

WILLIAM C. GARTNER

University of Minnesota
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PERSONAL DETAILS

<i>Nationality</i>	USA
<i>Date of Birth</i>	5 March 1952

EDUCATION

Ph.D. 1981. Michigan State University, Department of Resource Development.
Specialty: Resource Economics.

M.S. 1976. University of Delaware, Department of Agricultural and Food Economics.
Specialty: Recreation Economics.

B.S. 1974. Michigan State University, Department of Resource Development.

SUMMARY OF PROFESSIONAL EXPERIENCE

Bill Gartner is a Professor of Applied Economics and Extension Educator with the University Of Minnesota Tourism Center, with 24 years experience as project manager, university administrator, teacher, researcher, trainer, and international tourism development consultant. He has significant experience in curriculum development, tourism planning, small scale enterprise assessment, institutional assessment and capacity development, tourism organization development, strategic planning and project development and management. He has published in numerous academic journals and serves on the advisory/editorial board for the leading journals in tourism. His books, *Tourism Development: Principles, Processes, Policies*, published by Van Nostrand Reinhold in 1996 and *Trends in Outdoor Recreation, Leisure and Tourism* published by CABI in 2000 are widely used internationally.

EMPLOYMENT HISTORY

Professor of Applied Economics and Extension Educator with the Tourism Center, University of Minnesota (2000-present)

Tourism Center, University of Minnesota Extension Service, Director; Department of Applied Economics, University of Minnesota, Professor (1996-2000).

Tourism Center, University of Minnesota Extension Service, Director; Department of Applied Economics, University of Minnesota Associate, tenured Professor (1993-1996).

Department of Hospitality and Tourism, University of Wisconsin-Stout, Graduate Program Director (1986-1991) and Associate Professor (1986-1992).

Institute of Outdoor Recreation and Tourism, Director; and Department of Forest Resources, Assistant Research Professor, Utah State University (1982-1986).

Department of Parks and Recreation Resources, Michigan State University, Specialist, (1980-1981).

LANGUAGES

English (native speaker), some reading comprehension of Spanish and French.

SIGNIFICANT INTERNATIONAL LEADERSHIP POSITIONS

President, International Academy for the Study of Tourism (2000-2003)

Vice President, International Academy for the Study of Tourism (1998-1999).

Secretary, International Academy for the Study of Tourism (1994-1997).

Board of Directors, 2000 International Outdoor Recreation and Trends Symposium.

INTERNATIONAL EXPERIENCE

Training Consultant, China. Conducted training programs for front line and management personnel in the hospitality and tourism industry. (UNDP)

Ecotourism, Mexico. Organized and led an eco-tourism trip to the states of Quintana Roo and Yucatan.

Research Consultant, China. Assessment of the Impact of Tiananmen Square conflict. (China National Tourism Administration)

Institutional Capacity Development Consultant, Slovenia. Member of a three-person team which developed the framework for the establishment of an International Tourism Institute at the University of Maribor, Slovenia (Kompas International, University of Maribor, and the Midwestern Universities Consortium for International Activities)

Curriculum and Program Development Consultant, Slovenia. Reviewed curriculum, research potential, employee needs, and institutional framework for the College of Hotel and Tourism Administration in Portoroz. (Kompas International and College of Hotel and Tourism Administration)

Tourism Assessment Consultant, Israel. Conducted a tourism assessment of the Kinneret (Galilee) region. The final report contained recommendations for establishing a tourism organization, developing new markets, attraction enhancement and development, training programs, community appearance enhancement, and research needs. (United Jewish Fund and Council of Saint Paul, Minnesota and the Jewish Agency, Israel)

Image Assessment Consultant, Korea. Conducted a touristic image assessment of Seoul with a Korean counterpart. (Korea National Tourist Council)

Tourism Marketing Consultant, Ghana. Member of a six person team that conducted a site assessment and completed a proposal for the Historic Preservation and Natural Resource Conservation (HPNRC) project in the Central Region. (Midwestern Universities Consortium for International Activities)

Tourism Marketing and Promotion Consultant, Ghana. Developed and delivered workplan activities for the HPNRC project in Ghana. (University of Minnesota)

Project Manager, Ghana. Upon assuming the position of Director of the Tourism Center, University of Minnesota, took over management of the HPNRC project in Ghana. Project management activities involved workplan development and implementation including hiring consultants, reviewing and approving all project activities and financial control for four years. Specific workplan activities are highlighted below.

