

# Deepak Chhabra, PhD

## **Associate Professor**

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Development Arizona State University  
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**Senior Sustainability Scientist**, Julie Ann Wrigley, Global Institute of Sustainability,  
Arizona State University

**Affiliated Faculty**, Center for Asian Research, Arizona State University

**Honors Faculty**, Arizona State University

**Affiliated Faculty**: Center for Sustainable Tourism, Arizona State University

**ASU ADVANCE Fellow**: 2021-2022

**Faculty Academy Fellow**: 2022-2023

## **Research, Teaching and Applied Specialties**

- \* Authenticity, authentication process and present- centered mapping of heritage/history in developed and developing countries
- \* Sustainable and viable economic impacts of recreation and tourism for host communities
- \* Smart and sustainable marketing strategies in hospitality, recreation and, tourism centered on social, cultural, and economic equity/capital in local, regional, and global communities. Emphasis is also on the promotion of ethical consumption/production and social inclusion through active civic engagement and equitable use of public goods.
- \* Resilience, wellbeing and therapeutic non-pharmaceutical interventions by planning and developing wellness programs and tourism. Designing transformative strategies to promote moral/ethical selving and resilient body-mind systems aimed at nurturing self-transformation (care of the self), transcendence (an optimal state of mind), overall wellbeing, and healthy/restorative lifestyles

## EDUCATION

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- Ph.D. Department of Forestry, North Carolina State University, NC, 2001  
Emphasis: Heritage Tourism  
Dissertation: Heritage Tourism and an Analysis of Perceived Authenticity and Economic Impact of Scottish Highland Games in North Carolina
- M.A. International Tourism and Hotel Management, Schiller International University, UK, 1992  
Emphasis: Tourism  
Thesis: Tourism Trends in India
- M.Phil. Department of History, Jammu University, India 1991 (Registered in 1988)  
Emphasis: History  
Thesis: Non-Cooperation Movement of Mahatma Gandhi
- B.A. Jammu University, India  
(Correspondence) Emphasis: Arts
- Diploma Textile Designing, South Delhi Polytechnic for Women, New Delhi, India; Emphasis: Weaving

## ACADEMIC POSITIONS

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| 2012- Present | Associate Professor, School of Community Resources and Development, Arizona State University                  |
| 2011-Present  | Senior Global Futures Scientist, Global Institute of Sustainability, Arizona State University                 |
| 2006 – 2012   | Asst. Professor, School of Community Resources and Development, Arizona State University                      |
| 2003–2006     | Assistant Professor, Division of Health, Physical Education and Leisure Services, University of Northern Iowa |
| 2001 – 2003   | Assistant Professor, Department of Recreation and Leisure Studies, California State University, Sacramento    |

## RECOGNITION AND AWARDS

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Fellowship, 2022-2023: Faculty Academy. Studio for Creativity, Place and Equitable Communities. Herberger Institute of Design and the Arts. Building strategies to inform institutional practice and curriculum associated with creative place making and place keeping.

Fellowship, 2021-2022: ASU ADVANCE. Project funded by National Science Association. Aim was to examine the manner in which intersectional identities affect the interdisciplinary environment of the university using a life-course career approach for the advancement of professors from beginning to the end.

17th Amity International Tourism and Hospitality Conference (AITHC 2021), Uttar Pradesh, India. September 2021: Distinguished Speaker.

Indian Institute of Travel and Tourism Management Conference, Noida, September 2018: Felicitation Award, Ministry of Tourism: Government of India.

University Senate, Arizona State University, September 2018: Senator Spotlight.

Travel & Tourism Research Association Conference, 2017: Best Visual Paper Presentation award (shared with Sood, J. & Andereck, K.).

School of Community Resources and Development, Arizona State University, 2011: Faculty Achievement Award for Research.

Emerald Group Publishing Limited, Tourism Review, 2011: Great Western Travel and Tourism Research Association Conference, Best Paper Award as a co-author.

School of Community Resources and Development, 2008: Book award for signing a book contract with Routledge Publications.

New Student Programs and Discussions, Downtown Campus, Arizona State University, 2006: Certificate of appreciation for participating in a Martin Luther King Round Table Discussion to discuss with the students the relevance of Civil Rights Movement today.

Residence Inn, Tempe, Arizona, 2006: Certificate of appreciation by the General Manager and Director of Sales for contribution to the marketing strategy and overall business success of the hotel.

Council of Hospitality and Restaurant Educators Conference, Virginia, 2006: Best paper award for the following paper: Gursoy, D. and Chhabra, D. "Perceived Social Impact of Gaming on Local Communities: Perceptual Differences between Gamblers and Non- gamblers."

Project Export Center of Excellence on Health Disparities, University of Northern Iowa and The National Institute of Health, 2005: Presented with a certificate of appreciation for participating as a faculty scholar in health disparities and providing academic leadership in reducing health disparities in Iowa.

United States Department of the Interior, Bureau of Reclamation, Mid. Pacific Region, 2002: Certificate of Appreciation for volunteering services to evaluate visitors and services at Lake Berryessa, California.

Educational Institute of American Hotel and Motel Association, 2001:

Certificate of appreciation from the Officers and Board of Trustees of the Educational Institute in recognition of contributions to the advancement and support of training and education in the hospitality industry.

North Carolina State University:

North Carolina Sea Grant Department stipend for the research and report on the Hatteras Village Aqua-farm visitor study, 1997.

State Division for Travel and Tourism Grant for reports on the lodging industry of North Carolina, Department of Parks, Recreation & Tourism Management, 1996-1997.

Hofmann Forest Foundation scholarship, 1996, \$1500.

Forte Grand, Jumeirah Beach, Dubai, United Arab Emirates, 1995: Certificate of Appreciation for significantly contributing towards the successful opening of the hotel.

Schiller International University, London, UK, 1991: Schiller Scholarship, 1990, \$3000.

## **INVITED PRESENTATIONS** (Student Author underlined)

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**Chhabra, D.** 2024. Sustainable Marketing of Transformative Heritage Tourism. Dr. Babasahab Ambedkar Marathwada University, Sambhajinagar, India. August 3.

**Chhabra, D.,** Atal, N. & Maheshwari, A. 2024. Sustainable Development and Resilience of Tourism: Well-being and Quality of Life Perspectives. Amity Institute of Travel and Tourism, Amity University, Noida, India, August 13.

**Chhabra, D.,** Wise, N., Larsen, D. & Budruk, M. 2023. Economic Impact Results for the 2023 Air Fair and AOPA Fly-In Study. City Council of Buckeye.

**Chhabra, D.** 2023. Economic Viability of Event Tourism. National Tourism Policy and G20: LiFE Uniting Earth, People and Tourism Workshop, February 23, 2023 - February 24, 2023 (Hybrid Mode). Amity Centre of Excellence established in collaboration with Tourism and Hospitality Skill Council (THSC). Amity University, Noida, India

**Chhabra, D.** 2022. Sustainable Marketing of Heritage Tourism in Transformative Times. International Online Discussion Panel on Cultural Heritage and Tourism and Egyptology. FTH Luxor University Events, Cairo Egypt.

**Chhabra, D.** 2021. Heritage Justice, Authenticity and Wellbeing: Conceptualizing Transformative Heritage Tourism. 17th Amity International Tourism and Hospitality

**Chhabra, D.** 2020. Sustainable Marketing of Heritage Tourism in the Caribbean. Presentation to sustainable tourism specialists, tourism product development specialists, tourism marketing specialists, and directors of tourism of several Caribbean nations. Presentation was hosted by the Caribbean Tourism Organization.

**Chhabra, D.** 2020. Economic Impact of the Maricopa County Parks and Recreation System. Presentation to the Maricopa County Parks and Recreation Department (MCPRD), Board of Commissioners, and Public. Hosted by MCPRD.

**Chhabra, D.** 2019. Transformational Tourism in India. Sustainable Travel Eco-Event. South Mountain Environmental Education Center. Sponsored by Green Living AZ Magazine, and the ASU Center for Sustainable Tourism.

**Chhabra, D.,** Yoshioka, C., Kim, E. & Stevenson, N. 2019. Economic Impact and Marketing Profile of Off-Highway Recreation Visitors in the State of Arizona. OHV Advisory Group and Arizona State Parks.

**Chhabra, D.** 2018. Panel Speaker, Innovation and Sustainability, Indian Institute of Travel and Tourism Management Conference, Noida (India). Ministry of Tourism: Government of India.

**Chhabra, D.** 2018. Conceptualizing Spiritual Tourism and Wellbeing. Department of Tourism and Hospitality Management, Jama Millia Islamia University, Delhi, India.

**Chhabra, D.,** Yoshioka, C., Kim, E. & Stevenson, N. 2018. Economic Impact of Off- Highway Recreation. Update and Results discussion. Arizona State Parks.

**Chhabra, D.** 2017. Sustainability of Tourism in the Contemporary Era. Amity University, Noida, India.

**Chhabra, D.** 2016. Memorializing Mahatma Gandhi Today. Institute of Humanities Research. Arizona State University, USA.

**Chhabra, D.** 2015. Keynote speaker invitation at an interdisciplinary workshop on authenticity titled 'The authenticity of authenticity.' School of Economics and Management, Free University of Bolzano, Piazza dell'Università, 39100 Bolzano, (Italy).

**Chhabra, D.,** Timothy, D. & Scott, K. 2015. Economic Impact and Marketing Profile of Visitors to Wickenburg. Wickenburg Chamber of Commerce.

**Chhabra, D.** & Larsen D. 2015. Economic Impact of Maricopa County Parks and Recreation System. Maricopa County Parks and Recreation Department, Board of Commissioners, and Public.

**Chhabra, D.,** Phillips, R. & Scott, K. 2012. Sustainable development and marketing of the hospitality and tourism industry in Arizona. Invited by Mesa Convention and Visitors Bureau to talk at the Arizona Chapter of SGMP, Phoenix, Arizona,

Yite, Y. & **Chhabra, D.** 2011. Towards socially Responsible Gambling Advertising: A New Normal Perspective. Travel and Tourism Research Association, London, Canada. *Invitation extended to the winners of the best paper award at the regional chapter conference of TTRA*

**Chhabra, D.** 2007. Socioeconomic Impacts of Gambling. Alberta Gaming Research Institute, Banff, Canada.

**Chhabra, D.** 2005. Socioeconomic Impact of Gambling on Iowans. The Iowa Racing and Gaming Commission, Des Moines, Iowa.

**Chhabra, D.** & Lutz, G. 2005. Socioeconomic Impact of Gambling on Iowans. Final Draft Presentation to the Iowa Legislative Council, Des Moines, Iowa.

**Chhabra, D.** & Lutz, G. 2004. "Socioeconomic Impact of Gambling on Iowans." First Progress Report. Presented to the Iowa Legislative Council, Des Moines, Iowa.

**Chhabra, D.** 2005. Perceived Authenticity and social impact of Heritage museum artifacts. Iowa Museum Association Board, Des Moines, Iowa.

**Chhabra, D.** and Fountain, B. 2003. Methodology presentation on the Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area," El Dorado County, CA, to SMUD (Sacramento Municipal Utility District) and its Hydro Electric Project Stakeholders (El Dorado County Representatives), March.

**Chhabra, D.** and Fountain, B. 2003. Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area, El Dorado County, CA, to SMUD and its stakeholders and the general public of El Dorado County, November.

**Chhabra, D.,** Fountain, B., Alsbury, L., Rossi, G. & Chen, S. 2003. Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area, El Dorado County. Study Update Presentation to SMUD and its Stakeholders, May.

**Chhabra, D.** Fountain, B. and Alsbury, L. 2003. "Socioeconomic impacts of tourism because of the Crystal Basin Recreation Area, El Dorado County." Research Project Study Plan Presentation to SMUD and its Stakeholders, March.

## RESEARCH ACTIVITY

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### Books

#### *Published*

**Chhabra, D.** (Ed.) (2024). Routledge. Sustainable marketing of transformative heritage tourism. Routledge.

**Chhabra, D.,** Atal, N. & Maheshwari, A. (Eds.) (2024). Sustainable Development of Niche Tourism: Wellbeing and Quality of Life perspectives through non- pharmaceutical interventions and transformative consumption. Springer. By invitation.

