

# Dr. Kate Price-Howard

## Curriculum Vitae

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### CONTACT INFORMATION:

Lisa Kate Price-Howard  
Assistant Professor  
pricek@troy.edu

### EDUCATIONAL BACKGROUND:

- 2011 Ph.D. Parks, Recreation, and Tourism University of Utah; Salt Lake City, UT  
Department of Parks, Recreation, and Tourism  
*Dissertation Title:* Predicting Vacation Rental Intentions Using the Theory of Planned Behavior along the Florida/Alabama Gulf Coast  
*Chairs:* Dr. Edward Ruddell, Dr. Dan Dustin
- 2000 M.S. in Recreation Administration  
Florida International University; Miami, FL  
Department of Health, Physical Education, and Recreation
- 1996 Emphasis in Therapeutic Recreation  
Florida International University; Miami, FL  
Department of Health, Physical Education, and Recreation
- 1990 - 1992 B.S. in Parks and Recreation (Dean's List)  
Florida International University; Miami, FL  
Department of Health, Physical Education, and Recreation  
Minor: Exercise Physiology
- 1998 – 1990 Auburn University  
Auburn, AL  
Major: Recreation and Sports Medicine

### TEACHING EXPERIENCE

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Instructor of Record

*Troy University*

*School of Hospitality, Sport, and Tourism Management*

*Asst. Professor*

HSTM 2201 Leisure & Society

8 Courses; 2015 - Present

HSTM 3301 Social Psychology of Leisure

7 Courses; 2013 - 2015

HSTM 3340	Principles of Recreation	7 Courses; 2013 - Present
HSTM 3372	Hospitality Management	8 Courses; 2013 - Present
HSTM 3374	Hotel Management	6 Courses; 2013 - 2017
HSTM 3345	Recreation Programming	7 Courses; 2013 - Present
HSTM 4425	Human Resource Management in Hospitality	7 Courses; 2013 – Present
HSTM 4466	Restaurant Management	5 Courses; 2013 - Present
HSTM 4420	Hospitality Revenue Management	3 Courses; 2013 - Present
HSTM 4465	Food & Beverage Service	2 Courses; 2014 – 2015
HSTM 4465	Hospitality Service	3 Courses; 2016 - Present
HSTM 4470	Revenue Generation	8 Courses; 2013 - Present
HSTM 4450	Event Management	1 Course; 2016
HSTM 4460	Leadership Principles in Hospitality, Sport And Tourism Management	2 Courses; 2016 - Present
HSTM 4423	Current Issues in Hospitality	2 Courses; 2016 - Present
HSTM 4493	Guided Independent Study	2 Courses; 2017 - 2019

***University of West Florida***

***Adjunct Department of Hospitality, Recreation and Resort Management***

LEI 3140 Leisure and Society Spring 2009

***University of Utah***

***Department of Parks, Recreation, and Tourism***

Fall 2003 – Spring 2006

PRT 3310	Leisure Behavior and Human Diversity (online), 2 Courses
PRT 3320	Recreation Programming and Leadership, 2 Courses
PRT 1120	Outdoor Cooking & Camping, 2 Courses
PRT 5390	Parks, Recreation, and Tourism Management, 1 Course

***Florida State University***

***Adjunct Department of Recreation and Leisure Services Administration***

LEI 4923 Commercial Recreation and Tourism Spring 2002

**PROFESSIONAL EXPERIENCE (FULL TIME):**

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***Go Play, Inc.*** (Incorporated since Jan 2006)

Jan 2002 – August 2013

**Recreation Consulting Company/Owner**

Gulf Shores, AL – Panama City Beach, FL

- Developed a recreation consulting company to create recreation departments and/or special events for resort and property management companies to enhance their guests' experience with value added amenities.
- Design and develop start-up recreation programs; facilitate team for large events for various companies (i.e., jazz festivals, magic conventions, wine festivals, Fourth of July community Parades, corporate teambuilding).
- Recruit, supervise, and manage college recreation interns in a commercial recreation setting

utilizing experiential education.