Presenter. Attended conferences and delivered papers/presentations, in addition to those listed above, in Canada, Egypt, France, Hungary, Israel, Malaysia, Mexico, New Zealand, South Africa, Trinidad and Tobago, Costa Rica, China, Korea, Brazil, Finland, and Turkey.

Budget Analyst. Provided recommendations to the Jewish Agency (Partnership 2000) regarding budget priorities for tourism development in the Kinneret region.

Demand Assessment Consultant. Conducted research to identify adventure travel demand segments for the country of Peru. Examined individual demand as well as institutional demand for Peruvian tourism products (Chemonics International)

International Visiting Faculty (2003- 2008), MTEE and PhD Programs at the UIB campus, Mallorca, Spain.

Guest Researcher (August, 2000), Center for Regional Tourism (CRT), Bornholm, Denmark

Senior Guest Researcher (March 2003), Finnish University Network for Tourism Studies and Lake Tourism Project, University of Joensuu, Savonlinna, Finland.

INTERNATIONAL PROJECT EXPERIENCE NOT DETAILED ABOVE

Training

Conducted training programs and exercises on SWOT (strengths, weaknesses, opportunities, threats) analysis; market segmentation using the African-American market as a case study; tour operator management; pricing, cost control, and feasibility analysis for small scale enterprises; marketing and promotion; and research methods. Training was delivered to personnel of the Ghana Tourist Board, Ghana Ministry of Tourism, private sector tour operators in Ghana, and the Ghana Hoteliers Association (Western and Central regions).

Provided financial support and organized training of hotel/restaurant staff of Central Region small scale enterprises in customer service, sanitation, operation management, and employee responsibilities.

Institutional Assessment and Capacity Building

Established the Ghana Tourism Federation (GHATOF) which represents all private sector tourism interests and associations in Ghana. Received the Shield of Honour from GHATOF for pioneering efforts and assistance in the establishment of GHATOF as the umbrella body for tourism practitioners.

Organized and supported the first two National Tourism Conferences under the auspices of the Ghana Tourist Board and Ministry of Tourism. Hired consultants to provide training sessions at the conference and led workshops to develop a national tourism strategy.

Hired consultants and staff for the Ministry of Tourism to provide a data collection and analysis system for Ghana and its Central Region.

Organized and developed work and training programs for the Ghana Tourist Board especially the Central Region staff.

Created an entrepreneurial grant programs for small scale enterprises to encourage partnership activities with the intent of creating new attractions and activity opportunities in Ghana's Central Region.

Conducted tourism planning assessments for each of Ghana's regions and worked with the Ghana Tourist Board and the Ministry of Tourism on the national tourism plan.

Reviewed feasibility studies for many small scale enterprises in the Central Region.

Conducted a micro-economic plus business expansion assessment of tourism dependent small scale enterprises in Ghana's Central Region. Study results were shared with infrastructure providers and businesses at regional conference. Identified training needs including customer service skills, business operations and management, and financial analysis and controls. Training was conducted to meet some of these needs.

Recommended the framework, committee structure, partnership opportunities and workplan activities for the creation of a regional tourism organization in the Kinneret Region of Israel. The recommendations have been accepted and the organization exists but will require additional assistance before it achieves its mission (1997). In April 1998 I assisted in the official formation of the regional tourism organization including the creation of a Policy Board, Advisory Board, Executive Council, Subcommittees, and support groups (i.e. research and development, Planning) for the Executive. Assisted subcommittees develop workplan activities.

