

DAVID L. JONES

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EDUCATIONAL BACKGROUND

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY **Blacksburg, VA**

PH.D. IN HOSPITALITY AND TOURISM MANAGEMENT

Received: May, 2000

Major: Hospitality and Tourism Management

Areas of

Concentration: Consumer Behavior, Services Marketing, International Marketing,
Tourism Analysis, Multi-variate Statistics, Personal Selling and Sales
Management

Dissertation Topic: A Determination of Interpersonal Interaction Expectations in International
Buyer-Seller Relationships.

MICHIGAN STATE UNIVERSITY **East Lansing, MI**

MASTERS OF BUSINESS ADMINISTRATION

Received: June, 1977

Major: Hotel, Restaurant and Institutional Management with a Tourism Emphasis

BACHELORS OF SCIENCE

Received: August, 1970

Major: Labor and Industrial Relations

TEACHING EXPERIENCE

UNIVERSITY OF NEVADA, LAS VEGAS **Las Vegas, NV**

1999 - TO DATE

Courses Taught:

- Hotel Marketing (TCA 380) - Fall, 1999; Spring, 2000
- Hotel Advertising and Sales Promotion (TCA 481) - Spring, 2000
- Convention Sales and Service Management (TCA 385) - Fall, 1999

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY **Blacksburg, VA**

1996-1999

Courses Taught:

- Introduction to Hospitality and Tourism Management (HTM 1414) - Fall, 1996 & Fall, 1997
- Introduction to Service Management (HTM 2464) - Fall, 1997 & Spring, 1998
- Hospitality Marketing (HTM 4454) - Fall, 1998

Courses Assisted:

- Introduction to Hospitality and Tourism Management (HTM 1414) - Spring, 1997 & Spring, 1998
- Hospitality Marketing (HTM 4454) - Spring, 1997

CORNELL UNIVERSITY
Ithaca, NY

1995- TO DATE

Summer Professional Development Program (PDP) Courses Taught:

- Buyer Behavior in Key Market Segments - July, 1995, 1996, 1997, 1998 & 1999
- Direct Marketing - July, 1997, 1998, 1999 & 2000

LOYOLA MARYMOUNT UNIVERSITY
Los Angeles, CA

1990

Course Taught:

- Introduction to Hospitality Management - Fall, 1990

AMERICAN COLLEGE OF HOTEL AND RESTAURANT MANAGEMENT
North Hollywood, CA

1989

Course Taught:

- Hotel Sales and Promotions - Fall, 1989

RELATED INDUSTRY EXPERIENCE

EMPHASIS-HOTELS

1992 - TO DATE

Principal

Formed my own business providing the hospitality industry with global solutions to sales, marketing, reservations and training. Services offered include:

- ◆ Sales and Marketing Consulting and Analysis
- ◆ Sales Training
- ◆ Individual "Sales Tutoring"
- ◆ Sales and Reservations Representation Evaluations
- ◆ Improving Written Communication

Additional business relationships were established as an Independent Contractor with several training and consulting organizations.

Clients included:

Hilton Hotel Corporation	Williams Hospitality Management Group
Kingsmill Resort	Shangri-la International Hotels
Radisson Hotels and Resorts	Lodge of Four Seasons
Destination Hotels & Resorts	Vail Cascade Resort
Scottsdale Plaza Resort	Boca Raton Resort & Club
Choice Hotels	The Statler Hotel

SHANGRI-LA INTERNATIONAL HOTELS AND RESORTS

1988-1992

Vice President of Sales - (4/91-9/92)

Hong Kong

Responsible for overseeing the sales activity of 21 hotels and 9 worldwide sales offices. Specific duties and accomplishments included the following:

- ◆ Developing a more consistent sales system throughout the group.
- ◆ Introducing production measurement forms to evaluate hotel and worldwide sales office performance.
- ◆ Recruiting new candidates for the group in the field of sales and marketing.
- ◆ Selecting a new central reservation system in North America and Europe.
- ◆ Devising an account management sales training program with an outside consultant.
- ◆ Overseeing the implementation of sales roadshows in Europe, Japan and Australia.

Director of Marketing-North America - (4/88-4/91)

Los Angeles, CA

Responsible for the sales, marketing and reservations operations for North America. This included overseeing:

- ◆ Sales offices in Los Angeles and New York, plus a General Sales Agent in Canada.
- ◆ Computerized central reservations office for North America.

FESS PARKER'S RED LION RESORT

1986-1988

Director of Marketing and Sales - (9/86-4/88)

Santa Barbara, CA

Responsible for all pre-opening sales and marketing operations for this 360 room deluxe resort property, that opened in January, 1987.

MARRIOTT HOTELS AND RESORTS

1979-1986

Marriott's Orlando World Center Director of Marketing - (5/83-9/86) Orlando, FL

Directed a sales and marketing team from pre-opening to the successful opening of this 1,500 room resort property that opened in March, 1986. This included:

- ◆ Starting the pre-opening office.
- ◆ Recruiting a 12-person sales staff and a 9-person convention services team.
- ◆ Coordinating and carrying out both public relations and advertising plans.

Marriott's Chicago National Sales Office Director of National Sales - (3/82-5/83) Chicago, IL

Managed a 10-person sales team covering the Midwest market, representing all Marriott hotels.

