

William C. Gartner

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Vita Summary

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

WORK EXPERIENCE

- 2000-present Professor of Applied Economics and Extension Educator, University of Minnesota
- 1996-2000 Director, Tourism Center–University of Minnesota Extension Service, Professor of Applied Economics, University of Minnesota
- 1993-1996 Director, Tourism Center–University of Minnesota Extension Service. Associate Professor (tenured) of Applied Economics, University of Minnesota
- 1986-1992 Associate Professor, Department of Hospitality and Tourism; Graduate Program Director (1986-1991), Hospitality and Tourism, University of Wisconsin-Stout
- 1982-1986 Director, Institute of Outdoor Recreation and Tourism; Assistant Research Professor, Forest Resources, Utah State University
- 1980-1981 Specialist, Department of Parks and Recreation Resources, Michigan State University

GRANTS and CONTRACTS

As principal investigator over \$3.5 million for research, training, program development, and international development.

KEY QUALIFICATIONS

Extensive International Tourism Development Experience in Africa, China, Eastern Europe, Middle East and South America (see last page for more detail).

Regional Tourism Development Specialist with primary focus on image assessment, destination branding, product positioning, impact analysis, rural tourism, marketing, policy, and transportation.

Tourism Transportation Specialist

Program/Project Administration

Natural Resource Development Background

ELECTED LEADERSHIP POSITIONS

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|-----------|---|
| 2006-2008 | Board Chair, International Tourism Science Association |
| 2002-2010 | Committee member–International Association of Scientific Experts in Tourism (Aiest) |
| 2004-2007 | Board Chair–International Academy for the Study of Tourism |
| 2000-2003 | President–International Academy for the Study of Tourism |
| 1998-1999 | Vice President–International Academy for the Study of Tourism |
| 1994-1997 | Secretary–International Academy for the Study of Tourism |
| 1995 | Chairman of the Board–CenStates Travel and Tourism Research Association (TTRA) |
| 1994 | President–CenStates Travel and Tourism Research Association (TTRA) |
| 1993 | Vice President–CenStates Travel and Tourism Research Association (TTRA) |
| 1993-1995 | Co-coordinator for the 1995 International Outdoor Recreation and Tourism Trends Symposium |
| 1991-1993 | Secretary–CenStates Travel and Tourism Research Association (TTRA) |

AWARDS AND RECOGNITION

Explorer Award given to the Minnesota Tourism Promotion Coalition (Member) by the Minnesota Office of Tourism, Department of Trade and Economic Development, 2000.

CenStates Chapter of the Travel and Tourism Research Association, Annual President's Award in Recognition of Outstanding Contributions to the Travel and Tourism Research Association, CenStates Chapter, 1995.

Shield of Honour from the Ghana Tourism Federation (GHATOF) awarded to Bill Gartner for his pioneering role and assistance in the establishment of GHATOF as the umbrella body for tourism trade practitioners.

Tourism Center awarded "Outstanding Service as it Pertains to the Continent" by the Africa Travel Association, May 1994.

Guest-in-Residence at Farmamerica, Waseca, MN. September, 2000.

Guest Researcher at the Danish Research Center, Bornholm, 2000.

Visiting Professor, Institute for Tourism Studies, Macau. China 2001-2007.

Senior Guest Researcher appointment at the University of Joensuu, Finland and the Finnish Network for Tourism Studies, 2003.

Guest Lecturer, International Tourism Hospitality Academy at Sea, University of Zagreb, 2005-present.

Visiting Professor (sabbatical leave), Faculty of Applied Economics, Universitat de les Illes Balears, Palma de Majorca, Spain 2006.

Overseas Residential Research Scholar (sabbatical leave), Institute of Tourism Studies, Macau China, 2006.

Visiting Professor, School of Hotel and Tourism Management, Hong Kong Polytechnic University, Hong Kong, China 2007.

Visiting Professor (sabbatical leave), Izmir Economics University, Izmir, Turkey 2007.

Visiting Professor, Faculty of Economics, University of Ljubljana, Slovenia 2007-present.

Visiting Professor, Munich University of Applied Sciences, Department of Tourism, 2007-present.

Honorary Dean, Faculty of International Tourism, Macau University of Science and Technology, Macau, China 2007-2009.

Visiting Professor, Faculty of Economics, University of Zagreb, Croatia, 2010-present.

Outstanding Author Contribution, Emerald Publishing Literati Award for best book Chapter in one of their book series. My chapter was "Deconstructing Brand Equity" in *Tourism Branding: Communities in Action*, Edited by L. Cai, W.C. Gartner and A.M. Munar 2011.

Member of the Review Panel for the School of Hotel and Tourism Management, Hong Kong Poly University, 2007 and 2012.

Departmental Advisor for the School of Hotel and Tourism Management, Hong Kong Poly University, 2013-2015.

EDUCATION

Michigan State University, Ph.D. in Resource Development, 1981, Area of Specialty: Resource Economics. Dissertation Title: *A Study of Owner Characteristics, Home Development, and Land Value Determinants in Selected Areas of Michigan's Northern Lower Peninsula.*

University of Delaware, M.S. in Agricultural Economics, 1976. Thesis Title: *A Benefit-Cost Analysis of Selected Delaware State Park Development Plans.*

Michigan State University, B.S. in Resource Development, 1974.

PROFESSIONAL EXPERIENCE

2000-present

Professor of Applied Economics and Extension Educator, University of Minnesota.

1996-2000

Director, Tourism Center, University of Minnesota Extension Service.

Professor (tenured), Department of Applied Economics, University of Minnesota.

1993-1996

Director, Tourism Center, University of Minnesota Extension Service.

Associate Professor (tenured), Department of Agricultural and Applied Economics, University of Minnesota.

Major Program Accomplishments:

- FTE increase from 3 in 1993 to 7 in 2000
- Development of a Research Unit
- Development and Revision of Extension Programs from 1 in 1993 to 5 in 2000

Grants and Contracts include:

Northern Grapes Project, Marketing and Economics team leader. This project involves multiple universities and numerous projects. Projects for which I am P.I. include Baseline Monitoring and Economic Impact of Vineyards and Wineries in the Cold Hardy Grape Growing States and a Policy Analysis of Winery Policy in the 50 States. Funded by USDA under the Specialty Crop Initiative Program, \$103,000.

Branding for the Minnesota Historical Society. This study is being done in collaboration with the Tourism Center. Ingrid Schneider is the P.I and I am the Co P.I. It is funded at \$45,000.

Tourism and Poverty Alleviation, Funded by the Center for International Food and Agriculture Policy (CIFAP) with Manuel Vanegas and Ben Senauer, \$15,000.

MNDOT Office of Aeronautics, Update of the Small/Medium Size Airport Economic Impact Calculator and Estimate the Statewide Economic Impact of all Airports in the State, \$44,426.

Hong Kong Polytechnic University Research Grants Program, An Economic Analysis of Visa Regulations with Haiyan Song (P.I.) and Asli Tasci (Co-P.I.), \$35,000.

Economic Impact of Grape Growing and Wineries in Minnesota, Funded by the University of Minnesota Sustainable Regional Partnerships and the Minnesota Grape Growers Association, \$30,000.

Visitor Profile for Five Communities, \$25,000, Funded by the Communities of Fairmont, Blue Earth, Jackson, Worthington and Albert Lea. Partial funding provided by the Curtis Carlson Tourism Center Chair.

Development of an Economic Impact Calculator for Small and Medium Size Airports in Minnesota. \$157,000. Funded by the Center for Transportation Studies, University of Minnesota and the Minnesota Department of Transportation Aeronautics.

Economic Impact and Benefits Derived from Trout and Salmon (Coldwater) Fishing in the State of Minnesota, \$67,000, Funded by the Department of Natural Resources, State of Minnesota. Final Report available at www.tourism.umn.edu/research

Visitor Profile for Five Minnesota Communities (funded by MN Office of Tourism: \$100,000). Final report available at www.tourism.umn.edu/research

Historic Preservation and National Resource Conservation Project in Ghana (funded by USAID; \$900,000)
Transportation Barriers to Increasing Minnesota's Share of International Visitation (funded by Minnesota Department of Transportation; \$120,000. Final report available at www.tourism.umn.edu/research

Attributes and Amenities of Highway Systems Important to Tourists (funded by Minnesota Department of Transportation; \$154,000). Final report available at www.tourism.umn.edu/research

Development of a customer service program (funded by the University of Minnesota Extension Service; \$340,000).

Numerous projects funded through proceeds from the Carlson Chair in Tourism, Travel and Hospitality.

The Director also engages in duties as they pertain to faculty appointment. These duties include serving on graduate student committees (Ph.D. and M.S.), departmental and University committees.

I also teach Applied Economics Class 4311, Tourism Development: Principles, Processes and Policies in the Spring Semester. This is now an on line course.

1986-1992

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

1. Taught 7-11 credits per semester accounting for approximately 250 student credit hours. Courses taught:

Undergraduate

245-240	Introduction to Tourism
245-340	Development of Tourist Attractions
245-441	Tourism Marketing

Graduate

245-640	Socio-Cultural System of Tourism
245-710	Issues in Hospitality and Tourism
245-780	Seminar in Hospitality and Tourism
245-747	Research Interpretation for Hospitality and Tourism
245-644	Resort Operations
245-681	Special Problems: Tourism Marketing
	Special Problems: Community Tourism Development
	Special Problems: Alternative Forms of Tourism

2. The program director's primary responsibilities include academic advising for all students, program review and revisions and representing the program on school and university committees. The director must initiate cooperative relationships with faculty and departments to develop needed courses and secure funding for students.

3. Grants and Contracts

- 1990 Northern Illinois Conference and Meeting Planner Study, funded by the Wisconsin Department of Development, Division of Tourism and the Wisconsin Association of Convention and Visitors Bureau.
- 1990 Numerous small grants from Wisconsin communities to fund student thesis research.
- 1989-1990 Image of China, funded by the China National Tourist Office, New York.
- 1989-1990 Rural Tourism Development, funded by the University of Wisconsin Extension.
- 1988 Image of Wisconsin, funded by the University of Wisconsin-Stout Foundation.
- 1988 Image of Minnesota, funded by Minnesota Office of Tourism.
- 1987 Hospitality and Tourism Research Center, funded by the University of Wisconsin-Stout Foundation.

4. Served on various department, school and university committees including Chair of the School Faculty Governance Council.

5. Major Program Accomplishments. A revision of the Hospitality and Tourism program which established separate concentrations for Hospitality and Tourism and a publish option. This option substitutes for a thesis and requires a student to have a manuscript accepted by a professional refereed journal to fulfill the intellectual inquiry component of the program.

- 1991 Program student received an Honorable Mention Award from the CenStates Chapter of the Travel and Tourism Research Association (TTRA) Research Paper Competition. Served as Research Advisor for this student.
- 1991 Program student received an Honorable Mention Award in the Travel and Tourism Research Association (TTRA) Student Paper Competition. Served as Research Advisor for this student.
- 1990 Program student received second place in the American Society of Travel Agents thesis competition. Served as research advisor for this student.
- 1989 Successful UW System Board of Regents Review.
- 1989 Program student awarded Desmond Slattery Marketing Award. Travel and Tourism Research Association (TTRA) (co-author).
- 1989 Program students awarded first and sixth place in the Travel and Tourism Research Association (TTRA) Student Paper Competition. Served as research advisor for the first place winner.
- 1988 Program student awarded gold medal in the Upper Midwest Hospitality Show, and the bronze medal in the Culinary Olympics.
- 1988 Program students awarded first, second, third and sixth place in the Travel and Tourism Research Association (TTRA) student paper competition.
- 1987 Program student awarded first place in the Travel and Tourism Research Association (TTRA) student paper competition.
- 1987 Secured funding for the establishment of the Center for Hospitality and Tourism Research.

