

Curriculum Vitae

Colin Johnson, Ph.D

Professor
College of Business
Department of Hospitality and Tourism Management
San Francisco State University
1600 Holloway Avenue
San Francisco CA 94132
Phone: 415 338 6084
Fax: 415 405 0364
Email: cj7@sfsu.edu

EDUCATION

Fribourg University, Switzerland (1996-2002)

Doctorate in Economic and Social Sciences (Ph.D.) *Summa cum Laude*.

Dissertation title: "Locational Strategies of International Hotel Companies in Eastern Central Europe".

University of Manchester, Manchester Business School, UK (1987-1991)

Master of Business Administration.

Open University, UK (1984-1987)

Bachelor of Arts.

Major: Modern European and American History.

Stafford College

City and Guilds of London Institute.

Certificate in Teaching for Adult and Further Education.

PROFESSIONAL POSITIONS AND RANK HELD

Institution: San Francisco State University, San Francisco, CA, USA.

Department of Hospitality and Tourism Management.

Rank: Professor (with tenure from August 2011). Chair from August 2013 August 2016

Date: 2008-2011 Associate professor.

San Francisco State University is a well-established urban university. It has strategically re-orientated itself from that of a commuter-university to that of a residential campus university. The University (32,000 students) is highly international and has an extremely diverse student and faculty body. The College of Business is AACSB accredited and has over 6,000 students in 10 departments. The department of Hospitality and Tourism Management is the fastest growing department in the College with almost 600 majors. There are eight full-time tenured and tenure track faculty members, six adjunct faculty, and an office manager. The Chair is also responsible for a fine-dining restaurant open to the general public and the J. Willard and Alice S. Marriott Foundation HTM Global Student Career and Professional Development Program, which has a full-time Director.

Key success areas:

Educational initiatives:

Developed, promoted and delivered MBA Emphasis in Hospitality and Tourism (first of its kind in Northern California).

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Developed MBA program with Tianjin Professional Studies University (China).
Initiated and developed framework for creating clear strategy for department.
Increased full-time equivalent students in department considerably by transforming popular general education courses to on-line format.

Fundraising Initiatives:

Assisted in developing proposal and overseeing grant from Marriott foundation for \$250,000.

Oversee department's major annual fundraising event (raising in excess of \$150,000 per annum).

Organized annual NORCAL career fair for 7 California State University campuses (March 2014; March 2015, March 2016); very successful with over 50 employers and 500 students attending.

Visiting professor, Chemnitz Technical University, Germany Commerz bank endowed professorship (March 2014)

Presented seminar and held research workshops on "Economic importance of Events in San Francisco".

Institution: San José State University, San Jose, CA, USA.

Department of Hospitality, Recreation and Tourism Management.

Rank: Tenured Professor

Date: 2006- 2008.

(Departments of Hospitality and Recreation and Leisure were merged in 2007).

Institution: San José State University, CA, USA. Rank: Professor & Chair, Department of Hospitality Management. Date: 2003-2006.

San Jose State University has a well-established department of hospitality management. San Jose is the capital of Silicon Valley and both the city and the surrounding bay area provides excellent opportunities for collaborative projects with industry. The Department of Hospitality Management has 250 majors and 7 faculty members.

Key Success Areas:

Increased student major enrollment from 135 to 250

Introduced new courses in entrepreneurship, strategic management, and wine appreciation.

Created industry partnerships with Industry leaders including the Fairmont Hotel Chain and Pebble Beach Resorts.

Organized major international conference with national and international partners.

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Created new forms of teaching and learning for programs including customized DVDs (for example on creativity in human resources) and project based learning.

Institution: Hibernia College, Dublin, Ireland.

Date: 2000-2006.

Course director for MSC in Hospitality Management.

Created on-line Masters Degree in Hospitality Management for fully accredited Irish Tertiary Institution.

Institution: Ecole hôtelière de Lausanne, Switzerland, The Lausanne Institute for Hospitality Research (LIHR).

Rank: Professor and Director.

Date: 2000-2003.

The Institute is accredited as a Centre of Excellence by the Swiss Federal Government, with a team of eight full-time researchers and an operating budget in excess of SFR 1.5 million.

