

Dr. Kate Price-Howard

Curriculum Vitae

CONTACT INFORMATION:

Lisa Kate Price-Howard
Associate Professor
LKPrice@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

Instructor of Record

Troy University

School of Hospitality, Sport, and Tourism Management

Asst. Professor

HSTM 2201, Leisure in Society, 14 courses.

HSTM 2230 Introduction to Hospitality Management, 4 courses.

HSTM 3301, Social Psychology of Leisure, 5 courses.
 HSTM 3340, Principles of Recreation, 10 courses.
 HSTM 3345, Recreation Programming, 10 courses.
 HSTM 3372, Hospitality Management, 8 courses.
 HSTM 3374, Resort & Hotel Management, 7 courses.
 HSTM 4420, Hospitality & Tourism Financial Management, 4 courses.
 HSTM 4423, Current Issues in Hospitality, 4 courses.
 HSTM 4425, Human Resource Management in Hospitality, 8 courses.
 HSTM 4450, Event Management, 1 course.
 HSTM 4460, Leadership Principles in Hospitality, 2 courses.
 HSTM 4465, Hospitality Service, 7 courses.
 HSTM 4466, Restaurant Management, 7 courses.
 HSTM 4470, Revenue Generation in Hospitality, Sport, & Tourism Mngt, 12 courses.
 HSTM 4493, Guided Independent Study, 4 courses.

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):

Troy University,

Associate Professor,
 School of Hospitality, Sport and Tourism Management
 Hospitality Program Coordinator

August 1, 2013 – Present
 Ft. Walton Beach, FL

Go Play, Inc. (Incorporated since Jan 2006)
Recreation Consulting Company/Owner

Jan 2002 – Present
 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:

- | | | |
|---------------------------------|-----------------------|--|
| ○ Scenic Stays/Sundestin Resort | Destin, FL | May – Aug 2021 |
| ○ University of Memphis | Memphis, TN | Aug 2020 |
| ○ Bay Creek Golf Resort | Cape Charles, VA | March – Sept 2020 |
| ○ Baytowne Adventure Zone | Miramar Beach, FL | May – Aug 2019 |
| ○ Sandestin Golf & Beach Resort | Miramar Beach, FL | March – Aug 2012 |
| ○ TOPS'L Beach & Racquet Resort | Destin, FL | May 2010 – Aug 2013;
Summer only 2014- 2021 |
| ○ Majestic Beach Resort | Panama City Beach, FL | May 2012 |
| ○ 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
Director of Recreation

January 2000 – September 2007
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
Director of Recreation/Conference Services Manager

August 1996 – November 1999
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.

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

PROFESSIONAL EXPERIENCE (PART-TIME):

SCUBA Diver Technician	<i>Le Reve</i> Aqua Theatrical Production Las Vegas, NV	2009 - 2011
Event Staff/Recruiter	Wildly Different Orlando, FL	2008 - 2010
	Corporate teambuilding events	
Event Staff	Resort Sports, Inc. Ft. Myers, FL	1998 - 1999
	Corporate teambuilding events	
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

BOOKS:

Crossley, J., Rood, S., Brayley, R., **Price-Howard, K.**, & Holdnak, A. (2018). *Introduction to Commercial Recreation and Tourism* (7th edition). Urbana, IL, USA: Sagamore Venture Publishing.

REFEREED JOURNAL ARTICLES:

Lewis, H., **Price-Howard, K.** (2021). Worlds collide: Traditional Classroom Meets Online Learning Journal of Hospitality and Tourism Research. Volume: 45, Issue 5. Pp. 924-925. <https://doi.org/10.1177/10963480211011542>

Holladay, P., Dixon, A., Nguyen, M., Bao L. Nguyen, B., Shuangyu Xu, S., & **Price-Howard, K.** (2019). Stakeholder perceptions of Da Nang, Vietnam as a tourism gateway city. Journal of Tourism Insights; Vol. 10: Iss. 1, Article 8. <https://doi.org/10.9707/2328-0824.1089>;

Matise, M. J. & **Price-Howard, K.** (2020) “A pilot study utilizing ecotherapy as a therapeutic modality for persons with trauma-related stress disorders” – The Practitioner Scholar; Volume 2. <https://www.thepractitionerscholar.com/article/view/20340>

Price-Howard, K. Crossley, J., & Holdnak, A. (2019). A Longitudinal Analysis of Music Tourism Impacts. *Journal of Tourism Insights*, Vol. 9: Iss. 1, Article 4. 1 -10. <https://doi.org/10.9707/2328-0824.1087>.

Holladay, P.J., Dixon, A.W., Nguyen, M.C., Nguyen, B.L., Xu, S., & **Price-Howard, K.** (2018). Stakeholder perceptions of tourism assets and sustainable tourism development in Da Nang, Vietnam. *Enlightening Tourism: A Pathmaking Journal*, 8(2), 74-98. <https://dx.doi.org/10.33776/et.v8i2.3357>

Price-Howard, K., & Matise, M. (2017, October). Ecotherapy: An Alternative Treatment Modality for Veterans. *Counselor Magazine*, 18(5), 28–33.

