

CURRICULUM VITAE

Name: **Sandro FORMICA**

Affiliation: **Florida International university**
School of Hospitality and Tourism Management
North Miami, FL 33181
Tel. U.S.A. (267) 699-6334
Tel Italy (389) 967-1699
Email: sandro_formica@hotmail.com

Education

- Ph.D.** Hospitality and Tourism Management. Virginia Polytechnic Institute & State University, Blacksburg, VA, (USA). November 2000. Dissertation Title: Destination Attractiveness as a Function of Supply and Demand Interaction
- MS** Master of Science. Hospitality and Tourism Management. Virginia Polytechnic Institute & State University, Blacksburg, VA, (USA). May 1996.
- JD** University of Perugia, Perugia (Italy), School of Law. Thesis: "Norms and Regulations Between Travel Agents and Hoteliers", the first thesis to address this topic in Italy. July 1993.

Strategic Destination Planning and Development

- 2007 *Position: Consultant/Project Director*
Strategic Planning for the Future of Tourism in Switzerland, Lugano.
- 2006 *Position: Consultant/Project Director*
Planning Tourism Strategies For the Future of Pennsylvania, Delaware, new Jersey, Philadelphia, U.S.A.
- 2005 *Position: Consultant/Project Director*
The Forces that Will Change the Future of Tourism in the Greater Philadelphia Region, Philadelphia, U.S.A.
- 2003 *Position: Consultant/Project Director*
A Strategic Plan For Tourism in the Balearic Islands, Palma de Mallorca, Spain.
- 2002 *Position: Consultant/Project Director*
Formulation of a **Regional Plan for Tourism Development in Mongolia**

- 2000 *Position: Consultant/Project Director*
The Future of the Hospitality Industry in Italy, Hotel Owners Association, Rimini, Italy.
- 1998-9 *Position: European Community Tourism Expert*
Italian Coordinator of a transnational project for "Women Entrepreneurs in Sustainable Tourism."
- 1998 *Position: Consultant/Project Director*
Development of a Feasibility Study for the creation of a Conference Center in Waynesboro, Virginia.
- 1997 *Position: Consultant/Project Director*
Development of a Feasibility Study for the creation of a historical lodging, restaurant, and banqueting facility in Lynchburg, Virginia, US. The study is framed in four sections: bar, banqueting, restaurant, and lodging potential.
- Oct. 1996 - Jan. 1997 *Position: Consultant/Project Director*
Development of a Market Assessment study for the construction of a Hampton Inn in central Virginia, U.S.
- May -Aug. 1996 *Position: Consultant/Project Director*
Development of a comprehensive Strategic Marketing Plan and training of managerial staff and managing owners for Hotel HR, a four star hotel in Bari, ITALY.
- 1995 *Position: Project Coordinator*
Development of a Tourism Marketing Plan for a town in Virginia "Elkton - The Gateway to Virginia History"
- Sept 1992 - Sept 1993 and May-August 1996 **Consultant/Project Director**
Full time consultant for the pre-opening of the Boutique Hotel Relais il Canalicchio, Italy.
- July-Nov. 1992 *Position: Consultant*
Full time hotel consultant, Hotel Locanda della Posta, four star hotel in Perugia, Italy.
- 1991-92 *Position: General Manager*
General Manager and Opening Director of the Sporting Hotel, four star hotel, restaurant, conference rooms), Gubbio, ITALY.
- 1989-91 *Position: Executive Director* *Organization: Hotel & Motel Association*
Perugia, Italy.
- 1989-90 *Position: Consultant* *Organization: Promhotel Umbria consortium*
Consultant for the creation and launching of the "Promhotel Umbria" consortium, represented by five and four star hotels located in the Umbria region, Italy.

1987-88 *Position: Director Organization: Confcommercio - Perugia*
Responsible for regional tourism promotion and development (Association of hotel owners, travel agents, camping owners, restaurant owners), Perugia, Italy.