The Mission of the Institute is to provide leadership in the development of the hospitality industry by providing a conduit in the transfer of knowledge from academia to industry. The institute identifies the main factors for change and trends in the hospitality and tourism industries, proposes ways of optimising performance, and acts as a catalyst in the rapid implementation of recommendations. It also enables high quality research to be fed back into the School's academic programs.

Key success areas:

Founding Director of the Institute; created the Institute from the concept through recruitment, functioning and the output of high quality research.

Generated funding from a variety of sources, public and private, national and international.

Established clear strategy and agenda for research, providing short, medium and long – term differentiated research projects

Ensured that high-quality research output would enhance visibility for the Institute and for the School.

Research projects are currently being undertaken at the regional and national levels (creating research poles involving universities, professional scholars and the industry) and at the international level, involving cooperation with the United States, the United Kingdom, Spain, and Croatia.

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Institution: Ecole hôtelière de Lausanne, Switzerland.

Rank: Dean, Academic Programs and Research.

Date: 1999-2000

Principal areas of responsibility:

Academic leadership of the division. Overall responsibility for two undergraduate programs, introduction of a new Masters in Hospitality Administration program (MBA) and for research and development.

Management team of 6, with staff and faculty of 93.

Specific responsibilities: preparation of the School's strategic plan, departmental objectives and operating budget (SFR.16 million).

Key success areas:

Established post-graduate program and research and development within School
Created final year of undergraduate program, (B.Sc in International Hospitality Management). The program has continued to evolve, with visiting professors from leading US, UK and continental European Universities.

Management of change within the School, from a very traditional, heavily operational institution to a management school for the hospitality industry.

Instrumental, as Chair of the Accreditation Committee, in having the School's degree program internationally accredited by the New England Association of Schools and Colleges.

Developing and teaching graduate and undergraduate courses.

Institution: Ecole hôtelière de Lausanne, Switzerland.

Rank: Project Director for "Haute ecole specilisee", Deputy Director of Academic Affairs.

Date: 1996-1998

Responsible for the creation of a BSc International Hospitality Management Program international accreditation and for initiating research at EHL.

Institution: Domino Carlton Tivoli International Hotel Management Career Centre, Lucerne, Switzerland. **Rank:** Dean. **Date:** 1994-1996.

The Centre is a multi - cultural English speaking Swiss Hotel School, with 21 faculty and staff and an enrolment of 250 students from 26 different countries

Major areas of responsibility:

Responsible for academic standards of the Centre, especially developing international programs, from certificate through Bachelor's and Master's degree levels. The Centre offered joint degree programs with American and United Kingdom Universities.

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Managing resources of the Centre efficiently regarding deployment of faculty and learning resources

Chairperson of two international Bachelor's degree programs: Bachelors of Science Degree in International Hotel and Tourism Management, (joint degree offered in conjunction with Johnson & Wales University), and Bachelors of Arts in Hospitality Management (in conjunction with Blackpool and the Fylde College/Lancaster University, UK).

Responsible for the academic rigour of the programs. Line management of faculty and resources. Identified and implemented viable strategies for increasing and diversifying the student body internationally. Ensured that the standing quality assurance procedures of the Centre were adhered to, evaluated, and if necessary, improved.

Represented the Centre externally to industry and within academia, through various committees and conferences.

Key success areas:

Instrumental in gaining international credibility and validity for the Centre through major accreditation and validating bodies.

Oversaw the accreditation self-study process from the Association of Collegiate Business Schools and Programs, (USA); the Council on Hotel, Restaurant and Institutional Education, (CHRIE), (USA), the Hotel, Catering, International Management Association, (UK), the Swedish Education Department, (Sweden), Lancaster University, (UK), and finalized articulation agreements with leading US universities, including Florida International University and Purdue.

Conducted major curriculum review and implemented improvements.

Institution: International Hotel & Tourism Training Institute, School of Hotel Management, Neuchatel, Switzerland.

Rank: Head of Business Administration Department and Deputy Director.

Date: 1991-1993.

Responsible for the management of the department, cooperating with universities, developing programs in business management, and teaching on overseas assignments.

Responsible for the academic content of the School's BA degree and diploma in hotel management, and for the academic standards at the School's Associate Institutes in Greece and Australia.

