A.**, Tasci, D.A. & Wei W. & (2020). The Two Sides of the Medallion Affecting Theme Park Experience, Satisfaction, and Loyalty. Accepted for publication in the *Journal of Destination Marketing & Management*, August 16, 2020.

Tasci, D.A., Back, R.M. & **Milman, A.** (2020). Experiential consumption of a South African wine farm destination as an agritourism attraction. *Journal of Vacation Marketing*. 26(1), 57–72.

**Milman, A.** (2020). The Theme Park Guest Experience at and its Impact on Visitor Satisfaction (Chinese). In *The Frontier of Theme Park Innovation*. The Institute of Theme Park Studies in China, Shanghai, China.

Godovykh, M., **Milman, A.** & Tasci, D.A. (2019). Theme Park Experience: Factors Explaining Amount of Pleasure from a Visit, Time Allocation for Activities, Perceived Value, Satisfaction, and Loyalty. *Journal of Tourism and Leisure Studies*. 4 (2): 1-21.

Tasci, D.A., Wei W. & **Milman, A.** (2019). Uses and Misuses of the Case Study Method. Accepted for publication in *Annals of Tourism Research*, October 5, 2019. Available online: <https://doi.org/10.1016/j.annals.2019.102815>

Torres, E., **Milman, A.** & Park, S. (2019). Customer delight and outrage in theme parks: A roller coaster of emotions. Accepted for publication in the *International Journal of Hospitality & Tourism Administration*. February 15, 2019. Available online: <https://doi.org/10.1080/15256480.2019.1641455>

- Milman, A.** (2019). Visitor Management in Highly-Visited Attractions: Lessons that practitioners can learn from the U.S. Theme Park Industry and the National Parks. In Pechlaner H., Innerhofer, E. & Erschbamer, G. (eds). *Overtourism. Tourism Management and Solutions*. Abingdon-On-Thames (UK): Routledge.
- Torres, E., **Milman, A.** & Park, S. (2018). Delighted or outraged? Uncovering key drivers of exceedingly positive and negative theme park guest experiences. *Journal of Hospitality and Tourism Insights*. 1 (1), 65-85.
- Milman, A.** & Zehrer, A. (2018). Evaluating Visitor Experience at a Mountain Attraction: The Nordkette Mountain in Tirol, Austria. Accepted for publication on 10/30/2017 in Melissen, F. & Smit, B. (eds). *Sustainable Customer Experience Design in tourism, hospitality, and events*, New York: Routledge.
- Milman, A.** & Zehrer, A. (2018). Exploring Visitor Experience at a Mountain Attraction: The Nordkette Mountain in Tirol, Austria. *Journal of Vacation Marketing*, 24 (2): 172-186.
- Milman, A.**, Zehrer, A., & Tasci, A. (2017). Measuring the Components of Visitor Experience on a Mountain Attraction: The Case of the Nordkette, Tyrol, Austria. *Tourism Review*, 72 (4), 429–447.
- Milman, A.** & Tasci, A. (2018). Exploring the Experiential and Sociodemographic Drivers of Satisfaction and Loyalty in the Theme Park Context. *Journal of Destination Marketing & Management*, 8, 385–395.
- Tasci, A. & **Milman, A.** (2017). Exploring Experiential Consumption Dimensions in Theme Park Context. *Current Issues in Tourism*. 22 (7), 853-876.
- Milman, A.** (2017). The Role and Responsibilities of Industry Advisory Boards in Enhancing the Educational Experience (chapter) in Benkendorff, P. & Zehrer, A. (eds). *Handbook of Teaching and Learning in Tourism*, Northampton, MA. Edward Elgar Publishing.
- Milman, A.** & Kaak, K. (2018). Theme Parks and Attractions (2018). In Okumus, F. (ed.). *Introduction to Hospitality: Welcome to Hospitality Experience*. Columbus, OH: Pearson Publishing. Forthcoming, 2018.
- Milman, A.** (2016). Walt Disney Parks and Resorts: A case study in Siller H. and Zehrer, A. *Entrepreneurship & Tourism*. Vienna: Linde International.
- Milman, A.** (2015). Preserving the cultural identity of a World Heritage Site: the impact of Chichen Itza’s souvenir vendors. *International Journal of Culture, Tourism & Hospitality Research*, 9(3), 241-260.
- Milman, A.** & Dickson, D. (2014). Employment Characteristics and Retention Predictors among Hourly Employees in Large U.S. Theme Parks and Attractions *International Journal of Contemporary Hospitality Management*, 26 (3): 447-469.
- Milman, A.** & Whitney, P. (2014). Evaluating Students’ Experience and Satisfaction at a Hospitality and Tourism College Career Fair. *Journal of Human Resources in Hospitality and Tourism*. 13 (2): 173-189.
- Milman, A.** (2013). Guests’ Perceptions of Staged Authenticity in a Theme Park: An Example from Disney’s Epcot’s World Showcase. *Tourism Review*. 68 (4): 71-89.
- Milman, A.** & Kaak, K. (2013). Theme Parks Revenue Management (2013) (with Kaak, K.). In Legohérel, P. Poutier E. & Fyall A. (eds). *Revenue Management for Hospitality and Tourism*. Woodeaton Oxford: Goodfellow Publishers Limited.
- Milman, A.**, Li, X., & Wang, Y. (2013). Examining the Guest Experience in Theme Parks: Preliminary Evidence from China. *Journal of Vacation Marketing*. 18 (4): 313-325.
- Milman, A.** (2012). Postcards as a representation of a destination image: The case of Berlin. *Journal of Vacation Marketing*. 18 (2): 157-170.

- Milman, A.,** Li, X., & Wang, Y. (2011). The Role of Theme Parks in the Context of Domestic Tourist Evolution in China: A Consumer Perspective (2012) In Li, R., & Su, Y. (Ed.), *Proceedings of the 1st Sino-Euro International Tourism Forum* (pp. 244-254), June 15, 2011, Fenghua, Zhejiang, China. Ocean Press: Beijing, China.
- Milman, A.** (2011). The Symbolic Role of Postcards in Representing a Destination Image: The Case of Alanya, Turkey. *International Journal of Hospitality and Tourism Administration*. 12(2): 1-30.
- Milman, A.,** Okumus, F. & Dickson, D. (2010). The Contribution of Theme parks and Attractions to the Social, Economic Sustainability of Destinations. *Worldwide Hospitality & Tourism Themes* (WHATT). 2(3): 338-345.
- Milman, A.** (2010). The Global Theme Park and Attraction Industry. *Worldwide Hospitality & Tourism Themes* (WHATT). 2(3): 220-237.
- Milman, A.** (2009). Evaluating the Guest Experience at Theme Parks: An Empirical Investigation of Key Attributes. *International Journal of Tourism Research*. 11: 373-387.
- DiPietro, R. B., Thozhur, S. M., & **Milman, A.** (2007). Hourly Employee Retention Factors in the United Kingdom Quick Service Restaurant Industry. *Journal of Foodservice Business Research*, 10(4), 39-61.
- Milman, A.** (2008). Destination Theming: The Heidiland Region, Switzerland. In Pike, Steven (2008). *Destination Marketing Organizations: Bridging Theory and Practice*. Oxford (UK): Elsevier.
- Milman, A.** (2008). Theme Park Tourism and Management Strategy. In *Tourism Management: Analysis, Behavior, and Strategy*. Cambridge, MA: CABI Publishing. Pages 218-231.
- DiPietro, R., & **Milman, A.** (2008). Retention Factors of Tipped Hourly Employees in the Casual Dining Restaurant Segment: Exploratory Research in Central Florida. *International Journal of Hospitality & Tourism Administration*, 9(3), 244-266.
- Milman, A.** (2006). The Role of Theming in Destination Development. In *New Perspective and Values in World Tourism and Tourism Management in the Future*. Alanya, Turkey: Akdeniz University, Alanya Faculty of Business.
- Breiter, D. & **Milman, A.** (2006). Predicting Exhibitor Levels of Satisfaction in a Large Convention Center. *Event Management*. 10 (2/3): 133-143.
- Breiter, D. & **Milman, A.** (2006). Attendees' Needs and Service Priorities in a Large Convention Center: Application of the Importance-Performance Theory. *Tourism Management*. 27(6): 1364-1370.
- Milman, A.** (2004). Residents' Support for Tourism Growth in a Mature Destination: A Chronological Study of Central Florida. (2005). *International Journal of Hospitality and Tourism Administration*. 5 (4): 67-83.
- DiPietro, R. B. & **Milman, A.** (2004). Hourly Employee Retention Factors in the Quick Service Restaurant Industry *International Journal of Hospitality and Tourism Administration*. 5 (4): 31-51.
- Milman, A.** & Ricci, P. (2004). Predicting Job Retention of Hourly Employees in the Lodging Industry. *Journal of Hospitality and Tourism Management*. 11 (1): 28-41.
- Ricci, P. & **Milman, A.** (2002). Retention of Hourly Hotel Employees: A look at Select Hotels in the Southeastern United States. *Journal of Human Resources in Hospitality & Tourism*. 4 (1): 47-62.
- Milman, A.** (2003). Hourly Employee Retention in Small and Medium Attractions. *International Journal of Hospitality Management*. 22 (1): 17-35.
- Milman, A.** (2002). Hourly Employee Retention in the Attraction Industry: Implications from Orlando, Florida. *Journal of Leisure Property*. 2 (1): 40-51.