1982-1986

Utah State University. Director, Institute of Outdoor Recreation and Tourism, Department of Forest Resources.

Appointment: 60% Extension/Administration, 30% Research, 10% Teaching

The Institute of Outdoor Recreation and Tourism, established in 1968, conducted contract travel research. Primary clients were Utah agencies, although Institute members were involved in research outside the state boundaries, including international efforts. Primary duties of the Director were:

1. Maintain liaison with all segments of Utah's travel industry, including State Division of Travel Development, State Promotional Regions, County Economic Development Agencies and Private Sector organizations. Provide consulting services to Utah's travel advertising agencies to help design promotional campaigns.
2. Acquire contracts and grants.
3. Supervise technicians and graduate students.
4. Conduct tourism training programs for cities and counties.
5. Provide consulting services for the public and private sector.
6. Administer an intensive training program entitled "Professional Development for "Outdoor Recreation Planners/Managers." Students enrolled in the program received three weeks of on-campus training provided by instructors selected as the best in their field. Each student was required to prepare a paper which incorporated course concepts. Students presented their paper to a panel of three federal agency and two university personnel approximately nine months after on-campus training. As director of the program, it was my duty to identify course topics, select instructors and act as an academic adviser for each student. Target group for the course was mid-career federal agency professionals with the primary sponsor the USDA-Forest Service, Recreation Division. I also taught modules in the program on Regional Economics, Survey Research and Recreation Marketing.
7. Teach Forestry/Recreation Resources 530; Tourism Development.
8. Other normal faculty duties including Research Advisor to one Ph.D. student.
9. Grants
 - 1985 Commercial Air Travel to Utah, funded by Utah Division of Tourism.
 - 1984-1985 Impact of Motorcoach Travel Through Utah, funded by Utah Division of Tourism.
 - 1984 Economic Impacts of Tourism on Utah, funded by Utah Division of Tourism.
 - 1983-1985 Miscellaneous Community Projects.
 - 1983 Utah Resident Recreation Patterns, funded by Utah Division of Tourism.
 - 1983 National Image Study for Utah, funded by Utah Division of Tourism.

1980-1981

Michigan State University Specialist, Department of Park and Recreation Resources.

1. Responsibilities included grant acquisition and administration of projects. Research work involved efforts in the economic impact, regional science, marine law enforcement, remote sensing and outdoor recreation demand/supply fields. Teaching efforts included contributions to graduate

courses in recreation economics and research methods and to undergraduate courses in recreation management and commercial recreation.

2. Grants and Contracts

1981 Marine Law Enforcement Funding Allocations, funded by State of Michigan Division of Waterways.

1980 Economic Impact of the Detroit Boating and Fishing Show, funded by the Michigan Boat Owners Association.

SELECTED PUBLICATIONS AND PAPERS

Web Site

- 2004 Development of an Economic Impact Calculator for small and medium size airports in Minnesota, <http://dotapp2.dot.state.mn.us:8080/aeic/main.htm>
- 2003 Development of a Visitor Conversion Study web site to be used by destination managers for evaluating advertising effectiveness. Developed in cooperation with Carlson Companies, www.destinationmarketingsurvey.com

Books

- Cooper, Chris, Serena Volo, William C. Gartner and Noel Scott. 2018. *The Sage Handbook of Tourism Management: Theories, Concepts and Interdisciplinary Approaches to Tourism*. Sage Publishing .
- Gartner, William C. and David W. Lime (eds.). 2000. *Trends in Outdoor Recreation, Leisure and Tourism*. London: CABI.
- Gartner, William C. 1996. *Tourism Development: Principles, Processes, Policies*. New York: Van Nostrand Reinhold.
- Gartner, William C. and Cathy Hsu (eds.). 2012. *Tourism in the Contemporary World: A Handbook of Current Research*. Haworth Publishing and the International Academy for the Study of Tourism.
- Cai, Liping, W.C. Gartner, and Ana Maria Munar (eds.). 2009. *Tourism Branding: Communities in Action*. Emerald Publishing.
- Hsu, Cathy and W. C. Gartner (eds.). 2012. *The Routledge Handbook of Tourism Research*. Routledge Publishing.
- Mihalic, Tanja and W.C. Gartner. 2012. *Tourism and Developments-Issues and Challenges*. Nova Publishing.

Book Chapters

- Gartner, William C. 2018. "Tourism Destination Image", *The Sage Handbook of Tourism Management: Theories, Concepts, and Interdisciplinary Approaches to Tourism*, Chapter 15, pp. 2017-215.
- Gartner, William C. and T. Mihalic. 2012. "Tourism Development: Issues and Challenges". Introduction in *Tourism and Developments-Issues and Challenges*, edited by Tanja Mihalic and W. C. Gartner, Nova Publishing, pp. 1-14.
- Gartner, Bill. 2011. "Convolutions and Happenstance", in *Discovery of Tourism Economics*, edited by Larry Dwyer, Emerald Publishing 16: 73-88.
- Gartner, William. 2010. "USA: Carlson Destination Marketing Services." In *Innovation and Entrepreneurship: Strategies and Processes for Success in Tourism*, edited by Klaus Weiermair, Peter Keller, Harald Pechlaner and Frank M. Go. Berlin, Germany: Erich Schmidt Verlag, pp.177-182.

- Cai, Liping, W.C. Gartner and A.M. Munar. 2009. "Tourism Branding Beyond Marketing", in *Tourism Branding: Communities in Action*, edited by L. Cai, W.C. Gartner and A.M. Munar. Emerald Publishing, pp. 1-12.
- Gartner, William C. 2009. "Deconstructing Brand Equity", in *Tourism Branding: Communities in Action*, edited by L. Cai, W.C. Gartner and A.M. Munar. Emerald Publishing, pp. 51-63.
- Tasci, A, and W.C. Gartner. 2009. "A Practical Framework for Destination Branding", in *Tourism Branding: Communities in Action*, edited by L. Cai, W.C. Gartner and A.M. Munar. Emerald Publishing, pp. 149-158.
- Tasci, A. and W.C. Gartner. 2007. "Destination Image: Meanings, Components, Formation & Measurement", in *International Tourism-Selected Chapters*, Part 3, Chapter 6. Ekonom, Bratislava.
- Gartner, William C. 2006. "Planning and Management of Lake Destination Development: Lake Gateways in Minnesota", edited by Michael Hall and Tuija Harkonnen. Aspects of Tourism; Multi-Lingual Matters/Channel View Publications UK, pp. 167-180.
- Tasci, A.D.A., Gurbuz, A.K., & Gartner, W.C. 2006. "Segmented (Differential or Discriminatory) Pricing and Its Consequences", in *Advances in Tourism Research, Progress in Tourism Marketing*, edited by Metin Kozak and Luisa Andreu, pp. 171-183.
- Gartner, William C. 2005. "Exploitation of Existing Resources", in *Innovation in Tourism—Creating Customer Value*, edited by Peter Keller and Thomas Bieger. St. Gallen:AIEST 47: 117-130.
- Gartner William C. 2005. "A Synthesis of Tourism Trends", in *Tourism Development: Issues for a Vulnerable Industry*, edited by J. Aremberry and R. Butler. Channel View Publications in cooperation with the International Academy for the Study of Tourism, Channel View Publications, pp. 3-26.
- Gartner, William C. 2004. "Factors Affecting Small Firms in Tourism: A Ghanian Perspective", in *Small Firms in Tourism*, edited by Rhodri Thomas. Elsevier's Advances in Tourism Research, pp. 35-52.
- Gartner, William C. 2002. "Principles of Rural Tourism Development", in *Economic Studies of Food, Agriculture and the Environment*, edited by Canavari, M., Caggiati, P., and Easter, K.W. Kluwer Academic/Plenum Publishers, New York, pp. 241-252.
- Gartner, William C. 2001. "Issues of Sustainable Development in a Developing Country Context", in *Tourism in the Age of Globalisation*, edited by Salah Wahab and Chris Cooper. London: Routledge, pp. 306-318.
- Gartner, William C. and D. Lime. 2000. "The Big Picture: A Synopsis of Contributions", in *Trends in Outdoor Recreation, Leisure and Tourism*, edited by W. Gartner and D. Lime. London: CABI, pp. 1-13.
- Gartner, William C. and D. Lime. 2000. "So What: Implications of Trends for Management, Public Policy, Marketing and Planning", in *Trends in Outdoor Recreation, Leisure and Tourism*, edited by W. Gartner and D. Lime. London: CABI, pp. 403-413.
- Gartner, William C. 1999. "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. London: Routledge, pp. 158-175.
- Gartner, William C. 1995. "Image Formation Process", in *Communication and Channel Systems in Tourism*, edited by M. Uysal and D. Fesenmaier. New York: Haworth Press Inc., pp. 191-216.

Gartner, William C. and T. Bachri. 1994. "Tour Operators' Role in the Tourism Distribution System: An Indonesian Case Study", in *Global Tourism Behavior*, edited by M. Uysal, New York: International Business Press, pp. 161-180.

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

Multiple Entries in *Encyclopedia of Tourism*, edited by Jafar Jafari, 2000, London and New York: Routledge. Entries by W. C Gartner: Supply, pp. 564-565; Knowledge Acquisition, pp. 344-345; Infrastructure, pp. 309-310; Image, pp. 295-296; Destination Image, p. 296; Travel Advisory, p. 601; Decision Making, p. 134; Repeat Tourist, p. 501.

Journals

- 2018 Gartner, William C. 2018. "Boris Vukonic; An encounter with the Scholar": *Acta Turistica*, Vol 30 pp. 107-111.
- 2018 Shangzhi, (Charles) Qiu, Liping Cai, Xinran Lehto, Zhuowei (Joy) Huang, Susan Gordon and William Gartner, "Reliving Self Presentation Concerns in Rural Tourism", *Annals of Tourism Research* January 2019 74: 56-67; available online November 3, 2018.
- 2017 Lee, Won Fy, William C. Gartner, Haiyan Song, Byron Marlowe, Jong Woo Choi and Bolormaa Jamiyansuren. 2018. "Effect of extrinsic cues on willingness to pay of wine: Evidence from Hong Kong blind tasting experiment". *British Food Journal* 120(11): 2582-2598.
<https://doi.org/10.1108/BFJ-01-2017-0041>
- 2015 Pavesi, Anna, W.C. Gartner and Basak Denizci-Guillet, "The Effects of a Negative Travel Experience on Tourists Decisional Behavior." *International Journal of Tourism Research*, published online August 19, 2015.
- 2015 Lee, Won Fy and William C. Gartner, "The Effect of Wine Policy on the Emerging Cold Hardy Wine Industry in the Northern United States. *Wine Economics and Policy* 4(1): 35-44; also published online May 2015.
- 2015 Vanegas, Manuel, William C. Gartner, and Ben Senauer, "Tourism and Poverty Reduction: An economic sector analysis for Costa Rica and Nicaragua." *Tourism Economics* 21(1):159-182.
- 2014 Tasci, A., Guillet, B.D., and W.C. Gartner, "Judging the Book by the Cover: Consumer Preferences of Hospitality Industry Uniforms for Destination Brands, *Tourism Review* 69(2): 89-110.
- 2014 Gartner, W.C., and B.Tuck. "Examining Tourism's Economic Impact: Who Gets to Claim the Gold?" *Acta Turistica* 26(1): 7-21
- 2014 Gartner, W.C. "Brand Equity in a Tourism Destination." *Place Branding and Public Diplomacy*, Palgrave Macmillan Publishers 10: 108-116
- 2013 Komppula, Raija, and W.C. Gartner. "Hunting as a Tourist Experience-An Auto-Ethnographic Study in Finland and the United States," *Tourism Management* 35: 168-180. Also published online at: <http://dx.doi.org/10.1016/j.tourman.2012.06.014>
- 2012 Song, Haiyan, W.C. Gartner, and A.D.A. Tasci. "Visa restrictions and their adverse economic and marketing implications – Evidence from China," *Tourism Management* 33(2): 397-412.
- 2011 Chida, M., and W.C. Gartner. "Word Bias in Surveys and Their Impact on Travel Expenditure Studies," *Journal of Hospitality Marketing and Management* 20(1): 40-59.

