

Academic Experience *(continued)*

1980 - 1990 Assistant Professor, Hilton College of Hotel and Restaurant Management, University of Houston. Served as Interim Associate Dean 1986-87.

1977 - 1980 Assistant Professor of Restaurant Management, Del Mar College.

Visiting Professorships

2002-2006, 2008 Visiting Professor, AILUN, Sardinia Italy.

2001 & 1999 Visiting Professor, Kempinski Hotels MBA Program, University of RIEMS, course taught in Berlin and Malaga.

1996 Visiting Associate Professor, Bond University, Executive MBA Program.

1987 - 1992 Adjunct Professor, Department of Parks and Recreation, Texas A & M University.

1992 Visiting Associate Professor, Graduate School of Management, University of Sydney.

1990 Visiting Professor, IMHI/Cornell at ESSEC, Cergy Pontoise (Paris).

Industry Experience

2021 – Present Advisor, Consortium for Global Sustainability

2015 – Present Advisor, KYC Hospitality

2003 - 2021 Senior Partner, Inter-American Hospitality Services

1975 - 1988 President North Texas Restaurants Inc., Dallas, Texas. This company owned and managed a restaurant in Dallas and provided consulting to the hospitality industry.

1975 - 1977 Richardson Food Services, Inc., Richardson, Texas. Served as opening manager for the Upper Deck Restaurant. The Upper Deck was a first-class seafood restaurant in Richardson with a separate club room featuring entertainment nightly.

1974 - 1975 Corporate Director of Foods, North Dallas Restaurants, Inc., Dallas, Texas. Responsible for food operations of two restaurants in Dallas.

1973 - 1974 Alameda Plaza, Inc., Kansas City, Missouri. Food and Beverage Manager.
Industry Experience (continued)

1972 - 1973 Food and Beverage Operations Manager, Barker Enterprises, Mt. Carmel, Illinois. Responsible for Food and Beverage Operations of three Ramada Inns in Cincinnati, Shreveport, and Tampa.

1971 – 1972 Food and Beverage Manager of Baker Center, the University Center at Ohio University, Athens, Ohio. Produced first departmental profit.

Summer, Part-Time. Held various jobs in different areas of the hotel and restaurant field. Included in these jobs were the positions of busboy, waiter, bartender, steward, cook, manager trainee of a resort hotel, and manager trainee for SARA in Sweden.

Awards and Honors

Chair of Advisory Board, Hospitality and Tourism Research Centre, Hong Kong Polytechnic University.

Emerald Literati Award, 2019.

Donald Greenaway Teaching Excellence Award, Conrad N. Hilton College, 2019.

Educator of the Year Award, Greater Houston Restaurant Association, 2015.

Lifetime Achievement Award, Greater Houston Hotel and Lodging Association, 2014.

Mayor of Houston Proclaimed November 21, 2014 as John Bowen Day in recognition of contribution to hospitality education.

Stevenson W. Fletcher Achievement Award, awarded by the Council for Hospitality, Restaurant, and Institutional Education (CHRIE), 2012.

Cited as one of the five most influential Hospitality Management Faculty in an article published in the *Journal of Hospitality and Tourism Education* (19:2) 2007, p. 36.

Founder's Award for Lifetime support of Hospitality Graduate Education, presented at the Graduate Research in Hospitality and Tourism Conference, 2007.

John Wiley Award for Lifetime Research Achievement, awarded by CHRIE, 2005.

W. Bradford Wiley Research Award for Superior Research in Hospitality and Tourism, 2003.

Appointed to Barron Hilton Distinguished Chair, June 2003

UNLV Foundation Teaching Award, 2003.

Awards and Honors (continued)

Best Paper, *International Journal of Contemporary Hotel Management*, 2001.

Selected as external advisor for Hong Kong Polytechnic Institute, 2000-2004.

Outstanding Graduate Faculty Award, presented by the Graduate College, 2000.

Selected to receive the Claudine Williams Chair by the College of Hotel Administration, 2000.

W. Bradford Wiley Research Award for Superior Research in Hospitality and Tourism, 1999.

Citation of Excellence, Highest Quality Rating, given by ANBAR Electronic Intelligence for article I co-authored in *International Journal of Hospitality Management*. 1999.

Honorary Professor, Ricardo Palma University, Lima, 1998.

Sam and Mary Boyd Distinguished Professor Award for Research Excellence, 1998.

Ace Denken Research Fellowship, 1998.

Board of Regents Outstanding Faculty Member, 1997-1998.

Outstanding Paper, *International Journal of Contemporary Hotel Management*, 1997.

Distinguished Professor Award, Graduate Education, William F. Harrah College, 1996.

Nominated and selected as a fellow of the Hotel and Catering International Management Association, 1996.

Appointed to the advisory board of the Casino Management Association, 1996.

Selected as Research Director, North America, *Worldwide Hospitality and Tourism Trends*, 1995.

Sam and Mary Boyd Distinguished Professor Award for teaching excellence, 1995.

Selected as an examiner for the Senate Productivity & Quality Award for the state of Nevada, 1994.

Appointed to the Advisory Board of IIQUEST, 1994.

Teaching Excellence Award, Bond University, May 1991.

Awards and Honors *(continued)*

Van Nostrand Reinhold Research Award, for superior published research in the hospitality field, 1990.

Best Manuscript from a non-member, *The Consultant*, 1988.

Best Manuscript from a non-member, *The Consultant*, 1986.

