

HEATHER R. LEWIS (Allman), Ph.D., MBA, CHE

312 John Robert Lewis Hall

(334) 808-6693

hrlewis@troy.edu

EDUCATION:

Iowa State University

Doctorate—Hospitality Management

Graduated May 2017

Fairmont State University

Master's Degree—Business Administration

Graduated May 2011

Glenville State University

Bachelor's Degree—Business Marketing

Graduated December 2006

PROFESSIONAL EXPERIENCE:

Troy University, Troy, Alabama

Tenured, Associate Professor: August 2023 – Present

Hospitality, Tourism, and Event Management Program Coordinator: September 2023 – Present

Assistant Professor: August 2017 – August 2023

Lecturer of Management: August 2016 – August 2017

Adjunct Professor: January 2016 – August 2016

Courses taught:

- BUS 3310 - Innovative Practice & Thoughts
- BUS 3382 - Business Communications
- MGT 3300 - Principles of Management Organization Behavior
- MGT 3380 - Principles of Supervision
- HRM 6628 - Human Resource Management in the Hospitality Industry
- HSTM 2201 - Leisure in Society
- HSTM 2205 - Introduction to Hospitality, Tourism & Event Management
- HSTM 2210 - Introduction to Event Management
- HSTM 2230 - Introduction to Hospitality Management
- HSTM 2255 - Introduction to Hospitality, Sport and Tourism Management
- HSTM 2257 - Global Hospitality, Sport and Tourism Management
- HSTM 3320 - Event Information, Communication & Technology
- HSTM 3350 – Leadership Principles in Hospitality, Sport, Tourism, and Event Management
- HSTM 3365 - Research Methods in Hospitality, Sport & Tourism Management

- HSTM 3372 - Hospitality Management
- HSTM 3374 - Resort and Hotel Management
- HSTM 4414 - Sustainable Tourism
- HSTM 4417 - Current Issues in Tourism
- HSTM 4420 - Hospitality and Tourism Financial Management
- HSTM 4423 - Current Issues in Hospitality
- HSTM 4425 - Human Resource Management in Hospitality
- HSTM 4450 - Event Management
- HSTM 4462 - Hospitality and Tourism Marketing
- HSTM 4465 - Hospitality Service
- HSTM 4466 - Food and Beverage Management
- HSTM 4480 - Event Planning & Operation
- HSTM 4485 - Practicum I
- HSTM 4493/HSTM 4494 - Guided Independent Study

O's Cool Bike Foundation, Troy, Alabama

Co-Founder: May 2022 – Present

- 501c3 non-profit organization developed to honor our late son, Owen, by providing balance bikes to Head Start programs servicing lower socioeconomic children in Southeastern Alabama territories
 - 180 balance bikes and helmets have been donated to Organized Community Action Program (OCAP) Head Start facilities in Bullock, Butler, Crenshaw, and Pike Counties (as of April 2024)
- Owen Wayne Lewis Current and Endowed Scholarship at Troy University
 - Scholarships are awarded to first-generation college students majoring in social work, human services, or hospitality, tourism, and event (HTE) management
- Annual O's Cool Bike Ride and Walk is the primary fundraising campaign for the foundation
 - April 2023 – \$18,000 was generated in participant fees and sponsorships resulting in 50 balance bikes being donated and \$4,000 in scholarship funds
 - April 2024 – \$20,300 was generated in participant fees, sponsorships, and donations resulting in 40 balance bikes being donated and \$10,000 in scholarship funds

Glenville State University, Glenville, West Virginia

Visiting Instructor of Computer Science: August 2012 – December 2015

Adjunct Professor: August 2011-December 2011

Courses taught:

- Contemporary Computer Applications (CSCI 101)
- Management Information Systems (CSCI 260-Online)
- Introduction to Business (BUSN 100)
- Office Systems (BUSN 118)
- Business Law II (BUSN 470)
- Introduction to Hospitality and Tourism (RMGT 201)
- Resort Area Management (RMGT 313/SMGT 313–cross-listed)

- Event and Facilities Management (SMGT 330)
- Sports Management Internship (SMGT 497)

Selected committee service:

- Faculty Senate—2014-2015
- Student Life Judicial Committee—2012-2015
- Online Program Team—2012-2013
- Pioneer Showcase Committee—2012-2013

Service to Glenville State College:

