

Fall 2008 Update--Cynthia Deale's Publications:

Refereed Journal Publications:

- (2008). The Use of Exit Interviews in the U.S. Lodging Industry, with L. Stalcup, S. Todd, and D. Earnhardt, accepted for publication in the *FIU Hospitality Review*, 26(2).
- (2008). CEO Turnover in the Foodservice Industry: Is there a Relationship to Key financial Performance?, with R. Ghiselli, N. Barber, and C. Withem, accepted for publication in the *Journal of Foodservice Business Research*, 12(3).
- (2008) Marketing Locally Harvested Shrimp to South Carolina Coastal Visitors: The Development of a Culinary Tourism Supply Chain, with W. Norma, and L. Jodice, *Journal of Culinary Science and Technology*, 6(1), 5-24.
- (2007). An Example of Collaboration on an Authentic Learning Project in Heritage Tourism: The Case of the Scots-Irish in North Carolina, accepted for publication to the *Journal of Teaching in Travel and Tourism*. 7 (4), 55-69.(Note-not published until Fall 2008).
- (2007). Media Richness & Individual Perceptions of Teams, with Paul H. Jacques, John Garger, & Barbara Jo White , *Academic Exchange Quarterly*, 11 (1), 228-232.
- (2006). Formal and Informal Applications of the Technology Acceptance Model in the Hospitality Classroom, with Paul Jacques and John Garger, *Journal of Hospitality & Tourism Education*, 18 (3), 67-75.
- (2006). Developing Visual Skills and Powers of Observation: A Pilot Study of *Photo Interpretation*, with Robert M. O'Halloran, *Journal of Hospitality & Tourism Education*, 18,(3), 31-43.
- (2006). Assessing the Relationship of CEO Compensation and Company Financial Performance in the Restaurant Segment of the Hospitality Industry, with Ghiselli, R., and Barber, N., *Journal of Foodservice Business Research*, (9) 4, 65-82.
- (2006). Service Matters in Education, with R. Hovda, *Journal of Hospitality & Tourism Education*, 18(2), 36-44.
- (2006). Trust and Satisfaction in Peer Learning Groups, with Jacques, P., Garger, J., Deale, C. *Academic Exchange Quarterly*, 10 (4) 263-267.
- (2006). Upward Influence and Grades in Higher Education, with Jacques, P., Garger, J. *Academic Exchange Quarterly* 10(3) 219-223.
- (2006). Hospitality Students and Their Stereotypes: A Pilot Study, with L. Wilborn, *Journal of Hospitality & Tourism Education*, 18 (1), 33-46.

- (2006). Follower Perceptions of Leader Classroom Behavior, with P. Jacques, and J. Garger. *Academic Exchange Quarterly*, 10 (2), 116-120.
- (2004). Two for One: Using a Tourism Pilot Study as a Class Project. *Journal of Teaching in Travel & Tourism Education*, International Society of Travel and Tourism Educators (ISTTE) 4 (3), 51-68.
- (2004). Relevant Reading: Incorporating Book Clubs in Hospitality Education, *Journal of Hospitality & Tourism Education*, 16 (3), 40-47.
- (2004). The Importance of Writing Across the Hospitality & Tourism Curriculum, with R.M. O'Halloran. *Journal of Teaching in Travel & Tourism Education*, International Society of Travel and Tourism Educators (ISTTE), 4 (2), 61-78.
- (2003). Changing Our Teaching Paradigm: Multiple Intelligences in Hospitality Education, *Journal of Hospitality & Tourism Education*, 15 (2) 43-51.
- (2001). Using Community Resources to Make Learning More Meaningful: Assessing Rural Educational Settings, with R. Rolfs & R.M. O'Halloran. *Journal of Hospitality & Tourism Education*, 13 (5), 51-57.
- (2001). Using Historical Advertisements to Teach Hospitality Students in the 21st Century, with R.M. O'Halloran, *Journal of Hospitality & Tourism Education*, 13 (3 /4), 56-59.
- (2001). Creativity: A Key Factor for Decision Making, with R.M. O'Halloran, *Journal of Hospitality & Tourism Education*, 13 (2), 13-18.
- (2001). Recommending Rubrics as Teaching and Learning Tools, with R.M. O'Halloran, *Journal of Hospitality & Tourism Education*, 13 (2), 55-58.
- (2000). Diversity as an Instructional Asset, With R.M. O'Halloran, *Journal of Hospitality Tourism Education*, 12 (2), 41-45.
- (1999). Video Cases: An Alternative to the Term Paper, with R.M. O'Halloran, *Journal of Hospitality & Tourism Education*, 11 (2/3), 18-21.
- (1999) Comprehensive Assessment in the Hospitality and Tourism Classroom, with R.M. O'Halloran, *Journal of Hospitality & Tourism Education*, 11 (2/3), 31-33.
- (1999). Nutrition Education: the Interpretive Model, with R.M.O'Halloran, *Journal of Hospitality & Tourism Education*, 11 (1), 19-21.
- (1999). Service Learning in the Hospitality and Tourism Classroom, with R. M. O'Halloran, *Journal of Hospitality & Tourism Education*, 10 (4), 18-21.
- (1998). Serving the President: An Educational Experience for Everyone, with R.M.

