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## EXECUTIVE SUMMARY: G. JONATHON DAY

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Dr. Day's commitment to ensuring tourism is a force for good informs his research, teaching and engagement. His professional experience influences his interests in destination management and governance, including tourism marketing, branding, and sustainability. These interests now constitute the foundation of his academic research and uniquely link his scholarly activities to both engagement and instruction.

Dr. Day's research goal is to further develop knowledge and apply that knowledge in tourism management and marketing to improve the quality of life for communities and individuals. His research addresses issues in tourism sustainability using a systems framework. This systems approach supports research of both destinations and specific enterprises, such as hotels and social enterprises. His research of sustainability in destinations investigates environmental stewardship, heritage preservation and social responsibility. In addition, Dr. Day's research examines individual and organizational behavioral issues to encourage sustainable behaviors.

Dr. Day actively engages in collaborative research to enrich the discovery process and broaden the understanding of tourism. His work includes articles developed with colleagues from earth and atmospheric sciences, agricultural economics, business process management, and environmental engineering. He is an active member of Purdue's Center for the Environment and the Purdue Climate Change Research Center. Dr. Day also collaborates with colleagues around the world, including Colombia, Nepal, India, Uzbekistan, and Australia. Dr. Day's commitment to collaboration and mentorship extends to graduate and undergraduate researchers. Dr. Day mentors graduate students and encourages the dissemination of their research through conference participation and peer-reviewed publications. Dr. Day's active commitment to graduate research has resulted in 30 journal articles published with graduate students.

Dr. Day is dedicated to creating impactful learning experiences for both undergraduate and graduate students. He is also actively involved in undergraduate research, supporting both Honors students and independent research studies. He incorporates real-world examples and service-learning components into undergraduate and graduate courses. Besides class-based instruction, Dr. Day has conducted study abroad classes in sustainable tourism in Australia and Nepal. He received recognition for his teaching including the Bruce Lazarus Teaching Award in 2009 and 2019, and is a fellow Purdue's "Teaching for Tomorrow" program. He has received teaching grants for service-learning and intercultural learning and has participated in Purdue's Impact program.

Dr. Day is highly committed to engaging and disseminating tourism research to industry and is actively involved in professional organizations, including the Global Sustainable Tourism Council, Destination Marketing Association International, and the Center for Responsible Travel. He is active in the Indiana tourism industry and was the lead investigator for the Indiana Tourism Research and Insights Project (I-Trip), a program designed to increase Indiana tourism industry access to market intelligence. Dr. Day promotes best practices in knowledge management and interprets and disseminates research for practitioners through webinars, workshops, and social media. He is frequently quoted in national media, including the New York Times, Washington Post, and travel industry publications. He is an expert panel member for Hospitality Net's World Panel on Sustainability in Hospitality and member of the Sustainability Leaders Project Sustainable tourism panel. He provides a unique combination of disciplined research, working knowledge of the strategic issues in tourism, and commitment to knowledge application and dissemination in Hospitality and Tourism Management.

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## GENERAL INFORMATION

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### Academic Appointments

- 2014-Present Associate Professor of Tourism Management, School of Hospitality and Tourism Management, Purdue University, West Lafayette, IN
- 2018-Present Graduate Program Director – School of Hospitality and Tourism Management
- 2008-2014 Assistant Professor of Tourism Management, School of Hospitality and Tourism Management, Purdue University, West Lafayette, IN

### Industry Experience (Select)

Tourism Queensland (Australia)

- **Regional Director - The Americas** Los Angeles, CA (January 1996-2008)

New Zealand Tourism Board

- **Director of Marketing- The Americas** Los Angeles, CA (1993- 1995)
- **Incentive and Convention Manager, North America** Chicago, IL (1992- 1993)

### Professional Certification:

- CITE: Certified Incentive Travel Executive awarded by Society of Incentive Travel Executives (Program lapsed)

### Awards and Honors

- 2020 Highly Commended Paper Literati Award, Journal of Hospitality and Tourism Insights
- 2020 Outstanding Reviewer Literati Award – International Journal of Tourism Cities
- 2020 Best Paper – City Tourism. ITSA Biennial Conference
- 2019 Bruce I. Lazarus Teaching Award
- 2014 Teaching for Tomorrow Fellow
- 2009 Bruce I. Lazarus Teaching Award

**Golden Bell** Award for Public Relations - Hotel Sales and Marketing Association International

- 1999 Gold Feature Placement
- 1998 Silver Newsletter

**Adrian Awards** - Hotel Sales and Marketing Association International

- 2004 Silver Special Event - PR
- 1999 Bronze Trade Campaign
- 1999 Bronze Special Advertising
- 1996 Gold Direct Mail
- 1993 Brochure

Tourism Queensland Awards for Excellence

- 2002 Toshio Watanabe Award for Excellence in International Marketing

## Membership in Academic, Professionals and Scholarly Societies

2008-present 2021-present	<ul style="list-style-type: none"> <li>• International Society of Travel and Tourism Educators</li> <li>• Board of Directors</li> </ul>
2017-present	<ul style="list-style-type: none"> <li>• Destination Stewardship Center</li> </ul>
2018-present	<ul style="list-style-type: none"> <li>• Center for Responsible Travel (CREST) <ul style="list-style-type: none"> <li>• Academic Advisory Group</li> </ul> </li> </ul>
2012 – present	<ul style="list-style-type: none"> <li>• Global Sustainable Tourism Council <ul style="list-style-type: none"> <li>• Chair – Knowledge networking Education and Training Working Group</li> <li>• Chair – Communications and Marketing Working Group</li> </ul> </li> </ul>
2014-2020	<ul style="list-style-type: none"> <li>• Tourism Educators Futures Initiative (TEFI) <ul style="list-style-type: none"> <li>• Executive</li> <li>• TIPSE (Social Entrepreneurs Special Interest Group) Chair</li> </ul> </li> </ul>
2001-present 2018 2017	<ul style="list-style-type: none"> <li>• Travel and Tourism Research Association <ul style="list-style-type: none"> <li>• Academic Conference Chair</li> <li>• Academic Conference Chair</li> </ul> </li> </ul>
2010 – Present	<ul style="list-style-type: none"> <li>• Earthcheck Research Institute</li> </ul>
2014-2020 2018-2020 2014-2018	<ul style="list-style-type: none"> <li>• Indiana Tourism Council <ul style="list-style-type: none"> <li>○ Ex Officio Member</li> <li>○ Alternate for Dr Liping Cai</li> </ul> </li> </ul>
2007-present 2007-2010	<ul style="list-style-type: none"> <li>• American Hotel and Lodging Association <ul style="list-style-type: none"> <li>• Energy and Environment Committee</li> </ul> </li> </ul>
2018-present	<ul style="list-style-type: none"> <li>• Tourism Reset <ul style="list-style-type: none"> <li>• Research Affiliate</li> </ul> </li> </ul>
1998-present 1999 1999-2001	<ul style="list-style-type: none"> <li>• Hospitality Sales and Marketing Association International <ul style="list-style-type: none"> <li>○ Board of Directors</li> <li>○ Foundation Trustee</li> </ul> </li> </ul>
1989-present	<ul style="list-style-type: none"> <li>• Society of Incentive Travel Executives</li> </ul>
2008-2018 2012/13 2010/11	<ul style="list-style-type: none"> <li>• Destination Marketing Association International <ul style="list-style-type: none"> <li>• Chair – Student and Educators Advisory Council</li> <li>• Vice Chair – Student and Educators Advisory Council</li> </ul> </li> </ul>
1996-2008 1998	<ul style="list-style-type: none"> <li>• Travel and Tourism Marketing Association <ul style="list-style-type: none"> <li>• President</li> </ul> </li> </ul>

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## A. DISCOVERY

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HTM Tier Rankings (2013) and current impact factors for journals are included. HTM tier rankings were determined by the HTM faculty based on journal quality, research relevance, and distribution scope. Tier 1 publications were determined most influential. Graduate Student authors are underlined.

### 1. Published Work

#### 1.A. Refereed Journal Articles

- Day, J., Chin, N., Sydnor, S., Widhalm, M., Shah, K., & Dorworth, L. (2021). Implications of Climate Change on Tourism and Outdoor Recreation: An Indiana, USA, Case Study. *Climatic Change*. Impact Factor 4.134.
- Guo, K., Fan, A., Lehto, X., & Day, J. (2021). Understanding Digital Museum Visitor Experiences Based on Multisensory Cues. *Journal of Hospitality & Tourism Research* doi:<https://doi.org/10.1177%2F10963480211030319>, HTM Tier 1, Impact Factor 5.161.
- Quadri, D., & Day, J. (2021). Consumer Perspectives of Boutique and Lifestyle Hotels: Is there a difference? . *Journal of Tourism and Hospitality Research*. HTM Tier 1, Impact Factor 5.161.
- Saidmamatov, O., Matyakubov, U., Khodjaniyazov, E., Day, J., Ibadullaev, E., Chuponov, S., . . . Matyusupov, B. (2021). TOWS analysis for sustainable ecotourism development and state support during the pandemic: The Aral Sea region of Uzbekistan. *Turyzm/Tourism*, 31(1), 47-56. doi:10.18778/0867-5856.31.1.16,
- Walsh, P., Rachel, D., Julianna, P., Jonathon, D., & Oxana, B. (2021). The Corporate Responsibility Paradox: A Multi-National Investigation of Business Traveller Attitudes and Their Sustainable Travel Behaviour. *Sustainability (Basel, Switzerland)*, 13(4343), 4343. doi:10.3390/su13084343,
- Dou, X. K., & Day, J. (2020). Human-Wildlife Interactions for Tourism: A Systematic Review. *Journal of Hospitality and Tourism Insights*, 3(5). Not HTM Ranked. New Publication.,
- Saidmamatov, O., Matyakubov, U., Rudenko, I., Filimonau, V., Day, J., & Luthe, T. (2020). Employing Ecotourism Opportunities for Sustainability in the Aral Sea Region: Prospects and Challenges. *Sustainability*, 12(21), 9249. Retrieved from <https://www.mdpi.com/2071-1050/12/21/9249> Impact Factor 2.52.
- Chin, N., Day, J., Sydnor, S., Prokopy, L. S., & Cherkauer, K. A. (2019). Exploring tourism businesses' adaptive response to climate change in two Great Lakes destination communities. *Journal of Destination Marketing & Management*. doi:10.1016/j.jdmm.2018.12.009, Impact Factor 4.279.
- Gordon, S., Adler, H., Day, J., & Sydnor, S. (2019). Perceptions of Supervisors' Support: A Study of Line-Level Hotel Employees. *Journal of hospitality and Tourism Managment*. HTM Tier 3, Impact Factor 3.415.
- Gordon, S., Tang, C.-H., Day, J., & Adler, H. (2019). Supervisor support and turnover in hotels: Does subjective well-being mediate the relationship? *International Journal of Contemporary Hospitality Management*, 31(1), 496-512. doi:doi:10.1108/IJCHM-10-2016-0565, HTM Tier 1, Impact Factor 5.667.
- Henares, I. A. S., Soriano, R., Soriano, V., Ilaguno, E., Gotera, K. M. C., & Day, J. (2019). Sustainability Science in Indigenous Cultural Landscapes – A methodological guide in developing indicators of sustainability. *Journal of Philippine Tourism and Hospitality Studies*, 1(1), 17-36. Not HTM Ranked,
- Jeong, E., Jang, S., Behnke, C., Anderson, J., & Day, J. (2019). A scale for restaurant customers' healthy menu choices: individual and environmental factors. *International Journal of Contemporary*

