

Galen Robert Collins

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Degrees

2002	Ph.D., Computer and Information Sciences, Nova Southeastern University, Davie, Florida, United States.
2000	Ed.S., Computer and Information Sciences, Nova Southeastern University, Davie, Florida, United States
1980	M.S., Hotel and Food Service Management, Florida International University, Miami, Florida, United States
1978	B.B.A., Management, Florida International University, Miami, Florida, United States
1976	A.A., Management, Miami Dade College, Miami, Florida, United States

SCHOLARLY CONTRIBUTIONS AND CREATIVE PRODUCTIONS

Book

Completed/Published

Collins, G. R. (2021). *Hospitality Information Technology: Learning How to Use It (9th edition)* (p. 489). Dubuque, IA: Kendall Hunt. <http://www.kendallhunt.com/collins/>Collins, G. R., Cobanoglu, C., Biligihan, A., & Berezina, K. (2021). *Hospitality Information Technology: Learning How to Use It (9th edition)*. Dubuque, Iowa: Kendall/Hunt.

Collins, G. R. (2020). *Overcoming the Customer Service Syndrome: How to Achieve & Sustain High Customer Satisfaction (4th edition)* (p. 170). Dubuque, IA: Kendall Hunt. <http://www.kendallhunt.com/collins/>

Collins, G. R. (2017). *Hospitality Information Technology: Learning How to Use It (8th edition)* (p. 469). Dubuque, IA: Kendall Hunt. <http://www.kendallhunt.com/collins/>Collins, G. R., Cobanoglu, C., Biligihan, A., & Berezina, K. (2017). *Hospitality Information Technology: Learning How to Use It (7th edition)*. Dubuque, Iowa: Kendall/Hunt.

Collins, G. R. (2016). *Overcoming the Customer Service Syndrome: How to Achieve & Sustain High Customer Satisfaction (3rd edition)* (p. 146). Dubuque, IA: Kendall Hunt. <http://www.kendallhunt.com/collins/>

Collins, G. R. (2013). *Hospitality Information Technology: Learning How to Use It (7th edition)* (p. 420). Dubuque, IA: Kendall Hunt. <http://www.kendallhunt.com/collins/>Collins, G. R., Cobanoglu, C., & Biligihan, A. (2013). *Hospitality Information Technology: Learning How to Use It (7th edition)*. Dubuque, Iowa: Kendall/Hunt.

Collins, G. R. (2011). *A Satellite-based Internet Instructional System for the Hospitality Industry: A Case Study* (p. 278). Saarbrücken, Germany: VDM Verlag.

Patent

Collins, G. R. *Service-Defined Autonomy: Capability-Adaptive Service-Quality Middleware and Programming Architecture for Autonomous Systems*. U.S. Provisional Patent Application No. 64/150,062, filed September 8, 2026.

Screenplays

Completed/Published

Collins, G. R. (2025). *The Lost Son Emerges* (Screenplay, 114 pages).
Winner – Silver Award, Religious Faith International Film Festival (2025)
Semi-Finalist – Religion Faith International Film Festival (2026)
Winner – Gold Award, Depth of Field International Film Festival (2026)
Official Selection – Mesa International Film Festival
Collins, G. R. (2025). *Third String Quarterback* (Screenplay, 83 pages).
Collins, G.R. (2025), *Beyond These Walls* (Screenplay, 94 pages).
Finalist – Hollywood International Diversity International Film Festival (2026)
Official Selection – Pembroke Taparelli Arts and Film Festival
Collins, G.R. (2026), *Orbit Downfall* (Screenplay, 70 pages).
Collins, G. R. (2026), *I Once Was a Person Too* (Screenplay, 31 pages)
Honorable Mention – Big Apple Film Festival and Screenplay Competition (2026)
Finalist – California Women's Film Festival (2026)
Winner – River Bend Film Festival (2026)
Selected as the winning screenplay from three finalists by acclaimed screenwriter and director Stephen Susco.
Collins, G.R. (2026), *As the Table Turns* (Screenplay, 85 pages)
Collins, G.R. (2026), *Where is the dog?* (Screenplay, 55 pages)

Chapter

Completed/Published

Collins, G. R. (Ed.). (2022). Tavares, J. M. (2022). Game theory applied to tourism. In C. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.), *Hospitality and tourism information technology* (pp. 1–87). In *Hospitality and Tourism Information Technology* (pp. 1–24). Sarasota, FL: USF M3 Publishing. <https://www.doi.org/10.5038/9781732127593>

- Collins, G. R. (Ed.). (2021). Causin, G. F. & Scamacca L. G. (2021). Technology in the meetings and events industry. In C. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.), *Hospitality and Tourism Information Technology* (pp. 1–24). In *Hospitality and Tourism Information Technology* (pp. 1–24). Sarasota, FL: USF M3 Publishing.
<https://www.doi.org/10.5038/9781732127593>
- Collins, G. R. (Ed.). (2021). Paquin, A. G. & Risco, A. C. (2021). Contributions of information and communication technologies to cultural tourism experiences: Toward a smart destination In C. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.), *Hospitality and Tourism Information technology* (pp. 1–24). In *Advances in Hospitality and Tourism Information Technology* (pp. 1–24). Sarasota, FL: USF M3 Publishing.
<https://www.doi.org/10.5038/9781732127586>
- Collins, G. R. (Ed.). (2021). Kumar, P. (2021). Digital marketing in hospitality and tourism (2021). Technology in the meetings and events industry. In C. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.), *Hospitality and Tourism Information Technology* (pp. 1–23). In *Hospitality and Tourism Information Technology* (pp. 1–24). Sarasota, FL: USF M3 Publishing. <https://www.doi.org/10.5038/9781732127593>
- Collins, G. R. (Ed.). (2021). Ozen, I. A. (2021). Tourism products and sentiment analysis. In C. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.), *Advances in Hospitality and Tourism Information Technology* (pp. 1–44). In *Advances in Hospitality and Tourism Information Technology* (pp. 1–44). Sarasota, FL: USF M3 Publishing.
<https://www.doi.org/10.5038/978173212758>
- Collins, G. R. (Ed.). (2021). Egeli, G. Z., & Kurgun, H. (2021). Wearable technologies: Kinesthetic dimension in enriching tourist experience. In C. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.), *Advances in Hospitality and Tourism Information Technology* (pp. 1–31). In *Advances in Hospitality and Tourism Information Technology* (pp. 1–31). Sarasota, FL: USF M3 Publishing. <https://www.doi.org/10.5038/9781732127586>
- Collins, G. R. (2016). Article in e-book: The rise of robotics in hospitality. In *Hotel Yearbook: Foresights and Innovation in the Global Hotel Industry*. (p. 3). Lausanne, Switzerland: Hotel Yearbook. <http://www.hotel-yearbook.com/contact.html>

Journal Publication

Completed/Published

- Cavusoglu, M., Collins, G. R., DeMicco, F., & Cobanoglu, C. (2025). Robot Acceptance and Service Quality in Food Delivery: An Expanded TAM-based Study. *International Journal of Human–Computer Interaction*, 1–16. <https://doi.org/10.1080/10447318.2024.2445112>
- Collins, G. R. (2020). The Role of Hotels in City Sustainability. *Herald of the University of Moscow Government*, 48, 50–56.

