

CURRICULUM VITAE
David Mc.Arthur Baker, Ph.D.
Email: dmbaker@tnstate.edu

PROFESSIONAL EXPERIENCE

Tennessee State University, Nashville, Tennessee

2014 Associate Professor of Hospitality & Tourism Management

The University of Central Missouri, Warrensburg, Missouri

2014 Program Coordinator & Associate Professor

2005 Program Coordinator & Tenured

Hotel & Restaurant Administration Program

Aug 99 – 2005 Assistant Program Coordinator & Assistant Professor

Hotel & Restaurant Administration Program

Eastern Illinois University, Charleston, Illinois

Aug 96 – Aug 99 Hospitality Instructor

Florida International University, Miami, Florida

Fall 95 - Spring 96 Hospitality Teaching Assistant

Hospitality & Tourism Consultant – Florida & Caribbean Region

05/92 - Current

Resort Manager, Frigate Bay Beach Resort, St. Kitts/Nevis

12/88 - 08/92

Accounting & Business Teacher, Basseterre Senior High School, St. Kitts/Nevis

09/80 - 09/85

Faculty Summer Internships (3 months)

2003 Kansas City Convention and Visitors Bureau

Worked in the Sales & Marketing Department

2002 Hyatt Hotel Crown Center (full service hotel with 731 rooms)

Worked in Engineering, Food & Beverage and the Rooms Divisions

Professional Skills

2007 - 2014

**Advisor to the Hon. Richard Skerrett, Minister of Tourism for
St.Kitts & Nevis**

-Areas of discussion in high level meetings include: St.Kitts & Nevis
Tourism Marketing Strategies; improving the tourism research unit;
Training and development of tourism and hospitality workers.



St.Kitts & Nevis represented at World Travel Market, London 2007.

(L)Richard "Ricky" Skerritt, minister of state for tourism, sports and culture, Government of St. Kitts & Nevis; (M)Dr. Denzil Douglas, prime minister, St. Kitts & Nevis; (R)David Mc. Arthur Baker PhD., program coordinator of hospitality & tourism, University of Central Missouri. (Source:Traveller-Canada)

Consulting:

Hospitality & Tourism Consultant – Caribbean and USA

Clients: -Aerovias Airlines, Miami

-Canada International Development Agency, CIDA

-Government Tourism Ministry, St. Kitts/Nevis

-Hotels in the Caribbean: US & British Virgin Islands, Anguilla, St. Maarten, Antigua, Montserrat, Barbados, Dominica, St. Lucia, Grenada, St. Vincent & Grenadines, Trinidad & Tobago.

-Kansas City Convention & Visitors Bureau

-The Fairmont Hotel Kansas City

-Hyatt Crown Center Kansas City

Management:

Resort Manager - Frigate Bay Beach Hotel, St. Kitts

Management & Marketing; U.S.A, Europe, Canada and the Caribbean region

Luxury Beach Resort: 64 Rooms, Restaurant, Bar, Meeting Rooms, Staff of 55

Major Accomplishments

-Increased income 6-9% annually while reducing costs

-Developed and executed the hotel marketing plan resulting in increased market share

-Developed a project and implemented an in-house laundry

TOURISM/HOSPITALITY INDUSTRY ACTIVITIES

-Member of the Hotel & Lodging Association of Greater Kansas City 1999-2014

-Board member of the Educational Foundation (**HLAGKC**) 2008-2014

-Hospitality Management Association student club, Faculty Advisor 2000-2012

-Advisory Council Member 98-2000: Cooking & Hospitality Institute of Chicago

-Advisory Council Member: FCS Department-Eastern Illinois University 2001-2010

-Advisory Council Chair Member: FCS Department EIU 2002-2004

-New York: The International Hotel, Motel, & Restaurant Conferences

-Chicago: National Restaurant Association Trade Shows

- London: World Travel Market Tourism Conferences
- Caribbean: Caribbean Hotel Association Conferences
- Council on Hotel, Restaurants & Institutional Education (CHRIE) Conferences USA
- Council on Hotel, Restaurants & Institutional Education (CHRIE) Conference Asia
- President-Council on Hotel, Restaurants & Institution (CHRIE) KOMA Midwest Chapter 2006-2008
- International Association of Convention & Visitors Bureaus

EDUCATION

2003 Ph.D. Workforce Development & Education: Dissertation: Occupational Choice: Adolescents interests' and perceptions of Tourism & Hospitality careers. Southern Illinois University - Carbondale, IL.

