

Jeffry P. Downey, Ph.D.

Educational Background

Texas A&M University College Station, Texas	2022
Ph.D. Recreation, Park and Tourism Sciences	
Hospitality and Tourism Management and Marketing (concentration)	
Dissertation: <i>Helping Festivals Thrive through Generational Changes</i>	
Committee Chair: James Petrick, Ph.D.	
University of Florida , Gainesville, Florida	1998
Master of Agri-Business Management, Marketing and Management Specialization	
University of Florida , Gainesville, Florida	1997
Bachelor of Science in Food and Resource Economics, Agri-Business Management specialization, Minor in Business Administration	

Research Interests

- Loyalty, satisfaction, and sustainability of tourism-based events
- Perceived Comparative Value and Destination Satisfaction
- Enhancing Student Engagement

Academic Experience

Arizona State University – Haikou, Hainan, China

Assistant Professor

August 2023 – Present

Develop course curriculum, prepare and present lectures, create and administer quizzes, assignments & tests, and assist students with questions and problems with course content. Advise students.

CRD 350 – Tourism, Recreation and Sports Marketing

Fall, 2023, 2024

- Application of basic marketing principles and concepts in government, business, and social cause contexts; situation analysis and operational evaluation; decision making in terms of product, place, price, and channel of distribution mixes for tourism attractions and services.
- Focused on understanding and appreciating the marketing process for Hospitality and Tourism entities.
- Understanding various opportunities and strategies related to developing hospitality and tourism marketing.
- Understanding how to develop and use the marketing mix for hospitality and tourism entities.
- Understanding how to manage hospitality and tourism marketing.

CRD 401 – Managing Tourism & Leisure Enterprises

Fall, 2023, 2024

- Identify and assess Organizational based Mission, Vision and Value statements; • Describe and analyze the role of Planning and Development services in an organization.
- Explain the differences between Managers v. Leaders.
- Gain understanding of legal foundations involving liability.
- Describe and understand the basic responsibilities of Human Resources/Personnel services.
- Formulate an understanding of current Management Trends applied to case study.

PRM 304 – Recreation and Sport Planning and Facilities

Spring, 2024

- Demonstrate knowledge of terminology representative of facilities, areas, and resources
- Interpret principles and procedures for planning and operating various recreation and tourism facilities, areas, and resources
- Utilize principles of operation, care and maintenance for a variety of facilities, areas, and resources
- Discover legal concepts, including regulatory agents and standards, risk mitigation and accessibility requirements as they apply to facility management and program administration.
- Summarize, interpret, and critically analyze the ways that users interact with an environment in a variety of settings
- Determine the influences of environmental ethics as it applies to management of natural resource areas and facilities
- Construct recommendations and improvements for operational aspects of a recreational facility based on data, interviews and analysis

TDM 480 – Sustainable Tourism

Spring, 2024, 2025

- Define sustainability, and sustainable tourism
- Identify organizations involved in sustainable tourism development
- List contemporary challenges to sustainability in tourism
- Explain how structural and cultural conditions impact tourism sustainability
- Provide examples of successful sustainability initiatives in tourism development
- Analyze and assess tourism sustainability policy
- Propose solutions to tourism sustainability challenges.

TDM 372 – Tourism Planning

Spring, 2025

- Introduce the concepts of planning and policy in the broader tourism discourse
- Critical elements of an effective tourism plan will be introduced and discussed
- Learn why tourism planning and policy are important at various destination levels
- Understand how effective tourism planning and policy contribute to destination sustainability, quality of life, and sense of place

Student Advising

- Senior thesis advisor to 2025 graduate team.
- Advising and mentoring Student Research Assistant (1)
 - Advise and mentor on research process and methods

- Provide guidance on literature review and research project development
- Advising and mentoring to Student Teaching Assistants (3)
 - Advise and mentor on graduate school and career planning
 - Provide opportunities to develop and practice teaching skills
 - Provide guidance on teaching methods, assignment development and grading
- Advising and mentoring undergraduate students (6)
 - Advise and mentor on graduate school and career planning
 - Assist with graduate school selection and application process

Service Committees

- Graduate Poster Competition and Graduation Committee – Member 2023/24, Chair 2024/25
- Co-Curricular Committee – Member 2023/24, Chair 2025
- Harrow School partnership liaison 2023/24

Texas A&M University - College Station, Texas

Instructor /Visiting Lecturer

May 2020 – August 2023

Develop course curriculum, prepare and present lectures, create and administer quizzes, assignments & tests, and assist students with questions and problems with course content. In addition to teaching, I also serve on the curriculum committee for a new degree program in development.

RPTS 331 – Tourism Marketing

Online: Spring, 2023

- Application of basic tourism marketing principles and concepts in government, business, and social-cause contexts; situation analysis and operational evaluation; decision making in terms of product, place, price, and channel of distribution mixes for tourism attractions and services.
- Focused on understanding and appreciating the marketing process for Hospitality and Tourism entities.
- Understanding various opportunities and strategies related to developing hospitality and tourism marketing.
- Understanding how to develop and use the marketing mix for hospitality and tourism entities.
- Understanding how to manage hospitality and tourism marketing.