**Chhabra, D.** 2021. Resilience, Authenticity and Digital Heritage Tourism. UK: Routledge.

**Chhabra, D\***(Ed.). 2021. 1<sup>st</sup> Edition. Authenticity and Authentication of Heritage. UK: Routledge. This book is an extended version of a special issue I guest edited for the Journal of Heritage Tourism in 2019. New items are Preface and the concluding chapter.

**Chhabra, D.** 2015. Strategic Marketing in Hospitality and Tourism: Building a ‘Smart’ Online Marketing Agenda. New York: Nova Science Publications Inc. 275 pages. ISBN: 978-163482073-8; 978-163482072-1

**Chhabra, D.** 2010. Sustainable Marketing of Cultural and Heritage Tourism. London: Routledge. 238 pages. ISBN-13: 978-0-415-77704-9 (hbk); 978-0-203-855411-6 (ebk)

### Book Contracts

**Chhabra, D.** 2023. Rethinking Heritage Tourism: Transcendental Authenticity and Wellbeing Perspectives. Edgar. By invitation. In Progress (Estimated Publication date: June, 2025)

### Journal Articles (Student author underlined)

#### *Published/In Press*

**Chhabra, D.** 2024. Sense of place and charismatic attachment to a river: a tourism stakeholder’s perspective. *International Journal of Spa and Wellness*, 1-22.

**Chhabra, D.** & Dewland, C. 2024. Sustainable Marketing of Agro-tourism: the socio-cultural perspective. *International Journal of Health Management and Tourism*, 9(3): 320-345.

**Chhabra, D.,** & Kim, E. G. 2023. Sustaining inner transformation through spiritual tourism. *International Journal of Spa and Wellness*, 1-22.

Baimoratova, S., Chhabra, D. & Timothy, D. 2023. Planning and Promoting an Authentic Slow Food Tourism Corridor in a Suburban Town in the US. *Sustainability*, 15(20), 14971.

Kim, E., **Chhabra, D.** & Timothy, D. 2022. Towards a Creative MICE Tourism Destination Branding Model: Integrating Heritage Tourism. *Sustainability*, 14.24: 16411

**Chhabra, D.** 2022. Transformational Model of Wellbeing for Serious Travelers. *International Journal of Spa & Wellness*, 5(2), 129-146.

**Chhabra, D.** & Dewland, C. 2022. Femvertising Practices in Wellness Tourism: Case of Retreat Centers in the United States. *International Journal of Health Management and Tourism*, 7(3), 265-287.

**Chhabra, D.** 2021. Transformative Perspectives of Tourism: Dialogical Perceptiveness. *Journal of Travel and Tourism Marketing*, 38(8), 759-68.

Kim, E., **Chhabra, D.** & Timothy, D. 2021. Economics of Experiential Consumption in a Rural Heritage Destination. *Tourism Review International*, 25(4), 339-351.

**Chhabra, D.**, Chowdhury, A., & Chowdhury, J. 2021. Examining Sustainability of Heritage on Wheels: the Case of Autorickshaws in Delhi (India). *Journal of Heritage Tourism*, 1-14.

<https://www.tandfonline.com/doi/full/10.1080/1743873X.2020.1788567>

**Chhabra, D.** 2020. Transformational Wellness Tourism System Model in the Pandemic era. *International Journal of Health Management and Tourism*, 5(2), 76-101.

<https://dergipark.org.tr/tr/pub/ijhmt/issue/56630/788628>

**Chhabra, D.** 2019. Authenticity and the Authentication of Heritage: Dialogical Perceptiveness (Editorial note). *Journal of Heritage Tourism*, 14(5-6), 389-395.

**Chhabra, D.** & Kim, E. 2018. Economic Impact and Topophilia of Lifestyle Travelers. *Loisir*, 42(1), 115-123.

**Chhabra, D.** & Kim, E. 2018. Branding Authenticity of Heritage Festivals. *Annals of Tourism Research*, 68: 55-57. Available online:

<https://www.sciencedirect.com/science/article/pii/S0160738317301500>

Scott, S. & **Chhabra, D.** 2017. Economic Viability of Heritage Festivals. *Anatolia: International Journal of Hospitality and Tourism Research*, 28(3): 432-443.

**Chhabra, D.** 2017. Soft Power Analysis of Online Representations in Alienated Borderline Tourism. *Journal of Heritage Tourism*, 1-16. Published online:

<http://dx.doi.org/10.1080/1743873X.2017.1337775>

**Chhabra, D.** 2016. Heritage Branding of India: A Gandhi Tourism View. *Annals of Tourism Research*, 62: 110-112.



**Chhabra, D., Steffey, E., Zhao, S., Larsen, D. & Budruk, M.** 2016. Sustained Economic Impact of Park Tourism. *Anatolia: International Journal of Hospitality and Tourism Research*, 1-3.

**Chhabra, D. & Zhao, S.** 2015. Present-centered dialogue with Heritage Representations. *Annals of Tourism Research*, 55: 94-109.

**Chhabra, D.** 2015. A Cultural Hospitality Framework for Heritage Accommodations. *Journal of Heritage Tourism*, 20(2): 184-190.

Lee, W. & **Chhabra, D.** 2015. Heritage Hotels and Historic Lodging: Perspectives on Experiential Marketing and Sustainable Culture. *Journal of Heritage Tourism*, 10(2): 103-110. Editorial Note.

**Chhabra, D.** 2014. Ethics of Gambling: Minimizing Harm. *Tourism Recreation Review*, 39(3): 478-484

**Chhabra, D. & Johnston, E.** 2014. Dispelling Gendered Myths in Tourism Promotional Materials: An Upstream Social Marketing Perspective. *Tourism Analysis*, 19(6): 775- 780.

Heurmann, K. & **Chhabra, D.** 2014. The Darker Side of Dark Tourism. *Tourism Analysis*, 19 (2): 213-226.

**Chhabra, D., Lee, W. & Zhao, S.** 2014. Epitomizing the 'Other' in Ethnic Eateertainment Experiences. *Loisir/Leisure*, 1-18 (ahead of print- available online)

**Chhabra, D.** 2013. The DiasporaMarket and Homeland Representations: Implications for Niche Marketing. *Tourism Analysis*, 18(3), 259-271.

**Chhabra, D., Lee, W., Zhao, S. & Scott, K.** 2013. Marketing of Ethnic Food Experiences: Authentication Analysis of Indian Cuisine Abroad. *Journal of Heritage Tourism*, 8(2/3), 145-157.

**Chhabra, D., Zhao, S., Lee, W. & Okamoto, N.** 2012. Negotiated Self-Authenticated Experience and Homeland Travel Loyalty: Implications for Relationship Marketing. *Anatolia: International Journal of Hospitality and Tourism Research*, 23(3): 429-436.

**Chhabra, D. & Chowdhury, A.** 2012. Slum Tourism: Ethical or Voyeuristic. *Tourism Review International*, 16: 75-81

**Chhabra, D.** 2012. Pros and Cons of Shopping Mall Culture as a Leisure Phenomenon. *Leisure/Loisir*, 36(1): 85-94.

**Chhabra, D.** 2012. A Presented-centered Dissonant Heritage Management Model. *Annals of Tourism Research*, 39(3): 1701-1705.

**Chhabra, D.** 2012. What do Student Travelers Really Want? Revisiting the Buyer's Black Box. *Journal of Hospitality Marketing and Management*, 21(3): 344-355.

**Chhabra, D.** 2012. Authenticity of the Objectively Authentic. *Annals of Tourism Research*, 39(1): 499-502.

**Chhabra, D.,** Andereck, K., Yamanoi, K. & Plunkett, D. 2011. Gender Equity and Social Marketing. *Journal of Travel and Tourism Marketing*, 28(2): 111-128.

**Chhabra, D.** 2010 Branding Authenticity. *Tourism Analysis*, 15(6): 735-740.

**Chhabra, D.** 2010. Host Community Attitudes toward Tourism Development: The Triggered Tourism Life Cycle Perspective. *Tourism Analysis*, 15(4):471-483.

**Chhabra, D.** 2010. Student Motivations: A Heritage Tourism Perspective. *Anatolia, International Journal of Hospitality and Tourism Research*, 21(2): 249-270.

**Chhabra, D.** 2010. Back to the Past: Generation Y's Perceptions of Authenticity. *Journal of Sustainable Tourism*, 18(6):793-809.

**Chhabra, D.** 2010. How They See Us: Perceived Effects of Tourist Gaze on The Old Order Amish. *Journal of Travel Research*, 49(1): 93-105.

**Chhabra, D.** 2009. Sustainable Marketing of Unique Museums. *Asian Journal of Tourism and Hospitality Research*, 3(2): 78-83.

**Chhabra, D.,** Andereck, K., Yamanoi, K. & Plunkett, D. 2009. Gendered Image Portrayals in Vacation Guides. *Anatolia: International Journal of Hospitality and Tourism Research*, 20(2): 456-460.

**Chhabra, D.** 2009. Resident Perceptions in Conversation with Actual Facts: Furthering Investigation of Perception Dynamism in Gambling Tourism. *UNLV Gaming Research & Review Journal*, 13(2).

**Chhabra, D.** 2009. Exploring Casino Gambling Impact Perceptions of a Unique Population. *UNLV Gaming Research & Review Journal*, 13(1): 45-54.

**Chhabra, D. &** Andereck, K. 2009. Proposing Unique Marketing Strategies for Gamblers based on Perceptions. *Journal of Travel and Tourism Marketing*, 36(4): 364- 382.

**Chhabra, D.\* &** Gursoy, G. 2009. Life Dynamism Explorations on Perceived Quality of Life and Social Exchange Paradigms in Casino Settings. *Leisure Sciences*, 31(2): 136- 157.

- Chhabra, D.** 2009. Are Late Life Gamblers a Lucrative Market in Gambling Tourism? A Case Study of Iowa, United States. *Journal of Hospitality and Tourism Research*, 33(2): 245-254.
- Chhabra, D.** 2009. Proposing a Sustainable Marketing Framework for Heritage Tourism. *Journal of Sustainable Tourism*, 13(3): 303-326.
- Chhabra, D.** 2009. Are Local Residents Fickle Minded? Influence of Moral Beliefs on Casino Gambling Impact Perceptions. *Tourism Analysis*, 13(5/6): 591-604.
- Chhabra, D.** 2008. Social Exchange Theory in Resort and Non-resort Casino Settings. *Anatolia: International Journal of Hospitality and Tourism Research*, 9(1): 155-160.
- Chhabra, D.** 2008. Baby Boom Generation Perceptions of Casino Gambling Impact within Social Exchange Theory Settings. *Anatolia: International Journal of Hospitality and Tourism Research*, 19(1): 71-88.
- Chhabra, D.** 2008. Positioning Museums on an Authenticity Continuum. *Annals of Tourism Research*, 35(2): 427-447.
- Chhabra, D.** 2007. Estimating Benefits and Costs of Casino Gambling in Iowa. *Journal of Travel Research*, 46(2): 173-182.
- Chhabra, D.** 2007. Exploring Social Exchange Theory Dynamics in Native American Casino Settings. *UNLV Gaming Research & Review Journal*, 11(2): 31-48.
- Chhabra, D.** 2007. Exploring Market Influences on Curator Perceptions of Authenticity. *Journal of Heritage Tourism*, 2(2): 110-119.
- Chhabra, D.** 2007. Analyzing Stakeholders Perceptions of Sports Tourism. *Tourism Analysis*, 12(3): 213-219.
- Chhabra, D.** 2007. Gendered Social Exchange theory Variations across the Life Span in Casino Settings. *Anatolia: International Journal of Hospitality and Tourism Research*. 18(1): 145-153.
- Chhabra, D.** 2007. Ethnicity and Marginality Effects on Travel and Gambling Behavior. *Journal of Vacation Marketing*, 13(3): 221-238.
- Chhabra, D. & Gursoy, D.** 2007. Perceived Impacts of Gambling: Integration of Two Theories. *UNLV Gaming Research & Review Journal*, 1(1): 27-40.
- Chhabra, D.** 2007. Determining Spending Behavior of Female Travelers in Nature-based Tourism. *Leisure/Loisir*, 31(1): 347-369.
- Chhabra, D.** 2006. Analyzing the Travel Behavior of Day trippers and their Economic Impact: A Case Study of Sacramento County, CA. *Journal of Vacation Marketing*, 12(1): 93-97.
- Chhabra, D.** 2005. Understanding Authenticity and its Determinants. *Journal of Travel Research*, 44(1): 64-73.