Elected Honorary Member of the Hilton College Chapter of Sigma Pi Eta, 1985.

Received Top NIFI-Heinz Fellowship, 1983.

Selected as Outstanding Instructor, Restaurant Management Department of Del Mar College, 1979.

Elected as a Ruling Elder in the Presbyterian Church, 1978.

Research Interests

Services Marketing

Measurement of Customer Satisfaction, Customer Loyalty

Relationship between Quality, Customer Satisfaction, and Profit

Marketing in the Gaming Industry

Fun in the Workplace

Generational Differences in Customer Loyalty

Consumer Behavior Relating to Hospitality Products

Teaching Experience***Undergraduate Courses***

Banquet and Convention Marketing

Casino Marketing

Entertainment Marketing, broadcast using compressed video

Hospitality Marketing

Hospitality Marketing Research

Marketing Strategy

Principles of Marketing

Strategic Marketing in the Hospitality Industry

Graduate Courses

Guided Research (Ph.D. course)

International Graduate Course in Tourism Management

Casino Marketing

Marketing Analysis in the Hospitality Industry

Graduate Courses (continued)

Marketing Management
 Marketing Research
 Project Development and Implementation
 Research Methods
 Issues and Trends in Hospitality Management
 Services Marketing
 Services Management
 Strategic Hospitality Management
 Strategic Marketing

Editorships

Regional Editor, Americas, *International Journal of Contemporary Hospitality Management*, 1996- 2004.

Editor, Special edition of *International Journal of Contemporary Hospitality Management*, Vol. 7, 2006

Editor, *Gaming Research and Review Journal*, Published by the International Gaming Institute at the University of Nevada, Las Vegas 2001 - 2003.

Editor, Gaming Research Abstracts, *Directory of Licensed Gambling Establishments*, 1998 – 2003.

Editor, *Journal of Restaurant and Foodservice Marketing*, 1995 - 2001.

Research Director, North America, *Worldwide Hospitality and Tourism Trends*, 1995 - 2000.

Editorial Review Boards

Advances in Hospitality and Tourism Research, 2014 – present.

Cornell Hotel and Restaurant Administration Quarterly, 2001 - present.

Journal of Foodservice Business Research 2002 - present

International Journal of Contemporary Hospitality Management, 1996 - present.

Worldwide Hospitality and Tourism Themes, 2006 – present

Journal of Services Marketing, 1989 – 2020.

Hospitality and Tourism Research Journal, 1995 – 2006.

Editorial Review Boards (continued)

Hospitality and Tourism Educator, 1990 -1993, 1994 – 2004.

Journal of Quality Assurance in Hospitality and Tourism, 2000 - 2004.

Journal of Travel and Tourism Marketing, 1989 – 2004.

Bond Management Review, 1992 - 1993.

Books

Kotler, Philip, John Bowen and Seyhmus Baloglu (2020) 8th edition, *Marketing for Hospitality and Tourism*, Hoboken N. J.: Pearson. Upper Saddle River N. J.:

Shock, Patti, John Bowen and John Stefanelli (2004), *Restaurant Marketing for Owners and Managers*, New York: John Wiley and Sons.

Teare, Richard, John Bowen, and Nerilee Hing, (1998), *New Directions in Hospitality and Tourism*, London: Cassell.

John Bowen, (1997) Manual for Correspondence Course for Hospitality Marketing, published by The University of Reno.

Robert Bosselman, John Bowen and Wesley S. Roehl, (1997), *Advances in Hospitality and Tourism Research*, Vol. 2, University of Nevada Las Vegas.

Richard Kotas, Richard Teare, Jeremy Logie, Chandana Jayawardena, and John Bowen (1996), *The International Hospitality Business*, London: Cassell.

John Bowen (1994). *Hospitality Marketing Today*, Dubuque, Iowa: Kendall/Hunt Publishing.

Book Chapters

Bowen, John (2015), “Why Hospitality Management and the Travel Industry Provides Outstanding Career Opportunities,” in *Hospitality Management for the Curious*, edited by Kishor Vaidya, Canberra Australia: Curious Academic Publishing, Chapter 14.

Bowen, John (2008), “Marketing and Consumer Behavior in Hospitality,” in *The Sage Handbook of Hospitality Management*, edited by Bob Brotherton and Roy C. Wood, Los Angeles: Sage, 302-315.

Bowen, John and James Makens (1999), “Promoting to the Premium Player: An Evolutionary Process,” in *The Business of Gaming: Economic & Management Issues*, edited by William R.

Eadington and Judy A. Cornelius, Reno: University of Nevada Press.

Book Chapters (continued)

Bowen, John (1998), "A Market-driven Approach to Business Development and Service Improvement in the Hospitality Industry." in *New Directions in Hospitality and Tourism*, London: Cassell, pp.100-110.

Bowen, John (1998), "Responsive Communication: The Key to Business Development and Service Improvement." in *New Directions in Hospitality and Tourism*, London: Cassel, pp. 111-115.

Bowen, John (1997), "Marketing," in *Overview of the Gaming Industry*, Vincent Eade, editor Las Vegas: International Gaming Institute.

Bowen, John (1996), "Relationship Marketing as a Strategy," in *The International Hospitality Business*, London: Cassell, pp. 466-472.

Bowen, John (1996), "Casino Marketing," in *The Gaming Industry: Introduction and Perspectives*, Vincent Eade, editor, New York: John Wiley.

