

Timothy D. Webb PhD.
Associate Professor & Graduate Director
Hospitality and Sport Business Management
Alfred Lerner College of Business and Economics
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Education

Virginia Polytechnic Institute and State University, Blacksburg, Virginia Doctor of Philosophy Major: Hospitality and Tourism Management	December, 2017
University of Connecticut, Storrs, Connecticut Master of Science - Mathematics Major: Actuarial Science	December, 2012
State University of New York (SUNY) College at Buffalo, Buffalo, New York Bachelor of Science Major: Applied Mathematics	May, 2011

Professional Level Examinations

Successfully Passed Actuarial Exams

- Exam P/1: Probability Exam – Spring 2012
- Exam FM/2: Financial Mathematics Exam – Summer 2012
- Exam MLC/3: Modeling Life Contingencies Exam– Fall 2012

Awards

NENA-CHRIE 2025 Conference Best Paper Award Title: The impact of AI-Generated review summaries on Hotel Booking Information Search Efficiency	Spring 2025
ICHRIE 2023 Johnson & Wales Hospitality and Tourism Case Study Competition – Highly Commended Title: To Deliver or Not to Deliver: The Case For and Against Restaurant Delivery	Summer 2023
Journal of Hospitality and Tourism Research 2022 Highly Commended Research Paper Award Title: Resource Similarity, Market Commonality and Spatial Distribution of Hotel Competitive Sets	Summer 2022
Lerner College Outstanding Junior Faculty Award	Spring 2022
ICHRIE Conference Best Research Paper Award Title: The Impact of Booking Window Shifts on Hotel Revenue Management Forecasting	Summer 2019

Virginia Tech VBHA Howard Feiertag Scholarship for excellence in the hotel industry

Spring 2015

ICHRIE 2014 Johnson & Wales Hospitality and Tourism Case Study Competition – 3rd Place

Summer 2014

Title: The Future of Limited Service Restaurants: Let the Consumer Decide

Academic Experience

Associate Professor & Graduate Director, University of Delaware, Newark, Delaware

August 2023-Present

Assistant Professor, University of Delaware, Newark, Delaware

August 2018-2023

Graduate Teaching/Research Assistant, Virginia Polytechnic Institute, Blacksburg, Virginia

August 2013-May 2015

Research

Accepted

1. **Webb, T.**, Noone, B., Nath Vajpai, G., & Ma, J. (2025). Maximizing Restaurant Profitability: A Complementarity Approach. *International Journal of Hospitality Management*.
2. Nath Vajpai, G., **Webb, T.**, & Beldona, S. (2025). Designing a Memorable Dining Experience Lexicon Based on Theory and Text Mining. *International Journal of Hospitality Management*.
3. Tabatabaei, F., Yoo, J. J. E., Kim, H. S., & **Webb, T.** (2025). Objective data and geospatial analysis of event impact on community wellbeing: The Masters Golf Tournament. *Tourism Management*, 110, 105200.
4. Schwartz, Z., **Webb, T. D.**, Altin, M., & Riasi, A. (2025). Overbooking and performance in hotel revenue management. *International Journal of Hospitality Management*, 129, 104192.
5. **Webb, T.**, DeSchraver, T. D., Tainsky, S., & Simion, A. M. (2025). The Impact of College Football Games on the Hotel Industry: A Market Comparison. *Journal of Sport Management*, 1(aop), 1-11.
6. **Webb, T.**, Lee, M., Schwartz, Z., & Vouk, I. (2024). Beyond accuracy: The advantages of the k-nearest neighbor algorithm for hotel revenue management forecasting. *Tourism Economics*, 30(5), 1216-1236.