- Wei, S. & **Milman, A.** (2002). The Impact of Participation in Activities while on Vacation on Senior Psychological Well-being: A Path Model Application. *Journal of Hospitality and Tourism Research*. 26 (2): 175-185.
- Milman, A.** (2001). The Future of the Theme Park and Attraction Industry: A Management Perspective (2001). *Journal of Travel Research*. 40(2): 139-147.
- Milman, A.** & Pizam, A. (2001). Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs 1999-2000. *Journal of Hospitality and Tourism Education*. 13(1): 4-16.
- Pizam, A., & **Milman, A.** (2002). Response to Commentary on Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs 1999–2000. *Journal of Hospitality & Tourism Education*, 14(1), 12.
- Milman, A.** (2001). Hospitality and Tourism Curriculum Development: A qualitative Case-Study Approach. *Journal of Teaching in Travel and Tourism*. 1(4): 65-76.
- Ford, R. C. & **Milman, A.** (2000) George C. Tilyou: Developer of the Contemporary Amusement Park (2000). *Cornell Hotel and Restaurant Administration Quarterly*. 41(4): 62-71.
- Reichel, A., Lowengart, O. & **Milman, A.** (2000). Rural Tourism in Israel: Service Quality and Orientation. *Tourism Management*. 21(5): 451-459.
- Milman, A.**, Jones, F. & Susan Bach, (1999). The Impact of Security Devices on Tourists' Perceived Safety: The Central Florida Example. *Journal of Hospitality and Tourism Research*. 23(4): 371-386.
- Milman, A.** (1999). Tourist Product Modification: Blending Reality and Fantasy in the Austrian Tourism Product. **In** Fuchs, Matthias, Mike Peters, Birgit Pikkemaat, and Elke Reiger (Eds). *Tourismus in den Alpen* (Tourism in the Alps). Innsbruck, Austria: Studia Universitatisbuchhandlung und -Verlag.
- Milman, A.** (1999). Teenage Employment in the Hospitality Industry: An Exploratory Study. *Journal of Hospitality and Tourism Research*. 23(2): 195-205.
- Fried, B. N., **Milman, A.**, & Pizam, A. (1998). Academic Characteristics and Faculty Compensation in US Hospitality Management Program. *Journal of Hospitality and Tourism Education*. 10(3): 6-13.
- Milman, A.** (1998). The Impact of Tourism and Travel Experience on Senior Travelers' Psychological Well-being. *Journal of Travel Research*. 37(2): 166-171.
- Milman, A.** (1997). The U.S. Airline Industry. *Travel and Tourism Analyst*. 3:4-21.
- Milman, A.** (1997). Hotel Remodeling and its Impact on Guest Satisfaction: A Family Resort Case Study. *FIU Hospitality Review*. 15(1):73-82.
- Bach, S. & **Milman, A.** (1996). A Novel Technique for Reviewing a Hospitality Management Curriculum: A Qualitative Methodological Approach. *Hospitality and Tourism Educator* 8(1): 37-40.
- Reichel, A., Reichel, A. & **Milman, A.** (1996). Selection of Hospitality Student Candidates: Personal Interviews versus Objective Measures. *Hospitality and Tourism Educator* (8)2/3:76-79.
- Milman, A.** & Pizam, A. (1995). The Role of Awareness and Familiarity with a Destination: The Central Florida Case. *Journal of Travel Research*. 33(3): 21-27.
- Pizam, A. & **Milman, A.** Does Nationality Affect Student-Tourists Behavior? (1995) *In The Business of International Tourism*, Minot, North Dakota: Institute for International Business, Minot State University.

- Ashley, R.A., Bach, S.A., Chesser, J.W., Ellis, E.T., Ford, R.C., LeBruto, S.M., **Milman, A.**, Pizam, A., & Quain, W.J. (1995). A Customer-Based Approach to Hospitality Education. *Cornell Hotel and Restaurant Administration Quarterly*. 36 (4): 74-79.
- Milman, A.** (1994). Canada as a Potential Destination for Florida Residents (1994). *FIU Hospitality Review* 12 (2): 13-24.
- Braun, B. M. & **Milman, A.** (1994). Demand Relations in the Central Florida Theme Park Industry. *Annals of Tourism Research*. 21 (1): 150-153.
- Pizam, A. **Milman, A.** & King, B. (1994). The Perceptions of Tourism Employees and their Families towards Tourism: A Cross-Cultural-Comparison. *Tourism Management*, 15(1): 53-61.
- King, B., Pizam, A. & **Milman, A.** (1993). Social Impacts of Tourism: Host Perceptions. *Annals of Tourism Research*, 20(4): 650-665.
- Milman, A.** (1993). Maximizing the Value of Focus Group Research: Qualitative Analysis of Consumer's Destination Choice. *Journal of Travel Research*. 32(2): 61-63.
- Pizam, A. & **Milman, A.** (1993). Predicting Satisfaction among First-Time Visitors to a Destination by Using the Expectancy Disconfirmation Theory. *International Journal of Hospitality Management*. 12(2): 197-209.
- Milman, A.** (1993). Theme Parks and Attractions. In *Encyclopedia of Hospitality and Tourism*. New York, Van Nostrand, Reinhold.
- Milman, A.** & Pizam, A. (1992). The 1991-1992 Academic Characteristics and Faculty Compensation of CHRIE members in U.S. Hospitality Management Programs (1992). (With Abraham Pizam). *Hospitality & Tourism Educator*. 5 (1): 55-70.
- McCool A., **Milman, A.** & Farsad, B. (1991). Computer Skills for Hospitality Management Graduates: Round Two. *The Journal of Hospitality Financial Management*. 1 (1): 31-54
- Milman, A.** & Pizam, A. (1992). 1990-1991 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. *1992 CHRIE Directory and Resource Guide*. Washington, D.C., Council on Hotel, Restaurant and Institutional Education.
- Milman, A.** (1991). The Role of Theme Parks as a Leisure Activity for Local Communities. *Journal of Travel Research*. 29(3): 11-16.
- Braun, B. & **Milman, A.** (1990). Localization Economies in the Theme Park Industry (1991) *Review of Regional Studies*. 20(3): 33-37.
- Pizam, A., Jafari, J., & **Milman, A.** (1991). Influence of Tourism on Attitudes: U.S. Students Visiting USSR. *Tourism Management*, 12(1), 47-54.
- Pizam, A. & **Milman, A.** (1991). 1989-1990 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs *1991 CHRIE Directory and Resource Guide*. Washington, D.C., Council on Hotel, Restaurant, and Institutional Education.
- Milman, A.**, Reichel A. & Pizam, A. (1990). The Impact of Tourism on Ethnic Attitudes: The Israeli-Egyptian Case. *Journal of Travel Research*. 29(2): 45-49.
- Pizam, A. & **Milman, A.** (1990). Current Trends in Manpower Needs for the Tourism Industry. *Trends: Park Practice Program*. 27(3):14-17.
- Milman, A.** & Pizam, A. (1990). Understanding Cross-Cultural Differences in the Context of Tourism. *Visions in Leisure and Business*. 9(1): 5-14.



