

CURRICULUM VITAE

[Zvi Schwartz](#), Professor

[Hospitality Business Management](#), [Alfred Lerner College of Business & Economics](#), [University of Delaware](#)

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Chair, RevME workshop series

Affiliated faculty, [Institute for Financial Services Analytics](#), University of Delaware

Affiliated Faculty, [Data Science Institute](#), University of Delaware

Academic Education

Ph.D. Purdue University, USA 1995 Restaurants, Hotels, Institutional and Tourism Management
M.B.A. Tel-Aviv University, Israel 1988
B.A. Haifa University, Israel 1983 Major: Economics

Teaching Experience

University of Delaware, USA

Professor

2014 - present

Advanced topics in Hospitality Management Research	(Doctoral)
Doctoral Research Seminar	(Doctoral)
Hospitality Revenue Management	(Masters, Undergraduate)
Strategic Hospitality Management	(Masters)
Management Systems in Hospitality	(Masters)
Intro to Hospitality Information Management	(Undergraduate)
Issues in Tourism Management (online)	(Undergraduate)
Cruise Ship Management (Study Abroad)	(Undergraduate)
Managerial Accounting and Finance in the Hospitality Industry	(Undergraduate)

Virginia Tech, USA

Associate Professor, J. Willard & Alice S. Marriot Senior Faculty Fellow
for Hospitality Finance and Revenue Management

2011- 2014

Hospitality Revenue Management	(Undergraduate)
Hospitality Financial Management	(Masters)
Research Seminar	(Masters / Ph.D.)
Special Problems in the Hospitality Industry	(Masters)
Research Foundations in Hospitality and Tourism Management	(Ph.D.)

University of Macau, Macau

Visiting Professor (summer semester)

2013 - 2015

Revenue Management in Integrated Resorts	(Masters)
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University of Illinois, USA,

Associate Professor

2009 - 2011

Assistant Professor

2003 - 2009

Finance and Budgeting	(Masters, online)
Research Seminar	(Masters / Ph.D.)
Advanced Tourism Seminar	(Ph.D.)
Tourism Demand Forecasting	(Masters / Ph.D.)
Marketing	(Masters / Ph.D.)
Leisure Services Marketing	(Undergraduate)
Foundations of Tourism	(Undergraduate)
Adventure Tourism	(Undergraduate)

Ben-Gurion University, Israel		1997-1999
Lecturer:	Forecasting Methods for Hospitality and Tourism	(Undergraduate)
	Quantitative Models in Hospitality Management	(Undergraduate)
Purdue University, USA		1992-1995
Instructor:	Hospitality Managerial and Financial Accounting	(Undergraduate)
	Hospitality Organization and Management	(Undergraduate)
Teaching Assistant:	Computers in the Hospitality Industry	(Undergraduate)
Ohel-Sara College, Israel		1988
Instructor:	Marketing	(Undergraduate)
Haifa University, Israel, Department of Economics		1987-1988
Teaching Assistant:	Introduction to Economics	(Undergraduate)
	Marketing Research	(Undergraduate)
	Business Policy	(Undergraduate)

Doctoral Students Advising:

Dr. Gongmei Yu (Illinois)
 Dr. Chih-Chien Chen (Illinois)
 Dr. Namhyun Kim (Illinois)
 Dr. Xiaojuan (Jady) Yu (Illinois)
 Dr. Mehmet Altin (Virginia Tech)
 Dr. Timothy Webb (Virginia Tech)
 Dr. Arash Riasi (University of Delaware)
 Ling (Ally) Ling (University of Delaware)

Administrative and Leadership Experience in Academia

Department chair	University of Delaware	2018-2019
Associate department chair	University of Delaware	2015-2018
Founding chair, the RevME workshops		2014 - current
Director of graduate programs	Virginia Tech	2011-2014
Founding chair, Revenue management SIG	International CHRIE	2012-2017
Co-director, TesB Lab	University of Illinois	2003 - 2011

