

Martin A. O’Neill

Contact Details

Nutrition, Dietetics and Hospitality Management
 College of Human Sciences
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Education

PhD	2001	Services Marketing	University of Ulster
PGC	1996	Teaching in Higher Ed.	“ “
MS	1991	Hotel and Catering Mgt.	“ “
BA (Hons)	1988	Hotel and Tourism Mgt.	“ “

Professional Experience

- 2009 Department Head and Bruno Endowed Professor, Nutrition, Dietetics and Hospitality Management Auburn University
- 2008 Professor, Hotel and Restaurant Management, Nutrition and Food Science, Auburn University
- 2006 Director, Hotel and Restaurant Management, Nutrition and Food Science, Auburn University
- 2003 Associate Professor, Hotel and Restaurant Management, Nutrition and Food Science, Auburn University
- 2002 Senior Lecturer (SL) and Research Manager, School of Marketing, Tourism & Leisure (SMTL), Edith Cowan University (ECU), Perth, Western Australia (WA)
- 2001 SL and Marketing Manager, SMTL, ECU, Perth, W.A.
- 2000 Senior Lecturer and Head, Hospitality Management, ECU, W.A.

- 1997 Lecturer B, SMTL, ECU, Perth, WA
- 1995 Lecturer B, University of Ulster, Northern Ireland
- 1992 Lecturer A, University of Ulster, Northern Ireland
- 1991 P/T Research Officer, Department of Hotel & Catering Management, University of Ulster, Jordanstown, Belfast.
- 1990 Food & Beverage Supervisor, Quality Plaza Hotel, Belfast, Northern Ireland
- 1989 Restaurant Manager, Europa Hotel, Belfast, Northern Ireland
- 1988 Assistant Restaurant Manager/Duty Manager, Hilton National Hotel, Newbury.
- 1985 Chef/Duty Chef, Gardner Merchant, Ashdown House, Gatwick Airport.

Other Qualifications

- 1996 Wine and Spirit Education Trust Certificate
- 1990 Basic Food Hygiene Certificate
- 1989 Training Skills I + II Craft Training Award
Caterbase Craft Trainer Award

Teaching Awards and Honors

- 2015 Immediate Past President International CHRIE
- 2015 SACSOC Evaluator
- 2014 Honorary Doctorate in Food Service, North American Food Manufacturers Association
- 2014 President, International CHRIE
- 2013 Vice President, International CHRIE
- 2009 President, South east, Central and South American CHRIE
- 2008 Bruno Endowed Professor, Department of Nutrition, Dietetics and Hospitality Management
- 2007 AU Camp War Eagle Faculty Honoree
- 2006 AU Student Government Association (SGA) “Outstanding Faculty Member” for the College of Human Sciences, Auburn University
- 2004 Adjunct Professor School of Marketing and Tourism, Edith Cowan University
- 2003 Nominated as SGA “Outstanding Faculty Member” by the Dept. of Nutrition and Food Science, Auburn University
- 2003 Nominated for a Teaching Excellence Award by graduating students at Edith Cowan University, Perth, Western Australia.

- 2002 Inaugural Dean’s Award for Outstanding Academic Achievement in the area of College Promotion and Marketing (Edith Cowan University)
- 2002 Nominated for an Outstanding Teaching Award by graduating students
- 2001 Nominated for an Outstanding Teaching Award by graduating student
- Nominated for an Outstanding Teaching Award by graduating students

Courses Developed and Taught

Auburn University	Edith Cowan University	University of Ulster
<ul style="list-style-type: none"> • NUFS3040 Food Systems Operations • NUFS4500 Hotel Management • NUFS4380 Study Travel in NUFS – International Field Study • NUFS4600 Beverage Appreciation • NUFS5530 Continuous Quality Improvement/Science of Quality • NUFS5570 Global Hospitality Management • NUFS7986 Dis-Ed Non-thesis Research • NUFS7990 Research and Thesis 	<p>Hospitality</p> <ul style="list-style-type: none"> • HOS2110 Food and Beverage Operations (practicum) • HOS2112 Hospitality Service • HOS2211 Hotel Information Systems • HOS2220 Rooms Division Management • HOS3111 Contemporary Issues in Hospitality • HOS5101 Current Topics in Hospitality (GR) <p>Tourism</p> <ul style="list-style-type: none"> • TSM2101 Introduction to Tourism Studies • TSM2240 Travel Agency Management • TSM3111 Contemporary Issues in Tourism <p>Other</p> <ul style="list-style-type: none"> • MKT3195 Services Marketing 	<p>Hospitality</p> <ul style="list-style-type: none"> • Hotel Operations (F&B Lab) • Management of Catering Operations (GR) • Bridging Course – Case Study Analysis • Total Quality Management (GR) • Management Decision Making <p>Tourism</p> <ul style="list-style-type: none"> • Introduction to Leisure and Tourism • Tourism Industry Studies • Sustainable Tourism Studies

Recent Teaching Evaluations

Auburn University standard student evaluation forms are used to assess teaching effectiveness of all College of Human Sciences faculties. The overall mean responses for Fall 2003, Spring and Fall 2004 and Spring and Fall 2005 are summarized in the table below.

Course	Semester	* Personal Performance Mean	NUFS Mean	CHS Mean
**HRMT4600	Spring 2013	5.46	5.46	5.35
**HRMT4600	Fall 2012	5.68	5.46	5.31
**HRMT4600	Spring 2012	5.35	5.46	5.33
**HRMT4600	Fall 2011	5.65	5.45	5.31
HRMT4600	Fall 2010	5.37	4.47	4.31
NUFS5530	Spring 09	4.87	4.45	4.35
NUFS5530	Fall 08	4.78	4.46	4.31
NUFS4600	Spring 08	4.82	4.45	4.31
NUFS5380		4.94	4.45	4.31
NUFS6380		4.65	4.45	4.31
NUFS4600	Fall 07	4.55	4.45	4.31
NUFS4380	Spring 07	4.46	4.46	4.31
NUFS4600		4.93	4.46	4.31
NUFS5530		4.56	4.46	4.31
NUFS4380	Spring 06	4.82	4.46	4.31
NUFS4600		4.97	4.46	4.31
NUFS5530		4.51	4.46	4.31
NUFS5530	Fall 05	4.65	4.46	4.31
NUFS5570	“ “	4.95	4.46	4.31
NUFS5530	Spring 05	4.85	4.46	4.31
NUFS5530	Fall 04	5.00	4.46	4.31
NUFS5570		“ “	4.90	4.46
NUFS5530	Spring 04	4.58	4.46	4.31
NUFS7530	“ “	5.00	4.46	4.31
NUFS4500	“ “	4.62	4.46	4.31
NUFS4380	“ “	5.00	4.46	4.31