Pizam, A. & **Milman, A.** (1989). The 1988-89 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. *Hospitality Education and Research Journal*. 13(2):73-95.

**Milman, A.** (1989). The Role and Responsibilities of a Tourism Research Center: The Dick Pope Sr. Institute for Tourism Studies (1989). *Visions in Business and Leisure*. 8 (1): 40-48.

Pizam, A. & **Milman, A.** (1988). The 1987-88 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. *Hospitality Education and Research Journal*. 12(3): 17-41.

**Milman, A.** (1988). Market Identification of a New Theme Park: An example from Central Florida. *Journal of Travel Research*. 26(4): 7-11.

**Milman, A** & Pizam, A. (1988). The Social Impact of Tourism on Central Florida. *Annals of Tourism Research*. 15(2):191-204. Also reprinted in McIntosh, Robert W. and Charles R. Goeldner (1990). *Tourism: Principles, Practices, Philosophies*. New York: John Wiley and Sons, 208-220.

Pizam, A. & **Milman, A.** (1987). Hospitality Educators' Salary and Working Conditions Survey. *Hospitality Education and Research Journal*. 11(2):1-12.

Pizam, A. & **Milman, A.** (1986). International Tourism Reports No. 125: USA: Florida. *Economist International Tourism Report (London)*. 4:69-78.

Pizam, A. & **Milman, A.** (1985). Off-track Betting and its Impacts on Rural Community. *Visions in Leisure and Business*, 3(4):90-106.

Pizam, A. & **Milman, A.** (1984). The Social Impact of Tourism. *United Nations Industry and Environment* 7(1):11-14.

#### **OTHER PUBLICATIONS AND PROCEEDINGS:**

**Milman, A.** (2019). Medical Tourism Brands. *Destination Health*. Winter 2019. 44-49

**Milman, A.** (2000). The Future of the Theme Park and Attraction Industry. *Funworld*. 16(11): 180-185.

**Milman, A.** (1999). Conference Research Paper Review: New Frontiers in Tourism Research. Annual Conference of the International Society of Travel and Tourism Educators, Vancouver, BC, November 4-7, 1999.

**Milman, A.** (1999). Conference Research Paper Review: The New Millennium: Tourism Education Beyond 2000. Annual Conference of the International Society of Travel and Tourism Educators, Cleveland, OH, October 15-17, 1998. In the *Journal of Hospitality & Tourism Research*. May 1999. 23(2): 217-224.

**Milman, A.** (1996-97). *Central Florida Tourism Confidence Index*. Quarterly report (March 1996-July 1997).

**Milman, A.** (1994). Research Bits from the Dick Pope Sr. Institute, UCF: The relationships between the average length of stay and how the guest makes the reservations. *CFHMA News and Views*. March 1994.

**Milman, A.** (1994). Research Bits from the Dick Pope Sr. Institute, UCF: Sources of Influence to Stay at a Hotel. *CFHMA News and Views*. April 1994.

**Milman, A.** (1989). Tourists Leave a Trail of Dollars. *Souvenir*. January-February 1989:14, 32.

**Milman, A.** (1988). Poll: Residents Value Tourism's Local Impact. *Orlando Business Journal*. March 20-26, 1988, 4 (40): 28.

**Milman, A.** (1988). Travel Industry Will Survive Market Movements. *Orlando Business Journal*, January 10-16, 1988, 4 (30): 23.

**Milman, A.** (1987). Avoiding Airline Delays Requires Defensive Planning. *Orlando Business Journal*, October 25-31 1987. 4(19): 6-7.

**Milman, A.** (1987). Putting Order in Your Firm's Business Travel Decision. *Orlando Business Journal*. August 2-8, 1987. 4(7): 5.

**Milman, A.** (1988). Central Florida Residents' Visiting Patterns to Local Theme Parks. *Tourism Barometer* (1988). 7 (3): 4.

**Milman, A.** (1987). In Spite of Florida's Popularity, Some Visitors will not return. *Tourism Barometer*, Fall/Winter 1987. 6 (3-4): 4.

**Milman, A. & Chandrasekar V.** (1986). Promoting International Arrivals: Taking Advantages of Sociocultural Aspects (*Tourism Barometer*, summer 1986. 5 (2): 4.

**Milman, A.** (1986). Canadian Tourists in Florida: A Treasure to be Kept. *Tourism Barometer*. Spring 1986 5(1): 4.

## RECENT GRANT

**Milman, A., and Wei W.** (2020). Differential Perceptions of Crowding in U.S. Theme Parks: Antecedents and Consequences. **Funded \$7,500.**

Milman, A. (PI), Back, R. Ge, G. Fyall, A., and Tasci, A. (2020). RAPID: 2020 Coronavirus COVID-19 pandemic: A multi-stakeholder analysis of tourist destination preparedness, planning, and response in Central Florida. Pending.

## PROPRIETARY SPONSORED RESEARCH REPORTS (WHITE PAPERS):

*The following research reports were conducted on behalf of the Dick Pope Sr. Institute for Tourism Studies. The projects were externally funded. Total grant value: \$404,342.*

“NewSpace Center LLC: The Interspace Concept: U.S. Consumer Market Research Report” (June 2010).

“NewSpace Center LLC: Market Demand Analysis Prior and During the Program Development: Focus Groups Report” (February 2010).

“NewSpace Center LLC: Market Demand Analysis Prior and During the Program Development: Focus Groups Report” (October 2009).

“Visit Florida Trade Advisory Board Focus Group and Brainstorming Report” (October 2008).

“Predicting Attendees’ Satisfaction and Future Usage of the Orange County Convention Center, Orlando, Florida” (University of Central Florida Research Grant, June 2003).

“Predicting Exhibitors’ Satisfaction and Future Usage of the Orange County Convention Center, Orlando, Florida” (University of Central Florida Research Grant, June 2003).

“Attendee and Exhibitors’ Perceptions of the Orange County Convention Center, Orlando, Florida” (Orange County Convention Center Grant, October 2001 & April 2002).

“IAAPA Show Attendees’ Participation Patterns in IAAPA Educational Programs” Prepared for the International Association of Amusement Parks and Attractions (January 2002).

"Hourly Employee Retention in Theme Parks and Attractions: A Case Study" IAAPA Chairman Program (July 2000).

"Central Florida Hotel and Motel Association Occupancy Survey" (January 1994-January 1997).

"Holiday Inn Renovation Project: A Consumer Perspective" (March 1993).

"Central Florida Hotel and Motel Association Occupancy Survey" (January 1993-December 1993).

"Central Florida Hotel and Motel Association Employee Wage Survey" (August 1992).

"Central Florida Hotel and Motel Association Occupancy Survey" (January 1992-December 1992).

"International Christian Museum Marketing Study" (December 1992).

"Bible Land Theme Park: A Focus Group Report of Central Florida Tourists" (June 1991).

"Wet N' Wild Water Theme Park Marketing Study: In-park Analysis May-July 1991" (August 1991).

"Wet N' Wild Water Theme Park Market Survey: Hotel-guest Analysis May-July 1991" (August 1991).

"Maharishi Veda Land: Perceptions of Central Florida Tourists" (February 1991).

"The 1990 Wet N' Wild 'Summer Nights' Impact Study: June-August 1990" (September 1990).

