

Stuart E. Levy

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Education

University of Calgary , Haskayne School of Business Doctor of Philosophy, Management	2005
Georgetown University , McDonough School of Business Master of Business Administration (with Distinction)	1999
Cornell University , School of Hotel Administration Bachelor of Science (with Distinction)	1994

Academic Position

The George Washington University , School of Business Associate Teaching Professor, Department of Management Assistant Professor, Department of Marketing Assistant Professor, Department of Tourism and Hospitality Management	2007 - Present
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Journal Articles

- Duan, Wenjing, Qing Cao, Yang Yu & Stuart E. Levy (2016), Exploring the Impact of Social Media on Hotel Service Performance: A Sentiment Analysis Approach, *Cornell Hospitality Quarterly*, 57 (3), 282-296.
- Park, Sun-Young & Stuart E. Levy (2014), "Corporate Social Responsibility: Perspectives of Hotel Frontline Employees," *International Journal of Contemporary Hospitality Management*, 26 (3).
- Stienmetz, Jason, Stuart E. Levy & Soyoung Boo (2013), "Factors Influencing the Usability of Mobile Destination Management Organization Websites," *Journal of Travel Research*, 52 (4), 453-464
- Levy, Stuart E., Wenjing Duan & Soyoung Boo (2013), "An Analysis of One Star Reviews and Responses in the Lodging Industry," *Cornell Hospitality Quarterly*, 54 (1), 49-63.
- Levy, Stuart E. & Donald Getz (2012), "An Exploration of Social Stimuli Influencing the Student Sightseeing Tour Experience," *Tourism Review International*, 15 (4), 297-311.
- Levy, Stuart E. & Sun-Young Park (2011), "An Analysis of CSR Activities in the Lodging Industry," *Journal of Hospitality and Tourism Management*, 18 (1), 147-154.
- Levy, Stuart E., Donald Getz & Simon Hudson (2011), "A Field Experimental Investigation of Managerially Facilitated Consumer-to-Consumer Interaction," *Journal of Travel and Tourism Marketing*, 28 (6), 656-674.
- Levy, Stuart E. & Donald E. Hawkins (2010), "Peace through Tourism: Commerce Based Principles and Practices," *Journal of Business Ethics*, 89, 569-585.
- Levy, Stuart E. (2010), "The Hospitality of the Host: A Cross-Cultural Examination of Managerially Facilitated Consumer-to-Consumer Interactions," *International Journal of Hospitality Management*, 29 (2), 319-327.
- Blain, Carmen, Stuart E. Levy & J.R. Brent Ritchie (2005), "Destination Branding: Insights and Practices from Destination Management Organizations," *Journal of Travel Research*, 43 (4), 328-338.

- Henning, G. Keith, Stuart E. Levy & J.R. Brent Ritchie (2005), "An Inquiry into the Nature and Composition of Tourism, Leisure and Hospitality Research," *Tourism*, 53 (3), 187-203.
- Levy, Stuart E. & Derek N. Hassay (2005), "Visitor Communities," *Journal of Hospitality and Leisure Marketing*, 12 (4), 57-72.