Bowen, John (1995), Editor Marketing Section, *Hospitality in Review: A Capstone Text*, Michael Lefever, editor, Dubuque, Iowa: Kendal/Hunt.

Bowen, John (1992), "Tourism Promotion Mix," in *The VNR Encyclopedia of Hospitality and Tourism*, Turgut Var, editor, New York: Van Nostrand Reinhold.

Bowen, John and Basch, John (1992), "Strategies for Creating Customer Oriented Organizations," in *International Hospitality Management*, Richard Teare and Michael Olsen, eds., London: Pittman, pp.199-220.

Bowen, John (1986), "Computerized Guest History: A Valuable Marketing Tool," in *Practice of Hospitality Management II*, Robert C. Lewis et al., eds., Westport, Connecticut AVI, pp. 193-202.

Journal Articles

Ford, Robert C., Bowen, John T., & Yates, Stacey (Under review), "Executing a Destination Branding Strategy: Louisville Tourism's Urban Bourbon Trail."

Kim, S.I., Kim, J., Koh, Y. and Bowen, J.T. (2021), "Toward maximization of peer-to-peer accommodation hosts' competitive productivity (CP)", *International Journal of Contemporary Hospitality Management*, <https://doi.org/10.1108/IJCHM-09-2020-1029>

Legendre, T. S., & Bowen, J. T. (2020) "Customer perspectives on the acquisition of local artisanal companies", *International Journal of Contemporary Hospitality Management*, Vol. 32,

(11) pp. 3601-3622.

Journal Articles (continued)

Bowen, J. (2020), "Lesson learned from the pandemic: the need for sustainable employment", *Worldwide Hospitality and Tourism Themes*, Vol. 12, (6) pp. 725-730.

Ford, R. & Bowen, J. (2020), "Fun lessons learned from hospitality that serve museums", *Exhibition* Vol. 39, (2), pp. 104-111.

Bowen, J. T., Tews, Jr., M. J., & Baloglu, S. (2019) "Yielding the benefits of fun in the workplace: The devil's in the details," *Organizational Dynamics*, Vol. 49, (3).

Ford, R., Guzzo, R., Abbott, J. and Bowen, J. (2019) "Development and Validation of a Measure of Ebullient Supervision: The ES Scale," *Journal of Leadership and Organizational Studies*, Vol. 26, (2).

Bowen, J., & Morosan, C. (2018) "Beware hospitality industry: the robots are coming", *Worldwide Hospitality and Tourism Themes*, Vol.10 (6), pp. 726-733.

Bowen, J., Whalen, E. (2017) "Trends that are changing travel and tourism", *Worldwide Hospitality and Tourism Themes*, Vol. 9 (6), pp.592-602,

Cristian Morosan, John T. Bowen, (2018) "Analytic perspectives on online purchasing in hotels: a review of literature and research directions", *International Journal of Contemporary Hospitality Management*, Vol. 30 (1), pp.557-580.

Belarmino, A., Whalen, E., Koh, Y., & Bowen, J. T. (2017). Comparing guests' key attributes of peer-to-peer accommodations and hotels: mixed-methods approach. *Current Issues in Tourism*, Vol.22 (1), pp.1-7.

Bowen, John, Seyhmus Baloglu, (2015) "Common themes across social media research", *Worldwide Hospitality and Tourism Themes*, Vol. 7 (3), pp. 314 – 319.

John Bowen_(2015) "Trends affecting social media: implications for practitioners and researchers", *Worldwide Hospitality and Tourism Themes*, Vol. 7 (3), pp. 221-228.

John T Bowen , Shiang-Lih Chen McCain , (2015) "Transitioning loyalty programs: A commentary on "the relationship between customer loyalty and customer satisfaction"", *International Journal of Contemporary Hospitality Management*, Vol. 27 (3), pp. 415 – 430.

[Cristian Morosan](#) , [John T. Bowen](#) , [Morgan Atwood](#) , (2014) "The evolution of marketing research", *International Journal of Contemporary Hospitality Management*, Vol. 26(5), pp.706 - 726

Chekitan S. Dev, John D. Buschman, John T. Bowen (2010), "Hospitality Marketing: A

Retrospective Analysis (1960-2010) and Predictions (2010-2020)," *Cornell Hospitality Quarterly*, 51, pp. 459-469.

Journal Articles (continued)

Back, KiJoon, John Bowen, (2009) "Can casino gaming be used to maximize the benefits for tourism destinations?," *Worldwide Hospitality and Tourism Themes*, Vol. 1(4), pp.392 – 395.

Bowen, John (2009) "Casinos as an antecedent of tourism development", *Worldwide Hospitality and Tourism Themes*, Vol. 1(4), pp.332 – 343.

Bowen, John (2005), "Managing a research career," *International Journal of Contemporary Hospitality Management*," Vol. 17 Issue: 7, pp.633 – 637.

Ford, Robert and John Bowen (2004), "Getting Guests to work for you," *Journal of Foodservice Business Research*, Vol. 6, Issue 3, pages 37 - 53

Bowen, John and Ford, Robert C. (2004), "What experts say about managing hospitality service delivery systems," *International Journal of Contemporary Hospitality Management*; Vol. 16 (7), pp. 394-401.

Bowen, John, "Marketing tourism destinations in uncertain times," *e-Review of Tourism Research* (eRTR), Vol. 1, No. 1, 2003, <http://ertr.tamu.edu>

Shoemaker, Stowe and John Bowen (2003), "Commentary on Loyalty: A Strategic Commitment," *Cornell Hotel and Restaurant Administration Quarterly*, October, pp. 47-52.