"U.S. Travelers to Spain: Perceptions of Spain as a Vacation Destination by First Time Travelers - A Pretest-Posttest Analysis" (August 1990).

"Wet N' Wild Water Theme Park Marketing Study: In-park Analysis May-September 1990" (Five monthly reports, August 1990).

"Wet N' Wild Water Theme Park Market Survey: Hotel-guest Analysis May-August 1990" (Four monthly reports, August 1990).

"The U.S. Travel Market to Spain: Perceptions of U.S. Residents Who Had Never Visited Spain" (June 1990).

"Spain as a Vacation Destination: Perceptions of U.S. Residents" (Focus group analysis of visitors and none-visitors to Spain in San Francisco, Los Angeles, New York, and Miami.) (April 1990).

"The South Florida Hispanic Travel Market to Spain: A Telephone Survey" (April 1990).

"The South Florida Hispanic Population Perception of Spain as a Tourist Destination: Focus Groups Report" (March 1990).

"Seminole County's (Florida) Tourism Development Council Strategic Planning" (November 1989).

"Water Theme Park Visitation Patterns of Central Florida Residents: A Report of Telephone Survey" (September 1989).

"Wet N' Wild Water Theme Park Marketing Study: A comparison between 1988 and 1989 in-park Surveys" (September 1989).

"Visitors to Wet N' Wild and Typhoon Lagoon: Focus Groups of Central Florida Residents (adult and youth)" (September 1989).

"Wet N' Wild MTV's 'Summer Break Nights' Impact Study: June-August 1989" (September 1989).

"Wet N' Wild Water Theme Park Market Survey: Hotel-Guest Analysis April-August 1989" (Five monthly reports: May-September 1989).

"Wet N' Wild Water Theme Park Market Survey: In-park Analysis May-September 1989" (Five monthly reports: June-October 1989).

"Villa Las Palomas Mexican Restaurant: Development of New Marketing Strategies" (April 1989).

"Church Street Station Train Excursion Market Study" (April 1989).

"Church Street Station's Train Ride to Mount Dora: Focus Groups Report of Local Residents, Tourists and Convention Delegates" (March 1989).

"The 1988 Central Florida Hotel/Motel Industry Contribution to State and Local Taxes" (March 1989).

"Central Florida Hotel and Motel Association Occupancy Survey" (January-December 1989).

"Central Florida Hotel and Motel Association Salary Survey" (November 1988).

"Weeki Wachee New Mermaid Show Appeal Study: Focus Group Analysis" (October 1988).

"Silver Springs 1988 TV Commercial Study" (October 1988).

"Watermania Water Park Visitor Survey: A Comparison with the 1987 Study" (September 1988).

"Watermania Water Park Nonvisitor Survey: A Comparison of Local Residents and Tourists" (September 1988).

"The U.S. Travel Market to Spain: National Telephone Survey" (May 1988).

"Government of Spain U.S. Market Study: Focus Group Summary" (Spring 1988).

"Watermania Water Park Visitor Survey" (September 1987).

"Watermania Water Park Nonvisitor Survey: A Comparison of Local Residents and Tourists" (September 1987).

"The Image and Perception of the New Silver Springs Commercials among Central Florida Tourists" (May 1987).

"The Image and Perception of Silver Springs' New commercials among Cincinnati, OH Residents" (May 1987).

"The Image and Perception of Silver Springs' commercials: A Focus Group Analysis of Columbus, OH Residents" (February 1987).

"Park Equus Tourist Study" (December 1986).

"Park Equus Local Resident Market Study" (December 1986).

"Focus Groups of Travel Agents Regarding a New Concept in Tour Operation: Sears Tours" (December 1986).

"Sears Travel Customer Satisfaction Surveys: June-November 1986" (December 1986).

"Sears Travel Customer Satisfaction Surveys: November 1986-March 1987" (March 1987).

"Weeki Wachee Visitor Survey" (March 1986).

"Weeki Wachee Non-Visitor Survey" (March 1986).

## PRESENTATIONS:

### Peer-reviewed:

**Milman, A.**, Zhang, T., Tasci, D.A. & Acikgoz, F. (2020). Consumer Sentiments about Robot Servers in Tourism and Hospitality Industry. 32<sup>nd</sup> Euroasia Business and Economics Society (EBES), Istanbul, August 5-7, 2020.

Panse, G., Tasci, D.A., and **Milman, A.**, (2019). Consumer reactions to dynamic pricing in theme parks. Presented at the 5<sup>th</sup> World Research Summit for Hospitality and Tourism. Orlando, FL, December 13-16, 2019.

Zhang, T. Tasci, D.A. & **Milman, A.** (2019). The Application of Service Robotics In The Theme Park And Attraction Industry. Presented at the Themed Experience and Attractions Academic Symposium (TEAAS), International Association of Amusement Parks and Attractions (IAAPA) Annual Conference and Tradeshow. Orlando, FL, November 22, 2019.

**Milman, A.**, Tasci, D.A. & Wei, W. (2019). Differential Perception of Crowding In Theme Parks; Antecedents and Consequences. Presented at the Themed Experience and Attractions Academic Symposium (TEAAS), International Association of Amusement Parks and Attractions (IAAPA) Annual Conference and Tradeshow. Orlando, FL, November 22, 2019.

**Milman, A.**, and Torres E. (2019). Delighted or Outraged? Uncovering the Key Drivers of Exceedingly Positive and Negative Visitor Experiences at Theme Parks. Presented at the Education Conference at the International Association of Amusement Parks and Attractions (IAAPA) Annual Conference and Tradeshow. Orlando, FL, November 18, 2019.

Tasci, D.A., Back, R.M. & **Milman, A.** (2019). Experiential Consumption Dimensions of a Winery Destination. Presented at the 13th Annual AAWE (American Association of Wine Economics) Conference, Vienna, Austria, July 14-18, 2019

Tasci, D.A. & **Milman, A.** (2018). The Experiential Consumption Dimensions of Theme Parks and their impact on Satisfaction and Loyalty. Presented at the Inaugural Symposium of the Themed Experience and Attractions Academic Network. November 16, 2018, Orlando, FL.

Torres E., **Milman, A.**, and Park, S. (2018). Finding themes in the theme park experience: Patterns of customer delight and outrage revealed. Presented at the Annual EuroCHRIE Conference, November 7-9, 2018, Dublin, Ireland.

**Milman, A.**, Back, R.M. & Tasci, D.A. (2018). Experiential Consumption and Learning at a Farm Tourism Destination: The Case of Spice Route in South Africa. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Niagara Falls, NY, October 17-29, 2018.

**Milman, A.** (2018). Visitor management in highly-visited attractions: What can we learn from the theme park industry and the North American national parks? Presented at the Dolomites UNESCO Forum II, October 1, 2018, Sesto, South Tirol, Italy.

Torres E., **Milman, A.**, and Park, S. (2018). Customer delight and outrage in theme parks. Presented at the Annual ICHRIE Summer Conference & Marketplace, July 25-27, 2018, Palm Springs, CA.

**Milman, A.** (2018). The Role of Theming as a New Perspective for Nature-based Tourism. Accepted for presentation at the Tourism Naturally Conference. May 16-18, 2018. Zell am See - Kaprun, Austria

Oren G. & **Milman, A.** (2017). The Role of Hospitality in the Context of Religious: The Case of Chabad Houses. Presented at the Annual Conference of the Israeli Ministry of Tourism, Division of Statistics, Research and Knowledge Management, February 20-21, 2017, Jerusalem, Israel.

**Milman, A.** & Tasci, A. (2016). The role of experiential consumption on theme park visitors' satisfaction and loyalty. Presented at the Consumer Behavior in Tourism Symposium, Brunico, Italy. December 14-17, 2016.

**Milman, A.** (2015). The Outlook for Attractions. Presented at the 2015 Travel and Tourism Research Association (TTRA) Marketing Outlook Forum, October 26-28, 2015, Philadelphia, PA.