Other Academic Experience

Workshop organizer:	RevME (Revenue Management Education) annual meetings	2015 - current
Guest Editor:	<i>Journal of Travel and Tourism Marketing</i> , Special issue on "Revenue Management"	2015
	<i>Journal of Travel and Tourism Marketing</i> , Special issue on "Yield Management in Tourism"	2004
Consulting Guest Editor:	<i>International Journal of Revenue Management</i> Special issue on "Customer-Informed Pricing and Revenue Management in the International Hotel Industry"	
Editorial Review Board:	<i>Cornell Hotel and Restaurant Administration Quarterly</i>	2001-present
	<i>Journal of Hospitality and Tourism Research</i>	2008-present
	<i>Journal of Travel Research</i>	2009-2013

<i>International Journal of Hospitality Management</i>	2012-present
<i>Journal of Foodservice Business Research</i>	2001-present
<i>Journal of Human Resources in Hospitality & Tourism</i>	2002-present
<i>Journal of Quality and Assurance in Hospitality & Tourism</i>	2007-present
<i>Tourism Analysis</i>	2009-present
<i>ICHRIE Research Reports</i>	2013-present

Ad hoc reviewer:

Management science journals:

Manufacturing and Service Operation Management
Journal of Management Sciences and Regional Development

Hospitality and tourism journals:

International Journal of Contemporary Hospitality Management
Journal of Travel and Tourism Marketing
Tourism Economics
Tourism Management
Event Management

Conferences:

ICHRIE ,EuroCHRIE, ApacCHRIE, TTRA, ISTTE
Graduate Research Conference, Great Lakes hospitality and tourism educators

Honors and Awards

Research

<i>JHTR</i> 's 2021 outstanding research article – highly commended award	2022
Best 2018 paper award finalist, <i>Cornell Hospitality Quarterly</i>	2019
Best paper award, 2019 ICHRIE	2019
Founders Award, Graduate Student Research Conference in Hospitality and Tourism	2019
HRAD Spring 2017 Distinguished Davis Speaker, Oklahoma State University	2017
Best Research Abstract Award, ICHRIE's NENA Conference	2017
Best Published Research Paper of the Year Award, 1 st place, Intl. Federation of IT Travel & Tourism	2017
Michael D. Olsen Research Award	2017
Best Research Paper Award, Revenue Management and Pricing conference, Paris	2015
Institute of Hospitality Education, Research Award, EuroCHRIE	2015
W. Bradford Wiley Memorial Best Published Research Paper of the Year Award, ICHRIE	2015
W. Bradford Wiley Memorial Best Published Research Paper of the Year Award, ICHRIE	2013
Researcher of the week, Virginia Tech	2013
Excellent paper award, the 2012 TOSOK International Tourism Conference	2012
Best paper award, Graduate Education and Research in Tourism and Hospitality Conference	2011
W. Bradford Wiley Memorial Best Published Research Paper of the Year Award, ICHRIE	2010
Harrah Hospitality Research Center, Outstanding Dissertation Award in Hospitality (Chair)	2010
Best conference paper award, ApacCHRIE	2006
Finalist, W. Bradford Wiley Memorial Best Published Research Paper of the Year Award	2005
Best conference paper, Graduate Education and Research in Tourism and Hospitality Conference	2005
Best paper award, CHRIE	2003
ANABAR citation of Excellence (now Emerald Management Reviews), Highest Quality Rating	1998
Best paper award, CHRIE	1997

Teaching

University of Illinois list of *Teachers Ranked as Excellent by their Students*: 2010, 2009, 2007 (Outstanding ratings), 2006, 2005, 2004.