- Women's Golf Coach—2014-2015
- Student Government Co-Advisor—2014-2015
- Enactus Team (formerly known as Students In Free Enterprise—SIFE) Co-Advisor—2012-2014

Microtel Inn & Suites by Wyndham, Bridgeport, West Virginia

General Manager: October 2009-August 2012

- Adjusted rates and performed forecasts to create the highest revenue opportunities
- Successfully managed and performed daily hotel functions according to brand standards
- Executed all HR activity necessary to maintain profitable hotel operations
- Prepared a yearly budget and marketing plan for hotel operations
- Performed sales calls and created customer relations with local businesses
- Utilized P&L Statements, STR Reports, and Medallia to maximize profit and guest service relations

Morgantown Comfort Inn, Morgantown, West Virginia

General Manager: June 2008-October 2009

- Executed daily hotel operations to maintain a profitable hotel property
- Performed all HR activity necessary to operate the hotel successfully
- Managed the hotel according to REIT requirements and procedures
- Prepared yearly budget for all hotel operations
- Completed a yearly marketing plan that was followed on a weekly and monthly basis
- Performed sales calls and create customer relations with local businesses

Best Western Glenville Inn, Glenville, West Virginia

General Manager-Marketing Manager: April 2007-June 2008

- Implemented all marketing, advertising, and public relations campaigns
- Managed all conference and meeting arrangements for the Conference Center
- Handled all HR activity for the hotel including scheduling, payroll, and hiring/dismissals
- Demonstrated leadership skills and initiative during all daily tasks

ORGANIZATION AFFILIATIONS:

- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)—May 2014-Present
 - Southeast, Central, & South American (SECSA) Federation of ICHRIE: Director of Member Services: May 2019 – June 2024
- Eta Sigma Delta (ESD)—October 2014-Present
 - ESD Board of Governors—SECSA Federation Representative: August 2023 - Present

PROFESSIONAL CERTIFICATIONS:

- Certified Hospitality Educator (CHE): obtained June 2023
- Certification in Hotel Industry Analytics (CHIA): obtained March 2018

PROFESSIONAL PRESENTATIONS:

- Lewis, O. O. (Author), **Lewis, H. R.** (Author), Sellars, N. (Presenter), 9th Annual SECSA ICHRIE Conference, "Representation Matters: The Need for Diversity in Higher Education Hospitality Management Programs," Southeast, Central & South American (SECSA) Federation of International Council on Hotel, Restaurant, and Institutional Education, Columbia, South Carolina, United States of America. (March 2024).
- **Lewis, H. R.** (Author), Sellars, N. (Presenter & Author), 9th Annual SECSA ICHRIE Virtual Conference, "Perceptions and Importance of Authorship Order, Contributions, and Misbehavior in Academic Research," Southeast, Central & South American (SECSA) Federation of International Council on Hotel, Restaurant, and Institutional Education, Columbia, South Carolina, United States of America. (March 2024).
- Sellars, N. (Presenter & Author), **Lewis, H. R.** (Author), 9th Annual SECSA ICHRIE Conference, "Professional Development in Hospitality: Improving Student Preparedness Through Role Play," Southeast, Central & South American (SECSA) Federation of International Council on Hotel, Restaurant, and Institutional Education, Columbia, South Carolina, United States of America. (March 2024).
- Sellars, N. (Presenter & Author), **Lewis, H. R.** (Presenter & Author), Dickens, K. (Presenter Only), Commission on Sport Management Accreditation Conference, "How much is enough? Faculty perceptions of collaborative writing, research misbehaviors, and authorship order," COSMA, Tampa, FL, United States of America. (February 3, 2023).
- **Lewis, H. R.** (Presenter & Author), Sellars, N. (Presenter & Author), 2022 ICHRIE Conference, "Redefining Sport Tourism to Create a Greater Tourism Impact," International Council on Hotel, Restaurant, and Institutional Education, Washington, D.C., United States of America. (August 2022).
- Sellars, N. (Presenter & Author), **Lewis, H. R.** (Presenter & Author), 7th Annual SECSA ICHRIE Virtual Conference, "Nostalgia Sport Tourism: Major League Baseball Parks in the United States," Southeast, Central & South American (SECSA) Federation of International Council on Hotel,

Restaurant, and Institutional Education, Florida, United States of America. (March 2022).

