

STEPHEN W. LITVIN

November, 2014

<u>Current Position</u>	Professor Department of Hospitality and Tourism Management School of Business College of Charleston
<u>Address</u>	Tate Center #310 Charleston, SC 29424
<u>Telephone</u>	(843) 953-7317
<u>E-mail</u>	litvins@cofc.edu
<u>Scholastic Background</u>	1973 Bentley College, BS Accounting, Highest Honors 1978 Babson College, MBA, Highest Distinction. Recipient of Helen O'Brien medal, awarded to graduate with highest GPA. 2000 Doctor of Business Administration, International Graduate School of Management, University of South Australia, Adelaide.
<u>Academic Career</u>	1993 – 1997 Senior Lecturer, Department of Business Studies, Ngee Ann Polytechnic, Singapore. 1998 – 1999 Senior Lecturer, Nanyang Technological University, Singapore. 1999 – 2001 Associate Professor, Nanyang Technological University, Singapore. 2001 – 2006 Associate Professor, Hospitality & Tourism Management, School of Business & Economics, College of Charleston (SC). 2006 – present Professor (Chair, 2006-2007), HTM, College of Charleston 2008 Fulbright Scholar, University of Guelph Fulbright Research Chair in Sustainable Commerce, Ontario
<u>Professional Certifications</u>	Certified Public Accountant (AZ & MA - licenses not currently active) Certified Travel Consultant.
<u>Business Experience</u>	Fifteen years management experience in the travel and tourism industry: [predecessor to] Thomas Cook, USA (1975 – 1978), financial comptroller; Freedom Travel (1979 – 1988), president and owner; USTravel Systems/BTI Americas (1989 – 1993), general manager and vice president. Staff and Senior, Audit Division, Arthur Andersen, Boston (1972 – 1975). Senior Consultant, Coopers & Lybrand, Phoenix (1978 – 1979).

Teaching

Teaching interests include: travel and tourism marketing and management, tourism research, plus introductory HTM classes, which are a favorite.

Undergraduate subjects taught:

- Principles of Hospitality and Tourism Management
- Hospitality and Tourism Marketing
- Tourism Impact Studies (co-taught)
- Applied Tourism Research
- Principles of Marketing

Graduate teaching:

- Hospitality Marketing
- International Tourism Management (co-taught)
- Marketing Management
- Supervision of Masters by Research student's dissertation
- Review committee, tourism PhD program

My teaching evaluations, at each institution at which I have taught, have been consistently very strong, among the highest in my Department and School.

Research

Main areas of interest include travel marketing, travel consumer behavior, tourism impacts, and the social aspects of tourism.

Please see publication list that follows for list of published articles.

Recipient, School of Business Outstanding Research Award, 2002, 2004, and 2012.

Per *Journal of Hospitality & Tourism Research*, seventh ranked tourism research globally.

Speaking

I have spoken at the PATA World Forum in Singapore and to numerous trade organizations. In April, 2000, I was one of four academics worldwide invited to speak at the APEC Tourism Forum in Hong Kong.

Details of speaking engagements and conference presentations have been included on the intellectual contribution list appended.

Consulting

Provided tourism consultancy to:

- Charleston Area Convention and Visitor's Bureau.
- Charleston County Council re Accommodation Tax allocations.
- Charleston Area Fine Arts Dealers Association.
- Singapore Tourism Board.
- National Association of Travel Agents, Singapore.
- ABACUS (an Asian joint venture with American Airline's SABRE).