Other

Manager of the Month award, Hyatt Regency Chicago, Hyatt	1991
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B.A. program for honor students, Haifa University	1980 - 1983
Merit Scholarship for academic excellence, Haifa University	1980 - 1981

Research Grants

Summer research support, University of Delaware	2015	Principal Investigator	\$ 10,000
Summer research support, Pamplin, Virginia Tech	2013	Principal Investigator	\$ 15,000
Caesars Hospitality Research Grant Program	2012	Co-principal Investigator	\$ 47,750
Springfield Illinois visitor study	2010	Principal Investigator	\$ 7,720
IL Dept. of Commerce and Community Affairs,	2004-2010	Principal Investigator	\$229,702
Illinois Tourism Research,	2005-2006	Co-principal Investigator	\$ 8,800
Illinois campus research board,	2004-2005	Principal Investigator	\$ 20,000
Grand Canyon National Park,	2003-2006	Investigator	\$279,328
IL Dept. of Commerce and Community Affairs,	2003-2004	Co-principal Investigator	\$ 49,907
Ben Gurion University, Research Fund,	2001	Co-principal Investigator	\$ 1,700
Ministry of Tourism (Israel) research grant,	1999	Co-principal Investigator	\$ 2,500
Purdue research fund scholarship, Purdue,	1994		

Invited Presentations

1. "The Science of Revenue Management", online seminar at the University of Anger's, France, Jan 26, 2021.
2. "Hotel revenue management forecasting during and post pandemic" Webinar, Revenue Management Club Paris, November 5, 2020
3. "The Science of Revenue Management", Phoenix Area Revenue Management, October Webcast, October 20, 2020.
4. "The Impact of Machine and Human Learning on the Effectiveness of Hotel Occupancy Forecast Combinations across Multiple Forecasting Horizons", Alfred Lerner College of Business & Economics, Faculty Fall Research Showcase, Oct 26, 2019
5. "Revenue Management Research: Directions and Opportunities", RevME, Denver CO, Dec 17, 2018
6. "Issues in Revenue Management", seminar at the University of Anger's, France, Dec 10, 2018.
7. "Revenue Management Analytics", Keynote address, Beijing Hospitality Institute, Oct 11, 2018
8. "Contemporary Challenges in Revenue Management" Faculty Research Seminar, May 21, 2018 Sejong University, Seoul, S. Korea
9. "Insights on Deal Seeking and Revenue Management", Research Seminar, March 2, 2018, University of Massachusetts, Amherst.
10. "Insights on Deal Seeking and Revenue Management", Keynote address, REMAPS conference, December 13, 2017, University of Anger's, France.
11. "Revenue Management Research", Research Seminar, Virginia Tech, October 20, 2017.
12. "Revenue Management Research", Doctoral Research Seminar, UNLV, October 16, 2017.
13. "The Joy of Stumbling in the Dark – My Travels in Pursuit of Excellence in Academia" Keynote address, Career Academy -- Research Track. 2017 ICHRIE. July 26, 2017, Baltimore, MD.
14. "Revenue Management research challenges: Optimization, controls and monitoring", HRAD Spring 2017 Davis Speaker Series, Oklahoma State University, April 20, 2017
15. "Research, Management and Diversity", College of Hospitality Retail and Sport Management, University of South Carolina, April 13, 2017
16. "Revenue Management Research". Career Academy -- Research Track. 2016 ICHRIE. July 20, Dallas, TX.
17. "Profitability vs. Revenue Optimality in Revenue Management". Research Seminar, Business School, University of Angers, Angers, France. December 15, 2015