7. Schwartz, Z., Ma, J., & **Webb, T.** (2024). The MSapeMER: a symmetric, scale-free and intuitive forecasting error measure for hospitality revenue management. *International Journal of Contemporary Hospitality Management*, 36(6), 2035-2048.
8. **Webb, T.**, Ma, J., & Cheng, A. (2023). Variable Pricing in Restaurant Revenue Management: A Priority Mixed Bundle Strategy. *Cornell Hospitality Quarterly*, 64(1), 22-33.
9. **Webb, T.** (2022). Forecasting at capacity: the bias of unconstrained forecasts in model evaluation. *Journal of Revenue and Pricing Management*, 1-12.
10. Schwartz, Z., & **Webb, T.** (2022). Resource similarity, market commonality, and spatial distribution of hotel competitive sets. *Journal of Hospitality & Tourism Research*, 46(4), 724-741.
11. **Webb, T.**, Cho, S. R., & Legg, M. (2022). Customer Lifetime Value: A Data Science Approach for Hospitality Applications. *International Journal of Gaming, Hospitality and Tourism*, 2(1).
12. Schwartz, Z., **Webb, T.**, & Ma, J. (2022). Hotel Analytics: The Case for Reverse Competitive Sets. *Cornell Hospitality Quarterly*, 63(4), 559-571.
13. **Webb, T.**, Schwartz, Z., Xiang, Z., & Altin, M. (2022). Hotel revenue management forecasting accuracy: The hidden impact of booking windows. *Journal of Hospitality and Tourism Insights*, 5(5), 950-965.
14. Legg, M., **Webb, T.**, & Ampountolas, A. (2022). Marketing to the next generation of casino patrons. *Journal of Marketing Analytics*, 10(1), 89-101.
15. **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.
16. Ma, J., **Webb, T.**, & Schwartz, Z. (2021). A blended model of restaurant deliveries, dine-in demand and capacity constraints. *International Journal of Hospitality Management*, 96, 102981. DOI: <https://doi.org/10.1016/j.ijhm.2021.102981>
17. 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.

18. **Webb, T.**, & Legg, M. (2021). The Emerging Need for Hospitality Students with Analytical Skills. *Journal of Hospitality & Tourism Research*, 45(5), 892-894.
19. DeSchrive, T. D., **Webb, T.**, Tainsky, S., & Simion, A. (2021). Sporting events and the derived demand for hotels: Evidence from Southeastern Conference football games. *Journal of Sport Management*, 35(3), 228-238.
20. Schwartz, Z., **Webb, T.**, van der Rest, J. P. 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.
21. **Webb, T.**, Schwartz, Z., Xiang, Z. and Singal, M., (2020). Revenue management forecasting: The resiliency of advanced booking methods given dynamic booking windows. *International Journal of Hospitality Management*, 89, p.102590. DOI: <https://doi.org/10.1016/j.ijhm.2020.102590>
22. **Webb, T.**, & Schwartz, Z. (2017). Revenue management analysis with competitive sets: vulnerability and a challenge to strategic co-opetition among hotels. *Tourism Economics*, 23(6), 1206-1219.
23. **Webb, T.** (2016). From travel agents to OTAs: How the evolution of consumer booking behavior has affected revenue management. *Journal of Revenue and Pricing Management*, 15(3-4), 276-282.
24. 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.

Book Chapters

Ampountolas, A., Lee, M., **Webb, T.** Chapter 4: Forecasting (2021). *Hospitality Revenue Management and Profit Optimization*.

Krawczyk, M., **Webb, T.**, Schwartz, Z., Uysal, M. Overbooking research in the lodging industry: from origins in airlines to what lies ahead. *Management Science in Hospitality and Tourism: Theory, Practice and Applications*. p251-268

Case Studies

Tabatabaei, F., Mensah Nyarko, Y. P., & **Webb, T.** (2024). To Deliver or Not to Deliver: The Case For and Against Restaurant Delivery. *Journal of Hospitality & Tourism Cases*, 21649987241270396.

Krawczyk, M., **Webb, T.**, & Mathe-Soulek, K. (2015). The Future of Limited Service Restaurants: Let the Consumer Decide. *Journal of Hospitality & Tourism Cases*, 4(3), 11-18.