**Chhabra, D.** 2004. Redefining a Festival Visitor. A Case Study of Vendors Attending Scottish Highland Games in the United States. *Journal of Event Management*, 9(1).

**Chhabra, D.** Sills, E. & Cabbage, F. 2003. Significance of Festivals to Rural Economies: Estimating the Economic Impacts of Scottish Highland Games in North Carolina. *Journal of Travel Research*, 41(4): 421-436.

**Chhabra, D.,** Healy, R.G., & Sills, E.O. 2003. Staged Authenticity and Heritage Tourism. *Annals of Tourism Research*, 30(3): 702-719.

**Chhabra, D.,** Sills, E. & Rea, P., 2002. Tourist Expenditures at Heritage Festivals. *Event Management*, 7(4): 221-230.

*Student author underlined*

### **Refereed Articles under Review**

**Chhabra, D.** Economic Modeling on Airshow Events. *Tourism Economics*.

Pham, K., **Chhabra, D.** & Wise, N. Semiotic Analysis of Representations of Pilots as Serious Leisure Travelers at Air Show Events. *Event Management*

### **Refereed Articles (In progress)**

**Chhabra, D.** Intersection between Existentialist Authenticity and Social Capital. *Current Issues in Tourism*

### **Book Chapters**

*Student author underlined*

### *Published*

**Chhabra, D.** (2024). The core of sustainable marketing. In *Sustainable Marketing of Transformative Heritage Tourism*, Chhabra (Ed.). UK: Routledge

**Chhabra, D.** (2024). Conceptualizing transformative heritage tourism. In *Sustainable Marketing of Transformative Heritage Tourism*, Chhabra (Ed.). UK: Routledge

**Chhabra, D.** (2024). Transformative sustainable marketing doctrine for heritage tourism. In *Sustainable Marketing of Transformative Heritage Tourism*, Chhabra (Ed.). UK: Routledge

Pintel, T.\* & **Chhabra, D.** (2024). Social Tagging Museum Collections: Public Engagement or an Abrogation Act. In *Sustainable Marketing of Transformative Heritage Tourism*, Chhabra (Ed.). UK: Routledge

**Chhabra, D.** (2024). Insights on sustainable tourism, resilience and quality of life notions. In *Sustainable Development and Resilience in Tourism*, D. Chhabra, A. Atal & A. Maheshwari (Eds.). New York: Springer

**Chhabra, D.** (2024). Intersection between health, wellness and quality of life notions. In *Sustainable Development and Resilience in Tourism*, D. Chhabra, A. Atal & A. Maheshwari (Eds.). New York: Springer

**Chhabra, D.** (2024). Transformative learning and experiences and their role in promoting wellbeing and quality of life. In *Sustainable Development and Resilience in Tourism*, D. Chhabra, A. Atal & A. Maheshwari (Eds.). New York: Springer

**Chhabra, D.** (2024). Conclusion: Building Sustainable Quality of Life Frameworks. In *Sustainable Development and Resilience in Tourism*, D. Chhabra, A. Atal & A. Maheshwari (Eds.). New York: Springer.

**Chhabra, D.** (2023). Existential Authenticity Model for Eco-spiritual Settings. *Handbook on Tourism Planning*, Xie, P. (ed.), pp. 170-181. UK: Edward Elgar. (By invitation).

**Chhabra, D.** (2023). Modeling Heritage Justice for Under-represented Communities. *Handbook of Trends and Issues in Global Tourism*, Morrison, A. & Buhalis, D. (Eds.), pp. 148-1162. UK: Routledge. (By invitation)

Baimoratova, S. & **Chhabra, D.** (2023). Slow Food Tourism and Quality of Life: The Social Capital Perspective. *Handbook of Tourism and Quality-of-Life Research*, Uysal, M., Sirgy, J., Kruger, S. (Eds.), pp. 383-395. New York: Springer. (By invitation)

**Chhabra, D.** 2021. Wellbeing and Moral Orientations of Existentialist Authenticity. In *Authenticity and Authentication of Heritage*, D. Chhabra (Ed.): Routledge

Phillips, R. & **Chhabra, D.** 2015. Theoretical Perspectives on Tourism Planning and Development. In *Demystifying Theories in Tourism Research*, K.S Bricker and H. Donohoe (eds.), Boston: CABI Publications, pp. 7-17.

**Chhabra, D.** 2015. Sustainable Supply Chain Management in Tourism. In *Encyclopedia of Tourism*, Xiao, H. & Jafari, J. (eds.), London: Springer. In Press.

**Chhabra D.** & Zhao, S. 2015. Historical Tourism. In *Encyclopedia of Tourism*, Xiao, H. & Jafari, J. (eds.), London: Springer.

**Chhabra, D.** 2015. Smart Sustainable Marketing of the World Heritage Sites: Teaching New Tricks to Revive Old Brands. In *Handbook of Research on Sustainable Development and Economics*, pp. 207-227.

**Chhabra, D.** 2013. The Tripartite Model of Power Flow and Coping Mechanisms for Positive Social Capital. In *Social Capital: Theory, Measurement and Outcomes*, Johnson, D. (ed.), New York: Nova Science Publishers Inc., pp. 345-362.

**Chhabra, D.** 2012. Destination Images: Representative Dissonance in India. In *Strategic Marketing in Tourism Services*, R. Tsiotsou & R. Goldsmith (eds.), San Diego: Emerald Publications, pp. 79-94

**Chhabra, D.** 2011. Management of World Heritage Sites: An Integrated Sustainable Marketing Approach. In *Global Hospitality and Tourism Management Technologies*, P. Pablos, R. Tennyson & J. Zhao (eds.), Pennsylvania: IGI-Global, pp. 190-207.

**Chhabra, D.** 2010. The 'Islamicisation' of Tourism Promotion in Muslim Countries. In *Tourism and the Muslim World*, Jafari, J. & N. Scott's (eds.), Bingley, UK: Emerald, pp. 267-284.

**Chhabra, D. & Phillips, R.** (2008). Tourism-Based Development. In *Introduction to Community Development*, Phillips, R. & Pittman (eds.), Oxon (UK): Routledge Publications, pp. 231-249.

**Chhabra, D.** 2004. Economic Impact of Festivals in United States. In *Tourism and Cultural Festivals and Events: Management, Planning and Policy Dimensions*, Long, P. & Robinson, M. (eds.), Sunderland, UK: Business Education Publishers, pp.139-150.

*Accepted*

**Chhabra, D.** Philosophical Underpinnings of Yoga Tourism in the Contemporary Times. In *Religious Heritage and Tourism in Asia*, Shinde, K. & Timothy, D. (Eds.). Routledge

## **Book Reviews**

*Published*

**Chhabra, D.** 2021. Cultural and Heritage Tourism (by D. Timothy). Channel View Publications. *Journal of Heritage Tourism*, 16: 612-614.

**Chhabra, D.** 2019. Tourism Systems by Morrison, Lehto & Day. *Anatolia: International Journal of Hospitality and Tourism Research*, 30(2), 297-302.

**Chhabra, D.** 2016. Museums, Heritage and Development (edited by P. Basu & W. Modest). Leisure/Loisir, 369-373.

**Chhabra, D.** 2015. Education, Values and Ethics in International Heritage: Learning to Respect by J. Atkinson. *Journal of Tourism and Cultural Change*, 1-4.

**Chhabra, D.** 2013. Translating Museums: A Counter history of South Asian Museology by S. Bhatti. *Journal of Tourism and Cultural Change*, 11, 144-147.

**Chhabra, D.** 2013. Selling the Amish: The Tourism of Nostalgia by S. Trollinger. *International Journal of Culture, Tourism, and Hospitality Research*, 7, 427-430.

**Chhabra, D.** 2012. Taking Responsibility for Tourism by H. Goodwin. Oxford: Goodfellow. *Journal of Tourism and Cultural Change*, 10(4), 345-348.

**Chhabra, D.** 2012. Understanding Tourism: A Critical Introduction by K. Hannam & D. Knox. Sage Publications (UK), 2010, 170 pp. ISBN 978-1-4129-2277-7. *Loisir*, 36(2), 240-242.

**Chhabra, D.** 2012. Authenticating Ethnic Tourism by P. Xie. Channel View Publications (UK), 2010, 288 pp. ISBN: 978-1-8454-1157-2. *Tourism Management*, 33(4): 1005-1006.

**Chhabra, D.** (2011). Tourism and Demography. By Ian Yeoman, C. Hsu, Karen Smith & Sandra Watson (Eds.). *Tourism review international*, 14(4), 215-217.

**Chhabra, D.** 2011. Cultural Tourism Research Methods, edited by G. Richards and W. Munsters. CABI (Oxfordshire, UK), 2010, 228 pp. *Annals of Tourism Research*, 38(4): 1669-1671.

**Chhabra, D.** 2011. International Tourism: Cultures and Behavior by Y. Reisinger. Elsevier (Burlington, MA, USA), 2009, 429 pp. ISBN: 978-0-7506-7897-1. *Journal of Information Technology and Tourism*, 12(3).

**Chhabra, D.** 2010. Cultures of Mass Tourism (Edited) by P. Pons, M. Crang, and P. Travelou. Ashgate Publishing Limited (Surrey, UK), 2009, 192 pp. ISBN: 978-0-7546-7213-5. *TOURISMOS Journal*.

**Chhabra, D.** 2010. Tomorrow's Tourist by I. Yeoman. Butterworth Heinemann (Oxford, UK), 2008. ISBN: 978-0-08-045339-2. *Anatolia: International Journal of Hospitality and Tourism Research*, 21(2): 403-405.

### **Published Non-Refereed Papers** (student author underlined)

**Chhabra, D.** 2020. Optimizing Authenticity: The Dialectics of Heritage. *Collections: A Journal for Museum and Archives Professionals*. (Reflection introductory piece introducing a volume of collections)

**Chhabra, D.** 2012. Heritagisation of the Sun Corridor: A Heritage Tourism Perspective. *The Sustainability Review*. April.

**Chhabra, D.** 2006. Determining Travel and Spending Behavior of Female Travelers. *E- Review of Tourism Research*, 4 (3):56-63.

**Chhabra, D.**, 2005. Understanding VFR Markets and Their Economic Impacts. *E- Review of Tourism Research*, 3 (4): 97-102.

**Chhabra, D.** 2004. Determining spending behavior variations and market attractiveness of solo and non-solo travelers. *E-Review of Tourism Research*, October, 12 (5):103-107

**Chhabra, D.** 2004. Economic Impact of Nature Tourism. *E-Review of Tourism Research*, June, 2 (3):51-55.

Chih-Chien, C. **Chhabra, D.** and Tatsugawa, K. 2004. Resident Perceptions of the Effect of Tourism upon Their Lifestyle in the Crystal Basin Area, El Dorado County, California. *E-Review of Tourism Research*, August, 2 (4):82-87.