RPTS 302 - Applications of Tourism Principles

In person: Spring, 2022; Online: Fall, 2022

- Design and teach lecture-based course focused on broad introduction to local and international travel and tourism.
- Topics focus on travel and tourism industry, theoretical knowledge of the industry and related sectors, including knowledge of travel and tourism products and services, and infrastructure.
- Students demonstrate understanding of essential skills required by service sector employers and basic marketing and critical awareness of the physical, social and economic environments in which travel and tourism takes place

RPTS 444 – Service Quality in Hospitality Organizations

Online: Summer, 2022

- Introduces students to the concepts associated with service quality and its application in the hospitality industry.

- Designed to provide an overview of service quality concepts in place throughout a variety of hospitality and tourism industry examples.
- Focus on the value and importance of service encounters and their impact on the customer, business, and employee.
- With emphasis given to dealing with customer service problems and how to handle conflict and stress.
- This course is designed specifically for those interested in a career in hospitality or tourism services and covers a variety of different aspects needed to help you in your future jobs.

RPTS 323 Managing Hospitality and Recreation Organizations

Online: Summer, 2020; Fall, 2020; Spring, 2021, Summer, 2021; Fall, 2021; Spring, 2023

- Topics relate to management issues and tools related to the travel and tourism industry; history, planning, operations, leading, directing and controlling tourism businesses.
- Complexity and scope of tourism systems; issues related to ethics and sustainability; managing tourism in different environments; roles of technology and information technology.
- Developed budgeting exercise with other faculty to address identified gap in knowledge for departmental graduates.

Graduate Teaching Assistant

May 2019 - May 2020

Assist in developing course curriculum, guest lecture, proctor tests, help with grading and assist students with questions and problems with course content.

- RPTS 201 Foundations of Recreation, Parks, and Tourism - Analysis of the elements comprising a community, community assessment techniques and community development processes engaged by stakeholders and residents to improve living conditions; definitions and principles associated with community development.
- RPTS 311 Planning and Implementation of Events and Programs - Includes creation and implementation of programs and special events with budgeting, operational and venue logistics, marketing, fund raising, hospitality training and participant satisfaction.
- RPTS 340 Recreation, Parks, Tourism and Diverse Populations - Review of major judicial decisions and civil rights laws on provision and distribution of leisure services in society; influence of age, disability, ethnicity, national origin, race, religion and gender on individual's preferences for particular experiences; implications of individual differences for the provision of services.
- RPTS 481 Career Preparation Seminar - Development of knowledge and skills necessary for employment in the recreation, park and tourism fields; focus on career preparation and job search strategies, professionalism, networking and opportunities for advanced education.
- RPTS 331 Tourism Marketing - Application of basic tourism marketing principles and concepts in government, business, and social-cause contexts; situation analysis and operational evaluation; decision making in terms of product, place, price, and channel of distribution mixes for tourism attractions and services.

Graduate Research Assistant

October 2017 - October 2018

Researched various topics for two professors in Agricultural Economics. Conducted literature reviews. Researched and wrote research paper "*Recent Trends in Hydraulic Fracking Inputs 2013 – 2018: Texas, Oklahoma, Pennsylvania, North Dakota*".

Blinn College - Bryan, TexasAdjunct Professor

August 2022 - Present

Develop course curriculum, prepare and present lectures, create and administer quizzes, assignments & tests, and assist students with questions and problems with course content.

AGRI - 2317 – Introduction to Agricultural Economics

Blended course: Fall, 2022; Spring, 2023 – 4 sections/semester

Online course: Summer 2023, Fall 2023, Spring, 2024, Fall 2024, Spring 2025 – 2 sections/semester

An introductory applied social science course designed to expose students to terminology and applications used in agribusiness. Focuses on the application of empirical and scientific methods, explore behavior and interactions among individuals, groups, institutions, and events and examine their impact on the individual and society.

Professional Experience**Independent Consultant - Abilene/Bryan, Texas**Business and Market Research Consultant

August 2016 - August 2017

Market research - assist in survey/questionnaire design, sampling and screening parameters, analyze tabulated results and develop report detailing results based on clients' objectives.

Business consulting - develop business plans and financial analysis for clients. Assisted with due diligence efforts for new ventures. Provide business start-up guidance to clients.

Heartland Payment Systems - Abilene, TexasRelationship Manager

April 2016 - August 2016

Build relationships with merchants to help them improve their bottom line. Develop solutions for clients with Heartlands products - merchant processing, payroll, 401k, loyalty programs and merchant lending.

KXVA Fox - Abilene, TexasAccount Executive

May 2015 - April 2016

Work with new and existing accounts to help them achieve their goals. Develop digital and TV advertising plans to generate more business for clients. Find and develop new accounts. Manage existing accounts, enter and monitor orders, ensure clients ads run, monitor digital integrated marketing programs, update/modify as needed, keep clients apprised of progress.