NUFS5530	Fall 03	4.63	4.60	4.40
NUFS5570	“ “	4.93	4.60	4.40

* - A = 5 - strongly agree, B = 4 - agree, C = 3 - neither agree or disagree,
D = 2 - disagree, E = 1 - strongly disagree for all variables

** Moved to a six point scale in 2013

Research Interests

Primary research thrust relates to the concept of Continuous Quality Improvement (CQI) and its application within the broad services field encompassing both public and private sector organizations in the tourism, hospitality and restaurant management fields. My research niche is in the area of disconfirmation modeling as a tool for garnering customer feedback and continual system improvement. Recent grant funding has been received from the United States Department of the Army, The Department of State Parks in Alabama and the Alabama Bureau of Tourism and Travel. Additional recent research and training partners include the Federal Credit Union Movement, North East Alabama Regional Medical Hospital, the Lodge and Conference Center at Grand National, Auburn Alabama, the West Australian Tourism Commission and the Margaret River Wine Industry Association, Margaret River, Western Australia.

Research Awards/Honours

- 2005 Highly Commended Award from the Emerald Literati Club 2005 Awards for Excellence
- 2003 Member of the Editorial Review Board of the Journal of Managing Service Quality
- 2001 Winner of the Travel and Tourism Research Association (TTRA) Charles R. Goeldner Article of Excellence Award, for best published article in the Journal of Travel Research in 2001.

Research Committee's

a. Graduate Students Completed

* denotes students not enrolled at Auburn University

i. Major Professor (Ph.D)

<u>Name</u>	<u>Thesis Title</u>	<u>Year</u>
Lynsey Wilson	Examination of Event Volunteers' Motivation and Satisfaction Levels Utilizing the Kano Method	2014
Jeremy Whaley	An exploratory Study of Tipping Motivations	2013
Meghan Johnson	Environmentalism and Planned Behavior in a mixed use resort environment	2012
Douglas Murray	Home Brewing as a Serious Leisure Endeavor - A mixed methods approach	2011
Martin MacCarthy	An ethnographic study of Australian Shooting Clubs	2009
Missy VanHyfte	Nature Based Tourism in Alabama – Factors Driving satisfaction and intent to return	2009
Kristen Kozub	The moderating role of loyalty in service Recovery – an examination of the ultra-luxury Hotel Sector.	2008
David Martin	Cognitive scaling, emotions team identity and future behavioral intentions: an examination of sporting event venues	2007

ii. Major Professor (Master's - thesis)

<u>Name</u>	<u>Thesis Title</u>	<u>Year</u>
Jeremy Whaley	Quality Assurance and Alabama State Parks	2011 2009
Douglas Murray	Home Brewing and Serious Leisure: an Empirical Investigation	2009
Meghan Hunter	An investigation of the use of the IPA Evaluation technique – Anniston Army	

	Depots Morale Welfare and Recreation Service Provision	2005
David Martin	Exploring the effect of emotion on time- elapsed consumer perceptions of service – a re-examination of the satisfaction construct	
* Danielle Lacey	Cross-cultural training initiatives – a case of two Olympic cities	2004
* Aungkan Thongkao	How green is your hotel? An examination of environmentally friendly practices of the Phuket Hotel Industry	2002

iii Major Professor (Master's – non-thesis)

Erol Sozen	Entrepreneurial Motivation for entry into the Craft beer sector	2014
Anne M. Lowery	Language as a communication tool between Employees and subordinates	2008
Vanessa Ocasio	Spa treatment preferences / motivation of Gay and Lesbian travelers	2008
Jeremy Whaley	The role of guest satisfaction in explaining Future behavioral intention – an examination of Alabama State Parks accommodation services	2008
Lindsay Waits	Travel safety awareness – examining the Issues with study abroad programs	2008
Erin Aylor	Child Nutrition Training in the United States – an exploratory study	2005

iv. Committee Member Completed

<u>Name</u>	<u>Degree (Department)</u>	<u>Year</u>
Jason Gogue	PhD (Hotel and Restaurant Management)	2014
Seul-Gi Park	PhD (Hotel and Restaurant Management)	2013
Khalid Eyoun	MS. (Hotel and Restaurant Management)	2013
Alana Dillette	MS. (Hotel and Restaurant Management)	2012
Kyle Townsend	MS. (Hotel and Restaurant Management)	2011

Ben Nemec	MS. (Hotel and Restaurant Management)	2008
Douglas Murray	MS. (Hotel and Restaurant Management)	2008
Alleah Crawford	Ph.D (Hotel and Restaurant Management)	2008
Jason Koenigsfeld	Ph.D (Hotel and Restaurant Management)	2006
Jona Cary	Ph.D (Hotel and Restaurant Management)	
Alleah Crawford	M.S. (Hotel and Restaurant Management)	2005
		2005
Kyle Draper	M.S. (Hotel and Restaurant Management)	2004
Jason Koenigsfeld	M.S. (Hotel and Restaurant Management)	2004
Brandi Bailey	M.S. (Hotel and Restaurant Management)	2003
Barbara Gaines	M.S. (Hotel and Restaurant Management)	2003

b. Graduate Students Presently Serving

i. Major Professor

<u>Name</u>	<u>Degree Expected (Department)</u>	<u>Progress to Date</u>
Erol Sozen	PhD (Hotel and Restaurant Management)	Thesis

