

Michael D. Collins, Ph.D.
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Education

Ph D, The Ohio State University, Columbus, Ohio, 2007.
Major: Hospitality Management
Dissertation Title: Understanding the Relationships between Leader-Member-Exchange (LMX), Psychological Empowerment, Job Satisfaction, and Turnover Intent in a Limited-Service Restaurant Environment

MS, University of Charleston, Beckley, West Virginia, 2002.
Major: Strategic Leadership

BA, Michigan State University, East Lansing, Michigan, 1982.
Major: Humanities

Academic Positions

Interim Director, School of Resort & Hospitality Management (ACPHA), Lutgert College of Business (AACSB), Florida Gulf Coast University, Fort Myers, FL (July 2023 – present).

Associate Professor, Florida Gulf Coast University, School of Resort & Hospitality Management, Lutgert College of Business (AACSB), Fort Myers, FL (August 2017 – present).

Associate Professor & Chair, University of San Francisco, School of Management (AACSB), San Francisco, CA (August 2013 - June 2017).

Associate Professor, Coastal Carolina University, E. Craig Wall Sr. College of Business Administration (AACSB), Conway, SC (August 2005 - August 2013).

Assistant Dean and Director, Coastal Carolina University, Wall Center for Excellence, E. Craig Wall Sr. College of Business Administration (AACSB), Conway, SC (July 2011 - June 2013).

Administrative Graduate Associate, The Ohio State University, Department of Consumer Sciences, College of Human Ecology, Columbus, OH (September 2003 - June 2005).

Industry Positions (highlights)

Vice President and General Manager, Glade Springs Resort. (2001 - 2002). Responsible for day-to-day resort operations, including lodging, golf, spa, racquet club, equestrian center, security and maintenance plus sales, marketing, financial management, and human resource support functions.

General Manager, Wyndham International. (1995 - 2000). Managed upper-upscale, full-service Wyndham Hotels & Resorts in Salt Lake City, Palm Springs, Los Angeles, and Myrtle Beach.

General Manager, Hyatt Hotels Corporation. (1986 - 1994). Managed upper-upscale, full-service Hyatt Hotels in Chicago, San Francisco and suburban Atlanta.

RESEARCH

Refereed Journal Publications

- Collins, M.D.; Pearlman, D. (2023). Quality Internships in the Hospitality Industry: A way to help address the labor shortage. *Journal of Human Resources in Hospitality & Tourism*, 22(4). <https://doi.org/10.1080/15332845.2023.2207990>
- Lee, S.; Ramdeen, C.; Collins, M.D. (2022). Cruise Ship Itineraries: An investigation of the effect of itinerary on cruise pricing. *Tourism, Culture, & Communication*. <https://doi.org/10.3727/109830422X16420405391934>
- Collins, M., Millar, M. (2021). Tourists' perceptions of destination image, safety, and aggressive street behavior. *International Journal of Hospitality & Tourism Administration*, 22(3), 251 – 268. <https://www.tandfonline.com/doi/full/10.1080/15256480.2019.1641452>
- Millar, M., Collins, M., Jones, D. L. (2017). Exploring the Relationship between Destination Image, Aggressive Street Behavior, and Tourist Safety. *Journal of Hospitality Marketing and Management*, 26(7), 735 - 751. <https://doi.org/10.1080/19368623.2017.1286279>
- Collins, M., Millar, M., Jones, D. L. (2016). In Marianna Sigala (Ed.), *Hotel Council of San Francisco and Corporate Social Responsibility (CSR)* (pp. 44 - 56). Roanoke, VA: International Council on Hotel, Restaurant & Institutional Education (ICHRIE).
- Rauch, D. A., Collins, M., Nale, R. D., Barr, P. B. (2015). Measuring Service Quality in Mid-Scale Hotels. *International Journal of Contemporary Hospitality Management*, 27(1), 87 - 106. <http://www.emeraldgroupublishing.com/products/journals/journals.htm?id=ijchm>
- Mitchell, M., Collins, M., Damonte, L. T. (2013). Bundle Up! Is Price Bundling Right for Your Organization? *Nonprofit World*, 31(5), 22 - 24. <http://www.snpo.org/publications/>
- Mitchell, M. A., Collins, M., Damonte, L. T. (2013). Examining the potential for bundling the attractions along the Grand Strand. *Coastal Business Journal*, 12(1), 100 - 118.
- Damonte, L. T., Collins, M., Megehee, C. M. (2012). Segmenting Tourists by Direct Tourism Expenditures at New Festivals. *International Journal of Culture, Tourism and Hospitality Research*, 6(3), 279-286.
- Collins, M. (2010). The Effect of Psychological Contract Fulfillment on Manager Turnover Intentions and Its Role as a Mediator in a Casual, Limited-Service Restaurant Environment. *International Journal of Hospitality Management*, 29(4), 736-742.
- Collins, M., Parsa, H.G. (2006). Pricing strategies to maximize revenues in the lodging industry. *International Journal of Hospitality Management*, 25(1), 91-107.