Promotion and Marketing

Created Ghana Central Region marketing brochure, Central Region tourist map, had posters designed to for use at trade shows, and supervised the creation of an events calendar for the Central Region.

Funded the development of en-route outdoor advertising for the Central Region including entering into a partnership arrangement with Kumasi Brewery for additional outdoor advertising.

Sponsored the 1994 Africa Travel Conference which hosted over 400 conference delegates in the Central Region. Received the "Outstanding Service as it Pertains to the Continent" award from the Africa Travel Association.

Entered into a partnership arrangement to support the development of the Masamagor Bamboo Orchestra in Ghana's Central Region.

Provided financial and technical assistance for the marketing and promotion of festivals and events.

Enhanced awareness of Central Region attractions by offering familiarization (FAM) trips to social groups and clubs in Accra. This activity was responsible for greatly increasing domestic travel to the Region.

Funded conference activities intended to create additional activity options for the Central Region (e.g. Slave Route Project).

Recommended new marketing strategies and a refinement of the present marketing program for the Kinneret region in Israel.

Project Management for HPNRC

Developed a strategic vision for the project in cooperation with the Tourist Board.

Developed annual workplans and wrote quarterly business reports for the tourism marketing and promotion component (tourism).

Presented new initiatives to project personnel including USAID.

Managed separate budgets in Ghana and in the U.S. for the tourism component.

Final decision maker for all expenditures for the tourism component.

OTHER RELEVANT PROFESSIONAL EXPERIENCE

Taught numerous university courses including Introduction to Tourism, Development of Tourist Attractions, Tourism Marketing, Social Cultural System of Tourism, Research Interpretation for Hospitality and Tourism, and Resort Operations.

Taught shortcourses in Tourism Planning (George Washington University), Tourism Marketing (Utah State University), Regional Economics (Utah State University), Seminar in Tourism Planning (Universidad de las Islas Baleares, Spain), and Tourism and Culture for the Institute of Tourism Studies (IFT), Macau, China.

Numerous keynote presentations on Tourism Marketing, Tourism Planning, Tourism Development, and Recreation and Tourism Trends.

Secured and managed over \$3 million in external funding for research, training, program development, and international development activities as part of my University duties.

Designed many public/private partnerships to develop and deliver University programs.

SELECTED PUBLICATIONS AND PAPERS

Books

Gartner, William C. and David W. Lime, editors. *Trends in Outdoor Recreation, Leisure and Tourism*. 2000, London: CABI.

Gartner, William C. *Tourism Development: Principles, Processes, Policies*. 1996, New York: Van Nostrand Reinhold.

Book Chapters

"The Big Picture: A Synopsis of Contributions" (co-author David W. Lime) in *Trends in Outdoor Recreation, Leisure and Tourism*, edited by W. Gartner and D. Lime. 2000, London: CABI.

"So What: Implications of Trends for Management, Public Policy, Marketing and Planning" (co-author David W. Lime) in *Trends in Outdoor Recreation, Leisure and Tourism*, edited by W. Gartner and D. Lime. 2000, London: CABI.

"Small Scale Enterprises in the Tourism Industry in Ghana's Central Region," in *Contemporary Issues in Tourism Development*, edited by D. Pearce and R. Butler, International Academy for the Study of Tourism. pp158-175, 1999, London: Routledge.

"Image Formation Process" in *Communication and Channel Systems in Tourism*, edited by M. Uysal and D. Fesenmaier, pp. 191-216. 1995, New York: Haworth Press Inc.

"Tour Operators' Role in the Tourism Distribution System: An Indonesian Case Study" (co-author, Thamrin Bachri) in *Global Tourism Behavior*, edited by M. Uysal, pp. 161-180. 1994, New York: International Business Press.

"Image and Sustainable Tourism" in *Sustainable Tourism Development*, edited by Salah Wahab and John Pigram. 1997, London: Routledge.