## TECHNICAL RESEARCH REPORTS

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**Chhabra, D.,** Wise, N., Larsen, D. & Budruk, M. 2023. Buckeye Air Fair 2023 Research Study Report. City of Buckeye. [https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pdf/2142889/Buckeye\\_Air\\_Fair\\_2023\\_Research\\_Study\\_Report\\_8-29-23.pdf](https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pdf/2142889/Buckeye_Air_Fair_2023_Research_Study_Report_8-29-23.pdf)

**Chhabra, D.,** He, L., Quansah, J. & Larsen, D. (2020). Economic Impact of the Maricopa County Parks and Recreation System. Maricopa County Parks and Recreation Department, Phoenix, AZ. (57 pages)

**Chhabra, D.,** Yoshioka, C. & Kim, E. (2018). Economic Impact of Off-Highway Vehicle Recreation, Arizona State Parks. (124 Pages)

**Chhabra, D.,** Yoshioka, C. & Kim, E. (2018). Economic Impact of Off-Highway Vehicle Recreation, Arizona State Parks. Graphic Report. 8 Pages

**Chhabra, D.,** Timothy, D., Scott, K. & Zhao, S. (2015). Economic Impact and Marketing Profile of Visitors to Wickenburg, AZ. Wickenburg Chamber of Commerce. (100 pages)

**Chhabra, D.** (2015). Economic Impact of the Maricopa County Parks and Recreation System. Maricopa County Parks and Recreation Department, Phoenix, AZ. (41 pages)

**Chhabra, D.** (2006). Testing Resident Perceptions of Casino Gambling Impacts. A Follow-up Gambling Study Report submitted to Senator Lamberti, Iowa Legislative Council, Des Moines. (18 pages)

**Chhabra, D.** (2005). Socioeconomic Impact of Gambling on Iowans. Iowa Legislative Council, Des Moines, Iowa. (140 Pages)

**Chhabra, D.** (2005) "Socioeconomic Impact of Gambling on Iowans." First Progress Report submitted to the Iowa Legislative Council, Des Moines, December. (4 Pages)

**Chhabra, D.** (2005) "Socioeconomic Impact of Gambling on Iowans." Second Progress Report submitted to the Iowa Legislative Council, Des Moines, February. (4 Pages)

**Chhabra, D.** 2004. "Travel Motivation and Behavior of Ecotourists." Research Report submitted to Hartman Reserve, Cedar Falls, IA. (4 Pages)

**Chhabra, D.** and Fountain, B. 2003. "Socioeconomic Study of the Upper American River Project." Research Report published by Sacramento Municipal Utility District, Hydro Relicensing Project, Sacramento, CA. (40 Pages)



## GRANTS/CONTRACTS/FUNDS

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### *External*

**Chhabra, D.** (45% contribution), Wise, N., Budruk, M. & Larsen, D. 2022-2023. Economic Impact of Buckeye Air Fair. City of Buckeye (AZ)

- Awarded: \$ 44,758

Legg, E., Lee, W., **Chhabra, D.** 2022-2023 (15% contribution) & Budruk, M. Needs Assessment for Recreation Centers of Sun City. Recreation Centers of Sun City, Inc. (AZ)

- Awarded: \$ 55,060

**Chhabra, D.** & Larsen, D. (PI- 90% recognition). Economic Impact of Maricopa County Parks and Recreation System. Maricopa County Parks & Recreation Department, AZ.

Awarded: \$17,000

Andereck, K., Vogt, C., **Chhabra, D.** (C-PI: 15% recognition) et al. 2018- 2019: Economic Impact of Arizona Highways. Arizona Department of Transportation.

- Awarded \$121,994

Lee, W., Vogt, C., & **Chhabra, D.** (C-PI: 15% recognition) 2017-2018: Yuma Visitor Impact Study. Arizona Office of Tourism, Visit Phoenix and Yuma County.

- Awarded: \$26,890

**Chhabra, D.** (PI: 85% recognition) & Yoshioka, C. (Consultant). 2016 – 2018: Economic Impact of OHV (Off-Highway Vehicle) Recreation. Arizona State Parks Board.

- Awarded: \$99,762

Schober, J., Bhattacharjya, N., Brown, C., Chadha, M., Chau, A., Chen, H., Cheong, P., **Chhabra, D.** (2% recognition) et. al. (10/1/2016 - 9/30/2018): Asia Mediated: Interdisciplinary Curriculum Innovation at Arizona State University. School of History, Philosophy and Religious Studies. Funded by US Department of Education.

- Awarded: \$189,697

**Chhabra, D.** (C-PI: 70% recognition), Timothy, D. & Lacher, G. 2013-2015: Marketing and Economic Impact of Tourism Study: Wickenburg, AZ.

- Awarded: \$25,000

**Chhabra, D.** (PI: 80% recognition) & Lacher, G. 2014: Economic Impact Modeling of Visitor Spending at Parks and Impact Park Proximity to Quality of Life for Local Residents. Maricopa County Parks & Recreation, AZ.

- Awarded: \$10,000

Andereck, K., Nyaupane, G., **Chhabra, D.** (C-PI: 25% recognition) & Lee, W. 2012: West Valley Communities Tourism Study.

- Awarded: \$31,798

**Chhabra, D.** (PI: 85% recognition), Lutz, G. & Gonnerman, M. Iowa Legislative Council, IA, 2004-2006: Socio-economic Impact Study of Gambling on Iowans.

- Awarded \$87,000

**Chhabra, D.** (PI: 80% recognition) & Fountain, B. 2002-2003. Sacramento Municipality Utility District, Sacramento, CA. A socio-economic study associated with the Relicensing Process of Upper American River Project (UARP). 75% recognition.

- Awarded \$93,000

**Chhabra, D.** (PI: 100% recognition) 2001-2002: Sacramento Convention and Visitors Bureau, Sacramento, CA, 2001-2002. Determining Travel and Spending Behavior of Visitors to Sacramento.

- Awarded \$1,200

**Chhabra, D.** (PI: 100% recognition) 1997: Grandfather Mountain Highland Games Inc., Linville, North Carolina. 1997. Determining Visitor Characteristics to the Highland Games.

- Awarded \$5000

### *Internal*

**Chhabra, D.** 2020-2022. A.T. Healing and Recovery Potential of a Popular Yoga Tourism Town in India. Steel Faculty Award. Center for Asian Research

- Awarded: \$2,000.

**Chhabra, D.** 2018- 2019. Spirituality in Yoga Tourism: Building a Healthy Body-Mind Systems Model. Seed Grant Award. Institute of Social Science Research, ASU.

- Awarded: \$5,950

**Chhabra, D.** 2016: Retro Branding of Khadi: A Sustainable Heritage Tourism Marketing Perspective A.T. Steel Faculty Award. Center for Asian Research

- Awarded: \$1500.

**Chhabra, D.** 2011. Summer Support Grant. College of Public Affairs. History, Heritage and Commercial Realism: The Dynamics of Gazing at Mahatma Gandhi Memorial Sites, India.

- Awarded \$19,970

**Chhabra, D.** 2007. Summer Support Grant. College of Public Affairs. Gender Equity: Analysis of State Tourism Vacation Guides.

- Awarded \$14,350.

## Submitted

Budruk, M., Wise, N., Chhabra, D. & Larsen, D. Skyline Regional Park Visitation and Economic Impact Study Proposal submitted to the City of Buckeye.

- Award \$111,492

## Submitted (not funded)

**Chhabra, D.** and Senger, B. 2024: Ancient Wisdom Mechanisms to Cope with Catastrophes: Co-becoming with Rivers. Institute of Social Science Research.

- Award \$7,680

## MAGAZINE PAPERS (Editor reviewed)

**Chhabra, D.** 2022. Indigenous Healing Systems and Health. Green Living Magazine, Arizona. December issue.

**Chhabra, D.** 2021. Spirituality and Yoga Tourism in Rishikesh, India. Green Living Magazine, Arizona. September issue.

**Chhabra, D.** and Love, C. 1999. History is Moving. Hatteras Monitor. An Outer Banks magazine, Dare County, North Carolina, June.

**Chhabra, D.** 1998. Ecotourism in terms of sustainability in Cape Hatteras. Hatteras Monitor. An Outer Banks magazine, Dare County, North Carolina, August.

**Chhabra, D.** 1997. Outer Banks, a Revelation. Hatteras Monitor, August.

## PRESENTATIONS (Refereed and Professional)

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### Refereed Conference Presentations (student author underlined, \*presenter)

#### *National*

Pham\*, K., **Chhabra, D.** & Wise, N. 2023. Examining Pilots as Serious Leisure Travelers to Air Show Events. Invited to present at the Ideas Fair Session. Travel and Tourism Research Conference, St. Louis, Missouri. June 13- June 15.

**Chhabra, D.** 2021. Transformative Potential of Yoga Tourism. Ideas Fair Presentation. Virtual Travel and Tourism Research Conference, June 13- June 16.

Baimuratova, S., **Chhabra, D.** & Schlottman, G. (2021). Planning a Slow Food Tourism Corridor in a Suburban Town in the United States. Ideas Fair Presentation. Virtual Travel and Tourism Research Conference, June 13- June 16.

Sood, J., **Chhabra, D.** & Andereck, K. 2017. Sustainable Promotion of Homestay Tourism in the Himalayas of India. Travel and Tourism Research Association Conference, Waterloo, Canada.

Kim, E., **Chhabra, D.** & Timothy, D. 2017. Destination Branding of Creative Mice Tourism. Travel and Tourism Research Association Conference, Graduate Student Colloquium. Waterloo, Canada.

Scott, K. & **Chhabra, D.** 2015. Economic Viability of Festivals in Heritage Tourism. Travel and Tourism Research Association Conference, Portland, Oregon.

Zhao, S., **Chhabra, D.,** Lee, W. & Scott, K. 2013. Experiencing 'Otherness' in Ethnic- Themed Restaurants. Illustrated presentation at the Travel and Tourism Research Association Conference, Kansas City.

**Chhabra, D.** & Tjerno, K. 2012. Critical Analysis of Arctic Tourism Representations by Induced Agents in the United States: A Sustainable Marketing Perspective. Presentation at the Inuit Studies Conference, Washington DC.

Wang, Y. & **Chhabra, D.** 2011. Motivations, Trends and Dissonance in Incentive Travel. Abstract accepted for presentation to the Travel and Tourism Research Association Conference, Virginia, June.

**Chhabra, D.,** Zhao, S., Wang, Y. & Visor, D. 2011. Critical Analysis of Destination Image Representations by Induced Agents: A Heritage Equity Perspective. Abstract accepted for illustrated presentation at the Travel and Tourism Research Association Conference, Virginia, June.

**Chhabra, D.,** Andereck, K., Yamanoi, K. & Plunkett, D. 2009. Gender Depictions in Advertising: Analysis of Vacation Packages of Destination Marketing Organizations. Illustrated presentation at the International Council of Hospitality and Restaurant Institutional Educators Conference, San Francisco.

Aguilar, M., Andereck, K., **Chhabra, D.** & Schlacter, J. 2009. Proposing a Sustainable Destination Image Marketing Framework: An Analysis of Destination Marketing Organizations in the United States. Oral Presentation at the Annual Travel and Tourism Research Association Conference, Honolulu, Hawaii

**Chhabra, D.** 2008. Economic Impact of Baby Boomer Market in Gambling Tourism. Illustrated presentation at the International Council of Hospitality and Restaurant Institutional Educators Conference, Atlanta.

**Chhabra, D.** 2008. The Negotiation Process of Indigenous Cultures: The Case Study of the Amish in the United States. Presentation at the International Council of Hospitality and Restaurant Institutional Educators Conference, Atlanta.

**Chhabra, D.,** Teye, V. & Nyaupane\*, G. 2007. Ethnicity Influence on Gendered Social Exchange Theory in Gambling Tourism. Travel and Tourism Industry Association Conference, Las Vegas, NV.

**Chhabra, D.** & Tyrrell, T. 2006. Economic Impact of Casino Gambling in Iowa. Presentation at the Mid Continent Regional Science Association, IMPLAN Conference, June, Indianapolis, Indiana.

**Chhabra, D.** & Nyaupane,\* G. 2006. Exploration of Key Perception of Gambling Impacts in the Context of Social Exchange Theory. Illustrated presentation at the Travel and Tourism Research Conference, Dublin, Ireland.

Gursoy\*, D. & **Chhabra, D.** 2006. Perceived Impacts of Gambling: Integration of Two Theories. Full paper presentation at the International Council of Hospitality and Restaurant Institutional Educators Conference, Virginia.

**Chhabra, D.** 2005. Determining Economic Impacts of Female Travelers in Nature-based Tourism. Presented at the 11<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington.

**Chhabra, D.** 2005. "Determining Eco-Political Impacts on Production and Authenticity of Kashmiri Shawls in Delhi, India." Illustrated presentation at the Travel and Tourism Research Association Conference, New Orleans.

**Chhabra, D.** 2005. "Determining Impacts of Tourism at the Crystal Basin Recreation Area, El Dorado County, California, USA." Illustrated presentation at the Travel and Tourism Research Association Conference, New Orleans.

Gursoy\*, D. and **Chhabra, D.** 2005. Perceived Social Impact of Gaming on Local Communities: Perceptual Differences between Gamblers and Non-gamblers. Illustrated presentation at the International Council of Hospitality and Restaurant Institutional Educators Conference, Las Vegas.