Responsible for establishing links in the USA (Florida International, Johnson and Wales Universities) Australia (Northern Rivers University), and the United Kingdom (Surrey, Brighton, Oxford Brookes, Manchester Metropolitan and Bournemouth universities).

Key success areas:

Created first Anglo - Swiss Bachelor's degree in Hospitality Management as part of educational joint venture with Bournemouth University in the United Kingdom.

Upgraded curriculum and teaching and learning strategies.

Institution: Blackpool and the Fylde College, England, UK.

Rank: Lecturer, Hotel and catering Management.

Date 1989-1991.

Taught hotel and catering management on a range of academic and professional courses, including BA (Honours).

Institution: Stafford College, England.

Rank: Lecturer, Resource Control in Hotel and Catering Operations.

Date: 1986-1989.

Taught managerial and supervisory subjects including human resource management, finance, marketing and organizational behaviour on Higher National Diploma and Higher National Certificate courses.

SUMMARY OF PREVIOUS INDUSTRY EXPERIENCE

General Catering Manager, Compass Services, UK. 1985-1986.

Responsible for 25 full time staff. Preparation and implementation of operational budgets (\$1million), financial management and union negotiations. Reported directly to Managing Director of company.

Manager/Secretary, Private Members' Club and Leisure Centre, Shell Oil, (Compass Services, UK) 1982-1985.

Manager of dedicated \$8million leisure and sports centre combined with private members club.

Night Manager, Portland Thistle Hotel, Manchester, UK. 1981-1982

Overall responsibility for night operations of 221-room, 4-star downtown hotel.

Assistant Catering Manager, Manchester United Executive Suite, Manchester United Football Club, UK. 1979-1981

One of four managers responsible for the catering facilities at one of the premier sporting locations in Europe. Banqueting and restaurant facilities serving in excess of 1,000 VIP, Directors and celebrity covers per day.

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Deputy Manager, Simpson's Hotel, Manchester, UK. 1978-1979.

Trained in all departments in oldest privately owned hotel in the city; two star, 38 rooms.

Commis Chef, later promoted to third chef, Air Catering Services, (Forte) Manchester International Airport, UK. 1976-1978.

In charge of busy night kitchen operation, providing catering facilities for regional, national and international airlines.

PUBLICATIONS

Peer reviewed publications

Chen, J.S., Johnson, C., Wang, W., & Chen, Y. (2014). Stakeholders' perspectives of sustainability in the Arctic region: A qualitative study. *Tourism Analysis*, 19(1).

Scaglione, M., Johnson, C., & Trabichet, J.P.(2013) The Swiss Tourism Sector and Web 2.0 Change Management" in *Managing Change in Tourism. Creating opportunities and overcoming obstacles*. Keller, P., Bieger, T.(Eds), ESV, Vol.4 pp1-1-114. Berlin.

Chen, J., Johnson, C., Gherissi-Labben, T. (2013) Cross-cultural examination of decision elements: Youth tourism in Switzerland, *Anatolia: An International Journal of Tourism and Hospitality Research*. 24 (2). pps 162-172

Johnson, C., Ergul, M., & Scaglione, M. (2012) Investigating Transactional Philanthropy in The Hospitality Industry An Exploratory Study. *European Journal of Tourism, Hospitality and Recreation*, (3). pps 39-47

Ergul, M., Johnson, C., & Kleinrichert, D. (2012) Social Entrepreneurship: A Hospitality and Tourism Perspective . *European Journal of Tourism, Hospitality and Recreation*. (3) pps. 115-126

Kleinrichert, D., Ergul, M., Johnson, C., & Uydaci, M. (2012) Boutique Hotels: Technology, Social Media & Green Practices. *Journal of Hospitality and Tourism Technology*, 3 (3) pps. 211-225.

Ergul, M., & Johnson, C. (2011) Social Entrepreneurship in the Hospitality and Tourism Industry: An Exploratory Approach. *The Consortium Journal of Hospitality and Tourism* (16), 2.