- 2011 Gartner, W.C., and M Konecnik. Tourism Destination Brand Equity Dimensions: Renewal vs. Repeat Market," *Journal of Travel Research* 50(5): 471-481.
- 2009 Boylu, Y. A.D. A. Tasci and W.C. Gartner. "Worker and Consumer Face-Off in Cultural Distance and Satisfaction," *Tourism Review* 64(4): 37-52.
- 2007 Tasci, A. D. A., W. C. Gartner, and S.T. Cavusgil. "Measurement of Destination Brand Bias Using a Quasi-Experimental Design," *Tourism Management* 28(6): 1529-1540.
- 2007 Tasci, A. D. A. & W. C. Gartner. "Destination image and its functional relationships," *Journal of Travel Research* 45(4): 413-425.
- 2007 Tasci, A. D. A., W. C. Gartner, and S. T. Cavusgil. "Conceptualization and operationalization of destination image," *Journal of Hospitality and Tourism Research* 31(2): 194-223.
- 2007 Konecnik, M., and W. C. Gartner. "Customer Based Brand Equity for a Destination," *Annals of Tourism Research* 34(2): 400-421.
- 2007 Konecnik, M., and W. C. Gartner. "Valor de marca de un destino: la perspectiva del consumidor," *Annals of Tourism Research* (en espanol) 9(1): 19-43.
- 2006 McCartney, G., S. Nadkarni, and W. Gartner. "Macao or Macau? A case of Tourism Brand Image Confusion among Taiwan Travelers," *Euro Asia Journal of Management* 32:16(2): 107-135.
- 2006 Hung Tran, Ingrid Schneider and William Gartner. "Images of Vietnam Held by Tourists from the U.S.," *International Journal of Tourism Research* 11(2): 147-159.
- 2005 Gartner, W.C. "A Perspective on Rural Tourism Development," *The Journal of Regional Analysis and Policy* 35(1): 47-56.
- 2004 Gartner, William C., and Daniel L. Erkkila. "Attributes and Amenities of Highway Systems Important to Tourists' Transportation Research Record," *Journal of the Transportation Research Board*, 1890: 97-105.
- 2004 Suh, Yong Kun and William C. Gartner. "Preferences and Trip Expenditures: A Conjoint Analysis of Visitors to Seoul, Korea," *Tourism Management* 25(1)(February): 127-137.
- 2004 Suh, Yong Kun and William C. Gartner. "Perceptions in International Urban Tourism: An Analysis of Travelers to Seoul, Korea," *Journal of Travel Research* 43: 39-45.
- 2004 Gartner, William C. "Rural Tourism Development in the United States," *International Journal of Tourism Research* 6: 151-164.
- 2002 Gartner, William C. "Trends in Rethinking Tourism Education," *Acta Turistica* 14(1): 13-22.
- 1996 Gartner, William C., D. Chappelle, and T.C. Girard. "Natural Resource Characteristics' Influence on Property Value," *Journal of Travel Research* 35(1): 64-71.
- 1996 Mihalik, Brian, William C. Gartner, and Muzaffer Uysal. "Innovation, Technology, and Information," *Annals of Tourism Research* 23(4): 960-961.
- 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 Girard, T.C., and William C. Gartner. "Second Home Second View," *Annals of Tourism Research* 20(4).
- 1993 Gartner, William C. "Image Formation Process," *Journal of Travel and Tourism Marketing* 2(3): 191-212.
- 1992 Ladki, Said, and William C. Gartner. "Attitude Towards AIDS in the Foodservice Industry," *Hospitality and Tourism Educator* 4(3).
- 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.
- 1992 Gartner, William C. "State Level Research: Typology and Direction," *Visions in Leisure and Business* 10(1): 50-63.
- 1991 Ladki, Said, and William C. Gartner. "Travelers-with-Pets: The Forgotten Market Segment," in *Developments in Quality-of-Life Studies in Marketing* 4: 163-166. Edited by M. Ziegy, H. Meadow, D. Rahtz, and A. Samli.
- 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 Irwin, P.N., William C. Gartner, and Carolyn C. Phelps. "Mexican-American/Anglo Cultural Differences as Recreation Style Determinants," *Leisure Sciences* 12: 335-348.
- 1990 Gang-Jeong, Hoan, Jafar Jafari, and William C. Gartner. "Expectations of the 1988 Seoul Olympics: A Korean Perspective," *Tourism Recreation Research*, #1.
- 1989 Gartner, William C. "Tourism Image: Attribute Measurement of State Tourism Products Using Multidimensional Scaling Techniques," *Journal of Travel Research* 28(2): 16-20.
- 1988 Gartner, William C., and Daniel Chappelle. "Segmentation Analysis of Property Ownership Types in Rural Areas," *Journal of Land Development Studies* 5(1).
- 1988 Gartner, William C., and John D. Hunt. "A Method to Collect Detailed Tourist Flow Information," *Annals of Tourism Research* 15(1): 159-165.
- 1987 Gartner, William C., and John D. Hunt. "An Analysis of State Image Shift Over a Twelve-Year Period (1971-1983)," *Journal of Travel Research* 26(2): 15-19.
- 1987 Scott, Rick, and William C. Gartner. "An Economic Feasibility Analysis for Concessionaire Management of Campgrounds on the Siuslaw National Forest." *Western Journal of Applied Forestry* 2(3): 91-94.
- 1987 Gartner, William C. "Environmental Impacts of Recreation Home Developments," *Annals of Tourism Research* 14(1): 38-57.
- 1986 Gartner, William C., and David Verbyla. "Utilization of an Externally Directed Microcomputer System," *Journal of Park and Recreation Administration* 4(2)(Summer): 76-82.
- 1985 Gartner, William C. "Temporal Influences on Image Change," *Annals of Tourism Research* 13(4): 635-644.
- 1984 Gartner, William C. "A Recreational Funding Formula - A Marine Safety Example," *Journal of Parks and Recreation Administration* 2(4): 55-71.

- 1983 Gartner, William C., and Donald F. Holecek. "Economic Impact of an Annual Tourism Industry Exposition," *Annals of Tourism Research* 10(2): 199-212.

Selected Papers and Presentations

- 2018 Gartner, William C. "Destination Management: The Merging of Brand Equity Measurement with Sustainable Development". Presented at the International Conference "The Status, Trends and Perspectives of World Economy for the Next Decade," University of Meerut, Meerut India (UP) November 27.
- 2018 Charette, Elliot and Bill Gartner. The Feasibility of an International Loon Center in Crosslake MN. Presentation at the Tourism Center (UM) Advisory Committee Meeting, September 5.
- 2018 Shangzhi, Qiu (Charles), Liping Cai, Xinran Lehto, Zhuowei (Joy) Huang, Susan Gordon and William Gartner. "Tourism Self Presentation and Its Health Related Outcomes". Paper presented at the 83rd TOSOK conference, Seoul, Korea. Awarded 2nd best research paper.
- 2018 Charette, Elliot and Bill Gartner. Market and Feasibility Study of a Proposed National Loon Center. University of Minnesota.
- 2017 Shangzhi, Q; L. Cai, X. Lehto, Z. Huang, S. Gordon, and W. Gartner. "A Conceptual Model of Tourism and Health Related Self-Presentation". Presented at the Society of Travel and Tourism Educators, Charleston, SC, October.
- 2017 Economic Impact of Northern Grapes and Wine. Presented at the MGGA conference, Minneapolis, MN, February 2.
- 2016 Tuck, B., W. Gartner and G. Appiah. Vineyards and Grapes of the North; status report.
- 2016 Tuck, B., W. Gartner and G. Appiah. Wineries of the North; status report.
- 2016 Lee, W., W. Gartner, et al. Extrinsic Clues on Willingness to Pay (WTP) for Wine. Poster presented at the Terroir Conference, McMinnville, Oregon, August.
- 2016 Song, H., W. Gartner and B. Marlowe. "Does Objective Information Affect Consumers' Willingness to Pay for Wine?" Research presentation at the Wine Economics Conference, Bordeaux, France, June.
- 2016 Gartner, B. "Can We Make a Buck or Just Turn a Large Fortune into a Smaller One". Presented at the 2016 Montana Winery and Grape Association Conference.
- 2016 Gartner, B. "Calling all Tourists! How We Will Impact Our Local Economy". Presented at the 2016 Montana Winery and Grape Association Conference.
- 2016 Gartner, B. "The Convergence of Destination Brand Equity and Sustainable Tourism Development". Invited presentation to the Faculty of the Institute of Tourism, Zagreb, Croatia, June
- 2016 Gartner, B. and D. McCole. "Branding and Best Management Practices for Cold Hardy Wines and Wineries". Webinar, Northern Grapes Project, February 12.
- 2016 Linnemanstons, Katherine, Ingrid Schneider, Ph.D. and Bill Gartner, Ph.D. Millennials' Perceptions of Minnesota's State History: Who Manages It & How Well?
- 2016 Gartner, B. "Branding of Cold Hardy Wine/Grapes". Presented at the Michigan Wine Council Annual Conference, Kalamazoo, MI, February.

- 2016 Gartner, B. "Branding for Cities". Keynote presentation and the Brand Development Conference, Isfahan, Iran, January.
- 2016 Gartner, B. "Deconstructing Brand Equity". Workshop presented at the Brand Development Conference, Isfahan, Iran, January.
- 2015 Desiderio, Juan, Garcia Almeida and William C. Gartner. "The Creation of Competitive Advantage in Intangible Cultural Heritage Destinations from the Knowledge-Based View". Presented at the Tourism Forum, Gran Canaria, Spain, December 9.
- 2015 Kranjčević, Jasenka and William C. Gartner. "The Future of Traditional Wine Architecture in Croatia". Presented at the Consumer Behavior in Tourism Symposium, Munich, Germany, December 3.
- 2015 Gartner, William C. "So You Want to Publish". Keynote presentation at the Consumer Behavior in Tourism Symposium, Munich, Germany, December 3.
- 2015 Song, Haiyan, William Gartner, Cathy Hsu, and Zixuan Gao. "Willingness to Pay for Wines: A case study of the Hong Kong wine market". Presented at the Wine Economics Conference, Mendoza, Argentina, May (presented by Haiyan Song).
- 2015 Pavesi, Anna, William C. Gartner and Basak Denizci-Guillet. "Negative Travel Experience on Tourists Future Choice", presented at the The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Tampa, Florida, January. Also published in *Proceedings* p. 117.
- 2015 Gartner, Bill. "Branding of Cold Hardy Wines". Presented at the Eastern Winery Exposition, Syracuse, New York, March.
- 2014 Linnemanstons, Katherine, Ingrid Schneider, and William Gartner, William. Assessing Millennial Brand Equity for the Minnesota Historical Society, Tourism Center, University of Minnesota.
- 2014 Gartner, Bill. "Does Production Region Matter?", Northern Grapes News, 4(3) August.
- 2014 Tuck, B. and Bill Gartner, "Results from the Northern Grapes Baseline Survey-A series, Growth and the Development of Wineries, Northern Grapes News 4(2) May and 4(1) March and 4(3) December
- 2014 Tuck, B., and W. Gartner. Economic Contribution: Vineyards and Wineries of the North. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2014-Economic-Contribution-Vineyards-Wineries-North.pdf>. EXT
- 2014 Tuck, B., and W.C. Gartner. Vineyards and Wineries in Iowa. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2013-vineyards-wineries-iowa.pdf>. EXT
- 2014 Tuck, B., and W. Gartner. Vineyards and Wineries in North and South Dakota. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2014-vineyards-wineries-dakotas.pdf>. EXT
- 2014 Tuck, B., and W. Gartner. Vineyards and Wineries in the New England States. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2014-vineyards-wineries-New-England.pdf>. EXT