Collins, G. R. (2020). Improving human–robot interactions in hospitality settings. *International Hospitality Review*, 34, 61–79.
<https://www.emerald.com/insight/content/doi/10.1108/IHR-09-2019-0019/full/html>

Bliss, L. M., & Collins, G. R. (2020). Sexual harassment: what is at Stake at JJ Steak. *Journal of Teaching in Travel & Tourism*.

Reich, A. Z., Collins, G. R., DeFranco, A. L., & Pieper, S. L. (2019). “A recommended closed-loop assessment of learning outcomes process for hospitality programs: The experience of two programs, Part 1.” *International Hospitality Review*, 33, 41–51. I was the second author on this article.

Reich, A. Z., Collins, G. R., DeFranco, A. L., & Pieper, S. L. (2019). “A recommended closed-loop assessment of learning outcomes process for hospitality programs: The experience of two programs, Part 2.” *International Hospitality Review*, 33, 53–66. I was the second author on this article.

Collins, G. R. (2017). Key planning factors for deploying ubiquitous Wi-Fi networks in hotels. *International Journal of Tourism and Hospitality Management in the Digital Age*, 2, 15–22. <https://www.igi-global.com/journal/international-journal-tourism-hospitality-management/144574>Abstract

Keywords: Wi-Fi, hotels, ubiquitous, planning factors, wireless network architecture

Collins, G. R. (2017). Surviving minimum-wage hikes at a Seattle restaurant. *Journal of Hospitality & Tourism Cases*, 6, 57–69. <http://www.chrie.org/publications/jhtc/index.aspx>

Reich, A. Z., Collins, G. R., & DeFranco, A. (2016). Is the Road to Effective Assessment of Learning Outcomes Pave with Good Intentions? Understanding and Traversing the Roadblocks to Improving Hospitality Education. *Journal of Hospitality, Leisure, Sport, & Tourism Education*, 18, 21–32.
<http://www.sciencedirect.com/science/article/pii/S1473837616300016>

Collins, G. R. (2016). Case Study: Vendor gifts at Indian Trails Country Club: An ethical dilemma. *Journal of Hospitality & Tourism Cases*, 2, 30–37.
<http://www.chrie.org/publications/jhtc/index.aspx>

Collins, G. R. (2014). Is Super Wi-Fi on the Horizon for Hotels? *Online Trade Publication: Hospitality Technology Magazine*, 2.

Collins, G. R. (2013). Case Study: Credit card heist at the heartbreak cafe. *Journal of Hospitality & Tourism Cases*, 2, 8. <http://www.chrie.org/publications/jhtc/jhtc-abstractsv2-1/index.aspx>

- Collins, G. R. (2013). Safeguarding restaurants from point-of-sale fraud: An evaluation of a novel theft deterrent application using artificial intelligence. *Journal of Hotel and Business Management*, 2, 1-5
- Collins, G. R. (2010). Usable mobile ambient intelligent solutions for hospitality customers. *Journal of Information Technology Impact*, 10, 45–54.
- Collins, G. R. (2009). A new paradigm for gaining access to hospitality applications in classroom environments. *International Journal of Instructional Technology & Distance Learning*, 6, 31–36.
- Collins, G. R. (2004). Augmenting web-based instruction with satellite video: A case study. *Journal of Teaching in Travel and Tourism*, 4, 57–74.
- Collins, G. R., & Murphy, J. (2002). Marketing hospitality Web Sites. *FIU Hospitality Review*, 20, 15–30.
- Collins, G. R. (2002). Case study: A satellite-based internet learning system for the hospitality industry. *Journal of Distance Learning Administration*, 5, 1–12.
- Collins, G. R., & Van Hoof, H. (2001). Pros and cons of web-based instruction. *International Journal of Hospitality Information Technology*, 2, 1–5.
- Collins, G. R., & Van Hoof, H. (2001). Issues in web-based distance education. *Journal of Hospitality Tourism Education*, 13, 3–8.
- Collins, G. R. (2000). Ask the expert: Can multimedia technologies improve hospitality-training system? *Hotel and Motel Management*.
- Collins, G. R. (2000). Ask the expert: What impact will vertical portals, or vortals, have on the hospitality industry? *Hotel and Motel Management*.
- Collins, G. R. (2000). Evaluating web-based course design and usability: A case Study. *International Journal of Hospitality Information Technology*, 1, 35–36.
- Collins, G. R. (1997). Don't wait too long to catch the Internet express. *World's Eye View on Hospitality*, 12, 21–23.
- Collins, G. R., & Van Hoof, H. (1995). Technology future bright, survey shows. *Hotel and Motel Management*, 23, 28.
- Collins, G. R. (1995). Information technology trends: Impact on hotel corporations. *FIU Hospitality Review*, 13, 81–90.
- Van Hoof, H., Collins, G., Combrink, T., & Verbeeten, M. (1995). An assessment of technology needs and perceptions in the U.S. lodging industry. *The Cornell Hotel and Restaurant Administration Quarterly*, 36, 64–69.
- Collins, G. R., & Tobey, D. (1994). The integrating technology consortium: A strategic alliance for integrating hotel applications. *World's Eye View on Hospitality*, 8.

- Collins, G. R. (1992). CD-ROM: A new tool for learning computer applications. *Hospitality and Tourism Educator*, 4, 21–24.
- Collins, G. R. (1991). Selecting POS systems for table service restaurants (In 1994, the National Restaurant Association (NRA) included this article in a restaurant computer packet for NRA members.). *FIU Hospitality Review*, 9, 36–51.
- Collins, G. R. (1990). Automating properties: Understanding the human element. *The Cornell Hotel and Restaurant Administration Quarterly*, 35, 65–71.
- Collins, G. R. (1989). Ask the right questions: Ensure property management success. *Arizona Hospitality Trends*, 3, 3.
- Collins, G. R. (1989). Handle complaints effectively. *Arizona Hospitality Trends*, 3, 11.
- Collins, G. R. (1989). Crossword puzzles: Playing to win or learn. *Hospitality Education and Research Journal*, 13, 65–68.
- Collins, G. R. (1988). Tomorrow's labor challenge: Controlling labor cost. *Arizona Hospitality Trends*, 2, 1–2.
- Collins, G. R. (1988). Evaluating and selecting property management systems. *FIU Hospitality Review*, 6, 64–82.