Sponsored Research Projects and Grants

2006 **Competitive Methods and Core Competencies of Tourism Destinations Worldwide.**
Principal Investigator in collaboration with Bocconi University.

2005 **Strategic Planning for the Incentive Travel business in the U.S.A.** Served as Principal Investigator for a project funded by the Society of Incentive & Travel Executives Foundation.

2004 Served as Principal Investigator. The Recreational Vehicle Experience. Elkhart CVB, Indiana.

2003 Principal Investigator. **Branding Senora, Mexico.** Senora Tourism Commission and Mexican Government.

2001/2 Served as the European researcher for the Cornell University Hotel School of Hospitality Administration Research Center "Innovation in the Hospitality Industry"

1998 A Study Of The Socio Economic Impacts Of Festivals And Special Events In Virginia. Contributed to the development of the research instrument, methodology and analysis of results.

Executive Education

2002-08 Strategic Planning & Implementation– Executive education program for Tourism Destination Managers and independent Hotel Chain Owners. **Bocconi Business School** (ranked in the top five business worldwide, outside of the U.S.), Milan.

2005-08 Strategic Planning & Implementation – Executive education program for Tourism Destination Managers and Hotel General Managers in New Zealand, **Queenstown Resort College, Queenstown, New Zealand.**

2001-06 Strategic Planning & Implementation. Executive education program for ACCOR (3rd largest hotel chain with over 500,000 rooms worldwide) **hotel executives worldwide. Academie Accor, Paris**

- May 2002 CHASE Hotel Simulation Game. Executive Training for Italian hospitality and tourism executives.
- Feb. 2002 Strategic Management. Executive training for Asian and European hotel executives heading Intercontinental and Crowne Plaza Holiday Inns. Hammamet, Tunisia.
- Jan. 2002 CRASE Restaurant Simulation Game. Executive training for Italian hospitality managers.
- April 2001 Strategic management – Executive education program for hotel General Managers of SOREA, an upscale and luxury hotel chain in Slovakia

Teaching and Academic Experience

Courses

Tourism Planning and Development (Undergraduate and Graduate)
 Strategic Hospitality Management (Graduate)
 Hospitality and Tourism Marketing (Undergraduate and Graduate)
 Trends in the Tourism Industry (Graduate)
 International Tourism (Undergraduate and Graduate)
 Methodology in Hospitality and Tourism (Undergraduate)
 Theory Construction (Ph.D.)

Academic Institutions

In The Americas:

Florida International University, U.S.A.
 Temple University, U.S.A.
 Virginia Tech, U.S.A.
 University of the Americas, Mexico

In Europe

Bocconi University, Italy
 ESSEC Business School, France
 Balearic Islands University, Spain
 Ticino University, Switzerland

In Australasia

Queenstown Resort College, New Zealand

Publications

Publications in Refereed Journals

Formica, S. & Kotari, T. (2008) Strategic Destination Planning: Analyzing the Future of Tourism. *Journal of Travel Research*.

Xiang, P. & Formica, S. (2007) Strategic Knowledge Mapping: A Study of Incentive Travel. *Tourism Management*

Singh, N. & Formica, S. Congruence in Pictorial Destination Image between DMOs' Websites and Brochures. (2007) *Journal of Hospitality & Leisure Marketing*.

Gretzel, U., Fesenmaier, D.R., Formica, S. & O'Leary, J.T. (2006). Searching for the future: Challenges facing destination marketing organizations. *Journal of Travel Research*, 45(2), 116-126.

Formica, S. & Uysal, M. (2006) Destination Attractiveness Based on Supply and Demand Evaluations. *Journal of Travel Research*, 44(4), 418-430.

Formica, S. & Goldblatt, J. (2005). The Future of Tourism. *Mid Atlantic Events Magazine*, 18(6), 46-53.

Formica, S. and McCleary, K. (2003). "Estimating Demand for a Conference Center in a Rural Community," *Journal of Hospitality & Leisure Marketing*, 10(1/2), 123-136.