- 2014 Tuck, B., and W. Gartner. Vineyards and Wineries in Wisconsin. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2014-vineyards-wineries-Wisconsin.pdf>. EXT
- 2014 Tuck, B., and W. Gartner. Vineyards and Wineries in Illinois. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2014-vineyards-wineries-Illinois.pdf>. EXT
- 2014 Gartner, W.C. National Parks; Use and Preservation? Published in Passport, publication of the Faculty of Tourism, Munich University of Applied Sciences, Ausgabe 7: 12-13,
- 2014 Keynote Presentation at the Tourism Forum, Maspalomas, Gran Canaria, December 11.
- 2014 Keynote Presentation at the International Conference on Rural Tourism and Regional Development, Petrozavodsk, Russia. Title: The Challenges and Opportunities for Rural Tourism Development. May.
- 2014 Webinar, Northern Grapes Project, "Policies affecting the viability of the cold climate grape and wine industry." March 20.
- 2013 Tuck, B., and W. Gartner. Vineyards and Grapes of the North. March. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2013-Vineyards-Grapes-North.pdf> EXT
- 2013 Tuck, B., and W. Gartner. Wineries of the North. March. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2013-Vineyards-Grapes-North.pdf> EXT
- 2013 Tuck, B., and W. Gartner. Vineyards and Wineries in Minnesota. June. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2013-vineyards-and-wineries-in-minnesota-report.pdf> EXT
- 2013 W.C. Gartner, I.E. Schneider, E. Templin, A. Schlueter, C. Meyer, and P. Bengston. Assessing the State of Customer-Based Brand Equity Among Select Minnesota Historical Society Stakeholders. June. <http://conservancy.umn.edu/handle/11299/167701>
- 2013 Tuck, B., and W. Gartner. Vineyards and Wineries in Michigan. August. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2013-vineyards-wineries-michigan.pdf> EXT
- 2013 Tuck, B., and W. Gartner. Vineyards and Wineries in Nebraska. October. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2013-EIA-Nebraska-wineries.pdf> EXT
- 2013 Tuck, B., and W. Gartner. Vineyards and Wineries in New York. December. <http://www.extension.umn.edu/community/economic-impact-analysis/reports/docs/2013-vineyards-NewYork-EIA.pdf> EXT
- 2012 Gartner, W., "Developing a Literature Review", presented at the Enterprise Odyssey Conference at the pre-conference meeting for PhD students, sponsored by the University of Zagreb, at Solaris Resort in Croatia, June.
- 2012 Gartner, W., "Setting the Stage for Future Growth: Winery Collaboration and Economic Impacts", Webinar presentation of the Northern Grape Project.

- 2012 Gartner, W., and B. Tuck, "Economic Impact of Northern Grapes." This webinar presentation was made twice in November and December; once to our Project Advisory Committee and once to an audience at large. It was part of the Northern Grapes Webinar Series.
- 2012 Gartner, W., "Economic and Marketing Activities of the Northern Grapes Project". Presented at the Cold Climate Conference, St. Paul, MN, February.
- 2012 Hong, Canhui and William C. Gartner, "Policies Affecting the Domestic Production of Grape and Wine in the United States," *Northern Grapes Newsletter* 1(3).
- 2012 Gartner, William C., "Baseline Survey Slated for this Spring," *Northern Grapes Newsletter* 1(1).
- 2011 Gartner, W., "Developing a Literature Review", Finnish University Network for Tourism Studies (FUNTS), Rovaneimi, Finland, September.
- 2011 Gartner, W., "International Tourism Development and Brand Development", two presentations for students of Jyvasklja University, Finland, September.
- 2011 Gartner, W., "Product/Destination Brand/Image." Keynote presentation at the Nordic Symposium, Rovaneimi, Finland, September.
- 2011 Gartner, W., "Building Brand Equity." Presentation at Minnesota Tour Association meeting, Science Museum, April.
- 2011 Komppula, Raija, W.C. Gartner, and P. Komppula. "Hunting as a Tourist Experience-An Auto-Ethnographic Study in Finland and the United States," presented at Advances in Tourism Marketing conference, Maribor, Slovenia, September. Received First Runner-up to the Best Paper award. Presentation by Raija Komppula.
- 2011 Song, Haiyan, W.C. Gartner, and A.D.A. Tasci, "Visa Restrictions hurt the economy and potentially hamper destination marketing productivity," presented at the International Association Tourism Economics conference, Bournemouth, UK, July. Presentation by Haiyan Song.
- 2010 Gartner, W., "Economic impact of general aviation airports," presented at Minnesota Council of Airports Conference, April 14, 2010, Duluth, MN.
- 2010 Gartner, W., "Economic Impacts of the Grape and Wine Industries." Presentation at the USDA-SCRI planning workshop at the Sheraton Bloomington, February 10.
- 2009 Chida, M., and W. Gartner, "Word Bias in Expenditure Surveys", presented at the Tourism Economists Conference, Chiang Mai, Thailand, December.
- 2009 Gartner, William C., "Product vs. destination brand." Keynote Presentation, 3rd International Destination Branding Conference, Macau, China, December.
- 2009 Gartner, William C., "Past, Present, Future of Lake Based Tourism." Keynote Presentation at the 4th International Lake Tourism Conference, Thunder Bay, Ontario, June.
- 2009 Gartner, William C., "Agritourism and the Minnesota Grape and Wine Industry." Keynote speech at the Cold Climate Conference, Bloomington, MN, February.
- 2009 Gartner, William C., "Destination Branding for Spring Grove Minnesota," presented at a community forum, February.

- 2009 Gartner, William C., and B. Tuck, "Economic Impact of MN Grape and Wine Industry." Final Report Presentation to the Board of the Minnesota Grape Growers Association, January.
- 2009 Gartner, William C., "Economic Impact and Marketing Implications from the research on Minnesota's Grape and Wine Industry", presented at the Minnesota Grape Growers Annual Conference, UM Landscape Arboretum, January.
- 2009 Gartner, William C., "Update on the Airport Economic Impact Calculator," presented at the AIRTAP Conference, Mankato, Minnesota, September.
- 2008 Gartner, W.C., "China Through Green Eyes", in *Experiencing China-Travel Stories by Tourism Experts*, edited by H. Song, Hong Kong Polytechnic University, pp. 165-185.
- 2008 Gartner, W.C., and B. Tuck, "The Economic Impact of Grape Growing and Wineries in Minnesota," presented at the *What's up in Sustainable Agriculture* meeting, November.
- 2008 Gartner, W.C., and B. Tuck, "The Economic Contribution of Grape Growers and Wineries to the State of Minnesota." Report prepared for the Minnesota Grape Growers Association, Department of Applied Economics, University of Minnesota.
- 2008 Gartner, W.C., and B. Tuck, "Minnesota Grape Growers Profile 2007." Report prepared for the Minnesota Grape Growers Association, Department of Applied Economics, University of Minnesota.
- 2008 Gartner, W. C., "Building Destination Brand Equity." Keynote presentation at the An Enterprise Odyssey; Tourism-Governance and Entrepreneurship, 4th International Conference, Scientific Committee, Cavtat, Croatia, June.
- 2008 Gartner, W.C., "Global View of Water Based Tourism Development." Keynote presentation at the Finnish Tourist Board Regional Conference, Kuopio, Finland, March.
- 2008 Tasci, A.D.A., and W.C. Gartner, "Cultural Distance and its Consequences: The Case of Turkish Service Providers and European Guests", presented at the 2008 CAUTHE Conference, Australia, February.
- 2008 Boyku, Y., A.D. A. Tasci, and W.C. Gartner, "Education's Impact on Cultural Distance Perception: The Case of Turkish Service Providers and European Guests," in *Sustaining Quality of Life Through Tourism*, BEST Education Network Think Tank VIII, University of Technology, Sydney, pp. 23-27.
- 2008 Gartner, W. C., A.D.A. Tasci, and S.I.A. So, "Branding a tourist destination: Fact or fiction?" the 14th Annual APTA (Asia Pacific Tourism Association) Conference, 10-12 July 2008, Bangkok, Thailand.
- 2008 So, S. I. A., W.C. Gartner, A.D.A. Tasci, and L.A.N. Dioko, "Relative effectiveness of information channels on destination image formation." Proceedings of the 14th Annual APTA (Asia Pacific Tourism Association) 2008 Conference, pp. 627-633.
- 2007 Gartner, W. C., A.D.A. Tasci, and S.I.A. So, "Branding Macao: An Application of Strategic Branding for Destinations." The 2nd International Conference on Destination Branding and Marketing: New Advances and Challenges for Practice, 17-19 Dec. 2007, Macao, China.
- 2007 Tasci A.D.A., and W.C. Gartner,(as an invited speaker), "The Necessary Pre-conditions for Tourism Brand Development", INTO IV (Innovation and Tourism International Seminar)-Tourism Branding: The Key for Destination Development, 26-28 Sept. 2007, Palma de Mallorca, Spain.
- 2007 Gartner, W. C., and A.D.A. Tasci, "Tourism Development Orientation of Turkey", the 10th

- Academy Conferences: Then, Now and Future of Tourism Research, International Academy for the Study of Tourism, 15-20 May 2007, Fethiye, Turkey.
- 2007 Gartner, W.C, "The Brand Exposed: What Accounts for Brand Equity", invited presentation at the INTO IV conference on Destination Branding, Palma de Mallorca, September (invited speaker).
- 2007 Gartner, William C., Keynote presentation, "Brand Dimensions and Challenges for Practitioners", 2nd International Conference on Destination Branding and Marketing, Macao, China December,
- 2007 Gartner, William C., "North America: A Tourism Handbook", Book Review, *Annals of Tourism Research* 34(1): 270-271.
- 2006 Gartner, William C., "The Meaning of Sustainable Development", Tourism Center's Sustainable Tourism Development Conference, University of Minnesota, April.
- 2006 Gartner, William C., "Tourism Development Trends", Public Presentation sponsored by the Macau University of Science and Technology, Macau, China, March.
- 2006 Gartner, William C., "The Chinese Tourism Market—Predictable Evolutionary Path or a New Paradigm?" Keynote, New Asia Conference, Beijing, China, August.
- 2006 Gartner, William C., "Measuring Tourism Sustainable Development", presented to the Faculty of Applied Economics, Universitat de les Illes Balears, December.
- 2005 Tasci, A., and William C. Gartner, "A Framework for Creating Strategic Global Destination Brands (BUL)", presented at Destination Branding and Marketing for Regional Tourism Development, Macao, China.
- 2005 Gartner, William C., "Development of an Economic Impact Measurement Tool for Small/Medium Size Commercial Airports in Minnesota", Center for Transportation Studies, Transportation and the Economy, Research Council Meeting, University of Minnesota, February 17.
- 2005 Gartner, William C., "Tourism Image and Security", Security Issues in Tourism Conference, Izmir University of Economics, Turkey, May.
- 2005 Gartner, William C., "How to use the Airport Economic Calculator", Minnesota Airports Symposium, Rochester, April.
- 2005 Gartner, William C., "Tourism's Relationship to the Environment", Blufflands on the Edge Conference, Red Wing, Minnesota, April.
- 2005 Gartner, William C., "Attributes of Highway Systems Important to Tourists", Midwest Region Context Sensitive Design and Solutions Workshop, St. Paul, Minnesota, August.
- 2005 Gartner, William C., "Exploitation of Existing Resources." Keynote at the Aiest Congress, Brainerd, Minnesota, August.
- 2005 Gartner, William C., "Dimensions of Destination Brands." Keynote presentation, Destination Branding and Marketing for Regional Tourism Development, Macau China, December.
- 2005 Pianeta Economia, RAI Network, Weekly TV program focused on International Economics and Finance (in collaboration with "The Economist"). The program is broadcast by RAI News 24, Italian Public National Broadcaster. Panel member.
- 2004 Gartner, William C., "Development of a Web Based Economic Impact Calculator for General Aviation Airports in Minnesota", AirTAP, Minnesota Airport Symposium, Rochester, April.