Past/Current Clients:

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|---------------------------------|-----------------------|-------------------------|
| ○ Sandestin Golf & Beach Resort | Destin, FL            | March – Aug 2012        |
| ○ Majestic Beach Resort         | Panama City Beach, FL | May 2012                |
| ○ TOPS'L Beach & Racquet Resort | Destin, FL            | May 2010 – Aug 2013     |
| ○ Cottage Rental Agency         | Seaside, FL           | May 2010 – Sept 2011    |
| ○ Edgewater Beach & Golf Resort | Panama City Beach, FL | May – Sept 2010 - 2012  |
| ○ Cottage Rental Company        | Rosemary Beach, FL    | Summer 2009 – 2013      |
| ○ Laketown Wharf                | Panama City Beach, FL | Summer 2009             |
| ○ Seaside Merchants Association | Seaside, FL           | May 2000 – 2011         |
| ○ Shores of Panama              | Panama City Beach, FL | Summer 2008 - 2010      |
| ○ ResortQuest                   | Breckenridge, CO      | Spring 2008             |
| ○ ResortQuest                   | Northwest Florida     | Summer 2003 - 2007      |
| ○ Dunes of Panama               | Panama City Beach, FL | Summer 2007             |
| ○ Spectrum Resorts              |                       |                         |
| ▪ The Beach Club,               | Gulf Shores, AL       | Summer 2007 – 2012      |
| ▪ Turquoise Place               | Orange Beach, AL      | Summer 2010 - 2011      |
| ○ Sterling Resorts              | Destin, FL            | Summer 2006 – Dec 2013  |
| ○ Wildly Different Events       | Las Vegas, NV         | Feb 2008/2009/2010      |
| ○ MAGIC Magazine                | Las Vegas, NV         | Aug 2004/2007/2009/2011 |
| ○ Gulf Shores Plantation        | Gulf Shores, AL       | Summer 2004-2006        |
| ○ MBC Resort Promotions         | Pensacola Beach, FL   | Summer 2006             |
| ○ The Resorts of Pelican Beach  | Destin, FL            | January 2002 – Aug 2006 |

***ResortQuest/A Gaylord Entertainment Company***

January 2000 – September 2007

**Director of Recreation**

Perdido Key, FL to Panama City Beach, FL

- Designed and restructured recreation department. Started with *TOPS'L Beach and Racquet Resort* and expanded department throughout Northwest Florida to encompass fifteen resorts during summer of 2006 and 2007.
- Designed, implemented, and promoted recreation programs to encompass all Children's programs, Family and Teen events, Corporate Team Building for group sales, Winter Guest Programs for adults, and employee morale events.
- Developed Recreation Internship Program, awarded an approved internship property for Resort & Commercial Recreation Association; 2002 through 2007, supervised 236 interns during six-year period.

***Hawk's Cay Resort***

August 1996 – November 1999

**Director of Recreation/Conference Services Manager**

Duck Key, FL

- Designed and restructured recreation department from an external company to an in-house department, saving company \$139,000 — taking the department from negative \$149,000 per year to negative \$10,000 for the amenities.
- Developed, programmed, and managed all recreation programming for resort guests of all ages and corporate recreation programs for the group sales and conference services department; including bicycle rental division, kayak excursions, and boat rentals and maintained all pool decks and beach areas for all guest areas.

- Served as recruiter for the Recreation Internship Program and had significant role in selection, training, and evaluation process of interns on a quarterly basis for year-round programs.

<b>Recreation Therapist</b>	Lower Florida Keys Health Systems, Key West, FL	1995 –1996
<b>Server/Trainer</b>	T.G.I. Friday’s {Miami International, FL/New Orleans, LA/Key West, FL}	1992 – 1996
<b>Activity Director</b>	Marathon Manor, Inc. Marathon, FL	1993 –1995
<b>Novelty System Manager</b>	GK Enterprises, Metairie, LA Sub-contractor for Barbara Coppersmith and Associates	1992
<b>Assistant Entertainment Agent/Intern</b>	Barbara Coppersmith and Associates, Metairie, LA Entertainment Agency	1992

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### PROFESSIONAL EXPERIENCE (PART-TIME):

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SCUBA Diver Technician	<i>Le Reve</i> Aqua Theatrical Production Las Vegas, NV	2009 - 2011
Event Staff/Recruiter	Wildly Different Orlando, FL Corporate teambuilding events	2008 - 2010
Event Staff	Resort Sports, Inc. Ft. Myers, FL Corporate teambuilding events	1998 - 1999
Head Counselor/ Water-ski Instructor	Camp Danbee for Girls, Peru, MA	1993
Counselor/ Weight-Training Instructor	Camp Taconic, Hinsdale, MA	1991
Kid’s Fitness Counselor	Pensacourt Fitness Club, Pensacola, FL	1990
Youth Director	Langdale United Methodist Church, Valley, AL	1990
Youth Coordinator	Carnival Cruise Line, Miami, FL	1989 - 1990
Youth Coordinator	Norwegian Cruise Line, Miami, FL	1989
Beach Brigade Counselor/ Special event staff	Holiday Inn, Navarre Beach, FL	1986 - 1988

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### BOOKS:

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Crossley, J., Rood, S., **Price-Howard, K.**, Brayley, R., & Holdnak, A. (2018). *Commercial Recreation and Tourism: An Entrepreneurial Approach* (7<sup>th</sup> Edition). Urban, IL: Sagamore-Venture Publishing.