18. "Challenges in Hospitality Revenue Management", REMAPS (Revenue Management and Pricing conference), Dec 18, 2015, Paris, France
19. "Data Analytics and Hospitality Revenue Management", ENTER 2015, Feb 5, 2015 Lugano, Switzerland
20. "The importance of Collaboration- Best Practices and Practical Advice from the SHARE CENTER", Southeast Tourism Society Spring Symposium, March 24, 2014
21. "Frontiers in Hospitality Revenue Management Research". Lerner College Distinguished Lecture Series. University of Delaware, March 17, 2014
22. "Revenue Management Seminar", Dan Hotels, Israel, March 10-11, 2014
23. "Revenue Management Research". New River Hospitality Association, VA, January 24, 2013.
24. "On optimal research plans, trees, and quality of life". General session, the graduate education and graduate research conference in hospitality and tourism. January 4-6, 2013, Seattle, WA.
25. "Pricing and Co-created Tourism Experience Value", Creating Experience Value in Tourism Seminar, November 16-20, Tromso, Norway.
26. "HTM research: troublesome trends and what can we do about them". The 2012 ICHRIE Career Advancement Academy, Research Track, Providence, RI, August 2nd, 2012
27. "Directions for Hospitality Revenue Management Research". Key note speaker, at the 3rd Colloquium for Overseas and Domestic Korean Scholars in Hospitality and Tourism and 1st HTM Young Scholar Conference, Sejong University, Seoul, S. Korea, July 2nd, 2012
28. "Hospitality Revenue Management in an Era of Online Deal Seeking". Research seminar, School of Management, Ben-Gurion University, Israel, December 21, 2011.
29. "Bayesian Updating of Occupancy and Sellout Probabilities". Research seminar, Department of Hospitality and Tourism Management, Virginia Tech, January 20, 2011.
30. "Bayesian Updating of Occupancy and Sellout Probabilities". Research seminar, The School of Tourism and Hospitality Management, Temple University, January 10, 2011.
31. "On Interdisciplinary Research". The 2010 ICHRIE Career Advancement Academy, Research Track, San Juan, Puerto Rico, July 28, 2010.
32. "Hedonic Motivations and Revenue Management". Research seminar, Department of Hospitality Management, Tunghai University, Taiwan, January 7, 2010.
33. "Revenue Management". Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, November 13, 2009.
34. "Methodology Matters: Analytical Modeling in Hospitality and Tourism Research". July 29, the 2009 ICHRIE Career Advancement Academy, San Francisco, CA.
35. "Hotels Revenue Management". The Jinling hotel-executives seminar, July 17-18, 2008, Department of Hospitality and Tourism Management, Purdue University.
36. "Revenue Management". Research seminar, School of Hotel, Restaurant and Tourism Management, November 30, 2008, University of South Carolina.
37. "Revenue Optimization and Consumer Decisions", Research seminar, Department of Hospitality and Tourism Management, Pamplin College of Business, Virginia Tech, November 1, 2007
38. "Illinois Tourism: TesB's On-line Data Resources", UIUC Extension Community and Economic Development, UIUC, September 18, 2007
39. "Hotels Revenue Management", The Jinling hotel executives seminar, Department of Hospitality and Tourism Management, Purdue University, August 7-8, 2007.
40. "Revenue Management and the Internet". Department of Hospitality and Restaurant Management, National PingTung University of Science and Technology, PingTung, Taiwan, June 1, 2007.
41. "Hotels Revenue Management", The Jinling hotel executives seminar, Department of Hospitality and Tourism Management, Purdue University, August 1-2, 2006.
42. "Illinois Tourism Bureau Access", Illinois Council of Convention and Visitor Bureaus, Springfield IL, May 16, 2006.
43. "When Hotel Revenue Management Meets Deal Seeking Customers", Research Seminar, Department of Hospitality and Tourism Management, Purdue University. April 20, 2006.

44. “Challenges for Hotel Revenue Management: Optimization Schemes and Savvy Consumers”, Department of Consumer Sciences, Research seminar, Department of Consumer Sciences, The Ohio State University. February 16, 2006.
45. “Estimating Day Hikers’ Traffic Volume”, the Grand Canyon backcountry research workshop, Grand Canyon National Park, January 31 – February 1, 2006.
46. “Towards a Better Revenue Management Paradigm: Price Optimization and the Internet Induced Behavior of Advanced Booking Consumers”. Research seminar, The School of Tourism and Hospitality Management, Temple University, November 18, 2005.
47. “Revenue Management Effectiveness, the Advanced Booking Model and Information Asymmetry”, Presented at the 3rd Pricing Camp, Department of Business Administration, College of Business, UIUC. UIUC’s Allerton House, May 26 - May 29, 2005.
48. “Building an Online Tourism Benchmarking Systems”. The Tourism Benchmarking Forum, Texas A&M, March 14-16, 2004.
49. “Using Decision Support Software in F&B Management”. The Annual National Conference on Food and Beverage Management, Tel-Aviv, Israel November 8-9, 1999. (With Dr. Eli Cohen)
50. “A Model of Hotel Customers Purchase Decision and Their Time Dependent Willingness to Pay”. Research Seminar, School of Management, Ben-Gurion University, Israel, December 1998.

