



# Kate Price-Howard, PhD, CHE, CHIA, CTRS

## Curriculum Vitae

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### CONTACT INFORMATION:

Lisa Kate Price-Howard  
Associate Professor  
LKPrice@troy.edu

### EDUCATIONAL BACKGROUND:

- 2011      Ph.D. Parks, Recreation, and Tourism University of Utah; Salt Lake City, UT  
Department of Parks, Recreation, and Tourism  
*Dissertation Title:* Predicting Vacation Rental Intentions Using the Theory of  
Planned Behavior along the Florida/Alabama Gulf Coast  
*Chairs:* Dr. Edward Ruddell, Dr. Dan Dustin
- 2000      M.S. in Recreation Administration  
Florida International University; Miami, FL  
Department of Health, Physical Education, and Recreation
- 1996      Emphasis in Therapeutic Recreation  
Florida International University; Miami, FL  
Department of Health, Physical Education, and Recreation
- 1990 - 1992      B.S. in Parks and Recreation (Dean's List)  
Florida International University; Miami, FL  
Department of Health, Physical Education, and Recreation  
Minor: Exercise Physiology
- 1998 – 1990      Auburn University  
Auburn, AL  
Major: Recreation and Sports Medicine

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### TEACHING EXPERIENCE

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Instructor of Record

***Troy University***

***School of Hospitality, Sport, and Tourism Management***

***Assistant Professor (Fall 2013 – Summer 2021)***

HSTM 2201, Leisure in Society, 8 courses.

HSTM 2220, Introduction to Tourism, International – Chongqing Normal University, 1 course.

HSTM 2230/3372, Introduction to Hospitality Management, 10 courses.

HSTM 3301, Social Psychology of Leisure, 5 courses.

HSTM 2240/3340, Principles of Recreation, 7 courses.

HSTM 3345, Recreation Programming, 8 courses.

HSTM 3374, Resort & Hotel Management, 7 courses.

HSTM 4420, Finance Management in Hospitality, 4 courses.

HSTM 4423, Current Issues in Hospitality, 3 courses.

HSTM 4425, Human Resource Management in Hospitality, 8 courses.

HSTM 4450, Event Management, 1 course.

HSTM 4460, Leadership Principles in Hospitality, 2 courses.

HSTM 4465, Hospitality Service, 7 courses.

HSTM 4466, Restaurant Management, 6 courses.

HSTM 4470, Revenue Generation in Hospitality, Sport, & Tourism Mngt, 9 courses.

HSTM 4470, Revenue Generation in Hospitality, Sport, & Tourism Mngt, International-Duy Tan University, 1 course.

HSTM 4493, Guided Independent Study, 3 courses.

***Associate Professor (Fall 2021 – Present)***

HSTM 2201, Industry Fundamentals, 1 course

HSTM 2230, Introduction to Hospitality Management, 3 courses.

HSTM 2240, Introduction to Recreation Administration, 2 courses.

HSTM 3345, Recreation Programming, 2 courses.

HSTM 3365, Research Methods in Hospitality, Sport, & Tourism Mngt, 1 course.

HSTM 4420, Finance Management in Hospitality & Tourism, 1 course.

HSTM 4423, Current Issues in Hospitality, 2 courses.

HSTM 4425, Human Resource Management in Hospitality, 2 courses.

HSTM 4450, Event Management, International-Vietnam National University, 1 course.

HSTM 4462, Hospitality & Tourism Marketing, 1 course.

HSTM 4465, Hospitality Service, 1 course.

HSTM 4466, Food & Beverage Management, 2 courses.

HSTM 4468, Recreation Administration, 2 courses.

HSTM 4470, Revenue Generation in Hospitality, Sport, & Tourism Mngt, 3 courses.

HSTM 4494, Guided Independent Study, 1 course.