In Progress

- Cavusoglu, M., Cobanoglu, C., De Micco, F., & Collins, G. R. (2023). In Progress spring 2023. An analysis of service quality of the service delivery robots (RoboQual): Technology acceptance model approach. *Target Journal: International Journal of Contemporary Hospitality Management*. [Attachment]

Other

Completed/Published

- Collins, G. R. (2026). "Service-Defined Autonomy: Making Service Quality Computationally Actionable." Communications of the ACM, BLOG@CACM.
- Collins, G. R. (2020). Integrating Industry Applications into Learning Experiences. *ICHRIE Communique*.
- Collins, G. R. (2017). Contributor to magazine article entitled Robotics in Hospitality. *Hospitality News Middle East Magazine*.
<https://issuu.com/hospitalityservices/docs/hn111?e=28798543/46728642>
- Collins, G. R. (2016). Airbnb: A disruptive innovative platform with rippling effects. *HITEC 2016 Special Report*.
- Collins, G. R. (2015). 11 factors for successful Wi-Fi implementation. *Trade Journal: Hotel News Now*.

Collins, G. R. (2015). The rise of robotics in hospitality. *HITEC 2015 Special Report*.

Collins, G. R. (2015). Ubiquitous Wi-Fi implementations in hotels: Key planning factors. *OpenKnowledge@NAU*.

Collins, G. R. (2015). Best Pedagogy Paper Award: Using End-of-Program Objective Exams to Assess Discipline-Specific Student Learning. *Western Federation Council on Hotel, Restaurant, and Institutional Education Conference*.

Collins, G. R. (2004). Small businesses gain large rewards focusing on customer service. *Sams Club Newsletter*.

Other Teaching Materials

Completed/Published

Collins, G. R. (2021). *Updated a comprehensive web site for the ninth edition (2021) of my technology book, Hospitality Information Technology: Learning How to Use It. Kendall/Hunt Publishing Company.*

Collins, G. R. (2017). *Developed a comprehensive web site for the eighth edition (2017) of my technology book, Hospitality Information Technology: Learning How to Use It. Kendall/Hunt Publishing Company.*

Poster Presentation

Completed/Published

Collins, G. R., & Rande, W. L. (2015, April). *Using End-of-Program Objective Exams [EOPOE] to Identify Curricular Deficiencies. NAU Assessment Fair. High Country Conference Center.*

Presentation

Completed/Published

Collins, G. R. (2023, July). ICHRIE Dean and Directors Meeting. ICHRIE Annual Conference. Phoenix, AZ: ICHRIE. Presentation entitled: "Innovations in Funding"

Collins, G. R. (2023, March). *Artificial Intelligence and Digital Transformation. Invited Speaker at Van Lang University (VLU). Ho Chi Minh City, Vietnam: Van Lang University.*

Collins, G. R. (2022, September). *Restaurant and Hospitality Industry Labor Outlook. SHRM National Advisory Board. Flagstaff, AZ: NAU School of Hotel and Restaurant Management National Advisory Board.*

Collins, G. R. (2022, November). *RFDC's Technology Bootcamp: "Behind the Scenes." Restaurant Finance Development Conference (RFDC). Las Vegas, Nevada: International Food and Beverage Technology Association. [Attachment]*

<https://bloximages.newyork1.vip.townnews.com/restfinance.com/content/tncms/assets/v3/editorial/b/9c/b9c8c366-5b7c-11ed-b0e1-eb9ce4e15313/6363c4464a485.pdf.pdf>

Collins, G. R., Price, R., Brown, K., & David, C. (2022, March). *Human Capital and Workforce Development*. 2022 Franke Leadership Week. Virtual: W.A. Franke College of Business.

Collins, G. R. (2021, February). *Teaching Techniques and Practices in Remote Learning Environments*. Western Federation Council on Hotel, Restaurant, and Institutional Education Conference. Virtual Conference: Western Federation ICHRIE.

Collins, G. R., Davis, T., Judson, C., & Stead, J. (2020, March). *Improving Organizational Success Through Business Analytics*. 2020 Franke Leadership Week. du Bois Conference Center, Flagstaff, AZ: W.A. Franke College of Business.

Collins, G. R., Stead, J., & Williamson, B. (2021, March). *Emerging Fields: Business Analytics*. 2021 Franke Leadership Week. du Bois Conference Center, Flagstaff, AZ: W.A. Franke College of Business.

Collins, G. R. (2019, November). *Digital Solutions in Service Management*. Guest Lecture at Sochi State University. Sochi, Russia: Sochi State University.

Collins, G. R. (2018, June). "Small Teaching Techniques to Boost Student Learning in Hospitality Information Technology Courses." Annual International Hospitality Information Technology Association Conference. Houston, TX: IHITA.

Collins, G. R., Reich, A., & DeFranco, A. (2018, July). "Creating and Implementing an Effective Assessment of Learning Outcomes Process for Hospitality Programs: The process we used and the challenges we faced." Annual International Council on Hotel, Restaurant, and International Institutional Education Conference. Palm Springs, CA: ICHRIE.

Collins, G. R., Bezerina, K., Cobanoglu, C., & Bagnera, S. (2017, Autumn). *Symposium: Teaching High Tech to Develop High Touch: Educators' Perspective on Teaching Hospitality with Technology*. International Council on Hotel, Restaurant, and Institutional Education Annual Conference. Baltimore, MD: International Council on Hotel, Restaurant, and Institutional Education.

Reich, A. Z., & Collins, G. R. (2017, July). *Creating an Effective Assessment of Learning Outcomes Process for Hospitality*. International Council on Hotel, Restaurant, and Institutional Education Conference. Baltimore. MD: I-CHRIE.

