

Jason R. Swanson, Ph.D.

Associate Professor
Department of Retailing and Tourism Management (RTM)
College of Agriculture, Food and Environment (CAFE)
University of Kentucky
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ACADEMIC PREPARATION

- 2010 **North Carolina State University**; Raleigh, NC
Doctor of Philosophy
Major: Parks, Recreation and Tourism Management
Dissertation: The Tourism Policy Puzzle: Pieces and Precepts Discovered Through Qualitative Investigation of Federal Public Policy Preferences and Advocacy Activities of Tourism Associations in the United States
- 2003 **Cornell University**; Ithaca, NY
Master of Management in Hospitality
Major: Hotel Administration
Monograph: Does Policy Matter? The Connection Between Tourism Policy and Economic Input
- 1997 **George Mason University**; Fairfax, VA
Bachelor of Science
Major: Finance
-

PROFESSIONAL ACADEMIC EXPERIENCE

- 2009 – pres. **Associate Professor and Graduate Faculty** (2017-pres.)
Acting Department Chair (2023)
Director of Undergraduate Studies (2015-2023)
Assistant Professor (2010-2017)
Lecturer (2009-2010)
University of Kentucky; Lexington, KY
Hospitality Management and Tourism program
Department of Retailing and Tourism Management
College of Agriculture, Food and Environment
- 2005 – 2009 **Instructor and Research Assistant**
North Carolina State University; Raleigh, NC
Department of Parks, Recreation and Tourism Management
College of Natural Resources
- 2004 **Instructor of Hospitality and Tourism**
Carteret Community College; Morehead City, NC
Division of Business & Service Technologies

2001 – 2003 **Graduate Teaching Assistant**
Cornell University; Ithaca, NY
School of Hotel Administration

PUBLICATIONS

Peer-Reviewed Journal Articles In-Press or Published

- Lu, T., Wei, W., Wu, L., **Swanson, J.**, & Getz, D. (2022). The Role of Meeting Size in Attendees' Psychological Response and Consequence Behavior: A Social Anxiety Approach. *Event Management*, 26(7), 1623-1635.
<https://doi.org/10.3727/152599522X16419948694784>
- Cavender, R., **Swanson, J.R.**, & Wright, K. (2020). Transformative Travel: Transformative Learning through Education Abroad in a Niche Tourism Destination. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 27.
- Swanson, J.** & Cavender, R. (2019). Generational perceptions of prosperity on the niche tourism island destination of Ikaria, Greece. *International Journal of Tourism Anthropology*, 7(1), 40-59.
- Pansukkum, S.* & **Swanson, J.R.** (2018). Youth visitors' travel experiences in cultural heritage attractions: A case study of Ayutthaya Historical Park. *APEIT Journal*, 7(1), 20-33.
- Duffy, L., Kline, C., **Swanson, J.R.**, Best, M., & McKinnon, H. (2017). Community development through agroecotourism in Cuba: An application of the community capitals framework. *Journal of Ecotourism*, 16(3), 203-221.
- Owusu-Amankwah, G.** , **Swanson, J.R.**, Allen, J., Han, J.***, & Davis, A. (2016). Restaurant tax feasibility: Determinants of restaurant threshold price. *International Journal of Hospitality and Event Management*, 1(4), 333-354.
- Swanson, J.R.**, Liggett, D., & Roldan, G. (2015). Conceptualizing and enhancing the argument for port state control in the Antarctic gateway states. *Polar Journal*, 5(2), 361-385.
- Kline, C., Cardenas, D., Schneider, P., & **Swanson, J.R.** (2015). Using a community tourism development model to explore equestrian trail tourism potential in Virginia. *Journal of Destination Marketing & Management*, 4(2), 79-87.

* Doctoral student at Assumption University in Bangkok, Thailand.

** Doctoral student in Agricultural Economics at the University of Kentucky.

*** Graduate of Hospitality Management and Tourism Master's Program at the University of Kentucky.

- Brown, D. & Swanson, J.R. (2014). Agritourism activity participation in Kentucky. *International Journal of Hospitality and Event Management*, 1(2), 135-146.
- Swanson, J.R. & Hosier, A. (2014). Tourism sages prognosticate: The next 40 years of the tourism industry. *Tourism Recreation Research*, 39(3), 361-378.
- Kline, C., Greenwood, J., Swanson, J.R., & Cardenas, D., (2014). Paddler market segments: Expanding experience use history segmentation. *Journal of Destination Marketing and Management*, 2(4), 228-240.
- Swanson, J.R. & Brothers, G.L. (2012). Tourism policy agenda setting, interest groups and legislative capture. *International Journal of Tourism Policy*, 4(3), 206-221.
- Kline, C., Cardenas, D., Duffy, L., & Swanson, J.R. (2012). Funding sustainable paddle trail development: Paddler perspectives, willingness to pay and management implications. *Journal of Sustainable Tourism*, 20(2), 235-256.
- Kline, C., Swanson, J.R., & Milburn, L. (2011). Rural tourism and arts entrepreneurship in the North Carolina Appalachian Mountains. *Journal of Tourism Challenges and Trends*, 4(1), 77-102.
- Henderson, K.A., Oakleaf, L., James, P.A., Swanson, J.R., Moore, A., Edwards, M., & Hickerson, B. (2008). The experience of learning/teaching qualitative research approaches: An ethnographic autobiography. *Scholarship*, 23, 27-42.
- Hickerson, B., Moore, A., Oakleaf, L., Edwards, M., James, P.A., Swanson, J.R., & Henderson, K.A. (2008). The role of a senior center in promoting physical activity for older adults. *Journal of Park and Recreation Administration*, 26(1), 22-39.

Peer-Reviewed Book Chapters

- Swanson, J. & Johannigman, T**. (2022). Autoethnography of Culture and Heritage Tourism Documentary Production: A Story of Tourism Story Telling. In Campos, A.C. & Almeida, S. (Eds.), *Global Perspectives on Strategic Storytelling in Destination Marketing*. IGI Global: Pennsylvania, USA. 9781668434369
- Pansukkum, S*. & Swanson, J.R. (2018). Cultural heritage tourism through the lens of youth: The case of Thai youth visitors to Ayutthaya Historical Park, Thailand. In Wang, Y., Shakeela, A., Kwek, A., & Khoo-Lattimore, C. (Eds.), *Managing Asian Destinations* (261-277). Singapore: Springer.