Bowen, John and Shoemaker, Stowe (2003), "Loyalty: A Strategic Commitment," *Cornell Hotel and Restaurant Administration Quarterly*, reprinted in special edition, October, pp. 31-46.

Mayer, Karl, Bowen, John and Moulton, Margaret (2003), "A Proposed Model of Service Descriptors," *The Journal of Services Marketing*, Vol. 17 (6), pp. 621-639.

Sparks, Beverley, Bowen, John and Klag, Stefanie (2003), "Restaurants and the Tourist Market," *International Journal of Contemporary Hospitality Management*," Vol. 15 (1), pp. 6-13.

Ford, Robert and Bowen, John (2002), "Does Having a Thing Make a Difference?" *Journal of Management*, Vol. 28 (3), pp. 447-469.

Lucas, Anthony and Bowen, John (2002), "An Analysis of Slot Promotions," *International Journal of Hospitality Management*," Vol. 21(2), pp. 189-202.

Chen, Changfeng and Bowen, John (2001), "An Analysis of the Chinese Restaurant in the United States, in Special Franchising Issues," H. G. Parsa and Francis Kwansa editors, *Journal of Restaurant and Foodservice Marketing*, Vol. 4(4), pp. 239-262.

Bowen, John (2001), "A Strategic Approach to Capturing and Using Customer Information,"

Journal of Restaurant and Foodservice Marketing, Vol. 4 (1), pp 77- 82.

Journal Articles (continued)

Sparks, Beverly, Wildman, Karen and Bowen, John (2001), "Restaurants as a Contributor to Tourist Destination Attractiveness", *Australian Journal of Hospitality Management*, Vol. 8 (2), pp. 17-20

Su, Wen-yu and Bowen, John (2001), "Restaurant Customer Complaint Behavior," *Journal of Restaurant and Foodservice Marketing*, 4 (2), pp. 35-65.

Bowen, John and Shaing-Lih Chen (2001), "The Relationship Between Customer Loyalty And Customer Satisfaction," *International Journal of Contemporary Hospitality Management*, 13 (5), pp13-17. Awarded Best Article for 2001.

Nelson, Kathy and Bowen, John (2000), "Employee uniforms: Their impact on customer and employee satisfaction," *Cornell Hotel and Restaurant Quarterly*, 41 (2), pp. 86-95.

Baloglu, Seyhmus and Bowen, John (2000), "Including Student Information in Cover Letters: I am a Student, Please Help," *Hospitality and Tourism Educator*, 12 (1), pp. 16-18.

Breiter, Deborah and John Bowen (1999), "Relationship Management: Bridging Internal and External Quality Management," *Journal of Convention Management* 1 (2).

John Bowen (1998), "The ROI of Customer Surveys," *The Bottomline, The Journal of Hospitality Financial and Technical Professionals*, 13 (1), pp. 10-13.

Bowen, John (1998), "Are You Ready for a Crisis?" *Nevada Hospitality*, July/August 16.

Bowen, John (1998), "Use Database Marketing Strategically." *Nevada Hospitality*, May/June, p. 18.

Bowen, John (1998), "Four out of Five, a Failing Grade." *Nevada Hospitality*, March/April, p. 20.

Bowen, John (1998), "Surfing Toward Prosperity," *Nevada Hospitality*, January/February, p. 18.

Bowen, John and Sparks, Beverly (1998), "Hospitality Marketing Research: A Review and Implications for Future Research," *The International Journal of Hospitality Management*, June, pp. 125-144.

Bowen, John and Shoemaker, Stowe (1998), "Loyalty: A Strategic Commitment," *Cornell Hotel and Restaurant Administration Quarterly*, February, pp. 12-25.

Bowen, John (1998), "Market Segmentation in Hospitality Research: No Longer a Sequential Process." *International Journal of Contemporary Hospitality Management*, 10 (7), pp. 289-296.

Bowen, John (1997), "A Market Driven Approach to Business Development and Service *Journal Articles* (continued)

Improvement in the Hospitality Industry," *International Journal of Contemporary Hospitality Management*, 9, (7), pp. 334-345.

Bowen, John (1997), "Responsive Communication the Key to Business Development and Service Improvement in the Hospitality Industry." *International Journal of Contemporary Hospitality Management*, 9, (7), 345-349.

Teare, Richard and Bowen, John (1997), "Responsive communication the key to business development and service improvement in the hospitality industry." *International Journal of Contemporary Hospitality Management*, 9, (7) 274-28.

Bowen, John (1997), "A Market Driven Approach to Business Development and Service Improvement in the Hospitality Industry," *International Journal of Contemporary Hospitality Management*, 9, (7), pp 345-349.

Bowen, John (1997), "Riverboat Gaming: What's Around the Bend?," *The Journal of The International Association of Hospitality Accountants*, 12 (1), pp. 25-28.

Bowen, John (1997), "I Want to Do Business with People I Can Trust," *Nevada Hospitality*, September, pp. 16-17.

Bowen, John (1997), "I Guarantee It or Your Money Back!," *Nevada Hospitality*, August, pp. 16-17.

Bowen, John (1997), "Maximize Profits Through Discriminatory Pricing," *Nevada Hospitality*, July, pp. 16-17

Bowen, John (1997), "Are You a Frog?" *Nevada Hospitality*, June, pp. 16-17.