Formica, S. and Uysal, M. (2002). "Market Segmentation Based on Tourists' Environmental Attitudes" *Journal of Hospitality & Leisure Marketing*, 9(3/4), 35-49.

Formica, S. and Littlefield, J. (2000). "National Tourism Organizations: A Promotional Plans Framework," *Journal of Hospitality & Leisure Marketing*, 7(1): 103-119.

Formica, S. and McCleary, K. (2000). "Professional Development Needs in Italy," *Cornell Hotel and Restaurant Administration Quarterly*, 41(2): 72-79.

Formica, S. and Murrmann, S. (1999). "The Effects of Social Group And Motivation On Attendance: An International Festival Case", *Tourism Analysis* 3(3/4): 197-208.

Formica, S. (1998). "The Development Of Festivals And Special Events Studies", *Festival Management & Event Tourism*, 5(3): 131-138.

Formica, S. and Olsen, M.D. (1998). "Trends In The Amusement Park Industry", *International Journal Of Contemporary Hospitality Management*, 10(7): 297-308.

Formica, S. and Sun, C. (1998). "Taiwan And The Tourist Life Cycle", *The Tourist Review*, 1/1998: 10-22.

Formica, S. and Uysal, M. (1998). "A Market Segmentation Of An International Cultural-Historical Event In Italy", *Journal of Travel Research*, 36 (Spring): 16-24.

Formica, S. (1997). "The Development Of Hospitality And Tourism Education In Italy", *Journal of Hospitality & Tourism Education*, 9(3): 48-54.

Formica, S. and Uysal, M. (1996). "A Market Segmentation Of Festival Visitors: Umbria Jazz Festival In Italy", *Festival Management & Event Tourism*, 3(4): 175-182.

Formica, S. (1996). "The European Hospitality and Tourism Education: Differences With The American Model And Future Trends", *International Journal of Hospitality Management*, 15(4): 317-323.

Formica, S. (1996). "Political Risk Analysis in Relation to Foreign Direct Investment", *The Tourist Review*, 4/96.

Formica, S. and Uysal, M. (1996). "The Revitalization Of Italy As A Tourist Destination", *Tourism Management*, 17(5): 323-331.

Publications in Refereed Proceedings & Presentations at International Conferences

Formica, S., Singh, N. & Barlow, S. Strategic Responses to Incentive Travel Industry To Future Environmental Forces. *TTRA Conference*, Dublin, Ireland, June 2006.

Mottironi, C. & Formica, S. Competitive Methods and Core Competencies of Tourism Destinations. *TTRA Conference*, Dublin, Ireland, June 2006.

Singh, N. & Formica, S. Pictorial Congruence in Destination *TTRA Conference*, New Orleans, June 2005.

Gretzel, U., Fesenmaier, D., & Formica S. Tribal Marketing for Destination Websites. *TTRA Conference*, New Orleans, June 2005.

Xiang, P., Formica, S., & Fesenmaier, D. Mapping Decision Makers Strategic Knowledge. *TTRA Conference*, New Orleans, June 2005.

Xiang, Z., Kothari, T., Formica, S., Hu, C., Roehl, W. & Fesenmaier, D. SMART: A Strategic Marketing Decision Support System for Destination marketing Organizations. *TTRA Conference*, New Orleans, June 2005.

Formica, S., Rohel, W., & West, D. (2004). Travel Segment Differences in Assessing State Destination Attractiveness *TTRA Conference*, Montreal, Canada, June.

Formica, S. & Rohel, W. (2004). Regional Analysis of Tourist Resources: Evidence From Virginia. *CHRIE Conference*, Philadelphia, July.

Formica, S and Uysal, M. (2003). A Methodological Framework to Measure Tourism Resources. *Travel & Tourism Research Association (TTRA) Annual Conference*, St. Louis.