**Milman, A.** (2015). The role of souvenir vendors in the cultural sustainability of a World Heritage Site: The case of Chichen Itza, Mexico. Presented at the BESTEN Think Tank XV, June 17-21, 2015, Kruger National Park, South Africa.

**Milman, A.** (2015). From Snow Peaks to Palm Trees: A Framework for Managing Guest Experience at Tourist Attractions. Invited keynote presentation at the European Chapter of the Tourism and Travel Research Association, April 22-24, 2015, Innsbruck, Austria.

**Milman, A.** (2014). Orlando Mega Theme Parks: Hourly Employees' Experience and Predicting Satisfaction. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), St. Louis, MO, October 22-24, 2014.

**Milman, A.** (2014). The Business of Fantasy and Fun: The American Theme Park Industry. Presented at the Fulbright Seminar in American Studies 2014, Bundesinstitut für Erwachsenenbildung, St. Wolfgang/Strobl, Austria, May 1-3, 2014.

**Milman, A.** (2014). Applying the “real life” practices in training employees: Examples from Orlando’s Theme Park Industry presented at the Fourth Annual Conference on Training and Learning in the 21st Century. College of Management, Rishon-Le-Zion, Israel, March 24, 2014.

**Milman, A. & Whitney, P.** (2012). Predicting Students’ Satisfaction in College-Sponsored Travel, Tourism, and Hospitality Career Fair. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Freiburg, Germany, October 16-18, 2012.

Breiter, D., S. Gregory & **Milman, A.** (2011). Transitional Countries: Festivals as Drivers of Social Change Presented at the annual conference of Euro Council on Hotel, Restaurant, and Institutional Education (CHRIE), Dubrovnik, October 23-26, 2011.

**Milman, A.** (2011). Postcards as a Reflection of a Destination Image: An Example from Berlin. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Miami, FL, October 20-22, 2011.

**Milman, A.** (2011). The Role of Theme Parks in the Context of Domestic Tourism Evolution in China: A Consumer Perspective. With Xu Li and Youcheng Wang. Presented at the Sino-European International Tourism Forum. Ningbo, China, June 13-16, 2011.

Hahm, J., Xu L. & **Milman, A.** (2011). The Image of Orlando as a Tourist Destination: A Reflection through Postcards. With Graduate Student Research Conference in Hospitality and Tourism. Houston, TX, January 6-8, 2011.

Xu L. & **Milman, A.** (2011). The emerging Chinese theme park industry: exploring the importance of key visit attributes among domestic Chinese visitors. With Xu Li and Youcheng Wang. Graduate Student Research Conference in Hospitality and Tourism. Houston, TX, January 6-8, 2011.

**Milman, A. & Xu L. & Wang, Y.** (2010). The Emerging Chinese Theme Park Industry: Exploring The Importance of Key Visit Attributes Among Domestic Chinese Visitors. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Long Beach, CA, October 18-22, 2010.

**Milman, A.** (2009). Destination Marketing Organization (DMO) In Action: Developing Marketing Strategies for Florida through Focus Group Research. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), San Antonio, TX, October 15-18, 2009.

- Milman, A.** (2008). Predicting Guests' Level of Perceived Authenticity When Visiting a Theme Park: The Example of Disney's Epcot's World Showcase. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Dublin, Ireland, September 30-October 2, 2008.
- Milman, A.** (2007). The Role of Postcards in Destination Image Development: An Example from Alanya, Turkey. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Charleston, SC, October 4-6, 2007.
- Milman, A.** (2006). The Role of Theming in Destination Development. Presented at the Turk-Kazakh International Tourism Conference. Alanya, Turkey, November 20-26, 2006.
- Milman, A.** (2006). The Role of Consumer Experience in Developing a Brand Differentiation in Theme Park and the Attraction Industry: An Exploratory Study of Central Florida. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Las Vegas, October 12-24, 2006
- Milman, A.** (2005). Developing a Rating System for the Theme Park Industry. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Chicago, October 20-23, 2005
- Milman, A.** (2005). Retention Factors of Hourly Employees in the Casual Dining Restaurant Segment. Presented at the Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Las Vegas, NV, July 27-30, 2005.
- Milman, A.** (2004). Brand Equity in the Theme Park Industry: Disney and Universal Studios Florida. Accepted for presentation at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Hong Kong, September 23-25, 2004.
- Milman, A.** (2003). Importance-Performance Evaluation of a Convention Center: The Example of Central Florida (with Deborah Breiter). Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Providence, RI October 16-19, 2003
- Milman, A.** (2002). Predicting Residents' Support for Tourism Growth in a Developed Tourist Destination. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Salt Lake City, UT, October 10-13, 2002.
- Milman, A.** (2001). Predicting Residents' Support for Tourism Growth: The Example of Central Florida. Accepted for presentation at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Houston, TX, October 25-27, 2001. Conference canceled.
- Milman, A.** (2000). Travel and Tourism Curriculum Development: A Qualitative Approach. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Tampa, FL, October 3-5, 2000.
- Milman, A.** (1999). Tourist Product Modification through the Application of Fantasy: The Austrian Example. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Vancouver, Canada, November 4-7, 1999.
- Milman, A.** (1998). Emerging Strategic Trends in the North American Mega-Theme Park Industry. Presented at Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Cleveland, OH, October 15-17, 1998.
- Milman, A.** (1998). Teenage Employment in the Hospitality Industry: An Exploratory Study. Presented at the Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Miami, FL, July 29-August 2, 1998.
- Ford, R. & **Milman, A.** (1997). George C. Tilyou and Early Managerial Practices in the Amusement Park Industry. Presented at the 1997 Annual Meeting of the Allied Southern Business Association, Atlanta, GA, November 5-8, 1997.

Reichel, A. & **Milman, A.** (1997). Service Quality and Service Orientation in Rural Tourism. Presented at Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Providence, RI, August 6-10, 1997.

**Milman, A.** (1996). The Impact of Psychological Well-Being on Tourist Satisfaction. Presented at Annual Conference of the Society of Travel and Tourism Educators (STTE), Ottawa, Canada, October 3-6, 1996.

Reichel, A. & **Milman, A.** (1995). Selection of Hospitality Student Candidates: Personal Interviews versus Objective Measures. Presented at Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Nashville, TN, August 2-5, 1995.

**Milman, A. &** Bach, S. (1994). A Novel Technique for Reviewing a Hospitality Management Curriculum: A Qualitative Methodological Approach (with Susan Bach), presented at Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Palm Springs, CA, July 27-30, 1994.

**Milman, A.** (1993). The Image of Canada as a Vacation Destination: The Florida Resident Perspective. Presented at the 1993 Biennial meeting of the Association for Canadian Studies in the United States, New Orleans, LA, November 17-21, 1993.

**Milman, A.** (1992). So who is coming back Again and Again? An Analysis of Water Park's Repeat Visitors' Usage Pattern. Presented at the Tourism and Travel Research Association Annual Conference, Minneapolis, MN, June 14-18, 1992.

**Milman, A.** (1992). Predicting Theme Park Attendance: A Behavioral Model. Presented at the 33rd Joint National Meeting of the Institute of Management Sciences (TIMS) and Operations Research Society of America (ORSA), Orlando, FL, April 26-29, 1992.

**Milman, A.,** McCool, A. & Farsad, B. (1991). Computer Skills for Hospitality Management Graduates: Round Two. Presented at the 1991 Annual Conference of the Council on Hotel, Restaurant and Institutional Education, Houston, TX, July 24-27, 1991.

McCool A., **Milman, A.** & Farsad, B. (1990). Computer Skills of Hospitality Management Program Graduates. Presented at the Annual Show of the American Hotel and Motel Association, New York, November 10, 1990.

**Milman, A.** (1990). The U.S. Overseas Travel Market: A Comparison between Package Tour and Individual Travelers. Presented at the 1990 annual conference of the Travel and Tourism Research Association, New Orleans, June 11-15, 1990.