Significant service contributions since joining the College of Charleston

Internal Service

- Faculty Senate, Senator (2010-2013)
- Faculty Advisory Committee to the President, CofC Standing Committee (2011-2014)
- Fulbright (CofC student) review committee (ongoing)
- Honor's College Bachelor's Essay supervisor, average two students annually
- Dean Search Committee
- Member and Chair, School of Business Faculty Development Committee
- Southern Association of Colleges and Schools (SACS) Accreditation Committee Member, and Co-chair, sub-committee on Institutional Effectiveness (appointments by the President)
- Member and Chair, Institutional Assessment Committee, CofC Standing Committee
- Student Retention Committee, CofC ad-hoc committee
- Freshmen Retention Committee, CofC ad-hoc committee
- School of Business and Economics Long-range Strategic Planning Committee
- Faculty Advisor, Club for Hospitality and Tourism
- External Member, Tenure Committee, Dept of Communications
- Advisor to in excess of 40 students annually
- Athletics Advisory Committee

External Service

- Member, Mayor Riley's Peninsula Advisory Commission (current)
- Member, Police Chief Mullen's Responsible Tourism Committee (current)
- Member, City of Charleston Tourism Management Plan Advisory Committee (current, City Council appointment)
- Fulbright Scholars Review Committee (Dept of State, 2011-2013)
- Fulbright Alumni Ambassador (current)
- External Member, Tenure Review Committees, Arizona State University and Bowling Green University
- Editorial Review Board (each appointment current):
 - Journal of Vacation Marketing*
 - Tourism Review Int'l*
 - Journal of Travel Research*
 - International Journal of Contemporary Hospitality Management*
 - International Journal of Business & Globalisation*
 - Service Industries Journal*
 - International Journal of Tourism Research*
 - International Journal of Tourism Sciences*
 - Journal of Hospitality & Tourism Research*

STEPHEN W. LITVIN
NOVEMBER, 2014
INTELLECTUAL CONTRIBUTIONS

Academic Journal Articles

1. Walker, D.M., Litvin, S.W., Sobel, R.S. and St Pierre, R.A. (2014 acceptance). "Setting Win Limits: An Alternative Approach to "Responsible Gambling?" *Journal of Gambling Studies (accepted paper waiting publication)*.
2. Litvin, S.W. and Chiam, K.M. (2014). "Ecotourism: A Study of Purchase Proclivity, Revisited." *Journal of Vacation Marketing*, Vol. 20 (2): 175-180.
3. Litvin, S.W. and DiForio, J. (2014). "The Malling of Main Street: The Threat of Chain Stores to the Character of an Historic City's Downtown." *Journal of Travel Research*, Vol. 53(4): 488-499..
4. Litvin, S.W., Xu Gang, Ferguson, A.C., and Smith, W.W. (2013) "Too Attractive for its Own Good? South of Broad, Second-Homes and Resident Attitudes. *Tourism Management Perspectives*, Vol. 7 (July): 89-98.
5. Litvin, S.W., Luce, N. and Smith, W.W. (2013). "A Case Study of Cruise Ships and Resident Attitudes – Research Gone Wild." *Tourism Recreation Research*, Vol. 38 (2): 243-248.
6. Litvin, S.W., Smith, W.W. and Pitts, R.E. (2013). "Sedentary Behavior of the Non-Travel Segment." *Journal of Travel Research*, Vol. 25 (1): 129-134
7. Litvin, S.W., Pan, B. and Smith, W.W. (2013) "Festivals, Special Events, and the Rising Tide." *International Journal of Culture, Tourism and Hospitality Research*. Vol. (2): 163 – 168.
8. Litvin, S.W. (2013) "Festivals and Special Events: Making the Investment." *International Journal of Culture, Tourism and Hospitality Research*. Vol. 7 (2): 184 – 187.
9. Smith, W.W., Pitts, R.E. and Litvin, S.W. (2012). "Travel and Leisure Activity Participation." *Annals of Tourism Research*, Vol. 39 (4): 2207-2210.
10. Litvin, S.W. and Hoffman, L.M. (2012). "Responses to Consumer Generated Media in the Hospitality Marketplace: An Empirical Study." *Journal of Vacation Marketing*, Vol. 18 (2): 135-145.
11. Litvin, S.W. (2012). "Hospitality, Tourism and Politics." *Boston Hospitality Review*, Vol. 1 (1): 18-21.
12. Litvin, S.W., Smith, W.W. and Blackwell, C. (2012). "Destination Marketing, Accommodation Taxes, and Mandated Tourism Promotional Expenses: Maybe time to Reconsider." *Current Issues in Tourism*. Vol. 15 (4): 385-390.
13. Smith, W.W. and Litvin, S.W. (2012) "Sponsorship Change and the Ghost of Sponsorship Past." *Event Management*, Vol. 16 (4): 335-339.
14. Litvin, S.W. (2011). "Commentary -Good, Better or Best: Selecting the Right Strategy." *Tourism Review International*. Vol. 14 (1): 47-54.
15. Litvin, S.W. and McLeod, J.B. (2011). "Buko Nero: Avoiding the Black Hole of Early Success, Teaching Case Study and Teaching Notes." *Journal of Hospitality & Tourism Cases*. Vol. 1 (1): 52-58.
16. Smith, W.W., Fralinger, E., and Litvin, S.W. (2011). "Segmenting the USA Non-Travel Market." *Enlightening Tourism – A Pathmarking Journal*, Vol. 1 (2): 137-151.
17. Smith, W.W., Litvin, S.W., Canberg, A. and Tomas, S.R. (2010) "Setting Parameters: Operational Budget Size and Allocation of Resources." *International Journal of Event and Festival Management*, Vol. 1 (3): 238-243