- O'Halloran, *Journal of Hospitality & Tourism Education*, 10 (2).
- (1998). Catering to Children for a Class Project, *Journal of Hospitality & Tourism Education*, 9 (4), 52-55.
- (1995). Mexican American Female Students Who Were Successful in High School Science Courses, *Equity and Excellence in Education*, 28 (2), 57-64.
- (1992). Hospitality and Tourism Education: Relationships to the Core, with R.M. O'Halloran, *Hospitality and Tourism Educator*, 4 (4), 56, 61-64.

Refereed Conference Publications:

- (2008) Hospitality and Tourism Students' Attitudes Toward Sustainable Tourism, with Mary Roseman, presentation and publication in *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, 12(1) 1-6.
- (2008) Students' Attitudes Towards Sustainable Tourism Before and After Participation in an Authentic Learning Project, presentation and publication in *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, 12(1) 6-10.
- (2008) An Analysis of College Students' Ratings of Their Food Safety Knowledge and Skills: Do Background Variables Make a Difference?, with Mary Roseman, presentation and publication in *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, 12(1) 26-30.
- (2007) Sustainability Education in the Hospitality Curriculum, with Jane Nichols, presentation and publication in *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, 11(2).
- (2007) Hospitality and Tourism Teaching and Leadership, with Paul Jacques, John Garger, and Robert O'Halloran, presentation and publication in *Research Proceedings: Spring 2007 Southeast Council on Hotel, Restaurant, and Institutional Education*, 11(1) 18-20.
- (2007) Incorporating Intergenerational Service Learning into a Hospitality and Tourism Management Curriculum, with Carroll Brown, presentation and publication in *Research Proceedings: Spring 2007 Southeast Council on Hotel, Restaurant, and Institutional Education*, 11(1) 18-20.
- (2006) Marketing Locally Harvested Shrimp to South Carolina Coastal Visitors: The Development of a Culinary Tourism Supply Chain, with W. Norma, and L. Jodice, presentation and publication in *Frontiers in Hospitality and Tourism Research: The Research Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*. Fall 2006, 10 (2), 18-20.
- (2006) CEO Compensation: Has it added to Shareholder Wealth in the Restaurant Industry? With Ghiselli, R., & Barber, N., Presentation and publication in *The Proceedings of the Council on Hotel, Restaurant, and Institutional Education*, annual conference, July, Washington, D.C.