Refereed Conference Proceedings and Presentations

- Levy, Stuart E. (2018), "Imagining Customer Experience: A Multi-Method Approach," Experiential Learning Conference, Cleveland, OH.
- Levy, Stuart E. (2018), "Place-Based Learning in Business Education: Customer Experience (CX) Evaluation During Short-Term Study Abroad," Experiential Learning Leadership Institute, Flagstaff, AZ.
- Levy, Stuart E. (2018), "Evaluating Adventure Tourism in Nepal Utilizing Tourism Online Review Analysis (TORA)," Tourism and Sustainable Development Conference, Kathmandu, Nepal.
- Levy, Stuart E. (2018), "Leadership and Experiential Learning: Perspectives and Practices," Association of Experiential Education Mid-Atlantic Conference, Morgantown, WV.
- Levy, Stuart E. (2017), "Evaluating the Customer Experience: A Multi-Method Approach to Applied Learning in Business," Association of Experiential Education Northeast Conference, Becket, MA.
- Levy, Stuart E. (2013), "Teaching Corporate Social Responsibility and Ethics in Hospitality: Incorporating Innovative Active Learning Methods," Western Federation ICHRIE Conference, Denver, CO.
- Duan, Wenjing, Qing Cao, Yang Yu & Stuart E. Levy (2013), "Mining Online User-Generated Content: Using Sentiment Analysis Technique to Study Hotel Service Quality," *Proceedings of the Hawaii International Conference on System Sciences (HICSS)*, Maui, HI.
- Levy, Stuart E., Soyoung Boo & Wenjing Duan (2012), "Utilizing Consumer-Generated Online Reviews in an Urban Destination to Develop a Comprehensive Hotel Complaint Framework," *Proceedings of the Travel and Tourism Research Association (TTRA) Annual Conference*, Virginia Beach, VA.
- Levy, Stuart E. & Soyoung Boo (2012), "Mobile Users' Sustainable Practices in the Restaurant Sector: A Preliminary Study," *Proceedings of the International Hospitality Information Technology Association (iHITA) Annual Conference*, Baltimore, MD.
- Levy, Stuart E., Soyoung Boo & Wenjing Duan (2012). "Service Failure and Recovery: An Analysis of Consumer-Generated Online Reviews," ICHRIE Annual Conference, Providence, RI.
- Levy, Stuart E. & Sun-Young Park (2011), "Management Perspectives of CSR Practices in the Lodging Industry," *Proceedings of the BEST Education Network Think Tank XI*, Philadelphia, PA.
- Levy, Stuart E. & Sun-Young Park (2011), "Researching CSR in the Lodging Industry: Where We Have Been and Where We Are Going," ICHRIE Annual Conference, Denver, CO.
- Nikolova, Milena S. & Stuart E. Levy (2011), "A Content Analysis of Peak Experiences as Related to Leisure Travel Motives," ICHRIE Annual Conference, Denver, CO.
- Steinmetz, Jason L., Stuart E. Levy & Soyoung Boo (2011), "Usability Factors Influencing the Success of Mobile Optimized Destination Websites," ICHRIE Annual Conference, Denver, CO.

- Levy, Stuart E. & Philippe Duverger (2010), "Consumer Perceptions of Sustainability in the Lodging Industry: Examination of Sustainable Tourism Criteria," *Proceedings of the International Council on Hotel, Restaurant & Institutional Education (ICHRIE) Conference*, San Juan, PR.
- Levy, Stuart E. & Donald E. Hawkins (2009), "Sustainable Tourism Principles Reflected in Award-Winning Practices," *Proceedings of the BEST Education Network Think Tank IX*, Singapore.
- Levy, Stuart E. & Donald E. Hawkins (2009), "Peace through Tourism: An Examination of Award-Winning Lodging Practices," ICHRIE Annual Conference, San Francisco, CA.
- Levy, Stuart E. (2008), "Consumer-to-Consumer Interactions During Group Travel Experiences: Assessing Motivations, Influencers, and Management Actions," *Proceedings of the Academy of Marketing Science*, Vancouver, BC.
- Levy, Stuart E. & Donald Getz (2008), "Consumer Traits, Motives and Mood: Influencers on Group Travel Evaluations," *Proceedings of the Academy of Marketing Science*, Vancouver, BC.
- Levy, Stuart E. (2005), "An Examination of Customer-to-Customer Interactions: A Field Experiment Approach," *Proceedings of the Academy of Marketing Science*, Tampa, FL.
- Levy, Stuart E. (2004), "Traveler Interactions on Organized Tours: Drivers of Satisfaction," TTRA Annual Conference, Montreal, PQ.
- Levy, Stuart E., J.R. Brent Ritchie & Geoffrey I. Crouch (2004), "Visitor Experience Indicators within the Destination Performance Index Development Program: A Demand-Based Approach," *Proceedings of the Community Indicators Conference*, Reno, NV.
- Levy, Stuart E. & Derek N. Hassay (2004), "Visitor Communities: Extending the Brand Community Concept to Tourism," *Proceedings of the Academy of Marketing Science*, Vancouver, BC.
- Ritchie, J.R. Brent, Stuart E. Levy & Geoffrey I. Crouch (2003), "Educating Policy Makers and Managers: Factors that Determine and Reflect Destination Performance - a WTO Perspective," *Proceedings of the World Tourism Organization, Education Council Conference*, Beijing, China.
- Levy, Stuart E., J.R. Brent Ritchie & Geoffrey I. Crouch (2003), "Methodological and Statistical Issues in the Creation of a Destination Performance Index," TTRA Annual Conference, St. Louis, MO.