** Undergraduate student in Hospitality Management and Tourism Program at University of Kentucky.

* Doctoral student at Assumption University in Bangkok, Thailand.

Swanson, J.R., Kline, C., & Slocum, S.L. (2015). Exploring the Decision-making of the University SAVE Market. In S.L. Slocum, C. Kline, & A. Holden (Eds.), *Scientific tourism: Researchers as travelers* (66-79). London: Routledge.

Swanson, J.R. & Kline, C. (2013). SAVE Tourism in the Polar Regions: A Research Exploration. In H. Lemelin, P. Maher, & D. Liggett (Eds.), *From talk to action: How tourism is changing the Polar Regions* (162-180). Thunder Bay, Canada: Centre for Northern Studies Press.

Books

Edgell, D. & **Swanson, J.R.** (forthcoming in 2024). *Tourism policy and planning: yesterday, today and tomorrow. Fourth Edition*. London: Routledge.

Edgell, D. & **Swanson, J.R.** (2018). *Tourism policy and planning: yesterday, today and tomorrow. Third Edition*. London: Routledge.

Edgell, D. & **Swanson, J.R.** (2017). *Tourism policy and planning: yesterday, today and tomorrow. Second Edition*. Chinese Language Edition. Beijing: Routledge.

Edgell, D. & **Swanson, J.R.** (2013). *Tourism policy and planning: yesterday, today and tomorrow. Second Edition*. London: Routledge.

Edgell, D., Allen, M., Smith, G., & **Swanson, J.R.** (2008). *Tourism policy and planning: Yesterday, today and tomorrow*. London: Elsevier.

Other Peer-Reviewed Publications

Swanson, J.R. (2021). Future, tourism. In J. Jafari & H. Xiao (eds.), *Encyclopedia of Tourism*.

Swanson, J.R. (2015). Future, tourism. In J. Jafari & H. Xiao (eds.), *Encyclopedia of Tourism*, Springer, DOI 10.1007/978-3-319-01669-6_365-1.

Peer-Reviewed Journal Manuscripts in Progress

Swanson, J.R. & Cavender, R. (in progress). A qualitative assessment of transformative travel experiences shared by travel bloggers. Target Journal: *International Journal of Tourism Anthropology*.

Cavender, R. & **Swanson, J.R.** (in progress). Longitudinal study of the transformative effects on college students who participated in Education Abroad. Target Journal: *Journal of Hospitality, Leisure, Sport & Tourism Education*.

Zhang, P., Lee, H. **, & Swanson, J.R. (in progress). An analysis of tourist avoidance of peer-to-peer accommodation. Target Journal: *International Journal of Hospitality Research*.

Zhang, P., & Swanson, J.R. (in progress). Value co-creation through sustainable farm-to-table food system: Stakeholder perspectives. Target Journal: *International Journal of Hospitality Research*.

PRESENTATIONS

Conference Sessions Organized

Swanson, J.R. (2023, rescheduled from 2022 per COVID). *Transformative Travel Storytelling via Video Documentary*. Session Organizer at the 17th World Leisure Conference, Dunedin, New Zealand.

Peer-Reviewed Conference Papers and Presentations

Swanson, J.R. (2023). *Longitudinal Analysis Using Video of Transformative Impacts on Individual Travelers*. Paper Presentation to be made at the 17th World Leisure Conference, Dunedin, New Zealand.

Lee, H. Y. **, Zhang, P., Swanson, J.R., & Lu, Y. (2017). *Examining tourist non-purchase intention of peer-to-peer accommodation: Impeding factors and perceived risks*. Poster Presentation at the HES 2017 All-School Conference, Lexington, KY.

Lu, Y., Wei, W., Wu, L., Swanson, J.R., & Getz, D. (2017). *Is Higher Attendance, the Better?— Examining the Impacts of Conference Size on Attendees' Psychological Responses and Consequence Behavior*. The 4th International Conference on Events (ICE), December 12th –14th, 2017, Orlando, FL.

Pansukkum, S. * & Swanson, J.R. (2016). *Youth Tourists' Perspectives with Cultural Heritage Attractions in Thailand*. 4th Annual International Conference on Tourism and Hospitality Research; Bangkok, Singapore.

Kline, C., Swanson, J.R., & Yankholmes, A. (2015). *Exploring the University SAVE Market*. 24th Nordic Symposium on Tourism and Hospitality Research; Reykjavik, Iceland.

Swanson, J.R. & Burrows, E.V. ** (2015). *Board Governance of Annual Sport Events: Skills, Relationships, and Structure* (poster presentation). Travel and Tourism Research Association Annual Conference; Portland, Oregon.

** Graduate of Hospitality Management and Tourism Master's Program at University of Kentucky.

* Doctoral student at Assumption University in Bangkok, Thailand.

** Graduate of Hospitality Management and Tourism Master's Program at University of Kentucky.

- Pansukum, S.* & Swanson, J.R. (2014). *Evaluating cultural heritage attractions in the southeastern United States through the lens of youth travel* (poster presentation). Southeast Travel and Tourism Research Association Annual Conference; Lexington, Kentucky.
- Wei, W., Lu, Y., Swanson, J.R., & Getz, D. (2014). *Attendee behavioral differences and perceived ROI at small-scale versus large-scale meetings: A comparison and implications for the hospitality industry*. The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism; Houston, Texas.
- Swanson, J.R., Liggett, D., & Roldan, G. (2014). *Antarctic Tourism Policy of the Gateway States: Current Comparisons and Future Opportunities*. 3rd Conference of the International Polar Tourism Research Network (IPTRN); Christchurch, New Zealand.
- Kline, C.; Swanson, J.R., & Slocum, S. (2013). *Exploring the Decision-making of the University SAVE Tourism Market*. Rural Tourism – Challenges in Changing Times: Community, Experience, Economy and Environment; Hólar, Iceland.
- Swanson, J.R. & Han, J** . (2013). *Impacts of Increased Restaurant Taxes on Restaurant Demand: Implications for Managers, Policy Makers, and Lobbyists*. Southeast Travel and Tourism Research Association Annual Conference; Atlanta, Georgia.
- Swanson, J.R. (2012). *SAVE Tourism in the Polar Regions: A Research Exploration*. 3rd Conference of the International Polar Tourism Research Network (IPTRN); Nain, Newfoundland, Canada.
- Kline, C. & Swanson, J.R. (2010). *Factors Affecting Tourism Entrepreneurship in the North Carolina Mountains*. Tourism Entrepreneurship Conference at the NeXt Research Centre in the School of Business & Economics at Wilfrid Laurier University; Waterloo, Ontario, Canada.
- Swanson, J.R., Brothers, G., & Palacios, I. (2008). *The functional evolution of tourism policy and a framework for the future*. Northeastern Recreation Research Conference; Bolton Landing, New York.
- Swanson, J.R. (2006). *Nature-based outdoor recreation's importance as perceived by destination marketers in the southeastern United States* (poster presentation). Southeastern Recreation Research Conference; Wilmington, North Carolina.