Recent Peer-reviewed Publications

Refereed Journal Articles

1. Murray, D. and O'Neill, M.A. (2015). Home brewing and Serious Leisure: Exploring the motivation to engage and the resultant satisfaction derived through participation. *World Leisure Journal*, Vol. 57 (4).
2. Kozub, K.R., O'Neill, M.A. and Palmer, A. (2014). Emotional antecedents and outcomes of service recovery: An exploratory study in the luxury hotel industry. *The Journal of Services Marketing*, Vol. 28 (3), 233 – 243
3. Whaley, J., Douglas, A., and O'Neill, M.A. (2014). What's in a tip? The creation and refinement of a restaurant-tipping motivations scale: A consumer perspective. *International Journal of Hospitality Management*, 37: 121-130
4. Park, S.G., Kim, K and O'Neill, M.A. (2014). Complaint behavior intentions and expectation of service recovery in individualistic and collectivistic cultures. *International Journal of Culture, Tourism and Hospitality Research* Vol. 8 (3)
5. Alonso, A., O'Neill, M.A., Liu, Y and O'Shea, M. (2013). Factors Driving Consumer Restaurant Choice: An Exploratory Study from the Southeastern United States. *Journal of Hospitality Marketing and Management*. Vol.22 (5): 547-567.
6. Alonso, A. and O'Neill, M.A. (2012). What is your favorite Southern dish? A study of Southern US consumers. *Journal of Foodservice Business Research Manuscript*, Vol. 15 (3), 247-264
7. Murray, D.W. and O'Neill, M.A. (2012). Craft beer: penetrating a niche market. *British Food Journal*, Vol. 114 (7), 899 - 909
8. Alonso, A., and O'Neill, M.A. (2012). Imagery and Consumption of Wine: A Southern United States Case Study. *Journal of Food Products Marketing* Vol.18 (4): 306-324
9. Alonso, A. and O'Neill., M.A. (2012). Muscadine Grapes, Food Heritage and Consumer Images: Implications for the Development of a Tourism Product in Southern USA. *Journal of Tourism Planning and Development*, Vol. 9. (3): 213-229
10. Alonso, A. and O'Neill, M.A. (2011). Consumer imagery and Southern US foods: a preliminary study. *JOHAR: Journal of Hospitality Application and Research*, Vol. 6 (2), 17-35.
11. Alonso, A. and O'Neill, M.A. (2011). Investing in the social fabric of rural and urban communities: a comparative study of two Alabama farmers' markets. *Community Development*, Vol. 42. (3), 392-409.
12. Alonso, A. and O'Neill, M.A (2011). Interest in Maximization and Value-added Produce: a preliminary Study from Chilton County, Alabama. *British Food Journal*, Vol. 113 (5), 637-655.
13. Alonso, A. and O'Neill, M.A (2011). Climate Change from the Perspective of Spanish Wine Growers: a Three Region Perspective. *British Food Journal*, Vol. 113 (2), 205-221.
14. Alonso, A. and O'Neill, M.A (2011). Can Universities Assist Small Hospitality Enterprises? The Operators' Views. *Journal of Foodservice Business Research*, Vol. 14 (1), 53-62

15. Alonso, A. and O'Neill, M.A (2011). What defines the "ideal" hospitality employee? A college town case. *International Journal of Hospitality and Tourism Administration*, Vol. 12, 73-93
16. Ayoun, B., Johnson, M., VanHyfte, M. and O'Neill, M. (2010). Comparison Study of U.S. and Non-U.S. Education Internationalization Practices of Hospitality and Tourism Programs, *Journal of Teaching in Travel & Tourism*, Vol. 10 (4): 335-361.
17. Alonso, A.D. and O'Neill, M.A. (2010) "Small hospitality enterprises and local produce: a case study", *British Food Journal*, Vol. 112 (11): 1175 – 1189
18. O'Neill, M.A., Riscinto-Kozub, K and Van Hyfte, M. (2010). Defining Visitor Satisfaction in the context of camping oriented nature-based tourism – the driving force of quality. *Journal of Vacation Marketing*, Vol. 16. (2): 141-156
19. Crawford, A., Hubbard, S., O'Neill, M.A. and Guarino, A. (2010). Does Core Self-Evaluation have a place among Restaurant Employees? *Journal of Human Resources in Hospitality and Tourism*, Vol. 9 (3): 300-317
20. MacCarthy, M and O'Neill, M.A. (2010). The Inexorable Demise of Competition Shooting in Australia. *The International Journal of Sport and Society*, Vol.1 (1): 211-221.
21. McMullan, R. and O'Neill, M.A (2010). Towards a Valid and Reliable Measure of Visitor Satisfaction. *Journal of Vacation Marketing*, Vol. 16 (1): 29-44
22. Chow, A.J., Alonso, A.D., Douglas, A.C., & O'Neill, M.A. (2010). Exploring open kitchens' impact on restaurateurs' cleanliness perceptions. *Journal of Retail and Leisure Property*, Vol. 9 (2), 93-104.
23. Alonso, A., O'Neill, M.A. and Kim, K. (2009). In search of authenticity: a case examination of the transformation of Alabama's Langdale Cotton Mill into an industrial heritage tourism site. *Journal of Heritage Tourism*, Vol. 5 (1): 33-48
24. Alonso, A.D. and O'Neill, M.A. (2009). Wine Tourism in Spain. A Case of Three Regions. *Tourism Interdisciplinary Journal*, Vol. 57 (4): 361-500.
25. Crawford, A., Hubbard, S., O'Neill, M and Guarino, A. (2009). Mediating effects: a study of the work environment and personality in the quick-service restaurant setting. *Journal of Hospitality and Tourism Management*, Vol. 16 (1): 24-31
26. Alonso, A. and O'Neill, M. (2009). Staffing issues among small hospitality businesses: A college town case. *International Journal of Hospitality Management*. Vol. 28 (4): 573-578
27. Crawford, A., Hubbard, S., Shumate, S. and O'Neill, M. (2009). Workplace Spirituality and Employee Attitudes within the Lodging Environment. *Journal of Human Resources in Hospitality and Tourism*, Vol. 8: 67-84
28. Alonso, A.D., & O'Neill, M.A. (2009). Staffing issues among small hospitality businesses: a college town case. *International Journal of Hospitality Management*, Vol. 28, 573-578.
29. O'Neill, M.A. (2008). Quality evaluation directs improvement efforts for Uncle Sam: an examination of service quality perceptions at Anniston Army Depot, *Journal of Food Service Management and Education (FSMEC)*, Vol. 3 (1): 1-16