- Hospitality Management*, 31(1), 217-246. doi:doi:10.1108/IJCHM-06-2017-0377, HTM Tier 1, Impact Factor 5.667.
- Meng, Z., Cai, L. A., Day, J., Tang, C.-H., Lu, Y., & Zhang, H. (2019). Authenticity and nostalgia – subjective well-being of Chinese rural-urban migrants. *Journal of Heritage Tourism*, 1-19. doi:10.1080/1743873X.2019.1567739, HTM Tier 3,
- Shi, X., Day, J., Gordon, S., Cai, L., & Adler, H. (2019). An Exploratory Study of Visitor's Motivations at a Heritage Destination: The Case of South Luogu Alley in China. *Journal of Hospitality and Tourism Insights*, 2(2), 186-202. HTM Rank - New Publication,
- Flaherty, J., Day, J., & Crerar, A. (2018). Uncertainty, story-telling and transformative learning: An instructor's experience of TEFI's Walking Workshop in Nepal. *Journal of Teaching in Travel & Tourism*, 1-10. doi:10.1080/15313220.2018.1561638, HTM Tier 3,
- Mody, M., Day, J., Sydnor, S., Lehto, X., & Jaffé, W. (2017). Integrating country and brand images: Using the product—Country image framework to understand travelers' loyalty towards responsible tourism operators. *Tourism Management Perspectives*, 24, 139-150. doi:10.1016/j.tmp.2017.08.001, No HTM Rank. New Publication., Impact Factor 3.648.
- Mody, M., Day, G. J., Sydnor, S., & Jaffe, W. (2016). Examining the Motivations for Social Entrepreneurship Using Max Weber's Typology of Rationality. *International Journal of Contemporary Hospitality Management*, 28(6). HTM Tier 1, Impact Factor 5.667.
- Yi, S., & Day, J. (2016). Structural Modeling of Cruise Destination Image, Travel Experience, and Behavioral Intention: A Case of Jeju Island. *Ocean Policy Research*, 31(2), 81-113.
- Cai, L. A., Wei, W., Lu, Y., & Day, J. J. (2015). College Students' Decision-Making for Study Abroad – Anecdotes from a U.S. Hospitality and Tourism Internship Program in China. *Journal of Teaching in Travel & Tourism*, 1-26. doi:10.1080/15313220.2014.999735, HTM Tier 3,
- Nicely, A., Day, J., Sydnor, S., & Ghazali, R. (2015). Sustainably changing small traders' harassment behaviors - A Theoretical Framework. *Tourism Management*, 47, 273-285. HTM Tier 1, Impact Factor 7.432.
- Samples, A., Rieseng, C., & Day, J. (2015). Engaging Marina and Harbor Operators in Climate Action. *Michigan Journal of Sustainability*, 3(Spring), 65-72. doi:<http://dx.doi.org/10.3998/mjs.12333712.0003.004>,
- Shi, X., Day, J., Cai, L., & Adler, H. (2015). Perspectives of Authenticity at a Heritage Destination: An Examination of Visitor Perceptions of Authenticity at South Luogu Hutong Beijing. *Tourism Analysis*, 20, 53-67. HTM Tier 1,
- Jeong, E., Jang, S., & Day, J. (2014). The Impact of Eco-friendly Practices on Green Image and Customer Attitudes: An Investigation in a Cafe Setting. *International Journal of Hospitality Management*, 41(August 2014), 10-20. HTM Tier 1, 6.701.
- Mody, M., & Day, J. (2014). Rationality of Social Entrepreneurs in Tourism: Max Weber and the Sociology of Tourism Development. *International Journal of Tourism Anthropology*, 3(3), 227-244. doi:10.1504/ijta.2014.0598939, HTM- Not Ranked,
- Mody, M., Day, J., Sydnor, S., Jaffe, W., & Lehto, X. (2014). The different shades of responsibility: Examining domestic and international travelers' motivations for responsible tourism in India. *Tourism Management Perspectives*, 12(0), 113-124. doi:<http://dx.doi.org/10.1016/j.tmp.2014.09.008>, HTM-Not Ranked. New Publication., Impact Factor 3.648.
- Rigg, J., Sydnor, S., Nicely, A., & Day, J. (2014). Hotel Employee Engagement Levels: Do Demographic and Organizational Characteristics Matter ? *Journal of Human Resources in Hospitality and Tourism*, 13(1). HTM Tier 2,
- Sydnor, S., Day, J., & Adler, H. (2014). Creating Competitive Advantage and Building Capital through Corporate Social Responsibility: An Exploratory Study of Hospitality Industry Practices. *Management and Organizational Studies*, 1(1), 52-62. Retrieved from URL: <http://dx.doi.org/10.5430/mos.v1n1p52>

- Yi, S., Day, J., & Cai, L. (2014). Exploring Tourist Perceived Value: An Investigation of Asian Cruise Tourist's Travel Experience. *Journal of Quality Assurance in Hospitality and Tourism*, 15(1). HTM Tier 2,
- Jones, D., Day, J., & Quadri, D. (2013). Emerging Definitions of Boutique and Lifestyle Hotels: A Delphi Study. *Journal of Travel and Tourism Marketing*, 30(7). HTM Tier 1, Impact Factor 4.097.
- Karani, A., Day, J., Adler, H., & Nicely, A. (2013). Corporate Social Responsibility and Employee Recruiting in the Hospitality and Tourism Industry. *Journal of Human Resources in Hospitality and Tourism*. HTM Tier 2,
- Rigg, J., Adler, H., & Day, J. (2013). An Empirical Analysis of Jamaican Hotel Employees' Engagement, Job Satisfaction, and Quitting Intention. *Consortium Journal of Hospitality and Tourism*, 18(2).
- Rigg, J., Day, J., & Adler, H. (2013). Emotionally Exhausted Graduate Students: The Role of Engagement, Self-Efficacy and Social Support. *Journal of Educational and Developmental Psychology*, 3(2), 138-152. doi:DOI: 10.5539/jedp.v3n2p138,
- Yi, S., Day, J., & Cai, L. (2013). Factors Influencing Self-Drive Vacationers Traveler's Length of Stay. *International Journal of Tourism Anthropology*, 3(1), 90-106. HTM- Not Ranked,
- Chin, N., Day, J., Sydnor, S., & Cherkauer, K. (2012). *Tourism and Climate Change: The Impact of Weather on Tourism Profitability*. Paper presented at the International Conference on Tourism, Climate Change and Sustainability, Bournemouth, United Kingdom.
- Day, J., & Cai, L. (2012). Environmental and Energy-Related Challenges to Sustainable Tourism in the United States and China. *International Journal of Sustainable Development and World Ecology*, 19(5), 379-388. doi:<http://dx.doi.org/10.1080/13504509.2012.675600>, Impact Factor 2.772.
- Day, J., Cai, L., & Murphy, L. (2012). Impact of Tourism Marketing on Destination Image: Industry Perspectives. *Tourism Analysis*. HTM Tier 1,
- Yi, S., Day, J., & Cai, L. (2012). Cohort Analysis of Lodging Expenditure on Fishing Trips in Rural Tourism. *Tourism Analysis*, 17(1). HTM Tier 1,
- Yu, D., Day, J., Adler, H., & Cai, L. (2012). Exploring the Drivers of Corporate Social Responsibility in Chinese Hotels. *Journal of Tourism Research and Hospitality*, 1(4). Impact Factor .46.
- Day, J., Cai, L., & Murphy, L. (2011). Increasing Destination Competitiveness: Destination Brands and Their Benefits for Destination Team Members. *Asian Journal of Tourism and Hospitality Research*, 4(2).
- Day, J., Ward, L., Choi, S., & Zhao, Z. (2011). Catching The Long Tail: Competitive Advantage through Distribution Strategy. *Journal of Hospitality and Travel Technology*, 2(3), 204-215. Impact Factor 2.796.
- La Lopa, J., & Day, J. (2011). Pilot Study to Assess the Readiness of the Tourism Industry in Wales to Change to Sustainable Tourism Practices. *Journal of Hospitality and Tourism Management*, 18. HTM Tier 3, Impact Factor 3.415.
- Yi, S., Day, J., & Cai, L. (2011). Rural Tourism Demand: Duration Modelling for Drive Tourists' Length of Stay in Rural Areas of the United States. *Journal of Tourism Challenges and Trends*, 4(1).
- Day, J., Skidmore, S., & Koller, T. (2002). Image Selection in Destination Positioning: A New Approach. *Journal of Vacation Marketing*, 8(2), 177-186. HTM Tier 1, Impact Factor 1.94.

#### 1.B. Conference Papers (Peer Reviewed)

Graduate Student authors are underlined.