Price-Howard, K., & Holladay, P. (2014). Resorts, resilience, and retention after the BP Oil Spill Disaster of 2010. *Journal of Tourism Insights*, Vol. 5: Iss. 1, Article 2. 1 -21. <https://doi.org/10.9707/2328-0824.1044>

IN PROGRESS:

Price-Howard, K. & White-McNeil, A. (2021). Student Engagement in an Online Environment: A best practices case study. **Written; Submission Date expected by September 2020.**

Price-Howard, K. & Lewis, H. Simulation Lab Comparison Study; A longitudinal review of online and face-to-face students' perspectives. **In Progress.**

Rood, S., Holdnak, A., Carroll, J., Chase, M., Price-Howard, K., Crossley, J., Countryman, C., & Nelson, K. Covid-19 Impacts of Resort Recreational Properties. Research supported by Resort and Commercial Recreation Association.

INVITED TEACHING/RESEARCH PRESENTATIONS:

- **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:

- Rood, S., Carroll, J., Nelson, K., & **Price-Howard, K.,** 2020 RCRA Annual Conference (Virtual), “COVID-19 Impacts on Resort Recreational Properties.” Resort and Commercial Recreation Association, (November 9, 2020).
- **Price-Howard, K.** (Presenter), 2020 RCRA Annual Conference (Virtual), “Virtual classrooms and programs designed to enhance engagement,” Resort and Commercial Recreation Association, (November 10, 2020).
- **Price-Howard, K.,** 5th Annual ICHRIE-SECSA Conference, “An inside look into challenges of commercial fishing of spiny lobster and their impact on the restaurant industry,” Southeast, Central & South America Federation, Auburn, AL, United States of America. (February 28, 2020).
- Moore, K., (undergraduate student) & **Price-Howard, K.,** 5th Annual ICHRIE-SECSA Conference, “Guests’ perception of the movement away from plastic straws in coastal restaurants,” Southeast, Central & South America Federation, Auburn, AL, United States of America. (February 28, 2020).
- **Price-Howard, K.,** 5th Annual ICHRIE-SECSA Conference, “Ped-Talk: Student-Centered Learning,” Southeast, Central & South America Federation, Auburn, AL, United States of America. (February 28, 2020).
- INTERNATIONAL: **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.
- **Price-Howard, K.** 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.

REFEREED PRACTITIONER-BASED PRESENTATIONS:

- **Price-Howard, K.** 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.**, Moore, K., Lanz, L., Littman, M., Reyes, H., & Reaves, D. Seminar, "Lodging Stream: A Digital Conference Experience," *Emerging Pineapple Professionals*. Lodging Leaders, INC, Virtual. (April 30, 2020).
- **Price-Howard, K.** Guest Lecture, Florida State University, 17 participants. (March 21, 2018).
- **Price-Howard, K.** Guest Lecture, Macau Polytechnic Institute of Gaming, 120 participants. (February 18, 2014 - February 24, 2014).
- **Price-Howard, K.** “*Customer Relationship Management – Striving for Loyalty*” for Walton Area Chamber of Commerce, Freeport, FL May 3, 2014.
- **Price-Howard, K.** *Professional Spotlight*. Resort and Commercial Recreation Association. Keystone, CO. November 2004.
- **Price-Howard, K.** *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.
- **Price-Howard, K.** *Trends Institute*. Florida Parks and Recreation Management School. Haines City, FL. Feb 2002.
- **Price-Howard, K.** *Design A Curriculum Program* for the Recreation and Leisure Studies Department at Johnson and Wales University in Providence, RI. March 1999.

SERVICE:

2015 – 2020	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 (August 2015 through August 2019) Institutional Advisory Committee for Emerald Coast Technical College (January 2015 through present) Parent Teacher Organization – Van R. Butler Elementary, Santa Rosa Beach, FL (August 2017 – May 2020).
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

PROFESSIONAL ORGANIZATIONS:

ICHRIE (International Council on Hotel, Restaurant, & Institution Education) 2016 - Present
 SECSA (Southeast, Central & South America Federation) 2016 - Present
 Board Member, Director of Networking July 2016 – July 2020
 Networking Committee & Conference Committee July 2020 – Present
 Florida Restaurant & Lodging Association, member August 2016 - Present
 Emerald Coast Troy University Alumni Association – Member August 2013 – present
 Emerald Coast Troy University Alumni Association – Board Member August 2015 - 2019
 National Recreation and Parks Association, member 1998 – 2014
 American Therapeutic Recreation Association, member 1994 – 98; 2001 – 03; 2015 -2017
 World Leisure Organization. July 25, 2014 - July 25, 2015
 Resort and Commercial Recreation, member 1998 – Present
 Committee: Internship Site Approval 2004 - 2011
 Research Symposium Moderator, Paradise Island, Bahamas Nov 2007

PROFESSIONAL CERTIFICATIONS:

Certification in Advanced Hospitality and Tourism Analytics (CAHTA),
 STR - Share Center (Smith Travel). July 23, 2019 - Present
 Certified Hospitality Industry Analytics (CHIA) by November 2017
 American Hospitality & Lodging Educational Institute
 Certified Hospitality Educator (CHE) by July 2016
 American Hospitality & Lodging Educational Institute Recertified 2021
 America Red Cross Lifeguard/First Aid/CPR for the Professional Rescuer. 2008 – 2013/2021 - Present
 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