- 2004 Gartner, William C., "Assessing the Economic Impact of Your Airport", AirTAP Fall Forum, St. Cloud, November.
- 2004 Gartner, William C., "Role of Airports in Economic Development", U.S. Representative James L. Oberstar Forum on Transportation Policy and Technology, Setting the stage-invited faculty presentation, Duluth, March 14.
- 2004 Gartner, William C., "Building Competitive Destinations through Branding." Keynote presentation at the 2nd International Conference, An Enterprise Odyssey: Building Competitive Advantage, Zagreb, Croatia, June 18.
- 2004 Gartner, William C., "Tourism Trends Affecting the Asia Pacific Region with Implications for the Pearl River Delta." Keynote, Pearl River Delta Symposium, Macau, December.
- 2004 Gartner, William C., "Rural Tourism Development in the United States: A short history, a problematic future", presented at the Conegliano Conference, Italy, August.
- 2004 Gartner, William C., "Rural Development and the Role of Amenity Values", Mid-Continent Regional Science Association, Presidential Symposium Keynote, Madison WI, June 3.
- 2004 Gartner, William C., and R.T. Salk, "Visitor Profiles for the Red River Valley of Minnesota", University of Minnesota Tourism Center, St. Paul, MN.
- 2004 Gartner, William C., and R.T. Salk, "Visitor Profiles for the Lake of the Woods Region in Minnesota", University of Minnesota, Tourism Center, St. Paul, MN.
- 2004 Gartner, William C., "Estrategias para ganar mercados en el turismo internacional", *Management Herald*, Anno II(21): 19-20.
- 2003 Gartner, William C., "The Packaging and Development of Canoeing as Sport and Tourism", Mikkeli, Finland, March.
- 2003 Gartner, William C., "Rural Tourism and Cultural Tourism", Turko, Finland, March.
- 2003 Seminars for Students in the FUNTS program, Savonlinna, Finland, University of Joensuu , March.
- 2003 Gartner, William C., "Winter Tourism: Escape or Immersion", *Muuttuva Matkailu* 1: 18-22.
- 2003 Gartner, William C., "Planning and Management of Lake Tourism Development", Keynote address, International Lake Conference, Savonlinna Finland, July. Published in *Proceedings* 175-190.
- 2003 Gartner, William C., "Attributes and Amenities of Highway Systems Important to Tourists", Economic Council, Center for Transportation Studies, University of Minnesota, November.
- 2003 Gartner, William C., and Crystal Gazing, "Positioning Macao for the Here and Now in Committed to Building a Better Future", *Newsletter of the Institute for Tourism Studies*, Macao, January, February, March: 3-4.
- 2003 Gartner, William C., "Destination Image Evaluation, Eclipse 9 and Eclipse 10", a technical e-periodical, edited by Ivan Polunin, www.moonshinetravel.com/paginas/english/eclipse.html
- 2003 Gartner, William C., "Rural Tourism in North America", presented as part of the Tourism Lecture Series, University of Waterloo, November 14.
- 2002 Gartner, William C., "Tourism Trends: Implications for Leaders", Keynote presentation at the

- Hospitality and Tourism Management Conference, Lebanese American University, Beirut, Lebanon, April.
- 2002 Gartner, William C., "Airlines and Community Tourism Development", Basic Report at the 52nd AIEST Congress, Salvador-Bahia, Brazil, August. In *Air Transport and Tourism* 14: 25-48, edited by P. Keller and T. Bieger.
- 2002 Gartner, William C., "Trends in Cultural/Historical Tourism", presented at Preserving a Sense of Place: Portraying History to the Traveler Conference in Crookston, Minnesota, April.
- 2002 Gartner, William C., "Tourism Trends and the Role of Extension", Keynote presentation at the National Tourism Extension Conference (NET 2002), Traverse City, Michigan, September.
- 2002 Gartner, William C., "Tourism Trends: Influences on How We Live, Play and Do Business", Keynote presentation, Asia Pacific Tourism Association annual conference, Dalian, China July.
- 2002 Gartner, William C., "Minnesota Destination Traveler Profiles", presented at the Minnesota Governor's Conference on Tourism, January.
- 2002 Gartner, William C., "Tourism Trends and their Implications for Rethinking Education", Keynote presentation at the Rethinking of Education and Training for Tourism conference, Graduate School of Economics and Business/Department of Tourism, Zagreb, Croatia, April.
- 2002 Gartner, William C., Lisa Love, Dan Erkkila, and David Fulton, "Economic and Social Benefits of Coldwater Angling in Minnesota", Tourism Center, University of Minnesota, www.tourism.umn.edu/research.
- 2002 Gartner, William C., Lisa Love, and Dan Erkkila, "Profile of Visitors to Five Minnesota Communities", Tourism Center, University of Minnesota, www.tourism.umn.edu/research.
- 2002 Gartner, William C., Lisa Love, and Dan Erkkila, "Attributes and Amenities of Highway Systems Important to Tourists", Tourism Center, University of Minnesota, www.tourism.umn.edu/research.
- 2001 Gartner, William C., Linda Limback, and Dan Erkkila, "Barriers to Increasing Minnesota's Share of the International Visitor Market", Tourism Center, University of Minnesota, www.tourism.umn.edu/research.
- 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 Trends Affecting Northeastern Minnesota", presentation at the Northern Lights Tourism Alliance Tourism Workshop, 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., L. Limback, and D. Erkkila, "Barriers to Increasing Minnesota's Share of the International Travel Market", Final report, 86 pages, University Of Minnesota, Tourism Center.
- 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.
- 2000 Gartner, William C., "The Multiplier Effect – Strategies for Increasing the Economic Impact of Tourism", (morning and afternoon sessions), Minnesota Governor's Conference on Tourism, Alexandria, Minnesota, January 12.
- 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., "The Economic Impact of Festivals and Events", presented at the International Festival and Event Association, Phoenix, Arizona, September.
- 1999 Gartner, William C., "New Educational and Research Programs at the University of Minnesota", Twin Cities Attractions Association, Minneapolis, Minnesota, August 10.
- 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* 41: 157-172, Switzerland: AIEST.
- 1999 Gartner, William C., "Industry Trends Using Multipliers and Understanding Regional Economic Impacts", lunch address at the Minnesota Festival and Event Association Annual Conference, Alexandria, Minnesota, March 27.
- 1999 Gartner, William C. and L. Limback, "Transportation Related Barriers to Increasing International Travel to Minnesota", Transportation Research Conference, Center for Transportation Studies, University of Minnesota, St. Paul, March 19.
- 1998 Lewis, M., D. Lime, S. Lime and W.C. Gartner, "How to get up-to-date recreation, tourism, and natural resource information about the Superior National Forest and Boundary Waters Canoe Area Wilderness: Check out the Forest's Innovative Web site!", Research Summary #14, Cooperative Park Studies Unit, University of Minnesota.
- 1998 Gartner, William C., "Tourism Trends", presented at the Midwestern Legislators Conference, Indianapolis, August.
- 1997 C.R. Goeldner and William C. Gartner, "Tourism Development: Issues for a New Agenda", *Journal of Travel Research* 36(2): 84-87.
- 1997 Gartner, William C., "Travel and Tourism Trends," presentation to the Excelsior Chamber of Commerce, August.
- 1997 Gartner, William C., "Small Scale Enterprises in the Tourism Industry in Ghana's Central Region", presented at the International Academy for the Study of Tourism conference, Malaysia, June.
- 1997 Gartner, William C., "Tourism 101: Everything you always wanted to know....", and "Tourism 102: The Pennsylvania Perspective", presentation and panel member respectively at Destination Downtown, the annual conference of the Pennsylvania Downtown Center, June.
- 1997 Gartner, William C., "Trends in Tourism Extension", Keynote presentation at the Midwest Regional Tourism Extension Workshop, Duluth, Minnesota, May.

- 1997 Gartner, William C., "Image Formation Research", presentation at the Midwest Regional Tourism Extension Workshop, Duluth, Minnesota, May.
- 1997 Gartner, William C., "Developing a Tourism Plan Based on Market Trends", Informs Conference, San Diego, May.
- 1997 Gartner, William C., "Tourism Trends and Issues", Keynote presentation at the Linking Michigan's Natural and Cultural Resources for Community-Based Tourism Development seminar, Michigan State University, March.
- 1997 Gartner, William C., "What is the Financial Health of Tourism in the Ninth District", presentation at the Federal Reserve Bank of Minneapolis Tourism Forum Agenda, January.
- 1996 Gartner, William C., "Native American Gaming", Breakout Session, Travel and Tourism Research Association Annual Conference, Las Vegas, Nevada, June.
- 1996 Gartner, William C., Linda Limback and Arthur Adiarte, "Economic Impact of Tourism in Minnesota", Minnesota Agricultural Economist #684, Department of Applied Economics, University of Minnesota, spring.1996
- 1996 Gartner, William C., "Trends, Challenges, and Opportunities as We Approach the Millennium", Closing Luncheon Address, Minnesota Conference on Tourism, January.
- 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* pp. 251-260.
- 1995 Goeldner, C.R. and William C. Gartner, "Conference Report -- International Academy for the Study of Tourism", *Journal of Travel Research* 34(2): 62-65.
- 1995 Gartner, William C., "Trend Trackers", Breakout Session, Minnesota State Parks Biennial Conference, December.
- 1995 Gartner, William C. and Cynthia Messer, "Tools for Tourism Development", Educational Seminar, Southern Minnesota Tourism Association, November.
- 1995 Gartner, William C., "Perception vs. Reality", Plenary speaker at the 2nd National Tourism Conference, Accra, Ghana, September.
- 1995 Gartner, William C., "Human Resource Potential for Tourism", moderator for an interactive session at the 2nd National Tourism Conference, Accra, Ghana. Co-author of conference communiqué for the human resource section, September.
- 1995 Gartner, William C., "Recognizing and Managing Change", presentation at Development and Tourism in the Big Woods Conference, Faribault, Minnesota, August.
- 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.
- 1995 Gartner, William C., "Tourism Marketing in the Developing World", Moderator for and Interactive Session at the International Management and Development Association Meeting, Istanbul, Turkey, July.