Ergul, M., Johnson, C, Cetinkaya A.S., & Robertson, J.B., (2011) An Exploratory Study Linking Turkish Regional Food with Cultural Destinations, *Academica Touristica* (Winter)

Scaglione, M., Marx, S., & Johnson, C. (2010) "Tourism and Poverty Alleviation approaches: A Case study comparison" Keller, P. Bieger, T. (Eds) ESV Berlin

Scaglione, M., Johnson, C., Trabichet, J.P.(2009) "The Swiss Tourism Sector and Web 2.0 Change Management" *Management of Change in Tourism, creating opportunities-overcoming obstacles*, Keller, P., Bieger, T (Eds), ESV, Berlin,pps 101-109.

Gherissi-Labben, T.,Chen, J.S., & Johnson, C. (2008). Youth tourists' lodging and dining preferences. *Tourism Analysis*, 13, pp. 499-509.

Johnson C., and Vanetti, M.(2008) "Internationalization and the Hotel Industry" *Tourism Management*, Woodside, A.G., Martin, D., (Eds) CAB International, pps.285-301.

Scaglione, M., Johnson, C. (2007) "Tourism productivity convergence in Europe: Leaders and catchers up", *Productivity in Tourism*. Keller, P., Bieger, T.,(Eds), ESV, Berlin, pps.13-25.

Johnson, C., Gherissi Labben, T., & Chen, J.S. (2006) "Youth Patron's Trip preferences and perceptions of Accommodations in Switzerland", *Advances in Hospitality and Leisure*, 2, pps. 199-211.

Surlemont, B., Johnson, C. (2005) "The role of guides in artistic industries: the special case of the "star system" in the haute-cuisine sector", *Managing Service Quality*,15, (6), pps. 577-590.

Johnson C.,and Vanetti, M. (2005) "Las estrategias de localización de las cadenas hoteleras internacionales", *Annals of Tourism Research en Espanol*, 7, (2), pps. 351-376

Johnson C., and Vanetti, M., (2005) "Locational strategies of International hotel chains in Eastern Central Europe", *Annals of Tourism Research*. 32, (4), pps. 1077-1099.

Johnson, C., Surlemont, B., Nicod, P., & Revaz, F. (2005) "Behind the Stars: A Concise typology of Michelin Restaurants in Europe". *The Cornell Hotel and Restaurant*

Quarterly , 46, (2), pps 170-187.

Johnson, C., and Vanetti, M. (2005) "Internationalization and the hotel industry in Eastern Central Europe" *Advances in Hospitality and Leisure*, 1, pps.153-175.

Nlemvo, F, Surlemont, B., Chantrain, D., & Johnson, C. (2005) "Revenue models in Haute Cuisine: an exploratory analysis" *International Journal of Contemporary Hospitality Management*, 17, (4), (selected as one of three "Highly Commended Award" papers by Emerald Publishing.

Mungall, A., Johnson, C. (2003) « L'internationalisation dans l'industrie hôtelière: une analyse de la perception des opérateurs hôteliers internationaux de leurs avantages compétitifs en Europe centrale et de l'est ». (*Internationalisation of the Hotel Industry: Manager's perceptions of the competitive advantage in Eastern central Europe*). *Revue Economique et Sociale*, Bulletin de la Société d'études économiques et sociales, Lausanne, Switzerland, 4, pps. 215-220.

Johnson, C., Iunius, R. F. (1999) "Competing in Central Eastern Europe, Perspectives and Developments", *The International Journal of Hospitality Management*, 18, pp.245-260.

Johnson, C. (1998) "Lausanne: Updating after a Century of Service." *The Cornell Hotel and Restaurant Administration Quarterly*, February pp.74-79.

Marvel M., Johnson, C. (1997) "A crisis of currency or creativity? Problems and prospects for the Swiss Hospitality Industry." *The International Journal of Hospitality Management*, 16 (3), pp.279-288.

Johnson, C.B., and Buehler, M. (1993) "Applying global concepts to individual hotels at Park Inn International" *The International Journal of Contemporary Hospitality Management*, 5. (5).

Non-peer reviewed journal articles

Gherissi-Labben, T. (2005) Johnson, C., "Developing the image of the "young tourist": details from Swiss Festivals. *Tourism Review*, Journal of AIEST, June, pp10-20.

Johnson, C. (2002) "Sustainability and the International Hotel Industry", *Travel and Tourism Analyst*, Nov 2002, Mintel publications, London, UK.

