

Amanda Mapel Belarmino, PhD.
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Academic Work Experience

William F. Harrah College of Hospitality University of Nevada Las Vegas
Assistant Professor, 2018-present

Education

University of Houston, Houston, Texas
Ph.D. in Hospitality Administration 2015-2018
Chair: Dr. Yoon Koh

University of Houston, Houston, Texas
Masters of Science in Hospitality Management 2013-2015
Chair: Dr. Yoon Koh

Cornell University, Ithaca, New York
(As Amanda Mapel)
Bachelor of Science in Hospitality Management 1996-2000

Research Interests

- Strategic revenue management in peer-to-peer accommodations
- Strategic management responses to social media and electronic word-of-mouth
- The impact of cultural and social phenomenon on hospitality

Publications

Belarmino, A. (2022). Application of theory to literary tourism: A comparison of parasocial interaction theory and co-creation theory. *Journal of Heritage Tourism*.

Belarmino, A., & Repetti, T. A. (2021). Be our guests: How restaurants adherence to COVID-19 regulations impact consumers' willingness-to-pay. *Journal of Foodservice Business Research*. 1-23.

Zhang, Y., Shum, C., & **Belarmino, A.** (2022). "Best employers": The impact of employee reviews and employer award on job-seekers' application intentions. *Cornell Hospitality Quarterly*. 19389655221130741

Binesh, F., **Belarmino, A.**, & Shoemaker, S. (2022) Revenue Management and the Runnin' Rebels: A case study of willingness-to-pay for college sports. *ICHRIE Case Study Competition*. Winner: 3rd place. Accepted to *Journal of Tourism Cases*.

Belarmino, A. (2022). Revenue Management in the Golf Industry. *Golf's Rebirth*, editors Chris Cain and Lisa Cain. Published 2022.

Demirciftci, T., & **Belarmino, A.** (2022). Competitive Intelligence in the Hospitality Industry: Cross-Cultural Perspectives of Revenue Managers. *Journal of Revenue and Pricing Management*. 1-9.

Whalen, E., & **Belarmino, A.** (2022). Risk Mitigation through Source Credibility in Online Travel Communities. *Anatolia*. 1-12

Belarmino, A., Koh, Y., & Shin, H. (2022). Comparing room rate, star rating, and user-generated content for full-service and select-service hotels. *Services Business*.

Belarmino, A. (2021). The Future of Hospitality Revenue Management in *Foundations of Hospitality Revenue Management*. Textbook chapter, editor Toni Repetti.

Belarmino, A. (2021). An examination of female exceptionalism in early leisure placemaking activities in *Women and Leisure in the 21st Century: A New Paradigm*. Peer-reviewed book chapter.

Belarmino, A. & Koh, Y. (2021). An Odd Couple: Can peer-to-peer accommodations act as lodging stepping stone for mega events? *Tourism Management Perspectives*. 40, 100914.

Belarmino, A., Ozdemir, O., & Dogru, T. (2021). Always local?: Examining the relationship between peer-to-peer accommodations and restaurants. *Journal of Hospitality and Tourism Management*, 48, 289-300.

Belarmino, A., Raab, C., Tang, J., & Han, W. (2021). Exploring the motivations to use online meal delivery platforms: Before and during quarantine. *International Journal of Hospitality Management*, 96, 102983.

Han, W., Raab, C., **Belarmino, A.**, & Tang, J. (2021). Are online meal delivery platforms part of the sharing economy?. *Journal of Foodservice Business Research*, 1-24.

Demirciftci, T., **Belarmino, A.**, Chen, C. C., & Cetin, G. (2021). Understanding the Gap between University Revenue Management Courses and the Job Market. *Journal of Hospitality & Tourism Education*, 1-12.

Binesh, F., **Belarmino, A.**, & Raab, C. (2021). A meta-analysis of hotel revenue management. *Journal of Revenue and Pricing Management*, 1-13.

Belarmino, A., & Koh, Y. (2020). When the party's over: what influences event peer-to-peer accommodation owners to re-enter the market?. *Current Issues in Tourism*, 1-16.

Belarmino, A., Demirciftci, T., & Zhang, L. (2020). Online reviews and travel magazine awards: their influence on willingness-to-pay. *Journal of Revenue and Pricing Management*, 1-10.

Belarmino, A. & Koh, Y. (2020). A critical review of research into peer-to-peer accommodations. *International Journal of Hospitality Management*, 84, 102315.