Multiple Entries in *Encyclopedia of Tourism*, edited by Jafar Jafari, 2000, London and New York: Routledge. Entries by W. C Gartner: Supply, pp564-565; Knowledge Acquisition, pp 344-345; Infrastructure, pp309-310; Image, pp 295-296; Destination Image, p 296; Travel Advisory, p 601; Decision Making, p 134; Repeat Tourist, p 501.

Journals

1995 Gartner, William C., Donald Jackson, Charles Hutchinson, and Vera Hyatt, "An Integrated Tourism Development Project: The Central Region of Ghana." *Visions in Leisure and Business* 14(2):13-23.

1994 Gartner, William C. and Thamrin Bachri, "Tour Operators Role in the Tourism Distribution System," *Journal of International Consumer Marketing*, 6 (4).

- 1993 Gartner, William C., "Image Formation Process," *Journal of Travel and Tourism Marketing*, 2 (3): 191-212.
- 1992 Gartner, William C. and Jinqing Shen. "The Impact of Tiananmen Square on China's Tourism Image." *Journal of Travel Research*, 30(4):47-52.
- 1991 Shen, Jinqing and William C. Gartner, "Mature Market's International Travel Characteristics and Images of the People's Republic of China." *Visions in Leisure and Business*, 9(4):64-77.
- 1990 Gang-Jeong Hoan, Jafar Jafari, and William C. Gartner. "Expectations of the 1988 Seoul Olympics: A Korean Perspective." *Tourism Recreation Research*, #1.
- 1990 Irwin, P.N., William C. Gartner and Carolyn C. Phelps. "Mexican-American/Anglo Cultural Differences as Recreation Style Determinants." *Leisure Sciences* (12):335-348.

Selected Papers and Presentations

- 2000 Gartner, William C., "Tourism Development: Assistance from the State?" Presented at Tourism Summits, Chamonix Mont-Blanc, France, December. Published in Proceedings.
- 2000 Gartner, William C., "Tourism, Development Economics and Sustainable Development", University of Waterloo Tourism Lecture Series, October.
- 2000 Gartner, William C., "How to Measure Tourism's Economic Impact" Presentation at the Owatonna Economic Opportunity Day, December.
- 2000 Gartner, William C., "Tourism Development and Policies in the Southern African Region", presentation at the South African Development Community Trade and Investment Forum, St. Paul, Minnesota, April.
- 2000 Gartner, William C. "Principles of Rural Tourism Development" Paper presented at the 7th Congress on Food Security, Agriculture and Rural Development. Bologna, Italy. June.
- 2000 Gartner, W.C. and L. Limback, "Reducing Barriers", St. Paul Legal Ledger, Legal Ledger Inc:Minneapolis. April.
- 1999 Gartner, William C. "Minnesota's Transportation Barriers Inhibiting International Tourist Increases". Presented to the Metropolitan Airport Commission (MAC) for the Minneapolis/ St. Paul International Airport.
- 1999 Gartner, William C. "Tourism and Multi-Sector Policy" Basic report for the 49th International Association of Scientific Experts in Tourism (AIEST) Congress in Portoroz, Slovenia, September. Published in proceedings, pp157-172, vol 41. Switzerland: AIEST.
- 1996 Gartner, William C. "An Integrated Tourism Development Project: The Central Region of Ghana" The First International Conference on Urban and Regional Tourism:

Balancing the Economy and the Ecology, Potchefstroom, Northwest Province, South Africa, January. Published in proceedings 251-260.

1995 Gartner, William C., "Development of a National Tourism Information System: Case Study in Ghana," Presentation at the 4th International Management and Development Association Meeting, Istanbul, Turkey, July. Published in proceedings, pp 350-355.

1993 Gartner, William C., Kwasi Agbley, and Barbara Koth. "Financing Tourism Development in Ghana: A Natural Resources Conservation and Historic Preservation Project in the Central Region" paper presented at the First Annual Conference on Investments and Financing for the Tourism Industry. Jerusalem, Israel, May. Published in proceedings.