

**ALECIA C. DOUGLAS**  
**Curriculum Vitae**

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**RESEARCH INTERESTS**

The following are specific research areas of interest in the application of information technology to the field of hospitality and tourism.

- Online and mobile consumer behavior research in hospitality and tourism
- Hospitality and tourism Website aesthetic design, servicescape, and emotional usability
- Online marketing and branding of hospitality and tourism organizations
- Emerging technological issues with potential implications for the hospitality and tourism industry and education

**EDUCATION**

**Doctor of Philosophy - Hospitality and Tourism Management** December 2008  
Purdue University, West Lafayette, IN

**Master of Science - Hospitality Information Technology Management** May 2004  
University of Delaware, Newark, DE

**Bachelor of Science - Hospitality and Tourism Management** May 2002  
University of Technology/University of the West Indies, Kingston, Jamaica  
*Specialization:* Food and Beverage Management

**ACADEMIC TEACHING**

**Associate Professor** August 2014 ~ present

**Assistant Professor** August 2008 ~ July 2014

Hotel & Restaurant Management Program, Auburn University

Sample Core Courses Taught:

- **HRMT 3400 Hospitality Marketing:** This course provides students with a customer-oriented approach to marketing in hospitality and tourism. The marketing techniques available to hotels, restaurants, and tourism businesses are described and evaluated.
- **HRMT 3800 Hospitality Information Technology:** This course provides students with an introduction to the information technology, mobile commerce and e-Commerce strategies used in the hospitality and tourism industry.
- **HRMT 4300 Food and Beverage Management:** This course provides students with a managerial approach to running successful food and beverage operations. Students explore topics such as menu design and pricing, purchasing, and storage to name a few.
- **HRMT 4860 Hotel Practicum:** The overall aim of the practicum course is to enable students to develop a practical understanding of the basic principles and procedures underlying the two primary areas of food and beverage and lodging operations.

## OTHER ACADEMIC EXPERIENCE

**Graduate Research Assistant/Project Manager** January 2007 ~ June 2007  
College of Consumer and Family Sciences  
Purdue University

- **National Science Foundation Grant, Cybertrust Division, Award No. 0627488**, 'CT-ISG: Improving the Privacy and Security of Online Survey Data Collection'

**Graduate Research Assistant**  
College of Consumer and Family Sciences August 2005 ~ December 2006  
Purdue University

- **National Science Foundation Grant, Information Technology Research (ITR) Award No. 0428554**, 'Design and Use of Digital Identities'

## ACADEMIC HONORS & SCHOLARSHIPS

**Certified Hospitality Educator** June 2012  
The American Hotel & Lodging Educational Institute

**Outstanding Faculty Award** March 2011  
College of Human Sciences, Women's Philanthropy Board

**Best Paper Nominee** January 2006  
Annual Graduate Student Research Conference in Hospitality & Tourism

**Article of the Year Award** July 2005  
Journal of Hospitality & Tourism Education

**Outstanding Performance in Food & Beverage Management** 2001 ~ 2002  
School of Hospitality & Tourism Management, University of Technology, Jamaica

## GRANT APPLICATIONS

**Douglas, A.C.** (November, 2012). The Bahamian Touristscape Study Abroad Pre-Program Site Visit. *Grant Program*: Study Abroad Development Grant. *Funding Source*: Office of International Programs, Auburn University. **Amount awarded: \$5,000.**

**Douglas, A.C.** (October, 2012). The Bahamian Touristscape: A Conceptual and Experiential Island-Hopping Study Abroad Exploration. *Grant Program*: College of Human Sciences Study Abroad Grant Program. *Funding Source*: The College of Human Sciences, Auburn University. **Amount awarded: \$5,000.**

**Douglas, A.C. & Kim, K.** (September, 2012). Partnering with South Korean Universities in Research and Teaching Opportunities. *Grant Program*: The Global Partners Grant Program (GPGP). *Funding Source*: The Office of International Programs, Auburn University. **Amount awarded: \$10,000.**

**Martin, D. & Douglas, A.C.** (March, 2011). Certified Hospitality Educator Workshop: Travel expenses to participate in an off-campus workshops and certification program. *Funding Source*: The Daniel F. Breeden Endowed Grant Program, Auburn University. **Amount requested and awarded: \$3,430.**

## ACADEMIC RESEARCH

### REFEREED RESEARCH PUBLICATIONS

1. Calhoun, J. & **Douglas, A. C.** (2015, in press). *An analysis of hospitality and tourism research: learning organization's (LO) influence on sustainability practices*. The Handbook of Research on Global Hospitality and Tourism Management. Edited by Angelo Camillo. Published by IGI Global.
2. Whaley, J., **Douglas, A. C.**, O'Neill, M. (2014). "What's in a Tip?" The Creation and Refinement of a Consumer-Tipping Motivations Scale. *International Journal of Hospitality Management*, 37, 121-130.
3. Phelan, K., Mills, J. E., **Douglas, A. C.**, & Aday, B. (2013). Digital personalities: an examination of the online identity of travel and tourism websites. *Journal of Hospitality & Tourism Technology*, 4(3), 248-262.
4. **Douglas, A. C.**, Mills, J. E., & Phelan, K. (2010). Smooth sailing? Passenger's assessment of cruise brand equity. *Journal of Travel & Tourism Marketing*, 27(7), 649-675.
5. Chow, A.J, Alonso, A.D., **Douglas, A.C.**, & O'Neill, M.A. (2010). Exploring open kitchens' impact on restaurateurs' cleanliness perceptions. *Journal of Retail & Leisure Property*, 9, 93-104.