- 1995 Gartner, William C., "Marketing Egypt's Tourism Products", Moderator for an Interactive Session at the International Academy for the Study of Tourism Meeting, Cairo, Egypt, June.
- 1995 Gartner, William C., "Survey Design and Analysis", Tutorial presented at the Travel & Tourism Research Association Meeting, Acapulco, Mexico, June.
- 1994 Gartner, William C. and S. Witt, "Tourism Research in the 90's", Conference report on the International Academy for the Study of Tourism meeting in Seoul, Korea, June 1993, *Annals of Tourism Research* 21(2).
- 1994 Gartner, William C., "Challenges Facing Minnesota Tourism", Keynote Speaker at Brainerd Chamber of Commerce Tourism Conference, October 19.
- 1994 Gartner, William C., Donald Jackson, Charles Hutchinson, Vera Hyatt, "An Integrated Tourism Development Project: The Central Region of Ghana", presented at the Building a Sustainable World Through Tourism Conference, Montreal, September. Published in *Proceedings*.
- 1994 Gartner, William C., "Challenges and Changes Facing the Tourism and Travel Industry", Keynote address for Rural Tourism: Planning for Tomorrow, Mahanomen, Minnesota, February.
- 1993 Gartner, William C., "New Directions for Tourism", Luncheon address at the Congress of Minnesota Resorts Annual Conference, November. 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*.
- 1993 Gartner, William C. and Arthur Adiarte, "Research Data and Image = Success in Marketing", Minnesota Tourism Conference, Bloomington, MN, January.
- 1993 Gartner, William C., "Tourism: Jobs, Income and Economic Development", Mississippi Valley Partners workshop, Frontenac, MN, February.
- 1993 Gartner, William C., "Better Marketing Produces more Customers", Lake Superior Charter Captains Workshop, Duluth, MN, February.
- 1993 Gartner, William C., "Travel Trends and Travel Industry Initiatives in the Upper Great Lakes Region", Michigan State University's Agriculture and Natural Resources Week, March.
- 1992 Gartner, William C., "Tourism and Rural Development", National Rural Tourism Conference, USTTA, Kansas City, MO, April 22-24.
- 1992 Gartner, William C., "Research Uses and Abuses", 1992 CenStates (TTRA) Annual Conference, Toledo, OH, September 30.
- 1992 Gartner, William C., "Tourism Development in Developing Countries", World Affairs Conference, Kearney, NE, September.
- 1992 Ladki, Said and William C. Gartner, "Travelers with Pets", presented by Said Ladki at the Fourth Quality of Life and Marketing Conference, Washington D.C., November.
- 1991 Gartner, William C., "Attraction Development", Rural Tourism Development Conference sponsored by the Tourism Center, University of Minnesota, Bloomington, MN, September.

- 1991 Gartner, William C.. "Tourism and Natural Resource Conservation: A Case Study of the Central Region in Ghana", First International Symposium on Parks, Policy and Politics, Michigan State University, September. Published in *Proceedings*.
- 1990 Ladki, Said and William C. Gartner, "AIDS and the Food Service Industry", Poster session at the Council of Hotel, Restaurant Institutional Education Annual Conference, Washington, D.C.
- 1990 Gartner, William C., "Tourism and Economic Development in Eastern Europe", Recreation Trends Symposium, Indianapolis, Indiana, March.
- 1989 Gartner, William C., "Report on the "IGU Leisure and Tourism Seminar", *Annals of Tourism Research* 16(2).
- 1989 Cordell, H. Ken, Jack Gray, Barry Flamm, and William C. Gartner, "Marketing the Wilderness Experience: Oil and Water?", Managing America's Enduring Wilderness Resource, Minneapolis, MN, September. Published in *Proceedings*.
- 1989 Gartner, William C., "The Role of State Specialists in Delivering Research to the Field", National Tourism Extension Workshop, Minneapolis, MN, May.
- 1989 Gartner, William C., "Touristic Image Development", National Tourism Extension Workshop, Minneapolis, MN, May. Published in *Proceedings*.
- 1988 Gartner, William C., "Tourism as a New Area of Study", Reconceptualizing Content: Action-Based Home Economics Programs, University of Wisconsin-Stout, October.
- 1988 Gartner, William C., "Touristic Image of the Midwest", CenStates (TTRA) Annual Conference, October. Published in *Proceedings*.
- 1988 Gang, Jeong-Hoan, Jafar Jafari and William C. Gartner, "Tourism Expectations of the 1988 Seoul Olympics", IGU preconference session on Leisure and Tourism, Christchurch, New Zealand, August.
- 1987 Gartner, William C., "Education's Contribution to the Hospitality and Tourism Industry", Wisconsin Governor's Conference on Tourism, Madison, WI, February.
- 1987 Irwin, Pat and William C. Gartner, "Characteristic Differences Between Hispanic and Anglo Campers", Symposium on Recreation and Leisure Research, Canadian Park and Recreation Conference, St. John's, Newfoundland, August.
- 1986 Gartner, William C., "Marketing the Wildlife Hunting Experience", paper and workshop, The International Ranchers Roundup, Kerrville, Texas, August. Published in *Proceedings*.
- 1986 Gartner, William C., "Marketing Recreation", Keynote Luncheon Address - Blueprint II - A Community Forum on Trends in Recreation on Public Lands, Jackson Hole, Wyoming.
- 1986 Gartner, William C., "Images of the West and Implications for Tourism Development", Closing luncheon address for the Tri-State (Montana, Idaho, Wyoming) Travel Meetings, Yellowstone National Park.
- 1986 Gartner, William C., "Trends in Competitive Uses", Blueprint II - A Community Forum on Trends in Recreation on Public Lands, Jackson Hole, Wyoming.
- 1986 Gartner, William C., "Image Analysis Using Multidimensional Scaling Techniques to Predict Tourism Growth Potential", National Recreation and Parks Association Meeting, Anaheim, California.

- 1986 Gartner, William C., "Trends in Wildland Recreation", Utah Parks and Recreation Association meetings, St. George, Utah.
- 1986 Roy, Dennis and William C. Gartner, "Characteristic Differences Between Developed and Dispersed Campsite Users on the Lincoln National Forest", 1st National Symposium on Social Science and Resource Management, Oregon State University.
- 1986 Gartner, William C., "The Influence of Image on Travel Behavior", Society of Travel and Tourism Educators, Seattle, Washington.
- 1985 Gartner, William C., "Preservation Versus Use", Book Review of *The National Park Service*, by William Everhart, Westview Press, *Tourism Management* 6(1): 74-75.
- 1985 Winterbottom, Jeff and William C. Gartner, "Comparison of Tourism Transportation Modes from 1976-1984", Institute of Outdoor Recreation and Tourism, National Outdoor Recreation Trends Symposium, Myrtle Beach, South Carolina. Published in *Proceedings*.
- 1984 Gartner, William C., "Academic Research for Commercial Use", XV Annual Travel and Tourism Research Association conference, Philadelphia, Pennsylvania. Published in *XV Annual TTRA Conference Proceedings*.
- 1984 Gartner, William C., "Delineation of Potential Markets Using Image Indicators", National Recreation and Park Association Meeting, Orlando, Florida.
- 1984 Gartner, William C., "Outdoor Recreation and Tourism Economic Impacts - A Regional Perspective", National Association of State Outdoor Recreation Liaison Officers, Idaho.
- 1983 Gartner, William C., "Utah's Travel Picture - Forces Affecting Change", Utah Governor's Conference, Salt Lake City, Utah, general opening session.
- 1982 Gartner, William C. and Gene Brothers, "Documentation and Analysis of the Temporal and Spatial Patterns of Land Use Changes in Michigan's Coastal Zone", Pecora VII symposium - Remote Sensing of the Environment, October 21, 1981. Published in *Proceedings*.
- 1981 Gartner, William C., "Economic Impact on the City of Detroit and Surrounding Metropolitan Area From Short-Term Festivals or Events", Michigan Academy of Arts, Science, and Letters Conference, Ann Arbor, Michigan. Published in *Proceedings*.
- 1980 Gartner, William C., "Some Impacts Resulting from the 1980 Boat Show and Future Recreational Economic Shifts Resulting from the Evolving Energy and Economic Situation", Marina Managers Conference, Michigan State University.
- 1980 Gartner, William C., "Implications of Economic and Environmental Research on the Pere Marquette and Au Sable River Systems", Annual Meeting of the Recreation Canoeing Association, Houghton Lake, Michigan.

Agricultural Experiment Station Reports

- 1984 Gartner, William C. and Daniel E. Chappelle, "An Analysis of Property Owners in Three Northern Michigan Counties", Agricultural Experiment Station Research Report #453, Michigan State University, East Lansing, Michigan.

- 1982 Gartner, William C. and Donald F. Holecek, "The Economic Impact Resulting from the 1980 Greater Michigan Boat and Fishing Show", Agricultural Experiment Station Research Report #436, Michigan State University, East Lansing, Michigan.
- 1976 Gartner, William C. and Gerald L. Cole, "A Benefit-Cost Analysis of Selected Delaware State Park Development Plans", Agricultural Experiment Station Bulletin 420, University of Delaware.

Other Publications

- 2006 Recent Developments in China's Tourism Industry: Guanxi: the China letter, 1(6), October 2006, pp. 1, 4-5.
- 2003 President's Column, Newsletter of the International Academy for the Study of Tourism. 14(3).
- 2003 President's Column, Newsletter of the International Academy for the Study of Tourism. 14(2).
- 2003 President's Column, Newsletter of the International Academy for the Study of Tourism. 14(1).
- 2002 President's Column, Newsletter of the International Academy for the Study of Tourism. 13(3).
- 2002 President's Column, Newsletter of the International Academy for the Study of Tourism. 13(2).
- 2002 President's Column, Newsletter of the International Academy for the Study of Tourism. 13(1).
- 2001 President's Column, Newsletter of the International Academy for the Study of Tourism. 12(3).
- 2001 President's Column, Newsletter of the International Academy for the Study of Tourism. 12(2).
- 2001 President's Column, Newsletter of the International Academy for the Study of Tourism. 12(1).
- 2000 President's Column, Newsletter of the International Academy for the Study of Tourism. 11(3).
- 2000 President's Column, Newsletter of the International Academy for the Study of Tourism. 11(2).
- 2000 President's Column, Newsletter of the International Academy for the Study of Tourism. 11(1).
- 1998 Centerpoint: A Newsletter for the Tourism Industry, V(4) Fall (Off the Top).
- 1998 Centerpoint: A Newsletter for the Tourism Industry, V(3) Spring (Off the Top).
- 1997 Newsletter of the International Academy for the Study of Tourism. 10(3). (Editor)
- 1997 Newsletter of the International Academy for the Study of Tourism. 10(2). (Editor)
- 1997 Newsletter of the International Academy for the Study of Tourism. 10(1). (Editor)
- 1997 Centerpoint: A Newsletter for the Tourism Industry, V(2) Fall (Off the Top).
- 1997 Centerpoint: A Newsletter for the Tourism Industry, V(1) Spring (Off the Top).
- 1996 Newsletter of the International Academy for the Study of Tourism. 9(2). (Editor)
- 1996 Newsletter of the International Academy for the Study of Tourism. 9(1). (Editor)
- 1996 Centerpoint: A Newsletter for the Tourism Industry, IV(2)Fall (Off the Top).
- 1996 Centerpoint: A Newsletter for the Tourism Industry, IV(1) Spring (Off the Top).