Pizam, A., Jafari, J., & **Milman, A.** (1988). A Comparison of Images and Attitudes Before and After Tourism Visitation: U.S.A and U.S.S.R Presented at the First Global Conference: Tourism - A Vital Force for Peace, Vancouver, B.C. October 23-27, 1988.

**Milman, A.,** Reichel A. & Pizam, A. (1988). Attitudes Before and After Visitation: Israel and Egypt. Presented at the First Global Conference: Tourism - A Vital Force for Peace, Vancouver, B.C. October 23-27, 1988.

**Milman, A.** (1988). The Role of Theme Parks as a Leisure Activity for Local Communities. Presented at the 1988 annual conference of the Council on Hotel, Restaurant, and Institutional Education Toronto, July 26-31, 1988.

**Milman, A.** (1988). The Impact of Animal Affinity on Animal Oriented Theme Park Visitation Patterns: A Central Florida Perspective. Presented at the annual conference of the Travel and Tourism Research Association, Montreal, June 19-23, 1988.

Braun B. & **Milman, A.** (1988). Localization Economies in the Theme Park Industry. Presented at the Southern Regional Science Association Meeting, Chapel Hill, NC, April 27-30, 1988.

**Milman, A. &** Farsad, B. (1987). Corporate/Organizational Culture in the Hospitality Industry. Presented at the 1987 annual conference of the Council on Hotel, Restaurant, and Institutional Education Atlanta, August 5-9, 1987.



### **Other Invited Presentations to Academic Institutions and Professional Organizations:**

**Milman, A.** (2019). The Rosen College of Hospitality Management: Theme Park and Attraction Management Educational Track. Presented at the 2019 IAAPA Expo, IAAPA Foundation Education Roundtable, June 14, 2019, Shanghai, China.

**Milman, A.** (2018). The Concept of Theming in the Context of Theme Parks and Attractions. Presented to graduate students and faculty, Zhejiang University, June 12, 2018, Hangzhou, China.

**Milman, A.** (2018). The Concept of Theming. Presented to the top management of OCT (Overseas Chinese Town) Enterprises. June 10, 2018, Shenzhen, China.

**Milman, A.** (2018). The Future of Theme Parks and Attractions. Presented to the top management of OCT (Overseas Chinese Town) Enterprises. June 10, 2018, Shenzhen, China.

**Milman, A.** (2018). The role and responsibilities of an industry advisory board in enhancing the theme park management educational experience. Presented at the Educational Roundtable of the International Association of Amusement parks and Attractions (IAAPA), Asian Attraction Expo, June 8, 2018, Hong Kong.

**Milman, A.** (2018). The Theme Park and Attraction Industry. Presented at the Educational Roundtable of the International Association of Amusement parks and Attractions (IAAPA), Asian Attraction Expo, June 8, 2018, Hong Kong.

**Milman, A.** (2017). The Theme Parks and Attractions Industry. Presented executives of the Institute of Theme Park Studies in China, November 14, 2017. Orlando, Florida.

**Milman, A.** (2016). The Guest Experience from Berndt Schmitt's Experiential Marketing Theory. College of Experience, Israel. Presented on December 27, 2016, at the Center for Entrepreneurship School of Business Administration. College of Management Academic Studies (COMAS), Rishon-le-Zion, Israel.

**Milman, A.** (2016). Managing the Guest Experience in Medical Facilities in Israel. Presented on December 23, 2016, at the Center for Entrepreneurship School of Business Administration. College of Management Academic Studies (COMAS), Rishon-le-Zion, Israel.

**Milman, A.** (2015). Consumer Behavior in the 21<sup>st</sup> Century: Managing the Guest Experience in the Era of the Experience Economy. Presented on December 24, 2015, at the Center for Entrepreneurship School of Business Administration. College of Management Academic Studies (COMAS), Rishon-le-Zion, Israel.

**Milman, A.** (2014). Managing tourism and hospitality operations in the experience economy. Presented at the Villa Blanka Hospitality Professionalnadian School, Innsbruck, Austria, June 3, 2014.

**Milman, A.** (2014). Methodological Approach to Develop Research Questions and to Gather Consumer Data. Presented at the Management Center Innsbruck's (MCI) Tourismus Department, Innsbruck, Austria, May 29, 2014

**Milman, A.** (2014). The Concept of Theming and the Global Theme Park Industry. Presented at the NHTV Academy for Leisure, Breda, the Netherlands, May 7, 2014.

**Milman, A.** (2013). Moderator, Industry leaders' panel - theme parks & attractions, 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge. Orlando, FL, December 16, 2013.

**Milman, A.** (2013). The Role of Authenticity in Visiting Theme Parks and Attractions. Presented at the College of Management, Rishon-le-Zion, Israel, October 24, 2013.

**Milman, A.** (2012). Trends in the Theme Park and Attraction Industry. Latest Trends and Innovations in Tourism series hosted by MODUL University Vienna, December 13, 2012.

- Milman, A.** (2012). The Disney Management Philosophy. College of Management, Rishon Le Zion, Israel, December 25, 2012.
- Milman, A.** (2011). The role of postcards in developing a destination image: Examples from Berlin. College of Management, Rishon-le-Zion, Israel, December 23, 2011.
- Milman, A.** (2011). Fantasies, Emotions, and Fun: The Hospitality Industry and the Experience Economy. Latest Trends and Innovations in Tourism series hosted by MODUL University Vienna. December 16, 2011.
- Milman, A.** (2011). Theme Parks and Attractions: A Global Perspective. Presented at Shanghai Normal University, Shanghai, China, June 19, 2011.
- Milman, A.** (2010). Attractions Management: The Role of Theming in Tourism. Latest Trends and Innovations in Tourism series hosted by MODUL University Vienna. May 14, 2010.
- Milman, A.** (2009). Theme Park and Attractions: A Global Perspective. Latest Trends and Innovations in Tourism series hosted by MODUL University Vienna. May 24, 2009.
- Milman, A.** (2006). The Disney Way: Managing Reality and Fantasy at Orlando's Theme Parks. Presented to faculty members and industry executives at the Haskaye School of Business, University of Calgary, Alberta, Canada. October 19, 2006.
- Milman, A.** (2006). Understanding the Tourist Experience. Presented at the Haskaye School of Business, University of Calgary, Alberta, Canada. October 17, 2006.
- Milman, A.** (2006). The Theme Park and Attraction Industry. Presented at the Academy of Hospitality and Tourism Teacher Retreat, Miami-Dade County Public Schools. September 16, 2006.
- Milman, A.** (2002). Marketing a Religious Destination: The Example of Temple Square, Salt Lake City, Utah. Presented at the Annual Conference of the International Society of Travel and Tourism Educators (ISTTE), Salt Lake City, UT, October 10-13, 2002.
- Milman, A.** (2001). Employee Retention: Building a Better Mousetrap. Presented at the Annual Meeting and Tradeshow of the International Association of Amusement Parks and Attractions (IAAPA). Orlando, Florida, November 14, 2001.
- Milman, A.** (2000). Hourly Employee Retention in Small and Medium Attractions. Presented at the academic roundtable of the Annual Meeting and Tradeshow of the International Association of Amusement Parks and Attractions (IAAPA). Atlanta, GA, November 15-18, 2000.
- Milman, A. & Pizam, A.** (2000). 1999-2000 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. Presented at the Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), New Orleans, LA, July 19-23, 2000.
- Milman, A.** (2000). The U.S. Restaurant Industry: Implication for Israel. Presented at the Annual Conference of the Israeli Restaurant Association. Tel-Aviv, Israel, May 31, 2000.
- Milman, A.** (2000). The Rise and Fall of Themed Restaurants. Presented at the Annual Conference of the Israeli Restaurant Association. Tel-Aviv, Israel, May 31, 2000.
- Milman, A.** (1999). The Future of Theme Parks and Attractions. Presented at the academic roundtable of the Annual Meeting and Tradeshow of the International Association of Amusement Parks and Attractions (IAAPA). Atlanta, GA, November 17-20, 1999.
- Milman, A.** (1999). Destination Development in Action: The Example of Orlando Florida. Presented at the meeting of the Association for Research of the Alps (Alpenforschungsinstitut gemm. GmbH), Garmisch-Partenkirchen, Germany, October 1, 1999.