Chicago Marriott Hotel Director of Sales/Sales Manager - (1/79-3/82) Chicago, IL

Began as an Association Sales Manager and was promoted to Director of Sales. Created the convention services prototype system now in place in all Marriott hotels.

PHOENIX AND VALLEY OF THE SUN CONVENTION AND VISITORS BUREAU

1978-1979

Sales Manager - (11/78-1/79) Phoenix, AZ

Solicited large groups for the summer months to downtown Phoenix.

GRAND RAPIDS CONVENTION BUREAU

1977-1978

Assistant Manager - (3/77-11/78) Grand Rapids, MI

Initiated the national sales effort for the city. Solicited local, state and national groups to the expanded convention center and renovated hotel.

PUBLICATIONS

Refereed Publications:

- Jones, David L., Jurowski, Claudia & Uysal, Muzzafer. (In press). Host community resident's attitudes on tourism development: a comparison of environmental viewpoints. International Journal of Hospitality and Tourism Research.

- Jones, David L. (In press). Corporate meeting planner's role in the convention and meeting site decision: a cross-cultural perspective for sales training. Journal of Convention and Exhibition Management.

Refereed Proceedings:

- Jones, David L. (1999). Corporate meeting planner's role in the convention and meeting site decision: a cross-cultural perspective for sales training. In W.S. Roehl (Ed.), Proceedings of the Convention/Expo Summit VII (pp. 58-65). Las Vegas, NV: William R. Harrah College of Hotel Administration, University of Nevada, Las Vegas.
- Jones, David L. & McCleary, Ken W. (1999). Comparative model analysis of CCB manifestations in table service restaurants: redress to management versus redress via word-of-mouth. In Judy Miller (Ed.), Advances in Hospitality and Tourism Research, Vol IV (pp. 563-568). Madison, WI:Omni Press
- Jones, David L. & McCleary, Ken W. (1998). The affect of cultural values on the receptivity to information sources: a proposed study of the Asian volume travel buyer. In K.S. (Kaye) Chon & C. B. Mok (Ed.), Advances in Hospitality and Tourism Research, Vol III (pp. 565-576). Madison, WI:Omni Press

Book Chapter Introduction:

- Jones, David L. (1993). Insider insight. In Lattin, The lodging and foodservice industry (2nd ed, pp. 327-329). East Lansing, MI: The Educational Institute of the American Hotel and Motel Association.

Working Papers:

- Lepisto, Larry, McCleary, Ken W. & Jones, David L. (1998). Consumer complaint behavior (CCB) manifestations for table service restaurants: identifying socio-demographic characteristics, personality and behavioral factors. Manuscript submitted for publication.

CONFERENCE PRESENTATIONS

- Corporate meeting planner's role in the convention and meeting site decision: a cross-cultural perspective for sales training. Convention/Expo Summit VII - February 21-23, 1999 - Las Vegas, NV.
- Comparative model analysis of CCB manifestations in table service restaurants: redress to management versus redress via word-of-mouth. Fourth Annual Graduate Education and Graduate Research Conference in Hospitality & Tourism - January 4-6, 1999 - Las Vegas, NV.
- The affect of cultural values on the receptivity to information sources: a proposed study of the Asian volume travel buyer. Third Annual Graduate Education and Graduate Research Conference in Hospitality & Tourism - January 8-10, 1998 - Houston, TX.

REVIEWS

Publications:

- INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT

Conferences:

- PAC CHRIE CONFERENCE, 1999

UNIVERSITY RELATED ORGANIZATIONS

University of Nevada, Las Vegas:

- Tourism and Convention Administration Department Curriculum Committee (1999-2000)
- Ace Denken Research Award Committee - Department Representative (2000)
- University Multidisciplinary Studies Committee (2000)
- Faculty Advisor for the Professional Convention Management Association (PCMA) Student Chapter (1999-2000)

Virginia Tech:

- Hospitality and Tourism Management Department Head Search Committee - Graduate Student Representative (1998-99)
- Phi Beta Delta - Honor Society for International Scholars - U.S. Vice President (1998-99)
- International Club (1997-98 & 1998-99)
- Graduate Student Assembly - Co-representative for the HTM Department (1996-97, 1997-98 & 1998-99)
- College of Education and Human Resources Academic Advisory Committee - Graduate Representative (1996-97 & 1997-98)
- Graduate Hospitality and Tourism Association (1996-97 & 1997-98)
- Students with Differing Abilities - Treasurer (1996-97)

OTHER RELEVANT COURSES TAKEN

- National Direct Marketing Institute for Professors - Direct Marketing Educational Foundation - April, 1998
- International Management - Golden Gate University, San Francisco, CA - Doctorate of Business Administration course - Fall, 1995

AWARDS AND HONORS

- Nominated for Graduate Assistant Teaching Award (1997-98)

PROFESSIONAL AFFILIATIONS

- Council on Hotel, Restaurant and Institutional Education (CHRIE)
- Travel and Tourism Research Association (TTRA)
- American Marketing Association (AMA)
- Direct Marketing Educational Foundation (DMEF)
- Professional Convention Management Association (PCMA)

CONTINUING EDUCATION

- Attended various Teaching and Learning Center (TLC) seminars offered at UNLV
- Decker Communications - Effective Communicating
- Dale Carnegie Course
- Various Marriott Marketing and Management Training Programs