Invited Presentations

2022 James B. Beam Institute Whiskey Webinar
 Featured Presenter
Bourbon Tourism

- 2020 UK Alumni Association Great Teachers on Great Challenges; Lexington, KY
 Panelist
Food Service in the Time of COVID-19
- FCS Summer Series Webinar; Lexington, KY
 Main Presenter
Oh, the Places You'll Go!
- CAFE Office of Philanthropy and Alumni CAFE Conversations; Lexington, KY
 Panelist
How COVID-19 has Changed Teaching
- 2019 US State Department Overseas Security Advisory Council (OSAC) Academia
 Working Group; Lexington, KY
 Panelist
Education Abroad from a Faculty Perspective
- 2016 National Tour Association Convention; Atlanta, GA
 Seminar Leader
High Impact Survey Practices and Transformational Travel Truths
- Kentucky Association of Convention and Visitors Bureaus; Danville, KY
 Keynote Speaker
Cost-Benefit Analysis for Community Events
- 2014 Bath County Wildcat Leadership Shark Tank; Owingsville, KY
 Guest Expert (CEDIK)
Tourism in Your County and in Kentucky
- LA 975 – Advanced Landscape Architecture Studio; University of Kentucky
 Guest Lecturer
Trail Development and Tourism Opportunities in the Cumberland Gap Area
- 2013 East Carolina University; Havana, Cuba
 Visiting Lecturer and Tourism Policy Specialist
Tourism Policy in Cuba
- CEDIK – University of Kentucky Extension Agents; Frankfort, KY
 Extension Agent Core Training Speaker
Introduction to Tourism
- CEDIK – University of Kentucky Extension Agents; Paducah, KY
 Extension Agent In-service Presentation Speaker
Direct Marketing Strategies for Agri-tourism Sites

- 2012 Alabama Mountain Lakes Tourist Association; Decatur, AL
Annual Meeting Keynote Speaker
Fishing for Facts: Tourism Research Possibilities in the Alabama Mountain Lakes
- Society of Government Meeting Professionals; Lexington, KY
Monthly Meeting Keynote Speaker
Emerging Trends in Event Management
- CEDIK – University of Kentucky Extension Agents; Frankfort, KY
Extension Agent Core Training Speaker
Introduction to Tourism
- CEDIK – University of Kentucky Extension Agents; Versailles, KY
Extension Agent In-service Presentation Speaker
Direct Marketing Strategies for Agri-tourism Sites
- 2011 Southeast Tourism Society Marketing College; Dahlonega, GA
Instructor
Tourism Policy Fundamentals and Grant Writing for Tourism Professionals
- Kentucky Sports Authority; Hopkinsville, KY
Statewide Annual Meeting Keynote Speaker
Research and Impacts of Sports Tourism
- 2010 Southeast Tourism Society Marketing College; Dahlonega, GA
Instructor
Tourism Policy Fundamentals and Grant Writing for Tourism Professionals
- Cayuga Hospitality Advisors; Williamsburg, VA
Annual Conference Session Speaker
Bridging the Gap between Consulting and Academic Research
- 2009 Southeast Tourism Society Marketing College; Dahlonega, GA
Instructor
Tourism Policy Fundamentals and Grant Writing for Tourism Professionals
- 2008 Southeast Tourism Society Marketing College; Dahlonega, GA
Instructor
Tourism Policy Fundamentals and Grant Writing for Tourism Professionals
Cayuga Hospitality Advisors; Williamsburg, VA
Annual Conference Session Speaker
Tourism policy and the new president

- 2007 Southeast Tourism Society Marketing College; Dahlonega, GA
 Instructor
Tourism Policy Fundamentals and Grant Writing for Tourism Professionals
 McKean County, PA Tourism Summit; Bradford, PA
 Keynote Speaker
Findings from tourism planning project
- 2006 Southeast Tourism Society Marketing College; Dahlonega, GA
 Instructor
Tourism Policy Fundamentals and Grant Writing for Tourism Professionals
 16th Annual Conference on the Small City; Wilkes-Barre, PA
 Session Speaker
Tourism development in Luzerne County
- 2005 Southeast Tourism Society Marketing College; Dahlonega, GA
 Instructor
Tourism Policy Fundamentals and Grant Writing for Tourism Professionals
 Carteret County, NC Tourism Summit; Morehead City, NC
 Keynote Speaker
Findings from tourism planning project
- 2004 Southeast Tourism Society Marketing College; Dahlonega, GA
 Instructor
Tourism Policy Fundamentals and Grant Writing for Tourism Professionals
 National Tour Association Convention; Toronto, Canada
 Seminar Leader
Tourism Policy Fundamentals and Grant Writing for Tourism Professionals
 Eastern North Carolina Tourism Conference; Greenville, NC
 Session Speaker
Tourism Policy and Planning
- Southeast Tourism Society (STS) Spring Meeting
 General Session Speaker
Tourism Policy
- 2003 Georgia Governor's Conference on Tourism; Augusta, GA
 Keynote Speaker
Tourism BALANCE

TELEVISION PRODUCTION EXPERIENCE

- 2023/24 Segment Producer and Host. *Dr. Jason's LEXplorations*. Monthly segment covering Lexington tourism attractions on WTVQ (Lexington ABC affiliate).
- 2023 Segment Producer and Host. *Kentucky's Constitution Square*. A segment produced for the public television show *Chronicles: Kentucky History Magazine*.
- Segment Producer and Host. *Horseracing Connections between Lexington and Newmarket, England*. A segment produced for the public television show *Chronicles: Kentucky History Magazine*.
- 2020/23 Executive Producer and Host. *Wandering the Wildlands*. A television documentary produced for public television. Status: In-production.
- 2019 Executive Producer and Host. *Transformative Travels: Exploring London*. A three-episode television series produced for KET/PBS. Status: Original air date: June 2021.
- 2018 Creator, Executive Producer, and Host. *Transformative Travels: Exploring Kentucky*. A six-episode television series produced for KET/PBS. Original air date: December 2018.