- Armadita, F., & Day, J. (2021). *Psychological Empowerment in Community-Based Tourism: a case study of Yogyakarta, Indonesia*. Paper presented at the TTRA International Conference, Online.
- Day, J., & Kour, G. (2021). *Destination-Based Brand Equity: The Impact of Destination Image on the destination stakeholders*. Paper presented at the TTRA International Conference, Virtual

- Zhang, Y., Day, J., Meng, M., & Xiong, C. (2021). *Amish in Rural Tourism: Respresentations of Subcultures in Tourism Marketing*. Paper presented at the TTRA International Conference Virtual
- Chen, J., Lehto, X., Lehto, M., & Day, J. (2020). *Can Colored Sidewalks Nudge People to Walk?* . Paper presented at the International Tourism Studies Association (ITSA) 8th Biennial Conference Virtual - Jakarta, Indonesia.
- Day, J. (2020a). *Rethinking Sustainable Tourism Research and Education: From Interesting to Impactful*. Paper presented at the 'What's Tourism got to do with it?' Re-purposing Tourism: Engaging our Radical in Tourism Education TEFI 11 Conference, Virtual - York, UK.
- Day, J. (2020b). *#BuildBackBetter: Tourism Education in a Post-Covid World*. Paper presented at the 40th Annual ISTTE 2020, Virtual Conference
- Day, J., & Chung, S. (2020). *Fair Tourism: Sustainable Tourism In Action*. Paper presented at the TEFI 11 - "What's Tourism got to do with it?" Repurposing Tourism: Engaging Our Radical in Tourism Education, York, UK Online Conference.
- Day, J., Mandala, L., Singh, S., & Armadita, F. (2020). *What is Sustainable Tourism?* Paper presented at the TEFI 11 - "What's Tourism got to do with it?" Repurposing Tourism: Engaging Our Radical in Tourism Education, York, UK - Online Conference.
- Chin, N., Day, J., & Sydnor, S. (2019). *The Climate Change Paradox: Small to Medium Tourism Enterprise and Climate Change on the Great Lakes*. Paper presented at the TTRA 2019 International Conference, Melbourne, Australia.
- Henares, I. A. S., & Day, J. (2019). *Indigenous Cultural Tourism Program in Agusan Marsh, Philippines*. Paper presented at the 2019 ICOMOS Advisory Committee Scientific Symposium / Symposium scientifique du Conseil consultative de l'ICOMOS: Rural Heritage - Landscapes and Beyond / Patrimoine Rural: Paysages et au-delà, Marrakesh, Morocco.
- Henares, I. A. S., Day, J., Pangilinan, M. L. C. J. D., & Fan, A. (2019). *Local government policy for cultural preservation: The Giant Lantern Festival of San Fernando, Pampanga*. Paper presented at the 24th Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Houston, Texas.
- Henares, I. A. S., Soriano, R., Soriano, V., Gonzalo, F., & Day, J. (2019). *Sustainability Indicators for the Rice Terraces of the Phillipine Cordilleras*. Paper presented at the 2019 ICOMOS Advisory Committee Scientific Symposium / Symposium scientifique du Conseil consultative de l'ICOMOS: Rural Heritage - Landscapes and Beyond / Patrimoine Rural: Paysages et au-delà, Marrakesh, Morocco.
- Henares, I. A. S., Soriano, R., Soriano, V., Ilaguno, E., Gotera, K. M. C., & Day, J. (2019). Sustainability Science in Indigenous Cultural Landscapes – A methodological guide in developing indicators of sustainability. *Journal of Philippine Tourism and Hospitality Studies*, 1(1), 17-36. Not HTM Ranked,
- Singh, S., Armadita, F., & Day, J. (2019). *Lived Travel Experiences of Same-Sex Families: An Exploratory Study of Travel Behaviors and Challenges*. Paper presented at the 38th Annual ISTTE Conference: Exploring the Frontiers of Tourism Education, Vancouver, British Columbia, Canada – Sailing to Alaska.
- Sydnor, S., Hammond, R., & Day, J. (2019a). *Does being mindful pay off? The service-profit chain and internal-external customer engagement*. Paper presented at the International Council on Hotel, Restaurant, and Institutional Education, New Orleans, LA.
- Sydnor, S., Hammond, R., & Day, J. (2019b). *Using mindfulness meditation in the classroom for higher levels of student engagement*. Paper presented at the International Council on Hotel, Restaurant, and Institutional Education, New Orleans, LA.
- Armadita, F., & Day, J. (2018). *Role of Government Involvement in Community Based Tourism: A Systematic Review*. Paper presented at the 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth Texas.
- Boluk, K., Carnicelli, S., Day, J., Dredge, D., & Flaherty, J. (2018). *Teaching for Impact and the betterment of Humanity*. Paper presented at the ATLAS, Copenhagen.

- Dou, X. K., & Day, J. (2018). *Human-Wildlife Interactions for Tourism in Natural Places: A Systematic Review*. Paper presented at the International Society of Travel and Tourism Educators 37th Annual Conference: Harvesting Knowledge - Innovation in Tourism Education, Niagara Falls, New York.
- Shi, X., Day, J., Gordon, S., Cai, L., & Adler, H. (2018). *An Examination of Visitor Motivation at a Heritage Destination, South Luogu Alley, China*. Paper presented at the The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Forth Worth, Texas.
- Singh, S., Armadita, F., Day, J., & Mandala, L. (2018). *Defining sustainable tourism: a social constructionist view*. Paper presented at the TTRA 2018 International Conference: Encouraging Innovation in the Universe of Tourism Research, Miami/Coral Gables, FL.
- Armadita, F., & Day, J. (2017). *A Systematic Review of Common Definitions and Emerging Themes in Community Based Tourism*. Paper presented at the 22nd Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism, Houston.
- Day, J. (2014). *The Globalization of the Social Entrepreneur in Tourism: Acting Globally/ Thinking Locally*. Paper presented at the TEFI, Nepal.
- Tanyatanaboon, M., Lehto, X., J. D., & Miao, L. (2014). *Resort Vacation Activities and Recovery Experiences: A Case of Visitors to Thailand*. Paper presented at the 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas.
- Yi, S., Day, J., & Cai, L. (2014). *Influence of Hospitality and Tourism Businesses on Improving Community Quality of Life*. Paper presented at the 19th Annual Graduate Student Research Conference, Houston, Texas.
- Zhao, C. Z., & Day, J. (2014). *CSR Literature in Hospitality and Tourism: An analysis of 69 Articles*. Paper presented at the 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas.
- Boggs, A., Day, J., La Lopa, J., & Cai, L. (2013). *Using Knowledge Management to Increase Use of Sustainable Tourism Business Practices: a Case Study for Indiana*. Poster presented at the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington.
- Day, J. (2013). *Lessons from Successful Rural Heritage Programs*. Paper presented at the National Extension Tourism Conference, Detroit Michigan.
- Day, J., Chin, N., & Sydnor, S. (2013). *Developing Resilience to Climate Change Impacts on Tourism in Great Lakes Destination Communities*. Paper presented at the 56th Annual Conference on Great Lakes Research, Purdue University, West Lafayette, In.
- Mody, M., & Day, J. (2013a). *Examining the Motivations for Social Entrepreneurship in Tourism using Max Weber's Theory of Rationality*. Paper presented at the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington.
- Mody, M., & Day, J. (2013b). *The Supply and Demand of Responsible Tourism in the Developing World - An Examination of Social Enterprises in India*. Paper presented at the TTRA Conference, St Louis, Mo.
- Yi, S., Day, J., & Cai, L. (2013a). *The Influence of Festivals and Local Events on Resident's Quality of Life*. Poster presented at the TTRA Annual Conference, St. Louis, Mo.
- Yi, S., Day, J., & Cai, L. (2013b). *Effects of a Social Unit on Tourism Demand*. Poster presented at the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington.
- Yi, S., Day, J., & Cai, L. (2013c). *Does Cruise Destination Image Affect Tourists' Behavioral Intention?* Paper presented at the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington.
- Chin, N., Day, J., Sydnor, S., & Cherkauer, K. (2012). *Tourism and Climate Change: The Impact of Weather on Tourism Profitability*. Paper presented at the International Conference on Tourism, Climate Change and Sustainability, Bournemouth, United Kingdom.



- Lu, T., Adler, H., Cai, L., & Day, J. (2012). *Motivation of Chinese Attendees for Convention and Exhibition Tourism: Interdisciplinary Perspectives*. Paper presented at the Asia Pacific Forum for Graduate Students in Tourism (APF) and International Convention and Expo Summit 2012 (ICES), Hong Kong, SAR.
- Shi, X., & Day, J. (2012). *Examination of the Authenticity of Historical Blocks for Tourism Promotion and Development: Kuanzhai Alley in Chengdu, China*. Paper presented at the 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL.
- Cai, L., Wei, W., Lu, T., & Day, J. (2011). *How do U.S. College Students Decide to Study Abroad? A Decision Making Framework*. Paper presented at the 9th Asia Pacific CHRIE Conference, Hong Kong.
- Day, J., & Adler, H. (2011). *An Examination of the Environmental Activities Utilized in Achieving 'Green Goals': An Exploratory Study*. Paper presented at the Tourism 2011: 7th Annual International Conference on Tourism, Greece.
- Day, J., & Cai, L. (2011). *Environmental and Energy Related Challenges to Sustainable Tourism in the US and China*. Paper presented at the China-US Joint Symposium: Global Sustainability in Energy, Climate, Water and Environment, Purdue University, West Lafayette, Indiana.
- Hutzel, W., Kilmer, O., Qian, Z., Cory, C., Horton, T., Shaurette, M., & Day, J. (2011). *Preparing for the 2011 Solar Decathlon*. Paper presented at the American Society of Engineering Education Conference, Vancouver Canada.
- Yi, S., Day, J., & Cai, L. (2011). *Moderate Effects of Brand Awareness on eWOM Intention: Perspectives in Community Based Festival Tourism*. Paper presented at the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Tx.
- Yi, S., Day, J., & Cai, L. (2011a). *Drive Tourists' Lodging Demand Determinants for Highway Hotels and Lodging in the United States*. Paper presented at the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas.
- Yi, S., Day, J., & Cai, L. (2011b). *Exploring Asian Cruise Travelers Travel Experiences and Perceptions*. Paper presented at the 16th Annual Graduate Conference in Hospitality and Tourism, Miami, Florida.
- Day, J., Cai, L., & Murphy, L. (2010). *Building Destination Brands: Examining the Roles and Expectations of Destination Team Members*. Paper presented at the International Society of Travel and Tourism Educators Conference, Carnival's Paradise, Ex Long Beach.
- Yi, S., Day, J., & Cai, L. (2010). *Asian Cruise Travelers Experiences and Perceptions*. Paper presented at the International Society of Travel and Tourism Educators Conference, Carnival's "Paradise", ex Long Beach.
- Zhao, Z., Day, J., & Cai, L. (2010a). *An Exploration of the Relationship Between Sustainability and Hotel Brand*. Paper presented at the 15th Annual Graduate Student Research Conference in Hospitality and Tourism Research, Washington, DC.
- Zhao, Z., Day, J., & Cai, L. (2010b). *Internal Marketing as a Moderator in the Relationship between Environmental Sustainability and Hotel Brand Image*. Paper presented at the International Society of Travel and Tourism Educators Conference, Carnival's Paradise, Ex Long Beach.
- Choi, S., Cai, L., & Day, J. (2009). *Towards a Destination Brand Image*. Paper presented at the International Society of Travel and Tourism Educations Conference, San Antonio, Tx.