Professional Publications

Webb, T., Legg, M., & Mancini, M. Identifying When a Customer is Lost? (2021). *Boston Hospitality Review*. <https://www.bu.edu/bhr/2021/11/22/identifying-when-a-customer-is-lost/>

Webb, T. Traveler Booking Windows and Revenue Management Forecasting (2021). *Boston Hospitality Review*. <https://www.bu.edu/bhr/2021/06/29/traveler-booking-windows-and-revenue-management-forecasting/>

Conference Presentations

Liu, M., Yoo, J. & **Webb, T.** (2025). The impact of AI-Generated review summaries on Hotel Booking Information Search Efficiency. NENA 2025 Spring Conference. Atlantic City, NJ

Webb, T., Noone, B., Nath Vajpai, G., & Ma, J. (2024). Restaurant Menu Pricing – Leveraging Machine Learning to Boost Restaurant Profitability. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*. 7/24/2024 Montreal, CA.

Vajpai, G., **Webb, T.**, Beldona, S. (2024). Revisiting the Theory of Memorable Dining Experience Using Machine Learning and Text Mining. *29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 4th-6th 2024 Miami Florida.

Webb, T., Kim, H.S. (2023). Restaurant Revenue Management: The Case for Delivery Pricing. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*. 7/19/2023 Phoenix, AZ.

Webb, T., Lee, M., Schwartz, Z., Vouk, I. (2023). Beyond Accuracy: The Advantages of k-Nearest Neighbor Algorithm for Hotel Revenue Management Forecasting. *3rd Annual North East Travel and Tourism Research Association (NETTRA)*. 4/15/2023. Temple University. Philadelphia, Pennsylvania.

Liu, M., Beldona, S., & **Webb, T.** (2023). A Vacation Rental or a Hotel? The Effects of Perceived Control & Value on Customer Choice. *28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 5th-7th 2023 Anaheim California.

Webb, T., Lee, M., Schwartz, Z., Vouk, I. (2022). Beyond Accuracy: The Advantages of k-Nearest Neighbor Algorithm for Hotel Revenue Management Forecasting. *4th Conference Revenue Management and Pricing Services (REMAPS), RevME Europe (RevME)*. 12/14/2022 Amsterdam, The Netherlands.

Webb, T., Lee, M. (2022). Visualizing Hotel and Tourism Data with Tableau and Microsoft Power BI. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*. 8/6/2022 Washington DC.

Deschriver, T., **Webb, T.**, Tainsky, S., Simion, A. (2022). NCAA Football and the Derived Demand for Hotels: Evidence From Power 5 Football Games. North American Society for Sport Management (NASSM). May, 2022. Atlanta, Georgia.

Liu, M., Beldona, S., & **Webb, T.** (2022). Sharing Economy or Conventional Hotels in the Consumer Decision - A Tradeoff Analysis. *27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*.

Webb, T. (2021). Forecasting at Capacity: The Bias of Unconstrained Forecasts. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*. Virtual Conference

Webb, T., Schwartz, Z., Xiang, Z., & Altin, M. (2020). COVID-19, Booking Windows, and Hotel Revenue Management. *Revenue Management Educators (RevME)*. 12/9/2020, Columbia, SC

Ling, L., Schwartz, Z., & **Webb, T.** (2020). Deviant consumers: Could risk information mitigate markdowns-induced incentives to participate in hotel room resale schemes? *25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*.

Webb, T., Ma, J., & Cheng, A. (2019). Restaurant Revenue Management: Variable Pricing with Prix Fixe Bundles. *3rd Revenue Management & Pricing in Services Conference (REMAPS)*. December 2, 2019. Lausanne, Switzerland.

Webb, T., Schwartz, Z., Xiang, Z., & Singal, M. (2019). The Impact of Booking Window Shifts on Hotel Revenue Management Forecasting. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*. New Orleans, Louisiana (Won Best Paper Award)

Beldona, S., Schwartz, Z., & **Webb, T.** (2019). The State of Cooptition in the US Lodging Industry. *Asia Pacific Council on Hotel, Restaurant and Institutional Education*.

Webb, T. (2018). Revenue Management Techniques in Restaurants. *Revenue Management Educators (RevME)*. December 2018. Denver, Colorado.