18. Litvin, S.W. (2010). "Apocalypse Not: A Commentary on Destination Maturation Models." *Journal of Vacation Marketing*. Vol. 16 (2): 157-162.
19. Litvin, S.W. (2010). "A Comparison of Student Spring Break and their 'Normal' Behaviors: Is the Hype Justified?" *Tourism Review International*. Vol. 13 (3): 173-181.
20. Litvin, S.W. and Jaffe, C.S. (2010). "The Threat of Chain Stores to the Character of an Historic City's Main Street." *International Journal of Business and Globalisation*. Vol. 4 (3): 299-313.
21. Litvin, S.W. and Mouri, N. (2009). "A Comparative Study of the Use of 'Iconic' versus 'Generic' Advertising Images for Destination Marketing." *Journal of Travel Research*. Vol. 48 (2): 152-161.
22. Smith, W.W., Litvin, S.W., Carmichael, B.A. and Nadav, S. (2009). "Non-Travelers: The Flip Side of Motivation – Revisited." *Tourism Recreation Research*. Vol. 34 (1): 91-93.
23. Litvin, S.W. (2008). "Sensation Seeking and its Measurement for Tourism Research." *Journal of Travel Research*. Vol. 46 (4): 440-445.
24. Ryan, C., Crotts, J.C. and Litvin, S.W. (2008). "Convention Center Management – Influencing the Attendee Experience: The Case of Charleston Convention Center." *Tourism Analysis*, Vol. 13 (2): 157-169.
25. Litvin, S.W., Goldsmith, R.E. and Pan, B. (2008). "Electronic Word-of-Mouth in Hospitality and Tourism Management." *Tourism Management*. Vol. 29 (2): 458-468.
26. Litvin, S.W. and Brewer, J.D. (2008). "Charleston South Carolina Tourism and the Presentation of Urban Slavery in an Historic Southern City." *International Journal of Hospitality and Tourism Administration*, Vol. 9 (1): 71-84.
27. Litvin, S.W. and Fyffe, K. (2008). "Tourism: A View from the Fray – A Jamaican Case Study." *International Journal of Business and Globalisation*, Vol. 2 (2): 160-172.
28. Pan, B., Litvin, S.W., and O'Donnell, T.E. (2007). "Understanding Accommodation Search Query Formulation: The First Step in Putting Heads in Beds." *Journal of Vacation Marketing*. Vol. 13 (4): 371-381.
29. Litvin, S.W. (2007). "The Economic Attractiveness of Runners: Are they 'Healthy' Tourists?" *Tourism Economics*, Vol. 13 (3): 481-486.
30. Litvin, S.W. (2007). "Marketing Visitor Attractions: A Segmentation Study." *The International Journal of Tourism Research*, Vol. 9: 9-19.
31. Litvin, S.W. (2006). "Revisiting Plog's Model of Allocentricity and Psychocentricity ... One More Time." *Cornell Hotel and Restaurant Quarterly*, Vol. 47 (3): 245-253.
32. Litvin, S.W., Crotts, J.C., Blackwell, C. and Styles, A. (2006). "Expenditures of Accommodations Tax Revenue: A South Carolina Study." *Journal of Travel Research*, Vol. 45 (6): 150-157.
33. Litvin, S.W. and Fetter, E. (2006). "Can a Festival be too Successful?: A Review of Spoleto, USA." *International Journal of Contemporary Hospitality Management*, Vol. 18 (1): 41-49.
34. Blackwell, C., Crotts, J.C., Litvin, S.W. and Styles, A. (2006). "Local Government Compliance with Earmarked Tax Regulation." *Public Finance Review*, Vol. 34 (2): 212-228.
35. Litvin, S.W. and MacLaurin, T. (2005). "Looking for the Right Stuff: Selecting Students for an Oversubscribed HTM Program." *Journal of Teaching in Travel & Tourism*, Vol. 4 (4): 37-45.
36. Blose, J.E. and Litvin, S.W. (2005). "Social Values and Restaurant Patronage." *Tourism Review International*, Vol. 8 (4): 311-321.