**Chhabra, D.**, 2003. "Estimating Tourist Expenditures and Their Economic Impact: A Longitudinal Case Study of Sacramento County, California, USA." Travel and Tourism Research Association Conference. (Abstract Published)

**Chhabra, D.**, Sills, E.O., & Rea, P. 2000. "Nostalgia for Old World in Heritage Tourism." Travel and Tourism Research Conference, Burbanks, CA.

**Chhabra, D.** 1998. "Roles and Obligations of Hotel Brands, Yesterday & Today." Travel and Tourism Research Conference, Houston, Texas.

**Chhabra, D.** 1998. "Perceptions of Tourists at the Grass Roots Level." Invited to present at the Tourism Research Symposium, Hawaii.

### *International*

Zhang, L. & **Chhabra, D.** 2024. Navigating Narrative in Experiential Consumption of Digital Nomads. Roundtable presentation at the Qualitative Research Methods workshop. Travel and Tourism Research Association Annual International Conference, Burlington, Vermont. June 11-13.

**Chhabra, D.** 2024. Developing a Transformative Sustainable Marketing Paradigm in Heritage Tourism. 6<sup>th</sup> International Conference on Cultural Sustainable Tourism (CST). Online Conference in Collaboration with University of Maia, Portugal, 28<sup>th</sup>-30<sup>th</sup> May.

Pintel, T. & **Chhabra, D.** 2024. Social Tagging Museum Collections: A Learning Tool or Abrogation of Responsibility. 6<sup>th</sup> International Conference on Cultural Sustainable Tourism (CST). Online Conference in Collaboration with University of Maia, Portugal, 28<sup>th</sup>-30<sup>th</sup> May. Springer.

Zhang, L. & **Chhabra, D.** 2024. Rethinking Alienation and Authenticity in Contemporary Tourism Mobility: Through the Lens of Digital Nomad Phenomenon. Global Hospitality & Leisure Summit, Dubai, UAE, 5-6 March, 2024.

Kim, E., Timothy, D. & **Chhabra, D.** (2022). Cultural Tourists Typology: MICE Travelers as Cultural Tourists. ICOT 2022, Rethymmon, Crete, 22-25 June

Kim, E. & **Chhabra, D.** (2022). Marketing profile and spending behavior of niche-based tourism: Case study of Off-Highway Vehicle (OHV) activity. Aiest (Association Internationale D'Experts Scientifiques Du Tourisme) Conference, International Association of Scientific Experts in Tourism. August 2022, Cologne, Germany.

Kim, E. & **Chhabra, D.** (2021) Impact of eWOM (electronic Word of Mouth) on Consumer Behaviour in OHV (Off-Highway Vehicle) Recreation Markets. Paper presented at the Phuket International Tourism Conference (ITS). June, Phuket, Thailand.

Kim, E., **Chhabra, D.**, & Timothy, D. J. (2021). Building synergies between MICE tourism and heritage tourism – Heritage managers' perspective. Paper presented at the 90th TOSOK Seoul International Tourism Conference. July, Seoul, South Korea.

**Chhabra, D.** 2021. Heritage Tourism as Remedy for Fostering Heritage Justice and Community Wellbeing. ATLAS (Association for Tourism and Leisure Education and Research), Netherlands.

**Chhabra, D.** 2020. A conceptual paradigm to determine behavior of slow spiritual tourists. Invited to present at Living Heritage and Sustainable Tourism: Heritage, Tourism and Hospitality Conference, Switzerland, April 6-8. UNESCO  
(*Conference cancelled. Abstract published in Preceedings*)

Kim, E.,\***Chhabra, D.** & Scott, K. 2018. Cultural events as authentic heritage and economic boosters of a rural tourist shopping village (Wickenburg, USA). LSA Conference Mobilising Change: Creative and Critical Leisure Practices in the Post-disciplinary Era, University of Bath, UK.

Kim, E.\* & **Chhabra, D.** 2018. Conceptualizing a Hybrid EWOM Framework for VFR (Visiting Friends and Relatives) Markets in Rural Destinations. 16<sup>th</sup> Asia-Pacific CHRIE Conference, Guongzuhao, China.

Luo, S.\* & **Chhabra, D.** 2017. Influences of British Referendum in the United Kingdom's Tourism Industry. Global Science and Technology Forum, 5th Annual International Conference on Tourism and Hospitality Research (THoR 2017), Singapore.

Lewicki, K.\* & **Chhabra, D.** 2017. A Reciprocal Tourism Model for North Korea: Innovative Collaborations. The Innovative Partnerships Practices & Lessons Learned for IOYSTD17 Themes. UN-WTO Conference, Montego Bay, Jamaica.

Deng\*, M. & **Chhabra, D.** 2015. Enriching Interpretive Tourist Experience at a famous Cultural Heritage Site: Case Study of the Forbidden City in Beijing. Tourism in transition economies – Issues and challenges.

NETOUR Project - "Network for Excellence in Tourism through Organizations and Universities in Russia" with the support of the TEMPUS program of the European Union. Cáceres, Spain.

Sengar\*, B. & **Chhabra, D.** 2014. Historical Mapping and Tourism through Perspectives of Historical Cartography. Workshop on Historical Cartography of Deccan-Aurangabad, Aurangabad Historical Society, India.

**Chhabra, D.** & Johnston, E. 2014. Authenticity and Authenticating Markers in the Promotion of Space Heritage Tourism. Abstract submitted for oral presentation at the 'Quest for the Sky' European Scientific Conference. Coupe Icare in Saint Hilaire du Touvet, France.

Zhao, S. & **Chhabra, D.** 2011. Understanding Current Application of Social Media in Heritage Tourism Marketing based on A Classification Model. Presented at the First Tourism and Technology Conference, Indian Institute of Technology, India.

**Chhabra, D.** & Shishkina, J. 2010. Sustainable Marketing by World Heritage Sites: A Forward Linkage Approach. Presented at the World Heritage Conference, Quebec, Canada.

**Chhabra, D.** & Teye\*, V. 2008. Casino Gambling Impact Perceptions Based on Marital Status: The Social Exchange Theory Perspective. Invited to present at the Hospitality and Tourism Educators, Eurochrie Conference, Dubai, UAE.

**Chhabra, D.** 2007. Gaming Impact Perceptions: The Feasibility of Conceptual Borders for Further Gaming Development. Invitation to present at the Twelfth Canadian Congress on Leisure Research, Montreal, Canada.

**Chhabra, D.** 2007. Resident Perceptions and Their Mapping of Gaming Impacts. Invitation to present at the Twelfth Canadian Congress on Leisure Research, Montreal, Canada.

**Chhabra, D.** and Scholl, K. 2005. Determining Motivations of an Aged Ecotourist: A Case Study of Hartman Reserve, Iowa, presented at the Eleventh Canadian Congress on Leisure Research, Nanaimo, British Columbia, Canada.

**Chhabra, D.** and Sills, E. 2005. Determining Travel Behavior and Economic Impact of Day Trippers: A Case Study of Napa County, CA. Presented at Eleventh Canadian Congress on Leisure Research, Nanaimo, British Columbia, Canada.

**Chhabra, D.** 2004. Perceived Authenticity of Scottish Goods For Heritage Tourists: The Vendor's Perspective. Presented at the Tourism: State of the Art, International Scientific Conference, Glasgow, UK.

**Chhabra, D.** 2003. "Economic Impact Issues Related to Short-term Events." Journeys of Expression Center for Tourism and Cultural Change. International Festivals Events Association (IFEA) Conference, Vienna, Austria.

**Chhabra, D.** 2001. Participating Preferences According to Different Socio-economic Groups in Heritage Tourism. European Council of Hospitality and Restaurant Educators Conference, Brig, Switzerland.

**Chhabra, D.** 1997. "Impact of Scotland upon the Tourism Trends of North Carolina." Hospitality and Tourism Educators, Eurochrie Conference, Sheffield, UK.

### *Regional*

Kim\*, E. & Chhabra, D. 2016. *Experiential Marketing for a Rural Destination: Wickenburg, AZ*. Oral presentation at the Great Western Travel and Tourism Research Association Chapter (GWTTRA) Symposium, AZ.

Yi-Te\*, Y. & Chhabra, D. 2011. *Towards socially Responsible Gambling Advertising: A New Normal Perspective*. Oral presentation at the GWTTRA Symposium, Santa Fe, New Mexico.

Aguilar\*, M., Chhabra, D., Andereck, K. & Schlacter, J. 2009. *Destination Marketing from a Sustainability Perspective*. Oral presentation at the GWTTRA Symposium, San Diego, California.

### *Local*

Chen\*, C., Chhabra, D. & Tatsugawa, K. 2004. Resident Perceptions of the Effect of Tourism upon Their Lifestyle in the Crystal Basin Area, Eldorado County, California. *Presented at the California Parks Recreation Society Conference, CA.*

Dewland, C. & Chhabra, D. 2021. Potential of Yoga Retreat Centers in Enhancing Civic Wellbeing in the Pandemic Times. Undergraduate Student Symposium. The Dean's Office, Watts College of Public Programs and Community Solutions: Arizona State University.

Kim, E., Porter, M. & Chhabra, D. 2017. *Conceptualizing a Persuasive Tourism Advertising Framework for Generation Y*. Third Doctoral Student Research Conference, College of Public Service and Community Solutions: Arizona State University.

Evans, B., Sood, J. & Chhabra, D. 2017. *Authenticity of Homestay Tourism in Remote Himalayas of India*. Undergraduate Student Symposium. The Dean's Office, College of Public Programs: Arizona State University.

Johnston, E. & Chhabra, D. 2014. *Dispelling Gendered Myths in Tourism Promotional Materials: An Upstream Social Marketing Perspective*. Undergraduate Student Symposium. The Dean's Office, College of Public Programs: Arizona State University.



Scott, K., Shengnan Zhao & Chhabra, D. 2013. *Whose Sense of Heritage? A Present-centered Analysis of Heritage Representations in Phoenix, USA*. Undergraduate Student Symposium. The Dean's Office, College of Public Programs: Arizona State University.

Yamanoi, K., Plunkett, D., **Chhabra, D.** & Andereck, K. 2008. *Socially Responsible Marketing of Gender in Tourism: Analysis of State Tourism Brochures*. Undergraduate Student Symposium. The Dean's Office, College of Public Programs: Arizona State University.

### **Other Professional Presentations (to Community Audiences)**

**Chhabra, D.** and Okamoto, N. 2011. Sustainable Marketing of Heritage Tourism. Conducted a session at the 29<sup>th</sup> Annual Conference of the Museum Association of Arizona, Yuma, Arizona.

Phillips\*, R. & **Chhabra, D.** 2008. Tourism-Based Development. Presented to Kyiv School of Economics, Ukraine.

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## **MEDIA RELATED INFORMATION**

### *Local*

Watts College of Public Programs and Community Solutions Newsletter: Research finds taxpayers get more than 4 times return on investment in Maricopa County parks and recreation. January 2021. Link: <https://csteps.asu.edu/research-finds-taxpayers-get-more-4-times-return-investment-maricopa-county-parks-and-recreation>

Maricopa County Parks and Recreation Department Press release, August 25, 2015: Economic Impact of the Park System. News release.  
<http://www.maricopa.gov/parks/State>

Central Arizona Conservation Alliance Research, November 2015:  
Economic impact of Maricopa County Parks. Link: <http://us8.campaign-archive2.com/?u=331ddaa9068210dd5f9b1eb57&id=c022c68965&e=36e5996f1b>

State Press, 2017: It's time to redefine the Phoenix tourism experience. Opinion article. Link: <http://www.statepress.com/article/2017/04/spopinion-redefining-phoenix-tourism>. Writer: Jonah Baker.