Encyclopedia Entry

- Levy, Stuart E. (2015) "Innovation." *The Encyclopedia of Sustainable Tourism*. C. Cater, B. Garrod, T. Low (eds), CABI.

Invited Presentations

- Levy, Stuart E. (2018), "Enriching Travel Experiences with Experiential Learning: Examples from Washington DC," Student Youth Travel Association Annual Conference, Baltimore, MD.
- Levy, Stuart E. (2017), "Improving the User Experience in Tourism," National Tour Association Travel Exchange, St. Louis, MO.
- Levy, Stuart E. (2015), "Defining the Future of Travel: Megatrends and Technology," National Tour Association Travel Exchange, New Orleans, LA.
- Levy, Stuart E. (2015), "Improving the Guest Experience: Through Mystery Shopping and Social Listening," National Tour Association Travel Exchange, New Orleans, LA.

- Levy, Stuart E. (2014), "Improving the Guest Experience," National Tour Association Contact, Portland, OR
- Levy, Stuart E. (2014), "What's Next?" National Tour Association Travel Exchange, Los Angeles, CA.
- Levy, Stuart E. (2014), "Understanding the Visitor Experience," UNWTO Tourism and International Cooperation for Development Course, Washington, DC.
- Levy, Stuart E. (2014), "Marketing and Managing the Guest Experience," Leadership Boot Camp for ICSB and the Center for Excellence in Public Leadership, Washington, DC.
- Levy, Stuart E. (2013), "Harnessing the Power of Online Reviews," Young and Rubicam North American Headquarters, New York, NY.
- Levy, Stuart E. (2013), "Developing and Executing Your Internet Marketing Strategy," STAR EMBA Workshops, George Washington University School of Business, Los Angeles, CA.
- Levy, Stuart E. (2013), "Developing and Executing Your Organization's Internet Marketing Strategy," Atlas Corps Fellows Immersion, Washington, DC.
- Levy, Stuart E. (2012), "Corporate Social Responsibility and Social Media: Concepts and Practices in Research and Teaching," Beijing International Studies University Faculty Lecture, Washington, DC.
- Levy, Stuart E. (2011), "Introduction to the Hospitality Industry," Bozzuto Career Panel, Washington, DC.
- Levy, Stuart E. (2010), "Recent Developments in Business and Peace Research," Principles for Responsible Management Education (PRME) Global Forum, New York, NY.
- Levy, Stuart E. (2010), "Hospitality Service Quality," Bozzuto Career Panel, Washington, DC.
- Levy, Stuart E. (2009), "Guest and Employee Perceptions of Hotel Sustainability Efforts," Institute for Corporate Responsibility (ICR) Summer Research Scholar Conference, Washington, DC.
- Levy, Stuart E. (2009), "A Review and Exploration of Intergroup Contact in the Group Travel Experience," Religion, Business and Peace Institute for Corporate Responsibility (ICR) Conference, Washington, DC.
- Levy, Stuart E. (2009), "A Review of Good Practices: Tourism Contributions to Sustainability and Peace," Tibetan Tourism Officials Geotourism Workshop, Washington, DC.
- Levy, Stuart E. (2009), "How to Partner with the Department of Tourism and Hospitality Management at GWU," Destination DC Monthly Forum, Washington, DC.
- Levy, Stuart E. (2009), "Enjoying and Surviving Your First Year – A Panel Discussion," The George Washington University New Faculty Orientation, Washington, DC.
- Hawkins, Donald E. & Stuart E. Levy (2008), "Peace through Tourism: Commerce Based Principles and Practices," Peace through Commerce Conference, Washington, DC.
- Hawkins, Donald E. & Stuart E. Levy (2008), "Models of Peace through Tourism: A Review of Corporate Contributions," Symposium on Peace through Commerce: Harnessing the Power of the Global Tourism Industry, Washington, DC.