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Chapters in edited books

Non Peer reviewed

Folendorf A., Johnson C., & Ergul M. (2015) Discussions on Slow Food and San Francisco In Sloan P., Legrand W., & Hindley C (Editors) *The Routledge Handbook of Sustainable Food and Gastronomy* Chapter14

Mungall, A., Johnson, C. (2004) Association of Tourism and Leisure Schools, (ATLAS) Special Interest Group on SMEs in Tourism Special Report, The case of Switzerland.

Mungall, A., Johnson, C. (2004) "Strategic and structural variables: do they matter for internationalization?" *Small Firms in Tourism, International perspectives*, Thomas, R. (Ed), Elsevier Press, London.

Johnson, C. (2004) "Ecotourism planning considerations in Central and Eastern Europe", in *Ecotourism*, Diamantis, D., and Geldenhuys, S. (Eds) Continuum books Ltd, London.

Diamantis, D., Johnson, C. (2002) "Ecotourism management in Europe: lessons from the biosphere reserves in Central and Eastern Europe" *Ecotourism Policy*, Fennell, D. and Dowling, R. (Eds).

Johnson, C. (1999) "The Supply of Accommodation", in *Accommodation Management - Perspectives for the International Hotel Industry*, Verginis, C.S., and Wood R.C., (Eds) Butterworth Heinemann International Thomson Business Press, London, UK.

Johnson, C.B., and Kunz, R. (1995) "Eastern Central Europe - an opaque window of opportunity for western hospitality enterprises" in *Services Management - New Directions and Perspectives*, Armistead. C., and Teare, R., (Eds), Cassell, London.

Edited books

Hoffman, S., Johnson, C., Lefevere, M. (2000), *International Human Resource Management in the Global Hospitality Industry*, The Educational Institute, East Lansing MI, USA.

(Co-authored two chapters- Human Resource Management in Switzerland” and “Human Resource Management in Rumania”)

Published papers in proceedings, (peer reviewed)

Scaglioni, M, Johnson, C, & Favre, P., (2017) Key factors in the booking activity process: the case of self-catering in Romand-Valais destinations, Switzerland. Enetr 2017 conference Rome, Italy, January 2017.

Ergul, M, Aksoydan, E & Johnson, C., (2016) Ageing Consumers and the Perception of Healthy Eating: The Role of the Foodservice Industry in Seniors' Well-Being EuroCHRIE conference. Budapest, Hungary, October 2016

Folendorf, A, Ergul, M, Aksoydan, E, Johnson, C, Arslantas, A, Quliyev, Z, Ergul E, & Quliyev, D., (2016) Healing and Balancing Life Through the Therapeutic Use of Turkish Rose Oil and Water,. EuroCHRIE conference, Budapest, Hungary, October 2016

Folendorf, A, Ergul, M, Johnson, C, Robertson, J.B, (2015) Experiential learning in the production process of Turkish Pekmez. EuroChrie conference, Manchester, October 2015.

Johnson, C, Ergul, M, Edmonds-Waters, D (2015) From seed to plate: the Kissing Chef and Napa Kitchen Gardens Apac Chrie conference, Auckland, June 2015

Folendorf, A., Johnson, C., & Ergul, M. (2014) Gastronomic Tourism in the San Francisco Bay Area. EuroCHRIE conference, Dubai, October 2014.

Scaglione, M., Johnson, C., & Trabichet, J.P.,(2013) Who likes facebook? The Swiss Tourism Sector and Web 2.0 Change Management, GWTTRA, Berkley, April 2013

Johnson C., Desa G., & Ergul, M (2012) Hospitably Social or Socially Sustainable An examination of social entrepreneurship within the hospitality industry, October 8-9, 2012 Cornell Hospitality research Summit (Presentation)

Johnson, C., Ergul, M & Scaglione M. (2011) Investigating Transactional Philanthropy in the Hospitality Industry: An Exploratory Study Studying “Hotels that Help” Guest Donation Program V. International Tourism Congress, Citurismo, November 23-25, 2011 (Presentation and Abstract Published in Conference Proceedings) Peniche, Portugal