Collins, G. R. (2016, Autumn). *A Paradigm for Gaining Access to PMS Applications and Training in Classroom and Online Environments*. International Hospitality Information Technology Association Annual Research Conference. New Orleans, LA: International Hospitality Information Technology Association. <http://ihita.org/schedule>

- Collins, G. R. (2015, July). *Assessing Student Learning Using End-of-Program Objective Exams: Challenges and Opportunities*. International Council on Hotel, Restaurant, and Institutional Education Conference. Orlando, FL: I-CHRIE.
- Reich, A. Z., Collins, G. R., & Cauvin, J.-R. H. (2014, August). *Is the Road to Effective Assessment of Learning Outcomes Paved with Good Intentions?* International Council on Hotel, Restaurant, and Institutional Education Conference. San Diego, CA: International Council on Hotel, Restaurant, and Institutional Education.
- Collins, G. R. (2013, Autumn). *"Big Data and the Cloud."* 2013 FSTEC NEXGEN Conference. Scottsdale, AZ: FSTEC.
- Collins, G. R., Berezina, K., & Cobanoglu, C. (2013, February). *"Integrating technology in the hospitality curriculum: A case of the M3Link business intelligence system."* Western Federation Council on Hotel, Restaurant, and Institutional Education Conference. Denver, CO: Western Federation ICHRIE.
- Collins, G. R. (2012). *Safeguarding your restaurant from point-of-sale fraud: An evaluation of a novel theft deterrent application using artificial intelligence*. International Council on Hotel, Restaurant, and Institutional Educational Conference.
- Collins, G. R. (2012). *The Road Scholar Journey: Customer Service Helps Drive Memorable Experiences*. NAU Road Scholar Employee Meeting, W.A.Franke College of Business.
- Collins, G. R. (2012). *Great Customer Service Helps Drive Business*. Annual Native Americans for Community Action Vendors Conference, Flagstaff, AZ.
- Collins, G. R. (2012, January). *Safeguarding restaurants from credit card data breaches: A case study*. Western Federation Council on Hotel, Restaurant, and Institutional Education Conference. Las Vegas, NV: Western Federation CHRIE.
- Collins, G. R., & Jurowski, C. (2012, April). *Ambient intelligent applications for hospitality consumers*. GWTTTRA Conference on Technology and Tourism. Portland, OR: Greater Western Chapter of the Travel & Tourism Research Association.
- Collins, G. R. (2012, January). *Safeguarding restaurants from credit card data breaches: A case study*. Western Federation Council on Hotel, Restaurant, and Institutional Education Conference. Las Vegas, NV.
- Collins, G. R. (2011, July). *A hospitality training transition model for prison inmates: Lessons learned from a pilot implementation*. International Council on Hotel, Restaurant, and Institutional Education Conference. Denver, CO: I-CHRIE.
http://scholarworks.umass.edu/refereed/ICHRIE_2011/Wednesday/11/
- Collins, G. R. (2011, October). *Customer service thoughts*. NAU Extended Campus Employees Seminar. Scottsdale, AZ: NAU.

- Collins, G. R. (2011, October). *Customer service thoughts. NAU Extended Campus Employees Seminar*. Scottsdale, AZ: Scottsdale Community College.
- Collins, G. R. (2010, February). *An integrated course on customer service: A case study at Northern Arizona University. Rocky Mountain Council on Hotel, Restaurant, and Institutional Education Conference*. Denver, CO.
- Collins, G. R. (2010, June). *Managing customer service: A U.S. perspective. Hefei University*. Hefei, China: Hefei University.
- Collins, G. R. (2010, June). *Creating usable and viable ambient intelligent applications for customers in hospitality environments. International Hospitality Information Technology Association Conference*. Orlando, FL: International Hospitality Information Technology Association.
- Collins, G. R. (2010, July). *Creating usable mobile ambient intelligent applications for hospitality customers. International Council on Hotel, Restaurant, and Institutional Education Conference*. San Juan, Puerto Rico.
- Collins, G. R. (2010, October). *Horace M. Albright property training center property management system. National Park Service Grand Canyon Management, Coconino National Forest Building*. Flagstaff, AZ.
- Collins, G. R. (2010, February). *A hospitality training transition model for prison inmates. Western Federation Council on Hotel, Restaurant, and Institutional Education Conference*. Denver, CO.
- Collins, G. R. (2009, January). *Managing customer service at casino resorts. National Indian Gaming Association Conference*. Tucson, AZ: National Indian Gaming Association.
- Collins, G. R. (2009, February). *A new paradigm for gaining access to hospitality applications in classroom environments. Council on Hotel, Restaurant, and Institutional Education Conference*. Denver, CO.
- Collins, G. R. (2009, July). *Preparing high school students for careers and technical education of Arizona annual conference. Association of Careers and Technical Education of Arizona Annual Conference*. Tucson, AZ.
- Collins, G. R., Hamilton, M., & Cobanoglu, C. (2008, June). *Convergence of security and information technology in hospitality: A research framework. HITA Annual Conference*. Austin, TX.
- Collins, G. R. (2008, September). *Customer service: Making a difference. Customer Service Training Seminar for 22 Employees of Flagstaff Bone and Joint*. Flagstaff, AZ.
- Collins, G. R. (2008, October). *Managing customer service. One-credit Customer Service Seminar*. Breda, Netherlands.

- Collins, G. R. (2007, June). *Hospitality and tourism education: A united states perspective. Seminar on Hospitality and Hotel Management 1+2+1 Dual-degree Programs*. Nanjing, China.
- Collins, G. R. (2007, June). *The road ahead. Seminar on Cooperation between Chinese and American Universities and the Fourth Seminar on Diploma and Credit Recognition between Chinese and American Universities*. Nanjing, China.
- Collins, G. R. (2006, August). *Hospitality skills for tomorrow's managers. Benihana's 21st Management Conference*. Scottsdale, AZ.
- Collins, G. R. (2006, October). *Tourism and education: A partnership between NAU and Centro de Estudios Superiores del Estado de Sonor (CESUES). Centro de Estudios Superiores del Estado de Sonora Conference*. Hermosilla, Mexico.
- Collins, G. R. (2005, June). *Education meets industry. Hospitality Information Technology Association (HITA) Conference*. Los Angeles, CA: Hospitality Information Technology Association.
- Collins, G. R. (2003, June). *Managing customer service. Prime Hospitality*. Scottsdale, AZ: Amerisuites and Wellesley and Suites.
- Collins, G. R. (2003, October). *Introducing customer service curriculum in Spanish. Arizona Hospitality Expo*. Phoenix, AZ.
- Collins, G. R. (2002, November). *Kolbe team success seminar. Hualapai Tribe*. Peach Springs, AZ.
- Collins, G. R. (2001, June). *What I should look for when purchasing a property management system. 2001 Hospitality Financial Technology Professionals HITEC*. Orlando, FL.
- Collins, G. R. (2000, June). *NAU's vision for the internet. Arizona Governor's Conference on Tourism*. Phoenix, AZ.
- Collins, G. R. (2000, June). *The eEconomy - A primer for hospitality professionals. 2000 Hospitality Financial Technology Professionals HITEC Conference*. Dallas, TX: International Association of Hospitality Accountants HITEC.
- Collins, G. R. (1999, March). *Take it from the top: Centralizing online curriculum development. 1999 National Conference on Higher Education*. Washington DC: American Association for Higher Education.
- Collins, G. R. (1999, June). *Online learning: A practical case. Hospitality Information Technology (HITA) Conference*. Edinburgh, Scotland: Hospitality Information Technology Association.
- Collins, G. R. (1999, June). *Training and education: Impact of web-based training. 1999 Hospitality Financial Technology Professionals HITEC Conference*. Atlanta, GA.