Cronkite News, 2015. Open space parks provide economic boost to Maricopa County communities: <http://cronkitenews.azpbs.org/2015/09/17/open-space-parks-provide-economic-boost-to-maricopa-county-communities/>

ASU News, 2015. Public Parks could Provide Economic Benefits:  
<https://asunews.asu.edu/20150513-economic-impact-of-parks>

*Sustainability News*, 2015. <https://sustainability.asu.edu/news/archive/public-parks-could-provide-economic-benefits/>

### *National*

2024: Best Airline Credit Cards. Expert Opinions. Wallethub. Link:  
[https://wallethub.com/best-airline-credit-card#expert=Deepak\\_Chhabra](https://wallethub.com/best-airline-credit-card#expert=Deepak_Chhabra)

2022s Best & Worst Places for 4<sup>th</sup> of July Celebrations. Wallethub.com, Washington DC:  
[https://wallethub.com/edu/best-4th-of-july-celebrations/4651#expert=Deepak\\_Chhabra](https://wallethub.com/edu/best-4th-of-july-celebrations/4651#expert=Deepak_Chhabra)

Best Delta Credit Card. March 9, 2022. Wallethub.com, Washington DC:  
[https://wallethub.com/best-delta-credit-card#expert=Deepak\\_Chhabra](https://wallethub.com/best-delta-credit-card#expert=Deepak_Chhabra)

Best Hotel Rewards Programs. Dec. 7, 2016. Wallethub.com.  
Evolution Finance. Inc. Washington, DC  
<https://wallethub.com/edu/best-hotel-rewards-program/25939/>

Hotel Rewards, November 2016: Wallethub.com. Washington, DC  
<https://wallethub.com/edu/best-hotel-rewards-program/25939/#deepak-chhabra>

Olson, C. 2015. Off the Grid. Tufts Observer, CXXVXII(1), September: 21-24.

ICMA Smart Brief, August 31, 2015: Ariz. countyparks authority offers economic benefits. American City Business Journals University

### *Other State Media*

Iowa Public Radio (2010). Live Talk on economic impact of gambling. Session time shared with different Stakeholders of Casino Gambling from the State of Iowa and the Mayor of Tama County, Iowa.

Maricopa County Parks and Recreation Department, 2015. Economic Impact Study: [https://www.maricopa.gov/parks/PDF/EconImpactStudy\\_Update\\_FINAL\\_071715.pdf](https://www.maricopa.gov/parks/PDF/EconImpactStudy_Update_FINAL_071715.pdf)

Quoted in Robins, S. (2007) Historical Hotels. State Press Magazine, April 26, 10.

Quoted in Robins, S. (2007). SPM Summer Travel. Web Devil, April 26.

### *Other Media Statements*

Quoted in Paterik, S. (2007). Hyatt Using Soundtracks to Create Memory, Arizona Republic, May 31, D1,D2

Quoted in Paterik, S. (2007). Sounds Like the Waldorf – The Cincinnati Enquirer

Quoted in Paterik, S. (2007). Goodbye Elevator Music, Hello Vacation Sound Tracks –  
USAToday

Quoted in Paterik, S. (2007). Hotels Use Music to Hotel Trends – Indianapolis Star

Quoted in Klien, M. (2006). Fickle Iowans Gamble Billions. Des Moines  
Register, A, 9A *Socioeconomic Impact of Gambling on Iowans Study*,  
2004-2006

Jamison, T. (2005). UNI Study Links Gambling to Economic Gains, Woes. Waterloo  
Courier, A1, 11

Roos, J. (2005). Study Ties Gambling to Bankruptcy. Des Moines Register. Other Media  
Coverage

Waterloo Courier (2)\*, Des Moines Register (2)\*, Dubuque Telegraph (2)\*,

Congressional Quarterly, Quad Cities Paper, Sun, Online Poker News, and Las  
Vegas Sun.

Socioeconomic Impact of Hydro-licensing at the Crystal Basin Reservoir, 2003 –  
Newspaper coverage: Sacramento Bee

\* Number of times the study results were published

### *Radio and Television Coverage*

Gambling Study results broadcasted on Public Radio, Des Moines, IA, March, 2005  
& November 2005.

Interview and results broadcasted by KUNI Radio, Iowa, May, 2005 & November 2005  
Interview and results broadcasted by KXEL Radio, Iowa, May, 2005

Interview and results broadcasted by KWWL Radio and television, Iowa,  
May 2005

Gambling Study Released on KRO Live & Local, November 2006

Gambling Study Released on Radio Iowa, November 2006

### *Other Coverage*

Socioeconomic Impact of Hydro-licensing at the Crystal Basin Reservoir. Results  
published in CONFLUENCE (Sacramento Municipal and Utility District  
Quarterly), Spring, 2004.

Socioeconomic Impact of Gambling on Iowans. Key Results published in  
*Research Reveals*, Alberta Gaming Research Institute Newsletter, 5 (5),  
June/July.

Gambling Study Results. *Iowa House of Representatives* Newsletter, March 27-April 1, 2005.

Socioeconomic Impact of Gambling on Iowans Study incorporated into the “*Politics of Social Research*” course at Iowa State University, Ames.

## TEACHING AND INSTRUCTIONAL ACTIVITIES

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### Teaching Subjects

Sustainable Tourism Destination Planning & Management  
Advanced Tourism Studies  
International Tourism  
Heritage Tourism

Tourism marketing and promotion  
Introduction to Travel and Tourism  
Non-profit marketing and promotion  
Resort Administration  
Basics of ecotourism  
Human resource management  
Methods of research and analysis & Computer Applications

### ARIZONA STATE UNIVERSITY

#### *Graduate*

##### CRD530: Sustainable Tourism Destination Planning & Management I

This course applies sustainable and smart economic and regional development concepts and theories to destination planning and management. Students learn the fundamentals of sustainable planning, including impact of macro and micro-environment factors, stakeholder collaborations, effective leadership skills and meeting the needs of the host community.

##### CRD569: Advanced Tourism Studies

This course discusses theoretical concepts of tourism using a smart system paradigm guided by complexity/critical perspectives.

#### *Undergraduate*

##### TDM225:

This course offers an introduction to the hospitality industry. Focus is specifically on the management and critical issues faced by different lodging establishments with special emphasis on hotels and resorts and their other relevant sectors (food services, tourism businesses, gaming entertainment, and meetings, conventions, and special events).

### TDM 205: Introduction to Travel & Tourism

This course introduces the basic concepts, tools, and techniques of tourism management. Learning is facilitated through field visits, guest speakers, interactive sessions and innovative learning techniques with the help of PowerPoint presentations.

### TDM 350: Tourism Marketing

This course is designed to introduce marketing concepts in tourism using a practical management approach. The core essence of this course focuses on analyzing, designing, and presentation of the marketing mix of a hospitality organization to the industry executives. I have introduced an online interactive component in this course which engages students in discussion seminars associated with critical thinking of contemporary marketing issues. Students also learn how to design persuasive advertising campaigns and write a strategic marketing plan.

### TDM 458: International Tourism

This course focuses on global networks and communities. It includes a critical analysis of contemporary trends and globalization issues within sustainable tourism frameworks. An online interactive component has been designed to facilitate critical thinking and team discussions.

### TDM 448: Cultural and Heritage Tourism

This course is designed to provide a conceptual and applied understanding of the management and issues associated with heritage and cultural tourism programs, events, and destinations. Basic principles and paradigms for evaluating and developing successful and sustainable heritage and cultural tourism are researched and discussed.

## UNIVERSITY OF NORTHERN IOWA

### *Graduate*

43Y:257: Social Psychology of Leisure

43Y:256: Personnel Management and Supervision in Leisure Youth and Human Services  
43Y:156: Marketing for Nonprofit Associations.

### *Undergraduate*

43T:070: Principles of Tourism

43T:170: Ecotourism

43Y:155: Planning Strategies for Nonprofit Youth Service Agencies

43T:075: Tourism Promotion

## CALIFORNIA STATE UNIVERSITY, SACRAMENTO, CA

### *Graduate*

RLS 204: Research Methodologies in Recreation and Leisure Services

*Undergraduate*

RLS 184: Resort Operations and Management

RLS 182: Travel and Tourism Concepts

RLS 110: Methods of research and analysis

RLS 109: Computer applications

## **Independent Study**

Wang, Y. Summer, 2011. Destination Image and Online Marketing

Yu, Y. Spring 2012. Brand Personality in Marketing.

## **Advisement**

### *Adjunct Faculty*

Nimit Chowdhary, PhD. 2019-2020. Director, Department of Tourism and Hospitality Management, Jama Millia Islamia University, Delhi. India. I am working on a collaborative project with Nimit Chowdhary and his team of two junior professors and three Ph.D. students. The project is titled: *Spirituality in Yoga Tourism: Building a Healthy Body-Mind Systems Model*. This project is funded through the seed grant program, Institute of Social Science Research, ASU.

### AIANTA

Sustainable Tourism for Native Nations Certificate Module, 2023: Developing and teaching the 'Inclusive and Responsible Tourism' Module.

### *Visiting Scholars*

Chang, Y. PhD. Zhengzhou University, China. Exploration of border effects and cross-border cooperation in the Yellow River Cultural Belt. Research goals for my visit includes a collaborative study of the borders and cross-border cooperation in the Yellow River Tourism Belt in China.

He, Y. PhD. 2017-2018. Candidate. Self Imaging and Self Gazing; Economics of Tourism and Tourismfication (collaborative research topics). Beijing Jiaotong University China Scholarship Council.

Fei Chen. 2017-2018. Development of Historical Heritage Culture. Grand Canal (Yangzhou part) of China. Yangzhou Polytechnic Institute. Jiangsu Overseas Visiting Scholar Program for University Prominent Young and Middle-aged Teachers and Presidents. Jiangsu Provincial Department of Education, China.

### *Affiliate Scholars*

Sood, J. Ph.D. 2016-2017: Sustainability of Homestay Tourism in the Remote Himalayas of India (research topic of collaboration).

Khan, M. Ph.D 2019. Assistant Professor. Department of Tourism and Hospitality Management, Jama Millia Islamia University, Delhi. India. Dr. Khan is working with me on the project titled: *Spirituality in Yoga Tourism: Building a Healthy Body-Mind Systems Model*. This project is funded through the seed grant program, Institute of Social Science Research, ASU

Wasif, M. Ph.D. 2019. Assistant Professor. Department of Tourism and Hospitality Management, Jama Millia Islamia University, Delhi. India. Dr. Khan is working with me on the project titled: *Spirituality in Yoga Tourism: Building a Healthy Body-Mind Systems Model*. This project is funded through the seed grant program, Institute of Social Science Research, ASU.

Kainthola, S. 2019. Research Scholar. Department of Tourism and Hospitality Management, Jama Millia Islamia University, Delhi. India. This scholar is working with me on the project titled: *Spirituality in Yoga Tourism: Building a Healthy Body-Mind Systems Model*. This project is funded through the seed grant program, Institute of Social Science Research, ASU

Khan, J. 2019. Research Scholar. Department of Tourism and Hospitality Management, Jama Millia Islamia University, Delhi. India. Dr. Khan is working with me on the project titled: *Spirituality in Yoga Tourism: Building a Healthy Body-Mind Systems Model*. This project is funded through the seed grant program, Institute of Social Science Research, ASU

### *Honors Thesis (Chair)*

Ecobar, A. 2022-2023. *Agri-tourism and Local Food Systems*. In progress. Tentative topic

Liu, Shiyu. 2016- 2017. Branding of England for Post Brexit Times.

Heuermann, Kathryn. 2012- 2013: Honors Thesis Topic: Positioning Authenticity in Dark Tourism: Supply & Demand Perspectives.

### *Honors Enrichment Contracts*

Pintel, T. 2024. Sustainable Marketing by Destination Marketing Organizations in Scotland.

Pintel, T. 2023. Social Tagging and Immersion: The Generation Z Perspective.

Dyd, O. 2020. The Changing Face of the Hotel Industry in the Era of Corona Virus

Dollarhide, H. 2019: Brand Personality of Heritage Hotels

Porter, M. 2017: The Millennial Generation and What Attracts them to Advertisements. Designing Persuasive Advertising Strategies.