Published Intellectual Contributions

- Collins, Michael; Lelo de Larrea Chico, Gabriela; Lanfranco, Karima (2023). *Successful Hotel, Lodging, & Resort Management* (textbook, 2nd ed., pp. 532). Dubuque, IA: Kendall Hunt Publishing. <http://he.kendallhunt.com/product/successful-hotel-lodging-and-resort-management-delivering-guest-experience>
- Collins, Michael (2023). *Lodging Industry and Hotel Operations*. In Brymer, Robert; Orlowski, Marrison; and Whitney, Premila (Eds.) *Hospitality: An Introduction (18th edition)*. (Chapter 12, pp. 173 – 186). Dubuque, Iowa: Kendall Hunt. <http://he.kendallhunt.com/product/hospitality->

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- Collins, Michael (2019). *Delivering the Guest Experience: Successful Hotel, Lodging & Resort Management* (textbook, 1st ed., pp. 510). Dubuque, IA: Kendall Hunt Publishing. <https://he.kendallhunt.com/product/delivering-guest-experience-successful-hotel-lodging-and-resort-management-0>
- Brezina, S., Collins, M.D., Taylor, M. (2019). Lodging Industry and Operations. In Brymer, Robert; Orłowski, Marissa (Ed.), *Hospitality: An Introduction (17th edition)* (Chapter 12, pp. 159 - 172). Dubuque, Iowa: Kendall Hunt. <https://he.kendallhunt.com/product/hospitality-introduction-0>
- Collins, M. (2017). *Make It Count! Getting the Most from a Hospitality Internship* (textbook, 1st ed., pp. 244). Dubuque, IA: Kendall Hunt Publishing. <https://he.kendallhunt.com/product/make-it-count-getting-most-hospitality-internship>
- Collins, M. (2017). Hotel Operations. In Robert A. Brymer; Rhet Brymer; & Lydia Hanks (Ed.), *Hospitality: An Introduction (16th edition)* (pp. 251 - 264). Dubuque, IA: Kendall Hunt Publishing. <https://he.kendallhunt.com/product/hospitality-introduction-0>
- Collins, M. (2014). Hotel Operations. In Robert A. Brymer; Misty M. Johanson (Ed.), *Hospitality: An Introduction (15th edition)* (pp. 183 - 194). Dubuque, IA: Kendall Hunt Publishing.
- Collins, M., Damonte, L.T. (2011). Hotel Operations. *Hospitality: An Introduction (14th edition)* (pp. 173 - 182). Kendall Hunt Publishing Company.