Formica, S. (2002). "Identification and Measurement of Tourism Resources: The Case of Virginia" *2002 Academy of Marketing Science Conference*, Sanibel Island, Florida, U.S.A., May 29-June 1.

Formica, S. (2001). "Measuring Destination Attractiveness: A Proposed Framework" *The International Business Conference*, Miami, U.S.A., December 19 – 21.

Formica, S. and Uysal, M. (2001). " An Examination of Tourism Development and Quality of Life in Virginia" *Fourth ISQOLS Conference*, Washington D.C., U.S.A., November 30 – December 1.

Formica, S. (2001). "Measuring Destination and Community Attractiveness" *Tourism As A Catalyst For Community Based Development*, Pretoria, South Africa, October, 1-3.

Yoon, Y., Formica, S., and Uysal, M. (2001). "Destination Attributes and Travel Market Segmentation" *Travel & Tourism Research Association (TTRA) Annual Conference*, Orlando.

Formica, S. (2001). "Human Resources' Trends in the Hospitality Industry" *X World Business Congress*, Zagreb, Croatia, 4-8 July.

Formica, S. (2001). Destination Attractiveness And Travel Segments: Knowledge Discovery In Tourism Database. *2001 Travel & Tourism Research Association (TTRA) Annual Conference*, Stockholm, Sweden, April 21-24.

Formica, S. (2001). "Trends in Space Tourism." *2001 Joint Hospitality Conference* offered by The Cornell School in Hotel Administration and the Chinese University of Hong Kong, Hong Kong, January 12-16.

Formica, S. and Uysal, M. (2000). "A Review of Academic Research in Tourism Planning: The Role of Sustainability." *IX World Business Congress*, San Jose, Costa Rica, December 14-17.

Uysal, M., Formica, S., and Sirakaya, E. (2000). "Environmental Attitudes by Trip and Visitor Characteristics Revisited." *IX World Business Congress*, San Jose, Costa Rica, December 14-17.

Formica, S. (2000). "Tourism Planning." 2000 *Travel & Tourism Research Association (TTRA) Annual Conference*, Burbank, California, June 15-19.

Formica, S. and Littlefield, J. (2000). "A Promotional Strategy Model For National Tourism Organizations." 2000 *American Marketing Association International Conference* in Buenos Aires, Argentina, June 28-July 2.

Formica, S. and McCleary, K. (2000). "Developing A Conference Center In A Small Town: Attitudes Of Three Sectors." 2000 *CHRIE Conference*, New Orleans, Louisiana, July 18-22.

Formica, S. and Uysal, M. (1998). "The role of distance in segmenting festival visitors" The 5th International Conference on *Recent Advances in Retailing and Services Science*, Baveno, ITALY, August 25-28.

Formica, S. (1997). "The Use Of Qualitative Research In Hospitality And Tourism Marketing Studies", 1997 Annual *CHRIE Conference - Tides of Change*, August 6-9, Rhode Island Convention Center, pp. 79-87.

Published Articles in Italy

Formica, S. (2001). "Segmentazione: Come fare?" *Turismo D'Italia*, Luglio.

Formica, S. (2001). "I Cambiamenti delle Risorse Umane nello Scorso Decennio" *Turismo d'Italia*, Giugno.

Formica, S. (2001). "Permission Marketing ed Industria dell'Ospitalita'" *Turismo d'Italia*, Maggio.

Formica S. (2001). "Frequent Guest Programs: Sono davvero vantaggiosi?" *Turismo d'Italia*, Aprile.

Formica S. (2001). "Il Mission Statement ed il tuo albergo" *Turismo d'Italia*, Marzo.

Formica S. (2001). "Il ruolo strategico del Posizionamento nel mondo dell'Ospitalita'" *Turismo d'Italia*, Febbraio.

Formica S. (2001). "Data Mining ed Alberghi'" *Turismo d'Italia*, Gennaio.