- (2006). The Use of Exit Interviews in the US Hotel Industry: Preliminary Results of a Pilot Study, with Stalcup, L., Presentation and publication in the *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*. Spring Meeting Conference, Atlanta, Georgia, 10 (1), 14-17.
- (2006) CEO Compensation: Has it added to Shareholder Wealth in the Restaurant Industry? With Ghiselli, R., & Barber, N., Presentation and publication in the *Proceedings of the Hospitality Graduate Student Conference*, January, Seattle, Washington.
- (2005). Using Photos and Photography as Teaching and Learning Tools, with R. O'Halloran. , Presentation and publication in the *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*. Fall Conference, Auburn, Alabama, 9 (1), 27-29.
- (2005) How Do Historic Hotels Offer Twenty-first Century Guest Services and Amenities?, with J. Chandler, Presentation and publication in the *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*. Spring Meeting, Atlanta, Georgia, March 4.
- (2005) SARS: From Disaster to Recovery—the Case in Hong Kong, Presentation and publication in the *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*. Spring Meeting, Atlanta, Georgia, March 4.
- (2005) Ethnic Foods: A Marketing Tool for Attracting Certain Consumers, with M. Roseman, Submitted for presentation and publication in the *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*. Spring Meeting, Atlanta, Georgia, March 4.
- (2005) Students and Their Stereotypes: What Are Hospitality Students Thinking? with L. Wilborn & M. Roseman. Presentation and publication in the *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*. Spring Meeting, Atlanta, Georgia, March 4.
- (2004) Community Service and Charitable Giving in the Hotel Community, with R.M. O'Halloran, *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*. October 22-23, Lexington, Kentucky.
- (2004) Leaving a Restaurant: What are Some of the Underlying Reasons for Selling or Closing a Restaurant? with L. Stalcup, J. Chandler, and S. Morse, *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*. October 22-23, Lexington, Kentucky.
- (2004). A Return to Reading: Bringing Book Clubs to Hospitality Education. presentation and publication in the *Proceedings of the Administrative Sciences Association of Canada (ASAC) Conference*, June 7, Quebec City, Quebec, Canada.
- (2004). Integrating the Food Supply Chain, with R.M. O'Halloran, *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*, February 13, Atlanta, Georgia.

- (2004). International Hospitality in the Undergraduate Curriculum: A More Global Focus on Hospitality, *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*, February 13, Atlanta, Georgia.
- (2003). The Importance of Writing Across the Hospitality & Tourism Curriculum, with R.M. O'Halloran. *Proceedings of the International Society of Travel and Tourism Educators (ISTTE)* annual meeting, October, Providence, Rhode Island.
- (2003) Service Makes the Difference: Developing a Framework for Non-Hospitality Settings. *Proceedings of the Southeast Council on Hotel, Restaurant, and Institutional Education*. November 14, Wilmington, North Carolina.
- (2003). How Do You Balance Cultural Identity with Tourism? *Proceedings for Administrative Sciences Association of Canada (ASAC)* Conference, June 2003, Nova Scotia, Canada, with R.M. O'Halloran.
- (2002). Tourism Images of the North Country: A Pilot Study, *Proceedings of the Southeast Council for Hotel and Restaurant Education* Annual Conference, November 2, Myrtle Beach, South Carolina.
- (1998). Reducing Waste Water Contamination in Three Hong Kong Restaurants, With W. Hsu. *Proceedings of the Council of Hotel, Restaurant and Institutional Education (CHRIE)*, Annual Conference, Miami, Florida, July 30.
- (1990). Hospitality and Tourism and the Core Curriculum, with R.M. O'Halloran, *Proceedings of The Core and Professional Education Conference*, Keystone Resort Conference Center, American Association for the Advancement of the Core Curriculum, The Third Annual Conference on the Reform of the Core Curriculum.
- (1983). Cognitive Maps of Tourism in Michigan, with Fridgen, J., and Udd, E. Park and Recreation Resources, Michigan State University, *Proceedings of the Annual Applied Geography Conference*, Toronto, Canada.

Books and Book chapters:

- (2005). Vending Opportunities, with R.M. O'Halloran. In *Cases in Hospitality and Tourism Management*, Englewood Cliffs, N.J: Prentice Hall, Inc.
- (2005). The Adirondacks: A Human & Nature Partnership. In *Cases in Hospitality and Tourism Management*, Englewood Cliffs, N.J: Prentice Hall, Inc.
- (2005). Developing Jordanian Tourism Products and Services. In *Cases in Hospitality and Tourism Management*, Englewood Cliffs, N.J: Prentice Hall, Inc.
- (2005). Border Tourism Synergies in the North Country: New York and Quebec, In *Cases in Hospitality and Tourism Management*, Englewood Cliffs, N.J: Prentice Hall, Inc.

- (2004). Service Learning Best Practices in Hospitality & Tourism Education, In *Hospitality with a Heart*, with R. M. O'Halloran. Chapter 4, American Association of Higher Education (AAHE) Service Learning Series.
- (2003). *Mis En Place for Teachers: A Handbook for Hospitality Educators and Trainers*, with R.M. O'Halloran, published in 2003 by the Educational Institute of the American Hotel and Lodging Association.