- Milman, A.** (1999). The Development of Themes in Tourist Attractions. Presented at the Villa Blanca Hotel School, Innsbruck, Austria, September 30, 1999.
- Milman, A.** Fried, B. & Pizam, A. (1998). 1997-1998 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. Presented at the Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Miami, FL, July 29-August 2, 1998.
- Milman, A.** & Pizam, A. (1994). 1993-1994 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. Presented at Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Palm Springs, CA, July 27-30, 1994.
- Milman, A.** (1992). Research: The Academic Agenda and Reality: Round 2. Coordinated a panel at the 1991 Annual Conference of the Council on Hotel, Restaurant and Institutional Education (CHRIE), Orlando, FL, July 29-August 2, 1992.
- Milman, A.** & Pizam, A. (1992). 1991-1992 Academic Characteristics and Faculty Compensation in U.S. Hospitality Management Programs. Presented at Annual Conference of the Council on Hotel, Restaurant, and Institutional Education (CHRIE), Orlando, FL, July 29-August 2, 1992.
- Milman, A.** & Pizam, A. (1992). Central Florida as a Strategic Region: The Hospitality Industry Perspective. Presented at the IC2 Conference held at the University of Central Florida, May 28, 1992.
- Milman, A.** (1991). The Image of Central Florida as a Vacation Destination. Presented at the 45th Annual Conference of AUBER (Association for University Business and Economic Research), St. Petersburg Beach, FL, October 6-9, 1991.
- Milman, A.** & Pizam, A. (1991). Faculty Compensation Survey. Presented at the 1991 Annual Conference of the Council on Hotel, Restaurant and Institutional Education (CHRIE), Houston, TX, July 24-27, 1991.
- Milman, A.** (1991). Research: The Academic Agenda and Reality. Coordinated and participated in a panel at the 1991 Annual Conference of the Council on Hotel, Restaurant and Institutional Education (CHRIE), Houston, TX, July 24-27, 1991.
- Milman, A.** & Pizam, A. (1990). Faculty Compensation Survey. Presented at the 1990 Annual Conference of the Council on Hotel, Restaurant and Institutional Education, Washington D.C., August 1-4, 1990.
- Milman, A.** (1989). The outlook for Tourism and Recreation. Presented at the Federation of Tax Administrators' Revenue Estimating and Tax Research Conference, Lake Buena Vista, Florida October 22-25, 1989.
- Milman, A.** (1989). The Spa Hotel Industry in the U.S. Presented at the International Congress on Health and Recreation Management," Antalya, Turkey, September 16-19, 1989.
- Milman, A.** & Pizam, A. (1989). Hospitality Educators' Salary and Working Conditions Survey. Presented at the 1989 annual conference of the Council on Hotel, Restaurant, and Institutional Education Las Vegas, July 26-29, 1989.
- Milman, A.** & Pizam, A. (1987). Hospitality Educators' Salary and Working Conditions Survey. Presented at the 1987 annual conference of the Council on Hotel, Restaurant, and Institutional Education Atlanta, August 5-9, 1987.
- Milman, A.** & Carlisle A.E. (1985). Priorities and Related Perceptions of Presidents of Canadian Companies. Presented at the 8th Biennial Meeting of the Association for Canadian Studies in the U.S., Philadelphia, September 19, 1985.

## **PROFESSIONAL AFFILIATIONS:**

### **Academic Membership:**

#### Board Member:

- International Society of Tourism and Travel Educators, (2002-2006; 2008-2015).

#### Membership:

- International Association of Amusement Parks and Attractions (IAAPA) (1996-present).
- Council on Hotel Restaurant and Institutional Education (CHRIE) (1985-present).
- Themed Entertainment Association (TEA) (2000-2004).
- Publication Council, International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (1992-2000).
- President, Florida/Caribbean CHRIE (1993-94).
- Vice President, Florida/Caribbean CHRIE, (1992-93).
- Secretary, Florida/Caribbean CHRIE, (1992).
- Chair, Projects and Research Committee, International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (1991-1994).
- Chair, Conference Special Events Committee, International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (1991-1992).
- Chair, Search Committee for the editor of the Hospitality & Tourism Educator, International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (1993).
- Tourism and Travel Research Association (TTRA) (1985-2010).
- Projects and Research Committee, International Council on Hotel, Restaurant, and Institutional Education (CHRIE) (1989-1990).
- International Society of Travel and Tourism Educators (ISTTE) (1992-present).
- Association for Canadian Studies in the U.S. (ACSUS) (1991-1996).
- International Academy of Hospitality Research (1992).
- Center for Strategic Studies in Resource Policy (1990).
- Academy of Management (1983-1986).
- Beta Gamma Sigma (1993-present).
- Alpha Kappa Psi (1998-present).

### **Industry Membership:**

- Themed Experience and Attractions Academic Network (2018-present).
- IAAPA Foundation Educators Advisory Board (2018-present).
- Founding Faculty and Industry Liaison, Theme Park, and Attraction Advisory Board, Rosen College of Hospitality Management (1998-present).
- Orlando/Orange County Convention and Visitor Bureau Research Committee, (1992-2010).

- National Tour Foundation Education Advisory Council Steering Committee (1992-1996).
- Advisory Committee on Tourism for Congressman Jim Bacchus, 11th District, Florida (1991-1992).
- Chair, National Tour Foundation Education Advisory Council's Sub-Committee to Study Profile of Education Institutes offering tourism and travel curriculum, (1993-1996).
- Chair, Orlando/Orange County Convention, and Visitor Bureau Research Committee Florida Resident Survey Sub-Committee (1992).
- Florida Tourism Commission: Statewide Industry Ad Hoc Committee, (1991).
- U.S. Travel Data Center Technical Review Panel for the Travel Economic Impact Model (1989-1990).

## **PROFESSIONAL SERVICE:**

### **Editorial Collaborations:**

#### Co-editor:

- Themed Experience and Attractions Journal (2019-present).

#### Editorial Board:

- International Journal of Culture, Tourism, and Hospitality Research (2019- present).
- Journal of Hospitality and Tourism Research (1990-2009, 2016- present).
- Journal of Teaching in Travel and Tourism (1999-present).
- Journal of Travel Research (1992-2007).
- FIU Hospitality Review (1999-2001).
- Journal of Hospitality, Tourism, and Leisure Science (1999-2001).
- Chair, Conference Paper Review Committee, International Society of Travel and Tourism Educators (2009).

#### Other Editorial Collaborations:

- Ad-hoc reviewer: Cornell Hospitality Quarterly, Current Issues in Tourism, International Journal of Contemporary Hospitality Management, International Journal of Culture, Tourism, and Hospitality Research, Journal of Hospitality and Tourism Insights, Journal of Hospitality and Tourism Research, Journal of Travel and Tourism Marketing, Journal of Vacation Marketing, Tourism Analysis, Tourism Review, Journal of Destination and Marketing Management.
- Conference Paper Editorial Committee, *International Society of Tourism and Travel Educators (ISTTE)* (1995-present).
- Paper Editorial Committee, *Themed Experience and Attractions Annual Symposium (2018-present)*.
- Conference Paper Review Committee, World Research Summit for Hospitality and Tourism (2014-present).
- Paper Editorial Committee, *Themed Experience and Attractions Annual Symposium (2018-present)*.
- Conference Paper Editorial Committee, *International Society of Tourism and Travel Educators (ISTTE)* (1995-present).
- Book Reviewer: *Delmar Publishers, Orell Fusli Publishers, Zurich, Van Nostrand Reinhold.*
- Guest Editor, *Weissmann Travel Reports* (1991).

- Other editorial collaborations: *Service Industry Journal*, *Southern Management Association*, *Annals of Tourism Research*, *Association of Marketing Theory and Practice*, *Visions in Business and Leisure*, *International Journal of Hospitality Management*, and *International Journal of Contemporary Hospitality Management*.