- Price-Howard, K. (Presenter & Author), **Lewis, H. R.** (Presenter & Author), SECSA Conference, "COVID-19 Impacts on the Hospitality Industry: Rebounding with Resilience," Southeast, Central, and South America Federation of CHRIE, Virtual. (February 26, 2021).
- **Lewis, H. R.** (Presenter & Author), SECSA Conference, "Yield & Revenue Management," Southeast, Central, and South America Federation of CHRIE, Auburn, AL, United States of America. (February 29, 2020).
- **Lewis, H. R.** (Presenter & Author), Lewis, O. (Presenter & Author), Finch, A. (Author Only), May, C. (Author Only), Jin, Y. (Author Only), SECSA Conference, "Is job satisfaction the key to higher guest service skills?," Southeast, Central, and South America Federation of CHRIE, Auburn, AL, United States of America. (February 28, 2020).
- **Lewis, H. R.** (Presenter & Author), ICHRIE Conference, "Are You an Unknowing Dark Tourist?," ICHRIE- International Council on Hotel, Restaurant, and Institutional Education, New Orleans, Louisiana, United States of America. (July 24, 2019).
- **Lewis, H. R.** (Presenter & Author), Xu, S. (Author Only), ICHRIE Conference, "Influential Factors on Tourism & Hospitality Students' Participation in Study Abroad Programs," ICHRIE- International Council on Hotel, Restaurant, and Institutional Education, New Orleans, Louisiana, United States of America. (July 24, 2019).
- Price-Howard, K. (Presenter & Author), **Lewis, H. R.** (Presenter & Author), SECSA Conference, "The Benefits and Perceived Usefulness of Simulation Learning in Hospitality Education," Southeast, Central, and South America Federation of CHRIE, Sarasota, Florida, United States of America. (March 1, 2019).
- **Lewis, H. R.** (Presenter & Author), Schrier, T. (Author Only), SECSA Conference, "Why We Go: Motivations and Intentions of Individuals Visiting Dark Tourism Destinations," Southeast, Central, and South America Federation of CHRIE, Sarasota, Florida, United States of America. (March 1, 2019).
- Price-Howard, K. (Presenter & Author), **Lewis, H. R.** (Presenter & Author), ICHRIE Conference, "Simulation Learning from Face-to-Face and Online Formats: Challenges, Successes, and Students' Perspective," ICHRIE- International Council on Hotel, Restaurant, and Institutional Education, Palm Springs, California, United States of America. (July 27, 2018).
- **Lewis, H. R.** (Presenter & Author), Schrier, T. R. (Presenter & Author), ICHRIE Conference, "Motivations and Intentions of Tourists to Visit Dark Tourism Locations," ICHRIE- International Council on Hotel, Restaurant, and Institutional Education, Palm Springs, California, United States of America. (July 26, 2018).

- **Allman, H. R.** (Presenter & Author), Phenix City Business Research Colloquium, "Motivations and Intentions of Tourists to Visit Dark Tourism Locations," Troy University Phenix City Campus, Phenix City, AL, United States of America. (March 22, 2017).
- **Allman, H. R.** (Presenter & Author), Green, D. M. (Presenter & Author), NASW - Alabama Annual State Conference, "A Lifetime of Change: Youth Tobacco Prevention and Control," National Association of Social Workers, Montgomery, Alabama, United States of America. (February 12, 2016).
- **Allman, H. R.** (Presenter & Author), Schrier, T. (Author Only), 20th Annual Graduate & Education Research Conference in Hospitality and Tourism, "Customer Perceptions of Quality in Hotel Servicescapes," Tampa, Florida, United States of America. (January 2015).
- **Allman, H. R.** (Presenter & Author), Forney, J. (Author Only), Schrier, T. (Author Only), 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, "We See Dead People: The Impact of Paranormal Reality Television on Local Tourism," Tampa, Florida, United States of America. (January 2015).
- **Allman, H. R.** (Presenter & Author), & Tang, R. (Author Only). ICHRIE Conference, "Social media usage in midscale hotels by demographic groupings." ICHRIE- International Council on Hotel, Restaurant, and Institutional Education, San Diego, California, United States of America. (August 2014).