- Hawkins, Donald E. & Stuart E. Levy (2008), “System for Measuring Excellence in Destinations,” Macau University of Science and Technology, Macau, China.
- Levy, Stuart E. (2008), “Surviving Your First Year as a GW Faculty Member,” The George Washington University New Faculty Orientation, Washington, DC.
- Levy, Stuart E. (2008), “Review of the Peace through Commerce Symposium,” Travel Industry Association (TIA) Foundation Meeting, Washington, DC.
- Levy, Stuart E. (2007), “Destination Branding: Concepts, Processes and Practices,” USA-Africa Air Transportation Summit, Miami, FL.
- Levy, Stuart E. (2007), “Student as Customer: Panel Discussion,” The George Washington University Service Excellence Celebration, Washington, DC.
- Levy, Stuart E. (2007), “Southeast Asia: New Models for Modern Markets,” GW Department of Tourism and Hospitality Management Fall Colloquium, Washington, DC.
- Levy, Stuart E. (2007), “Commencement Speech,” Keynote Speaker, Event Management Commencement, University of West Indies, Trinidad.
- Levy, Stuart E. (2005), “Ethnic Tourism, Authenticity and Intercultural Contact,” National Tour Association (NTA) Annual Convention, Detroit, MI.
- Levy, Stuart E. (2004), “Understanding and Creating High Performance Tour Groups,” National Tour Association (NTA) Annual Convention, Toronto, ON.
- Levy, Stuart E. (2004), “The Development of Multicultural Tours: Towards a Research Laboratory and New Venture,” Canadian Ethnic Studies Association Student Conference, Calgary, AB.

Teaching Portfolio

- Current Courses: Entrepreneurship; Social Entrepreneurship and Leadership; Convention and Meeting Management; Customer Experience Management in Hospitality and Tourism; Event Management; Hospitality Industry Management; Hospitality Digital Marketing Strategies

University Service

Representative, George Washington University

- Hospitality Industry Advisory Board Member, DC Public Schools, 2014 – Present
- Board Member, EventU, 2018-Present

Representative, GW School of Business

- Teaching Excellence Task Force, 2016-Present
- Study Abroad Academic Advisory Committee, 2014 – 2017
- University Honors Advisory Committee, 2010 - 2014
- Academic Advising Advisory Committee, 2010 – 2014
- GWSB Search Committee for Director of Undergraduate Programs, 2010
- Gelman Library Media Resources Focus Group, 2010

Representative, Department of Management

- Teaching Excellence Task Force, 2016-Present

Representative, Department of Marketing

- Curriculum, Programs and Student Learning Committee, 2012 – 2014
- PMBA Institute Faculty Panel, 2012

Representative, Department of Tourism and Hospitality

- Research Committee, 2008-2012
- Undergraduate CoreFac Committee, 2007-2012
- First Year Development Program, 2008-2012
- Undergraduate Concentrations Day, 2011
- CHRIE Career Fair Faculty Attendee, 2008-2011
- Liaison, GWSB Executive Development Programs, 2007-2009

Advising and Related Activities

- Faculty Advisor, MTA Event Management Students, 2014-Present
- Faculty Advisor, MTA Hospitality Management Students, 2008-2014
- Faculty Mentor, UNWTO-GW International Tourism Development Course, 2011-Present
- Master Thesis Advisor, Jason Steinmetz, 2010-2011
- External Examiner, Philippe Duverger Dissertation Committee, 2009
- External Examiner, Milena Nikolova Dissertation Committee, 2009
- Master Thesis Committee Member, Mana Yamada, 2008
- Mintz Getaway Student Advisor, 2007-2009
- Faculty Advisor, HSMAI Student Club, 2008-2009
- Faculty Advisor, GW Hospitality Consulting Student Club, 2008-2009
- Faculty Coach of Winning Team, AMTA Case Competition, 2008
- Advisor, FIU HSMAI Student Club, 2006-2007