Koh, Y., **Belarmino, A.** & Kim, M.G. (2020) Good fences make good neighbors: An examination of revenue management practices peer-to-peer accommodations. *Tourism Economics*, 26(7), 1108-1128.

Belarmino, A. (2020) The Sharing Economy in Tourism Cities. *Routledge Handbook of Tourism Cities*. (Morrison, A. M., & Coca-Stefaniak, J. A. Eds.) Routledge, pp. 65-75.

Belarmino, A., Raab, C., & Demirciftci, T. (2020). The impact of resort fees on perceived fairness and destination brand image: an exploratory study. *Journal of Revenue and Pricing Management*, 19(2), 129-137.

Belarmino, A., & Whalen, E. A. (2019). Examining the impact of political candidates on hotel revenue. *Journal of Hospitality and Tourism Insights*, 3(1), 36-53.

Whalen, E. A., **Belarmino, A.**, & Taylor Jr, S. (2019). Share and share alike?. *Journal of Hospitality and Tourism Insights*, 2(4), 309-325.

Belarmino, A. M., & Koh, Y. (2018). How E-WOM motivations vary by hotel review website. *International Journal of Contemporary Hospitality Management*, 30(8), 2730-2751.

Publications During Doctoral Study

Belarmino, A., Whalen, E., Koh, Y., & Bowen, J. T. (2019). Comparing guests' key attributes of peer-to-peer accommodations and hotels: mixed-methods approach. *Current Issues in Tourism*, 22(1), 1-7.

First published online 2017.

Madera, J. M., Dawson, M., Guchait, P., & **Belarmino, A. M.** (2017). Strategic human resources management research in hospitality and tourism. *Management*, 29(1), 48-67.

Publications Under Review

Zhang, Y. & **Belarmino, A.** (2022). Mobile games and service empathy: An application of construal level theory. *Journal of Hospitality and Tourism Technology*. Stage: First Review.

Binesh, F., **Belarmino, A.**, Singh, A.K., van der Rest, J.P., & Raab, C. (2022). A development of a game-theoretic artificially intelligent neural network revenue management forecasting model. *International Journal of Contemporary Hospitality Management*. Stage: Second Review

Belarmino, A., Whalen, E., & Guzzo, R. (2022). CSR in the nightstand: Examining the impact of additional information on customer perceptions of the Gideon Bible and corporate social responsibility. *International Hospitality Review*. Stage: First Review.

Zhang, L., **Belarmino, A.**, & Binesh, F. (2022). Understanding the impact of limited-time offers on willingness-to-pay in fast-casual restaurants. *Journal of Foodservice Business Research*. Stage: First Review.

Binesh, N., **Belarmino, A.**, & Bai, Y. (2022). Examining the influence of additional information on dessert willingness-to-pay. *Journal of Hospitality and Tourism Management*. Stage: First Review.

Demirciftci, T., **Belarmino, A.**, & Raab, C. (2022). An application of choice-based conjoint analysis to measure willingness-to-pay for buffets. *International Hospitality Review*. Stage: First Review.

Binesh, F., Rippee, R., & **Belarmino, A.** (2022) Dark Side of Artificial Intelligence: Exploring the role of human-robot interaction on casino patrons' perception of robots. *Tourism Management Perspectives*. Stage: First Review.

Working Papers

Belarmino, A., & Chen, C.-C. (2022). Examining the antecedents of P2P accommodations selection in an integrated resort environment. Target: *ICHRIE Case Study Competition*.

Zhang, Y., Zemke, D., **Belarmino, A.**, & Shum, C. (2022). Measuring satisfaction with an international housekeeping organization and its impact on career and organizational commitment. Target: *Journal of Hospitality Management*.

Zhang, Y., **Belarmino, A.**, & Shum, W. S. (2022). An examination of managerial responses to online employee reviews: Understanding the impact on job seekers. Target: *International Journal of Contemporary Hospitality Management*. Stage: Final Revisions

Bai, Y., **Belarmino, A.**, & Raab, C. (2022). Examining the effects of quarantine dining behavior on future restaurant choice. Target: *International Journal of Hospitality Management*. Stage: Writing discussion.

Cain, L., **Belarmino, A.**, & Zhang, Y. (2022). Examining the impact of food labeling on consumers and employees. Target: *International Journal of Contemporary Hospitality Management*. Stage: IRB Preparations.

Belarmino, A. (2022). A comparison of the antecedents of stock prices for Airbnb and Marriott. Target: *Tourism Economics*. Stage: Development.