Refereed Publications

1. Altin, M., Chen, C., Riasi, A. & Schwartz, Z. (forthcoming). Go moderate! How hotels' cancellation policies affect their financial performance. *Tourism Economics*
2. Koupriouchina, L., van der Rest, J. I., & Schwartz, Z. (forthcoming). Judgmental adjustments of RMS hotel occupancy forecasts: Does user override frequency impact forecasting accuracy at different forecasting time horizons? *Tourism Economics*
3. Webb, T., Beldona, S., Schwartz, Z. & Bianco, S. (2021). Growing the pie: An examination of coopetition benefits in the US lodging industry. *International Journal of Contemporary Hospitality Management*. 33(12), 4355-4372. <https://doi.org/10.1108/IJCHM-03-2021-0340>
4. Webb, T., Schwartz, Z., Xiang, Z. & Altin, M. (2021). Hotel revenue management forecasting accuracy: The hidden impact of booking windows. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-05-2021-0124>
5. Schwartz, Z., Webb, T., & Ma, J. (2021). Hotel analytics: The case for reverse competitive sets. *Cornell Hospitality Quarterly*,
6. Ling, L., Webb T. & Schwartz, Z. (2021). Risk information and markdowns-induced incentives to participate in hotel room resale schemes. *Journal of Revenue and Pricing Management*. (), 1- 13. <https://doi.org/10.1057/s41272-021-00352-9>
7. Ma, J., Webb T., & Schwartz Z. (2021). A blended model of restaurant deliveries, capacity constraints and distributions channels: Theory and empirical observations. *International Journal of Hospitality Management*. 96. <https://doi.org/10.1016/j.ijhm.2021.102981>
8. Schwartz, Z., Webb, T., van der Rest, J. I. & Koupriouchina, L. (2021) Enhancing the Accuracy of Revenue Management System Forecasts: The Impact of Machine and Human Learning on the Effectiveness of Hotel Occupancy Forecast Combinations across Multiple Forecasting Horizons. *Tourism Economics*. 27(2), 273-291. <https://doi.org/10.1177/1354816619884800>
9. Schwartz, Z & Webb, T. (2020). Resource Similarity, Market Commonality and Spatial Distribution of Hotel Competitive Sets. *Journal of Hospitality & Tourism Research*. <https://doi.org/10.1177/1096348020988579>
10. Webb, T., Schwartz, Z., Xiang, Z., & Singal, M. (2020). Revenue Management Forecasting: The Resiliency of Advanced Booking Methods given Dynamic Booking Windows. *International Journal of Hospitality Management*, 89, xx. <https://doi.org/10.1016/j.ijhm.2020.102590>