## **UNIVERSITY OF CENTRAL FLORIDA SERVICE ACTIVITIES:**

### **University:**

#### Member:

- Mid-Career Refresh Review committee, UCF Office of Research (2019-2020).
- Library Advisory Committee (2003-current).
- Promotion and Tenure Committee (2005-2007).
- International Affairs Committee (2004-2014).
- Faculty Senate UCF-TIP Oversight Committee (2004-2005).
- Head Librarian Search Committee, Rosen School of Hospitality Management (2003).
- Search Committee for Assistant Director of the Office of International Studies (2001, 2002, 2003).
- Drop for Non-Payment ad-hoc Committee (2001).
- Faculty Senate (1999-2001).
- Undergraduate Policy and Curriculum Committee (1999-2000).
- International Affairs Committee (1999-2001).
- I & R Technical Advisory Committee (1989-1990).
- Alternate Representative, University Admissions, and Standards (1989-1990).

### **Rosen College/School of Hospitality Management:**

#### Curriculum development Leadership:

- Theme Park and Attraction Management certificate (2019-2020)
- Graduate curriculum in an advanced theme park and attraction management (2018-2020)

#### Chair:

- Student Conduct Ad-hoc Committee (2015-present).
- Sabbatical Award Committee (2015-2017).
- Research Incentive Award Committee (2014-2015).
- Faculty Assembly (2004-2005 and 2005-2006).
- International Relations Committee (2003-2009).
- Search Committee: Department Chair, Department of Tourism, Events, and Attractions (2011).
- Search Committee: Faculty, Department of Tourism, Events, and Attractions (2004-2005, 2005-2006).
- Search Committee: Department Chairs and Caribbean Administrator (2004-2005).

Member:

- College Planning, Advisory, and Assessment Committee (2019- present).
- Tenure and Promotion Committee (2001-2015, 2017- present).
- College Library Liaison (1993-present).
- Bylaws Committee (2018- present).
- Curriculum Committee (2018- present).
- Dean's Transition Committee (2018- present).
- Associate Dean Search Committee (2015, 2010).
- Promotion and Tenure Criteria Committee (2011).
- International Relations Committee (2003-present).
- College Coordinator, Study Abroad Program (2002-present).
- Research Incentive Award (RIA) Committee (2009).
- Associate Dean Search Committee (2008-2010).
- Auxiliary Activities & Facilities Review Committee (2007-2011).
- Sabbatical Criteria Committee (2004-present).
- TIP (Teaching Incentive Program) Selection Committee (2004-2006).
- Graduate Policy and Curriculum Committee (2003-2005).
- Curriculum Development Committee (2001-2006).

**College of Business Administration:**

Member:

- Cornerstone Class Review Committee (1998-1999).
- International Business Degree Task Force (1997-2000).
- Dean Search Committee (1996-1997).
- Graduate Program Review Committee (1996-2000).
- Ph.D. Program Development Task Force (1994-1995).
- Research Committee (1993-1995).
- Department of Hospitality Management Chair Search Committee (1992).
- Distinguished Lecturer Committee (1987-1988).
- Graduate Programs Committee (1986-1987).

**College of Health and Professional Studies:**

Member:

- Research Steering Committee (1990-1991).
- Faculty Affairs Committee (1990-1991).
- Research Steering Committee (1989-1990).

**Department:**Chair:

- Co-chair Search Committee (2018-2019).
- Search Committee (2016, 2015, 2010, 2011).
- Student Conduct Committee (2017- present).
- Graduate Program Development Committee (1988-1990).
- Study Abroad Program (1996-2007).

Member:

- Cumulative Progress Evaluation (CPE) Committee for tenure-earning faculty (2015-present).
- Department Chair Search Committee (2019-2020, 1998-1999).
- Department Faculty Search Committees (2018-2019, 2000, 1997-98, 1996-97, 1990).
- Sabbatical Award Committee (2018-2019).
- Tenure and Promotion Committee (2010-2017).
- Promotion and Tenure Committee (2002-present).
- Graduate Program Review Committee (2002-2003).
- Undergraduate Program Review Committee (2002-2003).
- Department Personnel Committee (1986-1990).
- Department Search Committee for Professorship in Conference and Conventions (1988).

**EXECUTIVE DEVELOPMENT AND CONTINUED EDUCATION SEMINARS**

*The Concept of Theming.* OCT Parks Management, Shenzhen, China, June 9, 2018.

*Theme Park and Attraction Management.* Dubai Parks and Resorts, Training sessions were held in Orlando, Florida, November 2015-January 2016.

*The Experience Economy.* University of Tel-Aviv Lahav Executive Development Program (December 2014, May 2012, May 2011).

*Theme Park and Attraction Management.* Kyung Hee University, South Korea summer program. Training sessions were held in Orlando, Florida (July 2010).

*Theme Park and Attraction Management.* Shanghai Normal University Scholar Program, Shanghai, People's Republic of China. Training sessions were held in Orlando, Florida (July 2009).

*Disney International Scholars Program.* Training sessions were held in Orlando, Florida (2005-2009).

*The Concept of Theming within the Context of Natural Attractions.* Delivered to Austrian tourism industry executives. Coordinated by GFB & Partner, Zell-am-Zee, Austria (May 2005).

*Product Development in the Theme Park and the Attraction Industry.* Delivered to executives of the Tyrol (Austria) Tourism Industry. Coordinated by the Institute of Tourism and Service Economics, University of Innsbruck. (May 2005).

*Theme Park and Attraction Management.* Delivered to executives at the Escola Superior de Hosteleria e Turismo do Estoril, Portugal. (December 2003).



*Hospitality and Tourism Marketing Management.* Delivered to executives at the Escola Superior de Hosteleria e Turismo do Estoril, Portugal. (April 2003).

*Product Development in the Tourism and Travel Industry.* Delivered to executives of the Tyrol (Austria) Tourism Industry. Coordinated by the Institute of Tourism and Service Economics, University of Innsbruck. (May 2000).

*Health Tourism: Lessons from the U.S. Experience.* Delivered to executives of the Tyrol (Austria) Tourism Industry. Coordinated by the Institute of Tourism and Service Economics, University of Innsbruck. (May 2000).

*Theme Park and Attraction Management.* Delivered to executives of the Tyrol (Austria) Tourism Industry. Coordinated by the Institute of Tourism and Service Economics, University of Innsbruck. (May 1998).

*Principles of Event Management.* Delivered to executives of the Tyrol (Austria) Tourism Industry. Coordinated by the Institute of Tourism and Service Economics, University of Innsbruck. (May 1998).

*Central Florida Tourism and Hospitality Industry.* Delivered to executives of the SangYong Company, Seoul, Korea. (October 1996).

*Market Segmentation in the Accommodation Industry: The International Perspective.* (Orlando, 1989).

*Theme Park Research Colloquium.* Developed and moderated the with Helman, Hurley, Charvat, Peacock Architects (Orlando, March 1989).

*Strategic Audit of Business Enterprises.* (Orlando, 1987).

*Making the Sale: Learning and Using Effective Selling Techniques.* (Orlando, 1987).

*Building Business through Customer Service.* (Orlando, 1987).

*Effective Telemarketing.* (Orlando, 1987).

#### **PROFESSIONAL DEVELOPMENT:**

Various university-sponsored training seminars like Institutional Research Board (IRB), Employee Code of Conduct/Speak Up, Diversity, FERPA Training, International Travel Essentials, and more (continuous).

IDL 6543: Interactive Distributed Learning for Technology-Mediated Course Delivery (UCF, Fall 2000).

Institute for Academic Leadership, Florida State University, Department Chairperson Workshop. Howey-in-the-Hills, Florida, June 9-12, 1991 and October 9-13, 1991.

#### **MULTILINGUAL:**

Fluent in English, French, and Hebrew. Understanding of Spanish and German.

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