Conference Proceedings

Zhang, Y. & **Belarmino, A.** (2023). Mobile games and service empathy: An application of construal level theory. *28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism*. January, 2023 in Pomona, California. Nominated for Best Paper.

Binesh, F., **Belarmino, A.**, & Shoemaker, S. (2022) Revenue Management and the Runnin' Rebels: A case study of willingness-to-pay for college sports. *ICHRIE Case Study Competition*. Winner: 3rd place. Presented at the *2022 ICHRIE Summer Conference* August, 2022 in Washington, D.C.

Zhang, Y., **Belarmino, A.**, & Shum, W. S. (2022). An examination of managerial responses to online employee reviews: Understanding the impact on job seekers. *2022 Hospitality Graduate Conference*, Paper Presented January 2022. Virtually.

Zhang, L. & **Belarmino, A.** (2022). Understanding the impact of limited-time offers on willingness-to-pay in fast-casual restaurants. *2022 Hospitality Graduate Conference*, Paper Presented January 2022. Virtually.

Binesh, F. & **Belarmino, A.** (2021). Examining the impact of historical knowledge on restaurant willingness-to-pay. *2021 FoodEx Conference*. Paper presentation October 2021, virtual.

Binesh, F. & **Belarmino, A.** (2021). Examining the impact of historical knowledge on restaurant willingness-to-pay. *2021 ICHRIE Conference*, Poster presentation July 2021.

Demirciftci, T., **Belarmino, A.**, & Raab, C. (2021). Analyzing Satisfiers and Dissatisfiers for Casino Buffet Restaurant: Buffet at Bellagio. *ICHRIE Conference*, Full presentation July 2021.

Binesh, F. & **Belarmino, A.** (2021). Risk induced game-theoretic dynamic pricing model: Market comparison. *2021 Hospitality Graduate Conference*, Paper Presented January, 2021 Virtually.

Zhang, Y., **Belarmino, A.**, & Shum, C. (2021) The impact of employee-generated reviews and best employer awards on jobseekers application intentions. *2021 Hospitality Graduate Conference*, Paper Presented January, 2021 Virtually.

Larsen, J., Belarmino, A., & Self, T. Casino Hosts and Guests: An Exploratory Study of Engagement. *2020 Hospitality Graduate Conference*, Poster Presented January, 2020 in Las Vegas, Nevada.

Demirciftci, T., Raab, C., & **Belarmino, A.** Is Restaurant Rebranding More Impactful On Customer Reviews Than Restaurant Renovations? *2020 Hospitality Graduate Conference*, Paper Presented January, 2020 in Las Vegas, Nevada.

Demirciftci, T. & **Belarmino, A.** Comparing the influence of user-generated content and travel magazine awards on guest willingness-to-pay for hotels. *2019 ICHRIE Conference*, Paper presented July, 2019 in New Orleans, Louisiana.

Belarmino, A. Exploring accommodation title choice on Airbnb. *2019 West CHRIE Conference*. Paper present February, 2019 in Sonoma, California.

Belarmino, A. & Koh, Y. Analyzing Airbnb's use of anti-consumerist language. *23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Paper presented January 2018 in Fort Worth, Texas.

Belarmino, A., & Koh, Y. How to forecast citywide ADR: What factors influence econometric forecasting models? *2017 ICHRIE Conference*, Poster presented July 2017 in Baltimore, Maryland.

Belarmino, A. & Koh, Y. One size does not fit all: Hotel forecasting by booking channel. *2017 West ICHRIE Conference*, presented February 2017 in San Diego, California.

Belarmino, A. & Koh, Y. Pricing determinates of peer-to-peer accommodations. *22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Paper presented January 2017 in Houston, Texas.

Belarmino, A. & Koh, Y. Bidding for placement: Understanding Expedia booking patterns. *22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Paper presented January 2017 in Houston, Texas.

Belarmino, A., Whalen, E., Koh, Y., and Bowen, J. Sharing means caring: How the need for relationships drives guest to Airbnb. *2016 ICHRIE Conference*, Paper presented July 2016 in Dallas, Texas.

Belarmino, A. & Koh, Y. A Room with three views: Analyzing the discrepancies in three types of online travel review websites. *2^{1st} Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Paper presented January 2016 in Philadelphia, Pennsylvania.

Belarmino, A. & Koh, Y. Borders of hotel segmentation blurred: examination of room rate. *2^{1st} Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Paper presented January 2016 in Philadelphia, Pennsylvania.