1996 M.Sc. Hotel & Food Service Management. Florida International University - Miami, FL.

1988 B.Sc. Hotel Management. University of the West Indies - Mona, Jamaica

TEACHING

Main courses taught

- (1) Travel, Tourism & Hospitality Marketing**
- (2) Tourism Destinations Management & Marketing**
- (3) Event Planning & Management**
- (4) Human Resource Management**
- (5) Lodging Management**
- (6) Entrepreneurship: Resorts planning, design and development**
- (7) Introduction to Hospitality & Tourism Management**
- (8) Internships**

Major Accomplishments:

The University of Central Missouri

- (i)** 2012 - Developed a new option for Business majors - BSBA in Hospitality Management
- (ii)** 2010 - the establishment of the HM program Advisory Board
- (iii)** 2009 - Articulation agreement with Johnson County Community College HM program
- (iv)** 2008 - Hospitality Management Program Assessment Plan
- (v)** 2006 - Introduction of a new course-Hospitality Operations Analysis
2013 - Introduced a new course: Event Planning & Management
- (vi)** Fall 2005, Fall 2003 and Spring 2001, organized the visit of three scholars to Central Missouri State University with campus presentations on research findings from their work in Tourism & Hospitality.
- (vii)** Grants: Spring 2000, Micros Point of Sales System \$3,000. Fall 2000, Multimedia Classroom System \$10,000
- (viii)** BS-Hotel & Restaurant Administration Curriculum Review and Revision with new courses addition 2002 and 2011
- (ix)** Internship Revision 2002 and 2011

Eastern Illinois University

- (i)** Major Curriculum Revision
- (ii)** Introduction of a new course-Meetings, Conventions & Expositions

Publications.

Olorunniwo, F., **Baker, D.**, Shields, D. (2017). How Sequential Service Design Impacts Customer Satisfaction and Behavioral Intentions: An Illustrative Case of Bermuda Cruises. *Journal of International Business Management & Research*. Vol. 8(19), pp 76 – 95.

Baker, D. (2016). The Cruise Industry: Past, Present and Future. *Journal of Tourism Research*. Vol. 14(1), pp 145 - 158

Baker, D., & Fulford, M. (2016). Cruise passengers perceived value and willingness to recommend. *Journal of Tourism and Management Studies*. Vol. 12(1), pp 74-85

Baker, D. (2015). An evaluation of Caribbean Destinations Websites. *Journal of Tourism Research*, Vol 6(12), pp15- 30.

Baker, D. (2015). The Tourism Satellite Account: Possibilities and Potential Benefits for the Eastern Caribbean Islands Tourism Development. *Journal of Tourism, Culture and Territorial Development*. Vol 12(3), pp101- 119.

Baker, D. (2015). Medical Tourism Development, Challenges and Opportunities for Asia. *Journal of Tourism, Culture and Territorial Development*. Vol 12(3), pp193- 210.

VanSchenk Hof, M., **Baker, D.**, & Cox, J. (2015). Inventory Management at the Theme Park. *Journal of Critical Incidents*. Vol 8.

Baker, D. (2015). Tourism and the Health Effects of Infectious Diseases: Are There Potential Risks? *International Journal of Safety & Security in Tourism & Hospitality*. Vol. 12(1)., 41-59

Baker, D. (2015). Tourism and Terrorism: Terrorists Threat to Commercial Aviation Safety & Security. *International Journal of Safety & Security in Tourism & Hospitality*. Vol. 12(1)., 21-40

Baker, D. (2014). Exploring Cruise Passengers Demographics, Experience and Satisfaction with Cruising the Western Caribbean. *International Journal of Tourism & Hospitality Reviews*. Vol. 1. (1)., 33-43

Baker, D. (2014). The effects of Terrorism on the Travel & Tourism Industry. *International Journal of Religious Tourism and Pilgrimage*. Vol. 2.(1)., 58-67

Baker, D. (2014). “Low-Cost Airlines” Management Model and Customer Satisfaction. *International Journal of Economics, Commerce and Management*. Vol.2.(9)., 1-17.