- Collins, G. R. (1999, August). *Technology issues facing the industry today*. 1999 Council on Hotel, Restaurant, and Institutional Education Conference. Albuquerque, NM.
- Collins, G. R. (1999, July). *Beyond the classroom walls: Trends in hospitality distance education*. 2000 Council on Hotel, Restaurant, and Institutional Education Conference. New Orleans, LA.
- Collins, G. R. (1997, May). *Technology and the business of tourism*. Four Corners Regional Tourism Conference. San Juan College, Farmington, NM.
- Collins, G. R. (1995, August). *An assessment of technology needs and perceptions in the Lodging Industry*. 1995 Council on Hotel, Restaurant, and Institutional Education Conference. Nashville, TN.
- Collins, G. R. (1994, June). *Productivity: Training employees, students, & management on new technology*. International Association of Hospitality Accountants HITEC. Dallas, TX: International Association of Hospitality Accountants HITEC.
- Collins, G. R. (1994, August). *Electronic Communication: The new link between business and education*. 1994 Council on Hotel, Restaurant, and Institutional Education Conference. Palm Springs, CA.
- Collins, G. R. (1993, August). *Computer technology in the hospitality industry: A focus on employee productivity and customer satisfaction*. 1993 Council on Hotel, Restaurant, and Institutional Education Conference. Chicago, IL.
- Collins, G. R. (1992, January). *Adapting vendor donated systems to a classroom environment*. Information Technology Symposium. Ithaca, NY: Cornell School of Hotel Administration.
- Collins, G. R. (1992, July). *Global Central Reservation Systems*. International Tourism Conference. Shanghai, China.
- Collins, G. R. (1990, November). *New computer products and training systems for event managers*. Association of Conference and Event Directions - International Region IV Fall Conference. Flagstaff, AZ: Association of Conference and Event Directions.
- Collins, G. R. (1990, November). *Computer technologies available for education and training for U.S. Tourism*. Costa Rica Tourism Seminar. Flagstaff, AZ: NAU's Arizona Hospitality Research and Resource Center and Thunderbird Graduate School of International Management.
- Collins, G. R. (1989). *How to select a property management system? 2-day seminar*. Flagstaff, AZ: NAU School of Hotel and Restaurant Management.
- Collins, G. R. (1987, April). *Food and beverage cost control and quality*. Military Club Manager. Providence, RI: Johnson and Wales University.

Collins, G. R. (1987, October). *Hospitality service and senior citizens*. U.S. Forestry Service. Grand Canyon National Park, AZ: NAU School of Hotel and Restaurant Management.

Collins, G. R. (1987, October). *How to produce quality service? Flagstaff Lodging Association*. Flagstaff, AZ: Flagstaff Lodging Association.

Proceedings Publication

Completed/Published

Reich, A. Z., Collins, G. R., Pieper, S., & DeFranco, A. (2017). Creating an Effective Assessment of Learning Outcomes Process for Hospitality. In *International Council on Hotel, Restaurant, and Institutional Education Conference*. Baltimore, MD: I-CHRIE.

Collins, G. R., & Reich, A. Z. (2017). Creating an Effective Assessment of Learning Outcomes Process for Hospitality. In *International Council on Hotel, Restaurant, and Institutional Education Conference*. Baltimore. MD: I-CHRIE.

Collins, G. R. (2014). Ubiquitous Wi-Fi Implementations in Hotels: Key planning factors. In *International Hospitality Information Technology Association Conference* (pp. 174–188). Los Angeles, CA.

Reich, A. Z., Collins, G. R., & Cauvin, J.-R. H. (2014). Is the Road to Effective Assessment of Learning Outcomes Paved with Good Intentions? In *International Council on Hotel, Restaurant, and Institutional Education Conference*.

Reich, A. Z., Collins, G. R., & Cauvin, J.-R. H. (2014). Is the Road to Effective Assessment of Learning Outcomes Paved with Good Intentions? In *International Council on Hotel, Restaurant, and Institutional Education Conference*. San Diego, CA: International Council on Hotel, Restaurant, and Institutional Education.

Collins, G. R. (2012). Safeguarding your restaurant from point-of-sale fraud: An evaluation of a novel theft deterrent application using artificial intelligence. In *International Council on Hotel, Restaurant, and Institutional Educational Conference*.

Collins, G. R., & Cothran, C. C. (2011). A hospitality training transition model for prison inmates: Lessons learned from a pilot implementation. In *International Council on Hotel, Restaurant, and Institutional Education Conference* (Vol. 1, pp. 1–9). Denver, CO: I-CHRIE.

Collins, G. R. (2011). A hospitality training transition model for prison inmates: Lessons learned from a pilot implementation. In *International Council on Hotel, Restaurant, and Institutional Educational Conference* (pp. Denver, CO).

Collins, G. R. (2010). Creating a usable and viable ambient intelligent applications for customers in hospitality environments. In *International Hospitality Information Technology Association Conference* (pp. Orlando, FL). International Hospitality Information Technology Association.

Collins, G. R. (2010). Creating usable mobile ambient intelligent applications for hospitality customers (Conference Best Paper Award). In *International Council on Hotel, Restaurant, and Institutional Educational Conference* (p. San Juan, Puerto Rico).

Collins, G. R. (1999). Evaluating web-based course design and quality: A case study. In *Proceeding of the Hospitality Information Technology Association* (pp. Edinburgh, Scotland). HITA.

Review

Completed/Published

Collins, G. R. (2011). Virtual and artificial, but 58,000 want course by J. Markoff, New York Times; IBM exec: The end of the PC era is here by J. Burt, eWeek; A face launches 1,000 apps by E. Steel, Wall Street Journal. iHITA.

Collins, G. R. (2001). Building learning communities in cyberspace: Effective strategies for the online classroom by R. N. Palloff and K. Pratt. *International Journal of Hospitality Information Technology*.