TEACHING AND ADVISING

Courses Taught at University of Kentucky

- GEN 300 – Transformative Travels: Exploring Kentucky
- HES 300 – Education Abroad: Lifestyle and Tourism in Ikaria, Greece
- HMT 120 – Introduction to Hospitality Management and Tourism
- HMT 210 – Hotel Rooms Division Management
- HMT 270 – Principles of Travel and Tourism
- HMT 308 – Principles of Food and Beverage
- HMT 320 – Hospitality and Tourism Marketing
- HMT 350 – Hospitality Managerial Accounting
- HMT 359 – Education Abroad-Paris and Panama
- HMT 359 – Soft Skills Development in RTM
- HMT 359 – Community-Based Tourism Storytelling
- HMT 360 – Tourism Planning and Development
- HMT 420 – Beer, Wine, and Spirits Tourism Principles and Practices
- HMT 486 – Transformative Travels: Exploring Ikaria
- HMT 486 – Transformative Travels: Exploring London
- HMT 486 – The Art and Science of Travel: Montreal
- HMT 580 – Trends Analysis for the Hospitality Industry (face-to-face and online)
- HMT 588 – Strategic Management in the Hospitality Industry

ISC 497/HMT 359 – Multimedia Storytelling for Tourism
MAT 359 – Soft Skills Development in RTM
NFS 781 – Advanced Trends Analysis in Hospitality and Tourism
RTM 690 – Industry Experience in Retailing and Tourism Management

Professional Development Courses Taught through University of Kentucky

2023 Customer Relations for Fred B. Noe Distillery Apprentices
James B. Beam Institute – University of Kentucky
2022 Customer Relations for Fred B. Noe Distillery Apprentices
James B. Beam Institute – University of Kentucky

University Courses Taught Internationally

2016 Assumption University; Bangkok, Thailand
International Instructor – TR 6901-Advanced Strategic Tourism Planning
2015 Assumption University; Bangkok, Thailand
International Instructor – TR 6901-Advanced Strategic Tourism Planning
2013 Assumption University; Bangkok, Thailand
International Instructor – TR 6901-Advanced Strategic Tourism Planning
2012 Assumption University; Bangkok, Thailand
International Instructor – TR 6901-Advanced Strategic Tourism Planning
2011 Assumption University; Bangkok, Thailand
International Instructor – TR 6901-Advanced Strategic Tourism Planning

Courses Developed

GEN 300 – Transformative Travels: Exploring Kentucky
HES 300 – Education Abroad: Lifestyle and Tourism in Ikaria, Greece
HMT 308 – Principles of Food and Beverage Management
HMT 359 – Education Abroad: Agri-tourism in Panama
HMT 359 – Education Abroad: HMT in Paris
HMT/MAT 359 – Soft Skills Development in RTM
HMT 359 – Community-Based Tourism Storytelling
HMT 420 – Beer, Wine, and Spirits Tourism Principles and Practices (face-to-face & online)
HMT 480 – Trends Analysis for the Hospitality Industry
HMT 486 – Transformative Travels: Exploring Ikaria
HMT 486 – Transformative Travels: Exploring London
HMT 486 – The Art and Science of Travel: Montreal
ISC 497/HMT 359 – Multimedia Storytelling for Tourism
NFS 781 – Advanced Trends Analysis in Hospitality and Tourism
TR 6901 – Advanced Strategic Tourism Planning (Assumption University)

Extracurricular Student Engagement

2022 Education Abroad – Montreal, Canada (8 students)
2019 Semester-long Education Abroad – London, England (3 students)

- 2018 Domestic Education Abroad – Kentucky (10 students)
- 2017 Education Abroad – Greece (21 students)
- 2016 Hosted Ph.D. student from Thailand as a visiting scholar
Faculty Advisor; University of Kentucky Pistol and 3-Gun Team
Senior Thesis Committee Member; UK Interior Design program
- 2015 Service Learning Project with HMT 360 and UK Office of Sustainability
Education Abroad – Greece (21 students)
- 2014 Hosted Ph.D. student from Thailand as a visiting scholar
Service Learning Project with HMT 308 and St. Agnes House
Service Learning Project with HMT 360 and Keep Lexington Beautiful
Service Learning Project with HMT 308 and Hope Center Lexington
- 2013 Service Learning Project with HMT 308 and Hope Center Lexington
Education Abroad – Panama (16 students)
Service Learning Project with HMT 360 and Keep Lexington Beautiful
- 2012 Undergraduate Showcase of Scholars (29 students)
Faculty Advisor; Hospitality Management Association
Service Learning Project with HMT 360 and Keep Lexington Beautiful
Atlanta Career Fair (18 students)
- 2011 Faculty Advisor; Hospitality Management Association
Atlanta Career Fair (12 students)
Education Abroad – Paris, France (31 students)
- 2010 Faculty Advisor; Hospitality Management Association
Atlanta Career Fair (15 students)
- 2009 Faculty Advisor; Hospitality Management Association

Independent Studies Supervised

- 2018 HMT 395 – HMT Independent Study. Shae O’Connor-TV Production
- 2016 EXP 397 – Experiential Fieldwork. Alison Salazar-Disney World
- 2015 EXP 397 – Experiential Fieldwork. Whitney Patrick-Disney World
HMT 395 – HMT Internship. Lindsay Vance-VisitLEX
- 2014 EXP 396 – Experiential Education. Ashley Boser-UK Career Center
- 2010 EXP 397 – Experiential Fieldwork. Collin Doherty-Disney World

Graduate Student Advising

Doctoral Committee Chair (Assumption University – Bangkok, Thailand)
Siwasak Pansukkum; Hospitality and Tourism Management. Fall 2019

Doctoral Committee Member
Kendall Wright, Education Curriculum and Instruction. Fall 2020