Belarmino, A. & Koh, Y. Brand as an indicator of rate potential: An examination of the Holiday Inn and Holiday Inn Express. *20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Paper presented January 2015 in Tampa, Florida.

Industry Publications

DeFranco, A., Venegas, T., and **Belarmino, A.** Primary Club Metrics. HFTP Feature May, 2018.

Venegas, T. and **Belarmino, A.** A Room for Robots in Hospitality. HFTP Feature January, 2018.

Venegas, T., Ma, E., Selig, E. and **Belarmino, A.** Standards in the travel distribution industry part 1: Past, present, and future. White paper produced by HFTP in collaboration with Open Travel Alliance.

Belarmino, A. Okay Google, are apps dead? Alexa, do hotel guests want you? HFTP Connect, August 23, 2017.

Belarmino, A. Online travel agencies and occupancy tax: A proliferation of lawsuits. HFTP Connect, July 14, 2017.

Belarmino, A. How to write a good job description. HFTP Connect, November 9, 2017.

Awards and Grants

Nominated Best Paper Award at the 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism,

Winner of 3rd place in the annual ICHRIE Case Study Contest 2022

NSF Early Career Grant for \$821,244 Submitted Summer 2022. Not Funded.

NSF Dissertation Grant for \$42,860 Submitted Spring 2021. Not funded.

American Heritage Chocolate History Grant for \$19,580 Submitted Fall 2020. Not funded.

TTGRDA Grant to Fund Graduate Student, Funded \$55,000 Spring 2020 for 2020-2023.

IEHA Membership Study, International Executive Housekeepers Association, Funded Fall 2019 \$3,780.

Submitted application for American Hotel and Lodging Association Grant for \$8,400 Fall 2018 – not funded

Recipient of the 2017 West CHRIE Regional Conference Student Scholarship.

Sawtooth software graduate student grant – award winner 2017-2018

Graduate Students

PhD. Students - Chair

Whitney Mulaj, PhD. Student, Dissertation Chair, Projected Graduation Spring 2025

Junghoon Lee, PhD. Student, Dissertation Chair, Projected Graduation Spring 2027

Liheng Zhang, PhD. Student, Dissertation Chair, Graduated Fall 2022

Fatemeh Nasim Binesh, PhD. Candidate, Dissertation Chair, Graduated Summer 2022

Tevfik Demirciftci, PhD. Graduate, Dissertation Chair, Graduated Summer 2020

PhD. Students – Committee Member

Yunxuan (Carrie) Zhang, PhD. Student, Co-Chair TTGRDA Grant, Projected Graduation Spring 2023

Wen Jiang, PhD. Student, Dissertation Committee Member, Projected Graduation Spring 2023

Master's Students

Eun Young Park, M.S. Student, Pro-Paper Chair, Projected Graduation Spring 2023

Shuangyu Wu, M.S. Student, Pro-Paper Chair, Graduated Fall 2022

Yun Cai, M.S. Student, Pro-Paper Chair, Graduated Summer 2022

Ming-Chun Kuo, M.S. Student, Pro-Paper Chair, Graduation Fall 2021

Nick Hipwell, M.S. Student, Pro-Paper Chair, Graduated Spring 2020

Yi Tang, M.S. Student, Pro-Paper Chair, Graduated Spring 2020

Mallory Dietrich, Pro-Paper Chair, Graduated Fall 2019

Xiangyuan Shan, M.S. Student, Pro-Paper Chair, Graduated Fall 2019

Service

University

University Faculty Leave Committee

Member

2018-2021

Chair

2021-Present

TTDGRA Committee

2022-2023

Graduate Award Committee

2020-2021

Top Tier Recruitment, Retention, Progression and Completion Committee 2018-2019

College

On-line Education Committee

2018-2022

PhD. Admissions Committee

2019-2022

Chaired Master's Curriculum Committee

2020-2022

Amanda Mapel Belarmino

Chaired PhD. Curriculum Committee	2020-2021
Boyd Awards Committee	2019
Event Planning Committee 2020 Hospitality Graduate Conference	2019-2020
<i>Department</i>	
By-Laws Committee	2018-Present
<i>External Service</i>	
Editorial Board Member: Tourism Management Perspectives	2022-Present
Aspiring Career Editor: Tourism Management Perspectives	2021-2022

Ad-hoc reviewer (Ongoing):

Journal of Travel and Tourism Marketing
Tourism Management Perspectives
Tourism Management
International Journal of Hospitality Management
International Journal of Contemporary Hospitality Management
Journal of Hospitality and Tourism Technology
Journal of Hospitality and Tourism Research
Tourism Economics
International Journal of Tourism Cities
Cornell Hospitality Quarterly
Nutrition and Food Science
Tourism and Hospitality Research

Reviewer Annual Hospitality Graduate Conference – Finance Track 2018-Present

Reviewer, West ICHRIE Conference 2017-Present

Moderator Revenue Management Industry Panel, Hall of Honor, Conrad N. Hilton College
University of Houston October 18, 2016

Moderator, 2^{1st} Annual Graduate Education and Graduate Student Research Conference in
Hospitality and Tourism, January, 2016 in Philadelphia, Pennsylvania.