PROFESSIONAL PUBLICATIONS:

- Xu, S., LaPan, C., **Lewis, H.**, Holladay, P., & Dixon, H. (2024). Trust and Transformative Learning: How Faculty-Led Study Abroad Experiences Foster Sense of Belonging and Community. *Journal of Hospitality & Tourism Education*, 1-11, <https://doi.org/10.1080/10963758.2024.2342814>
- Price-Howard, L. K., & **Lewis, H. R.** (2022). Perceived Usefulness of Simulation Learning in Hospitality Education. *International Hospitality Review*, 37(2), 384-393, <https://doi.org/10.1108/IHR-05-2022-0028>
- **Lewis, H. R.**, Schrier, T., & Xu, S. (2021). Dark tourism: motivations and visit intentions of tourists. *International Hospitality Review*, 36(1), 107–132. <https://doi.org/10.1108/IHR-01-2021-0004>
- **Lewis, H. R.**, & Price-Howard, K. (2021). Worlds Collide: Traditional Classroom Meets Online Learning. *Journal of Hospitality & Tourism Research*, 45(5), 924–926.
- Green, D. M., **Lewis, H. R.**, & Vogt, S. (2020). Prevention of Tobacco Use in Youth with Disabilities: A Video Experimental Model. *Journal of Public Health Issues and Practices*, 4(2), 168. <https://doi.org/10.33790/jphip1100168>
- **Allman, H. R.** (2017) Motivations and intentions of tourists to visit dark tourism locations. Doctoral dissertation, Iowa State University. <https://core.ac.uk/reader/141670680>

- **Allman, H. R., & Schrier, T. (2016).** A bite in the night: the case of bed bugs at the Mountain Peak Inn. *Journal of Hospitality & Tourism Cases*. 5(2), 57–63.

GRANTS AND SPONSORED RESEARCH:

- **Lewis, H. R. (Principal),** "Southeast Alabama Community Foundation Trust Grant," Sponsored by O's Cool Bike Foundation, Southeast Alabama Community Foundation. \$3,000.00 (May 2024).
- **Lewis, H. R. (Principal),** "Faculty Development Research Presentation Grant," Sponsored by Troy University, Troy University, \$1,000.00. (August 2022).
- **Lewis, H. R.,** "Faculty Development Research Presentation Grant," Sponsored by Troy University, Troy University, \$431.00. (February 2020).
- **Lewis, H. R. (Co-Principal), Xu, S. (Co-Principal),** "Faculty Development Research Grant," Sponsored by Troy University, Troy University, \$3,000.00. (July 2019).
- **Lewis, H. R. (Principal),** "Faculty Development Research Presentation Grant," Sponsored by Troy University, Troy University, \$1,000.00. (July 2019).
- **Lewis, H. R. (Principal),** "Faculty Development Research Presentation Grant," Sponsored by Troy University, Troy University, \$750.00. (July 2018).
- **Allman, H. R. (Co-Principal), Green, D. M. (Principal),** "A Lifetime of Change 3," Sponsored by Troy University School of Health and Human Services, State, \$50,000.00. (October 1, 2017 - September 30, 2018).
- **Allman, H. R. (Co-Principal), Green, D. M. (Principal),** "A Lifetime of Change 2," Sponsored by Troy University College of Health and Human Sciences, State, \$40,000.00. (January 1, 2017 - October 1, 2017).

PROFESSIONAL SERVICE:

- Committee Member, Sorrell College of Business College Review Committee
 - September 2023 - Present
- Committee Member, Strategic Planning-Marketing Committee
 - August 2022 – Present
- Committee Chair, Hospitality, Tourism, and Event Management Curriculum Committee
 - April 2022 – Present
- Committee Member, HSTM Advisory Board Committee
 - January 2022 – Present
- Faculty Advisor, Eta Sigma Delta Honor Society
 - January 2019 – Present
- Faculty Advisor, Hospitality & Tourism Club
 - August 2017 – Present
- Faculty-Led Study Abroad to Greece
 - March 8 – 17, 2019

- Reviewer for Conference Papers and Journal Articles:
 - 2024 – International Hospitality Review, SECSA Conference, ICHRIE Conference
 - 2023 – Tourism Recreation Research, ISTTE Conference, International Hospitality Review, SECSA Conference
 - 2022 – ICHRIE Conference, SECSA Conference
 - 2021 – ICHRIE Conference, International Hospitality Review
 - 2020 – NENA Conference, ICHRIE Conference, SECSA Conference
 - 2019 – Hospitality & Tourism Graduate Conference, ICHRIE Conference
 - 2018 – Graduate Education & Graduate Student Research Conference in Hospitality & Tourism
 - 2017 – iHITA Conference, CENTRAL Federation Conference