30. Martin, D.S., O'Neill, M.A. Hubbard, S.S. and Palmer, A.J. (2008). The role of emotion in explaining consumer satisfaction and future behavioral intention, *Journal of Services Marketing*, Vol. 22 (3): 224-236
31. MacCarthy, M., O'Neill, M.A. & Williams, P. (2006). Customer Satisfaction and Scuba-diving: Some Insights from the Deep. *Service Industries Journal*, Vol. 26 (5): 537-555
32. O'Neill, M.A. and Hubbard, S (2004). Directing the continuous quality improvement effort: a case examination from the Alabama hospitality sector. *Florida International University*, Vol. 23 (2)
33. O'Neill, M.A. and Palmer, A. (2004). Cognitive Dissonance and the Stability of Service Quality Perceptions. *The Journal of Services Marketing*, Vol. 18 (6): 433-449
34. O'Neill, M.A. and Palmer, A. J. (2004). Importance-performance analysis: a useful tool for directing continuous quality improvement in higher education. *Journal of Quality Assurance in Higher Education*, Vol. 12 (1): 39-52
35. O'Neill, M.A. (2004). Obesity and the airlines – weighing up the issues. *Florida International University Hospitality Review*, Vol. 20 (2): 80-89
36. O'Neill, M.A. and Palmer, A. (2004). Wine Production and Tourism – Adding Service to a Perfect partnership. *Cornel Hotel and Restaurant Association Quarterly*, Vol. 45, (6): 269-284
37. O'Neill, M.A. (2003). The influence of time on student perceptions of service quality: the need for longitudinal measures. *The Journal of Educational Administration*, Vol. 41 (3): 310-325
38. O'Neill, M.A. and Palmer, A. (2003). An exploratory study of the effects of experience on consumer perceptions of the service quality construct. *Managing Service Quality*, Vol. 13 (3): 187-196
39. O'Neill, M.A., Palmer, A. and Wright, C. (2003). Disconfirming user expectations of the online service experience: inferred versus direct disconfirmation modeling. *Internet Research: Electronic Networking Applications and Policy*, Vol. 13 (4): 281-296
40. O'Neill, M.A., MacCarthy, M. and Williams, P. (2003). Evaluating service quality within the dive tourism sector: an application of the importance-performance technique. *Florida International University (FIU) Hospitality Review*, Vol. 20 (2): 47-65
41. Palmer, A. and O'Neill, M.A. (2003). The effects of perceptual processes on the measurement of service quality. *Journal of Services Marketing*, Vol. 17 (3): 254-274.
42. O'Neill, M.A., Palmer, A. and Charters, S. (2002). Wine production as a service experience - the effects of service quality on wine sales. *Journal of Services Marketing*, Vol.16 (4), 342-362
43. O'Neill, M.A. and Palmer, A. (2001). Survey Timing and Consumer Perceptions of Service Quality: an Overview of Empirical Evidence. *Managing Service Quality*, Vol.

11 (2): 182-190

44. Charters, S. and O'Neill, M.A. (2001). Service Quality at the Cellar Door: A Comparison between Regions. *International Journal of Wine Marketing*, Vol.13 (3): 7-17
45. O'Neill, M.A., Wright, C. & Fitz, F. (2001). Quality evaluation in on-line service environments: an application of the importance-performance measurement technique. *Managing Service Quality*, Vol. 11 (6): 402-418
46. Getz, D., O'Neill, M.A and Carlsen, J. (2001). Service Quality Evaluation at Events through Service Mapping. *Journal of Travel Research*, Vol. 39 (4), 380-390
47. O'Neill, M.A., Hubbard, S. Salazar, J. and Kent, W.E. (2000). The Impact of Tipping on Job Satisfaction of Restaurant Servers. *Australian Journal of Hospitality Management*, Vol. 7 (2), 51-55
48. O'Neill, M.A. and Ali-Knight, J. (2000). Accessing the Disability Tourism Dollar – An Investigation of Western Australia's Hotel Industry, *Florida International University, Hospitality Review*, Vol. 18 No 2: 72-88. (50%)
49. Charters, S. and O'Neill, M.A. (2000). Delighting the customer: how good is the cellar door experience? *The Australian and New Zealand Wine Industry Journal*, Wine Marketing Supplement, July/August: 11-16. (50%)
50. O'Neill, M.A. (2000). The role of perception in disconfirmation models of service quality in the tourism industry, *Measuring Business Excellence - The Journal of Business Performance Measurement*, Vol. 4 No 2 (Second Quarter): 46-59
51. O'Neill, M.A. and Charters, S. (2000). Service Quality at the Cellar Door: Implications for Australia's Developing Wine Tourism Industry, *Managing Service Quality*, Vol. 10 (2): 112-122
52. O'Neill, M.A., Williams, P. and MacCarthy, M. (2000). Diving into service quality – the Dive tour operator perspective, *Managing Service Quality*, Vol. 10 (3): 131-140
53. O'Neill, M.A., Getz, D. and Carlsen, J. (1999). Evaluation of Service Quality at Events: the 1998 Coca-Cola Masters Surfing Event at Margaret River, Western Australia, *Managing Service Quality*, Vol. 9 (3): 158-166
54. Williams, P., O'Neill, M.A. and Ali-Knight, J. (1999). Strategies for Managing Capacity in Western Australian Hotels: An Exploratory Study, *Australian Journal of Hospitality Management*, Vol. 6 (1): 1-10
55. O'Neill, M.A., Palmer, A. and Beggs, R. (1998). The Effects of Survey Timing on Perceptions of Service Quality, *Managing Service Quality*, Vol. 8 (2): 126-132
56. O'Neill, M.A., Williams, P. and Orr, N. (1998). Capacity Management: A Strategy for Overcoming Volatility in the Northern Ireland Hotel Sector, *The International Journal of Business Transformation*, Vol.1 (4), (April): 229-239
57. O'Neill, M.A., Beggs, R. and Fitz, F. (1998). Looking Towards a Brighter Future – A Review of the Northern Ireland Peace Process and the Implications for Tourism, *Florida International University Hospitality Review*, Vol.16 (2): 1-13

58. O'Neill, M.A. (1997). Investing in people: a perspective from Northern Ireland tourism – Part Two. *Managing Service Quality*, Vol. 7 (6): 292-300
59. O'Neill, M.A. and Gabbie, O. (1997). SERVQUAL and the Northern Ireland Hotel Sector - Part Two. *Managing Service Quality*, Vol. 7 (1): 43-49
60. Gabbie, O. and O'Neill, M.A. (1996). SERVQUAL and the Northern Ireland Hotel Sector - Part One. *Managing Service Quality*, Vol. 6 (6): 25-32
61. O'Neill, M.A. and Orr, N. (1996). The Problem with Capacity: The Case of the Northern Ireland Hotel Sector, *International Journal of Contemporary Hospitality Management*, Vol. 8, (5): 35-37
62. O'Neill, M.A. (1996). Investing in People: A Perspective from Northern Ireland Tourism – Part One, *Managing Service Quality*, Vol. 6 (4): 36-040
63. O'Neill, M.A. and McKenna, M.A. (1996). Current Quality Issues in the Northern Ireland Tourism Sector, *The TQM Magazine*, Vol. 8 (1): 15-19
64. O'Neill, M.A. and Fitz, F. (1996). Northern Ireland Tourism: What Chance Now? *The Journal of Tourism Management*, Vol. 17 (3), (May): 161-164
65. O'Neill, M.A., McKenna, M.A. and Watson, H. (1994). Service Quality in the Northern Ireland Hospitality Industry, *Managing Service Quality*, Vol. 4 (3): 36-40
66. O'Neill, M.A. and McKenna, M.A. (1994). N. Ireland Tourism: A Quality Perspective, *Managing Service Quality*, Vol. 4 (2): 31-35

Invited Articles (Published as book chapters)