37. Litvin, S.W., Blose, J.E. and Laird, S.T. (2005). "Tourist Use of Restaurant Web-pages: Is the Internet a Critical Marketing Tool?" *Journal of Vacation Marketing*, Vol. 11 (2): 155-161.
38. Litvin, S.W. (2005). "Streetscape Improvements in an Historic City: A Second Visit to King Street, Charleston, South Carolina." *Tourism Management*, Vol. 26 (3): 421-429.
39. Litvin, S.W., Xu Gang, and Kang, S. K. (2004). "Spousal Vacation Buying Decision Making – Revisited Across Time and Place." *Journal of Travel Research*, Vol. 43 (2): 193-198.
40. Styles, A.K., Litvin, S.W., Crotts, J.C. and Blackwell, C. (2004). "Local Government Use of State Accommodation Tax Revenues." *Journal of Hospitality and Tourism*, Vol. 1 (2): 111-118.
41. Litvin, S.W., Tan, K.P.S., Tay, J. P.F. and Aplin, K. (2004). "Cross-Cultural Differences: An Influence on Tourism Ethics?" *Tourism: An International Interdisciplinary Journal*, Vol. 52 (1): 39-50.
42. Litvin, S.W., Crotts, J.C. and Hefner, F.L (2004). "Cross-cultural Tourist Behavior: A Replication and Extension Involving Hofstede's Uncertainty Avoidance Dimension." *International Journal of Tourism Research*, Vol. 6: 29-37.
43. Litvin, S.W. (2004). "A Look Back at SARS and SIP", *eJournal of Tourism Research*, Vol. 2 (1), article #1, online journal. n.
44. Litvin, S.W. and Crotts, J.C. (2003). "A Framework for Online Sales Negotiations of Hospitality and Tourism Services." *Information Technology and Tourism* Vol. 6 (2): 91-97.
45. Litvin, S.W. and Goh, H.K. (2003). "Individualism/Collectivism as a Moderating Factor to the Self-image Congruity Concept." *Journal of Vacation Marketing*, Vol. 10 (1): 23-32.
46. Crotts, J.C. and Litvin, S.W. (2003). "Cross-Cultural Research: Are Researchers Better Served by Knowing Respondents' Country of Birth, Residence, or Citizenship?" *Journal of Travel Research*. Vol. 42 (2): 186-190.
47. Litvin, S.W. (2003). "The Cyber-Conference: Vision or Illusion?" *Journal of Convention & Exhibition Management* (now *Journal of Convention & Events Tourism*, Vol. 5 (1): 1-12.
48. Litvin, S.W. (2003). "The Classic Collection, *JTS* Articles in Demand from 1990-2000 - Tourism and Politics: The Impact of Pauline Hanson's One Nation Party on Australian Visitor Arrivals." *Journal of Tourism Studies*, Vol. 14 (1): 124-136.
49. Litvin, S.W. and Alderson, L.L. (2003). "How Charleston Got its Grove Back: A CVB's Response to 9/11." *Journal of Vacation Marketing*, Vol. 9 (2): 188-197.
50. Litvin, S.W. (2003). "Tourism and Understanding: The Business Study Mission." *Annals of Tourism Research*, Vol. 30 (1): 77-93.
51. Litvin, S.W. (2002). "The Singapore Gold Circle: Perception of Local Customers of Travel Agencies." *International Journal of Tourism Research*, Vol. 4: 271-282.
52. Litvin, S.W. and Goh, H.K. (2002). "Self-Image Congruity: A Valid Tourism Theory?" *Tourism Management*, Vol. 23 (1): 81-83.
53. MacLaurin, D. and Litvin, S.W. (2002). "Tourism Strategies in an Island Economy: How Singapore Attracts the World." *Tourism*, Vol. 41 (4): 383-388.
54. Litvin, S.W., Elangovan, T., and O'Brien, P.W. (2001). "Cyber-conventions: Vision or New Reality?" *International Journal of Entrepreneurship and Innovation Management*, Vol. 1 (3/4): 474-482.
55. Litvin, S.W., Goh, H.K. and Goldsmith, R.E. (2001). "Travel Innovativeness and Self-Image Congruity." *Journal of Travel & Tourism Marketing*, Vol. 10 (4): 33-45.