Refereed Presentations

- Pearlman, D. M. (Author & Presenter), Collins, M. (Author), Lara, A. (Author), APac & Euro CHRIE Joint Conference, "You're Hired: Isn't That the Purpose of an Internship?," ICHRIE, Hong Kong. (May 2019).
- Collins, M. (Author & Presenter), Taylor, M. (Author), Frye, W. (Coordinator/Organizer), Feast or Famine? Lodging Operations in a Resort Environment," International Council on Hotel, Restaurant and Institutional Education, Palm Springs, CA. (July 2018).
- Collins, M. (Author & Presenter), Stephan, J. T. (Author), International Conference on Hotel, Restaurant and Institutional Education, "Identifying the Factors that Contribute to Student Satisfaction with a Professional Industry Experience," International Council on Hotel, Restaurant and Institutional Education, Palm Springs, CA. (July 2018).
- Stephan, J. T. (Author), Martin, D. (Author), Collins, M. (Author & Presenter), Martin, K. (Author), "Is It All in a Name? A New Model of Measuring the Effectiveness of Services Marketing in Sports Tourism," International Council on Hotel, Restaurant and Institutional Education, Palm Springs, CA. (July 2018).
- Collins, M. (Author & Presenter), Millar, M. (Author & Presenter), "Exploring Tourists' Perceptions of Destination Image, Safety and Security, and Aggressive Street Behavior," International Council on Hotel, Restaurant and Institutional Education, Baltimore, Maryland. (July 2017).
- Stephan, J. T. (Author & Presenter), Collins, M. (Author & Presenter), Douglas, A. (Author), "To spa or not to spa? Exploring the Impact of Spas in Hotels on Average Daily Rate (ADR)," International Council on Hotel, Restaurant and Institutional Education, Dallas, Texas. (July 2016).
- Stephan, J. T. (Author & Presenter), Collins, M. (Author & Presenter), "Evaluating 'Best Available'

- Online Hotel Room Rates," International Council on Hotel, Restaurant and Institutional Education, Orlando, Florida. (July 2015).
- Collins, M. (Author & Presenter), Millar, M. (Author & Presenter), Jones, D. L. (Author), "Aggressive Street Behavior and Its Impact on Destination Image: An Exploratory Study," International Council on Hotel, Restaurant & Institutional Education, Orlando, Florida. (July 2015).
- Mitchell, M. (Author & Presenter), Collins, M. (Author & Presenter), Damonte, L. T. (Author), "All-Inclusive Pricing for the Grand Strand? The Potential for Price Bundling of Attractions in the Myrtle Beach Tourism Market," Southeast Chapter of the Institute for Operations Research and Management Science, Myrtle Beach, South Carolina. (October 2012).
- Collins, M. (Author & Presenter), "Online Travel Companies and Hotel Occupancy Taxes: Merely Syntax or a Question of Ethics?," Southeast Chapter of the Institute for Operations Research and Management Science, Myrtle Beach, South Carolina. (October 2011).
- Latta, M. (Moderator), Collins, M. (Panelist), Mitchell, M. (Panelist), Little, P. (Panelist), Ritter, B. (Panelist), Burney, R. (Panelist), Domke-Damonte, D. (Panelist), "Panel: Simulations and Self-Directed Learning as Part of Quality Enhancement Programs," Southeast Chapter of the Institute for Operations Research and Management Science, Myrtle Beach, South Carolina. (October 2011).
- Collins, M. (Author & Presenter), George, R. T. (Author), Southern Management Association Conference, "Examination of the Relationships among Leader-Member-Exchange, Job Satisfaction, and Turnover Intent in a Limited-Service Restaurant Environment," Academy of Management, St. Petersburg, Florida. (October 2010).
- Collins, M. (Author & Presenter) "The Effect of Psychological Contract Fulfillment on Manager Turnover Intentions and its Role as a Mediator in a Casual, Limited-Service Restaurant Environment," International Council on Hotel, Restaurant and Institutional Education, Atlanta, Georgia. (August 2008).
- Collins, M. (Author & Presenter), "Antecedents to Employee and Management Turnover Intent in a Quick Foodservice Environment," International Council of Hotel, Restaurant and Institutional Education, Washington, District of Columbia. (July 2006).
- Collins, M. (Author & Presenter), Johnson, W. (Presenter), "Making It Count: Getting the Most from a Hotel Internship Experience," International Council on Hotel, Restaurant and Institutional Education, Las Vegas, Nevada. (July 2005).
- Collins, M. (Author & Presenter), Parsa, H.G. (Author & Presenter) "Revenue Maximization through Innovative Pricing Strategies in the Hotel Industry," International Council on Hotel, Restaurant and Institutional Education, Philadelphia, Pennsylvania. (July 2004).

Research Awards and Honors

- D.H. Byers Business Paper Award, AVX Corporation. (2012).
- D.H. Byers Business Paper Award, AVX Corporation. (2009).
- Best Paper Award - Human Resources, International Council on Hotel, Restaurant and Institutional Education (ICHRIE). (August 2008).
- D.H. Byers Business Paper Award, AVX Corporation. (2006).

