

**HEATHER R. LEWIS (Allman), Ph.D. MBA CHIA**

Troy University  
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**EDUCATION:**

***Iowa State University***

Doctorate—Hospitality Management

Graduated May 2017

***Fairmont State University***

Master's Degree—Business Administration

Graduated May 2011

***Glenville State College***

Bachelor's Degree—Business Marketing

Graduated December 2006

**PROFESSIONAL EXPERIENCE:**

***Troy University, Troy, Alabama***

*Assistant Professor of Hospitality Management: August 2017 – Present*

*Lecturer of Management: August 2016 – August 2017*

*Adjunct Professor: January 2016 – August 2016*

***Classes taught:***

- Leisure in Society (HSTM 2201)
- Introduction to Hospitality, Sport, & Tourism Management (HSTM 2255)
- Introduction to Hospitality Management (HSTM 2230, HSTM 3372)
- Global Hospitality and Tourism (HSTM 2257)
- Event Technology & Communication (HSTM 3320)
- Leadership Principles in HSTM (HSTM 3350)
- Resort and Hotel Management (HSTM 3374)
- Sustainable Tourism (HSTM 4414)
- Current Issues in Tourism (HSTM 4417)
- Hospitality and Tourism Financial Management (HSTM 4420)
- Current Issues in Hospitality (HSTM 4423)
- Human Resource Management in Hospitality (HSTM 4425)
- Hospitality and Tourism Marketing (HSTM 4462)
- Hospitality Service (HSTM 4465)
- Food and Beverage Management (HSTM 4466)
- Guided Independent Study (HSTM 4493)
- Innovative Practices and Thoughts (BUS 3310)
- Business Communications (BUS 3382)
- Principles of Management (MGT 3300)
- Principles of Supervision (MGT 3380)

**Grants:**

Lewis, H. R. Faculty Development Research Presentation Grant for 2020 SECSA Conference. Sponsored by Troy University. February 2020.

Lewis, H. R. & Xu, S., Faculty Development Research Grant for research efforts related to intentions of students to study abroad. Sponsored by Troy University. July 2019.

Lewis, H. R., Faculty Development Research Presentation Grant for 2019 SECSA and ICHRIE Conferences. Sponsored by Troy University. July 2019.

Lewis, H. R., Faculty Development Research Presentation Grant for 2018 ICHRIE Conference. Sponsored by Troy University. July 2018.

Allman, H. R. & Green, D. M., A Lifetime of Change 3: Youth Tobacco Prevention Grant. Sponsored by Troy University College of Health and Human Sciences, \$50,000. January 1, 2018 – October 1, 2018.

Allman, H. R. & Green, D. M., A Lifetime of Change 2: Youth Tobacco Prevention Grant. Sponsored by Troy University College of Health and Human Sciences, \$40,000. January 1, 2017 – October 1, 2017.

***Service to Troy University and HSTM:***

- Eta Sigma Delta Honor Society Advisor—2019-Present
- Enrollment Management Committee for Troy University—2018-Present
- Social Media Committee Chair for HSTM—2018-Present
- Hospitality and Tourism Club Advisor—2017-Present
- ESL Guest Lecturer—Sept. 2017 and 2018
- Project Coordinator, A Lifetime of Change: Youth Tobacco Prevention Grant—Jan. 2016-Oct. 2018

***Glennville State College, Glennville, West Virginia***

*Visiting Instructor of Computer Science: August 2012 – December 2015*

*Adjunct Professor: August 2011-December 2011*

***Classes taught:***

- Contemporary Computer Applications (CSCI 101)
- Management Information Systems (CSCI 260-Online)
- Introduction to Business (BUSN 100)
- Office Systems (BUSN 118)
- Business Law II (BUSN 470)
- Introduction to Hospitality and Tourism (RMGT 201)
- Resort Area Management (RMGT 313/SMGT 313—cross-listed)
- Event and Facilities Management (SMGT 330)
- Sports Management Internship (SMGT 497)

***Selected committee service:***

- Faculty Senate—2014-2015
- Student Life Judicial Committee—2012-2015
- Online Program Team—2012-2013
- Pioneer Showcase Committee—2012-2013

***Service to Glenville State College:***

- Women's Golf Coach—2014-2015
- Student Government Co-Advisor—2014-2015
- Enactus Team (formerly known as Students In Free Enterprise—SIFE) Co-Advisor—2012-2014