***University of West Florida***

***Adjunct Department of Hospitality, Recreation and Resort Management***

LEI 3140 Leisure and Society

**Department of Parks, Recreation, and Tourism**

Fall 2003 – Spring 2006

PRT 3310 Leisure Behavior and Human Diversity (online), 2 Courses  
PRT 3320 Recreation Programming and Leadership, 2 Courses  
PRT 1120 Outdoor Cooking & Camping, 2 Courses  
PRT 5390 Parks, Recreation, and Tourism Management, 1 Course

**Florida State University**

**Adjunct Department of Recreation and Leisure Services Administration**

LEI 4923 Commercial Recreation and Tourism

Spring 2002

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**PROFESSIONAL EXPERIENCE (FULL TIME):**

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**Troy University**

August 1, 2021 – Present  
Ft. Walton Beach, FL

Associate Professor  
School of Hospitality, Sport and Tourism Management  
Hospitality Program Coordinator – Global Campus

**Description:** Awarded Promotion to Associate Professor in Spring 2021 – effective August 2021. Promotion to associate professor was awarded after teaching 7 years in higher education. My primary responsibilities were in the Sorrell College of Business in the School of Hospitality, Sport and Tourism Management. My specialty was online curriculum of hospitality and recreation courses. Additionally, during the past 10 years, I was able to successfully author 2 editions of a prominent textbook in our industry, 8 publications of which 7 were peer reviewed, and prepared 23 presentations of which 22 were international or national in scope. I also elected to serve as a Faculty Senate representative since August 2021; serving as Committee Chair of the Academic Affairs Committee AY 2023-2024.

**Troy University**

August 1, 2013 – July 31, 2021  
Ft. Walton Beach, FL

Assistant Professor  
School of Hospitality, Sport and Tourism Management  
Online Hospitality & Recreation Specialty  
Hospitality Program Coordinator – Global Campus

**Description:** Awarded Tenure in Spring 2019 – effective August 2019. Tenure was awarded after teaching 5 years in higher education. My primary responsibilities were in the College of Health and Human Services in the School of Hospitality, Sport and Tourism Management. My specialty was online curriculum of hospitality and recreation courses. This is a tenure-track, assistant professor position in the hospitality and tourism management discipline. Specific duties include teaching full-load undergraduate major courses. Additional expectations are required for research and service areas.

**Go Play, Inc. Consultant** (seasonal)

August 2013 - Present

**Go Play, Inc.** (Incorporated since Jan 2006)

Jan 2002 – August 2013

**Recreation Consulting Company/Owner**

Gulf Shores, AL – Panama City Beach, FL

Developed a recreation consulting company to create recreation departments and/or special events for resort and property management companies to enhance their guests' experience with value added amenities.

Design and develop start-up recreation programs; facilitate team for large events for various companies (i.e., jazz festivals, magic conventions, wine festivals, Fourth of July community Parades, corporate teambuilding, end-of-season company events).

Recruit, supervise, and manage college recreation interns in a commercial recreation setting

utilizing experiential education.

Past/Current Clients:

Designed and restructured recreation department from an external company to an in-house department, saving company \$139,000 —

## **REFEREED JOURNAL ARTICLES:**

Price-

**Price-Howard, K.,** Holdnak, A, & Holladay, P.J.

for Ft. Walton Beach

Chamber of Commerce, Tourism Committee. November 18, 2014.

**Price-Howard, K.,** Professional Workshop -Three series presentation, "*Hospitality 101: Improving Customer Service; Motivation- Best of the Best; Attitude 101: Keeping it* Eden Condominiums. Perdido Key, FL. March 2014.

INTERNATIONAL: **Price-Howard, K.,** GRMM 4110: Lectures on Recreation Management, "*Resort Recreation in North America,*" Gaming Teaching and Research Centre of Macao Polytechnic Institute, Macao, China. February 2014.

## **REFEREED RESEARCH PRESENTATIONS:**

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INTERNATIONAL: **Price-Howard, K.,** Holladay, P.J., Dixon, A.W., & Dixon, H.E. 8th Annual ICHRIE-SECSA Conference,

Southeast, Central & South America Federation, Orlando, FL. United States of America. (March 9, 2023).

**Price-Howard, K.** (Presenter & Author), Rood, S. (Author), & Dixon, H., (Presenter). 2022 RCRA Annual Conference, "

Resort and Commercial Recreation Association, Palm Coast, FL. United States of America. (November 7, 2022).

INTERNATIONAL: **Price-Howard, K.,** Carroll, J., 7th Annual ICHRIE-SECSA Conference, Southeast, Central & South America Federation, Virtual, United States of America. (March 4, 2022).