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### REFEREED JOURNAL ARTICLES:

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**Price-Howard, K.**, Crossley, J. & Holdnak, A. (2019). *A Longitudinal Analysis of Music Tourism Impacts*. Accepted. *Journal of Tourism Insights*. Expected Fall 2019.

Dixon, A., Holladay, P., Xu, S., **Price-Howard, K.** (2019). Stakeholder perceptions of tourism assets and sustainable tourism development in Da Nang, Vietnam. *Enlightening Tourism*. A pathmaking journal, [s.l], v.8, n.2, p. 74-98, Dec. 2018. Issn 2174-548x.

Matise, M., & **Price-Howard, K.** (accepted). *A pilot study utilizing Ecotherapy as a Therapeutic Modality for persons with trauma-related stress disorder*. *Journal of Military & Government Counseling*.

**Price-Howard, K.** & Holladay, P.J. (2014). Resorts, Resilience, & Retention after the BP Oil Spill Disaster of 2010. *Journal of Tourism Insights*. Vol. 5: Iss. 1, Article 2.

### **IN PROGRESS:**

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Holladay, P., Dixon, A., Xu, S., **Price-Howard, K.** Stakeholder perceptions of tourism assets for the gateway city of Da Nang, Vietnam. *Journal of Tourism Insights*. **Submitted & under review**

**Price-Howard, K.** (2019). Best Practices for Student Engagement in a Strictly Online Platform. *SCHOLE*. Vol. 34 Iss.2. - **Rewriting for submission**

### **INVITED TEACHING/RESEARCH PRESENTATIONS:**

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- **Price-Howard, K.**, Holdnak, A, & Holladay, P.J. “*A Look at the Economic Impact on the Florida/Alabama Gulf Coast after the BP Oil Spill Disaster of 2010*” for Ft. Walton Beach Chamber of Commerce, Tourism Committee. November 18, 2014.
- **Price-Howard, K.**, Professional Workshop -Three series presentation, “*Hospitality 101: Improving Customer Service; Motivation- Best of the Best; Attitude 101: Keeping it Positive*” Eden Condominiums. Perdido Key, FL. March 2014.
- INTERNATIONAL: **Price-Howard, K.**, GRMM 4110: Lectures on Recreation Management, “*Resort Recreation in North America,*” Gaming Teaching and Research Centre of Macao Polytechnic Institute, Macao, China. February 2014.

### **REFEREED RESEARCH PRESENTATIONS:**

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- **Price-Howard, K.**, ICHRIE Conference, "Title: Online Student Engagement: How does that work? What does that look like?" International Council for Hospitality, Restaurants, and Institutions Educators, New Orleans, LA, United States of America. (July 24, 2019).
- **Price-Howard, K.** (Presenter & Author), Lewis, H. (Presenter & Author), SECSA Conference, "The Benefits and Perceived Usefulness of Simulation Learning in Hospitality Education," Southeast, Central, and South America Federation of CHRIE, Sarasota, Florida, United States of America. (March 1, 2019).
- INTERNATIONAL: **Price-Howard, K.**, Lewis, H. & Schroeder, J. *Simulation learning from a face-to-face and online formats: challenges, successes, and students' perspective*. ICHRIE (International Council of Hotel, Restaurant, and Institution Educators). Oral Presentation. Palm Springs, CA. July 27, 2018.
- **Price-Howard, K.** *Best Practices for Student Engagement in a Strictly Online Platform*. The Academy of Leisure Science Annual Conference on Research and Teaching. Oral Presentation. Indianapolis, IN. February 22, 2018.
- **Price-Howard, K.** *Best Practices relating to Employer of Choice and the relation between Employee Retention and Customer Satisfaction Scores within the Hospitality Industry along the Florida/Alabama Gulf Coast*. Annual SECSA (Southeast, Central and South American) Federation Regional Conference. Oral Presentation. Miami, FL, March 14, 2017.