56. Litvin, S.W. and MacLaurin, D.J. (2001). "Consumer Attitude and Travel Behavior." *Annals of Tourism Research*, Vol. 28 (3): 821-823.
57. Litvin, S. W. and Ng S.L. (2001). "The Destination Attribute Management Model: An Empirical Application to Bintan, Indonesia." *Tourism Management*, Vol. 22: 481-492.
58. Litvin, S.W. and Goh, H.K. (2001). "E-Surveying for Tourism Research: Legitimate Tool or a Researcher's Fantasy?" *Journal of Travel Research*, Vol. 39 (3): 308-314.
59. Litvin, S.W. (2000). "Revisiting the Heavy User Segment for Vacation Travel Marketing." *Journal of Vacation Marketing*, Vol. 6 (4): 345-356.
60. Litvin, S.W. and Elangovan, T. (2000). "The Travel Agency Management Game: An Effective Classroom Teaching Tool." *CHRIE Journal of Hospitality & Tourism Education*, Vol. 12 (2): 56-63.
61. Litvin, S.W. (2000). "Tourism Student Perceptions of a Travel Agency Career." *Tourism and Hospitality Research, The Surrey Quarterly Review*, Vol. 1 (4): 295-312.
62. Litvin, S.W. (2000). "Revisiting Tourism and Understanding." *Annals of Tourism Research*, Vol. 21 (2): 526-529.
63. Litvin, S.W. (1999). "Tourism and Understanding: The Case of Japanese Tourists in Singapore – Revisited." *Asia Pacific Journal of Tourism Research*, Vol. 4 (1): 12-21.
64. Litvin, S.W. (1999). "Tourism and Politics: The Impact of Pauline Hanson's One Nation Party on Australian Visitor Arrivals." *Journal of Tourism Studies*, Vol. 10 (1): 51-60.
65. Goldsmith, R.E. and Litvin, S.W. (1999). "Heavy Users of Travel Agents: A Segment Analysis of Vacation Travelers." *Journal of Travel Research*, Vol. 38 (2): 127-133.
66. Goldsmith, R.E. and Litvin, S.W. (1998). "Identifying the Vacation Travel Innovator." *Journal of Vacation Marketing*, Vol. 4 (4): 327-336.
67. Litvin, S.W. (1998). "Tourism: The World's Peace Industry?" *Journal of Travel Research*, Vol. 37 (1): 63-66.
68. Litvin, S.W. (1996). "Ecotourism: A Study of Purchase Proclivity." *Journal of Vacation Marketing*, Vol. 3 (1): 43-54.
69. Litvin, S.W. (1998). "Job Expectations of Students: A Reality Check." *Ngee Ann Journal*, Vol. 16: 107-110.
70. Litvin, S.W. (1995). "A Week in the Life: A View of Student Time Allocation and Stress Assessment." *Ngee Ann Journal*, Vol. 14: 148-153.
71. Litvin, S.W. (1994). "Training Tomorrow's Travel Industry Managers: The Challenges of a Changing Industry Environment." *Ngee Ann Journal*, Vol. 12: 60-63.