Co-President Cornell Hotel Society South Texas Chapter 2014-2016

Alumni admissions interviewer for the Statler School of Hotel Administration at Cornell
University 2004-2013

Professional Certificates and Affiliations

- HVS Hotel Valuation Certification, 2015
- CHIA - Certification in Hotel Industry Analytics, 2014

- Certificate in Revenue Management, Cornell University, 2007

Teaching Experience

University of Nevada, Las Vegas

Assistant Professor

August 2018-Present

- Taught undergraduate Hospitality Strategic Management, Facilities Management, and Revenue Management.
- Taught Managing the Research Methods, Managing the Service Experience, and Revenue Management at the Graduate Level for MHA (online master's course).
- Taught Principles and Practices of Lodging Management and Research Methods for HOS (in-person master's).
- Created online master's courses for Revenue Management (undergraduate), Revenue Management (graduate), and Strategic Management (graduate).
- Taught independent studies to doctoral students

Louisiana State University Shreveport

Adjunct Instructor

January 2018-May 2018

- Taught graduate level Casino Marketing class for online MBA program
- Temporary position for Spring and Summer 2018

University of Houston – Conrad N. Hilton College of Hotel and Restaurant Management

Revenue Management Instructor

August 2016-August 2018

- Teach undergraduate course, Principle of Hospitality Revenue Management
- Designed course using active learning techniques including syllabus development, in class assignments, debate, out-of-class assignments, and exams

Research Assistant- Hospitality Financial and Technology Professional (HFTP)

June 2017-August 2017

- Contribute to research regarding capital spending and KPI's in country clubs
- The recipient of the HFTP John Cahill Hospitality Technology Research Assistantship at the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston
- Wrote three blogs for the HFTP website
- Contributed to a project regarding jobs descriptions for finance and accounting positions in country clubs and hotels
- Assisted with data analysis regarding ratio use in private clubs

Graduate Assistant

January 2017-Present

- Assistant to Dr. Yoon Koh, conducting research regarding peer-to-peer accommodations, pricing, and forecasting methods
- Act as teaching assistant for undergraduate finance

Research Assistant

August 2015-December 2016

- Assistant to Dr. Rachel Han, conducted research regarding room rate parity
- Assisted with research regarding customer perception of revenue management techniques

Research Assistant

August 2015-May 2016

- Assistant to Dr. Mary Dawson, conducted research on Human Resources practices
- Organized literature for a meta-analysis of Strategic Human Resources Management in Hospitality