Grants

Completed

Erasmus+ KA107 International Credit Grant, Funded by Erasmus (August 1, 2019 - August 1, 2022), awarded June 17, 2019 (€30,000.00), Completed, Fall 2021, Program Coordinator Galen Collins (50%) with Program Coordinator Ani Lietonen (50%)

Customer Service Training Program , Funded by City of Phoenix (May 12, 2004 - May 4, 2005), awarded April 2, 2004 (\$19,000.00), Completed, Spring 2005, PI Galen Collins (50%)

The Forgotten Population: Postsecondary Hospitality Training for Arizona Prisoners, Funded by Fund for the Improvement of Postsecondary Education (FIPSE), U. S. Department of Education (October 1, 2000 - June 3, 2004), awarded May 4, 2000 (\$333,000.00), Completed, Summer 2004, Co-Investigator Galen Collins (50%)

Colorado River Tribal One Stop Training Consortium , Funded by U.S. Department of Labor, Employee & Training Administration (March 31, 2000 - December 31, 2000), awarded December 15, 2000 (\$750,000.00), Completed, Spring 2001, Co-Investigator Galen Collins (50%)

Implementation of Hospitality Instructors' Certificate Program in Arizona , Funded by Maricopa County Tourism (May 1, 2000 - December 31, 2005), awarded May 1, 2000 (\$600.00), Completed, Fall 2000, PI Galen Collins (100%)

Mesa Workforce Development Center, Funded by Arizona Governor's Office (January 1, 2023 - June 2025), awarded January 1, 2023 (\$5,000,000.00), Funded - In Progress, Spring 2023, PI Galen Collins (75%)

Erasmus+ KA171 International Credit Grant, Funded by Erasmus (August 16, 2023 - August 1, 2025), awarded August 1, 2023 (€53,000.00), Funded - In Progress, Fall 2023, Program Coordinator Galen Collins (10%) with Program Coordinator Ani Lietonen (50%), Coinvestigator Joseph Little (40%).

APPLIED RESEARCH, INNOVATION, AND PROGRAM DEVELOPMENT

Customer Service Quality Assessment Model

Developed a Customer Service Quality Assessment Model for the Arizona Hospitality Research and Resource Center (AHRRC) in 2008. This instrument measures customer satisfaction for key service attributes, enabling an organization to align its service strategy with resource allocation. The model was pilot-tested using an AHRRC client to develop a highly focused training product with more salient outcomes.

Programs

Co-authored and implemented "Guest-First" quality assurance system for four hotels located in Newport Rhode Island and St. Maarten, Netherland Antilles (1986-1988).

Developed housekeeping curriculum for LeChee Navajo training program, January 1990.

Developed the first Web-based course on Hospitality Information Technology in the United States.

One of seven authors of the *Online Customer Training Program* (copyright 2002).

Usability Testing

Conducted software utility and usability testing for the following companies:

- International Property Control Systems/Choice Hotels (CD-ROM PMS training modules), Phoenix, AZ (1988/89).
- Rainbow Technology Group (computer-based training modules), Phoenix, AZ.
- CEO Software (event management software), Tucson, AZ (1989).
- KMS Interactive (interactive video-disc training on alcohol awareness), NY, NY (1989/90)
- Educational Institute of the American Hotel and Motel Association (interactive video-disc training) East Lansing, MI (1989/90).
- Deterministics (labor cost control program), Kirkland, WA (1991/92).
- Multi-Systems, Inc. (property management system software) Phoenix, AZ (2000, 2012).
- Choice Hotels International (cloud-based PMS).

Studies

Combrink, T.E. and Collins, G.R. . *The Impact of Fluctuating Lake Levels on Lake Powell- A Recreational Use and Facility Adjustment Study*. Final Report to Glen Canyon National Recreation Area, National Park Service. Flagstaff, Arizona: Arizona Hospitality Research and Resource Center, Northern Arizona University, December 23, 1991. 72 pages.

Collins, G. R (1991). Assessing the potential demand and profitability of a health clinic (spa) in Sedona, AZ. MG Design Development Building Corporation. Project assigned through Arizona Hospitality and Research and Resource Center.

PROFESSIONAL SERVICE

Hospitality Information Technology Association (HITA)

- Elected founding President, 1992 - 1997.
- Member of the Board of Directors, 1992 – 2004, 2007 to present
- Elected Vice President, 2003 – 2006
- Organized HITA conferences: 94 (Dallas, TX), 95 and 03 (New Orleans, LA), 98 (Los Angeles, CA), 2004 (Dallas, TX), 2005 (Los Angeles, CA), 2008 (Austin, TX. and 2009 (Anaheim, CA).
- Elected President, 2007/2008
- Elected President, 2008/2009
- Past President, 2010-2018
- Initiated an coordinated HITA-Microsoft Hospitality Think Tank, 2008, Austin, TX
- Judge of Best Papers and Presentations for the 2018 iHITA Conference
- Elected Treasurer, 2018 to present.

The International Journal of Hospitality Information Technology (IJHIT)

- Founding publisher, 1998 – 2003.
- Journal renamed Information Technology in Hospitality in 2004
- Associate Editor, Information Technology in Hospitality, 2004 – 2008.

Multi-Systems, Phoenix, AZ (world's third largest lodging technology vendor)

- Advisory member, 1992 – 2003.

Integration Technology Consortium Denver, CO (developed interface standard for the lodging industry)

- Advisory Board Member, 1994 - 1996.

Hotel and Motel Management Magazine, Cleveland, OH

- Contributed to “Ask the Expert” column, 1999 – 2001.
- Advisory member on lodging technology 1999 – 2001.

Internet Movie Box, LLC, Phoenix, AZ

- Advisory board member 1998 - 2000.

PublicAuctionChannel.com, Dallas, TX

- Advisory board member 1999 - 2001.

The Higher Learning Commission: A Commission of the North Central Association of Colleges and Schools

- Part of the consultant team that assessed Northwood University’s request to offer a Bachelor’s program in Hotel and Restaurant Management, Montreaux, Switzerland, October 2002.

Arizona Hotel and Lodging Association

- Board member, 2004 – 2008.
- Member of education committee, 2007 – 2008.

Educational Institute, American Hotel and Lodging Association

- Member of the Academic Advisory Board Committee, 2006 – 2010.

Microsoft Corporation

- Member of the hospitality industry solutions advisory board 2007 - 2009.
- Participated in a VIP roundtable discussion with author Jason Ryan Dorsey – “The Gen Y Guy,” Marriott Anaheim, Anaheim, CA, June 2009.

Hospitality Technology Strategic Initiatives Council

- Founding member in 2009. This Council, established by the Hospitality Financial and Technology Professionals (HFTP) and Hospitality Next Generation Technology Association (HTNG), consists of senior industry and educational leaders and related

hospitality/travel associations.

Journal of Hospitality and Tourism Technology

- Member of the Editorial Advisory Board since 2009.

International Council on Hotel, Restaurant, and Institutional Education (CHRIE): Western Federation

- Director of Research, 2011, 2012.

Journal of Global Scholars of Marketing Science

- Member of the Editorial Advisory Board since 2011 -2020.

Hospitality Financial Technology Professionals

- Selected as an expert for the Certified Hospitality Technology Professional (CHTP) Certification Question Writing Task Force, 2014.