## 1.C Conference Posters (Peer Reviewed)

Graduate Student authors are underlined.

- Chung, S., & Day, J. (2021). *Sustainable Supply Chain Management Issues for Tour Operators - An Examination of Fair Tourism Operators in South Korea*. Poster presented at the 26th Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism, Virtual - University of Houston
- Chen, J., & Day, J. (2020). *Descriptive Norms in Nudging Pro-environmental Behaviors Under Collectivist and Individualist Cultural Contexts*. Poster presented at the 25th Graduate Conference In Hospitality and Tourism, Las Vegas, Nevada.
- Diaz, M., Day, J., Gonzalez, D., & Tobar, L. (2018). *Healthy Food as Part of the Corporate Social Responsibility of Restaurants. An Analysis of Colombian Cases*. Poster presented at the 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, Texas.
- Henares, I., & Day, J. (2018). *Policy Analysis of Property Tax Incentives for Heritage Conservation in Philippine Cities*. Poster presented at the 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, Texas.
- Jin, D., & Day, J. (2017). *Advocating for Farmers through Rural Tourism: The Case Study of Fair Oaks Farm*. Poster presented at the 22nd Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism, Houston.
- Liao, Y., & Day, J. (2017). *Creating the Authentic Chinese Hotel Experience: A Case of the SCHOTEL brand*. Poster presented at the 22nd Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism, Houston.
- Zheng, X., & Day, J. (2017). *Exploring New Approaches to Social Entrepreneurship in China: A Case Study of China Indigo Blue*. Poster presented at the 22nd Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism, Houston.
- Boggs, A., & Day, J. (2014). *A Social Network Analysis of the Indiana Dune's Beyond the Beach Discovery Trail*. Poster presented at the 19th Annual Graduate Research Conference in Hospitality and Tourism, Houston, Texas.
- Day, J. (2014a, Dec 21, 2014). *New Destination Marketing: Engaging the Marketing Mix for Destination Success*. Poster presented at the International Holiday Destination Forum, Zhujiajian, Zhoushan, China.
- Day, J. (2014b, Oct 24-25, 2014). *Sustaining Tourism in the Information Age: How Destination Branding is Becoming an Important Tool in Sustainable Tourism*. Poster presented at the International Tourism Branding and Communication Conference, Wuhu, China.
- Day, J., La Lopa, J., & Boggs, A. (2014). *Supporting the Adoption of Sustainable Tourism Practices: Applications of Trans-theoretical Model in the Tourism System*. Poster presented at the Travel and Tourism Research Association 2014, Brugge, Belgium.
- Hundley, G., Cai, L., & Day, J. (2014, Nov 3-5, 2014). *CSR as a Winning Strategy for Family Firms*. Poster presented at the Fifth Mahota Symposium on Family, Family Business, and Social Responsibility., Marina Bay Sands, Singapore.
- Boggs, A., Day, J., & La Lopa, J. (2013). *Learning Preferences of Managers of Small to Medium-Sized Enterprises and their Implications to Sustainable Tourism Programs*. Paper presented at the TTRA International Conference, Kansas City, Mo.
- Boggs, A., Day, J., La Lopa, J., & Cai, L. (2013). *Using Knowledge Management to Increase Use of Sustainable Tourism Business Practices: a Case Study for Indiana*. Poster presented at the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington.
- Shi, X., & Day, J. (2013a). *Tourist Perspectives of the Authenticity at a Heritage Destination: South Luogu Hutong in Beijing, China*. Poster presented at the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington.

- Shi, X., & Day, J. (2013b). *Stakeholder Perspectives about the Impacts of Tourism: Shapotou Desert, China*. Poster presented at the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington.
- Yi, S., Day, J., & Cai, L. (2013a). *Effects of a Social Unit on Tourism Demand*. Poster presented at the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington.
- Yi, S., Day, J., & Cai, L. (2013b). *The Influence of Festivals and Local Events on Resident's Quality of Life*. Poster presented at the TTRA Annual Conference, St. Louis, Mo.
- Rigg, J., & Day, J. (2012, Jan 5-7, 2012). *Social Support, Work Engagement and Emotional Exhaustion in Jamaican Hotels: The Mediating Role of Work Engagement*. Poster presented at the 17th Annual Graduate Education and Graduate Research Conference in Hospitality and Tourism, Auburn, Al.
- Choe, Y., Lehto, X., & Day, J. (2011). *The Influence of Environmental Values, Economic Values and Social Structure on Consumers' Choice of Green Hotels: The Case for Luxury Hotels*. Poster presented at the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Tx.
- He, Y., & Day, J. (2011). *Impact of Visitation on Destination Image: Examination of Chinese Tourists Visiting New York*. Poster presented at the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Tx.
- Karani, A., & Day, J. (2011). *Corporate Social Responsibility and Employee Recruiting in the Tourism Industry*. Poster presented at the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Tx.
- Mosely, M., Lehto, X., & Day, J. (2011). *The Influence of Jazz Festival Experience on Tourist Behavior*. Poster presented at the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Tx.
- Wu, B., Adler, H., & Day, J. (2011). *Hotel Preferences of Chinese Leisure Travelers: An Examination of Travel Agent Perceptions*. Poster presented at the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Tx.
- Zhao, C. Z., & Day, J. (2011). *A Qualitative Study of Corporate Social Responsibility in Destination Context*. Poster presented at the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Tx.
- Choi, S., Cai, L., & Day, J. (2010). *Towards a Destination Brand Image*. Poster presented at the International Society of Travel and Tourism Educations Conference, San Antonio, Tx.
- Karani, A., He, E., & Day, J. (2010). *Conceptualizing Career Advancement of Women Managers in Hotels*. Poster presented at the International Society of Travel and Tourism Educators, San Antonio, Tx.
- Parikh, A., & Day, J. (2010). *A Mixed Methods look at the Contributions of Menu Type face on Consumer Perceptions of Brand*. Poster presented at the 15th Annual Graduate Student Research Conference in Hospitality and Tourism, Washington, DC.
- Rigg, J., Adler, H., & Day, J. (2010). *General Managers' Perceptions of Green Practices in Select Service Hotels: An Exploratory Study*. Poster presented at the International Society of Travel and Tourism Educations Conference, Carnival's Paradise, Ex Long Beach.

#### 1.D Books

- Day, J. (2022). Social Enterprises and Sustainable Development through Tourism in the Himalayas. In D. Timothy & G. P. Nyaupane (Eds.), *Tourism and Sustainable Development in the Himalayas: Social, Environmental, and Economic Encounters*. London; New York Routledge.
- Day, J. (2021). Destination Marketing Organizations. In G. G. Fenich & K. Malek (Eds.), *Introduction to the Meetings, Events, Expositions and Conventions Industry* (6 ed.). Dubuque, Iowa: Kendall Hunt

## 1.E: Chapters

- Day, J., & Noakes, S. (2021). Ecotourism and Climate Change In D. A. Fennell (Ed.), *Routledge Handbook of Ecotourism*. London; New York: Routledge
- Day, J., Sydnor, S., Marshall, M., & Noakes, S. (2021). Ecotourism, Regenerative Tourism, and the Circular Economy. In D. A. Fennell (Ed.), *Routledge Handbook of Ecotourism* London; New York: Routledge
- Day, J. (2020). Sustainable Tourism in City is a Wicked Problem. In A. Morrison & J. A. Coca-Stefaniak (Eds.), *Routledge Handbook of Tourism Cities*. New York: Routledge.
- Day, J., & Chin, N. (2018). Tourism, Energy, Oil and Water. In C. Cooper, S. Volo, W. Gartner, & N. Scott (Eds.), *Sage Handbook of Tourism Management* (Vol. 1, pp. 466 - 481). London: SAGE Publications.
- Day, J. (2017a). Elements of the Marketing Plan. In L. Lowry (Ed.), *Sage International Encyclopedia of Travel and Tourism*. Thousand Oaks, CA: Sage.
- Day, J. (2017b). Collaborative Economy and Destination Marketing Organizations: A Systems Approach. In D. Dredge & S. Gyimóthy (Eds.), *Collaborative Economy and Tourism*: Springer.
- Day, J., & Mody, M. (2017). Social Entrepreneurship Typologies and Tourism: Conceptual Frameworks. In P. J. Sheldon & R. Daniele (Eds.), *Social Entrepreneurship and Tourism: Philosophy and Practice*. Switzerland: Springer Nature.
- Mody, M., & Day, J. (2017). Heroic Messiahs or Everyday Businessmen? The Rhetoric and the Reality of Social Entrepreneurship in India. In P. J. Sheldon & R. Daniele (Eds.), *Social Entrepreneurship and Tourism: Philosophy and Practice* (pp. 207-220). Switzerland: Springer Nature.
- Day, J. (2016). Why Study Tourism? In M. Lueck, S. Wang, A. Andrews, K. Bricker, R. Hood, R. Sharpley, J. Day, M. Kesgin, K. Vaidya, & D. Rudd (Eds.), *Travel and Tourism for the Curious : Why Study Travel and Tourism Management*: Curious Academic Publishing.
- Day, J. (2011). Branding, Destination Image, and Positioning: San Antonio. In N. Morgan , A. Pritchard, & R. Pride (Eds.), *Destination Brands: Managing Place Reputation* (3rd ed., pp. 269-290). Oxford: Elsevier.

