**Amanda Mapel Belarmino, PhD.**

**Assistant Professor, University of Nevada Las Vegas**

**amanda.belarmino@unlv.edu**

**Education**

**University of Houston, Houston, Texas**

Ph.D. in Hospitality Administration 2015-2018

**University of Houston, Houston, Texas**

Masters of Science in Hospitality Management 2013-2015

**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

**Publications**

**Belarmino, A.**, Whalen, E., Koh, Y., & Bowen, J. (2017). Comparing key guest attributes of peer-to-peer accommodations and hotels: A Mixed Methods Approach, *Current Issues in Tourism,* 1-7. https://doi.org/10.1080/13683500.2017.1293623

Madera, J., Dawson, M., Guichat, P., & **Belarmino, A.** (2017).Strategic human resources management research in hospitality and tourism: a review of current literature and suggestions for the future*, International Journal of Contemporary Hospitality Management. 29*(1), 48-67. https://doi.org/10.1108/IJCHM-02-2016-0051

**Belarmino, A.** & Koh, Y. (Accepted) How E-WOM motivations vary by review website, *International Journal of Contemporary Hospitality Management*.

**Papers Under Review**

**Belarmino, A.,** Koh, Y., & Shin, H. Blurred lines: Comparing room rate, star rating, and user-generated content for full-service and select-service hotels. *Cornell Hospitality Quarterly.* Under second revision.

**Belarmino, A.** & Koh, Y. A critical review of research into peer-to-peer accommodations. *International Journal of Hospitality Management.* Under first review.

**Working Papers**

**Belarmino, A.** & Whalen, E. Did Vermont tourism feel the Bern? Measuring the impact of Bernie Sander’s presidential campaign on hotel, restaurant, and alcohol revenue in Vermont. Target: *Tourism Management*. Stage: Data Analysis

Koh, Y., **Belarmino, A.** & Kim, M.G. Good fences make good neighbors: An examination of

revenue management practices peer-to-peer accommodations. Target: *International Journal of*

*Hospitality Management.* Stage: Data analysis.

Koh, Y., **Belarmino, A.** & Kim, M. G. Exposing the invisible hand: What influences supply

changes in P2P accommodations? Target: *Journal of Travel and Tourism Marketing.* Stage: Data

analysis.

**Belarmino, A.** & Koh, Y. An Odd Couple: Can peer-to-peer accommodations act as lodging stepping stone for mega events? Target: *Cornell Hospitality Quarterly.* Stage: Data collection.

**Belarmino, A.** & Koh, Y. When the party’s over: How mega-events influence P2P accommodation owners’ intention to remain in the market. Target: *Tourism Management.* Stage: Data collection.

Taylor, S., Whalen, E., & **Belarmino, A.** Craft beer aficionados welcome: How source attractiveness and risk perceptions influence intentions for social exchange. Target: *International journal of Hospitality Management*. State: Data collection.

**Belarmino, A.** & Koh, Y. Battle of the Titans: Comparing Airbnb and VRBO listing in Austin, Texas. Target: *Tourism Management.* Stage: Final revision.

**Belarmino, A.** & Koh, Y. Analyzing Airbnb’s use of anti-consumerist language. Target: *International Journal of Hospitality Management.* Stage: Final revision.

**Belarmino, A.** & Koh, Y. Bidding for placement: Understanding Expedia booking patterns, Target: *Cornell Hospitality Quarterly.* Stage: Discussion writing

**Belarmino, A.** & Koh, Y. One size does not fit all: Hotel forecasting by booking channel. Target: *Journal of Travel Research.* Stage: Discussion writing

**Belarmino, A.** & Koh, Y. How to forecast citywide ADR. Target: *International Journal of Contemporary Hospitality Management.* Stage: Discussion writing

**Conference Proceedings**

**Belarmino, A.** & Koh, Y. Analyzing Airbnb’s use of anti-consumerist language.*23nd 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. *21st 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. *21st 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., 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.

**Professional Certificates and Affiliations**

* HVS Hotel Valuation Certification, 2015
* CHIA - Certification in Hotel Industry Analytics, 2014
* Certificate in Revenue Management, Cornell University, 2007

**Research and Teaching Experience**

**University of Nevada, Las Vegas**

*Assistant Professor* August 2018-Present

* Teach undergraduate Hospitality Strategic Management

**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

**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

**Service**

Ad-hoc reviewer, Journal of Travel and Tourism Marketing 2017.

Reviewer, West ICHRIE Conference 2017.

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

Moderator, 21st 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

**Awards and Grants**

Recipient of the 2017 West CHRIE Regional Conference Student Scholarship.

Sawtwooth software graduate student grant – award winner 2017-2018

**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