### MANUSCRIPTS CURRENTLY UNDER REVIEW

1. **Douglas, A. C.** Defining Brand Image and Brand Personality of Middle Eastern and North African Destinations: A Qualitative Approach. *The Journal of Destination Marketing and Management*. **Manuscript ID: JDMM-D-14-00057**.
2. Dillette, A. K. & **Douglas, A. C.**, Martin, D. A., & O'Neill, M. Resident perceptions on cross-cultural understanding as an outcome of volunteer tourism programs: The Bahamian family island perspective. *The Journal of Sustainable Tourism*. **Manuscript ID: JOST-2551**.
3. **Douglas, A. C.** & Xu, H. Functional or emotional? An assessment of the emotional quality of luxury travel websites. *Journal of Information Technology and Tourism*. **MANUSCRIPT ID: JITT-D-14-00023**

### REFERRED RESEARCH CONFERENCE PROCEEDINGS

1. Dillette, A., Townsend, K., & **Douglas, A. C.** (2014). The Impacts of Sport Tourism: A review of knowledge and methods. The 2014 ICHRIE Annual Research Conference, San Diego, CA, July 29-August 1, 2014.
2. Calhoun, J. & **Douglas, A. C.** (2014). A Phenomenological Study of What Constitutes "Success" for Hospitality Workers. The 2014 ICHRIE Annual Research Conference, San Diego, CA, July 29-August 1, 2014.

## ACADEMIC RESEARCH

### REFERRED RESEARCH CONFERENCE PROCEEDINGS (CONT'D)

3. Calhoun, J. & **Douglas, A. C.** (2014). An Analysis of Hospitality and Tourism Research: Learning Organization's (LO) influence on sustainability practices. The 2014 ICHRIE Annual Research Conference, San Diego, CA, July 29-August 1, 2014.
4. Calhoun, J., O'Neill, M., & **Douglas, A. C.** (2013). An examination of second language education provision among United States (US) and European (EU) hospitality and tourism management schools. The Fall 2013 South Eastern CHRIE Meeting, Brevard, SC, September 27, 2013.
5. Dillette, A. & **Douglas, A. C.** (2013). Experiential learning as an educational tool for hospitality and tourism students. Shrinking The Global Divide: Synergy, Service & Sustainability, Nassau, Bahamas, September 18-20, 2013.
6. Dillette, A. & **Douglas, A. C.** (2013). Exploring cross-cultural understanding as an outcome of volunteer tourism programs: A mixed methods approach to volunteer tourism, social exchange theory, cross-cultural understanding. The 18th Annual Graduate Student Research Conference in Hospitality & Tourism, Seattle, Washington January 3-5, 2013.
7. Xu, H. & **Douglas, A. C.** (2013). How much does lowest price guarantee policy cost from the perspective of Monte Carlo option pricing? The 18th Annual Graduate Student Research Conference in Hospitality & Tourism, Seattle, Washington January 3-5, 2013.
8. Ubi, M., Dillette, A. & **Douglas, A. C.** (2013). Exploring brand loyalty: residents and non-residents' perceptions of locally-owned versus multinational hotel brands in Nigeria. The 18th Annual Graduate Student Research Conference in Hospitality & Tourism, Seattle, Washington January 3-5, 2013.
9. Xu, H. & **Douglas, A. C.** (2013). Segmenting the global lodging industry: An application of the modern portfolio theory in hospitality. The 18th Annual Graduate Student Research Conference in Hospitality & Tourism, Seattle, Washington January 3-5, 2013.
10. Dillette, A. & **Douglas, A. C.** (2012). Local residents' perceptions on the impacts of tourism: a case study of the family islands of The Bahamas. The 17<sup>th</sup> Annual Graduate Student Research Conference in Hospitality & Tourism, Auburn, Alabama, January 5-7, 2012.
11. Hui, X. & **Douglas, A. C.** (2012). Applying data envelopment analysis to U.S. convention center productivity: a comparison of ownership structures. The 17<sup>th</sup> Annual Graduate Student Research Conference in Hospitality & Tourism, Auburn, Alabama, January 5-7, 2012.
12. Dillette, A. & **Douglas, A. C.** (2011). Swim Bahamas: An exploratory study into the perception of Bahamian Islanders vs. the attitudes of the 'Voluntourist'-A Case Study. The Spring 2011 South Eastern CHRIE meeting, Georgia State University, Atlanta, Georgia, February 25, 2011.