Formica, S. (1999). "La Strategia di Marketing ed il Piano d'Azione - Parte I", *Hotel Domani*

Formica, S. (1999). "La Strategia di Marketing ed il Piano d'Azione - Parte II", *Hotel Domani*

Formica, S. (1998). "Budgeting e proiezioni di conto economico", *Hotel Domani*

Formica, S. and Sfodera, F. (1998). "I Costi E Ricavi Del Reparto Housekeeping", *Hotel Business & Management*, 8(4): 36-38.

Formica, S. and Sfodera, F. (1998). "Costi e Ricavi del Food & Beverage", *Hotel Business & Management*, 8(3): 40-43.

Formica, S. and Sfodera, F. (1998). "I Costi E Ricavi Della Room Division", *Hotel Business & Management*, 8(2): 40-43.

Formica, S. and Sfodera F. (1998). "Il Controllo Dei Costi Primo Strumento Di Gestione", *Hotel Business & Management*, 8(1): 40-42.

Formica, S. (1997). "Il Piano di Marketing Strategico - Misurare e valutare i risultati", *Hotel Domani*

- Formica, S. (1997). "Come sviluppare un piano di marketing strategico: Obiettivi aziendali", Hotel Domani, Aprile.
- Formica, S. (1997). "Come sviluppare un piano di marketing strategico: Analisi S.W.O.T. e Strategie di Posizionamento delle Strutture Ricettive", Hotel Domani, Marzo.
- Formica, S. (1996). "Come sviluppare un piano di marketing strategico: La situazione del mercato attuale", Hotel Domani, 23(9).
- Formica, S. (1996). "Destinazioni Turistiche: Pianificazione e Segmentazione", Direttori Albergo, 21(5/6/7): 60-63 (2).
- Formica, S. (1996). "I Fattori Push and Pull Determinano la Destinazione dei Viaggiatori", Direttori Albergo, 21(1/2): 45-46.
- Formica, S. (1996). "I Giovani Albergatori e la Formazione." Turismo d'Italia, Dicembre, pp. 8-11.
- Formica, S. (1996). "Il Piano di Marketing Strategico: A Che Cosa Serve?" Hotel Domani, 23(8): 28-31.
- Formica, S. (1996). "I Dieci Anni Che Hanno Sconvolto Il Mondo Visti Dalla Parte Degli Alberghi", Hotel Domani, 23(3): 36-43.
- Formica, S. (1996). "Environmental Scanning. Uno Strumento Strategico Per La Promozione Dell'Albergo", Hotel Domani, 23(4): 26-31.
- Formica, S. (1996). "Le Cinque Forze Che Stanno Cambiando Il Futuro Dell'Industria Alberghiera", Hotel Domani, 23(5): 34-38.
- Formica, S. (1996). "Destinazioni Turistiche: Pianificazione e Segmentazione", Direttori Albergo, 21(5/6/7): 60-63 (2).
- Formica, S. (1995). "All'Universita' Americana", Turismo D'Italia Hotel Restaurant, No 10, Dicembre, pp. 30-32.
- Formica, S. (1995). "La Formazione Alberghiera. Il Grande Passo: Un Giovane Albergatore A Scuola In America", Hotel Domani, 22(9): 24-27.
- Formica, S. (1990). "Festa del turismo seconda edizione", Turismo D'Italia Hotel Restaurant, 1/2(3):51-52.
- Formica, S. (1989). "Promhotel, gli imprenditori a consorzio", Turismo D'Italia Hotel Restaurant, 2(5):32.
- Formica, S. (1989). "Dalla tutela della categoria alla progettualita' sul territorio", Turismo D'Italia Hotels Restaurant, 2(5):35.
- Formica, S. (1989). "Pubblico e privato al passo con i tempi", Turismo D'Italia Hotel Restaurant, 1/2 (2): 38-39.
- Formica, S. (1988). "Nuovo Presidente per gli albergatori di Perugia", Turismo D'Italia Hotel Restaurant, 2/3 (1), 53.