## 2. Invited Lectures

Year	Organizer	Conference	Presentation
2021	Global Council for Sustainable Development	Future Vision of Sustainable Cities Green and Smart Cities	Sustainable Tourism Development in the City. The Role of Tourism in creating sustainable, smart, cities
	Zayed International Prize for the Environment	Webinar Series	Sustainable Tourism
	Iconhosts - International Conference on Hospitality and Tourism Studies	Green Tourism: Toward an Education and Innovation to Develop Rural Areas	Coming Back Better: Emerging Trends in Post-Pandemic Sustainable Tourism
	USIL: Universidad San Ignacio De Loyola Facultad de Administracion Hotelere, Turismo y Gastronomia	International Tourism and Hospitality Congress: Smart Destinations	Smart, Sustainable Destinations
	Korea Ministry of Culture, Sports and Tourism	International Tourism Cooperation Policy Forum (Korea)	Sustainable tourism policy and carbon neutrality
2020	TEFI	'What's Tourism got to do with it?' Re-purposing Tourism: Engaging our Radical in Tourism Education	Rethinking Sustainable Tourism Research and Education: From Interesting to Impactful

### 3. Graduate Student Research Program Involvement

#### 3.A PhD Chair or Co-Chair

Name	Graduation	Topic
Filza Armadita	2023 Anticipated	Community Based Tourism
Poe Brodien	2022 Anticipated	Workforce and Sustainable Development
Ivan Henares	2021	Cultural Heritage Policy Implementation
Matt Mosely	2019	Impact of Music Festivals on Destination Selection
Zara Zhao	ABD	Corporate Social Responsibility in Hospitality Industry
Sangchoul Yi	2014	Social Capital and Sustainable Rural Tourism
Makarand Mody	2013	Re-examining the tourism system: The role of intermediaries and consumers in the responsible development of tourism.

#### 3.B Committee Member

Name	Graduation	Topic
Yiran (Kevin) Liu	2022 (Anticipated)	Reciprocity in Hospitality: A Conceptual Framework
Shweta Singh	2021	Marketing message features and international travel intentions post-COVID-19
Katherine Dou	2021	Affective Learning Outcomes of Short-Term Study Abroad— The Impact of Academic vs. Trip Characteristics
Mark Meng	2019	Nostalgia and Rural Tourism in China
Natalie Chin	2016	Resilience and Adaption to Climate Change in the Tourism Industry in the Great Lakes Region
Susan Gordon	2014	The Impact of Employee Wellbeing, Perceived Managerial Support, and Perceived Organizational Support on Intent to Turnover within the Hotel Setting
Hamed Al Azri	2013	Strategic Marketing for SME in Oman
Julaine Rigg	2012	The impact of engagement in hotel operations
Jinhoo Kim	Graduated (2010)	Risk-Return Characteristics and Corporate Investment of REIT Hotels: A Comparison with C-corporation Hotels
Suh-hee Choi	Graduated (2011)	Conceptualizing Tourism Image and Nation Image: An Integrated Relational-Behavioral Model
Ying Tracey Lu	Graduated (2010)	An Attendee behavior Model of Convention and Exhibition Tourism

### 3.C Chair or Co-Chair – Master of Science

Name	Graduation	Topic
Amity Saha	2023 anticipated	Tourism and female empowerment in Bangladesh
Seungah Chung	2021	Fair Tourism in South Korea
Xu Zheng	2017	Exploring New Approaches to Social entrepreneurship: A case study of China Indigo Blue
Selena Ning Zhu	2016	Communication Strategies to encourage pro-environmental behavior while traveling
Haley Huang	2016	Experiencing Heritage Tourism
Crystal Xiaolin Shi	2013	Visitor Perspectives of the Authenticity at a Heritage Destination: South Luogu Hutong in Beijing, China
Aini Karani	2012	The Impact of CSR on recruiting
Jane Gao	2012	American hotel's adaptation of Chinese Travelers.
Diana Chen Yu	2012	CSR in Chinese Hotels
Lilu Gao	2012	Emotional Constructs of Boutique hotel Differentiation
Chen Zara Zhao	2011	An Exploration of the Relationship between Environmental Sustainability Programs and Hotel Brand.

### 3.D. Committee Member – Master of Science

Name	Graduation	Topic
Jiayi Ni	2021	Experience Design – Daka Tourism
Jun Chen	2020	Behavioral Norms and Tourism
Amy Li	2016	A Study of Tourist (Mis)Behaviors
Jacelyn Perkins	2016	Facebook and User Experience: Evaluating Brand Equity of Purdue University Residences
Renee Nie	2016	Infusion of Smartphone Technologies in Hospitality Service Experience
Yaming Yang	2015	Chinese Cruise Market
Maneenuch (Bell) Tanyatanaboon	2014	Experiencing recovery and happiness: Vacationing at resort spas in Thailand
Julia Branstrator	2014	Barriers to the adoption of composting toilets: A Delphi Study
Coco Yu Yue	2013	Green Certifications: An analysis of State Sponsored Green Hotel Programs
Yuan Yao	2013	Cultural Heritage Experience in Nanjing, China
Biwei Yang	2013	Perceived Risks Associated with Online Customer Reviews Relating to Economy/Upscale Hotels and Their Effects on Purchasing Decisions
Beiwei Wu	2012	Outbound travel agents' perceptions of Chinese travelers hotel needs in the United States

Sarah Cox	2012	Social Media Marketing for Small Business: A Case Study
Yunseon Choe	2011	Residents Perceptions of the Social Impacts of the World Expo Shanghai
Chih Ni Annie Lee	2011	Influence of Life Events on Retirees' Consumptive Behavior of Leisure and Hospitality Products
Yidan Zhu	2011	Chinese Hotel General Managers' Perspective on Energy Saving Practices
Eunha Jeong (Lena)	2010	Customers Perceptions of Green Practices in Restaurants
Eunyong Noh	2010	The Effect of North Korea on South Korean Tourism Demand: A Novel application of Destination Image Effect
Brian Hunter	2010	Business Plan: Travel to the United States for Prospective Korean Students

### 3.E Undergraduate Research Involvement

Dr Day has been actively involved in undergraduate research. Dr Day has been actively involved in the HTM honors program. For each the honors students listed below, Dr Day guided these students through a three-semester progression (HTM297, HTM397, HTM497). Honors students complete a honors research paper that is reviewed by two independent readers. He has been the major advisor for the capstone research project for 8 Honors students.

Name	Completion of Honors Research	Research Title
Michaela Hagler	2020	Reducing Food Waste
Emma Kay	2019	Sustainability in the Restaurant Supply Chain
Yizhu Liao	2018	Creating the authentic Chinese Hotel Experience: A Case for the Schotel Brand
Anneliese Butts	2018	Traffic Flow and Service Quality at Tradeshows
Julia Branstrator	2012	Impact of the Oil Spill on Spring Break travelers to the Gulf Destinations
Katie Peterson	2012	Effective Social Capital techniques for young women in the hospitality industry
Lele Gao	2011	Sustainable Tourism in Kenya
Rachel Syphers	2011	The New Global Travelers: The Effect of Globalization on Travel Decisions.

### Other Undergraduate Research: The STARTlab

Dr Day has established an undergraduate research program within his Sustainable Tourism and Responsible Travel Laboratory (STARTlab). Student participating in this program work on research and engagement projects on aspects of sustainable tourism. Undergraduate students may participate in STARTlab projects through HRM39001. To date, 13 students have completed projects through the



STARTlab. The STARTlab collaborates with the Global Sustainable Tourism Council, the Center for Responsible Travel, and the Destination Stewardship Council to ensure student projects provide value to the tourism industry.

The first whitepaper featuring undergraduate research has been published and is available through Purdue libraries.

Day, J., & Romanchek, J. L. (2020). *Sustainable Tourism for Destinations: Insights from the GSTC Destination Criteria 2.0 for Sustainable Tourism*

### 3. Research Grants and Awards

2021-2026 Hatch Award (USDA) Sustainable Development through tourism in Rural Destination Communities.