11. Huang, T., Chen, C. & Schwartz, Z. (2019). Do I book at exactly the right time? Airfare forecast accuracy across three price-prediction platforms. *Journal of Revenue and Pricing Management*. 18(4), 281-290. DOI: 10.1057/s41272-019-00193-7-
12. Riasi, A., Schwartz, Z. & Beldona, S. (2019). Hotel Overbooking Taxonomy: Who and how? *International Journal of Hospitality Management*. 82, 1-4
13. Riasi A., Schwartz Z. & Chen C. (2019). A paradigm shift in revenue management? The new landscape of hotel cancellation policies. *Journal of Pricing and Revenue Management*. 18(6), 434-440. <https://doi.org/10.1057/s41272-019-00189-3> <https://rdcu.be/bpHhu>
14. Yang, Y., Jiang L. & Schwartz, Z. (2019). Who's hiding? Room rate discounts in opaque distribution channels. *International Journal of Hospitality Management*. 80, 113-122. <https://doi.org/10.1016/j.ijhm.2019.02.001>
15. Riasi, A., Schwartz Z. & Chen C. (2018). A proposition-based theorizing approach to hotel cancellation practices research. *International Journal of Contemporary Hospitality Management*. 30(11), 3175-3191. <http://dx.doi.org/10.1108/IJCHM-10-2017-0616>
16. Schwartz, Z. Riasi, A. & Liu, X. (2018). Gap-alert: Quantity surcharge practices vs. guest expectations, *International Journal of Hospitality Management*, 73, 108-115. <https://doi.org/10.1016/j.ijhm.2018.02.010>
17. Beldona, S., Schwartz Z. & Zhang, X. (2018). Evaluating hotel guest technologies: Does home matter? *International Journal of Contemporary Hospitality Management*.
18. Altin, M., Schwartz, Z. & Uysal, M. (2017). "Where you do it" matters: The impact of hotels' implementation strategies on performance. *International Journal of Hospitality Management*, 67, 46-52, doi: 10.1016/j.ijhm.2017.08.001
19. Altin, M., Uysal, M. & Schwartz, Z. (2017). Revenue management outsourcing: A hybrid model of transaction cost economics and organizational capability, *Cornell Hospitality Quarterly*, 59(2), 112-114. doi: 10.1177/1938965517730318
20. Riasi, A., Schwartz, Z., Liu, X., & Li, S. (2017). Revenue Management and Length-of-Stay-Based Room Pricing. *Cornell Hospitality Quarterly*, 58(4), 393-399. doi: 10.1177/1938965517704372.
21. Loosschilder, G., van der Rest, I.J. Schwartz, Z., Cordella, P. & Sierag, D. (2017). From OTA interface design to hotels' revenues: The impact of sorting and filtering functionalities on consumer choices, *Journal of Revenue & Pricing Management*. 16(2), 125-138. doi: 10.1057/s41272-016-0074-9
22. Webb, T. & Schwartz, Z. (2017). Revenue management analysis with competitive sets: Vulnerability, opportunism and a challenge to strategic co-opetition. *Tourism Economics*. 23(6), 1206-1219/ doi: 10.1177/1354816616671473
23. Schwartz, Z., Altin, M. & Singal, M. (2016). Performance measure for strategic revenue management practices: RevPAR vs. GOPPAR, *Journal of Revenue & Pricing Management*. 16(4), 357-375. doi: 10.1057/rpm.2016.23
24. van der Rest, J., Cordella, P., Loosschilder, G. & Schwartz, Z. (2016). Connecting search marketing to hotel revenue management: Conjoint analysis as a methodology to evaluate the optimal online travel agency commission fee, *Services Science*, 8(2), 169-183
25. Schwartz, Z., Uysal, M., Webb, T., & Altin, M. (2016). Hotel daily occupancy forecasting with competitive sets: A recursive algorithm, *International Journal of Contemporary Hospitality Management*, 28(2), 267-285. doi: <http://dx.doi.org/10.1108/IJCHM-10-2014-0507>
26. Chen, C., Schwartz, Z., & Yu, X. (2015). On the students as surrogates research conundrum: Insights from statistical reasoning in revenue management. *Journal of Revenue & Pricing Management* 14, 262-275. doi:10.1057/rpm.2015.16
27. Van der Rest, J.I., Wang, X.L., Schwartz, Z., Jooste, M., & Koupriouchina, L. (2015). Hotel Revenue Management: from theory to practice – a book review. *International Journal of Contemporary Hospitality Management*. 27(5), 1048-1050
28. Wang X. L., Heo, C., Schwartz, Z., Legohérel, P., & Specklin, F. (2015). Revenue Management: Progress, challenges and research prospects: Introduction. *Journal of Travel and Tourism Marketing*, 32(7) doi: 10.1080/10548408.2015.1063796