Book Chapters

1. Litvin, S.W. (2009). "Brunei." In Dana L.P. (ed) *Handbook of Research on Asian Entrepreneurship*, Auckland, Edward Elgar: pp 49-53.
2. Pan, B., Litvin, S.W. and Goldman, H. (2006). "Real Users, Real Trips, and Real Queries: An Analysis of Destination Search on a Search Engine." Travel and Tourism Research Association, Dublin, Ireland, June 18-20, reprinted in Mitra, J., *E-hospitality: A New Paradigm*, Icfai University Press, Kolkata, Saltlake, Kolkata, India.

3. Litvin, S.W. and Crotts, J.C. (2007). "A Comparison of Pre and Post 9/11 Traveler Profiles: Post Crisis Marketing Implications." In Law, E. Prideaux, B. and Chon, K. (eds.), *Crisis Management in Tourism*, New York, Cabi Press, pp. 298-309.
4. Litvin, S.W. and Elangovan, T. (pending publication). "Instructors Guide – The Travel Management Game.", In McNeill, R.G. and Crotts, J.C., *Selling Hospitality: A Situational Approach, Instructor's Manual*, Clifton Park, NY, Delmar Thompson Publishing.
5. Crotts, J.C., Litvin, S.W. and McNeill, R.G. (2004). "Principles of Marketing." In Brymer, R.A. *Hospitality and Tourism, An Introduction to the Industry*, 11th ed., Dubuque Iowa, Kendall/Hunt Publishing, pp. 127-136.
6. Litvin, S.W. (2003). "Tourism: The World's Peace Industry?" *JTR* article republished in Goeldner, C.R. and Ritchie, J.R.B., *Tourism Principles, Practices, Philosophies*, 9th ed, New York: J. Wiley, pp. 289-294.
7. Polunin, I.J. and Litvin S.W. (1999). "Sentosa: Promoting a Multi-Attraction Destination." In Hooi D. H. (ed.) *Cases in Singapore Hospitality and Tourism Management*, Singapore: Prentice-Hall, pp. 222-236.

Invited Presentations

1. Litvin, S.W. (2009). "Tourism Development and Regionalization: Keys to Success." Gulf Coast (MS) Business Council Masters Course, April, presented on behalf of the Charleston Convention and Visitors Bureau.
2. Litvin, S.W. (2008). "The Hospitality Quality Mantra: Maybe Less Sacred than We Believe." University of Waterloo Faculty of the Environment, *Tourism Lecture Series 2008*, November 7, Waterloo, Ontario.
3. Litvin, S.W. (2007). "Growth in a Tourism Town: Impact of Hotel Proliferation in Charleston." Urban Land Institute, South Carolina Chapter, Charleston.
4. Litvin, S.W. (2005). "Impecunious Strategies for Parsimonious Research: Getting by in an undergraduate teaching Institution." Presented to the combined faculties of the Department of Marketing and the Department of Tourism Management, Bowling Green State University, Bowling Green, OH.
5. Litvin, S.W. (2003). "Do the Charleston: A post-9/11 Review of the Marketing of Charleston, S.C." American Marketing Association Summers Educator's Conference, Chicago.
6. Litvin, S.W. (2003). "Traffic Flow Analysis: Cruise Ship Visits to Historic Charleston." City of Charleston Mayor's Committee on Cruise Ship Regulation, Charleston Maritime Center.
7. Litvin, S.W. (2003). "An Overview and Analysis of the Cruise Ship Industry." City of Charleston Mayor's Committee on Cruise Ship Regulation, Charleston Maritime Center.
8. Litvin, S.W. (2000). "Facilitation of Visitor Mobility and Tourism Growth." Asia Pacific Economic Cooperation (APEC) Tourism Forum, Hong Kong.
9. Litvin, S.W. (1998). "How Ready are we for the New Environment." Change for Profitability Conference, National Association of Travel Agents Singapore, Singapore.
10. Litvin, S.W. (1998). "Exploring the Role of the New Travel Agent.", Mastering Change in Travel Conference, Pacific Asia Travel Association (PATA) World Travel Mart, sponsored by National Association of Travel Agents Singapore, PATA Singapore Chapter and *TravelAsia*, Singapore.