Lithia Toyota of Abilene - Abilene, TexasSales Consultant

September 2014 - May 2015

Assist customers in selecting best vehicle for their needs and budget. Help them arrange financing, prepare vehicle for delivery and deliver to customer. Assist in management of dealership facilities - including lot and showroom floor organization.

Quest Energy Management Group, Inc. – Albany, TexasChief Operating Officer

June 2009 – May 2013

Managing day-to-day operations and all aspects of the company.

Vice President - Business Development & Operations

October 2005 - June 2009

Leveraged cross functional corporate experience to develop business plan to prove up and commercialize a new technology with applications in the oil field. In the process of developing the business plan, shifted focus to building a profitable oil and gas company that would develop the technology on the side.

TXU Energy – Dallas, TexasSenior Market Research Analyst

September 2003 – October 2005

Managed market research projects from inception to completion. Managed relationships with internal clients and external suppliers. Assisted in development of research processes. Developed and communicated customer insights to clients to help guide strategies. Provided consultation services for internal clients to help them make informed decisions and exceed their goals.

New Product Development

June 2001 – September 2003

Florida Power & Light – Juno Beach, FloridaSenior Marketing Analyst

June, 2000 – June, 2001

Marketing manager for residential energy efficiency programs and marketing lead for product development projects.

Residential Marketing Analyst

August, 1999 – June, 2000

Marketing lead for product development projects and member of special task force assigned to develop electric utility deregulation strategy for FPL.

Continuing Education

- Association of College and University Educators (ACUE)
Designing Learner-Centered and Equitable Courses 2023
- Association of College and University Educators (ACUE)
Creating an Inclusive and Supportive Learning Environment 2021
- Center for the Integration of Research, Teaching and Learning (CIRTL)
Associate Fellow of the Academy for Future Faculty, Texas A&M University 2021
- IPAA/SMU Cox School of Business: Energy, Oil & Gas - Strategic Leadership Skills 2009
- AAPG: Basic Petroleum Geology for the Non-Geologist 2007
- Advanced Waterflooding: Performance, Predictions & Surveillance 2005
- American Marketing Association: School of Marketing Research 2005
- Querying & Reporting with SAS Enterprise Guide 2005
- The Dale Carnegie Course 2003
- Mapping Business Communications 2001
- SPSS Basics and SPSS Intermediate 2001
- SPSS Statistical Analysis 2001

Publications

- *Employing the Investment Model to Understand Festival Attendee's Loyalty*. Downey, J.P.; Xiao, R.; Petrick, J.F. Submitted for publication, March, 2023.
- *Farm To Supermarket Price Spreads For Selected Vegetable Commodities: A Florida Case Study*. Byrne, Patrick J.; Loukonen, John; Downey, Jeff. 1999 University of Florida & Florida Farm Bureau
- Downey, J., Byrne, P. J., & Christmas, S. (1998). Farmgate to the Table Survey. *JOURNAL OF FOOD DISTRIBUTION RESEARCH*, 29, 106-107.
- *FARMGATE: First Quarter Report*. Downey, Jeff; Byrne, Patrick J.; Christmas, Scott. 1997 University of Florida & Florida Farm Bureau

Presentations

- *The role of relationship in determining event satisfaction attributes*. Presented at Travel and Tourism Research Association (TTRA) Annual Conference – June 2023
- *Does the importance of sustainable event information services vary among generational subcohorts?* Presented at the 9th Annual Texas Regional Alliance for Campus Sustainability – April 2023 <https://hdl.handle.net/1969.1/197537>
- *The Roles of Generational Shifts and Aging in Event Tourism Satisfaction and Loyalty*. Presented at the 2023 The Academy of Leisure Sciences Conference – February 2023 <https://hdl.handle.net/1969.1/197536>
- *TXU Home Energy Advisor: A Development & Marketing Success*. Invited to present at the 2003 Nexus Energyguide Annual Client Conference
- *TXU Home Energy Advisor: A Development & Marketing Success*. Invited to present at the 2002 Nexus Energyguide Annual Client Conference
- *FARMGATE: First Quarter Report*. Presented at the Food Distribution Research Society 1997 Annual Conference.

Papers in Development

- Enhancing Student Engagement in Group Projects
- The role psychopathy plays in mindful behavior at destinations to aid in sustainability

Professional Memberships

- Asia Pacific Tourism Association – Member
- Gamma Sigma Delta International Honor Society of Agriculture - Member
- Travel and Tourism Research Association - Member
- Kiwanis International - Member, Past President Albany Texas chapter

Software Experience

Stata, Simetar, JMP, Minitab, Mplus, MS Visio, MS Project, MS Word, MS Excel, MS PowerPoint, MS Publisher, MS Outlook, MS Access, Lotus Notes, SAS, SPSS, WordPerfect, Pages, Numbers, Keynote, Wolfepak