Other University Service

- Faculty Liasion, GW Tourism Alumni Network, 2015-Present
- Panel Moderator, GW Women in Business Annual Conference, 2015-Present
- Master of Ceremonies, World Wildlife Day Symposium, 2016

Professional Service**Industry Related Activities**

- Certified Meeting Professional (CMP)
- Certified Hospitality Digital Marketer (CHDM)
- Bing Ads Accredited Professional
- Google AdWords Certified
- Curriculum Committee Member, IES Abroad, 2015-Present
- Member, Tourism Advisory Committee, Destination DC, 2015-Present
- Member, Skai Scholar Committee, Washington DC Chapter, Skai International, 2015-Present
- Hospitality Industry Advisory Board Member, DC Public Schools, 2014 – Present
- Treasurer, Cornell Hotel Society, Washington DC Chapter, 2012-2018
- Judge, HSMAI Adrian Awards, 2009-Present
- Member, HSMAI Digital Marketing Council, 2013-2015
- Board Member, Hospitality Sales and Marketing Assoc. Int’l (HSMAI), DC Chapter, 2009-2014
- Sabre Hospitality Solutions, Faculty Intern, 2014
- Young & Rubicam Fellow, Advertising Educational Foundation, 2013

Reviewing Activities

- Referee: Cornell Hospitality Quarterly, International Journal of Hospitality Management, Journal of Business Ethics, Journal of Hospitality & Tourism Research, Policy Sciences, Tourism Management

Academic Grants and Awards

Grants

- GWU EU Research Center Grant (cumulative \$11,000), American Consortium on European Union Studies, 2010-2015
- Institute for Corporate Responsibility Summer Research Grant (\$5,000), GWSB, 2009
- Dissertation Project Grant (\$5,000), University Int’l Grants Committee, U of Calgary, 2004-2005
- Travel Research Grant (\$2,000), National Tourism Foundation, 2004

Awards, Honors and Scholarships

- Faculty Nominee, O’Hara Leadership Award for Direct and Interactive Marketing Education, Direct Marketing Association of Washington Educational Foundation, 2012
- Faculty Nominee, Professor of the Year by GW Athletics, 2011
- I-CHRIE Faculty Intern Award (\$1,000), Marriott International, 2009
- Graduate Faculty Council Scholarship (\$5,000), University of Calgary, 2005
- Graduate Students’ Association Student Distinction Award (\$1,000), U of Calgary, 2003
- Graduate Assistantship (\$60,000), Haskayne School of Business, U of Calgary, 2002-2005
- MBA Scholar Award (\$20,000), McDonough School of Business, Georgetown University, 1997-1999

Academic and Professional Experience

- The George Washington University, School of Business, 2007 - Present
Associate Teaching Professor, Department of Management
Assistant Professor, Department of Marketing
Assistant Professor, Department of Tourism and Hospitality Management
- Florida International University, School of Hospitality and Tourism Management, 2006-2007
Visiting Assistant Professor
- Lynn University, College of Hospitality Management, 2006
Adjunct Professor
- Johnson and Wales University, College of Hospitality, 2006
Adjunct Professor
- University of Calgary, Haskayne School of Business, 2004-2005
Instructor, Department of Marketing
- City of Miami Beach, 2001-2002
Chief Aide, Mayor and Commissioners Office
- Hello Visitor, Inc., Miami Beach, FL, 2000-2001
Executive Director and Founder
- Multikredits.com, Miami, FL, 1999-2000
Business Development Manager
- PricewaterhouseCoopers LLP, Miami, FL, 1998-1999
Consultant, Global Hospitality and Leisure Practice
- Housatonic Valley Tourism Commission, Danbury, CT, 1997
Tourism Marketing Consultant
- Globe Treks, Inc., Hendersonville, NC, 1995-1997
Director of Operations
- Tauck Tours, Stamford, CT, 1994
Tour Director