Peer-Reviewed Conference Presentations and Proceedings

1. Litvin, S.W. and Walker, D.M. (2013). "How do Casinos Make Money?" 15th Annual International Conference on Gambling and Risk Taking. Las Vegas, May 27-31.

2. Litvin, S.W. and DiForio, J. (2012). "The Malling of Main Street: Extended Abstract." Proceedings of the Travel and Tourism Research Association, June, 17-19, Virginia Beach, VA, available online at <http://www.ttra.omnibooksonline.com/index.html>.
3. Chiam, M. and Litvin, S.W. (2012). "Ecotourism, A Study of Purchase Proclivity: The Next Generation." 2012 APac (Asia Pacific) TTRA Chapter Conference, November 30 – December 01, Kuala Lumpur.
4. Pan, B., Wasko, J., Smith, K., Litvin, S.W., Mueller, R., Li, Q, and Zhang, J. (2011). "Cultural Education through Study Abroad in China: A Case Study." TEFI World Congress 2011, Philadelphia, PA, May 18-21.
5. Elliott, S. and Litvin, S.W. (2011). "Comparing the influence on trip planning behaviour of using selective 'place appeal' versus an 'all inclusive' style in destination marketing." Annual Research Conference of the Travel and Tourism Research Association, London, Ontario, June 19-21.
6. Goldsmith, R.E., Litvin, S.W. and Bonn, M. (2009). "Seeking Travel Information Online and Offline." Association of Marketing Theory and Practice Conference, Jekyll Island, GA, March 25-27.
7. Litvin, S.W. and Goldsmith, R.E. (2008). "When Branding Seems Not to Count." Association of Marketing Theory and Practice Conference, Savannah, GA, March 27-29.
8. Mouri, N, and Litvin, S.W (2008). "Family Branding and the Marketing of Tourism Destinations: Is it Always a Good Idea?" Academy of Marketing Science's Cultural Perspectives in Marketing Conference, New Orleans, January 16-19.
9. Frash, R., Litvin, S.W. and Antun, J. (2007). "The Impact of Family Life Cycles on Restaurant Dining Preferences". International CHRIE Conference, Dallas, July 24-27.
10. Goldsmith, R.E. and Litvin S.W. (2007). "E-services for the Hospitality and Tourism Industries." Association of Marketing Theory and Practice Conference, Sandestin, FL, March 29-31. Received Best Paper in Track award.
11. Ryan, C., Crotts, J. and Litvin, S. (2006). "Convention Center Management - Influencing the Attendee Experience: The Case of Charleston Convention Center." New Zealand Conference of Hospitality Management Research. Department of Tourism and Hospitality Management, University of Waikato Management School, November 30-December 01.
12. Pan, B., Litvin, S.W. and Goldman, H. (2006). "Real Users, Real Trips, and Real Queries: An Analysis of Destination Search on a Search Engine." Travel and Tourism Research Association, Dublin, Ireland, June 18-20.
13. Goldsmith, R.E. and Litvin, S.W. (2005). "Managing Online Interpersonal Influence for Hospitality and Tourism Management." Association of Marketing Theory and Practice Conference, Jekyll Island, GA, March 23-25.
14. Blose, J. E. and Litvin, S.W. (2004). "A Reconciliation of the Hedonic Editing and Renewable Resources Models: A Case of Dual Framing Effects?" Association of Marketing Theory and Practice Conference, Sandestin, FL, March 25-27.
15. Litvin, S.W. and Crotts, J.C. (2002). "Cross-Cultural Tourist Consumer Behavior: Revisiting Hofstede's Uncertainty Avoidance Dimension." Resort and Commercial Recreation Association Annual Conference, Atlanta, GA, November 10-13.
16. Litvin, S.W., Woo J.H., Li F.L. and Lim H.F. (2002). "The Traditional Leisure Paradox: A Valid Tourism Model?" Travel and Tourism Research Association Annual Research Conference 2002, Alexandria, VA, June 23-26.
17. Litvin, S.W. and Goh, H.K. (2001). "The Singapore Gold Circle: A Program of Excellence?" Travel and Tourism Research Association Annual Research Conference 2001, Fort Myers, FL, June 10-13.