Media Contributions

1. Rivers Casino Portsmouth changes smoking policy after feedback. Brian Reese. 10 On Your Side Wavy.com Portsmouth, Virginia. <https://www.wavy.com/portsmouth-casino/rivers-casino-portsmouth-changes-smoking-policy-after-feedback/> (2023)
2. Portsmouth's casino may see competitive edge with smoking, expert says. Brian Reese. 10 On Your Side Wavy.com Portsmouth, Virginia. <https://www.wavy.com/portsmouth-casino/portsmouths-casino-may-see-competitive-advantage-allowing-smoking-expert-says/> (2023)
3. Experts skeptical Strip hotels colluded to fix hotel room rates. Rick Velotta and McKenna Ross. Las Vegas Review Journal. <https://www.reviewjournal.com/business/tourism/experts-skeptical-strip-hotels-colluded-to-fix-hotel-room-rates-2719559/> (2023)
4. Lawsuit: Las Vegas Strip hotel operators work together to artificially inflate room prices. Kim Passoth. Fox 5 Vegas. <https://www.fox5vegas.com/2023/01/26/lawsuit-las-vegas-strip-hotel-operators-work-together-artificially-inflate-room-prices/> (2023)
5. 2023 in Las Vegas: Several major projects to open amid recession worries. KNPR's State of Nevada. <https://knpr.org/show/knprs-state-of-nevada/2023-01-24/if-the-u-s-hits-another-recession-what-happens-in-southern-nevada> (2023)
6. Retail sales continued to fall in December as shoppers battled inflation. Alicia Wallace. CNN Business. <https://www.cnn.com/2023/01/18/economy/retail-sales-december/index.html>. (2023)
7. Convention, meeting industry sees recovery return in 2023. McKenna Ross. Las Vegas Review Journal. <https://www.reviewjournal.com/business/conventions/convention-meeting-industry-sees-recovery-return-in-2023-2704151/>. (2023).
8. Southwest cancels more flights, plans to resume full schedule Friday. Sabrina Schnur. Las Vegas Review Journal. <https://www.reviewjournal.com/business/tourism/southwest-cancels-more-flights-plans-to-resume-full-schedule-friday-2701783/> (2022)
9. What's in store for Vegas in 2023: Big plans, big events, big names. Paul Szydelko. Travel Weekly. <https://www.travelweekly.com/North-America-Travel/Insights/Whats-coming-in-Las-Vegas-in-2023> (2023)
10. Town Square gets green light for hotel plans on mall property. Jaclyn Schultz. Fox 5 Vegas. <https://www.fox5vegas.com/2022/11/24/town-square-gets-green-light-hotel-plans-mall-property/> (2022)
11. Packed casinos a sign of good things to come in Las Vegas. KNPR's State of Nevada. <https://knpr.org/show/knprs-state-of-nevada/2022-12-07/casinos-packed-as-las-vegas-continues-to-break-records> (2022)
12. How will inflation impact holiday shopping in Las Vegas? Kim Passoth. Fox 5 Vegas. <https://www.fox5vegas.com/2022/11/24/how-will-inflation-impact-holiday-shopping-las-vegas/> (2022)
13. Holiday Tipping Guide: Who to tip and how much. Maryalene LaPonsie. US News and World Report. <https://money.usnews.com/money/blogs/my-money/articles/your-tipping-and-gift-guide-during-the-holidays> (2022)

14. Amid persistent inflation, cash-strapped consumers are tipping less. Jessica Dickler. CNBC. <https://www.cnbc.com/2022/11/25/amid-persistent-inflation-cash-strapped-consumers-are-tipping-less.html> (2022)
15. Las Vegas to host NCAA Men's Final Four for first time ever. Caitlin Lilly and Drew Andre. Fox 5 Vegas and KOLO 8 News Now. <https://www.kolotv.com/2022/11/22/las-vegas-host-ncaa-mens-final-four-first-time-ever/> (2022)
16. Room rates are through the roof in Las Vegas. What's behind the surge? Paul Szydelko. Travel Weekly. <https://www.travelweekly.com/North-America-Travel/Insights/Las-Vegas-hotel-room-rates-set-a-record-in-September.> (2022)
17. Sky-high Las Vegas Formula 1 hotel costs are no surprise to fan base of international travelers, high-rollers. Jaclyn Schultz. Fox 5 News. <https://www.fox5vegas.com/2022/11/05/sky-high-las-vegas-formula-1-hotel-costs-are-no-surprise-fan-base-international-travelers-high-rollers/> (2022)
18. New hotel-casino proposed on Las Vegas Strip could fill void on resort corridor. Jaclyn Schulz. Fox 5 News Vegas. <https://www.fox5vegas.com/2022/11/03/new-hotel-casino-proposal-las-vegas-strip-could-fill-void-resort-corridor/> (2022)
19. Reid Airport hits another passenger record. Rick Velotta. Las Vegas Review Journal. <https://www.reviewjournal.com/business/tourism/reid-airport-hits-another-passenger-record-2632719/> (2022).
20. Hospitality lags after many Nevada job sectors bounce back to pre-pandemic levels. Las Vegas Weekly/Las Vegas Sun. <https://lasvegasweekly.com/news/2022/aug/25/hospitality-lags-many-job-sectors-bounce-back/> (2022).
21. Report: Raiders first in 2021 NFL ticket revenue. Fox 5 News. <https://www.fox5vegas.com/2022/07/20/report-raiders-first-2021-nfl-ticket-revenue/>. (2022).
22. Q&A – Amanda Belarmino. Las Vegas Weekly/Las Vegas Sun. https://lasvegassun.com/photos/galleries/2022/jul/07/0626_VI_AmandaBelarmino/#/0. (2022).
23. Will high gas prices put the brakes on spring break travelers? Channel 3 News. <https://news3lv.com/news/local/will-high-gas-prices-put-the-breaks-on-spring-break-travelers.> (2022).
24. Gas prices to put break on summer travels? Channel 3 News. <https://news3lv.com/news/local/gas-prices-to-put-break-on-summer-travels.> (2022).
25. All-Star weekend success could bring more major sports events to Las Vegas. Fox 5 News. https://www.fox5vegas.com/sports/all-star-weekend-success-could-bring-more-major-sports-events-to-las-vegas/article_01af3af6-864f-11ec-9ba5-9779fc4e3858.html (2022).
26. Hospitality insiders hope mask-free pivot brings back Las Vegas workers, businesses. Fox 5 News. https://www.fox5vegas.com/news/hospitality-insiders-hope-mask-free-pivot-brings-back-las-vegas-workers-businesses/article_86089c46-8bc4-11ec-a6a5-3b47720f4a80.html (2022).
27. Nevada riding hot streak of record gaming numbers. But will it last?, Pahrump Valley Times, <https://pvtimes.com/news/nevada-riding-hot-streak-of-record-gaming-numbers-but-will-it-last-102400/> (2021)
28. Miami Beach-style pandemonium is unlikely in Las Vegas. Here's why., Las Vegas Review Journal, <https://www.reviewjournal.com/business/tourism/miami-beach-style-pandemonium-is-unlikely-in-las-vegas-heres-why-2312449/> (2021)