Prior to Joining University of Delaware

Webb, T. (2016). Revenue Management and Analytics at Delaware North. *Revenue Management Educators (RevME)*.

Webb, T. (2015). Teaching Expected Marginal Revenue. *Revenue Management Educators (RevME)*.

Schwartz, Z., Webb, T., J.i., R., & Larissa, K. (2015). The Effectiveness of Forecasting Combinations Over Time. *International Council on Hotel, Restaurant, and Institutional Education*.

Altin, M., Webb, T., & Schwartz, Z. (2015). Investigating Loan Application, Approval and Cost Determinants in Small Hospitality Firms. *Graduate Conference in Hospitality and Tourism*.

Webb, T., Altin, M., & Xiang, Z. (2015). A Proposed Model for Customer Lifetime Value in Hotel Segment. *Graduate Conference in Hospitality and Tourism*.

Schwartz, Z., & Webb, T. (2014). Revenue Management Performance Indices and Hotels' Competitive Sets Inclusion and Exclusion Tactics. *International Council of Hospitality, Restaurant and Institutional Education*.

Matthew, K., Webb, T., & Kimberly, M.-S. (2014). The Future of Limited Service Restaurants: Let the Customer Decide. *International Council of Hospitality, Restaurant and Institutional Education*. (Won 3rd Place in Case Study Competition)

Invited Presentations

Webb, T. (2021). Research experience, examples and ideas for the future. *STR Revenue Management Research Roundtable*.

Webb, T., Ma, J., Cheng, A. (2021). Variable Pricing in Restaurant Revenue Management: A Priority Mixed Bundle Strategy. *Virginia Tech Hospitality and Tourism Management Graduate Seminar*.

Webb, T., Schwartz, Z., Zheng, X., & Singal, M. (2019). Revenue Management Forecasting: Neural Networks and Advanced Booking Resiliency given Dynamic Booking Windows. *Virginia Tech Hospitality and Tourism Management Graduate Seminar*.

Webb, T. (2019). Teaching Expected Marginal Revenue. *International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) - RM SIG*.

Presentations

Holland, A., Webb, T. (2023). Food Delivery across Restaurant Classes: What text mining can teach us about customer experiences. Delaware Data Science Darwin Computing Symposium. February 23, 2023

Webb, T., Kim, H.S. (2023). Restaurant Revenue Management: The Case for Delivery Pricing. *Hospitality Business Management Research Seminar*. Newark, DE.

Webb, T., Lee, M., Schwartz, Z., Vouk, I. (2022). Beyond Accuracy: The Advantages of k-Nearest Neighbor Algorithm for Hotel Revenue Management Forecasting. *Hospitality Business Management Research Seminar*. Newark, DE.

Webb, T., Lee, M. & Schwartz, Z. (2021). Revenue Management Forecasting with Booking Curves: A Data Science Perspective. *Fall 2021 Lerner Emerging Scholars Lecture Series*. November 5, 2021 Newark, DE.

Webb, T. (2021). Forecasting at Capacity: The Bias of Unconstrained Forecasts. *Hospitality Business Management Research Seminar*. Newark, DE.

Schwartz, Z., Webb, T., van der Rest, J.-P., & Koupriouchina, L. (2019). The impact of machine and human learning on the effectiveness of hotel occupancy forecast combinations across multiple forecasting horizons. *Fall 2019 Lerner Faculty Teaching & Research Showcase*.

Webb, T., Cho, S. R., & Legg, M. (2018). Customer Lifetime Value: Theory Re-examination and Applied Model. *Hospitality Business Management Research Seminar*. Newark, DE.