<b>Agency</b>	<b>Central Asia University Partnerships Program (UniCEN) 2020/2021</b>
Title of Grant	MOOC for the Development of Ecotourism in Uzbekistan
Duration of Funding	1 year
Total Amount	\$22,500
Role	PI
Status	Funded

<b>Agency</b>	Colciencias - Colombia
Title of Grant	Research and Development for the strengthening of the tourism chain of the department of Casanare “From the heart to the plain, sustainable and including tourism”.
Duration of Funding	2020 (Extended during to Pandemic)
Total Amount	
Role	Supporter
Status	Submitted

<b>Agency</b>	<b>North Central Regional Center for Regional Development</b>
Title of Grant	Using Agent Based Modelling to Understand and Enhance Rural Tourism Industry Collaboration
Duration of Funding	2017
Total Amount	\$12,276
Role	Co- PI ( with MSU)
Status	Funded

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<b>Agency</b>	<b>Colombia - Orinoquia</b>
Title of Grant	Opportunities for Agriculture and Tourism in the Orinoquia Region of Colombia
Duration of Funding	10/1/2016- 12/31/2017
Total Amount	\$ 999,756.61
	Tourism \$96,798
Role	Co-Investigator
Status	Funded

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<b>Agency</b>	<b>Indianapolis Museum of Art</b>
Title of Grant	Experience Research
Duration of Funding	06/01/2014 – 05/31/2015
Total Amount	\$12,500
Role	PI
Status	Funded

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<b>Agency</b>	<b>Indiana Office of Tourism Development</b>
Title of Grant	I-Trip (Indiana Tourism Research and Insights Project.
Duration of Funding	06/01/2013 – 05/31/2013
Total Amount	\$7,500 (Adjusted)
Role	PI

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<b>Agency</b>	<b>United States Travel Association</b>
Title of Grant	The Value of Meetings
Duration of Funding	06/01/2012 – 08/31/2012
Total Amount	\$5,000.00
Role	PI

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<b>Agency</b>	<b>North Central Regional Rural Development Center</b>
Title of Grant	Heritage Tourism for North Central Region
Duration of Funding	011/01/2011 – 10/30/2012
Total Amount	\$15,685
Role	Core Team Member

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<b>Agency</b>	<b>Office of the Provost</b>
Title of Grant	Service-Learning Faculty Development Grant
Duration of Funding	07/01/2009 – 06/30/2010

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Total Amount	\$2,000.00
Role	PI
<b>Agency</b>	<b>CIBER (Center for International Business Education and Research)</b>
Title of Grant	Regional Branding as an Economic Development Strategy. CIBER Faculty Curriculum Development Award
Duration of Funding	05/17/2010 – 08/06/2010
Total Amount	\$9,500.00
Role	PI
<b>Agency</b>	<b>Destination and Travel Foundation</b>
Title of Project	Research Agenda for Destination Marketing Organizations
Duration of Funding	01/01/2010 – 12/31/2011
Total Amount	\$5,000.00
Role	PI
<b>Agency</b>	<b>PRF – Travel Grant</b>
Title of Grant	Travel Grant: Conceptualization and Operationalization of Sustainable Tourism
Duration of Funding	06/01/2009 – 05/31/2010
Total Amount	\$3,000.00
Role	PI
<b>Agency</b>	<b>Purdue Research Foundation</b>
Title of Grant	Conceptualization and Operationalization of Sustainable Tourism
Duration of Funding	06/01/2009 – 05/31/2010
Total Amount	\$16,795
Role	PI

## 5 Evidence of Interdisciplinary Activity

Dr Day is committed to developing relationship with academics from a variety of fields to solve challenges facing sustainability in tourism. These collaborations have resulted in a number of significant projects.

**Indiana Climate Change Impact Assessment (InCCIA):** The InCCIA is a major project of the Purdue Climate Change Research Center. The project incorporated the contributions of over 100 experts and more than 50 organizations. Dr Day was the lead author in the [Tourism and Outdoor Recreation report](#).

**Colombia Purdue Partnership: Orinoquia Initiative:** Dr Day joined a team from Agricultural Economics to work on project designed to foster a science-driven approach to sustainable development in the Orinoquia region of Colombia.

**Human Trafficking and Tourism:** Dr Day has worked with colleagues from the Purdue Polytechnic, and the Purdue Systems Collaboratory to submit grant proposals designed to reduce human trafficking. Although these projects haven't been funded the collaboration is ongoing.

**Global Leadership Development** Dr Day and HTM collaborators have partnered with Krannert School of Management's Center for International Business Education and Research to deliver executive education to graduate management students from South China University of Technology.

**Global Sustainable Travel Consumer Survey:** Dr Day joined researcher from Switzerland, Canada, and Russia to conduct coordinated research using similar protocols to explore consumer attitudes and beliefs regarding sustainable tourism. The product was coordinated by Institute of Tourism at the Lucerne University of Applied Sciences and arts.

#### 4. Current Research Interests

Dr Day's research goal is to develop further understanding of the sustainable management of tourism to maximize the benefits of tourism for communities and individuals. His research applies systems approaches to the challenges of sustainability and focuses on different levels of the system (macro, meso, and micro-units of analysis) to gain a greater understanding of the complex relationships in tourism. Dr Day applies a triple bottom line approach to sustainable tourism, and so considers social, environmental, and economic aspects of sustainability.

Dr Days current work focusses on the challenges of implementing sustainable tourism practices in destinations (macro-level). It addresses governance issues within complex adaptive systems and the importance of collaboration and cooperation in networks of businesses (meso-level) and individuals (micro-level) committed to sustainable development. At this level of analysis, it also addresses policy effectiveness on issues including heritage preservation and workforce development. The most pressing sustainability issue facing tourism, and society in general, is climate change. Dr Days current research interests incorporate climate change mitigation, adaptation, and efforts to build resilience in the tourism system.

Dr Day is also developing research projects designed to further understand individual (micro-level of analysis) behavioral responses to sustainability while traveling. In these studies, he plans to address the impacts of marketing and behavioral economics on individual behavior. The challenge of changing behavior to improve sustainability outcomes offers great opportunity to make a positive impact.

## 6. Other Evidence of National and International Recognition and Service

### 6.A Editorial Positions

<b>Role</b>	<b>Publication</b>
Theme Editor – Sustainable Tourism Editorial Board	International Journal of Tourism Cities
Editorial Board	Journal of Vacation Marketing
Editorial Board	Tourism Analysis
Editorial Board	Events and Tourism Review
Editorial Board	Journal of Convention and Event Tourism

2020 Dr Day Received the Literati Award for Outstanding Reviewer from the International Journal of Tourism Cities.

Dr Day is the Guest Editor of a Special Edition “*Sustainable Tourism In Urban Destinations*” of the International Journal of Tourism Cities.

Dr Day is also the Guest Editor for a Special Edition “*Advances in Sustainable Tourism and Responsible Travel*” for Sustainability.

### 6.B Ad hoc Journal Reviewer

Dr Day reviews for several tourism and hospitality publications. They include

Journal of Hospitality and Tourism Insights	Anatolia
Journal of Sustainable Tourism	International Journal of Contemporary Hospitality Management
Journal of Destination Marketing and Management	International Journal of Tourism Cities
Journal of Hospitality and Tourism Research	Journal of Quality Assurance in Hospitality and Tourism
Annals of Tourism Research	Annals of Leisure Research
Journal of Sustainable Tourism	Sustainability
Journal of Hospitality and Tourism Research	Tourism Management

Dr Day also reviews for tourism and hospitality conferences including:

- Hospitality Graduate Conference
- APTA
- TTRA
- i-Chrie

## B. LEARNING

### 1. Courses Taught

Courses	2009		2010			2011		2012		2013		2014		2015		2016		2017	
	Fa	Sp	Fa	Sp	Sp	Fa	Sp	Sp	Fa	Sp	Sp	Fa	Sp	Fa	Sp	Fa	Sp	Fa	
HTM 173	Introduction to Tourism Management																		
HTM 212	Intro to Mgt and Org Behavior in HTM																		
HTM 370	Sustainable Tourism																		
HTM 531	Marketing 2																		
HTM 603	Graduate Seminar - Teaching																		

Courses	2018			2019			2020			2021	
	Sp	Su	Fa	Sp	Su	Fa	Sp	Su	Fa	Sp	Fa
HTM 370	Sustainable Tourism										
HTM 463	Advanced Event and Meeting Mgt										
HTM 531	Marketing 2										
HTM 532	Marketing 2 (online)										
HTM 603	Graduate Seminar - Teaching										

### 2. Course Evaluations

The following are the course evaluations for classes taught during the last three years. Grey spaces indicate where evaluation questions changed between semesters.

2021

Semester	Sp21		Fa 21		
	Course	370b	370a	531	31 (Online)
Respondents		9/16	12/27	3/7	6/14
The class activities are well prepared and organized		4.22	3.42	3.67	4.60
The assignments aid me in achieving the class objectives.		4.56	4.33	4.33	4.33
The projects or laboratories aid me in achieving the class objectives. [where relevant]		4.67	4.17	4.33	4.00
The tests or exams aid me in achieving the course objectives. [where relevant]		4.33	4.08	4.67	4.33
The instructor clearly explains material so that I can understand it		4.44	4.17	4.00	4.33
The instructor effectively answers students' questions.		4.89	4.75	4.00	4.67
The instructor seems to care about my learning in this course.		4.67	4.67	4.33	4.67
The instructor makes time to help students.		4.89	4.67	4.00	4.67
The instructor is fair in evaluating my performance in the course.		4.78	3.75	4.33	4.33
The instructor created an inclusive learning environment.		4.56	4.50	4.33	4.83
The instructor encouraged me to ask questions		4.67	4.50		
The instructor challenged me to do my best work.		4.44	4.33	4.33	4.67
I understand what is expected of me in this course.		4.44	3.58	3.67	4.50
The webpage is organized to promote my success in the course		4.56	3.92		
My instructor acknowledged and respected diverse groups of people				4.67	4.83
The instructor returned assignments in a timely manner.				2.67	3.00
The instructor taught the class in a way that was appropriate for the stated level of the course.				4.00	4.50

2020

Semester	Fa2020	Fa2020
Course	HTM531	HTM531online
Respondents	4/8	4/20
The instructor created a welcoming and inclusive classroom environment	4.75	4.50
The activities are well prepared and organized	3.75	4.50
The Assignments aid me in achieving class objectives	4.00	4.50
The projects or laboratories aid me in achieving the class objectives	3.67	4.75
The examinations aid me in achieving the class objectives	4.00	4.75
The instructor clearly explains material so we can understand it.	4.00	4.75
The instructor is open to my questions and effectively answers them	4.50	4.75
The instructor seems to care that I learned this material	4.75	4.75
The instructor willingly makes time to help other student and me	4.75	5.00
The instructor is fair and consistent in evaluating my performance	4.50	4.25
My instructor encouraged me to ask questions	4.75	4.75
The instructor challenged me to do my best work	4.50	4.50
I understand what is expected of me in this course	4.25	4.50
The course webpage is organized to promote my success in this course	4.00	4.50
The instructor returned assignments in a timely manner	4.50	3.00

Semester	Su 2020
Course	HTM462 Online
Repondents	7/14
The course has clearly stated objectives	4.86
The syllabus is an accurate guide to the course requirements	4.86
Required Course Activities are consistent with the course objectives	4.86
The course material is pertinent to my professional training.	4.67
Exams accurately assess what I have learned in this course	4.29
My instructir attempts to relate my present learning to my work in future profession	4.86
My instructor is knowledgeable about the course topic	5.00
My instructor is effective in teaching the subject matter of this course	4.86
My instructor helps me understand the material	4.71
My instructor appears interested in teaching	5.00
Overall I'd rate this course as	4.29
Overall , I'd rate this instructor as	4.86