Baker, D., & Stockton, S. (2014). Tourism and Crime in America: A Preliminary Assessment of the Relationship between the Number of Tourists and Crime in two Major American Tourist Cities. *International Journal of Safety and Security in Tourism & Hospitality*. Vol. 1. No 5., 1-25.

Baker, D., & Stockton, S. (2013). Caribbean Cruise Tourism: Issues, Challenges and Sustainability. *Studies of Organisational Management & Sustainability Journal*. Vol.1, No 2., 79-97.

Stockton, S., & **Baker, D.** (2013). Obesity Etiology: Examination of Fast Food Eating among College Students. *Journal of Aging Sciences*. Vol 2 No 1., 1- 6

Baker D., Nelson E., VanSchenkhof M., & Rogers S. (2013). Burning Bridges at the Restaurant: Should I be honest in my exit interview? *Journal of Critical Incidence*. Vol. 6, No 1., 18, 78-81.

Baker, D. (2013). Service Quality and Customer Satisfaction in the Airline Industry: Comparison between Legacy and Low-Cost Airlines. *American Journal of Tourism Research*. Vol. 2, No 1., 67-77.

Baker, D., & Stockton, S. (2013). Smooth Sailing! Cruise Passengers Demographics and Health Perceptions while Cruising the Eastern Caribbean. *International Journal of Business & Social Science*. Vol. 4, No 7, 7-17

Baker, D. (2013). Cruise Passengers Perceptions of Safety and Security while Cruising the Western Caribbean. *Revista Rosa dos Ventos Journal*. Vol. 5, No 1, 140-154.

Baker, D.(2013). Understanding the Economic Impact of Tourism in the Asian Pacific Region using the Tourism Satellite Account. *ASEAN Journal of Hospitality & Tourism*. Vol. 12, No 1, 1-15.

Stockton, S., & **Baker, D.** (2013). Perceptions of Fast Food Restaurant Menu Items on Health. *American Journal of Health Education*. Vol. 44, No 2, 74-80.

Baker, D., & Stockton, S. (2012). An Exploration of Health Science and Nursing Students' Knowledge and Behaviors Related to Alcohol: A Preliminary Investigation. *The Internet Journal of Allied health Sciences and Practice*. Vol. 10, No 4, 1-11.

Kauffman K., Nelson E., **Baker D.,** Hammond D.(2012). Scenes from a Restaurant: The Challenge of being Manager and Friend. *Journal of Critical Incidence*. Vol. 5, No 1, 22, 86-88.

Peer Review Poster-Paper Presentations at Council of Hotel, Restaurant & Institutional Education (CHRIE) Summer Conferences

2016 May 31- June 4 International Conference on Religious Tourism, Konya Turkey.
Religious Tourism in the Caribbean: Challenges and Opportunities.

2015 June 8- 12 International ASIAN-CHRIE, Auckland, New Zealand
Students opinions of learning using online and face to face modes of instruction: Comparing students of Tourism & Hospitality programs in the USA and Asia

2014 July 30-Aug 1 International CHRIE, San Diego, California
Residents Attitudes and Perceptions Concerning Tourism Development in St.Kitts/Nevis.

2014 May 21 -24 International ASIAN-CHRIE, Kuala Lumpur, Malaysia
-USA and Asian Students Attitudes and Perceptions about Online vs. Traditional Instruction.
-Medical Tourism Development: Issues, Challenges and Opportunities for Asia.

2013 July 24-27 International CHRIE, St.Louis, Missouri

2012 Aug 1- 4 International CHRIE, Providence, Rhode Island
Cruise Passengers Satisfaction and Behavioral Intentions after Cruising Bermuda

2012 June 5- 8 International ASIAN-CHRIE, Manila, Philippines
Understanding the Economic Impact of Tourism in the Asian Pacific Region using the Tourism Satellite Account.