- 1995 Newsletter of the International Academy for the Study of Tourism. 8(3). (Editor)
- 1995 Newsletter of the International Academy for the Study of Tourism. 8(2). (Editor)
- 1995 Newsletter of the International Academy for the Study of Tourism. 8(1). (Editor)
- 1995 Centerpoint: A Newsletter for the Tourism Industry, III(2) Fall (Off the Top).
- 1995 Centerpoint: A Newsletter for the Tourism Industry, III(1) Spring (Off the Top).
- 1994 Centerpoint: A Newsletter for the Tourism Industry, II(3) Fall (Off the Top).
- 1994 Centerpoint: A Newsletter for the Tourism Industry, II(2) Spring (Off the Top).
- 1994 Centerpoint: A Newsletter for the Tourism Industry, II(1) Winter (Off the Top).
- 1994 Newsletter of the International Academy for the Study of Tourism. 7(1). (Editor)
- 1994 Newsletter of the International Academy for the Study of Tourism. 7(2). (Editor)
- 1994 Newsletter of the International Academy for the Study of Tourism. 7(3). (Editor)
- 1994 TTRA CenStates News. President's Report, Business Report, 10(5).
- 1994 TTRA CenStates News. President's Report, Business Report, 10(4).
- 1994 TTRA CenStates News. President's Report, Business Report, 11(1).
- 1994 TTRA CenStates News. President's Report, 11(1).
- 1993 Centerpoint: A Newsletter for the Tourism Industry, 1(1) Spring (Off the Top).
- 1993 Morse, G., W. Gartner, S. Beckman, F. Allen, D. Erkkila, and G. Kreag, Research Report, "Cass County Travel and Tourism Business Retention and Expansion Program", Department of Agricultural and Applied Economics and the Tourism Center, University of Minnesota.
- 1993 Gartner, William C., "Community Relations", in *Q & A about Rural Tourism Development*, edited by B. Koth, G. Kreag and M. Robinson, Tourism Center, University of Minnesota Extension Service, University of Minnesota, pp. 3-4.
- 1993 Gartner, William C., Panel Member, University Research Centers Think Tank: Futures in Tourism Research and Education, 24th Annual TTRA Conference. Audiocassette and *Proceedings* publication.
- 1991 Gartner, William C., Joseph Holland, Lise Dickson, and Sandy Thorsen, Cable Area - Rural Tourism Development, Center for Hospitality and Tourism Research, University of Wisconsin-Stout.
- 1991 Gartner, William C., Joseph Holland, Lise Dickson, and Sandy Thorsen, Pierce County - Rural Tourism Development, Center for Hospitality and Tourism Research, University of Wisconsin-Stout.
- 1990 Davies, Robert, Amanda Guerink and William C. Gartner, "Northern Illinois Meeting Planners Study", submitted to the Wisconsin Association of Convention and Visitors Bureau.

- 1989 Nadkarni, Nitin and William C. Gartner, "Executive Summary: Minnesota Image", Center for Hospitality and Tourism Research, UW-Stout.
- 1989 Nadkarni, Nitin and William C. Gartner, "Minnesota Image Study", Center for Hospitality and Tourism Research, UW-Stout.
- 1989 Gartner, William C. and Thomas Wood, "Developing Community Tourism", Video-tape National Tourism Extension Workshop, Minneapolis, Minnesota, May 11.
- 1988 Gartner, William C., "Image and Travel P.R.", *The Travel Writer*, official publication of the Society of American Travel Writers, December.
- 1988 Gartner, William C., "Image and the Development of Tourism", *The Connection*, Center for Hospitality and Tourism Research, UW-Stout.
- 1985 Cadez, Gary and William C. Gartner, "Utah Study Shows That Planning's a Major Part of Vacation Process", Institute of Outdoor Recreation and Tourism, Utah State University. Published in Woodall's *Campground Management* 16(10).
- 1984 Gartner, William C. and Gary Cadez, "Utah Vacation Patterns", Utah Tourism and Recreation Review, Institute of Outdoor Recreation and Tourism, Utah State University, Logan, Utah, p.4.
- 1984 Cadez, Gary, William C. Gartner and Jeff Winterbottom, "Utah Motorcoach Study 1983-84", Institute of Outdoor Recreation and Tourism, Utah State University, Logan, Utah, p. 108.
- 1983 Gartner, William C., et al., "The Image of Utah", National and Regional Perceptions, Institute of Outdoor Recreation and Tourism, Utah State University, Logan, Utah, p. 205.
- 1983 Gartner, William C., et al., "addendum to: The Image of Utah", National and Regional Perceptions, Institute of Outdoor Recreation and Tourism, Utah State University, Logan, Utah, p. 31.
- 1983 Gartner, William C., "The Review Lives", Utah Tourism and Recreation Review, Institute of Outdoor Recreation and Tourism, Utah State University, Logan, Utah, p. 4.
- 1983 Gartner, William C. and Gary Cadez, "Utah Resident Vacation Patterns, 1982-83", Institute of Outdoor Recreation and Tourism, Utah State University, Logan, Utah, p. 21.
- 1982 Gartner, William C. and Donald F. Holecek, "Attitudes, Intentions and Concerns of Patrons and Exhibitors Participating in the 1980 Greater Michigan Boat and Fishing Show", submitted to the Michigan Marine Dealers Association.
- 1981 Gartner, William C. et al., "1981 State Aid for Marine Safety Program - Special Edition", submitted to all County Sheriff offices (83) in Michigan, p. 24.
- 1981 Gartner, William C. et al., "1981 State Aid for Marine Safety Program", Law Enforcement Division, Michigan Department of Natural Resources, p. 100.
- 1981 Gartner, William C., "A Study of Owner Characteristics, Home Development, and Land Value Determinants in Selected Areas of Michigan's Northern Lower Peninsula", Ph.D. Dissertation, p. 207.
- 1976 Gartner, William C., "A Benefit Cost Analysis of Selected Delaware State Park Development Plans", M.S. Thesis, p. 121.

Professional Societies

Fellow of the International Academy for the Study of Tourism (inducted 1993).
International Association of Tourism Economists, 2006-2104

COMMITTEES, OFFICES AND PROFESSIONAL SERVICE

- | | |
|--------------|--|
| 2013-2018 | Departmental Academic Advisor, School of Hotel and Tourism Management, Hong Kong PolyU |
| 2012 | Scientific Committee, Celebrating and Enhancing the Tourism Knowledge-based Platform: A Tribute to Jafar Jafari, conference to be held at Palma, Mallorca, October 2013. |
| 2011 | Moderator, Humor in Tourism, session of the International Academy for the Study of Tourism, Taiwan, June. |
| 2011, 2018 | Reviewer for the Research and Service Excellence Award, School of Hotel and Tourism Management, Hong Kong Polytechnic University. |
| 2006-Present | Scientific Board, Enterprise Odyssey Conference University of Zagreb, Croatia. |
| 2012 | Moderator, Enterprise Odyssey Conference, Solaris Resort, Croatia Ph.D. seminar. |
| 2008-09 | Scientific Committee, Leisure Futures Conference, University of Innsbruck, November 2009. |
| 2008 | Scientific Committee, Mega Events and Urban Tourism Conference, Shanghai, November. |
| 2008 | Scientific Committee, An Enterprise Odyssey; Tourism-Governance and Entrepreneurship, 4 th International Conference, Cavtat, Croatia, June. |
| 2007 | Scientific Committee, INTO IV, Conference on Branding, Palma de Mallorca, September. |
| 2007 | Conference Organizer for International Academy for the Study of Tourism biennial conference, Mugla, Turkey, May. |
| 2007 | Nominations Committee Chair, International Academy for the Study of Tourism. |
| 2007 | Member of Scientific Committee, Leisure Futures Conference in St. Gallen, February. |
| 2006 | Board Chair, International Tourism Science Association. |
| 2006 | Panel Member, Tourism Research for Graduate Students, New Asia Conference, Beijing, August. |
| 2006 | Reviewer for the Excellence in Research Award, School of Hotel and Tourism Management, Hong Kong Polytechnic University. |
| 2006 | Member of Scientific Committee, New Asia and World Tourism, Beijing, August. |
| 2005 | Session Chair for "Tourism Modeling", Travel and Tourism Association, New Orleans, June. |

- 2005 Session Chair for "Exploitation of Existing Resources", 55th AIEST Congress, Brainerd, August.
- 2005 Session Chair for "Tourism Innovation", International Tourism Conference: Perspectives in Tourism Marketing, Akyaka, Turkey, May.
- 2005 Reviewer for the Excellence in Research Award, School of Hotel and Tourism Management, Hong Kong Polytechnic University.
- 2005 External Reviewer, Tourism Policy Endowed Chair, Business School, University of Limerick, Ireland.
- 2005 Advisor to the President's Office, Country of Nicaragua, with Manuel Vanegas and Hank Todd.
- 2005 Program Reviewer for the School of Hotel and Tourism Management, Hong Kong Polytechnic.
- 2004-2007 Board Chair, International Academy for the Study of Tourism.
- 2000-2003 President, International Academy for the Study of Tourism.
- 2003 Scientific Committee Member for the International Lakes Tourism Conference, University of Joensuu, Savonlinna, Finland.
- 2003 International Visiting Faculty for the MTEE and Ph.D. Programs, University of the Balearic Islands, Spain.
- 2003 Scientific Committee Member for the International Lakes Tourism Conference.
- 1998-1999 Vice-President, International Academy for the Study of Tourism.
- 1994-present Tourism Advisory Committee for the State of Minnesota.
- 1994-1997 Secretary, International Academy for the Study of Tourism.
- 1994-1995 Hotel Restaurant Management Program Advisory Committee, Red Wing Technical College, Red Wing, Minnesota.
- 1994 President, CenStates Chapter of the Travel, Tourism Research Association (TTRA).
- 1994 Leadership Committee for Community Resources Specialization of the University of Minnesota Extension Service.
- 1994 Moderator and Abstract Reviewer for Research Session at NRPA Conference, Minneapolis, October.
- 1993-1995 Co-coordinator for the 4th International Outdoor Recreation and Tourism Trend Symposium, St. Paul, Minnesota, May.
- 1993 Vice President, CenStates Chapter of the Travel and Tourism Research Association (TTRA).
- 1993-1997 National Tourism Extension Committee.

- 1993-present Midwestern Universities Consortium for International Activities (MUCIA) Ad Hoc Travel, Tourism and Hospitality Faculty.
- 1993-present Program Improvement Committee for Hotel/Restaurant Programs, University of Minnesota, Crookston.
- 1993-1995 University of Minnesota Extension Service Community Resources Leadership Team.
1991-1992 Secretary, CenStates Chapter of the Travel and Tourism Research Association.
Research Paper Competition Chair.
- 1990 Moderator for two sessions at the Outdoor Recreation Trends III Conference, Indianapolis, Indiana, March.
- 1989 Moderator for a session on Marketing Wilderness, National Wilderness Conference, Minneapolis, Minnesota, September.
- 1988 Wisconsin Department of Natural Resources, State Park Concession Task Force.
- 1987 Research Sub-Committee, State Tourism Investment Committee, Wisconsin Tourism Federation.
- 1986 Blue Ribbon Committee on Antelope Island State Park, Utah Department of Natural Resources.
- 1986 Management Study Team - Presidents Commission on Americans Outdoors.
- 1984-1986 Board of Directors - Mountain States Chapter of the Travel Tourism Research Association.
- 1984 Coordinator for an Educators Session at the National Recreation and Parks Association Congress, October 20-24, Orlando, Florida. Session Topic "A Psychological Basis for Outdoor Recreation Visitor Planning".
- 1983-1986 Consultant Staff of the Utah Trails Council, Salt Lake City, Utah.
- 1983-1984 National Coordinating Committee for the Recreation Trends Symposium held February 25-27, 1984, Myrtle Beach, South Carolina. Coordinator for the Tourism Trends Session.
- 1983-present Editorial Board member for the *Journal of Travel Research*, *Annals of Tourism Research*, *Tourism and Hospitality Research: The Surrey Quarterly Journal*, *Tourism Economics*, *Journal of Sustainable Tourism*, *Tourism Analysis*, *Journal of China Tourism Research*, *Akademia MM (Slovenia Marketing Journal)*, *Acta Turistica* and *Nova Acta Turistica*.
- 1983-present Reviewer for *Journal of Leisure Research*, *Journal of Leisure Science*, *Journal of Social Economics*, *Journal of Hospitality and Tourism Research*, *International Journal of Tourism Research*, *Current Issues in Tourism*, *Journal of China Tourism Research*, *Annals of Tourism Research*, *Journal of Travel Research*, *Evaluation and Program Planning Journal*, *Journal of International Consumer Marketing*, *Journal of Travel and Tourism Marketing*, *Journal of Sustainable Tourism*, *Tourism Analysis*, *Agricultural History*; *Tourism Review*; *Tourism Management*, *Tourism Geographies*, *Environmental Management*, *International Applied Economics*, *Environmental Management*, *Anatolia*, *Research Institute of Asian Women*, *Michigan Sea Grant Research Program*, *Society of Parks and Recreation Educators*, *TTRA Keeling Dissertation Award Committee*, *U.S. Department of Commerce Small Business Innovative Research Program*, *Social Sciences and Humanities Research Council of Canada*, *Grant review for the School of Hotel and Tourism Management*, *Hong Kong Polytechnic* and *Researcher of the Year* reviewer for

*the School of Hotel and Tourism Management, Hong Kong Polytechnic University, Israel
Bi-National Agricultural Research and Development Fund.*

Graduate Student Advisement

Served as research advisor for fifteen M.S. and three Ph.D. students.
Served as committee member for six other M.S. students and 6 Ph.D. students.
Served as M.S. supervisor for 12 students in the European Master for Tourism Management Program.