Master's Thesis Advisor
Marytilde Ortiz, Hospitality Management and Tourism. Spring 2021 (exp.)
Xavia Gantz; Hospitality Management and Tourism. Spring 2017
Brodie Clark; Hospitality Management and Tourism. Spring 2017
Elvis Burrows; Hospitality Management and Tourism. Spring 2014
Michelle Han; Hospitality Management and Tourism. Summer 2013

Master's Internship Advisor
Olawale Sanbe; Hospitality Management and Tourism. Spring 2016
Thu Tran; Hospitality Management and Tourism. Spring 2016

Master's Thesis Committee Member
Lindsay Vance; Community and Leadership Development. Fall 2022
Maame Afua Adu; Retailing and Tourism Management. Spring 2018
Ho-You Lee; Retailing and Tourism Management. Spring 2018
Jamie Yunker; Community and Leadership Development. Spring 2016
Aniket Sengupta; Merchandise, Apparel, and Textiles. Fall 2014
Georgette Owusu-Amankwah; Agricultural Economics. Fall 2014
Kayleigh Cunningham; Dietetics & Human Nutrition. Summer 2014
Joseph Higgins; Nutrition and Food Science. Spring 2012
Poonam Mahajan; Nutrition and Food Science. Spring 2012
Nathan Tallant; Hospitality Management and Tourism. Spring 2012
Phil Pruett; Nutrition and Food Science. Spring 2012
Casey Settles; Interior Design. Spring 2012

Teaching Activity Prior to Joining UK Faculty

North Carolina State University
PRT 152 – Introduction to Parks, Recreation and Tourism
PRT 210 – Commercial Recreation and Tourism Management
PRT 375 – Internship Orientation

Carteret Community College
TAT 110 – Introduction to Travel and Tourism

EXTERNAL GRANTS AND CONTRACTS/CONSULTING ENGAGEMENTS

Funded Internal Grants and Contracts

2019	\$30,000	<i>Ashland Oil Endowed Professorship in Human Environmental Sciences.</i> College of Agriculture, Food and Environment. (Three year endowed professorship).
2019	\$15,049	<i>Value co-creation through sustainable farm-to-table food system: Perspectives from stakeholders.</i> (with Dr. Pei Zhang-PI and Dr. Vanessa Jackson). Kentucky Agriculture Experimental Station Hatch Project.
2018	\$5,000	<i>Transformative Travels: Exploring Kentucky</i> (television production for KET). UK FCS Mini-grant.
2018	\$10,000	<i>Transformative Travels: Exploring Kentucky</i> (television production for KET). College of Agriculture, Food and Environment.
2018	\$3,700	<i>Transformative Travels: Exploring Kentucky</i> (television production for KET). UK Family and Consumer Science Extension Program.
2014	\$950	<i>HMT Building Bridges Statewide</i> (with Johnson County FCS Agent Brenda Cockerham). Charles E. Barnhart Fund for Excellence.
2014	\$1,000	<i>Sponsored Program Development Grant – HMT/FAM to Greece</i> (with Dr. Amy Hosier). UK Education Abroad. \$1,000.

External Contracts, Grants, and Consulting while at the University of Kentucky

2023	\$5,000	<i>Horseracing Connections between Lexington and Newmarket, England television segment production.</i> VisitLEX.
2023	\$4,000	<i>Kentucky's Constitution Square television segment production.</i> Kentucky Historical Society.
2019	\$4,000	<i>Tourism Research Consulting Services.</i> VisitLEX.
2018	\$4,500	<i>Transformative Travels: Exploring Kentucky</i> (television production for KET). Kentucky Department of Agriculture.
2018	\$5,000	<i>Transformative Travels: Exploring Kentucky</i> (television production for KET). Kentucky State Parks – in-kind donation.

2018	\$1,300	<i>Transformative Travels: Exploring Kentucky</i> (television production for KET). Bowling Green Area Convention and Visitors Bureau.
2018	\$1,300	<i>Transformative Travels: Exploring Kentucky</i> (television production for KET). Paducah Convention and Visitors Bureau.
2018	\$10,000	<i>Operational Analysis of the Lake Cumberland 4-H Educational Center's Kentucky Leadership Center</i> . University of Kentucky 4H Extension.
2018	\$20,000	<i>Tourism Research Consulting Services</i> . VisitLEX.
2017	\$24,000	<i>Tourism Research Consulting Services</i> . VisitLEX.
2017	\$1,250	<i>Economic impact of 2017 NTA Travel Exchange in St. Louis, MO</i> . National Tour Association.
2016	\$1,000	<i>Economic impact of 2016 Horsey Hundred Cycling Event in Georgetown, KY</i> . Georgetown/Scott County Tourism Commission.
2016	\$1,100	<i>Economic impact of 2016 NTA Travel Exchange in Atlanta, GA</i> . National Tour Association.
2015	\$24,500	<i>2015/2016 Quarterly Trends and Annual Research Project</i> . VisitLEX.
2015	\$1,060	<i>Economic impact of 2015 NTA Travel Exchange in New Orleans, LA</i> . National Tour Association.
2015	\$91,595	Tourism expert for BP (oil company) to provide report and testimony in <i>State of Alabama v. Anadarko, BP, Halliburton, MOEX, and Transocean</i> regarding Oil Spill by the Oil Rig "Deepwater Horizon" in the Gulf of Mexico, on April 20, 2010. Case was part of \$18.7 billion settlement.
2014	\$600	<i>Economic impact of 2014 NTA Travel Exchange in Los Angeles, CA</i> . National Tour Association.
2014	\$10,000	<i>Financial feasibility of an educational and event facility in Beaufort, NC – Phase I</i> . Friends of the North Carolina Maritime Museum.
2011	\$1,000	<i>Aspiring Innkeeper Start-up Guide</i> . Bed & Breakfast Association of KY.
2010	\$11,193	<i>Heritage Tourism Plan (Chapter 8) in Abraham Lincoln National Heritage Area (Illinois) Management Plan and Environmental Assessment</i> . United States Department of the Interior in collaboration with Heritage Strategies, Inc.