1. Alonso, A. and **O'Neill, M.A.** (2013). Marketing Spanish Wine and Wine Tourism: an Unfulfilled Potential. In Edwards, M & Lee, A. (eds) *Marketing Strategy Casebook*. Melbourne, Australia: Cambridge University Press
2. Alonso, A., **O'Neill, M. A.** and Liu, Y. (2012). Food culture in the southern United States. Preserving traditional foods or slow death? In Springer, W. (Ed) *European Culinary Tourism*, FHWien University of Applied Sciences of WKW: Austria
3. **O'Neill, M.A.** and Charters, S. (2006). Survey timing and visitor perceptions of cellar door quality. In Jack Carlsen and Stephen Charters (Eds.) *Global Wine Tourism: Research Management and Marketing*. London: CABI Publishing
4. **O'Neill, M.A.** and Charters, S. (2006). Service quality at the cellar door: a lesson in services marketing from Western Australia's developing wine tourism sector. In B. Prideaux, G. Moscardo & E. Laws (Eds.) *Managing Tourism and Hospitality Services: Theory and International Applications*, London: CABI Publishing.
5. Hubbard, S.S. and **O'Neill, M.A.** (2006). Quality Service in Clubs. In J. Purdue (Ed.) *Contemporary Club Management*. Educational Institute of the American Hotel and Lodging Association.
6. **O'Neill, M.A.** (2003). Access guaranteed, but just how hospitable are we? An investigation from the Western Australian hotel sector! *Tourism Deluxe Access for*

- All – Annual Symposium of the International Institute for Information Design (IIID), Lech Am Arlsberg, Austria, September 18-22. (100%) – refereed proceeding
7. **O'Neill, M.A.** (2002). A thriller in Manila – lessons in service recovery. In J. Kandampully (Ed.) *Services Management: the new paradigm in hospitality* (265-268). Frenchs Forest, NSW, Australia, Hospitality Press.

Refereed Conference Proceedings

1. Sozen, E., **O'Neill, M.A.** and Murray, D. (2014). Motivations for Entrepreneurial Engagement in the Craft Brewing Sector and Their Relation to Entrepreneurial Orientation and Work Life Satisfaction: An Exploratory Investigation of the United States Craft Brewing Sector. *19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 3-5, 2014 Houston, Texas
2. MacCarthy, M. and **O'Neill, M.A.** (2012). The Sacred and Profane of Remembrance Tourism: Lest we Forget. *Consumer Behavior in Tourism Symposium*, December 10-13, Bruneck, Italy.
3. Whaley, J. and **O'Neill, M.A.** (2012). To Tip or Not to Tip? An Exploratory Study of the Motivations Driving Consumer Tipping Behavior-Refinement of a Tipping Motivation Scale. *17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 5-7, Auburn, Alabama.
4. Eyoun, K. and **O'Neill, M.A.** (2012). International Student Satisfaction with Ethnic Food Provision in a Southeastern College Town – Really? *17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 5-7, Auburn, Alabama.
5. Gogue, J. and **O'Neill, M.A.** (2012). Customer Satisfaction in a Mixed Audience Environment: A Gay Bar Study. *17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 5-7, Auburn, Alabama.
6. Park, G.G., Kim, K. and **O'Neill, M.A.** (2012) Complaint Behavior and Service Recovery in the Fast-food Restaurant Industry: Cross Cultural Perspectives. *17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 5-7, Auburn, Alabama.
7. Alonso, A. and **O'Neill, M.A.** (2011). Food Culture in the Southern United States: Preserving Traditional Foods or Slow Death. *European Culinary Tourism Conference*, 3-4 March: FH Wien. (50%)
8. Park, S., Kim, K. and **O'Neill, M.A.** (2011) Complaint behavior and service recovery in a fast-food restaurant industry: Cross cultural perspectives. *17th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Auburn University, Auburn, AL, Jan 5-7, 2011.
9. Murray, D and **O'Neill, M.A.** (2011). Examining the niche market potential for

independent F&B operations: A study of home brewers, serious leisure, and craft beer enthusiasts. *16th Annual Graduate Research Conference for Students in Hospitality and Tourism*, University of Houston, Texas, January.

10. Whaley, J and **O'Neill, M.A.** (2011). To tip or not to tip? An exploratory study of the motivations driving consumer tipping behavior. *16th Annual Graduate Research Conference for Students in Hospitality and Tourism*. University of Houston, Texas, January.
11. MacCarthy, M. and **O'Neill, M.A.** (2010). Australian Target Shooters: a Contentious Sport. *International Conference on Sport and Society*, 8-10th March, University of British Columbia, Vancouver, Canada
12. Townsend, K., Nemec, B. and **O'Neill, M.A.** (2010). An Extension of the Game-day Satisfaction Construct – An Exploratory Study from the South Eastern Conference. *SE-CHRIE Conference*, Georgia State University, Atlanta, Georgia, February 19th
13. Murray, D. and **O'Neill, M.A.** (2010). Examining the niche market potential of serious leisure participants for independent food and beverage operations: a study of home brewers and craft beer enthusiasts. *15th Annual Graduate Research Conference in Hospitality and Tourism*, Washington D.C – January 6-9 Whaley, J. and **O'Neill, M.A.** (2009). What's in a tip! An exploratory study of the motivations driving consumer tipping behavior. *SE-CHRIE Conference*, Oxford, Mississippi, October 14-16
14. **O'Neill, M.A.** and MacCarthy, M. (2008). Defining visitor satisfaction in the context of camping oriented nature-based tourism – the driving force of quality! *Consumer Behavior in Tourism Symposium*, December 10-14th, Free University of Bolzano, Bruneck, Italy
15. Martin, D.S., **O'Neill, M.A.** Hu, B., and Ergul, M (2008). Scale Development and Testing: A New Measure for the Spectator Sports Industry. *EUROCHRIE*, Dubai, October
16. Riscinto-Kozub, K., **O'Neill, M.**, and Van Hyfte, M. (2008). An exploration of service recovery expectations: confirming Boshoff's RECOVSAT model in the ultra-luxury hotel sector. *SECHRIE*, North Carolina, October 16-17, Johnson and Wales University
17. Van Hyfte and **O'Neill M.** (2008). The effect of customer satisfaction on future behavioral intention. *SECHRIE*, Charlotte, North Carolina, October 16-17, Johnson and Wales University
18. Riscinto-Kozub, K., and **O'Neill, M.** (2008). Exploring the Relationship between Recovery Satisfaction and Future Behavioral Intentions – The Mediating Role of Loyalty. *13th Annual Graduate Research Conference in Hospitality and Tourism*, Orlando, FL
19. Riscinto-Kozub, K., and **O'Neill, M.,** (2008). An Exploratory Study of Recovery Satisfaction and its Influence upon Guest Behavioral Intentions – Evidence from the Front Line. *International Services Marketing Conference*, Penn State University,