Semester	Sp 2018		Fa 2018		Sp 2019		Su 2019	Fa 2020
Course	htm 462	htm 602*	htm 531	Htm 531 online	htm 370	htm 462	Htm 531 online	HTM 370
Respondents	2/11	5/11	3/10	7/18	11/31	7/24	6/14	12/32
<b>Overall I would rate this course as</b>	4.0	3.9	4.3	4.0	4.4	3.9	3.3	4.8
<b>Overall I would rate this instructor</b>	4.5	4.0	4.3	4.0	4.7	4.8	3.5	4.9
The course has clearly stated objectives	3.5	4.3	4.8	4.6	4.1	4.5	3.3	4.8
The syllabus is an accurate guide to course requirements	3.0	3.7	4.0	4.4	4.4	4.1	4.0	4.6
Required Course Objectives are consistent with course objectives	4.5	4.3	4.3	4.4	4.3	4.2	4.0	4.8
The course material was pertinent to my training	4.5	4.7	4.0	4.2	4.1	4.3	4.0	4.6
Exams accurately assess what I learned in class	4.0	4.3	3.8	4.0	4.1	4.0	4.3	4.6
The Instructor attempts to relate my present learning to work in my future profession	5.0	4.8	4.3	4.6	4.6	4.9	4.5	5.0
The Instructor is knowledgeable about course topics	5.0	4.3	4.3	4.4	4.9	4.9	4.5	5.0
My instructor is effective in teaching the subject matter of this course	3.5	4.0	4.0	4.3	4.6	4.6	3.0	4.9
My instructor helps me understand the material	4.5	4.0	5.0	4.0	4.6	4.6	3.5	4.9
My instructor appears interested in teaching	5.0	4.0	4.8	4.0	4.9	4.8	4.5	5.0

### 3. Contribution to Course and Curriculum Development

**Graduate Program Course Review:** Dr Day is the project lead on the course review for all graduate courses offered by HTM and CSR. The project involves collaborating with faculty to ensure current offerings are fresh and dealing with contemporary issues and current techniques, and identifying new courses for the graduate programs.

**Online Masters of Science Graduate Curriculum and Course Development:** Dr Day was the project lead on the development of online Masters program. The development of the new program required competitive analysis, and the development of 6 new courses.

**Meetings and Events Minor:** Dr Day was a member of the team that designed the Meetings Minor course progression. The minor is comprised of 4 courses that build to ensure graduates are prepared to enter the meetings industry.

### 4. Preparation of teaching materials

Dr Day has prepared teaching materials for each of the classes he teaches including HTM 173 Introduction to Tourism Management, HTM 212 Introduction to Leadership and Management in Tourism and Hospitality, HTM 370 Sustainable Tourism, HTM 463 Advanced Event and Meeting Planning, and HTM531 Marketing 2. HTM 370 and HTM 462 are new courses in the curriculum. Dr Day received a grant to write the text for HTM370.

### 5. Experimentation in teaching methods and techniques

Dr Day is committed to creating significant and meaningful learning experiences for his students. An early participant in Purdue's Impact Learning Program, Dr. Day ensures that experimentation and adoption of new pedagogies are tied to learning objectives. Dr Day was an early adopter of Purdue designed learning tools including Mixable (A purpose built social network for classrooms). His interest in



the application of new technologies resulted in his participation in the pilot for a new learning management to replace Blackboard.

Dr Day ensures that students experience “real world” challenges as they build their knowledge. He incorporates service-learning and problem-based learning as core elements of his classes. Dr Day partners with a range of organizations including the Center from Responsible Tourism, to provide students with opportunities to solve challenges currently faced by our industry. He has partnered with Earthcheck, the leading certification organization in sustainable tourism, to provide students ‘hands-on’ learning experiences with cutting edge technology. His classes feature a range of internationally renowned industry speakers.

Dr Day creates opportunities to gain greater understanding of the diversity of cultures faced by people engaged in hospitality and tourism. A recent participant of the CILMAR Intercultural pedagogy grant program, Dr Day is incorporating techniques to engender greater understanding of intercultural differences into his HTM 370: Sustainable Tourism.

## 6. Special Activities

Dr Day has led two Study Abroad programs.

- 2010        Australia – Sustainable Tourism in Australia
- 2017        Nepal – Nepal Tourism and Social Entrepreneurship (In conjunction with University of Guelph)

## 7. Teaching Recognitions and Awards

<b>Year</b>	<b>Award or Recognition</b>
2021/22	Purdue University Teaching for Tomorrow Fellowship Award (Senior Faculty)
2019	Bruce I Lazarus Teaching Award
2019	CILMAR Intercultural Pedagogy Grant
2017	Nominee: University Residences Favorite Faculty Award
2015	Purdue Affordable Text Grant
2014	Impact Fellow
2013/14	Purdue University Teaching for Tomorrow Fellowship Award (Junior Faculty)
2010	HTM Nominee – Mary I. Matthews Outstanding Undergraduate Teacher Award
2009	Provost’s Service-Learning Grant
2009	Bruce I Lazarus Teaching Award

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## C. ENGAGEMENT

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### 1. Major Programs

**Sustainable Tourism and Responsible Travel Lab (STARTlab).** The STARTlab undertakes a range of research and advocacy activities to promote sustainable tourism and responsible tourism. The website, [www.sustainabletourismandresponsibletravel.com](http://www.sustainabletourismandresponsibletravel.com) provides tourism industry information on a range of sustainable tourism topics.

**Travel Care Code Initiative.** The Travel Care Code Initiative is a collaboration with both industry and other universities to promote responsible travel. The outreach program provides consumers information on how to travel more sustainably. The Travel Care Code also provides a service learning experience for students seeking to hone their skills in digital marketing. [www.travelcarecode.org](http://www.travelcarecode.org)

**Indiana Tourism Research and Insights Project – IOTD Barometer** Between 2014 and 2020, Dr Day provided the Indiana tourism industry information on key indicators of the health of the industry and marketing tips to assist their business development. The information was distributed each month by the Indiana Office of Tourism Development through their industry newsletter and the information was hosted on their website. In addition, Dr Day conducted several studies assessing industry sentiment.

**Heritage Tourism in the North Central Region:** This program focused on successful development of heritage tourism projects in the 12 states of the North Central Region of the United States. The project brought together consultants and research and academic faculty from Purdue University, the University of Nebraska, University of Missouri and Michigan State University. The program developed learning modules for communities interested in developing heritage projects and delivered a series of 7 webinars.

**Development of Sustainable Tourism in the Orinoquia region of Colombia:** Following 50 years of civil unrest, the Orinoquia region of Colombia, is building the foundations for a sustainable tourism industry. In 2016/2017 Dr Day joined team from Purdue University to work with stakeholders in the region to discern the steps necessary to create sustainable growth in both agriculture and tourism. The project resulted in the presentation of three projects as well as training in several regional centers and the capital, Bogota.

Training presentations and stakeholder workshops were conducted in the following locations.

July 2017	Opportunities for Tourism in the Orinoquia: Senior Executive Brief	Bogota
August 2017	Opportunities for Tourism in the Orinoquia	Yopal
October 2017	Tourism in the Orinoquia – Key Considerations	Yopal, Villavicencio
Dec 2017	Tourism in the Orinoquia – Key Considerations 2	Yopal Bogota

## 2. Media Outreach

Dr Day has an active media outreach program designed to raise awareness of responsible travel activities and encourage sustainable tourism. Dr Day has been featured in national print and broadcast media. Some examples of media coverage include:

- KCBS Radio: Can responsible tourism become a reality post-pandemic? <https://kcbsradio.radio.com/media/audio-channel/can-responsible-tourism-become-a-reality-post-pandemic> (Sept. 7, 2020)
- Top of Mind with Julie Rose/BYU Radio: A vision of travel that leaves the destination better than you found it <http://www.byuradio.org/episode/72cc72f6-c33b-4e1a-b9c4-487376ab9fac/top-of-mind-with-julie-rose-prosecuting-isis-terrorists-netflix-ghost-restaurants?playhead=1572&autoplay=true> (Sept. 7, 2020)
- New York Times: Move over, sustainable travel. Regenerative travel has arrived. <https://www.nytimes.com/2020/08/27/travel/travel-future-coronavirus-sustainable.html> (Aug. 27, 2020)
- Aerospace America: Virtual travel <https://aerospaceamerica.aiaa.org/features/virtual-travel/> (July 9, 2020)
- Roadtrippers: Planning a post-quarantine road trip: How to travel safely and responsibly in a changing world <https://roadtrippers.com/magazine/planning-a-post-quarantine-road-trip/> (June 1, 2020)
- Las Vegas Review-Journal: Will Las Vegas casinos' safety plans help lure back visitors? <https://www.reviewjournal.com/business/casinos-gaming/will-las-vegas-casinos-safety-plans-help-lure-back-visitors-2040260/> (June 1, 2020)
- National Geographic: Is it safe to travel now? It depends. <https://www.nationalgeographic.com/travel/2020/05/safety-tips-to-help-you-travel-again-during-covid-19-cvd/> (May 29, 2020)
- Chicago Tribune: Goodbye breakfast buffets and notepads, hello germ-zapping robots. How hotels are doubling down on hygiene – and what that means for your next stay. <https://www.chicagotribune.com/coronavirus/ct-coronavirus-chicago-hotels-ramp-up-cleaning-20200430-lsiwedq655hmbb6khxeozyy6q-story.html> (May 1, 2020)
- HospitalityNet: COVID-19: A stress test for sustainable development in hospitality? <https://www.hospitalitynet.org/panel/125000047/126000550.html> (April 3, 2020)
- Las Vegas Review-Journal: Sin City's new slogan is set to launch Sunday evening [https://www.reviewjournal.com/?p=1943561?itm\\_source=parsely-api](https://www.reviewjournal.com/?p=1943561?itm_source=parsely-api) (Jan. 27, 2020)

Dr Day is a regular participant in expert panels on sustainable tourism and responsible travel.