External Contracts Prior to University of Kentucky

- 2008 Representative of the Southeast Tourism Society at the National Tour Association's Economic Summit
A unified public policy agenda was developed for President Obama's transition team
Constituent Surveys – Southeast Tourism Society; Atlanta, GA; \$1,200
Hotel Development Recruitment – McKean County Economic Development Office; Bradford, PA; \$5,000
Marketing Plan – Outer Banks National Scenic Byway; Dare County, NC; \$2,000
Tourism Development Expert Panel – Lake Mattamuskeet Lodge; Hyde County, NC
- 2007 Tourism Development and Marketing Plan – Allegheny National Forest Vacation Bureau; McKean County, PA; \$45,000
Grant Management and Administration for \$500,000 EDA Grant – Southeast Tourism Society; Atlanta, GA; \$4,000
- 2006 Grant Writing for Tourism Marketing – Southeast Tourism Society; Atlanta, GA
\$500,000 Economic Development Administration matching grant was funded for tourism marketing campaign in areas affected by 2005 hurricanes
Constituent Surveys – Southeast Tourism Society; Atlanta, GA; \$1,200
Strategic Tourism Development Plan – Luzerne County Convention and Visitors Bureau; Wilkes-Barre, PA; \$54,000
Tourism Planning Workshop Facilitation – Pasquotank County Convention and Visitors Bureau; Elizabeth City, NC
Cost-Benefit Analysis – Cooperative Research Center for Tourism (NCSU); Raleigh, NC
- 2005 Tourism Development Plan – Carteret County Tourism Development Authority; Morehead City, NC; \$60,000
Tourism Development Summary Plan – McKinney Convention and Visitors Bureau; McKinney, TX; \$6,500
- 2004 Research Proposal Evaluation – Georgia Department of Industry, Trade, and Tourism; Atlanta, GA
Technical Document Editing – Caprus Risk Management; Stamford, CT
Grant Writing for Tourism Projects – Go 4th on the River (Fourth of July festival); New Orleans, LA; \$1,500
Grant Writing for Tourism Projects – Auburn/Opelika Convention and Visitors Bureau; Auburn, AL; \$1,500
Impact Study – Best Western Hotels; Newport News, VA & Williamsburg, VA; \$5,000
Grant Writing for Tourism Projects – River District Alliance; Richmond, VA; \$1,500

- 2003 Renovation Concept Development – Renuka City Hotel; Colombo, Sri Lanka
Hospitality Development Analysis and Recommendations – 550-acre Ryerson
Woods Forest Preserves; Lake County, IL; \$6,500
Advertising Agency Proposal Development (submitted to Pennsylvania Tourism
and Economic Development) – Domus Advertising Agency; Harrisonburg,
PA; \$1,000
Grant Writing for Tourism Projects – Athens-Clark County Convention and
Visitors Bureau; Athens, GA
Tourism Planning Workshop – Woodbine Development Corporation; Austin, TX; \$5,000
- 2002 Feasibility Study – Proposed Westin Convention Center; Boston, MA
- 2001 Accommodations Demand Study – U.S. Army Lodging; Camp Red Cloud,
Uijongbu, South Korea
Accommodations Demand Study – U.S. Army Lodging; Camp Walker, Taegu,
South Korea
Accommodations Demand Study – U.S. Army Lodging; Dugway Proving
Grounds, UT
Accommodations Demand Study – U.S. Army Lodging; Fort Lewis, WA
Accommodations Demand Study – U.S. Army Lodging; Fort Wainwright, AK
Feasibility Study – Proposed Ski Resort Condominium; Stratton Mountain, VT
Feasibility Study – Proposed 160-room Hilton Garden Inn; Nags Head, NC
- 2000 Feasibility Study – Conversion of Essex House Boutique Hotel; Miami Beach, FL
Feasibility Study and Real Estate Appraisal – Proposed Amerisuites; Miami, FL
Feasibility Study – Plaza South Boutique Hotel; Miami Beach, FL
Feasibility Study – Tropics Condo-Hotel (conversion); Pompano Beach, FL
Real Estate Appraisal – Expansion of Country Inn & Suites; McAllen, TX
Feasibility Study – Clarion Timeshare; Hollywood Beach, FL
Feasibility Study and Real Estate Appraisal –Oceanwalk Mall (mixed-use
development); Hollywood Beach, FL
Feasibility Study and Real Estate Appraisal – Proposed Park Washington Resort;
Miami Beach, FL
Impact Study – Best Western Hotels; Saint Augustine, FL
Feasibility Study and Real Estate Appraisal – 1,500-room Proposed Marriott
Convention Center Hotel; Orlando, FL
Feasibility Study and Real Estate Appraisal – Proposed Sheraton Suites; Fort
Myers, FL
Real Estate Appraisal – Winterhaven Boutique Hotel; Miami Beach, FL
Real Estate Appraisal – Sovereign Boutique Hotel; Miami Beach, FL
Feasibility Study and Real Estate Appraisal – Proposed Diplomat Resort (mixed-
use development); Hollywood Beach, FL
Real Estate Appraisal – Blue Moon Hotel; Miami Beach, FL
Real Estate Appraisal – Crowne Plaza; Orlando, FL
Real Estate Appraisal – Sheraton Four Points; Orlando, FL
Real Estate Appraisal – Peter Island Resort; Peter Island, British Virgin Islands

Feasibility Study and Real Estate Appraisal – Sandypoint Timeshare Resort;
Nassau, The Bahamas

- 1999 Real Estate Appraisal – Ramada Plaza Suites; Fargo, ND
Feasibility Study and Real Estate Appraisal – Proposed Intercontinental Hotel;
Miami, FL
Real Estate Appraisal – Hampton Inn; Orlando, FL
Feasibility Study – Proposed Hawthorn Suites; Naples, FL
Feasibility Study and Real Estate Appraisal – Proposed 1,200-room Westin
Convention Hotel; Orlando, FL
Real Estate Appraisal – Biltmore Hotel; Coral Gables, FL
Feasibility Study – Proposed Holiday Inn Express; Dunedin, FL
Feasibility Study – Proposed Renaissance Hotel; Fort Lauderdale, FL
Impact Study – Best Western Hotels; Fort Myers and Fort Myers Beach, FL
Feasibility Study and Real Estate Appraisal – Proposed South Beach Resort;
Kissimmee, FL
Feasibility Study – Proposed Convention Center Hotel; Orlando, FL
Feasibility Study and Real Estate Appraisal – Proposed Microtel Inn & Suites;
Tampa, FL

Unfunded External Grants and Contracts

Swanson, J.R. (2021). *Exploring Cultures with Heritage Science and Responsible Travel*. National Geographic Explorer Grant Program. \$20,000.