***Microtel Inn & Suites by Wyndham, Bridgeport, West Virginia***  
*General Manager: October 2009-August 2012*

***Morgantown Comfort Inn, Morgantown, West Virginia***  
*General Manager: June 2008-October 2009*

***Best Western Glenville Inn, Glenville, West Virginia***  
*General Manager-Marketing Manager: April 2007-June 2008*

**ORGANIZATION AFFILIATIONS:**

- SECSA (Southeast, Central, and South American) Federation of CHRIE—January 2017-Present
  - Director of Membership Services and Recruitment
    - Elected May 2019 (2-year terms, re-elected in 2021)
- Eta Sigma Delta—October 2014-Present
- ICHRIE (International Council on Hotel, Restaurant, and Institutional Education)—May 2014-Present

**PROFESSIONAL CERTIFICATIONS:**

- Certification in Hotel Industry Analytics (CHIA)—Mar. 2018
- Certified Hotel Administrator (CHA)—Oct. 2010-2015

**PROFESSIONAL PRESENTATIONS:**

- Lewis, H. R. & Price-Howard, K. (2021, February). *COVID-19 impacts on the hospitality industry: Rebounding with resilience*. Stand-up presentation at the SECSA Virtual Conference.
- Lewis, H. R. (2020, February). Yield & Revenue Management. Pedagogy presentation at the SECSA Conference, Auburn, AL.
- Lewis, H. R., Lewis, O., Finch, A., May, C., & Jin, Y. (2020, February). *Is job satisfaction the key to higher guest service scores?* Stand-up presentation at the SECSA Conference, Auburn, AL.
- Lewis, H. R. (2019, July). *Are you an unknowing dark tourist?* Symposium presentation at ICHRIE Conference, New Orleans, LA.

- Lewis, H. R. & Xu, S. (2019, July). *Influential factors on tourism & hospitality students' participation in study abroad programs*. Symposium presentation at ICHRIE Conference, New Orleans, LA.
- Lewis, H. R. & Schrier, T. (2019, March). *Why we go: Motivations and intentions of individuals visiting dark tourism destinations*. Stand-up presentation at SECSA Conference, Sarasota, FL.
- Price-Howard, K. & Lewis, H. R. (2019, March). *The benefits and perceived usefulness of simulation learning in higher education*. Stand-up presentation at SECSA Conference, Sarasota, FL.
- Price-Howard, K. & Lewis, H. R. (2018, July). *Simulation learning from face-to-face and online formats: challenges, successes, and students' perspective*. Symposium presentation at ICHRIE Conference, Palm Springs, CA.
- Lewis, H. R. & Schrier, T. (2018, July). *Motivations and Intentions of Tourists to Visit Dark Tourism Locations*. Poster presented at ICHRIE Conference, Palm Springs, CA.
- Allman, H. R. (2017, March). *Motivations and Intentions of Tourists to Visit Dark Tourism Locations*. Phenix City Business Research Colloquium, Troy University Phenix City Campus, Phenix City, AL.
- Allman, H. R. & Green, D. M. (2016, February). *A Lifetime of Change: Youth Tobacco Prevention and Control*. Stand-up presentation at the NASW—Alabama Annual State Conference, Montgomery, AL.
- Allman, H. R. & Schrier, T. (2015, January). *Customer perceptions of quality in hotel servicescapes*. Poster presented at the 20<sup>th</sup> Annual Graduate & Education Research Conference in Hospitality and Tourism, Tampa, FL.
- Allman, H. R., Forney, J., & Schrier, T. (2015, January). *We see dead people: The impact of paranormal reality television on local tourism*. Poster presented at the 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL.
- Allman, H. R., & Tang, R. (2014, August). *Social media usage in midscale hotels by demographic groupings*. Poster presented at the annual ICHRIE Conference, San Diego, CA.

#### **PROFESSIONAL PUBLICATIONS:**

- Lewis, H. R., Schrier, T., & Xu, S. (2021). *Dark tourism: motivations and visit intentions of tourists*. *International Hospitality Review*. <https://doi.org/10.1108/IHR-01-2021-0004>

- Lewis, H. R., Price-Howard, K. (2021). Worlds collide: Traditional classroom meets online learning. *Journal of Hospitality & Tourism Research*, 45(5), 924-926.
- Green, D. M., Lewis, H. R., & Vogt, S. (2020). Prevention of tobacco use in youth with disabilities: A video experiential model. *Journal of Public Health Issues and Practices*, 4(2), 168.  
<https://doi.org/10.33790/jphip1100168>
- Allman, H. R. & Schrier, T. (2016). A bite in the night: the case of bed bugs at the Mountain Peak Inn. *Journal of Hospitality and Tourism Cases*, 5(2), 57-63.