TEACHING

Teaching Experience at Florida Gulf Coast University

HFT 1000, Introduction to Hospitality/Tourism Management

HFT 3004, Resort & Hospitality Leadership/Management

HFT 3221, Management of Resort & Hospitality Human Resources

HFT 3253, Management of Resort & Lodging Operations

HFT 3573, Resort & Hospitality Marketing

HFT 3806, Management of Food & Beverage Operations

HFT 3802, Catering & Special Events (includes culinary lab component)

HFT 4240, Guest Services Management

HFT 4457, Food & Beverage Cost Control

HFT 4462, Revenue Management

HFT 4912, Resort & Hospitality Directed Study

HFT 4945, Resort & Hospitality Internship II (supervisory)

HFT 4955, Resort & Hospitality Study Abroad (Eco-tourism and tourism-based economic development in Ecuador)

Also developed and delivered an "Optimizing Revenue in Hospitality" course, "Guest Service Management" course, and a variety of general and quantitative business courses at the *University of San Francisco* and *Coastal Carolina University*.

Directed Student Learning

Honors Contract Advisor, "Comparing Organizational Cultures Between Commercial Food Service and Private Club Environments," Resort & Hospitality Management.
Advised: Hayden Chabica, Bryn Goldsmith

Directed Individual/Independent Study, "Identifying Interventions to Improve Food and Beverage (F&B) Financial Outcomes in a Private Club Setting: A Hospitality Management Program's Call-to-Action," Resort & Hospitality Management.
Advised: Kara dePool

SERVICE

Department Service

Faculty Advisor, Eta Sigma Delta (Hospitality Honor Society). (October 2018 - Present).

College Service

Interim Director, School of Resort & Hospitality Management. (July 2023 – present).
Committee Member, Undergraduate Program Committee (UPC). (August 2022 – May 2023).
Committee Member, Peer Review Committee (PRC). (August 2018 – May 2022).

Professional Service

Officer, Secretary, International Council on Hotel, Restaurant & Institutional Education West Federation. (February 10, 2016 - May 1, 2017).

Reviewer, Journal Article, International Journal of Contemporary Hospitality Management. (September 2016).

Reviewer, Journal Article, International Journal of Contemporary Hospitality Management. (February 2016).

Reviewer, Journal Article, International Journal of Contemporary Hospitality Management. (January 2015 - December 2015).

Conference-Related, Colleagues in Jesuit Business Education. (March 2014 - July 2014).

Presentations & Workshops

Collins, M. (Author & Presenter), "Hotels as a Commercial Real Estate Investment," Invited lecture, College of Hospitality & Culinary Arts, Universidad San Francisco de Quito, Cumbaya, Ecuador. (August 30, 2023).

Collins, M. (Author & Presenter); Lelo de Larrea Chico, G. (Presenter), Certification in Hospitality & Tourism Operations Management, "Delivering Exceptional Customer Experiences: Operationalizing the Service-Profit Chain," Universidad San Francisco de Quito, Cumbaya, Ecuador. (May 29 & 31, 2023).

Collins, M. (Author & Presenter), Certification in Hospitality & Tourism Operations Management, "Delivering Exceptional Customer Experiences: Operationalizing the Service-Profit Chain," Universidad San Francisco de Quito, Cumbaya, Ecuador. (May 4 & 9, 2022).

Collins, M. (Author & Presenter), "Destination Marketing" course delivered at the Galápagos Island (San Cristóbal, Galápagos, Ecuador) campus of the *Universidad San Francisco de Quito*, as part of a joint program, offered in partnership with the *University of South Carolina*, in eco-tourism.

Collins, M. (Author & Presenter), Certification in Hospitality & Tourism Operations Management, "Delivering Exceptional Customer Experiences: Operationalizing the Service-Profit Chain," Universidad San Francisco de Quito, Cumbaya, Ecuador. (June 9, 2016).

Collins, M., Universidad San Francisco de Quito, "Optimizing Revenue in Services: Understanding the art and science of peak-load-demand pricing," Universidad San Francisco de Quito, Quito, Ecuador. (June 2, 2015).

Collins, M. (Panelist), Perotti, E. (Panelist), Rickard, R. (Moderator), Meeting Professionals International Northern California Chapter, "The Power of YOU - Using your Voice to Create Impactful and Sustainable Meetings & CSR Programs," Meeting Professionals International Northern California Chapter, Sonoma, California. (April 14, 2015).