- **Price-Howard, K.** “*Music Concerts Are Making a Loud Noise: A Longitudinal Examination of the Tourism Impacts*”: Resort and Commercial Recreation Association Annual Conference. Oral Presentation. Palm Gardens, FL. November 2016.
- **Price-Howard, K., & Madison, L.** *Millennials: The power influence this generation is making on the hospitality industry.* Annual SECSA (Southeast, Central and South American) Federation Regional Conference. Oral Presentation. Auburn, AL. February 26, 2016.
- **Price-Howard, K., & Matise, M.** “*Heroes on the Water: Utilizing Ecotherapy as Therapeutic Modality Option for Persons with Post-Traumatic Stress*” American Therapeutic Recreation Association. Oral Presentation. San Antonio, TX. February 4, 2016.
- **Price-Howard, K., & Matise, M.** “*Treating Veterans with Post-Traumatic Stress Disorder with Ecotherapy*” Florida Mental Health Association. Oral Presentation. Orlando, FL. February 4, 2016.
- **Price-Howard, K., & Matise, M.** “*Ecotherapy as Therapeutic Modality for Veterans with Post-Traumatic Stress Disorder*”: Association of Outdoor Recreation and Education. Poster Presentation. Atlanta, GA. November 18, 2015.
- **Price-Howard, K.** “*An Examination of the Tourism Impacts of the Music Festivals in Panama City Beach, FL*”: Resort and Commercial Recreation Association. Sanibel Island, FL. November 2015.
- Holdnak, A., **Price-Howard, K., & Holladay, P.J.** “*Gulf Horizon Oil Spill: 5 years later. Impacts on Northwest Florida Coastal Tourism*”: National Outdoor Recreation Conference. Annapolis, MD. April 2015.
- INTERNATIONAL: **Price-Howard, K., Holdnak, A. & Holladay, P.J.** “*A Look at the Economic Impact on the Florida/Alabama Gulf Coast after the BP Oil Spill Disaster of 2010*”: World Leisure Congress. Mobile, AL. September 2014.
- **Price-Howard, K.** “*Resorts, Resilience, & Retention after the BP Oil Spill Disaster of 2010*”: Resort and Commercial Recreation Association. Amelia Island, FL. November 2013.
- Holdnak, A., Rood, S. & **Price-Howard, K.** “*Wage & Salary Study Report in Commercial Recreation - revisited*” Resort and Commercial Recreation Association Annual Conference. St. Petersburg, FL. November 2012.
- **Price-Howard, K.** “*Predicting Vacation Rental Intentions Using the Theory of Planned Behavior along the Florida/Alabama Gulf Coast*” Resort and Commercial Recreation Association. Sunriver, Oregon. November 2010.
- **Price-Howard, K. & Holdnak, A.** “*Wage & Salary Study Report in Commercial Recreation - updated*” Resort and Commercial Recreation Association. Paradise Island, Bahamas. November 2007.
- Moderator, *Educational Research Symposium*, Resort and Commercial Recreation Association. Paradise Island, Bahamas. November 2007.
- **Price-Howard, K.** “*Identifying Modal Salient Beliefs Relating to Visitor's Intention to Return to the Florida/Alabama Gulf Coast within the Vacation Rental Market*” Resort and Commercial Recreation Association. Paradise Island, Bahamas. November 2007.
- Holdnak, A. & **Price-Howard, K.** “*Wage & Salary Study Report in Commercial Recreation*” Resort and Commercial Recreation Association. Dubuque, IA. November 2006.

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#### **REFEREED PRACTITIONER-BASED PRESENTATIONS:**

- Moderator, “*Internship Spotlight*” Resort and Commercial Recreation Association. Dubuque, IA. November 2006.

- **Price-Howard, K.** “*Emergency Management Procedures*” Resort and Commercial Recreation Association. Dubuque, IA. November 2006.
- **Price-Howard, K. & Bolivar, B.** “*Internship Guidelines for Agency Supervisors*” Resort and Commercial Recreation Association. Sanibel, FL. November 2005.
- **Price-Howard, K.** “*Survivor? Recreation Professionals vs. Natural Disasters*” Resort and Commercial Recreation Association. Keystone, CO. November 2004.
- **Price-Howard, K. & Saddler, J.** “*Race Management – An additional revenue source*” Resort and Commercial Recreation Association. Sunriver, OR. November 2003.
- **Price-Howard, K. & Schloss, J.** “*How To Bring A Mascot To Life*” Resort and Commercial Recreation Association. Lake Lanier, GA. November 2002.
- **Price-Howard, K.** “*Juggling 101: Design a Successful Program for All Ages*” Resort and Commercial Recreation Association. Kiawah Island, SC. November 2001.