Bowen, John (1997), "A Free Lunch: Using Creativity to Create a Competitive Advantage," *Nevada Hospitality*, May, pp. 16-17.

Bowen, John (1997), "Let's get physical: Well Designed and Managed Physical Evidence Is an Important Part of the Service Delivery Process," *Nevada Hospitality*, April, pp. 16-17.

Bowen, John (1997), "Get Smart: Knowledge Is Power in the Ever-Changing Marketplace," *Nevada Hospitality*, March, pp. 16-17.

Bowen, John (1997), "Time Flies... or Falls: Managing Queues Successfully Can Mean the Difference Between a Satisfied Customer and a Patron," *Nevada Hospitality*, February 18-19.

Bowen, John (1997), "Information, Please: A Key to Customer Needs," *Nevada Hospitality*,

January, pp. 18-19.

Journal Articles (continued)

Bowen, John (1996), "Managing Environmental Change: Insights from Researchers and Practitioners," *International Journal of Contemporary Hospitality Management*, 8 (7), pp. 75-90. (Awarded Best Article, Vol. 8).

Bowen, John (1996), "Unsatisfied Customers," *Nevada Hospitality*, November/December, pp. 20-21.

Bowen, John (1996), "Quality, and its Rewards: Does the Cost of Quality Provide a Return on Investment?" *Nevada Hospitality*, September/October, pp. 21-22.

Bowen, John (1996), "Don't Imitate, Differentiate," *Nevada Hospitality*, July/August, pp. 20-21.

Bowen, John (1996), "How Big is the Hole in Your Bucket?" *Nevada Hospitality*, May/June, pp. 19-20.

Bowen, John (1996), "A Good Defense Creates Winners," *Nevada Hospitality*, March/April, pp. 20-21.

Makens, James and Bowen, John (1996), Increasing Profits Through Product Merchandising, *The Cornell Hotel and Restaurant Quarterly*, 37, (1), pp. 72-79.

Bowen, John (1996), "Riverboats: Are the Dead in the Water?" *The Bottomline*, 11, (1), pp. 19-23.

Bowen, John and Morris, Anne (1995), "Menu Design: Can Menus Sell," *International Journal of Contemporary Hospitality Management*, 7, (4), pp. 4-9.

Johnson, Lesley and Bowen, John (1994), "Riverboat Site Selection," *Gaming Research and Review Journal*, 1, I (2), pp.79-93.

Makens, James and Bowen, John (1994), "Junket Reps and Casino Marketing," *The Cornell Hotel and Restaurant Quarterly*, 35 (5), pp. 63-69.

Bowen, John (1994), "Casinos Practice Relationship Marketing," *The Bottomline*, 9, (3), pp. 6-9.

Bowen, John (1994), "Price Bundling: Adding Services to Create Value and Profit," *The Journal of Professional Pricing*, 3, (2), pp. 6-9.

Bowen, John and Basch, John (1994), "Managing Customer Created Uncertainty," *The Hospitality and Tourism Educator*, 6, (1), pp. 19-24.

Anastasopoulos, Petros and Bowen, John (1994), "Hospitality and Tourism Education," *Annals*

of *Tourism Research*, 21, (1), pp. 181-182.

Journal Articles (continued)

Bowen, John (1990), "Scanning the Environment: Electronically," *Hospitality Education and Research Journal*, 14, (2), pp. 95-102.

Bowen, John (1990), "Development of a Taxonomy of Services to Gain Strategic Marketing Insights," *Journal of the Academy of Marketing Science*, 18, (1), pp. 43-51.

Bowen, John and Richard Nelson (1989), "The Growing Importance of Image Communication," *The Journal of Hospitality and Tourism Research*, 13, (3), pp. 259-266.

Bowen, John (1989), "International Services Marketing," *Annals of Tourism Research*, 16, (2), pp. 275.

Bowen, John and Clinton, David (1988), "Expert Systems," *The Cornell Hotel and Restaurant Quarterly*, 29, (3), pp. 62-68.

Bowen, John and David Clinton (1988), "Expert Systems: Implications for Educators," *Hospitality Education and Research Journal*, 3, (2), pp. 175-183.

Bowen, John (1988), "Surveys a Useful Marketing Tool for Restaurants," *The Consultant*, 21, (3), pp. 55+.

Clinton, David and Bowen, John (1988), "Expert Systems - Smart Programs," *The Journal of the International Association of Hospitality Accountants*, 2, (2), pp. 10-15.

Bowen, John (1988), "Using Surveys to Gain Insights into Service Marketing," in *Add Value to Your Service*, Carol Surprenant, ed., Chicago: American Marketing Association, pp. 45-49.

Bowen, John (1988), "Trends in the Texas Restaurant Industry," *Texas Tourism Trends*, 1, (1), pp. 8-9.

Bowen, John and Bowers, Michael R. (1986), "A Marketing Contingency Approach to Service Organizational Structure," in *Creativity in Services Marketing*, M. Venkatesan et al., eds., Chicago: American Marketing Association, pp. 78-82.

Bowen, John (1985), "Advertising to Children: Restaurants Should Proceed with Caution," *The Consultant*, 18, (1), pp. 45-46. Cited as the best manuscript from a non-member for 1985.

Bowen, John (1985), "Putting on the Blitz," *HSMIAI Marketing Review*, 3, (4), pp. 11-12.