Books

Formica, S. (1999). "Tourism Marketing" It is the only hypertext in this field currently in the market. It is offered in six languages. My authorship relates to three chapters (Segmentation, Positioning, Strategic Marketing & Planning) and one in-depth section (Marketing of Festivals & Special Events).

Formica, S (1994), "I Rapporti Contrattuali tra Albergatori ed Agenti di Viaggio (Contractual Relationships Between Hoteliers and Travel Agents)", Edizioni A.D.A., Roma, Italy.

Book Chapters

Formica, S. (2002). “Un Modello Per La Misurazione Dell'Attrattivita' Turistica In Zone Alpine” In *Manuale del Turismo Alpino*, edited by Pechlaner, H. and Marente, M. Touring University Press. In press.

Other Published Material

“Radisson Hotels Worldwide”, Case Study #4 (1996). Published by Virginia Tech, Department of Hospitality and Tourism Management.

Invited Presentations

Formica, S. (2002). presented at the International Conference “ Tourism Recovery in the Wake of New Global Challenges,” at the Lebanese-American University, Beirut, Lebanon.

Formica, S. (2001). “Trends Affecting the Hospitality Industry and the Strategic Response of Hotel Multinationals” presented at the faculty members of the *Universidad de las Americas*, Puebla, May 11th.

Formica, S. (2001). “Tourism, Change and Leadership” *National conference on Sustainable Tourism Development*, Prievidza, Slovakia, May, 5.

Formica, S. (2001). “Destination Attractiveness as a Result of Supply and Demand Interaction” presented at *The Marketing Seminar of the French Business Grand Ecoles HEC/INSEAD/ESSEC*, Paris, March, 8th.

Formica, S. (2001). “ Leadership in Times of Rapid Change: How Hospitality Managers Can Prepare For the Future” presented at *The Cornell European Chapter Meeting*, Munich 29 March – 1 April.

Formica, S. (2001). “The General Manager As A Leader: Providing a Strategic Vision For The Individual Property,” presented at *The 2001 European Hotel General Manager Association Assembly*, Prague, February 16th.

Other Presentations

Formica, S (1996). “Politics’ effect on festivals: a European case study”, presented at the Conference on Graduate Education and Graduate Students Research in Hospitality and Tourism, University of Houston, January 11-13.

Formica, S. and Uysal, M. (1996). “A Market Segmentation Of An International Cultural-Historical Event In Italy”, presented at the International Festivals & Event Association 41st Annual Convention Festival Research Symposium, Orlando, FL, September 18-22.

Formica, S. (1996). “Motivations Of Festival Attendees As A Marketing Tool”, presented at the Festival & Event Manager’s Workshop, Roanoke, VA, April 24-26.

Formica, S. (1995). “The downfall of an international festival: the Umbria Fiction case study” presented at the Second International Festivals Association Research Symposium, Edinburgh, Scotland, August 16-20, 1995.

Marketing/Hospitality/Tourism Simulation Games Certifications

MARKSTRAT, by STRATX International, Cambridge, U.S.A.

CHASE, by Cornell University, Ithaca, U.S.A.

CRASE, by Cornell University, Ithaca, U.S.A.

Other International Experiences

2001/2 International Recruiting in Germany, Italy, Lebanon, Portugal, and South Africa.

2001. E.U. expert for the transnational project in Promotion for Tourism Products and Services. Sofia, Bulgaria.

2000. Presented a transnational project for the *Development of a Decision Support System* CD-Rom on Tourism Destination Attractiveness. Brussels, Belgium.

1999 E.U. Now Project. Meeting with the European partners (Belgium, Italy, Germany, and Italy) for the *formulation and coordination* of a transnational EU project, Normandy, France.

1998 E.U. Now Project. Meeting with the European partners (Belgium, Italy, Germany, and Italy) for the *creation and the implementation* of a module to be developed and distributed within the European Community territories in sustainable tourism entrepreneurship, Berlin and Leipzig, Germany.