Other Publications:

- (2007) Collaboration is a Two-Way Street: Heritage Tourism and Tourism Planning. In the Scholarship of Teaching and Learning Booklet published by the Coulter Faculty Center, Western Carolina University, Cullowhee, North Carolina.
- (2002). Food as Tourism Promotion? Michigans and More..., with R.M. O'Halloran, *Strictly Business*, Northeast Group Publication, March, Vol. 13, No. 4, pp. 18-19, 33.
- (2002). On the Job Training Programs: Useful Development Tools, with R.M. O'Halloran, *Strictly Business*, Northeast Group Publication, March, Vol. 13, No. 1, pp. 18-19, 30.
- (2001). Crises in the Workplace, with R. M. O'Halloran, *Strictly Business*, Northeast Publication, October 2001, Vol. 12, No. 8. pp. 22-24.
- (2001). Evaluation of Lodging Franchise Brands, with R.M. O'Halloran, *Strictly Business*, Northeast Publication, Vol. 12, No. 7, P.18. , September.
- (2001). Vending an Entrepreneurial Opportunity, with R.M. O'Halloran, *Strictly Business*, Northeast Publication, July, pp24-25,36.
- (2001). Planning for the Business of Tourism: Livability and Visitation, with R.M. O'Halloran, February, Vol. 11, No. 12, p. 20. (Three part series) *Strictly Business*, A Northeast Publication.
- (2001). Tourism Communication & Community Relations, with R.M. O'Halloran, April, Vol. 12, No. 2, p. 16, (three part series) *Strictly Business*, A Northeast Publication.
- (2001). Managing Tourism, with R.M. O'Halloran, May, Vol. 12, No. 3, P. 16, (three part series) *Strictly Business*, A Northeast Publication.
- (2001). *Employer Recruitment Guide*, with R.M. O'Halloran & I. Kamsler, monograph for the Colorado Hotel & Lodging Association, Denver, Colorado.
- (1998). *Summary Evaluation Report on Jordanian Tourism Products and Services*, with R.M. O'Halloran, produced for M. Abu-Hassan and the Ministry of Tourism of the Hashemite Kingdom of Jordan.

- (1994). *An Exploratory Study of Mexican American Female Students Who Were Successful in High School Science Classes*. Doctoral Dissertation, University of Denver, June 4, 1994.
- (1991). *It's A Poor House That Has No Bread: A Collection of Recipes, Memories and Illustrations*, with R.M. O'Halloran, limited printing monograph.
- (1989). *Introduction to the Hospitality Industry, Student Certification Manual*, with Bracewell, J. the Educational Institute of the American Hotel & Motel Association, East Lansing, Michigan.
- (1989). *Introduction to the Hospitality Industry, Instructor's Guide*, with Purvis, D. and Bracewell, J. the Educational Institute of the American Hotel and Motel Association, East Lansing, Michigan.
- (1987). *Tourism Planning*, Tourism Information Series No. 2, Cooperative Extension Service, Michigan State University, Extension Bulletin E-2004, with Stynes, D.J.
(See web site: <http://www.msue.msu.edu/msue/imp/modtd/33000005.html> posted August 2003).
- (1986). *Muscles and Bones, Curriculum Module*, with Cline, D., Barr, L., Heath, W., Hugo, J., topics include nutrition and wellness and anatomy and physiology, Michigan Department of Education, PL 98-377, Title II Education or Economics Security Act, Lansing, Michigan.
- (1986). *Tourism Potential of Forestry Related Activities in Michigan*, with McDonough, M., Propst, D., Combrink, T., Manthy, R., and Newmyer, P., Department of Park and Recreation Resources, Department of Forestry, Cooperative Extension Service and Agricultural Experiment Station, Michigan State University, East Lansing, Michigan.
- (1983). *Auto Travelers' Images of Tourism and Recreation Regions in Michigan: An Exploratory Study*, Agriculture and Natural Resources Days, Michigan State University, Master's Thesis, Michigan State University, (Part of the Michigan Sea Grant Program).