Swanson, J.R. (2021). *Fulbright Scholar-in-Residence Program for Dr. Siwasak Pansukum of Bangkok University*. United States Department of State/Institute of International Education. \$35,000.

Swanson, J.R. (2016). *Economic Impact Study of the 2016 Rolex Kentucky Three Day Event*. Equestrian Events, Inc. \$3,500.

Jackson, V.P., Wesley, S., & **Swanson, J.R.** (2016). *Building Bridges with HBCU's to Enhance Recruitment and Retention*. Charles E. Barnhart Fund for Excellence. \$913.

Jackson, V.P., Wesley, S., Lee, M.Y., **Swanson, J.R.**, Spillman, K., Lu, T., Pryor, M., & Easter, E. (2014). *Online Master's Degree for Department of Retailing and Tourism Management*. ELearning online master's degree program. \$131,188.

Wesley, S., Lee, M., **Swanson, J.R.**, Lu, Y., Jackson, V. (2014). *Developing student soft skills through experiential learning environments created with Rural /Urban Businesses and Educators*. National Institute of Food and Agriculture. \$300,000.

Swanson, J.R., Kline, C.K., Naar, A. (2014). *Financial feasibility of an educational and event facility in Beaufort, NC – Phase 2*. Friends of the North Carolina Maritime Museum. \$10,000 (\$6,000 to UK).

Swanson, J.R. (2014). *Economic impact of 2014 festival in Danville, KY*. Great American Brass Band Festival. \$1,200.

Swanson, J.R. (2013). *Economic Development Strategic Plan for Tourism*. Clarksville-Montgomery County, TN Economic Development Council in collaboration with Silverlode Consulting Corp. \$6,000.

Swanson, J.R. (2013). *Economic Impact Study of the 2013 Rolex Kentucky Three Day Event*. Equestrian Events, Inc. \$8,500.

Swanson, J.R. (2012). *Tourism Policy and Planning Workshop*. Institute of Tourism and Hospitality Management; Nairobi, Kenya. \$7,500.

PROFESSIONAL INDUSTRY EXPERIENCE

2003 – 2009	Executive Director Tourism Development Specialists, Inc.; Atlanta, GA	
2001	Hospitality Consultant REVPAR International; Alexandria, VA	
1998 – 2000	Consulting & Valuation Analyst Hotel Consulting International; Miami, FL	
1997 – 1998	Consultant – Property Management Systems Cyntergy Corporation; Los Angeles, CA	
1991 – 1997	Hotel Operations Experience Hyatt – Credit Manager, Fairfax, VA	1996-1997
	Hyatt – Night Auditor, Fairfax, VA	1996
	Radisson – Front Desk Manager, VA Beach, VA	1995
	Various hotels – various positions	1991-1994

HONORS AND AWARDS

2021/22	Reader's Choice Awards – Advocate-Messenger Best College Professor	
2020/21	Reader's Choice Awards – Advocate-Messenger Best College Professor	
2017/18	Patricia Brantley Todd Award of Excellence in HES Faculty Research Award Nominated for Ken Freedman Outstanding Advisor Award University award for undergraduate advising	
2016/17	Nominated for Ken Freedman Outstanding Advisor Award University award for undergraduate advising	
2015/16	Nominated for Ken Freedman Outstanding Advisor Award University award for undergraduate advising Two School of HES Awards for Teaching Two classes were ranked by students in the top 25 of all classes in the School	

- 2014/15 Two School of HES Awards for Teaching
Two classes were ranked by students in the top 25 of all classes in the School
Nominated for Ken Freedman Outstanding Advisor Award
University award for undergraduate advising
Gamma Sigma Delta
The Honor Society of Agriculture – Univ. of KY Chapter
- 2013/14 Early Career Outstanding Teacher Award
Presented by the CAFE Student Council
Three School of HES Awards for Teaching
Three classes were ranked by students in the top 25 of all classes in the School
Gamma Sigma Delta
The Honor Society of Agriculture – Univ. of KY Chapter
- 2012/13 Three School of HES Awards for Teaching
Three classes were ranked by students in the top 25 of all classes in the School
- 2011/12 Forty for the Future: Travel’s Leading Talent
Selected as a member of the inaugural class of the top 40 travel and tourism
professionals under the age of 40 in the United States.
Three School of HES Awards for Teaching
Three classes were ranked by students in the top 25 of all classes in the School
- 2010/11 Four School of HES Awards for Teaching
Four classes were ranked by students in the top 25 of all classes in the School
- 2009/10 Three School of HES Awards for Teaching
Three classes were ranked by students in the top 25 of all classes in the School
- 2008/09 Research Paper of the Year Award
National Institute of Senior Centers
- 2006-08 \$75,000 Hoffman Graduate Award
Fellowship for NC State University Ph.D. program
- 2002/03 Outstanding Graduate Student Research Award
Cornell University School of Hotel Administration

SERVICE AND OTHER ACTIVITIES

Media Interviews

- 2022 Interviewed live 5 times in ABC 36-WTVQ studio for segment on travel opportunities
within 200 miles – “Dr. Jason’s Explorations”.
Interviewed by *AllEars* regarding potential European summer travel difficulties –
[https://allears.net/2022/05/15/the-big-reason-international-travel-could-be-hard-
this-summer/](https://allears.net/2022/05/15/the-big-reason-international-travel-could-be-hard-this-summer/)
Interviewed by *Travel Weekly* regarding potential impacts related to the National
Travel and Tourism Infrastructure Strategic Plan.
- 2020 Recorded *From the Woods Kentucky* podcast for segment on forest recreation in
Kentucky – <https://forestry.ca.uky.edu/episode-59-forest-recreation>.
Recorded *Talking FACS* podcast for segment on summer travel in Kentucky.
- 2018 Interviewed live in ABC 36-WTVQ studio for segment on unique lodging
opportunities in Kentucky

- Interviewed live in ABC 36-WTVQ studio for segment on *Transformative Travels: Exploring Kentucky*
- Interview in WUKY studio for segment on *Transformative Travels: Exploring Kentucky*
- 2016 Interviewed live in CBS WKYT studio for a segment on spring weekend getaways
- 2015 Interviewed on the radio for WUKY program Dr. Greg Davis on Medicine for a segment on the health benefits of travel
- Interviewed live in CBS WKYT studio for a segment on holiday travel
- Interviewed three times live in ABC 36-WTVQ studio for segments on 1) staycations, 2) camping, and 3) holiday travel
- Interviewed by Associated Press regarding effects of sinkhole at National Corvette Museum one year after event
- 2014 Interviewed separately by Lexington Herald-Leader and Associated Press regarding potential effect of sinkhole at National Corvette Museum