18. Goh, H.K., and Litvin, S.W. (2000). "Destination Preference and Self-Congruity." Travel and Tourism Research Association Annual Research Conference 2000, Burbank, California, June 11-14.
19. Litvin, S.W. (1999). "The Minefield of the Middle: Real Problems Facing Mid-size Travel Agencies." TTRA 1999, Travel and Tourism Research Association Annual Research Conference, Halifax, Nova Scotia, June 10-13.
20. Litvin, S.W. (1999). "Tourism and Understanding, Pauline Hanson, One Nation and Singaporean Views Towards Australia." CAUTHE 1999, Counsel of Australian Tourism and Hospitality Educators, Adelaide.
21. Litvin, S.W. (1998). "Tourism Student Industry Job Expectations: A Reality Check." ANZAM 1998, Australian & New Zealand Academy of Management, Adelaide..
22. Litvin, S.W. and Elangovan, T. (1995). "Case Study: National Association of Travel Agents (Plus Management Game)", *Compendium of the First Conference on Case Method & Research on Asian Business Management*, Yau, H.M., Yu, F.K. and Ko, C.K. (ed), , Department of Business & Management, City University of Hong Kong.

Monograms and Reports

1. Ventura, B, Pan, B. and Litvin, S.W. (2009). *King Street Visitor Inquiry Survey Report*, prepared for the Charleston Area Convention and Visitors Bureau (available through the College of Charleston Office of Tourism Analysis).
2. Pan, B., Litvin, S.W. and Patience, M. (2007). *2006 Charleston Area Visitor Profile Study*, prepared for the Charleston Area Convention and Visitors Bureau (available through the College of Charleston Office of Tourism Analysis).
3. Litvin, S.W. (2006) "Charleston Area Paid Attraction Visitorship, Summer 2005 Study", prepared for the Charleston Area Convention and Visitors Bureau (available through the College of Charleston Office of Tourism Analysis).
4. Litvin, S.W. and Crotts, J.C. (2005). *Analysis of Charleston Area Paid Attraction Visitorship*, prepared for the Charleston Area Convention and Visitors Bureau (available through the College of Charleston Office of Tourism Analysis).
5. Crotts, J.C., Blackwell, C., Litvin, S.W. and Styles, A. (2003). *Local Government Use of State Accommodation Tax Revenues*, prepared for the South Carolina Department of Revenue and The Tourism Expenditure Review Committee (SC) (available through the College of Charleston Office of Tourism Analysis).
6. Crotts, J.C., Heffner, F. and Litvin, S.W. (2003). *Economic Impact of the Fine Arts in Charleston*, prepared for the Charleston Fine Arts Dealers Association (available through the College of Charleston Office of Tourism Analysis).
7. Litvin, S.W. (1999). *Transportation Terminal Feasibility Study*, prepared for the Singapore Tourism Board.

Other Publications

Each of the following articles has been sole-authored unless otherwise noted.

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