Bowen, John (1984), "The Internal Marketing Concept: The Key to Guest Satisfaction," *HSMIAI Marketing Review*, 3, (2), pp. 26-27.

Bowen, John (1983), "If Done Right Guest Surveys Can Be Invaluable," *Texas and Southwest Hotel-Motel Review*, December, pp. 34-35.

Selected Conference Presentations 2020 - 2000

Bowen, John (2019), "Marketing trends," Guilin Tourism University, Guilin China.

Bowen, John (2018), "Data Analytics in Hospitality and Tourism", Keynote Speaker, Nova Information Management School, Lisbon.

Bowen, John, Baloglu, Seyhmus, Whalen Elizabeth (2018) "Do models of customer loyalty vary across generational segments? EuroCHRIE conference, Dublin.

Whalen, Elizabeth and Bowen, John (2017) "Engaging the Customer: The Impacts of Online Travel Community Engagement on Brand Identification and Behavioral Intentions," TTRA Conference, Quebec

John Bowen (2016) "Millennials Changing Loyalty Programs, design and brand standards", HITEC, New Orleans.

Sparks, Beverly, Klag, Stefanie, Wildman, Karen and Bowen, John (2001) "Restaurants as a Contributor to a Tourist Destination Attractiveness," American Marketing Association's Services Marketing Conference, also served as track chair for Hospitality and Tourism, Sydney, May.

Bowen, John (2000), "Managing Your Research Career," presented at the Graduate Research Conference, Atlanta, January 2000.

Bowen, John (2000), "Research Opportunities in Customer Loyalty," Presented to Faculty and Graduate Students of Hong Kong Polytechnic University, May 2000

Bowen, John (2000), "Attracting American Baby Boomers," European Tourism Conference, Beja Portugal, June 2000.

Bowen, John (2000), "Casino Promotions: Are You Getting a Return on Your Investment?" International Conference on Gambling and Risk-Taking, June 14, 2000, Las Vegas, Nevada.

Lucas, Anthony and John Bowen (2000), "Casino Promotions: Are You Getting a Return on Your Investment," 11th International Conference on Gambling and risk Taking, June, Las Vegas

Mayer, Karl and John Bowen (2000), "A General Model of service Process," Frontiers in Service Conference, Vanderbilt University, September.

Successful Grant Proposals

Sirsat, Sujata and Bowen, John (2016) USDA IFAST Competition \$50,000 grant to NSF

Bowen, John (2009), New Pathways in the Food Industry for Underrepresented Students, sub-contract through the Houston Community College, \$70,000

Successful Grant Proposals *(continued)*

Bowen, John (2008), Pathways to the Food Industry, sub-contract through the Houston Community College, \$60,000

Bowen, John (2000), San Remo Hotel, received a grant of approximately \$10,000 to do customer behavior research.

Bowen, John (2000), Meeting Matrix, received a \$5,000 grant to review their software.

Bowen, John and Wes Roehl (1998), Received funding from Bally Gaming proposal I authored. We investigated customer satisfaction with a new progressive system. \$11,000.

Bowen, John (1998), Received funding to analyze data and develop a report for Williams Gaming. \$2,350.

Bowen, John (1996) Received funding for WHATT trip to the United Kingdom to discuss research trends with hotel managers. \$2500.

Bowen, John and Shoemaker, Stowe (1996), Gold Strike Slot Club Study, through HRDC, \$13,000.

Bowen, John and Ivancevich, Susan (1996), Feasibility Study for a resort in Mexico, through HRDC, \$5000.

Bowen, John and Curt Shirer (1996), Caesar's Magical Empire Customer Satisfaction Study, \$8,000.

Bowen, John Susan Ivancevich, and Curt Shirer (1996), Feasibility Study for Las Haciendas Trinidad, \$6000.

Bowen, John and Shirer, Curt (1995), Market Study for Primadonna Hotels, \$28,000.

Chon, Kaye, and Bowen, John (1993), Feasibility Study, Seoul Plaza Hotel Addition, Value Confidential.

Bowen, John and Ashley Goldsworthy, (1992), ITT Sheraton Asia - Pacific contract to deliver MBA classes to members of Sheraton's executive committee. Course delivered to thirty students in Hong Kong and thirty students in Brisbane, value confidential.

Bowen, John (1989), U.S. Army contract to set up and implement a four-week executive development course. \$80,000.

Bowen, John (1989), U.S. Army contract to develop and implement an image management program to regional club and recreation directors. \$4,000.

Successful Grant Proposals *(continued)*

Bowen, John (1988), Central American Peace Scholarships contract to train students from Guatemala in hotel management. A nine-month program, 4 courses, \$370,000.

Bowen, John (1987-89), U.S. Army Contract to set up and implement an intensive one-month course on club management for army club managers, 4 courses 1987-1989, \$275,000.

Bowen, John (1987), People's Republic of China Lecture Tour, sponsored by the Ministry of Commerce. Raised \$3,600 from industry to pay for trip expenses.

Bowen, John (1987), ILO (United Nations), Grant for continuing education of a tourism instructor for Malawi. \$3,900.

Rappole, Clint and John Bowen (1985), Comparative Analysis of Eight Fats and Oils, Sysco, Inc., \$20,000.

Bowen, John, (1982-83), A Study of the Commercial Market Place and Product Distribution for the Teledyne Lectern Product Line. \$26,500.