*Ph.D. Dissertation (Chair)*

Kumar, A. 2023- 2026: An exploratory study of Digital Marketing and its impact assessment on Destination Image-A case study of Delhi. Amity University, Noida (India). Co-Chair

Zhang, L. 2021-2026: Mobility dynamics of Digital Nomads: From the Lens of Alienation and Existential Authenticity. In Progress Topic. Chair

Kim, E. 2015-2019: Destination Branding of Creative MICE Tourism, building synergies with Heritage Tourism (Co-Chair)

*Thesis/Practicum (Chair or Co-Chair)*

Rosa, A. 2025-2027. Sustainable Development Modeling. Tentative Topic

Futtrell, X. 2024-2026. Social impacts of Community Festivals. Tentative Topic

Tabuni, A. 2024-2026. Sustainable Planning of Heritage Tourism in Indonesia. Tentative Topic

Baimuratova, S. 2019-2021. Planning a Slow Food Tourism Corridor in a Suburban Town in Arizona, USA.

Scott, K. 2013-2015. Economic Viability of Festivals. (Co-Chair)

Deng, M. 2015. Enriching Tourist Interpretive Experience at Famous Cultural Heritage Sites: A Case Study of the Forbidden City in Beijing. (Co-Chair)

Cox, J. 2012-2013. Importance of Streetscapes and Servicescapes in Tourist Shopping Villages: A Case Study of Two Communities in Arizona. (Co-Chair)

Wang, Y. 2010-2011. Trends and Marketing of Incentive Travel.

Visor, D. 2009-2010. Influence of Ethnicity and Resulting Welcomeness on Satisfaction of Leisure Activities.

Aguilar, M. 2007-2009. Sustainable Marketing through Destination Image Advertising.

Chih Chien, C. 2002-2003. Social Impacts of Tourism. A Case Study of Resident Perceptions of Recreation Development in the Crystal Basin Area, El Dorado County, California.



Rossi, G. 2002-2003. Impact of Recreation for Sustainability: A Case Study of Environmental and Economic Costs Generated by the Crystal Basin Area, El Dorado County, California.

*Ph.D. Dissertation (External Examiner)*

Ph.D Dissertation Review 2023. Otago Business School, Dunedin, Aotearoa, New Zealand: Tourism Product/Experience Development within Yoga Tourism.

Listed in the panel of foreign examiners for thesis evaluation. Department of Commerce. I.E.T Arts and Science College Tiruchirappalli, India.

Ph.D. Thesis Review: 2022. Tejpur University, Assam (India): Revival of Tai - ness: An Ethnographic Description on Tai Aiton Community of Banlung Mantai Village, Karbi Anglong Dist., Assam, India and Tai Yai Community of Ban Pangmoo Village, Maehongson Province, Thailand.

Ph.D. Thesis Review Committee, 2014. Hotel & Tourism Management. Universiti Teknologi MARA (UiTM), Malaysia. Thesis title: Perceived Authenticity, Perceived Novelty Risk and Experiential Value Perception to Revisit Heritage Destination in Melaka and Penang

Ph.D. Thesis Review Committee, 2014. College of Business, Victoria University, Melbourne, Australia. Thesis title: The Role of Cosmopolitanism on Perceptions of Authenticity of Perfumes and Consumer Behaviour: An Investigation in Saudi Arabia.

*Ph.D. Dissertation (Committee Member)*

He, L. 2018-2021. Representation of Mass-produced Souvenirs.

Zhao, S. 2011-2015. Communism Heritage Tourism in China.

*Thesis/Practicum (Committee Member)*

Abanit Bria, F. 2024-2026. Enhancing Communities through an Agri-tourism strategy.

Kaftanaglu, B. 2009-2010. Travel Behavior Patterns of Turkish Americans.

Plunkett, D. 2008-2009. Market Segmentation in NML Visitors.

Pawson, J. 2008. Motivation of Rehabilitation Adherence.

Johnson, S. 2004. A Mass Leisure Investigation: The Mammy and Jezebel Stereotype Portrayed in Cosmopolitan Magazine.

Cebula, E. 2005. Collaboration Evaluation of an After School Program.

Yan, W. 2005. What Motivates College Students to become First Year Camp Counselors in Camp Adventure Youth Services.

### *Honors Thesis (Committee Member)*

Stefanowski, S. 2019. Sustainable Tourism Impacts of Hotels.

### *Undergraduate Advising (Dean's Undergraduate Research Program)*

Pintel, T. 2023-2024. Experiential Marketing Themes Employed by Destination Marketing Organizations in Scotland.

Davis, J. 2022-2022. Sustainable promotion of Old Order Amish heritage for tourism.

Dewland, C. 2020-2022. Yoga Retreats and their Potential as an Immunity Building/non-medical Recovery Tool in the US.

Berisha, A. 2017-2018. Sustainable Marketing of Selfies.

Evans, B. 2016- 2017. Sustainable Marketing of Homestay Tourism in the Himalayas of India

Johnson, E. 2012-2014. Smart Marketing of Hospitality and Tourism; Cross-border representations in heritage tourism;

Scott, K. 2011-2013. Smart Marketing of Hospitality and Tourism; Authentication Analysis of Indian Cuisine Abroad.

### *General*

*University of Northern Iowa:* Supervision of undergraduate advising plan of study.

## INDUSTRY EXPERIENCE

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|                   |   |
|-------------------|---|
| <b>1994- 1995</b> | Front Office Supervisor, Forte Grand Jumeirah Beach, PO Box 24970, Dubai, United Arab Emirates. Actively involved in the opening of the hotel and in the training of the Front Office staff. Total number of rooms: 220. Computer System: Fideleo |
| <b>1993- 1994</b> | Front office supervisor, New Barbican Hotel, Mount Charlotte Thistle Chain of Hotels, London, UK<br>Total number of rooms: 450. Computer System: Hiscons  |
| <b>1992-1993</b>  | Assistant Manager, Hyatt Regency, Bhikaji Cama Place, Ring Road, New Delhi, India. Total number of rooms: 535. Computer System: HIS.  |
| <b>1990-1992</b>  | Hotel Management Trainee, Kensington Hilton 179/199, Holland Park Avenue, London W11, 4UL. Total room: 603 Computer System: HRS   |

## SERVICE

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### Service to Profession

Section Editor 2023-present

Frontiers in Sustainable Tourism

Section Title: *Cultural Heritage and Authenticity in Tourism*

Link: <https://www.frontiersin.org/journals/sustainable-tourism/sections/cultural-heritage-and-authenticity-in-tourism>

Guest Editor 2024-2026:

Sustainability

Title: Exploring the Relationship between Authenticity and Wellbeing in Heritage Tourism

Link: [https://www.mdpi.com/journal/sustainability/special\\_issues/0GC15M56V6](https://www.mdpi.com/journal/sustainability/special_issues/0GC15M56V6)

Guest Editor 2023-2024:

Sustainability

Title: Transformational Marketing and Resilience in Tourism.

Link: [https://www.mdpi.com/journal/sustainability/special\\_issues/D1056RZT5J](https://www.mdpi.com/journal/sustainability/special_issues/D1056RZT5J)

Frontiers in Sustainable Tourism

Title: *Authenticity Matters in Marketing*

Co-Editor: Bailey Ashley, Wakayama University, Japan. Forthcoming (by Invitation)

Link: <https://www.frontiersin.org/research-topics/53076/marketing-authenticity-matters-in-tourism>

Journal of Travel and Tourism Marketing

2021: Title: *Transformational Solutions for Healthy Sustainable Travel Tomorrow*, 38(8)

Tourism & Hospitality (journal)

2022: Title: *Sustainable Marketing of Heritage Tourism: Promoting Resilience and Moral Selving*

Heritage (journal)

2021: Title: *Optimizing Slow Heritage Tourismscapes*

Journal of Heritage Tourism

2019: *Authenticity and Authentication of Heritage*, 5-6.

Senior Advisory Board

Journal of Tourism, Heritage & Services Marketing: Member

Rural South Asian Studies Journal. Initiatives in Rural South Asia. Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (India). Editorial Advisory Committee Member, 2014- present

Editorial Advisory Board

Consumer Behavior in Tourism and Hospitality: 2014- present

Editorial Board Member

*International Journal of Spa and Wellness*: 2023- present

*Tourism Management*: 2021 - 2024

*Anatolia: International Journal of Hospitality and Tourism Research*: 2015- present

*Journal of Heritage Tourism*: 2012- present

*Journal of Smart Tourism*: 2024- present

*Tourism & Hospitality*: 2020- present

*Sustainability*: 2019- present

*Heritage*: 2020- present

*Annals of Tourism Research* (also Resource Editor): 2010- 2020

*Journal of Travel Research*: 2007-2010

Research Proposal Reviewer 2023-2024

Research Council of KU Leuven, University of Leuven, Belgium, 2024

Research Council of KU Leuven, University of Leuven, Belgium, 2023

Research Proposal Reviewer, 2020

Research Grants & Partnerships Division | Division des subventions de recherche et des partenariats Social Sciences and Humanities Research Council of Canada.

Book Proposal Reviewer, 2020

Sustainable Rural Tourism Development from the foothills of the Himalayas: Strategic approach to Socio-Economic challenges. Springer

Member, 2021-2022: Marketing Committee, Travel and Tourism Research Association

*Advisor*, 2018-2019: Sustainable Rural Tourism Strategies. Indian Institute of Travel and Tourism Management, Nellore, India

*Ph.D. Evaluator*, Fall 2021- ongoing: MM Institute of Computer Technology & Business Management (Hotel Management), Maharishi Markandeshwar, Mullana-Ambala, India

Other Professional Service

*Association of Critical Heritage Studies*, 2022 - present: Member

*International Council of Monuments and Sites*, 2022-2023: Member

*Conference Board Member* 2015-2016: Fourth Interdisciplinary Tourism Research Conference, Bodrum, Turkey.

*Scientific Committee Member* 2014-2015: Conference on Tourism in Transition Economies: Issues and Challenges with Destination Competitiveness. Sochi, Russia. This conference is part of an EU-funded TEMPUS project called NETOUR to promote tourism education in Russia (Network for Excellence in Tourism through Organizations and Universities in Russia)

*Co- Guest Editor*, 2013-2014: Heritage Hotels and Heritage Accommodations. Special Issue. Journal of Heritage Tourism.

*Book Review for re-evaluation of new edition (7<sup>th</sup>)*, 2014: Marketing for Hospitality and Tourism by Kotler, P., Bowen, J. & Makens, J. Boston: Pearson

*Review Committee Member*, 2012: Academic Paper Submissions. TTRA Prestigious Award. Travel and Tourism Research Conference, June 2012.

*Panel of Examiners, September 2011- 2012:* Department of Management Studies, School of Management. Invitation to evaluate Ph.D. theses in the area of tourism marketing. Pondicherry University, Pondicherry, India.

*Session Chair, July 2011:* International Conference on Tourism and Technology: Banking and Insurance Industry Involvement, Indian Institute of Technology, Delhi, India.

*Board Member, 2008 - July 2011:* Great Western Chapter of Travel and Tourism Research Association. Active participant in the Symposium Preparation Committee for the GWTTRA Conference, Santa Fe, NM, 2010-2011. Along with a colleague from North Arizona University, designed call for papers and organized the review process for acceptance of papers as per selection criteria.

*Presiding Session Chair. 2010.* Label, Designation and Impact of Tourism Session. World Heritage and Tourism Conference: Managing for the Global and Local. Quebec, Canada.

*Arizona Research Round Table on Tourism, 2008.* Organized and chaired a research round table session in collaboration with two other colleagues and Arizona Office of Tourism, in Flagstaff. The session consisted of discussions on emerging tourism trends in Arizona and research methodologies required to address some issues associated with tourism in rural communities of Arizona. The participants included tourism academicians from University of Northern Arizona and the travel and tourism industry practitioners from Arizona, such as the CVBs, Chamber of Commerce, and museums.

*Arizona Governor's Conference on Tourism, 2007.* Organized a research round table session in collaboration with two other colleagues and Arizona Office of Tourism that included practitioners from the travel and tourism industry in Arizona.

*Department of Economic Development, Iowa Tourism, Des Moines, Iowa, 2003–2006:* Member of the TEAM Iowa Leaders Program. This program assisted rural communities in tourism development activities and encourages active involvement in tourism industry organizations.

*Hartman Reserve, Cedar Falls, IA, 2003.* I conducted a marketing survey study for the Director of the Reserve. The aim was to identify the needs and preferences of visitors to the Hartman Reserve.

*Book Review for re-evaluation:* Marketing in Hospitality and Tourism. John Wiley

*Book Draft Review - Pre-publication Stage:* “A Competency-Based Approach to Supervising Human Service Professionals” by Morley Glickens (2006). Sage Publications.