New Mexico State University

- External reviewer for the School of Hotel, Restaurant, and Tourism Management program review, April 2017.

International Food and Beverage Technology Association

- Selected as expert for reviewing the IFBTA Food and Beverage Technology Certification Program (Level 1), 2018.

HONORS

2026	WPRN Screenplay Writers Wall of Fame: Inducted following Gold Award recognition for <i>The Lost Son Emerges</i>
2020	Literati Award: Outstanding Reviewer, Emerald Publishing for Journal of Hospitality and Tourism Technology
2019	John Wiley & Sons Innovation in Teaching Award, International Council on Hotel, Restaurant, and Institutional Education

2017	"Best Reviewer Award" recipient for the Journal of Hospitality and Tourism Technology , Journal of Hospitality and Tourism Technology
2016	College Teacher of the Year, W.A. Franke College of Business, W.A. Franke College of Business, Northern Arizona University
2015	Best Pedagogy Paper Award , Western Federation International Council on Hotel, Restaurant, and Institutional Education Conference
2010	Best Conference Paper Award, International Council on Hotel, Restaurant, and Institutional Education Conference
2005	Fellow, International Hospitality Information Technology Association
2002	Named a top-contributing author to the FIU Hospitality Review from 1983 to 2001, Florida International University
2001	Phi Kappa Phi, The Honor Society of Phi Kappa Phi
1999	Named most influential faculty member by the 1999 HRM "Outstanding Achievement Award" recipient
1998	Named one of the "Most Cited Hospitality Faculty Authors" from 1989 to 1993, Journal of Hospitality and Tourism Education
1994	Named most influential faculty member by the 1994 HRM "Outstanding Achievement Award" recipient, NAU
1992	Named as one of the "Most Prolific Authors" in four hospitality journals, Hospitality Research Journal

EDUCATIONAL EXPERIENCE

Assistant Professor, College of Hospitality Management, Johnson and Wales University, Providence, R. I. (09/85 - 06/87).

- Primary teaching focus was on Hotel Information Systems, Front Office, and Hotel Engineering. The Hotel Engineering Course (937) was a Facilities Management Course that I taught from 1985-1987 (12 sections) with the following objectives:
 - * Read and Understand Blueprints.
 - * Understand written specifications and be able to deal with contracts.

- * Be familiar with basic electrical systems.
- * Analyze water, plumbing, and swimming pool problems.
- * Be familiar with the principles of heating, air conditioning, and ventilation.
- * Introduce pollution controls and energy conservation programs into hospitality facilities.

Assistant Professor, School of Hotel and Restaurant Management, Northern Arizona University, Flagstaff, AZ. (07/87-04/92).

- Founding faculty member.
- Primary teaching focus was on Hospitality Computer Applications and Property Management and Development. Taught nine different courses. I taught Property Management II (a Hospitality Facility Management Course) from 1987 to 1992:
 - * HA 420 Property Management II (3). Technical areas of building maintenance in the hospitality industry with emphasis on support systems and energy conservation.
- Appointed computer coordinator in 1989. Responsible for overseeing SHRM computer facilities and assisting in the integration of technology into the curriculum.

Assistant Dean/ Associate Professor (tenured), School of Hotel and Restaurant Management, Northern Arizona University, Flagstaff, AZ. (05/92 - 7/97; 6/98 - 06/99).

- Taught one to two courses per semester on Hospitality Information Technology.
- Responsible for the HRM faculty, advisement, curriculum, career services, and statewide programs.

Interim Dean/Associate Professor, School of Hotel and Restaurant Management, Northern Arizona University, Flagstaff, AZ. (08/97 – 05/98).

- Responsible for the academic unit, the Inn at NAU, and the Arizona Hospitality Research and Resource Center.

Associate Dean/Associate Professor, School of Hotel and Restaurant Management, Northern Arizona University, Flagstaff, AZ. (07/99 – 03/03).

- Teach two courses per semester on Hospitality Information Technology.
- Responsible for HRM front office, the Arizona Hospitality Research and Resource Center, the Inn at NAU, statewide programs, and overseeing faculty.

Associate Dean/Professor, School of Hotel and Restaurant Management, Northern Arizona University, Flagstaff, AZ. (04/03 – 06/04).

- Teach two courses per semester on Hospitality Information Technology.

- Responsible for HRM front office, the Arizona Hospitality Research and Resource Center, the Inn at NAU, statewide programs, and overseeing faculty.

Executive Director/Professor, School of Hotel and Restaurant Management, Northern Arizona University, Flagstaff, AZ. (07/04 – 12/07).

- Responsible for the academic unit, the Inn at NAU, and the Arizona Hospitality Research and Resource Center.
- Teach one course per semester on Hospitality Information technology

Professor, School of Hotel and Restaurant Management, Northern Arizona University, Flagstaff, AZ. (12/07 to 07/16).

- Teach three courses per semester, which include Hospitality Information Technology, Managing Customer Service, Senior Seminar, and Hospitality Leadership.

Professor and Associate Director, School of Hotel and Restaurant Management, Northern Arizona University, Flagstaff, AZ. (8/16 to 8/19).

- Teach three courses per semester, which include Hospitality Information Technology, Managing Customer Service, Senior Seminar, and Hospitality Leadership.
- Administrative responsibilities include scheduling, handling student issues and assisting with global programs and accreditation.

Professor and Associate Dean, W. A. Franke College of Business, Northern Arizona University, Flagstaff, AZ. (8/19 to 06/25).

INDUSTRY EXPERIENCE

Summer Management Trainee, Walt Disney World Contemporary Hotel, Orlando, FL. (5/79-8/79). Fourteen students from seven universities were chosen for this pilot work experience program to learn about hotel and food and beverage operations.

Assistant Restaurant Manager, Tony Romas, a Miami-based restaurant chain specializing in barbecued baby back ribs and chicken, Miami, FL. (8/80-10/81).

Controller, Indian Trail Country Club (managed by HICAM), Royal Palm Beach, FL (10/81-6/82).

Assistant Executive Manager, the Palm Beach Hilton (managed by HICAM), Palm Beach, FL. (7/82-8/83).

Product Training Specialist, Auditel Lodging Management Systems, Vienna, VA. (11/83-9/84). Responsible for the installation of front desk, back office, and food cost systems on IBM personal computers.

Program Manager, Robert Barrie and Partners, Washington, D.C. (9/84-8/85). Responsible for the design and implementation of hotel and restaurant forecasting, variable staffing, and cost management systems. Robert Barrie, prior to founding RBP, served as executive vice-president of Marriott Hotels in charge of operations.