Selected Industry Presentations 2000 to Present

See Portugal 7th Internal Tourism Forum, “Trends in Tourism Promotion,” Caldas de Rainha, Portugal (2021)

The 13th UNWTO /PATA Forum on Tourism Trends and Outlook (2019), Panel Member, “Integration with Cultural and Creative Industries, Guilin, China.

Tourism Development at Regional and Municipal Levels: How to explore new opportunities, (2019) “Digital transformation in travel and tourism sectors: A Marketing Perspective,” Lisbon.

FIT17 | XII International Tourism Forum (2017), “Seven Important Trends”, Oporto, Portugal.

Bowen, John (2010) Managing in Turbulent Times, The Panama International Hotel School, Clayton, Panama.

Bowen, John (2006) Panel Member on Hospitality and Tourism for the Indian Bi-Lateral Trade Conference, September, Los Angeles.

Bowen, John (2006) Marketing Seminar for the Native Indian Gaming Association (NIGA), Albuquerque, March 2006.

Bowen, John (2006) Webinar Moderator for the Hospitality and Tourism Section of Direct

Marketing Association.

Selected Industry Presentations 2000 to Present (continued)

Bowen, John (2005 & 2006), Seminars on marketing to the National Business Travelers Association, Houston.

Bowen, John (2001), Seminar on Customer Loyalty for “Reto Negocios Rompiendo Esquemas, for the University of Puebla, Puebla, Mexico.

Bowen, John (2001), Food and Beverage Marketing Seminar for the Club Managers, Fall 2001.

Bowen, John (2001), Casino Ops, Presentation on segmentation in the Gaming industry, Summer 2001, Las Vegas.

Bowen, John (2001), Panel Moderator, On Food and Beverage Trends, Las Vegas International Hotel & Restaurant Show, Summer 2001, Las Vegas

Bowen, John (2001), Seminar on the development of Las Vegas Resorts, for The International Study and Training Course for Young Entrepreneurs, Summer 2001, Las Vegas

Bowen, John (2001), Presentation to ISES at their regional conference on marketing, Winter 2001, Las Vegas

Bowen, John (2001), Marketing Special Events and Casino Marketing, Barona Casino, Sand Diego.

Bowen, John (2000), “The Increased Importance of Internet Marketing”, Dunkin’ Donuts Northeast D.C.P. Conference, October 3, 2000, Las Vegas Nevada.

Expert Witness Projects

2018 Wyndham Hotels, Consumer information search process, Kirkland & Ellis LLP, Houston

2016 El Tiempo Restaurants regarding a license agreement, Meyer, Knight & Williams, L.L.P.

2001 New Palace Hotel, Regarding value of a database for promotional purposes and the value of a customer, Dickinson, Ros, Wooten & Samson, P.L.L.C

1999 Hooters of America, Atlanta, Regarding effect of changes of a concept on sales, Kilpatrick, Stockton, Atlanta

1998 Cheeseburger in Paradise, Maui Regarding value of a name for promotional purposes, Haight, Brown & Bonesteel, Santa Monica, CA

1998. Restaurant Feasibility, Hubert Odom.

1986 Condominium Feasibility, Vacek, Yokubaitis, and Mathews, Houston.

Expert Witness Projects (continued)

1985 Sexual Assault on Hotel Premises, Hirsch, Glover, Robinson and Sheiness, Houston.

Selected Consulting Projects

Player's Perceptions of Bally Gaming's Multi-Denomination Slot Machines

Demand Analysis of Casino Gaming for the Luxury Hotel Market in New Orleans.

Marketing Analysis of the Seoul Plaza Hotel, Seoul.

Customer satisfaction and service quality study for MBF, Brisbane.

Development of a marketing plan for the National Safety Council of Australia, Sydney.

Market analysis of three chain hotels in Shreveport, Louisiana.

Market feasibility study for guest room safes.

Worked with David Clinton on the development of a software package for Brennan's of Houston.

Follow-up study for Victoria House, Belize, CA.

Site analysis of new location for Chezzie's Cones, Kingwood, Texas.

Hotel feasibility analysis of a hotel in the Yemen Arabic Republic, J. Bowen and D. Clinton.

Food Service needs study for Brazosport College, J. Bowen, C. Rappole, and T. Waskey.

Feasibility study and financial projections for a condominium project on Lake Conroe, Texas.

Operational analysis and development of a marketing plan for the food and beverage operations of the Junior Leagues in Houston and San Antonio.

Positioning study for Pepe's Mexican Restaurant chain, Bryan, Texas.

Feasibility study of a restaurant near Hobby Airport,

Operational analysis of By the Sea Condominiums, Galveston, Texas.

Feasibility study of a luxury hotel in downtown Bryan.

Marketing consultant for Intermar's MAC-I, lodging capsule.

Operational report on Spanish Cove Resort, Grand Cayman Island.

Service to the University and the Public

Summary of University/College/Department Committee or Board Assignments:

For the University

Graduate Council
 Graduate New Programs Committee
 Graduate Curriculum Committee
 Graduate Thesis and Dissertation Committee
 Graduate Student Development Committee
 Undergraduate New Program Priority Committee
 Graduate College Dean Search Committee
 Chair Architecture Dean Search Committee

For the College

Ph.D. Admissions Committee - Chair
 Faculty Advisor To HSMA
 William's Chair Selection Committee
 Director, Graduate Studies and Research
 Chair, Executive education search committee
 Chair, College Curriculum Committee
 Member, College Grievance Committee
 Member, Expanded Executive Committee
 Chair, Ad Hoc Research Committee
 Chair, Ad Hoc International Committee
 Chair, Executive Master's Faculty Search Committee
 Chair, Ad Hoc Swiss Program Committee
 Casino Curriculum Committee
 Ad Hoc Self Accreditation Committee - Developed program profiles for the M.S., MHA,
 Ph. D. and overall graduate program.