29. Poria Y., Schwartz, Z., & Uysal, M. (2015). IF you can keep your head: The unintended consequences of the impact factor on tourism research. *Tourism Management*, 51, 300-302. doi:10.1016/j.tourman.2015.05.010
30. Xiang Z., Schwartz, Z., Gerdes, J. H., & Uysal, M. (2015). What can big data and text analytics tell us about hotel guest experience and satisfaction? *International Journal of Hospitality Management*. 44, 120–130. doi: 10.1016/j.ijhm.2014.10.013
31. Koupriouchina, L., van der Rest, J. I., & Schwartz, Z. (2014). On Revenue Management and the use of occupancy forecasting error measures. *International Journal of Hospitality Management*. 41, 104-114. doi: 10.1016/j.ijhm.2014.05.002
32. Woo, E., & Schwartz, Z. (2014). Towards assessing the knowledge gap in medical tourism. *Journal of Quality Assurance in Hospitality and Tourism*, 15(2), 213-226. doi: 10.1080/1528008X.2014.889516
33. Kim, N., Yu, X., & Schwartz, Z. (2013). Can online surveys substitute traditional modes? An error based comparison of online and on-site tourism destination surveys. *Tourism Review International*, 17, 31-45. doi: 10.3727/154427213X13649094288061
34. Kim, N., & Schwartz, Z. (2013). The accuracy of international tourism forecasting and data characteristics: A meta-analytical approach. *Journal of Hospitality Marketing & Management*. 22, 349-374. DOI: 10.1080/19368623.2011.651196
35. Chen, C., & Schwartz, C. (2013). On revenue management and last- minute booking dynamics. *International Journal of Contemporary Hospitality Management*, 24(7), 7-22.
36. Yu, X., Kim, N., Chen, C., & Schwartz, Z. (2012). Are you a tourist? Tourism definition from the tourist perspective, *Tourism Analysis*, 17(4), 445-457. <http://dx.doi.org/10.3727/108354212X13473157390687>
37. Kim, N., Choi, S., & Schwartz, Z. (2012). On the validity of the ‘Importance minus Performance’ construct: A genuine contribution of the tourism literature or a mishap? *Journal of Travel and Tourism Marketing*, 29(6), 599-610. DOI: 10.1080/10548408.2012.703039
38. Schwartz, Z. (2012). Probability blindness” and last-minute booking of hotel rooms: The case of Bayesian updating. *International Journal of Tourism Sciences*, 12(2) 63-77.
39. Schwartz, Z., Stewart, W., & Backlund, E. (2012). Visitation at capacity-constrained tourism destinations: Exploring revenue management at a national park. *Tourism Management*, (33), 500-508. doi:10.1016/j.tourman.2011.05.008
40. Schwartz, Z., & Chen, C. (2012). Hedonic motivations and the effectiveness of risk perceptions oriented revenue management policies. *Journal of Hospitality & Tourism Research*, 36(2), 232-250. doi: 10.1177/1096348011413589.
41. Yu, G., Schwartz, Z., & Walsh, J. (2011). Climate change and tourism seasonality. *Journal of Tourism*, (11)2, 52-64.
42. Chen, C., Schwartz, Z., & Vargas, P. (2011). The search for the best deal: How hotel cancellation policies affect the search and booking decisions of deal seeking customers?”. *International Journal of Hospitality Management*, 30(1), 129-135.
43. Schwartz, Z., & Chen, C. (2010). The peculiar impact of higher room rates on customers’ propensity to book. *International Journal of Contemporary Hospitality Management*, 22(1), 41-55.
44. Schwartz, Z., & Chen, C. (2010). Advanced booking decisions of risk-averse, deal-oriented travelers”. *Journal of Hospitality Marketing and Management*. 19(2), 188-197.
45. Schwartz, Z. (2010). A commentary on Annaraud, 2007: Restaurant menu analysis: Can we go further?”. *Journal of Foodservice Business Research*, 13 (2), 144-148.
46. Schwartz, Z., Stewart, W., & Backlund, E. (2010). Monitoring visitor flows in destinations: The case of multiple use hiking trails in Grand Canyon National Park. *Tourism Analysis*, 14 (6) 749-763.
47. Yu, G., Schwartz, Z., & Walsh, J. (2009). Effects of climate change on the seasonality of weather for tourism in Alaska. *ARCTIC*, 62(4), 443-457.
48. Yu, G., Schwartz, Z., & Walsh, J. (2009). Towards predicting the impact of climate change on tourism: A weather-resolving tourism climate index. *Climatic Change*. 95, 551–573.