**Price-Howard, K.,** (Sponsoring Faculty) & Spears, C. (undergraduate student) (Presenter & Author), 2021 RCRA Annual Conference, "

Resort and Commercial Recreation Association, Callaway Gardens, GA, United States of America. (November 8, 2021).

INTERNATIONAL: **Price-Howard, K.** (Presenter & Author), & Allman, H. (Presenter & Author), SECSA Conference, "

Southeast, Central, and South America Federation of CHRIE, Virtual. (February 26, 2021).

**Price-Howard, K.** (Presenter & Author), 2020 RCRA Annual Conference,

Resort and Commercial Recreation Association, Virtual, United States of America. (November 10, 2020).

**Price-Howard, K.** (Presenter & Author), Rood, S. (Presenter & Author), Carroll, J. (Presenter), Nelson, K. (Presenter), 2020 RCRA Annual Conference,

, Resort and Commercial Recreation Association, Virtual, United States of America. (November 9, 2020).

INTERNATIONAL: **Price-Howard, K.,** 5th Annual ICHRIE-SECSA Conference,

Southeast, Central & South America Federation, Auburn, AL, United States of America. (February 28, 2020).

INTERNATIONAL: Moore, K., (undergraduate student) & **Price-Howard, K.,** 5th Annual ICHRIE-SECSA Conference,

, Southeast, Central & South America Federation, Auburn, AL, United States of America. (February 28, 2020).





**Price-Howard, K.** *Predicting Vacation Rental Intentions Using the Theory of Planned Behavior along the Florida/Alabama Gulf Coast* Resort and Commercial Recreation Association. Sunriver, Oregon. November 2010.

**Price-Howard, K.** & Holdnak, A. "Wage & Salary Study Report in Commercial Tm01 29.3501 29.3529(5)q0.aQq0.000

**Price-Howard, K.** *Design A Curriculum Program* for the Recreation and Leisure Studies

2013 – 2021 Undergraduate Hospitality Management Curriculum Committee

**COMMUNITY SERVICE:**

2015 – 2020 Active Chamber of Commerce member (multiple)  
Destin, FL; Walton County, FL; Ft. Walton Beach, FL;  
Panama City Beach, FL  
Troy University Emerald Coast Alumni Chapter  
Board Member (August 2015 through August 2019)  
Institutional Advisory Committee for Emerald Coast Technical College (January 2015 through present)  
Parent Teacher Organization – Van R. Butler Elementary, Santa Rosa Beach, FL (August 2017 – May 2020).

2014 – 2015 Active Chamber of Commerce member (multiple)  
Greater Pensacola, FL; Destin, FL; Walton County, FL;  
Ft. Walton Beach, FL; Perdido Key, FL; Panama City Beach, FL  
Lighthouse Family Retreat Volunteer (14 weeks - summer 2015)  
Vacation Bible School at Good News UMC July 2015

2013 – 2014 Active Chamber of Commerce member (multiple)  
Greater Pensacola, FL; Destin, FL; Walton County, FL;  
Ft. Walton Beach, FL; Perdido Key, FL; Panama City Beach, FL  
Lighthouse Family Retreat Volunteer (14 weeks - summer 2014)  
Vacation Bible School at Good News UMC July 2014

2010 – 2012 Three Square Meal Program - Restaurant Week Las Vegas, NV  
2010 Wine Walk – Opportunity Village Las Vegas, NV

**PROFESSIONAL CERTIFICATIONS:**

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Certification in Advanced Hospitality and Tourism Analytics (CAHTA), STR - Share Center (Smith Travel)	July 23, 2019 - Present
Certified Hospitality Industry Analytics (CHIA) by American Hospitality & Lodging Educational Institute	November 2017 - Present
Certified Hospitality Educator (CHE) by American Hospitality & Lodging Educational Institute	July 2016 - Present
America Red Cross Lifeguard/First Aid/CPR for the Professional Rescuer	2008 - 2022
PADI Rescue Diver/Advanced Dive Certified/Emergency First Responder	2005 – Present
Certified Therapeutic Recreation Specialist by NCTRC	1996 – Present
Florida Master Naturalist, University of Florida IFAS extension	Summer 2003