- Poole, S. M., Millar, M., Collins, M., Colleagues in Jesuit Business Education (CJBE) Annual Conference, "Making Doing the Right Thing Fun. The Promise of Gamification in Jesuit Business Education," San Francisco. (July 2014).
- Collins, M., Universidad Internacional SEK, "Smart choices: Ensuring success, health and balance in your life," Universidad Internacional SEK, Quito, Ecuador. (July 4, 2014).
- Collins, M., Universidad Tecnológica Equinoccial, "Delivering Exceptional Guest Experiences: Operationalizing the Service-Profit Chain," Universidad Tecnológica Equinoccial, Quito, Ecuador. (July 2, 2014).
- Collins, M., Universidad Internacional SEK, "Optimizing Revenue in Services: Understanding the art and science of peak-load-demand pricing," Universidad Internacional SEK, Quito, Ecuador. (June 26, 2014).
- Collins, M., Universidad Iberoamericana, "Smart choices: Ensuring success, health and balance in your life," Universidad Iberoamericana, Puebla, Mexico. (June 6, 2014).
- Collins, M. (Author & Presenter), Stephan, J., Celebration of Inquiry, "Hotels vs. Online Travel Companies: Where are the best hotel room rates on the web?," Coastal Carolina University, Conway, South Carolina. (2012).
- Collins, M. (Author & Presenter), Kandampully, J., Roberts, C., Shea, L., POMS Conference, "Managing the Service Experience in Travel, Tourism and Hospitality," Chicago, Illinois. (April 2012).
- Collins, M. (Author & Presenter), Wall Interdisciplinary Talks (WITS), "Online Travel Companies: Intermediary or Hotel Operator?," Conway, South Carolina. (2011).
- Collins, M. (Author & Presenter), Bowden, E., Overton, T., Celebration of Inquiry, "Meant to Mentor: A three-way perspective on enhancing the college experience," Coastal Carolina University, Conway, South Carolina. (February 2010).
- Collins, M. (Author & Presenter), Bowden, E., Multicultural Leadership Conference, "When is 'Politically Correct' Incorrect?." (November 2009).
- Collins, M. (Author & Presenter), South Carolina Tobacco Summit, "Tourism Trends: Breathing Easier in Today's Favored Destinations," Columbia, South Carolina. (March 2008).
- Collins, M. (Author & Presenter), Tankersley, H.E., Smith, R.J., Kost, J., Celebration of Inquiry, "Abortion: Understanding the Debate," Coastal Carolina University, Conway, South Carolina. (February 2008).
- Collins, M. (Author & Presenter), Willis, M., Garza-Gabriel, G., Speight, S., Ayres, N., Shackelford, S., Celebration of Inquiry, "Mentoring Children as an Investment in our Future," Coastal Carolina University, Conway, South Carolina. (February 2008).
- Collins, M., Mitchell, M., Keels, K., Latta, M., Celebration of Inquiry, "Seeking a Life of Both Success and Significance," Coastal Carolina University, Conway, South Carolina. (February 2008).
- Collins, M., Rausch, D.A., Nale, R.D., Barr, P.B., Southeast InfORMS, "Measuring Quality in Resort Accommodations," Myrtle Beach, South Carolina. (October 2007).
- Collins, M. (Panelist), Mitchell, M., Keels, J.K., Latta, M., Southeast InfORMS, "Time Out! Taking stock of your academic career and planning for greater-than-you outcomes," Myrtle Beach,

South Carolina. (October 2007).

Collins, M. (Author & Presenter), Annual Civic Learning Conference, "Building Tomorrow's Leaders: The Dalton & Linda Floyd Family Mentoring Program," Coastal Carolina University, Conway, South Carolina. (May 2007).

Collins, M. (Author & Presenter), Celebration of Inquiry, "Today's Mentors: Tomorrow's Leaders," Coastal Carolina University, Conway, South Carolina. (February 2007).

Collins, M., Willis, M., Savage-Davis, E., Farmer, J., Nelson, S., Royce, S., PK-16 Educators and Administrators Conference, "K-12 Mentoring and Civic Learning at Coastal Carolina University: Reflections from faculty, students, children, and school personnel," Columbia, South Carolina. (March 2006).