29. Virgin Hotels debut may be sweet spot ahead of a ‘killer summer’, Las Vegas Review Journal, <https://www.reviewjournal.com/business/casinos-gaming/virgin-hotels-debut-may-be-sweet-spot-ahead-of-a-killer-summer-2313967/> (2021)
30. After 60 years, Henderson casino gets new name, ownership, Las Vegas Review Journal, <https://www.reviewjournal.com/business/casinos-gaming/after-60-years-henderson-casino-gets-new-name-ownership-2319040/> (2021)
31. Sands’ \$6.25B sale of Strip assets a good sign for Las Vegas, experts say, Las Vegas Review Journal, <https://www.reviewjournal.com/business/casinos-gaming/sands-6-25b-sale-of-strip-assets-a-good-sign-for-las-vegas-experts-say-2294054/> (2021)
32. Rio to undergo renovations, rebranding, Las Vegas Review Journal, <https://www.reviewjournal.com/business/casinos-gaming/rio-to-undergo-renovations-rebranding-2307798/> (2021)
33. As tourists return to Las Vegas, resorts go on a hiring spree to meet demand, CBS This morning, <https://www.cbsnews.com/video/as-tourists-return-to-las-vegas-resorts-go-on-hiring-sprees-to-meet-the-increased-demand/> (2021)
34. Station, Caesars, MGM properties approved for 100 percent casino capacity, Las Vegas Review Journal, <https://www.reviewjournal.com/business/casinos-gaming/station-caesars-mgm-properties-approved-for-100-percent-casino-capacity-2352231/> (2021)
35. Tropicana set to sell for \$308M, Las Vegas Review Journal, <https://www.reviewjournal.com/business/casinos-gaming/tropicana-set-to-sell-for-308m-2328034/> (2021)
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Guest Lectures

Professor Cathy Cheatem, Having a Lucky Day: Lodging in the Casino, Advanced Lodging Management, February 2016, March 2017, November 2017, and March 2018.

Professor Jieson Ahn, Revenue Management in Casinos: A Lodging and Gaming Perspective, April 2017 and April 2018.

Professor Yue Teng-Vaughn, Financial Reports in the Hospitality Industry, Financial Administration for the Hospitality Industry, April 2016 and September 2016

Professor Elizabeth Whalen, Casino Revenue Management, Advanced Lodging Operations, February 2016

Dr. Rachel Han, Casino Revenue Management, Pricing and Revenue Management, October, 2015

Dr. Yoon Koh, Financial Reports in the Hospitality Industry, Financial Administration for the Hospitality Industry, September, 2015

Hospitality Management Experience

Courtyard by Marriott Houston Medical Center, Houston, Texas

Operations Manager

July 2014-August 2015

- Acted as food and beverage manager for a select service property including purchasing, cost controls, and negotiating prices with vendors
- Decreased food cost by improving inventory and accounting practices in the Bistro
- Responsible for reconciling bi-monthly payroll, accounts payables, and accounts receivables

McAlister's Deli University of Houston, Houston, Texas

General Manager

July 2013-June 2014

- Oversaw day to day operations of a high volume fast-casual restaurant
- Responsible for all hiring, training, and food cost controls
- Increased sales 18% year over year through Greek Life challenge promotion and catering promotions