2011 July 27- Aug 1 International CHRIE, Denver, Colorado
Cruise Passengers Satisfaction and Behavioral Intentions after Cruising the Caribbean

2010 July 28-31 International CHRIE, San Juan, Puerto Rico
-Caribbean Tourism Satellite Accounts
-Cruising the Caribbean: The Good, the Bad and the Ugly.

2009 July 29-31 International CHRIE, San Francisco, California
Cruise passengers satisfaction and behavioral intentions after cruising the Caribbean.

2008 July 28-31 International CHRIE, Atlanta, Georgia
Marketing Low Cost Airlines to Business Travelers

2007 July 26-31 International CHRIE, Dallas, Texas
Cooperative Marketing for Small Business Growth and Economic Development: A Case Study in Wine tourism of Missouri and Kansas.

2006 July 27-31 International CHRIE, Arlington, Virginia

2005 July 27-31 International CHRIE, Las Vegas, Nevada
An analysis of the Economic Impact of Hurricane Ivan on the Caribbean Tourism Industry: The Case of Grenada and the Cayman Islands.

2004 July 28- Aug 2 International CHRIE, Philadelphia Pennsylvania
A Case Study of Caribbean Island Destinations Web Site Practices)

2003 July 26 – Aug 2 International CHRIE, Palms Spring, California
Content Analysis of Eastern Caribbean Destinations Web Sites

2002, August 6-9 International CHRIE, Orlando, Florida
The impact of technology on hotel and restaurant operations in the Eastern Caribbean Islands.

Paper Presentations at CHRIE Conferences

2001, July 25-28 International CHRIE, Toronto, Canada

Title: Niche Marketing: Identifying, Analyzing, and Selecting Strategic Market Segments: The case for Europe.

Title: Coastal & Marine Tourism Development: Techniques and Practices to enhance Sustainable ecosystems

2000, July 20-21 International CHRIE, New Orleans, Louisiana

Title: Targeting the Mature Travel Market: Opportunities & Challenges

Title: Planning & Developing Ecotourism Destinations to Enhance Sustainability

2000, Feb 4-6 Midwest-CHRIE Conference, Merrillville, Indiana.

Title: Developing Tourism Class Content-Strategies & Implementation

Service on department, college, and university level committees TSU

College Committees

2015 – 2016

Instructional Resources & Responsibilities Committee, Chair

Retention & Recruitment Committee, Co-Chair

Technology Search Committee member

Finance Search Committee member

2014 – 2015

Instructional Resources & Responsibilities Committee member

MBA committee department representative

Department Committees

2014 – 2015

University Committees

2014 – 2015

Community Service

McGavie Finance & Hospitality Academy

2015-2016

Service on department, college, and university level committees UCM

College Committees

2012 - 2014 College of Business AACSB Strategic Planning Committee

2012 - 2013 College of Business Scholarship Committee

2010 – 2011 Elections Committee

2005 – 2006 Elections Committee

2002 – 2003 Social Committee

2001 – 2002 Social Committee, Treasurer

2000 – 2001 Social Committee, Treasurer

1999 – 2000 Social Committee

Department Committees

2012 - 2013 Scholarship Committee

2011 – 2012 Program Assessment Committee

2010 – 2011 Scholarship Committee, Promotion & Tenure Committee, Search Committee - Chair

2009 – 2010 Curriculum Committee, Scholarship Committee, Search Committee

2008 – 2009 Social Committee, Scholarship Committee

2007 – 2008	Social Committee, Scholarship Committee
2005 – 2006	Curriculum Committee, Scholarship Committee, Search Committee - Chair
2004 – 2005	Curriculum Committee, Scholarship Committee
2003 – 2004	Curriculum Committee, Scholarship Committee
2002 – 2003	Scholarship Committee, Search Committee
2001 – 2002	Technology Committee - chair, Curriculum Committee
2000 – 2001	Technology Committee - chair, Curriculum Committee, Search Committee
1999 – 2000	Technology Committee - chair, Curriculum Committee

University Committees

2011 – 2012	Faculty Senate Awards Committee
2004 – 2005	Faculty Senate Alternate

REFERENCES

Dr. J.Dirk Nelson, Dean (Previous department chair)
 College of Nursing & Health Sciences
 West Texas A & M University
 Canyon, Texas, 79016-0001
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 Southeast Missouri State University
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