Other University Involvement

2012-2016 Core Faculty, CEDIK – Community & Economic Development Initiative of KY

Faculty Marshall at Commencement

- 2022 Undergraduate Spring Ceremony
 - 2021 Undergraduate Spring Ceremony
 - 2018 Undergraduate Spring Ceremony
 - 2017 Undergraduate Fall Ceremony
 - Undergraduate Spring Ceremony
 - 2016 Undergraduate Spring Ceremony
 - 2015 Undergraduate Fall Ceremony
 - Undergraduate Spring Ceremony
 - 2014 Graduate Spring Ceremony
 - Undergraduate Spring Ceremony
 - 2013 Graduate Spring Ceremony
 - Undergraduate Spring Ceremony
 - 2012 Undergraduate Spring Ceremony
 - Undergraduate Fall Ceremony
- 2011 Acting Director of Undergraduate Studies for HMT (Fall 2011)

2011-2019 Campus Security Authority, designated by the University of Kentucky
Emergency Management Office

Committees

- 2023 Member, UK Education Abroad Advisory Committee
- Member, UK International Health, Safety, and Security Committee
- Member, CAFE Education Abroad Review Committee
- 2022 Member, UK Education Abroad Advisory Committee
- Member, CAFE Undergraduate Curriculum Committee

- 2021 Chair, Search Committee for MAT Assistant Professor
Member, CAFE GEN 100 Steering Committee
- 2020 Member, UK Emergency Operations Center Housing Workstream
Member, CAFE Undergraduate Curriculum Committee
- 2019 Member, School of HES Operational Review Committee
Member, CAFE Undergraduate Curriculum Committee
Member, CAFE Education Abroad Committee
- 2018 Chair, RTM Student Professional Development Committee
Member, School of HES Operational Review Committee
Member, RTM Program Review Committee
Member, CAFE Undergraduate Curriculum Committee
Member, CAFE Education Abroad Committee
Member, CAFE International Committee
- 2017 Chair, RTM Student Professional Development Committee
Member, CAFE Undergraduate Curriculum Committee
Member, CAFE International Committee
- 2016 Chair, RTM Student Professional Development Committee
Member, CAFE Undergraduate Curriculum Committee
Member, CAFE International Committee
Member, CAFE Barnhart Committee
Member, CAFE Student Success Team
Member, CAFE Extension Public Value Document Review Committee
Member, CAFE Student Services Associate Search Committee
Member, HES International Committee
Member, RTM Undergraduate Curriculum Committee
Member, Boyle County Extension Council
- 2015 Chair, Search Committee for HMT Lecturer
Member, UK/Aramark Manager Training Recruitment Working Group
Member, UK Education Abroad Scholarship Committee
Member, Search Committee for CAFE Director of Student Relations
Member, CAFE Food Connection Committee
Member, CAFE International Committee
Member, CAFE Barnhart Committee
Member, HES International Committee
Member, HES Hall of Fame Committee
Member, RTM Undergraduate Curriculum Committee
Member, Boyle County Extension Council
- 2014 Faculty co-chair for RTM Advisory Board development initiative
Member, UK/Aramark Manager Training Recruitment Working Group
Member, UK Education Abroad Scholarship Committee
Member, CAFE Department Review Committee for RTM
Member, HES International Committee
Member, HES Hall of Fame Committee
Member, RTM Undergraduate Curriculum Committee
Member, Boyle County Extension Council

- 2013 Chair, Search Committee for RTM Academic Coordinator
Faculty co-chair for RTM Advisory Board development initiative
Member, UK Education Abroad Scholarship Committee
Member, HES International Committee
- 2012 Member, MAT/HMT Undergraduate Curriculum Committee
Member, Faculty Search Committee for HMT Lecturer
Member, NFS/HMT Graduate Admissions Committee
- 2011 Member, School of HES Scouting Party
Committee was charged with finding new opportunities for the School
Member, Faculty Search Committee for HMT Assistant Professor
Member, Faculty Search Committee for NFS Assistant Professor
Member, Faculty Search Committee for HMT Lecturer
Member, MAT/HMT Undergraduate Curriculum Committee
Member, NFS/HMT Graduate Admissions Committee
Member, MAT/HMT Departmental Merger Committee
- 2010 Member, School of HES Scouting Party
Member, Faculty Search Committee for HMT Assistant Professor
Member, Faculty Search Committee for NFS Assistant Professor
Member, MAT/HMT Departmental Merger Committee
Member, NFS/HMT Graduate Admissions Committee
Member, MAT/HMT Undergraduate Curriculum Committee

Manuscript Reviewer

Frontiers in Sustainable Tourism (review editor)

Journal of Hospitality Marketing & Management

Journal of Appalachian Studies

Craft Beverages and Tourism

Canadian Geographies

International Travel and Tourism Research Association Annual Conference

Outreach Projects not Mentioned Elsewhere

2023/24 U.S. Department of State, Educational and Cultural Affairs U.S. Speaker Program

2021/22 Hospitality and Tourism Class Presentation – Jessamine Career and Technology Center (Nicholasville, KY); “Intro to Tourism Concepts”

2017/18 Hospitality and Tourism Class Presentation – Boyle County High School (Danville, KY); “HMT at UK”

- 2015/16 *Tour Guide Tips* – Horse Country, Inc.; Lexington, KY
- 2013/14 Hospitality and Tourism Class Presentation – Boyle County High School (Danville, KY); “HMT at UK”
- Building bridges with Johnson County High School students – Johnson County Cooperative Extension; Lexington, KY
- Economic Impact Study of the 2013 Rolex Kentucky Three Day Event – Equestrian Events, Inc.; Lexington, KY
- 2011/12 Participant Surveys – Bluegrass State Games/Bluegrass Sports Commission; Lexington, KY
- 2010/11 Constituent Surveys – Southeast Tourism Society; Atlanta, GA
- External Judge – Alabama Mountain Lakes Tourist Association PEAK Awards; Decatur, AL