- HospitalityNet: [World Panel on Sustainability in Hospitality.](#)
- Sustainability Leaders Project: [Panel on Sustainable Tourism](#)

Dr Day is a contributor to Purdue's Associated Press Video Hub. In 2021/22 he completed three videos distributed through the AP.

- Travel Expert on responsible vacationing
- Tourism expert on holiday travel, current trends
- Tourism expert explores impact of space tourism on launch communities.

### 3. External Courses

2017 **Sustainable Tourism Destination Management and Marketing**. Development and delivery of educational program presented by the United Nations World Tourism Organization and Caribbean Tourism Association. This activity was conducted for the Global Sustainable Tourism Council.

2010-2020 **Knowledge Management | International Business**. Development and/or Delivery of courses designed for M.B.A students from the South China University of Technology.

2011 **Sustainable Tourism** Certified Destination Marketing Executive Program/Destination Marketing Association International

2006 **International Marketing for Destination Marketing Organizations**: Certified Destination Marketing Executive Program/ Destination Marketing Association International.

Dr Day is currently working with two external universities on curriculum and course development. He is working with a team from Urgench State University, **Uzbekistan**, on a MOOC (Massive Open Online Course) to support the sustainable development of ecotourism in Uzbekistan. He is also working with EAFIT (Escuela de Administración, Finanzas e Instituto Tecnológico) on the Development of a management and leadership curriculum for the hospitality industry in **Colombia**.

### 4. Industry Presentations

Year	Topic	Venue/Organizer
2019	<i>Traveling with Care</i>	Ensemble Travel Group – Annual Convention – Key Note/Panel Facilitation
2018	<i>Indiana Climate Change Impact Assessment – Tourism and Recreation</i>	Indian Dunes, Indiana
2018	<i>Creating a Vision for a Destination: South Shore Leadership Center Vision Project</i>	South Shore, Indiana
2017	<i>Sustainability Certifications and their Benefits – presentation/panel moderation</i>	Global Sustainable Tourism Council: Global Sustainable Tourism Conference Aysen-Chile
2015	<i>Taking Time Off - The Intersection of Wellbeing research, Tourism and Policy</i>	Tourism Colloquium: Tourism, Health and Wellbeing Series
2015	<i>Market Trends for Agritourism ( with Indiana Office of Tourism Development)</i>	2015 Indiana Horticultural Congress
2014	<i>Challenges and Opportunities for Sustainable Tourism Knowledge Management in Academia</i>	An Hui Normal University, Wuhu, China
2014	<i>Facilitator: Rural, Regional and Tribal Heritage Tourism</i>	CHT Exchange, Washington DC

2014	<i>The Importance of Collaboration: Academic Best Practices and Practical Advice</i>	SETTRA Conference, Lexington Kentucky
2014	<i>Customer Trends: Rural Heritage Tourism</i>	2014 Indiana Horticultural Congress
2013	<i>Indiana Dunes Tourism – Industry Seminar</i>	Destination Marketing Association International Conference
2013	<i>Three major trends impacting tourism (and how you can take advantage of them)</i>	Indiana Dunes Tourism – Industry Seminar
2013	<i>Strategies for Sustaining Rural Heritage Tourism</i>	2013 Indiana Horticultural Congress
2012	<i>Heritage Tourism: Marketing and Product Development</i>	Webinar: North Central Regional Rural Development Center Series
2011	<i>5 Trends in Tourism</i>	Big 10 Institute – Alumni Group Travel Seminar
2010	<i>Competitive and Sustainable Tourism Destinations: Doing Things Right and Doing the Right Things</i>	Indiana Association of Convention and Visitors Centers
2010	<i>Economic and Social Impacts of the Gulf Oil Spill: Examining the Impacts on the Tourism System. Presented with Sandra Sydnor</i>	Purdue Global Sustainability Initiative - Oil Spill Response Series
2010	<i>A Sustainable Future: Social Responsibility and the Role of DMOs: Facilitator</i>	Destination Marketing Association International Annual Conference
2009	<i>A Conversation on Responsible Tourism: Community Development Panel</i>	Hoosier Hospitality Conference
2007	<i>Destination Branding: 5 Key Questions to Ask about Destination Brands, Destination Development and the Future of your Destination.</i>	2 <sup>nd</sup> International Conference on Destination Branding and Marketing: IFT Macao
2005	<i>Destination Branding</i>	1 <sup>st</sup> International Conference on Destination Branding and Marketing: IFT Macao
1990-2007	<i>Tourism Industry Briefings: The Markets in the Americas: Effective Marketing Techniques (annual industry briefings)</i>	Tourism Queensland (1989-1992; 1996-2007) New Zealand Tourism Board (1992-1995)
1994	<i>Introduction to Incentive Travel: Full day seminar</i>	Society of Incentive Travel Executives
1992	<i>The Marketing Plan – An Essential Tool in a Changing Environment</i>	ITIX 92 5 <sup>th</sup> Annual Travel Industry Expo
1992	<i>The Incentive Travel Market</i>	UNDP/WTO Project – Fellowship Program in Tourism Destination Marketing

## 5. Technical Papers and Industry Resources

- Bromm, H., & Day, J. (2021). *Sustainable Tourism Challenges - System Change: Slovenia Tourism's Green Scheme*. West Lafayette, Indiana
- Day, J. (2021). *Sustainable Tourism Challenges- Getting Started: Sustainable Tourism Supply Chain Management* West Lafayette, Indiana
- Larrabee, K., & Day, J. (2021). *Sustainable Tourism Challenges: Change Management - Teton County* (2021:1). West Lafayette, Indiana
- McConnell, M., & Day, J. (2021). *Sustainable Tourism and the Climate Crisis: A Travelers Guide to Low Carbon Travel*. West Lafayette, Indiana
- Day, J., & Romanchek, J. L. (2020). *Sustainable Tourism for Destinations: Insights from the GSTC Destination Criteria 2.0 for Sustainable Tourism*
- Day, J. (2018). *Sustainable Tourism Model: An Integrated Systems Approach to managing Tourism Growth - A Destination Marketing Organization Perspective*. West Lafayette, Indiana:  
<https://www.purdue.edu/colombia/partnerships/orinoquia/docs/3241%20An%20Integrated%20Systems%20Approach%20to%20Managing%20Tourism%20Growth.pdf>
- Day, J., Widhalm, M., Chin, N., Dorworth, L., Shah, K., Sydnor, S., & Dukes, J. (2018). *Tourism and Recreation in a Warmer Indiana: A Report from the Indiana Climate Change Impacts Assessment*
- Day, J., & Sydnor, S. (2014). *Experiencing the Art Gallery: Six Insights to Enhance the IMA Experience*
- Day, J. (2012). *Indiana Council on Tourism - Futures Workshop*
- Day, J. (2012). *Forum: The Future of Cultural and Heritage Tourism in Indiana*
- Day, J., & Shi, Z. L. (2012). *Value of Business Meetings: A Review of Current Literature on the Value of Meetings*
- Day, J., & Gordon, S. (2011). *Diversity and Destination Management Organizations: Lessons from the Hospitality and Tourism Industry*
- Day, J., Quadri, D., & Jones, D. (2011). *Boutique and Lifestyle Hotels: Emerging Definitions*
- Day, J. (2010). *Destination Marketing Organizations and Sustainability: A Discussion Paper and Survey Results*
- Day, J., & Karani, A. (2010). *Recent Articles on Hotel Environmental Management Programs from Hospitality Journals*

## 6. University, College and Departmental Administrative Service

### 6.A. Service to the University

2018-present		Graduate Council Member
2020-present		Graduate Council Executive (Chair- Area Committee A)
2017-2018	Chair	University Senate – Sustainability Subcommittee
2014		Canvas (learning management system) review committee
2011		Honors College Taskforce
2009-2022		Purdue Climate Change Research Center – Research Associate
2009-present		Center for the Environment
2018-present		Center for the Environment – Sustainable Communities Cluster

### 6.B. Service to the College

2022		Search Committee- Associate Dean – Research
2021/22	Co-Chair	Signature Research Area: Sustainable and Thriving Communities and Organizations
2020-present		Research Advisory Council
2020		Strategic Planning (HHS) Committee
2020	Co-Chair	Global/National/Local/Sustainable Engagement Subcommittee
2017- Present		Graduate Educational Policy and Curriculum Committee (GEPCC)
2017		HHS Honors Program Coordinating Committee

### 5.C Service to the School

**Director – Graduate Program** Dr Day oversees the graduate program for SHTM. As such he is responsible for the efficient operation of the program including recruitment, admission processing, and ongoing support of the graduate students. Dr Day is the academic advisor for all residential and online graduate students (Between 80-100 students). Dr Day manages the HTM Graduate Awards and Fellowship programs. He represents HTM on the HHS GEPCC and Chairs the SHTM Graduate Policy Committee.

**Project Lead – Online Masters of Science Program** Dr Day was the project lead for the development and operationalization of the Online Masters program. Activities included liaison with third party vendor, Wiley, competitive and market analysis, as well as the development of a new curriculum for mid-career executives. Dr Day supervised the development and approval for 6 new courses to be included in the new online curriculum.

#### Other Service Includes:

2018-present	Chair	Graduate Policy Committee
2011 – 2016	Chair	Scholarships Committee
2015 – 2016	Chair	Strategic Planning Committee
2016 - 2018		Asst Director – Graduate Program

2013- 2015	Member	Strategic Planning Committee
2015		Meetings Minor Work Group
2012		Publication Ranking Criteria Ad hoc Group
2010		Faculty Search Committee
2008-presnt	Associate	Purdue Tourism and Hospitality Research Center

## 7. Public and/or Governmental Administrative Service

**Competencies for the Hospitality Industry:** Dr Day contributed the development of the [Hospitality, Tourism, and Events Competency Model](#) (2017) The model was developed for the Dept of Labor’s Competency Model Clearinghouse by the Employment and Training Administration with input from the National Travel and Tourism Office of the Dept of Commerce, and subject experts from tourism associations and academia.