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Ergul, M. & Johnson C. & Kleinrichert, D (2011) Social Entrepreneurship: A Hospitality and Tourism Perspective. V. International Tourism Congress, Citurismo, November 23-25, 2011 (Presentation and Abstract Published in Conference Proceedings) Peniche, Portugal

Johnson, C., Ergul, M & Scaglione M. (2011) Investigating the Added Value of a Guest Donation Program Hotels that Help in Hospitality Enterprises. *Advances in Hospitality and Tourism Marketing and Management Conference, June 19-24 Istanbul Turkey*. (Presentation and Extended Abstract Published in Conference Proceedings)

Scaglione, M., Marx, S., & Johnson, C., (2010) "Tourism and Poverty Alleviation approaches: A Case study comparison" AIEST 60th Jubilee conference, Tourism Development after the Crises; coping with global imbalances and contributions to the Millennium Goals, Johannesburg (South Africa) 12-16th September 2010

Scaglione, M., Johnson, C., (2009) "The Swiss Tourism Sector and Web 2.0 Change Management" Management of Change in Tourism, creating opportunities-overcoming obstacles, AIEST conference, Savonlinna (Finland) 23-27th August.

Johnson C, and Vanetti, M. (2007) "Internationalization and the Hotel Industry" International Society of Culture, Tourism and Hospitality Research, Charleston, South Carolina, USA, June.

Chen, J.S, Gherissi-Labben, T., Johnson, C, & Prebenson, N. (2005). The Impact of Travel Budget on Youth Tourists' Meal Preferences. The Proceedings of the first Conference on Theoretical Advances in Tourism Economics in Evora, Portugal. (Proceedings CD)

Chen, J.S, Johnson, C, & Gherissi-Labben, T. (2004). The cross-cultural comparisons of youth tourists' travel preferences 2004. Proceedings of 2004 Asia-CHRIE conference. pp. 633-639.

Johnson, C, Mungall, A. (2003) "Internationalisation of the Hotel Industry: Manager's perceptions of the competitive advantage in Eastern central Europe" EuroCHRIE conference, Bonn, Germany, October.

Nlemvo, F, Surlemont, B, Chantrain, D, & Johnson, C. (2003) "Revenue models in Haute Cuisine: an exploratory analysis". Intent (Internationalizing Entrepreneurship Education and Training) Grenoble (France) September.

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Johnson, C, Surlemont, B, & Nlemvo, F. (2003) "The Funding of Michelin Star Restaurants in Europe: Return on Investment or Ego? EISB, Entrepreneurial and Professional Management in SMEs: combining creativity and technical skills, SDA Bocconi- Milan, September.

Gherissi-Labben, T, Johnson, C, "Developing the image of the "young tourist": details from Swiss Festivals. International Festivals and Conferences, Vienna-Austria March 2003.

Gherissi-Labben, T, Johnson, C,(2003) "Do you know where I am coming from?" Nationality and behaviour of Youth Tourists in Switzerland. ATLAS Annual Conference, Leeuwarden, Netherlands, Quality of Life: Competing Value Perspectives in Leisure and Tourism, June.

Mungall, A., Johnson, C. "Precipitators and barriers to internationalisation of SMES " Conference on Hospitality Management Education Sheffield, May 2002.

Mungall, A., Johnson, C. (2002) "Structural and strategic variables affecting the internationalization of small and medium-sized Swiss enterprises: a picture of the tourism industry", Centre for the study of Small Tourism and Hospitality firms, Leeds Metropolitan University, UK, International conference, September.

Piso, A. Thomas, R. Uwamungu, B. & Johnson, C. (2002) "Informal employment in small firms: a comparative study of the tourism sectors in Switzerland and the United Kingdom" ", Centre for the study of Small Tourism and Hospitality firms, Leeds Metropolitan University, UK, International conference, September.

Johnson, C. Iunius, R. F. (1998) "Competing in Central Eastern Europe, Perspectives and Developments", The International Association of Hotel Management Schools/ EuroCHRIE, Conference Proceedings, Switzerland, November.

Johnson, C. Marvel M. (1996) "A crisis of currency or creativity? Problems and prospects for the Swiss Hospitality Industry, The International Association of Hotel Management Schools, Leeuwarden Conference Proceedings, Holland, November.

Johnson, C. (1996) "Globalization and the International Hotel Industry", The Association of International Experts in Scientific Tourism, 46th Annual Conference Proceedings, New Zealand.