National Media - Interviews

NPR Marketplace Interview

<https://www.marketplace.org/2024/01/11/are-we-entering-a-world-of-surge-dining/>

Washington Post

<https://www.washingtonpost.com/food/2024/02/27/wendys-surge-pricing-menu/>

CBS Philly

<https://www.youtube.com/watch?v=8CSPDi6G1WU>

USA Today

<https://www.usatoday.com/story/money/2024/02/27/wendys-menu-surge-pricing/72761277007/>

Business Insider

<https://www.businessinsider.com/inflation-dynamic-pricing-surge-cost-fatigue-2024-7>

Radio Interviews

WTOP News Request

KNX News 97.1

Service

ICHRIE

Chair Revenue Management Special Interest Group (SIG)

8/1/2021-8/31/2024

University Committee's

UD Data Science Institute Training Working Group	Spring 2021 – Present
UD Data Science Symposium Planning Committee	Spring 2019 - Fall 2019

Department Committees

HSBM Graduate Committee	Fall 2018 - Present
HSBM Curriculum Committee	Fall 2019 – Spring 2020

Ad-Hoc Committees

HSBM Chef Instructor Search Committee Chair	Spring 2021
HSBM TT Faculty Search Committee	Fall 2021
HSBM CT Faculty Search Committee	Fall 2018

Affiliations

University of Delaware- Data Science Institute (DSI)	2018-Present
University of Delaware- MS Data Science (MSDS)	2023-Present

Professional Service

Editorial Board
Journal of Foodservice Business Research (JFBR)

Journal Reviewer
International Journal of Hospitality Management (IJHM)
International Journal of Contemporary Hospitality Management (IJCHM)
Journal of Hospitality and Tourism Research (JHTR)
Journal of Hospitality and Tourism Technology (JHTT)
Cornell Hospitality Quarterly (CHQ)
Annals of Tourism Research
Tourism Review
Journal of Foodservice Business Research
International Journal of Hospitality & Tourism Administration
Journal of Hospitality and Tourism Insights

Reviewer, “What is Open Source Software (OSS) and what is Big Data?” Reviewed Chapter for Publication

Review Panel, “IFBTA Food and Beverage Technology Certification Program” Reviewed modules for IFBTA's certification program

Professional Experience

Data Scientist, Delaware North, Buffalo, New York

January 2018 – August 2018

Worked on the corporate analytics team to develop models to improve the efficiencies of the business. Projects included hourly forecasts for restaurant operations to be utilized in a custom derived integer program for labor optimization. Developed dynamic forecasts for the Parks division to predict the number of rooms sold for each day to improve revenue management

pricing decisions. Also, developed concessions forecasts for MLB stadium operations and attendance. Introduced the company's first variable pricing plan for stadium concessions.

Lead Business Intelligence Analyst, Delaware North, Buffalo, New York

May 2015-January 2018

Played an instrumental role in the development of Delaware North's corporate analytics team. Conducted revenue driving analytics projects across all areas of the company including Sportservice, Parks and Resorts, Gaming and Entertainment, as well as the Patina Restaurant Group. Specific projects include constructing predictive models for targeted marketing, developed performance indicators to identify stadium concession recommendations, introduced a capacity constrained pricing model for the Rockefeller Center Ice Rink (NYC) and improved revenue management tools within the company, among others.

Academic Partner, IDEaS Revenue Solutions, Minneapolis, Minnesota

June 2014-August 2014

Worked remotely and on site with the knowledge management team to develop an academic curriculum for the IDEaS Pricing System Software. The project goals identified key learning outcomes for students with regards to revenue management knowledge and software capabilities. Lesson plans and question sets were designed to be utilized in the classroom to reinforce student's revenue management skills as well as software knowledge for practical application.

Actuary, The Hartford Financial Services Group, Hartford, Connecticut

January 2013-August 2013

Conducted actuarial ratemaking techniques to adjust commercial auto insurance rates on a statewide basis. Ran computer simulations to obtain impacts of proposed changes in all areas of coverage. Worked in a corporate environment, with teams to discuss and achieve the best solutions for rate changes.

Curry's Restaurant, Buffalo, New York

July 2005 – August 2011

Obtained exceptional customer service skills and proper restaurant etiquette. Responsibilities included, greeting and seating customers, serving and making mixed drinks, recording and stocking inventory, cash controls, serving food, closing the restaurant. Duties also included managing the restaurant in absence of the owner. Opening and closing of the restaurant. Hiring and training service and food production staff. Improve guest relations and maintain

sanitation standards. Worked at all levels of this casual restaurant during my six years of experience.