Collins, M. (Author & Presenter), Kang, B., Southeast Council on Hotel, Restaurant, and Institutional Education, "Psychological contract fulfillment, psychological empowerment, job satisfaction, and turnover intention in an upscale, casual quick-service restaurant," Atlanta, Georgia. (March 2006).

Collins, M. (Author & Presenter), "Antecedents to Voluntary Employee Turnover in a Quick Foodservice Environment," The Ohio State University, College of Human Ecology, Department of Consumer Sciences, Columbus, Ohio. (November 2005).

Collins, M. (Presenter), Wall Interdisciplinary Talks, "Antecedents to Voluntary Employee Turnover Intention in a Quick Foodservice Environment," Conway, South Carolina. (October 2005).

Consulting

Litigation, Wilson, Elser, Moskowitz, Edelman, & Dicker, LLP, Milwaukee, WI. Hotel discrimination case (Minnesota). (May 28, 2021 – March 3, 2022).

Resort lifestyle community - Food & Beverage operations consultation. Property Owners Association, Paseo, Fort Myers, FL. (July 20, 2018 - January 24, 2019).

Litigation, Morrison Foester LLP, San Francisco, CA. Hotel branding dispute. (December 17, 2017 - June 15, 2018).

Litigation, City of Charleston et al versus Online Travel Companies (OTCs); Accommodations tax dispute. (April 2010 - November 2010).

Employee opinion survey and management turnover consultation, Breads of the World, LLC (d/b/a Panera Bread). (2007).

Employee opinion survey and management turnover consultation, Breads of the World, LLC (d/b/a Panera Bread). (2006).

Hospitality operations consultation, University of Illinois' Allerton Park and Conference Center. (May 2006 - October 2006).

Employee opinion survey and management turnover consultation, Breads of the World, LLC (d/b/a Panera Bread). (2005).

Service Awards and Honors

Education Freedom Award, NAACP Student Chapter - Coastal Carolina University. (2009).

Student Affairs Division Award, Coastal Carolina University. (May 2009).

PROFESSIONAL

Licensures and Certifications

Certified Hotel Industry Analyst, Educational Institute of AH&LA; Smith Travel Research: ICHRIE. (April 2014 - Present).

Professional Development

Faculty Exchange: Detailed Financial Forecast using STR Benchmarks. Revenue Optimization Conference and Commercial Strategy Week, sponsored by the Hotel Sales & Marketing Association (HSMIA), Toronto, Ontario, Canada. (June 26 – 29, 2023).

Inclusive Teaching Book Club, sponsored by The Lucas Center for Faculty Development at Florida Gulf Coast University. (Spring semester, 2023).

Conference Attendance, "Southeast CHRIE," ICHRIE - University of South Florida - Sarasota/Manatee, Sarasota, Florida, USA. (March 1, 2019 - March 3, 2019).

Conference Attendance, "Lucas Symposium on Critical Thinking," Lucas Center for Faculty Development at FGCU, Fort Myers, FL, USA. (January 24, 2018).

USF Sponsored Training-Ignatian Faculty/Staff book club, "The Meaning of Jesus: Two Visions," University Ministry. (August 2016 - October 2016).

USF Sponsored Training-, "College: What it Was, Is, and Should Be," Center for Teaching Effectiveness. (May 2016 - October 2016).

USF Sponsored Training-Ignatian Faculty/Staff book club, "The Case for God," University Ministry. (February 2016 - May 2016).

Writing Retreat-, "CRASE Online Writing Challenge," Center for Research, Artistic and Scholarly Excellence. (March 1, 2016 - March 20, 2016).

Workshop, "Jose Bowen and Teaching Naked," Center for Teaching Excellence at the University of San Francisco. (February 9, 2015).

"Spanish Language Immersion Program," Universidad Iberoamericana, Puebla, Mexico. (June 2, 2014 - June 13, 2014).

"Ignatian Spiritual Exercises," University Ministry at the University of San Francisco. (September 17, 2013 - May 6, 2014).

Professional Memberships

International Council on Hotel, Restaurant, & Institutional Education.

Hotel Sales & Marketing Association International (HSMIAI).