Faculty Intern, Marriott International, Phoenix, AZ (08/5/12-08/10/12)/
Selected by the Manager of Global University Relations - Talent Acquisition and served as a faculty intern with rotations throughout each operational area of the JW Marriott Desert Ridge Resort and Spa.

Faculty Intern, Mii amo Resort and Spa, Sedona, AZ (07/08). Met with the GM, toured the facility and learned about the organizational structure, spa services, accounting and technology tools, and issues and trends.

Faculty Intern, Renaissance Phoenix Downtown, AZ (07/20 – 07/22). Met with the Director of Finance, Director of Sales and Marketing, Senior Operations Manager Beverage and Food, Area Director of Revenue Management for the Western Region, and the Executive Chef as well attended various operational meetings to learn about organizational processes, procedures, issues, and trends.

Faculty Intern, Kind Hospitality, Phoenix, AZ (05/29-5/30). Met with owner of Kind Hospitality, which owns and operates 17 restaurants in Arizona, and toured various restaurants, including the commissary that provides food products for the restaurants located at Sky Harbor International Airport. Met with various senior administrators and restaurant general managers and learned about how technologies are being deployed to improve labor productivity and customer service and increase revenue in fast-casual restaurants (e.g., Paradise Bakery and Panera Bread).

Consulting Activities prior to NAU (1983-1988).

Big Game Fishing Club and Resort, Bimini, Bahamas (1983)
Activity: Information technology implementation.

Virgin Isle Hotel, St. Thomas, U.S. Virgin Islands (1984)
Government of St. Maarten, Netherland Antilles
Activity: Property management system implementation.

Marriott International Corporation, Marriott Marquis, Atlanta, Georgia (1984)
Activity: Development and implementation of a labor cost control system.

Ramada Corporation, Ramada Renaissance, Atlanta, Georgia (1984)
Activity: Development and implementation of a labor cost control system.

Howard Johnson Corporate Headquarters, North Quincy, Maine (1984)
Activity: Development and implementation of corporate-wide accounting system

Keystone Resort, Keystone, Colorado (1984)
Activity: Operations audit.

Club Corporation of America: San Francisco Bay Tennis Club, San Francisco, California
Oakland City Club, Oakland, California, and Crow Canyon Country Club, San Ramon, California
(1985)
Activity: Development and implementation of labor cost control systems.

Kirkbrae Country Club, Providence, Rhode Island (1986)
Activity: Operations and accounting audit.

My Two Boys Restaurant, Cranston, Rhode Island (1986)
Activity: Development of a financial model for new restaurant concept.

Howard Johnson Motor Lodge, Nashville, Tennessee (1987)
Activity: Implementation of accounting system.

Mullet Bay Resort and Casino, St. Maarten, Netherland Antilles (Summer of 1986/87/88)
Activity: Information technology selection and operations training.

Consulting Activities while at NAU (1987- present).

Department of Tourism, State of Arizona, 1987
Activity: Preliminary assessment of new park attraction.

Disneyland Hotel, Anaheim, California, 1987
Activity: Developed new staffing guides in the laundry department to improve
Labor productivity.

Mullet Bay Resort and Casino, St. Maarten, Netherlands Antilles, 1988
Activity: Conducted housekeeping, engineering, and front office training sessions.

Le Club, St. Martin, French West Indies, 1988
Activity: Guest service training.

Arizona Inn, Tucson, Arizona, 1989/90

Activity: Wrote a request for proposal to assist the Arizona Inn in the Evaluation and selection of a Property Management System.

Sunrise Resort Hotel, McNary, Arizona, 1990

Activity: Co-authored a request for proposal to assist in the evaluation and selection of a property management system.

Garduno's Mexican Restaurants, Albuquerque, New Mexico, 1991

Activity: Evaluated POS proposals submitted by NCR and REMANCO and assessed problems relating to the current POS system.

SpectraVision, 1994/95

Activity: Acted as a technology-training consultant on a limited basis.

Sandestin Resort, Destin, Florida, 1995/96

Activity: Assisted in the Evaluation and selection of a property management system

Phelps Dodge Corporation, Mercantile Division, Morenci, AZ, 1998

Activity: Food and Beverage Cost Analysis and Training

Fulbright & Jaworski L.L.P., Law Firm, Houston, TX, 2008

Activity: Served as an expert witness for a restaurant technology patent infringement case

Flagstaff Bone and Joint, Orthopaedic Practice, Flagstaff, AZ, 2008

Activity: Customer Service Survey and Training

El Pueblo Inn, Flagstaff, AZ 2008

Activity: Assisted with renovation planning and authored a feasibility study.

Moenkopi Developers Corporation, Moenkopi, AZ, 2009

Activity: Assisted in the selection of a Hotel Management Company for the Moenkopi Legacy Inn

Albright Training Center, National Park Service, Grand Canyon, AZ, 2010

Activity: Assisted in the evaluation of technology requirements for the lodging facility.

Arizona Office of Tourism, Williams, AZ, May 18, 2012

Activity: Conducted a workshop entitled "Delivering memorable customer service at every touch point in the visitor experience."

Arizona Office of Tourism, Nogales, AZ, May 22, 2012

Activity: Conducted a workshop entitled "Delivering memorable customer service at every touch point in the visitor experience."

Arizona Office of Tourism, Webinar, May 24, 2012

Activity: Conducted a workshop entitled “Delivering memorable customer service at every touch point in the visitor experience.”

Scottsdale Area Association of Realtors, Scottsdale, AZ, 2013

Activity: Provided assistance as a member of the Grace Hospitality team on a “Market Validation and Financial Revenue Study” for business and social event services of a proposed 28,000 square foot multi-purpose office and event center. Grace Hospitality is a Hotel and Resort Management & Consulting Company located in Phoenix, Arizona, specializing in the management of unique independent hotels, resorts and boutique inns.

Brunswick Hotel, Kingman, AZ, 2014

Activity: Authored a report for Swiss real estate investor Werner Fleischmann assessing the viability of renovating the Brunswick Hotel, a three-story historic lodging facility built in 1909.

Beale Celebrations, Kingman, AZ, 2015

Activity: Authored a report for Swiss real estate investor Werner Fleischmann assessing the highest and best use of the Beale Celebrations facility, a two-story, 10,000 square-foot structure.

Mohave County Parks, Kingman AZ, January 13, 2016

Activity: Conducted a workshop entitled “Delivering memorable customer service at every touch point in the park visitor experience.”

Hospitality Core Services: Blueprint RF, Norcross, GA, 2016

Activity: Conducted patent research on the use of proxy handshakes with a transparent proxy for network accesses authorizations used in hotel settings.

El Pueblo Inn, Flagstaff, AZ 2023

Activity: Updated a 2009 feasibility study.