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Johnson, C. (1995) "Locational strategies of western hospitality enterprises in Eastern Central Europe" International Research Symposium on Services Management Conference Proceedings, Bournemouth UK, September.

Johnson, C. Hixon, I.D.G. (1995) "Professional Development in a Learning Environment" International Association of Hotel Management Schools Conference Proceedings, Gothenberg October.

Book reviews

Johnson, Colin. (1997) "Relationship Marketing Theory and Practice by Francis Buttle, (ed) International Journal of Hospitality Management, Vol. 16, No. 1, pp.120-122.

Non peer reviewed conference presentations

"Recherche appliquée et développement (Ra&D)-mode d'emploi pour les HEG" 2002. (Applied research and development-methods of application. Presentation given to Universities of Applied Sciences, May, Lausanne)

"La Ra&D et l'enseignement dans la HES-SO", 2000.

(Research and development and teaching in the Universities of Applied Sciences in Western Switzerland. Presentation given to representatives of the Universities of Applied Sciences, Lausanne, October).

Bulletins and technical reports

"A review of the Curriculum at Kenya Utalli College" March - October 1993, project leader responsible for the evaluation and upgrading of the main curriculum at Kenya Utalli Hotel and Tourism College, Nairobi, Kenya.

"A study on the expansion of training capacity for the hotel and tourism industry in Kenya", May - July 1991, Study undertaken on behalf of the Board of Governors of Kenya Utalli College, Nairobi.

External awards funding

Training and education grants

CSU Chancellor's office (2014-2015) "Promising Course Redesign" Food, Wine and culture of California" (\$35,000 for on-line course development)

Silicon Valley Workforce Investment Network (2004). Created training program for unemployed people to gain basic skills in hospitality and tourism (\$80,000).

External funding obtained from the Research & Development fund of the Universities of Applied Sciences and Arts, Western Switzerland.

Management competencies required for the successful introduction of yield management (\$73,000). (Co-investigator, 2002-2003).

Causes of business failure for hotels (\$106, 000). (Co-investigator, 2002-2003).

Internationalisation of Small and Medium Sized Hotel & Tourism Enterprises (\$120,000). (Co-investigator, 2001-2002).

The impact of the Internet and e-commerce on the hospitality industry: the evaluation of decisive factors for the development of a strategy for e-commerce (\$106, 000). (Co-investigator, 2001-2002)

Benchmarking factors of competitiveness of Swiss mountain resorts during the summer season (\$144, 000). (Co-investigator, 2000-2001).

Evaluation of the potential of youth tourism and implications for future supply and demand (\$67,000) (Co-Investigator, 2000-2001).

External funding obtained from the Federal Commission for technology and innovation (CTI), Switzerland.

The feasibility of tourist centres based on « slow tourism » in mountain resorts (\$144,000) (Co-investigator, 2001-2002).

PROFESSIONAL AND CIVIC ACTIVITIES

Service to campus and community

Campus Service

San Francisco State University

University committees and assignments

Board member of SF State Bookstore (May 2009 to 2012).

Represented College on Baccalaureate Requirements Committee (Fall 2011 to May 2014)

College committees and assignments

Departmental representative on College of Business Professional Development and Research Committee (May 2010, chair 2011-2013).

Departmental committees and assignments

Chair of Department Retention, Tenure and Promotions Committee

Faculty advisor for Club Members of America Association (August 2008 to present)

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Represented department at Council on Hotel, Restaurant and Institutional Education (CHRIE) International Conference, San Francisco (July-August 2009)

Represented Department at Fourth CSU Conference on Community-Based Research: Transforming Scholarship, Transforming all our lives, March 5th 2009, Berkley, California.

Organized volunteers (25+) for “Share our Strength, Taste of the Nation”, San Francisco (April 2009, April 2010)

Represented Department at Tiburoun “Research on the Move” workshops (January 2009).

Represented Department at California Hotel and Lodging Meeting and Conference, San Jose, CA (September 2008).