*Book Review- Pre-publication stage:* ‘Managerial Dilemmas in Human Service Organizations’ by Ralph Brody (2006). Sage Publications.

*Listed in the Collection Studies and Reports- 2007-2010, Series N. General Bibliography Tourism Academy, C.I.R.E.T, International Center for Research and study on Tourism, Aix En Provenance, France.*

*Member of the Scientific Advisory Committee, 2004 International Conference on ‘Sustainable Tourism.’ Wessex Institute of Technology, Southampton, UK.*

Reviewer for conference abstracts:

*Travel & Tourism Research Association Annual International Conference, 2023-2024.*

*Canadian Congress on Leisure Research 2021  
APacCHRIE2020 (Asia-Pacific CHRIE) Conference, Taiwan*

*Graduate Conference, Turkey 2010, 2012  
Travel and Tourism Research Association Conference 2008-2016,  
2019  
CHRIE 2006 and 2007  
Consumer Psychology Symposium 2009, Vienna, Austria*

Reviewer of Journal Articles: 2015-present

*National Identities  
Poetics  
Journal of Consumer Studies  
Leisure Sciences  
Tourism Geographies  
Annals of Tourism Research  
Tourism Management  
Journal of Sustainable Tourism  
Journal of Heritage Tourism  
Anatolia- International Journal of  
Hospitality and Tourism Research  
Journal of Travel & Tourism  
Marketing*

Memberships:

*International Alliance for Localization- Current  
Association of Critical Heritage Studies- Current  
Faculty Women Association, ASU - Current  
Annals of Leisure Society – 2018- Current  
Local Futures- Current  
Arizona Historical Society- 2016-2019  
Great Western Chapter of Travel and Tourism Research Association 2008-Summer  
2011  
Travel & Tourism Research Association – 2008- 2011  
Museum Association of Arizona- 2008 to 2010  
Council of Hotel, Restaurant, and Institutional Education – 2007-2008*

*Arizona Hotel and Lodging Association – 2006-2007*  
*Native American Tourism Association of Arizona – 2006-2007*  
*Tourism Iowa – 2003-2006*  
*Iowa Lodging Association – 2004-2005*  
*California Hotel and Lodging Association – 2001-2003*

## **Service to the School, College and University**

### *University*

2022-2024: Member, Wellness Work Advisory Board.

2022- 2024: Member- Public and organizational Commitment Gender Equity Project Group. Transforming Women's Leadership Pathways program, Australian Human Rights Institute, PLUS Alliance. The group has members from ASU, King's College London, UNSW Sydney and Beyond.

2021-2022: Member, JEDI (Justice Equity Diversity and Inclusion) Committee

2015-present: Member, South Asian Council

2015-present: Member, Faculty Women's

Association 2016- Spring 2020: Senator

2017- Spring 2020: Member: Research & Creative Activities Committee 2016-2018: Member, General Studies Council

2018-2018: Chair, Subcommittee Cultural Diversity, General Studies Council

2016-2019: Member, Student Faculty Policy Committee.

2009-Spring 2011: Mentor, President Barrack Obama Scholar Mentor's Program.

### *College*

2022: Chair- Bylaws Subcommittee. Committee on Diversity and Inclusion

2021: Chair, Endowed Professor Position Search Committee.

2019-2022: Member, Committee on Diversity and Inclusion.

2019: Nominated Representative: Community Solutions Research Team Award Committee.

2011: Discussant at a Concurrent Session. Doctoral Student Research Conference.



2010- 2011: Spring semester- Poster Presentation Judge. Undergraduate Researchers Program.

### *School*

2025- present: Director of Graduate Programs

2025- 2025: Chair, PhD Applications Scanning Sub-committee

2022-2024: Chair, Personnel Committee

2023-2024: Strategic Planning Committee

2023-2024: Graduate Programs and Curriculum Committee

2021-2023: Green Living Magazine -School representative to invite/coordinate and forward scholarly contributions, to the local community magazine editor, from faculty and graduate students.

2016-2020: Member: Graduate Programs and Curriculum Committee

2016-present: Member: Tourism Advisory Board, Center for Sustainable Tourism. 2011-present: Member: SCRD Ph.D. Program Committee

2018-2019: Member: Marketing Committee

2016-2017: Member: Ad hoc Strategic Planning Committee

2015-2016: Member: SCRD Search Committee for tourism management faculty position.

2009-2015: Member, SCRD Graduate Curriculum Committee

2012-2014: Member, SCRD Personnel Committee

2013-2014: Member, SCRD Graduate Seminar Committee

2014: Member, SCRD Sustainable Tourism Center director position

2008-2014: Member, SCRD Marketing and Alumni Relations

2011-2012: Member, SCRD Search Committee for a sustainable destination planning and management faculty position

2009: Member of the 'Sustainability' Working Group. Institute of Humanities Research.

2007: Reader at the Convocation Ceremony for the School of Community Resources and Development.

2007/2008: Co-Chair, SCRD Search Committee for tourism development and management open rank faculty positions (three).

2007: Assembled information to explore the feasibility of introducing a resort administration certificate program for the undergraduate students.

2007: Co-pioneered an outcome assessment project to measure teaching effectiveness in tourism development program. This exercise required formulating objectives and preparing a questionnaire to assess student learning outcomes.

2006: Guest speaker for current issues of recreation and tourism (graduate course at Arizona State University).

2006: Invited to participate in a Martin Luther King Round Table Discussion (student engagement seminar) at the downtown campus (Phoenix) to discuss the relevance of Civil Rights Movement today. The seminar was scheduled for January 24, 2007.

2006/2007: Instructor of Record for the Honors Section of Senior Internship in Tourism for the School of Community Resources and Development, ASU.

2006: Participant in the committee on Campus Conversation initiative at the University of Northern Iowa.

2005: Nominated to serve on the Diversity Task Force, University of Northern Iowa (UNI).

2004–2006: Member, Planning and Policies Committee.

2004: Member, Search Committee for an advertised position at the School of Health, Physical Education, and Leisure Services, UNI.

2003-2006: Member, Graduate Faculty of the Graduate College, UNI.

2001-2002: Member, Ed Equity Committee, California State University, Sacramento (CSUS).

2002: Member, Commencement Committee, CSUS.

2001: Editor, Sylvanet, the international forestry newsletter, Department of Forestry, North Carolina State University.

## **Service to Community Organizations**

Swami Dayananda Ashram, Rishikesh, India: January 2020 to present: Donor of site maintenance and staff stipend and sponsor of wellness retreats and Vedanta education of selected students.

Sahaj Marg Meditation, Phoenix Center, AZ: Dec. 2017: Volunteer at the regional gathering, Gilbert, AZ.

Indian Association of Phoenix, AZ: Nov. 2016: Fashion Show judge. Discover India festival, Scottsdale. AZ

Indian Association of Phoenix, Phoenix, AZ: Dec. 2015-Spring 2016: Member, Board of Directors and Youth Director.

Gandhi Serve Foundation, Germany: Jan. 2016- present: Gandhitopia Community, Member

Indian Association of Phoenix, AZ: Oct-Nov. 2015: Volunteer at the Discover India Festival. Conducted a festival attendee survey to determine marketing profile and economic impact of visitors

Foster Children Association, Mesa, AZ: Oct. 2015: Volunteer

Pet Rescue Shelter, AZ: Oct. 2014: Volunteer

## **Community Embeddedness**

Heard Museum, Phoenix, 2008-2018. Students (of my heritage tourism class) have examined existing visitor management and marketing plans at the Heard Museum, AZ and offered new strategies.

Arizona State Capitol Museum, Phoenix, 2012-2018. Students (of my heritage tourism class) examined existing visitor management and marketing plans at the museum and offered new strategies.

J.W. Marriott Desert Ridge Resort & Spa, 2012-2014. Marketing research study to analyze the marketing mix of the resort. This project was incorporated into the undergraduate tourism marketing course. New promotional strategies were submitted by several students to the resort management. A certification of appreciation by the resort management was offered.

Hotel Valley Ho, Scottsdale, Fall 2011-2014. Marketing research study to analyze the marketing mix of the resort. This project was incorporated into the undergraduate tourism marketing course and new promotional strategies were submitted by several students to the hotel's marketing staff. A certification of appreciation by the hotel management was offered upon submission.

J.W. Marriott Starr Pass Resort & Spa, 2011-2012. Marketing research study to analyze the marketing mix of the resort. This project was incorporated into the undergraduate tourism marketing course and new promotional strategies were submitted by several students to the resort management. A certification of appreciation by the resort management was offered.

Hilton Garden Inn, 2010. Marketing research study to analyze the marketing mix of the Hilton Garden Inn hotel. This project was incorporated into the undergraduate tourism marketing course and new promotional strategies were submitted by students to the Director for Sales for the Hilton Hotel. The students received a certificate of appreciation and a gift voucher for a free weekend stay.

Sheraton, Downtown Phoenix, 2008. Marketing research study to analyze the marketing mix of the Sheraton hotel. This project was incorporated into the undergraduate tourism marketing course and a proposed mix was presented by students to the Director for Sales for the Sheraton Hotel. The students received a certificate of appreciation.

Hilton Garden Inn, Phoenix, Arizona, 2007. Undertaken a marketing research study to analyze the marketing mix of the Hilton Garden Inn. This project was incorporated into the undergraduate tourism marketing course and a proposed mix was presented by the students to the Regional Director/General Manager and Director for Sales.

Residence Inn, Marriott, in Tempe, Arizona, 2006. Undertaken a marketing research study to analyze the marketing mix of the Residence Inn Suites. This project was incorporated into the undergraduate tourism marketing course and a proposed mix was presented by the students to the General Manager and Area Director for Sales.

John Deere, Waterloo, Iowa, 2003, 2005. I volunteered to conduct a marketing research study to analyze the marketing mix of John Deere tours with regard to the tours organized by John Deere at their re-assembly branch. This project was incorporated in the undergraduate tourism promotion course and a proposed mix was presented by the students to the John Deere Tours Management.

Food Bank, Waterloo, Iowa, 2004. I conducted a human resource management study to identify current issues in the nonprofit organizations that are related to personnel management. This project was incorporated into the graduate personnel management course. Research papers were submitted and presentations were made by the students to the Executive Director of Food Bank.

Holiday Inn, Cedar Falls, Iowa, 2004. I volunteered to conduct a marketing research study to analyze the marketing mix of Holiday Inn with regard to the hotel bar. This project was incorporated into the undergraduate tourism promotion course and the analysis was presented by the students to the General Manager of Holiday Inn.

Goodwill Industries, Cedar Falls, Iowa, 2004. I conducted a human resource management study to identify current issues in the nonprofit organizations that were related to personnel management. This project was incorporated into the graduate personnel management course and research papers and presentations were made by the students to the Human Resource Director of Goodwill.

Convention and Visitors Bureau (CVB), Sacramento, 2001-2002. I volunteered to conduct a Visitor Survey Research Project for the CVB to understand the visitor market and its spending behavior in Sacramento. This project was incorporated into the undergraduate research course. A research report was submitted and a group presentation was made by the students to the Sales Director of the CVB. The CVB covered the administrative costs and awarded two scholarships for \$500.00 each.

Bureau of Reclamation, Lake Berryessa, 2002-2003. I volunteered to undertake a Visitor Needs Assessment Research Project for the Bureau of Reclamation to develop a long term Visitor Services Plan for Lake Berryessa, Napa County, California. This project was incorporated into the graduate research course. A research report was submitted and the students made a group presentation. The Bureau of Reclamation covered the administrative costs and awarded a scholarship for \$560.00.

## **Professional Advancement**

Institute of Social Science Workshop (Fall 2024)

How to Use GGPlot & ChatGPT for Exploratory Data Analysis Workshop

GACP Certificate Workshops (Summer 2021)

- Foundations of Global Advocacy
- Allyship for Antiracist Action
- Supporting International Students through and beyond Covid

Advance Learning Workshops (Spring 2021)

- Cognitive Interviewing
- Discourse Analysis
- Positionality and Reflexivity

Workshops on Tribal Engagement Trainings (Fall 2021)

- Tribal Workforce Development
- Cultural Awareness
- Tribal Engagement

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