State College, PA

20. Riscinto-Kozub, K., **O'Neill, M.**, and Britton- Gaillard, N. (2007). Confirming the Cellar Door Service Construct: A Longitudinal Study. *SECHRIE*, Hilton Head, SC
21. Riscinto-Kozub, K. and **O'Neill, M.A.** (2007). The effects of service recovery satisfaction on customer loyalty and future behavioral intentions. *12th Annual Graduate Conference in Hospitality and Tourism*, January – 4-6th, Houston, Texas
22. Martin D. and **O'Neill, M.A.** (2007). The Use of Emotional Scales in Service Settings – an Examination of Russell's Circular Order of Affect. *12th Annual Graduate Conference in Hospitality and Tourism*, January – 4-6th, Houston, Texas
23. Crawford, A., Hubbard, S, Shumate, S and **O'Neill, M.A.** (2007). An evaluation of the spiritual values-based model within the lodging environment. *12th Annual Graduate Conference in Hospitality and Tourism*, January – 4-6th, Houston, Texas
24. McMullan, R., **O'Neill, M.A.** and Hubbard, S (2006). Developing a Valid and Reliable Measure of Visitor Satisfaction: Preliminary Findings. *SECHRIE* Conference, November, Memphis, Tennessee
25. Martin, D.A., **O'Neill, M.A.** and Hubbard, S. (2006). The Use of Importance-Performance Scales in the Arena of Event Management, *SECHRIE*, March, Georgia State University, Atlanta.
26. Martin, D.A. and **O'Neill, M.A.** (2005). Exploring the effect of emotion on time-elapsd consumer perceptions of service quality – a reexamination of the satisfaction construct! *SECHRIE*, October, Auburn University.
27. McMullan, R., **O'Neill, M.A.** and Hubbard, S. (2005). Developing a valid and reliable measure of visitor satisfaction: a Pilot Study in Progress. *SECHRIE*, October, Auburn University.
28. **O'Neill, M.A.**, Hubbard, S.S. and McMullan, R. (2006). Developing a Valid and Reliable Measure of Visitor Satisfaction: An Empirical Investigation. *International CHRIE*, Washington DC, July
29. Hubbard, S.S. and **O'Neill, M.A.** (2006). Discovering Passion in Gourmet Tourism: A Unique Epicurean Study Tour. *ICHRIE*, Washington DC, July
30. Martin, D. S. and **O'Neill, M.A.** (2005). Exploring the effect of emotion on time-elapsd consumer perceptions of service quality – a reexamination of the satisfaction construct! *10th Annual Graduate Student Education and Research Conference*, Purdue University and the University of South Carolina, January 5th – 7th, Myrtle Beach, South Carolina.
31. **O'Neill, M.A.** and Groves, R. (2004). The instability of the cellar door service construct - an exploratory study! *Australia and New Zealand Marketing Academy Annual Conference (ANZMAC)*, Victoria University of Wellington, Wellington, New Zealand, 29th November – 1st December 2-4th December.
32. Hubbard, S.S. and **O'Neill, M.A.** (2004). Business and Academia – a Perfect Partnership for Renewing a Hospitality Curriculum. *4th Annual Hawaii International*

- Conference on Business*, Sheraton Waikiki Hotel, Honolulu, Hawaii, June 21st – 24th
33. **O'Neill, M.A.** and Hubbard, S.S. (2004). Importance-performance analysis: an exploratory study from the Alabama hospitality sector. *SECHRIE*, Atlanta, Georgia, February 13th.
 34. **O'Neill, M.A.** and Palmer, A. (2003). The effects of survey timing upon visitor perceptions of service quality. *European Advances in Consumer Research Conference*, Dublin, Ireland, June 4th-7th: 1-5
 35. **O'Neill, M.A.** Palmer, A and Groves, R. (2002). Measuring Service Quality in Higher Education: the Student Perspective. *Australia and New Zealand Marketing Academy Annual Conference (ANZMAC)*, Monash University, Melbourne, Australia, 2-4th December
 36. **O'Neill, M.A.** and Palmer, A. (2002). Perceptual processing and the measurement of service quality: evidence from the Western Australian tourism sector. 7th *International Conference on ISO9000 and TQM*, April 2nd – 4th, RMIT, Melbourne, Australia.
 37. **O'Neill, M.A.** and Wright, C. (2002). An importance-performance based measure of on-line service quality: an exploratory empirical investigation. *3rd World Congress on the Management of Electronic Commerce* January 16-18, Hamilton, Calgary, Canada.
 38. MacCarthy, M., **O'Neill, M.** and Williams, P. (2001). The Holistic Interpretative Package: a Qualitative Measure of Customer Satisfaction in Dive Tourism. 7th *Asia Pacific Travel Association Annual Conference*, University of the Philippines, Manila, 4-7 July.
 39. **O'Neill, M.A.** and Palmer, A. (2001). Exploring the Relationship between Post-consumption Dissonance and Time-elapsd Perceptions of Service Quality. *ANZMAC*, Massey University, Albany, New Zealand, 3-5 December.
 40. **O'Neill, M.A.**, Palmer, A. Charters, S. and Fitz, F. (2001). Service Quality and Behavioral Intention: an Exploratory Study from the Australian Wine Tourism Sector. *ANZMAC*, Massey University, Albany, New Zealand, 3-5 December.
 41. **O'Neill, M.A.**, Williams, P. and MacCarthy, M. (2000). Service Quality Evaluation in Scuba-diving: an Application of the Importance-Performance Technique. *ANZMAC 2000 Visionary Marketing for the 21st Century – facing the challenge*, Griffith University, Queensland, Australia, 28th November – 1st December
 42. **O'Neill, M.A.** and Palmer, A. (2000). An Empirical Study of the Effects of Time upon Consumer Perceptions of Service Quality. *ANZMAC 2000 Visionary Marketing for the 21st Century – facing the challenge*, Griffith University, Queensland, Australia, 28th November – 1st December.
 43. Palmer, A and **O'Neill, M.A.** (2000). The Distorting Effects of Time on Perceptions of Service Quality, 29th *EMAC Conference - Marketing in the New Millenium*, Rotterdam, May 23rd – 26th.