San Jose State University

University Committee and assignments

University Program Planning Committee (2004-2006)

University General Education Advisory Panel (2005-2007)

College Committees and assignments

College Retention and Promotion Committee (2006-2008, chair 2007-2008)

College Curriculum Committee (2003-2006)

Department committees and assignments

Department chair, Department of Hospitality Management (2003-2006)

Lead faculty for annual department fundraising event “A taste of hospitality” Spring 2004, Spring 2007

Communit

On panel for Review for Florida Atlantic University (February 2014)

Editorial Boards

International Journal of Culture, Tourism and Hospitality Research
(Associate Editor 2011-2013; Board member 2007-2013)

Service to governmental agencies at the international level

Organization for Economic Cooperation and Development, (OECD)
Gwangju, Korea, Global Tourism Growth - a challenge for SMEs” Keynote
speaker “The Global Value Chain”(September 2005).

Service to business and industry

Conferences

“Hospitably Social or Socially Sustainable? An examination of social entrepreneurship within the hospitality industry” Cornell Hospitality Research Symposium, November 2012.

Keynote speaker, “Innovation in the U.S. Lodging industry” Les Summits de Tourisme, Chamonix, France (December 2005).

Conference chair and keynote speaker: The Irish Hotel Federation, Cork, Ireland. Keynote address on “The Hotel Industry of the Future” (March 2005).

“The Hotel of the Future” Chaired International conference organized for the Bay Area hotel industry with design and architectural partners, San Jose, (September 2004).

Co-Chair of Eurochrie conference, “Competitiveness in the International Hotel” Industry, Lausanne, Switzerland (October, 1997).

Service to public and private organizations

External Educational Service

Center for sustainable and Ethical Business (San Francisco State). Board member 2014 to present).

Hotels that Help

I was requested to become a member of the board of “Hotels that Help” (HtH). HtH is a not-for profit donation based charity that seeks to improve the donations to local charities through contributions from hotels (May 2010 -2013).

Reviewer for European Research Council

Due to my academic and industry expertise in the field, I was requested to evaluate a project by the prestigious European Research Council. The project was proposed by Professor Christel Lane from Cambridge University, UK (2009).

External faculty tenure and promotion

I was requested by Cornell University and Indiana University to serve as an external reviewer in the tenure and promotion process for faculty members. (March 2005, June 2007, respectively).

Industry workshops given

Industry presentation for Starwood Hotels on "Sustainability and the Hospitality Industry" October 2012, Westin St. Francis Hotel, San Francisco.

"Developing a customer-focused culture" training program for the Cabana Hotel, Palo Alto CA, October 2007 –2009.

"Creativity and innovation at Joie de Vivre" professional standard DVD created with Chip Conley, CEO Joie de Vivre , January 2005.

"Management audit of teaching and learning strategies" for the Jin-Jiang Management Group, Shanghai, PR China, February 2000

Managing Hotels for Growth": seminars at Manchester Business School, University of Manchester, March 2000 & February 1999.

"Search out the opportunities in Central Eastern Europe", Panel Chair at The International Hotel Investment Forum, Berlin March 199.

"Marketing Distribution Channels", seminar given as part of Howarth Consulting SA, Marketing Program, Geneva 1993.

Development of pre - opening marketing plan for Beaufort International 5-star hotel opening in Neuchatel, Switzerland. (In collaboration with V. P Europe, May 1993).

Consultancy projects for Compass U.K. Contract Caterers, 1986 - 1991. (Involved as trouble-shooter for various projects, opening, closing, problem identification and resolution).

Educational workshops attended

Affinity group faculty leader "Pilgrimage Tourism" January 2015

OSRP Faculty writing workshop (June 2013)

Center for Academic Technology and Teaching, San Francisco State University

Participated in Academic technology summer workshop involving new ways to teach, learn and connect (June 2012, June 2014)

Participated in alternative methods of teaching and learning, case studies, (Spring 2008)

Center for Faculty Development, San Jose State University:

Peer Partners in Teaching (August 2003, January 2004)

Dealing with Difficult Faculty (May 2004)

IMovie production (August 2006)

Podcasting (March 2006)

Universal Design for Learning (June 2007)

Latest developments in Web CT (June 2007)

Colin Johnson: Curriculum Vitae

Developing effective syllabi (August 2007)

Professional Associations

Member of the Council on Hotel, Restaurant and Institutional Education (CHRIE).