For the Department

Accounting Faculty Search Committee
 Convention Management Faculty Search Committee
 Meeting Planning Faculty Search Committee

Teaching

Yearly evaluations by department chair in teaching have been excellent. Student evaluations are consistently above 4.5 on a 5-point scale and 9 on a 10-point scale.

Ph. D. Dissertations Directed as Committee Chair

Whalen, Elizabeth, "Avatar Profile Design: Evaluating the Impacts of Avatar Design on Source

Credibility and Community Engagement,” completed Spring 2019.

Ph. D. Dissertations Directed as Committee Chair (continued)

Chen, Changfeng, “An Investigation of Significant Factors Affecting Consumer Trust in E-Commerce,” completed August 2003.

Shiang-Lih Chen, “An investigation into commitment as key mediating variables for loyalty,” completed November 2001.

Lucas, Anthony F., “The Determinate Effects of the Slot Servicescape in a Las Vegas Casino,” completed November 2000.

Mayer, Karl,” Proposed General Model: Descriptors of Functional & Technical Quality” completed December 1999.

Johnson, Lesley, “Critical Incidents in the Gaming Industry: Perceptions of Guests and Customer-Contact Employees.” completed May 1999.

Master's Theses and Directed as Committee Chair

Lee, Hyun-Kyung, “Designing Effective Social Media E-WOM Referral Programs,” May 2018

Ferguson, Rhett, “Analysis of Graphic Designs on a Hospitality Web Page,” completed May 2000.

Jacobs, Kimberly, “Critical Service Incidents that Affect Guest Satisfaction in a Central American Luxury Hotel,” completed May 2000.

Nick, Gordon, “The Impact of Yield Management on Customer Loyalty,” completed December 1999.

Zheng, Ginger, “Creation of Chensu Island as a destination Resort,” May 1997.

Su, Wen-yu, “Restaurant Customers’ Revisit Intention and Negative Word of Mouth Behavior,” September 1996.

Nelson, Kathy, “Impact of Uniforms on Employee Attitude,” July 1996.

Erstad, Margaret, “German Travelers Perceptions of Quality of the Travel Components of a Visit to Las Vegas,” June 1996.

Shin, Hong, “Park Visitor’s Attitudes Towards the Natural Environment,” January 1996.

Wang, Chen-wei, “Benefit Segmentation of Slot Players,” May 1995.

Chen, Shaing-Lih, "The Attitudes of Key Executives of International Tourist Hotels in Taiwan
Master's Theses and Directed as Committee Chair (continued)

Toward Casino Investments," December 1994.

Kim, Jung-Eun, "Convention Attendees Attitude and Its Relation to Intention," July 1994.

Master's Theses and Directed as Committee Chair

Winzar, Hume Francis, "Testing Assumptions and Predictive Validity of Hybrid Conjoint Analysis," June 1993.

Master's Professional Papers Directed as Committee Chair

Sun, Olivia, "Using Public Transportation as an Attraction for Tourists," May 2018

Augi, Dani, "Effective Marketing Strategies to Increase Tourism in Regions That Have Suffered from Perceived Safety Risks," May 2017.

Cong, Amin, "Slot Product and Market Segmentation" completed August 2001.

Su, Zhigang, "The study of the Gambling Behavior of the Asian Gambler" completed August 2001.

Chong, Yukyeong, "Application of Scoring Models in database Marketing for the Hospitality Industry" completed August 2001.

Cho, Byung T., "The Internet as a Relationship Marketing Tool" A Study on the Web sites of Las Vegas mega-resorts," December 2000.

Kwon, Hyunjung, "The Relationship Between Selected Strategic Alliance Factors and The Success of Strategic Alliances Between U.S. Casino Hotels and Restaurants," December 2000.

Kendrick, William A., "International Marketing Based Upon Customer Marketing Research for the Casino Industry" January 1999.

Chen, Chengfeng "A Study of the Evolution of the Chinese Hotel Markets," May 1999.

Nikolova, Maria N., "An Examination of the Utilization of Database Marketing in slot Departments of Las Vegas Casinos," July, 1998.

Yamamoto, Yusuki, "U.S. Hotel Chains' Marketing Strategy in Japan," December 1998.

Myers, Christa, "Trust, Commitment and Values Shared in Long Term Relationships in the Services Industry," July 1996.

Master's Professional Papers Directed as Committee Chair (continued)

El Sayed, Magdy, "Motivational Preferences of Hospitality Industry Workers in Egypt," May 1996.

Cowen, Michael J., "Beyond the Legal Issues of Sexual Harassment: An Exploratory Study," May 1995.

Master's Professional Papers Directed as Committee Chair

Chang, Yu Deborah, "Evaluation of Casino Market Distribution System in Providing premium Players," November 1994.

Back, Ki-Joon, "Effects of Price, Brand, and Brochure on Travelers' Hotel Evaluations," June 1994.

Morris, Anne, "Fact or Fiction: Does Menu Item Visibility Really Enhance Sales?" An Empirical Study, May 1991.

Kotara, Tammy, "Consumer Appraisal of Popular Hotel Amenities Related to the Business Traveler," May 1990.