44. Williams, P., **O'Neill, M.A.**, and MacCarthy, M. (2000). Consumption Issues in Dive Tourism: an Exploratory Study, *6th Asia Pacific Travel Association Annual Conference*, Prince of Songla University, Phuket, Thailand, June 28th – July 1st.
45. **O'Neill, M.A.** and Ali-Knight, J. (2000). Just how hospitable is the Western Australian hospitality industry: the case of the patron with a disability, *6th Asia Pacific Travel Association Annual Conference*, Prince of Songla University, Phuket, Thailand, June 28th – July 1st.
46. Ninian, O., Orr, N, and **O'Neill, M.A.** (2000). Speak English Here! If the data suggests so ... *British Academy of Marketing Annual Conference*, University of Derby, United Kingdom, June 28th – July 1st.
47. **O'Neill, M.A.** and Charters, S. (2000). Service Quality and Brand Loyalty at the Cellar Door – An Exploratory Study of Western Australia's Wine Tourism Industry, *5th International Conference on ISO9000 and Total Quality Management (5ICIT)*, Singapore, 25th – 27th April.
48. **O'Neill, M.A.**, Williams, P. and MacCarthy, M. (2000). Service Quality and Dive Tourism – Implications for the Dive Tour Operator, *5th International Conference on ISO9000 and Total Quality Management (5ICIT)*, Singapore, 25th – 27th April.
49. **O'Neill, M.A.** and Ali-Knight, J. (2000). Accessing the Disability Tourism Dollar – Implications for Small to Medium Sized Hotel Operators in Western Australia. *Council for Australian Tourism and Hospitality Educators Conference*, La Trobe University, Mount Buller, February.
50. Charters, S. and **O'Neill, M.A.** (1999). Service Quality at the Cellar Door, *Proceedings of the 2nd Annual Australian Wine Tourism Conference*, Rutherglen, South Australia, August 15th – 17th.
51. **O'Neill, M.A.**, Getz, D. and Carlsen, J. (1999). Service Quality at Events: An Evaluation of the 1998 Coca-Cola Masters Surfing Event at Margaret River, Western Australia, TQM and Innovation, *Proceedings of the 4th International Conference on ISO 9000 and TQM*, Hong Kong Baptist University, Hong Kong, April 7th-9th.
52. **O'Neill, M.A.** and Palmer, A. (1999). The Effects of Tangibles on Long-term Perceptions of Service Quality, *ANZMAC Conference*, University of Technology, Sydney, November 30th – December 1st.
53. Ali-Knight, J., **O'Neill, M.A.** and Williams, P. (1998). The Impact of the Asian Economic Downturn upon the Management of Capacity in the Western Australian Hotel Sector, *New Zealand Tourism and Hospitality Research Conference*, Lincoln University, Akaroa, November 29th – December 1st.
54. Palmer, A. and **O'Neill, M.A.** (1998). Time Delay Effects of Service Quality Measurement: An Exploratory Empirical Study, *Academy of Marketing Annual Conference (Adding Value Through Marketing)*, Sheffield Hallam University, United Kingdom, July 8th – 10th.
55. **O'Neill, M.A.**, Palmer, A. and Beggs, R. (1997). Time Elapsed Perceptions of

- Service Quality: Managing the Customer/Supplier Interface. *British Academy of Marketing – 31st Annual Conference* (Marketing Without Borders), Manchester Metropolitan University, United Kingdom 8th – 10th July.
56. Palmer, A., **O’Neill, M.A.** and Beggs, R. (1997). The Validity of Measures of Perceptions in Disconfirmation Models of Service Quality: a Conceptual Paper. *American Marketing Association (AMA) Annual Conference*, Dublin, Ireland 12th - 15th June.
57. **O’Neill, M.A.** and Orr, N. (1996). Capacity Problem Solving and the Northern Ireland Hotel Sector. *International Association of Hotel Management Schools Conference*, Leeds Metropolitan University, 28th – 30th March.
58. **O’Neill, M.A.** and McKenna, M.A. (1993). Service Quality in The Hospitality Industry, *Proceedings International Association of Hotel Management Schools (IAHMS) Conference*, Gothenburg, Sweden, 15th – 17th May.
59. **O’Neill, M.A.** and McKenna, M.A. (1992). Factors affecting future menu compilation, *Proceedings XII Home Economics and Consumer Studies Conference*, John Moores University, Liverpool, United Kingdom, 13th – 15th September.

Refereed Abstracts/Poster Presentations

1. Waits, L. and **O’Neill, M.A.** (2007). Towards a methodology for measuring and managing risk aversion in international travel: the case of study abroad students. *12th Annual Graduate Conference*, January – 4-6th, Houston, Texas (30%)
2. Aylor, E., **O’Neill, M.**, and Hubbard, S. (2006). Child nutrition training across the United States (US) – an initial look at what is in place and attitudes concerning more governmental involvement. *Arkansas Registered Dietician Association Annual Regional Conference (ARDA) Educate, Enrich, Enlighten*, April 6th – 7th.
3. **O’Neill, M.A.** and Hubbard, S.S. (2004). Evaluating the service quality construct within the Alabama hospitality sector. *4th Annual Hawaii International Conference on Business*, Sheraton Waikiki Hotel, Honolulu, Hawaii, June 21st – 24th
4. Lego, C., Wood, N., Solomon, M., **O’Neill, M.A.** and Turley, D. (2001). Real or Replica? Deciphering Authenticity in Irish pubs. *Association of Consumer Research Annual Conference*, Texas, 11-14 October
5. **O’Neill, M.A.**, Hubbard, S. and Kent, B. (1999). The Relationship between Employees Satisfaction and Tipping: A Comparative Application of the Brayfield-Rothe Instrument. *ICHRIE Alberquerque*, New Mexico August 4th – 7th
6. **O’Neill, M.A.** Williams, P. and Ali-Knight, J. (1999). Strategies for Managing Capacity in the Western Australian Hotel Industry: An Exploratory Study, *Proceedings of the 9th*

Annual Australian Tourism and Hospitality Research Conference, University of South Australia, 8-10th February. (50%)

7. **O'Neill, M.A.** and Ali-Knight, J. (1999). Accessing the Disability Tourism Dollar: implications for Small and Medium Sized Hotel Enterprises in Western Australia, *Proceedings of the 9th Annual Australian Tourism and Hospitality Research Conference*, University of South Australia, 8-10th February
8. **O'Neill, M.A.**, Carlsen, J. and Alexander, N. (1999). Developing a Performance Indicator for the Western Australian Restaurant Sector, *Proceedings of the 9th Annual Australian Tourism and Hospitality Research Conference*, University of South Australia, 8-10th February
9. **O'Neill, M.A.** and Palmer, A. (1998). Perceptions of Service Delivery in the Hospitality Sector, *Proceedings of the 8th Annual Australian Tourism and Hospitality Research Conference (Progress in Tourism and Hospitality Research)*, Gold Coast, Queensland, Australia, 11-14th February