International:

Vanja Kranjinovic, Ph.D., University of Zagreb (major advisor)
Lingxu Zhou, School of Hotel and Tourism Management, Hong Kong PolyU (external examiner)
Ann Hartl, Ph.D., University of Bournemouth, UK (external examiner)
Laurie Krebs, Ph.D., University of Waterloo, Canada (external examiner)
David Capper, Ph.D., University of Surrey, UK (external examiner)
Maja Konecnik, Ph.D., University of Ljubljana, Slovenia (external committee member)
Aram Son, Ph.D., James Cook University Reader
Jonathon Day, James Cook University, Australia (external examiner)
Glenn McCartney, Surrey University, UK (external examiner)
Saila Saraniemi, University of Joensuu (opponent for the Ph.D.)
Ms LIN Cheuk Ki Eliver, School of Hotel and Tourism Management, Hong Kong Polytechnic
University (external examiner)
Shaojun Ji, Ph.D., University of Waterloo (reader)

External Tenure and Promotion Reviewer:

Texas A&M University (3)
Purdue University
Hebrew University of Jerusalem
Arizona State University
University of South Carolina, Charleston
Lebanese American University
University of South Carolina, Columbia
Seattle University
University of Macau

Department Committees

Computer Technology (UM)	2013
Undergraduate	2012
Graduate (UM)	1997-1999
Priorities (UM)	1994-1996; 2008
Outreach (UM)	1993-1995; 2003-2004
Personnel (Secretary 1989-1990) (UW-Stout)	1988-1990
Curriculum (UW-Stout)	1987-1989

School

Promotion and Tenure (University of Minnesota)	2011
Faculty Governance (Chair 1989-90) (UW-Stout)	1987-1990
Building (UW-Stout)	1988
Center for Excellence (UW-Stout)	1988

University

Council of International Education Officers	1997-2000
Community Resources Leadership Committee	
University of Minnesota Extension Service (UM)	1993-1997
Graduate Exceptions (UW-Stout)	1989
Graduate Committee (UW-Stout)	1989-1990
Graduate Council (UW-Stout)	1986-1990

CONSULTING

Clemson University (lecturer)
University of Minnesota, Tourism Center (international development plus other assignments prior to my appointment as Director of the Tourism Center)
Utah State University (lecturer and 19 years of teaching in the Outdoor Recreation Planning and Manager Short Course)
U.S.D.A. - Forest Service (presenter)
Various Communities in Wisconsin and Utah Private Sector Groups
Kompas International and University of Maribor, Slovenia (program development)
United Nation's Development Program, Beijing, China (lecturer)
USAID, Ghana Tourism Development Project (program development)
Midwest Universities Consortium for International Activities (MUCIA) (program development)
University of Nebraska, Kearney (presenter)
Inland Sea Society (presenter)
United States Travel and Tourism Administration (lecturer)
University of Iowa Press (reviewer)
George Washington University (lecturer)
Appalachian Regional Commission (presenter)
College of Hotel and Tourism Administration, Portoroz, Slovenia (program development)
Federal Reserve Bank of Minneapolis (presenter)
Michigan State University (presenter)
Pennsylvania Downtown Center (presenter)
Jewish Agency and the United Jewish Fund and Council of Saint Paul, Minnesota (international development consultant)
SEH, Inc of Vadnais Heights, Minnesota (conducted research studies of Great River Road Visitors)
University of Illes Balears, Palma de Mallorca, Spain (lecturer)
World Tourism Organization (lecturer)
Chemonics International, Inc. (tourism demand and supply specialist)
Lebanese American University (guest presenter)
Tourism Summits (presenter)
Danish Research Center, Bornholm (guest researcher)
Association of Scientific Experts in Tourism (AIEST)
Institute for Tourism Studies (IFT), Macau (guest lecturer 2000-2009)
Institute for Tourism Studies (IFT) Macau Carrying Capacity Study (advisor)
Arauquen, Patagonia Travel and Services, Argentina (advisor)
Institute of Tourism (NTO) Nicaragua (development specialist)
School of Hotel and Tourism Management, Hong Kong Polytechnic (external examiner)
Macau University of Science and Technology, Honorary Dean
Kafue National Park Development Plan, Zambia (economist); Chemonics International
Munich University of Applied Sciences, Department of Tourism (lecturer)
University of Ljubljana, Department of Economics (lecturer)
University of Zagreb, Department of Economics (lecturer)
Finnish University Network for Tourism Studies (lecturer/reviewer)

RECOGNITIONS

Outstanding Author Contribution, Emerald Publishing Literati Award for best book Chapter in one of their book series. My chapter was "Deconstructing Brand Equity" in *Tourism Branding: Communities in Action*, edited by L. Cai, W.C. Gartner and A.M. Munar, 2011.

Member of the Review Panel for the School of Hotel and Tourism Management, Hong Kong Poly University, 2007 and 2012.

Departmental Advisor for the School of Hotel and Tourism Management, Hong Kong Poly University, 2013-2015.

Explorer Award given to the Minnesota Tourism Promotion Coalition (Member) by the Minnesota Office of Tourism, Department of Trade and Economic Development, 2000.

CenStates Chapter of the Travel and Tourism Research Association, Annual President's Award in Recognition of Outstanding Contributions to the Travel and Tourism Research Association, CenStates Chapter, 1995.

Shield of Honour from the Ghana Tourism Federation (GHATOF) awarded to Bill Gartner for his pioneering role and assistance in the establishment of GHATOF as the umbrella body for tourism trade practitioners.

Tourism Center awarded "Outstanding Service as it Pertains to the Continent" by the Africa Travel Association, May 1994.

Guest-in-Residence at Farmamerica, Waseca, MN, September, 2000.

Guest Researcher at the Danish Research Center, Bornholm, 2000.

Visiting Professor, Institute for Tourism Studies, Macau, China, 2001-2007.

Senior Guest Researcher appointment at the University of Joensuu, Finland and the Finnish Network for Tourism Studies, 2003.

Guest Lecturer, International Tourism Hospitality Academy at Sea, University of Zagreb, 2005- present.

Visiting Professor (sabbatical leave), Faculty of Applied Economics, Universitat de les Illes Balears, Palma de Majorca, Spain, 2006.

Overseas Residential Research Scholar (sabbatical leave), Institute of Tourism Studies, Macau China, 2006.

Visiting Professor, School of Hotel and Tourism Management, Hong Kong Polytechnic University, Hong Kong, China, 2007.

Visiting Professor (sabbatical leave), Izmir Economics University, Izmir, Turkey, 2007

Visiting Professor, Faculty of Economics, University of Ljubljana, Slovenia, 2007- present.

Visiting Professor, Munich University of Applied Sciences, Department of Tourism, 2007-present.

Honorary Dean, Faculty of International Tourism, Macau University of Science and Technology, Macau, China, 2007-2009.

Finalist (top 20) in the 1992 American Express Annual Review of Travel Essay Competition.

Certificate of Appreciation from the State of Wisconsin Department of Natural Resources.

Explorer Award given to the Minnesota Tourism Promotion Coalition (member) by the Minnesota Office of Tourism, Department of Trade and Economic Development, 2000.

INTERNATIONAL EXPERIENCE

Member of a nine-person team that visited Beijing, China in December, 1989 under sponsorship of the United Nations Development Program. The purpose of the visit was to provide educational assistance for the development of the country's tourism industry. This was done through a series of seminars and meetings with local and national tourism personnel (i.e., Beijing Institute of Tourism Faculty, China International Travel Services officials, Pan Asian Games staff and Beijing Tourism Services Personnel). Formal seminar style presentations were made to over 250 front line and management personnel of the hospitality and tourism industry.

Member of a three-person team which developed a framework for the establishment of an International Tourism Institute at the University of Maribor, Slovenia. The work was sponsored by the Midwest Universities Consortium for International Activities, Inc. (MUCIA), KOMPAS International and the University of Maribor.

Consultant to the College of Hotel and Tourism Administration in Portoroz, Slovenia. Provided assistance with curriculum and program development.

Member of a seven-person team that visited the Central region of Ghana in March 1990. The visit was sponsored by USAID, MUCIA, Conservation International, The Smithsonian Institution, International Council on Sites and Monuments and the Government of Ghana. Served as the Tourism Development Specialist member of the team. The purpose of the visit was to assess the tourism development potential of the Central region and to develop a development assistance proposal to be submitted to USAID. Although the original intent of USAID's assistance program was the preservation and touristic development of an indigenous tropical forest, it quickly became apparent that success was tied to protection and development of the area's other tourism resources. In particular, the historic forts and castles representing the first European settlements in Africa, an unspoiled five kilometer stretch of beach and the area's numerous cultural resources became part of the overall development proposal. This project was funded at a level exceeding \$7 million over a seven-year period. Originally part of the development team, I became the tourism component coordinator in 1993.

Taught a course on tourism planning for the Applied Economics Department of the University of Illes Balears, Palma de Mallorca, Spain (ongoing).

Conducted a tourism assessment of the Kinneret (Galilee) region in Israel for the United Jewish Fund and Council of Saint Paul, Minnesota and the Jewish Agency in Israel. Recommendations from my report were adopted and I was retained to organize a regional tourism agency (completed in April, 1998) and to develop work plans for the organization. Work completed in 1999.

Delivered a seminar course (5 days) on Rural Tourism Development in Tanzania for the World Tourism Organization. December, 1999.

Conducted a tourism demand analysis for the Country of Peru. Also conducted a supply analysis leading to recommendations for tourism development in the Department of Puno, Peru. Chemonics International, Inc./ USAIS/ CONFIEP, Peru, 2000.

Conducted a seminar on the North American market for Arauquen in Neuquen, Patagonia, Argentina. I remain an advisor to Arauquen.

Conducted a tourism resource review for the Government of Nicaragua.

Ongoing tourism research programs in Turkey and Macao.

Taught courses on Tourism Development, Tourism Policy and Tourism Planning in Croatia, Germany and Slovenia (ongoing).

Taught Time Series Analysis course while on sabbatical at the Izmir Economics University, Turkey.

Taught courses for the School of Hotel and Tourism Management, Hong Kong Polytechnic University in Hong Kong and Hangzhou, China.

Ongoing guest lecturer for the International Tourism and Hospitality Academy at Sea, organized by the University of Zagreb, Croatia.

I have also attended conferences and delivered papers in Canada, Egypt, France, Hungary, Israel, Korea, Malaysia, Mexico, New Zealand, South Africa, Trinidad and Tobago, Morocco, Turkey, Brazil, Finland, China, Lebanon, Croatia, Slovenia, Hong Kong, Macau, Thailand, and Italy.

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