McAlister's Deli, Champaign, Illinois

General Manager

October 2011-May 2013

- Oversaw all aspects of a \$1 million a year restaurant including personnel, purchasing, general ledger entries, and profit and loss statements
- Created tiered and rated interview system for evaluating candidates
- Negotiated contracts with vendors for building maintenance, landscaping, and produce purchases

Buffalo Wild Wings, Savoy, Illinois

Front of House and Kitchen Manager

February 2010-September 2011

- Scheduled, hired, and trained servers, greeters, and cashiers in a \$3 million a year sports bar
- Trained new servers on alcohol awareness and kitchen team members on proper food handling
- Conducted weekly food inventory and reconciled food and beverage costs

Holiday Inn Express, Urbana, Illinois

Assistant General Manager

September 2009-January 2010

- Assisted with overseeing all aspects of operating a limited service hotel including day of arrival rate changes
- Managed day to day operations including direct supervision of 20 employees in 5 different departments

(Experience prior to September 2009 under Amanda Mapel)

Plaza and Vegas Club Hotels, Las Vegas, Nevada

Reservations and Revenue Manager

October 2008-July 2009

- Created a spreadsheet to track demand and increased revenue through same day price change program.
- Utilized third party partnerships to increase occupancy for two hotels.

- Oversaw a reservations department including 3 Reservations Supervisors and 1 Revenue Supervisor

Caesar's Entertainment

February 2004-October 2008

Caesars Palace, Las Vegas, Nevada

Senior Training Specialist

March 2008-October 2008

- Mentored training specialists to individualize standardized new hire orientation training
- Assisted with Vocational English and Spanish training courses, including course development
- Conducted 4-day new hire training for new hires for 7 hotels on the Las Vegas Strip

Harrah's Las Vegas, Las Vegas, Nevada

Citywide Business Strategy - Property Revenue Manager

May 2007-March 2008

- Used demand models to strategically price a 3-star hotel in order to maximize revenue and increased FIT ADR by \$9 year over year
- Worked with the Casino Event Management Team to schedule casino events during periods of low occupancy
- Evaluated sales groups based on their total contribution to determine the appropriate rates
- Coordinated details of relocation for 747 room nights per night for 25 nights in October 2007
- Earned Leader of the Quarter and Revenue Manager of the Quarter for Relocation Fourth Quarter 2007

Hotel Training Manager

May 2006-May 2007

- Developed and used a hotel system training program for front desk and VIP Services agents
- Created and gave classroom developmental training for line supervisors on conducting performance appraisals, coaching team members, interviewing applicants, and giving positive feedback
- Changed room types in hotel PMS system and created same day revenue management standards
- Assisted with opening the hotel for Harrah's New Orleans including: creating downtime procedures and training supervisors on the advanced elements of the PMS system
- Earned Manager of the Quarter Second Quarter 2007

Assistant Manager Front Services

October 2005-May 2006

- Hired, supervised, and evaluated a staff of 72 at the Valet and Bell Stand
- Wrote training manuals for valet, bellmen, dispatchers, doormen, and baggage handlers
- Increased customer service scores for the Valet department through an employee incentive program

Assistant Manager VIP Services

February 2004-October 2005

- Oversaw day to day operations of the front desk for high end Casino players
- Hired, trained, supervised, and evaluated VIP Services Agents
- Completed weekly schedules and payroll
- Assisted with opening of a new hotel tower at the Harrah's Rincon in December 2004

Executemps Southwest, Inc., Phoenix, Arizona

Account Manager

March 2003-January 2004

- Acted as the primary account manager for the Scottsdale School District
- Worked as an onsite banquet captain at the Phoenix Convention Center for large events
- Assisted with conducting banquet server training classes

Arizona Biltmore Resort & Spa, Phoenix, Arizona

Housekeeping Manager

April 2001-March 2003

- Worked day and evening shifts for a full-service housekeeping department
- Acted as interim Laundry Manager for one month
- Created room attendant training program and created a pictorial based training manual to be used by non-English speaking team members
- Won Manager of the Month

Hyatt Regency Monterey, Monterey, California

Corporate Management Trainee and Project Manager

May 2000-April 2001

- Completed six-month rotational training internship
- Acted as hotel liaison to contractors for a multimillion dollar public area and corridor renovation
- Recruited and trained team members from other departments to complete preventative maintenance tasks