Non-refereed Articles

1. Ali Knight, J. and **O'Neill, M.A.** (1999). Accessing the Disability Tourism Dollar, *TOURISTICS*, Vol. 15 No. 2: 12-16. (50%)
2. **O'Neill, M.A.** Williams, P. and Ali-Knight, J. (1998). Capacity Problem Solving in the Western Australian Hotel Sector, *TOURISTICS*, Vol.14 No 1: 3-8. (40%)
3. Alexander, N., **O'Neill, M.A.** and Carlsen, J. (1998). Developing a Performance Indicator for the Perth Restaurant Sector, *TOURISTICS*, Vol. 14 No. 2: 7-14. (20%)

Invited Symposium Lectures

1. O'Neill, M.A. (2007). The role of culture in explaining service quality perceptions. Edith Cowan University Doctoral Colloquium, March 20th.
2. O'Neill M.A. (2007). The Keep it Simple Stupid Approach to Graduate Research. Edith Cowan University Doctoral Colloquium, March 21st.
3. **O'Neill, M.A.** (2005). Reinforcing the service concept. Alabama Dietary Managers Association, Annual Conference, Auburn University Hotel and Conference Center, September 22nd.
4. **O'Neill, M.A.** (2003). Access guaranteed, but just how hospitable are we? An investigation from the Western Australian hotel sector! *Tourism Deluxe Access for All*

- Annual Symposium of the International Institute for Information Design (IIID), Lech Am Arlsberg, Austria, September 18-22.
- 5. **O’Neill, M.A.** (1997). Tourism and Terrorism: lessons from Northern Ireland developing peace process. *George Washington University Tourism Institute*, (February): George Washington University, Washington D.C.
- 6. **O’Neill, M.A.** and McKenna, M. (1994). A Sustainable Approach to Northern Ireland Tourism, Proceedings of International Institute for Peace through Tourism (IIPT), Second Global Conference – Building a Sustainable World Through Tourism, Montreal, Canada 16th – 16th September. (70%)
- 7. McKenna, M.A. and **O’Neill, M.A.** (1994). The Impact of Consumerism on the Hospitality Industry, *Proceedings XIV International Home Economics and Consumer Studies Conference*, Sheffield Hallam University, July. (20%)

Invited Lectures

1. “An Examination of the Satisfaction Construct – Customer/Supplier Relationship Building”, United States Department of the Army, January 2004.
2. “Total Quality Concepts in Hospitality”, College of Business (HRMT), Tuskegee University, April 2004.
3. “Customer Service – what it means and how to deliver it”! Cape Lodge Winery, Margaret River, Western Australia, November 2003.
4. “Facility Design and the Impact of Physical Evidence upon Consumer Perceptions of Service Quality”, College of Business (HRMT), Tuskegee University, November 2003.
5. “The Good, the Bad and the Ugly of International Tourism Development”, College of Human Sciences (HRMT – NUFS1010), October 2003.
6. “Wine Tourism and Cellar Door Service – Implications for Longer Term Loyalty”, College of Human Sciences (HRMT – NUFS3400), October 2003.
7. “Service Quality and Consumer Complaining Behavior – an Inside out Approach to Problem Solving and Customer Relationship Building”, Federal Credit Union, Desoto State Park, Alabama, August 2003.
8. “Customer Service and Achieving Employee Buy-in”, North East Alabama Regional Medical Center, Anniston, Alabama, May 2003.
9. “The Effects of Time upon Consumer Perceptions of Service Quality”, Management Development Institute of Singapore (MDIS – Business and Marketing Major), February 2002.

10. "An Exploration of the Service Concept and Implications for Service Professionals", Management Development Institute of Singapore (MDIS – Business and Marketing Major), September 2001.
11. "An Exploration of the Service Quality and Customer Satisfaction Constructs" – College of Business (Marketing), Curtin University of Technology, Perth, Western Australia, March 2000.
12. "Team Building and Service Excellence" Brookland Valley Estate Winery, Margaret River, Western Australia, November 1999.

Grant Funding

1. 2008 (PI) - \$55,429 - Extramural grant from the Alabama State Parks Department to undertake service training for all accommodation outlets (Co-PI)
2. 2007 (PI) - \$22,465 – Extramural grant from the United States Department of the Army to evaluate consumer satisfaction with Moral Welfare and Recreation Service Provision at Anniston Army Depot (PI)
3. 2007 (PI) - \$18,601 – Extramural grant from the Alabama State Parks Department to evaluate guest satisfaction with Alabama State Parks Accommodation Service Provision (PI)
4. 2006 (Co-PI) - \$59,288.43 - Extramural grant from the Alabama State Parks Department to undertake re-write of standard operating procedure manual.
5. 2006 (Co-PI) - \$47,288.43 - Extramural grant from the Alabama State Parks Department to undertake service training for all accommodation outlets.
6. 2006 (Co-PI) - \$49,090.97 - Extramural grant from the Alabama Bureau of Tourism and Travel to develop a state tourism satisfaction measure.
7. 2006 (PI) - \$10,847.42 Extramural grant from the United States Military to explore the relationship between dining service quality and future behavioral intention – Anniston Army Depot
8. 2005 (PI) – \$9,865 Extramural grant from the United States Military to conduct a comparative evaluation of "Service Quality Perceptions at Anniston Army Depot", Anniston, Alabama.
9. 2004 (PI) - \$7,626 Extramural Grant from the United States Military to conduct an evaluation of "Service Quality Perceptions at Anniston Army Depot", Alabama.
10. 2003 (PI) - \$3,000 Competitive Research Grant to explore the issue of "Time elapsed perceptions of service quality within the Alabama tourism sector".
11. 2002 (PI) - \$40,000 Cooperative Research Council for Sustainable Tourism Competitive Grant to develop a satisfaction measure for the Australian tourism industry.
12. 2001 (PI) - \$15,000 Competitive Faculty Grant (\$5000 Faculty / \$10,000 in-kind

Funding from Margaret River Wine Industry Association) to evaluate visitor perceptions of service quality within the Margaret River wine region, WA

- 13.** 1999 (PI) - \$5,000 Competitive Faculty Grant to explore the issue of disability access with the Western Australian hotel industry.
- 14.** 1998 (PI) - \$6,050 Competitive Faculty Grant addressing capacity management strategies within the Western Australian hotel industry.
- 15.** 1997 (Co-PI) - \$5,000 Small and Medium Sized Enterprise Research Council (SMERC) Discontinuity as an Indicator of Business Performance in the Western Australian Restaurant Sector.