49. Chen, C., Ruseski, J., & Schwartz, Z. (2009). Room rates as signals of quality, sellout risk and the prospects of getting a better deal: Analytical model and empirical evidence". *Tourism Economics*, 15(2), 367-380.
50. Chen, C., & Schwartz, Z. (2008). Timing matters: Travelers' advanced-booking expectations and decisions. *Journal of Travel Research*, 47(1), 35-42.
51. Chen, C., & Schwartz, Z. (2008). "Room rates patterns and customers' propensity to book hotel rooms. *Journal of Hospitality and Tourism Research*, 32(3), 287-306.
52. Schwartz, Z. (2008). Time, price and advanced booking of hotel rooms". *International Journal of Hospitality and Tourism Administration*, 9(2), 128-146.
53. Yu, G., Schwartz, Z., & Humphreys, B. R. (2007). Data patterns and the accuracy of annual tourism demand forecasts. *Tourism Analysis*, 12(1/2), 15-26.
54. Schwartz, Z. (2006). Revenues and asymmetric information: How uncertainty about service quality and capacity management affect optimal advanced booking pricing. *Journal of Quality and Assurance in Hospitality & Tourism*, 7(4), 1-22.
55. Chen, C., & Schwartz, Z. (2006). The importance of information asymmetry in customers' booking decisions: A cautionary tale from the internet. *Cornell Hotel and Restaurant Administration Quarterly*, 47(3), 272-285.
56. Yu, G., & Schwartz, Z. (2006). Forecasting short time series tourism demand with artificial intelligence models. *Journal of Travel Research*, 45(2), 194-203.
57. Schwartz, Z., & Lin, L. (2006). The impact of fees on visitation of National Parks". *Tourism Management*, 27(2), 1386-1396.
58. Schwartz, Z. (2006). Advanced booking and revenue management: Room rates and the consumers' strategic zones. *International Journal of Hospitality Management*, 25(3), 447-462.
59. Cohen E., Ghiselli, R., & Schwartz, Z. (2006). The effect of loss-leader pricing on restaurant menus' product portfolio analysis. *Journal of Foodservice Business Research*, 9(1), 21-38
60. Schwartz, Z. (2005). Revenues and the cost of collecting recreational fees. *Tourism Economics*. 11(2), 261-273.
61. Schwartz, Z., & Cohen, E. (2004). Subjective estimates of occupancy forecasts uncertainty by hotel revenue managers. *Journal of Travel and Tourism Marketing*, 16(4), 59-66.
62. Schwartz, Z., & Cohen, E. (2004). Hotel revenue management forecasting: Evidence of expert judgment bias. *Cornell Hotel and Restaurant Administration Quarterly*, 45(1), 85-98.
63. Schwartz, Z., & Cohen, E. (2003). Revenue management with discount group room rates. *Journal of Hospitality & Tourism Research*, 27(1), 24-47.
64. Uriely, N., Cohen, E., & Schwartz, Z. (2002). Rescuing hikers in Israel's deserts: Community altruism or an extension of adventure tourism? *Journal of Leisure Research*. 34(1), 25-36.
65. Cohen E., Saguy, S., & Schwartz, Z. (2002). Consumers' perception of kosher products. *Journal of Foodservice & Business Research*. 5(3), 69-88.
66. Cai, L., Schwartz, Z., & Cohen, E. (2001). Senior tourists in the Holy Land. *Journal of Teaching in Travel and Tourism*, 1(4), 19-33.
67. Cohen, E., Reichel, A., & Schwartz, Z. (2001). On the efficacy of an in-house food sanitation training program: Statistical measurements and some practical conclusions. *Journal of Hospitality & Tourism Research*, 25(1), 5-16.
68. Schwartz, Z. (2000). Changes in willingness to pay as the date of stay draws closer. *Journal of Hospitality & Tourism Research*, 24(2), 180-198.
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Industry Experience

Developer of decision support software for hospitality executives, 1996 – 2002.

Owner of *TechnoLodge* and co-founder and CTO of *Inntegral Inc.*

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System Specialist, Hyatt Regency Chicago, Chicago IL, 1990 - 1992.