**INVITED PANELS:**

- **Price-Howard, K.** “*Customer Relationship Management – Striving for Loyalty*” for Walton Area Chamber of Commerce, Freeport, FL May 3, 2014.
- *Professional Spotlight.* Resort and Commercial Recreation Association. Keystone, CO. November 2004.
- *Eco-tourism Committee.* South Walton Tourist Development Council. Santa Rosa Beach, FL. January – August 2003.
- **Price-Howard, K.** “*The Benefits of the Disciplined Athlete throughout Life*” South Walton High School. Santa Rosa Beach, FL. September 2002.
- *Trends Institute.* Florida Parks and Recreation Management School. Haines City, FL. Feb 2002.
- *Design A Curriculum Program* for the Recreation and Leisure Studies Department at Johnson and Wales University in Providence, RI. March 1999.

**SERVICE:**

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2015 – 2019	South Walton Artificial Reef Association Lighthouse Family Retreat Active Chamber of Commerce member (multiple) Destin, FL; Walton County, FL; Ft. Walton Beach, FL; Panama City Beach, FL Troy University Emerald Coast Alumni Chapter Board Member (inducted August 2015 through present) Institutional Advisory Committee for Emerald Coast Technical College (January 2015 through present)
2014 – 2015	Active Chamber of Commerce member (multiple) Greater Pensacola, FL; Destin, FL; Walton County, FL; Ft. Walton Beach, FL; Perdido Key, FL; Panama City Beach, FL Lighthouse Family Retreat Volunteer (14 weeks - summer 2015) Vacation Bible School at Good News UMC July 2015
2013 – 2014	Active Chamber of Commerce member (multiple) Greater Pensacola, FL; Destin, FL; Walton County, FL; Ft. Walton Beach, FL; Perdido Key, FL; Panama City Beach, FL Lighthouse Family Retreat Volunteer (14 weeks - summer 2014)

	Vacation Bible School at Good News UMC July 2014	
2010 – 2012	Three Square Meal Program - Restaurant Week	Las Vegas, NV
2010	Wine Walk – Opportunity Village	Las Vegas, NV
2009	Orphan Hope Project, Inc. - Volunteer	Satellite, Guatemala
2005	Good News UMC – VBS Volunteer	Santa Rosa Beach, FL
2004 – 2006	After-School Program Nibley Elementary	Salt Lake City, UT
2005 – 2006	Rhythms of Life After-School Program	Park City, UT
1993 – 1999	Annual Reef Clean up - Diver	Marathon, FL

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### **PROFESSIONAL ORGANIZATIONS:**

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ICHRIE (International Council on Hotel, Restaurant, & Institution Education)	2016 - Present
SECSA (Southeast, Central & South America Federation)	2016 - Present
Director of Networking	July 2016 - Present
South Walton Artificial Reef Association	November 2018 - Present
Florida Restaurant & Lodging Association, member	August 2016 - Present
National Recreation and Parks Association, member.	1998 – 2014
American Therapeutic Recreation Association, member.	1994 – 98; 2001 – 03; 2015 -2017
Resort and Commercial Recreation, member.	1998 – Present
Committee: Internship Site Approval	2004 - 2011
Research Symposium Moderator, Paradise Island, Bahamas.	Nov 2007

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### **PROFESSIONAL CERTIFICATIONS:**

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Certification in Advanced Hospitality and Tourism Analytics (CAHTA), STR – Share Center (Smith Travel).	July 2019
Certified Hospitality Industry Analytics (CHIA) by American Hospitality & Lodging Educational Institute	November 2017
Certified Hospitality Educator (CHE) by American Hospitality & Lodging Educational Institute	July 2016
America Red Cross Lifeguard/First Aid/CPR for the Professional Rescuer	2008 - 2013
PADI Rescue Diver/Advanced Dive Certified/Emergency First Responder	2005 – Present
Certified Therapeutic Recreation Specialist by NCTRC	1996 – Present
Florida Master Naturalist, University of Florida IFAS extension	Summer 2003