

## Curriculum Vitae

Tucker Johnson  
Instructional Associate Professor  
University of Houston - Conrad N. Hilton College of Hotel and Restaurant Management  
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### EDUCATION

**M.A., University of Alabama** 2024 (expected)  
Major: Instructional Technology, Current GPA: 4.0/4.0

**M.H.A., University of Nevada, Las Vegas** 2012  
Major: Hospitality Administration. GPA: 4.0/4.0

**B.S., Cornell University** 2002  
Major: Hotel Administration

### ACADEMIC AND PROFESSIONAL EXPERIENCE

**Instructional Associate Professor** 2022-Present  
*University of Houston*

**Instructional Assistant Professor** 2015-2022  
*University of Houston*

**Adjunct Faculty** 2013-2015  
*Saint Leo University/Austin Community College*

**Corporate Director of Sales & Marketing** 2011-2015  
*Live Oak Lodging*

**Sales Manager** 2009-2011  
*Ayres Hotels*

**Product Marketing Manager** 2007-2009  
*PI Management Associates*

**Director of Sales & Marketing** 2005-2007  
*Candlewood Suites*

**Assistant General Manager** 2004-2005  
*Log Cabin Inn*

**Front of House Manager** 2002-2004  
*Outback Steakhouse*

## AWARDS

- Teaching Excellence: Innovation in Instructional Technology, University of Houston
- Teaching Excellence Award, University of Houston, Hilton College of Global Hospitality Leadership
- Speaker of the Year, HSMAI Austin Chapter
- Service Excellence Award, University of Houston, Hilton College of Global Hospitality Leadership

## TEACHING EXPERIENCE

### **Classroom Instruction**

- Lodging Operations Management (HRMA/GHL 6351) 2023-Present
- Strategy and Innovation in the Hospitality Industry (HRMA/GHL 4350) 2022-Present
- Digital Marketing in Hospitality (HRMA 3197) 2020
- Hotel Operations with Lab (HRMA 3440) 2020
- Hospitality Practicum I (HRMA 2160) 2017
- Hospitality Managerial Accounting (HRMA/GHL 3341) 2016-Present
- Hospitality Cost Controls (HRMA 3343) 2016-2019
- Principles of Hospitality Revenue Management (HRMA 3348) 2016-2020
- Hotel Sales (HRMA 3364) 2016-2019
- Hotel Development (HRMA 4338) 2016
- Hospitality Marketing (HRMA 3361) 2015-2020
- Hotel Operations (HRMA 4340) 2015-2019
- Financial Administration for the Hospitality Industry (HRMA 4343) 2015-2020
- Hospitality Practicum II (HRMA 3160) 2015-2019
- Hotel Front Office Procedures (HAMG 1313) 2013-2015

### **Distance Learning Instruction (Domestic)**

- Systems of Accounts in the Hospitality Industry (HRMA/GHL 2340) 2022-Present
- Digital Marketing in Hospitality (HRMA/GHL 3197) 2022-Present
- Principles of Hospitality Revenue Management (HRMA 3348) 2021-2022
- Financial Administration for the Hospitality Industry (HRMA 4343) 2021-2022
- Hotel Operations with Lab (HRMA 3440) 2021
- Strategy and Innovation in the Hospitality Industry (HRMA/GHL 4350) 2020-Present
- Digital Marketing in Hospitality (HRMA/GHL 4397/6397) 2020-Present
- Hospitality Managerial Accounting (HRMA/GHL 3341) 2020-Present
- Hospitality Marketing (HRMA/GHL 3361) 2019-Present
- Lodging Operations Management (HRMA/GHL 6351) 2017-Present
- Hotel Operations (HRMA 4340) 2016-2018
- International Tourism (IHT 415) 2015
- Resort and Private Club Management (IHT 410) 2014-2015
- Hotel Lodging Management (IHT 310) 2013-2015

### **Distance Learning Instruction (International)**

- Pricing and Revenue Management (GHP01 – Athens, Greece) 2022-Present
- Current Trends in Hospitality (EDC 6254 – Quito, Ecuador) 2020-Present

## CERTIFICATIONS

<b>Association of College and University Educators (ACUE)</b>	
• Effective Teaching Practices	2022
<b>Udemy</b>	
• 63-Hours, Web Developer Bootcamp Certificate of Completion	2021
<b>Quality Matters (QM)</b>	
• Applying the QM Rubric Workshop	2020
• Higher Education Peer Reviewer	2020
<b>Coursera</b>	
• Gamification Certificate by University of Pennsylvania	2019
• R Programming Certificate by Johns Hopkins University	2018
<b>Hospitality Financial &amp; Technology Professionals (HFTP)</b>	
• Certified Hospitality Accountant Executive (CHAE)	2018
<b>American Hotel &amp; Lodging Educational Institute (AHLEI)</b>	
• Certified Hospitality Educator (CHE)	2017
• Certified Hospitality Revenue Manager (CHRM)	2016
• Certification in Hotel Industry Analytics (CHIA)	2015
• Certified Trainer - CHIA	2015
• Certified Hospitality Sales Professional (CHSP)	2007
<b>Federation of Dining Room Professionals (FDRP)</b>	
• Certified Dining Room Associate (DRA)	2006
<b>PI Worldwide</b>	
• Certified Trainer - “Customer-Focused Selling”	2007
• Certified Predictive Index Analyst	2007

## NON-REFEREED PUBLICATIONS

- Johnson, T. (2023, April 17). Using ChatGPT to find students using ChatGPT. *LinkedIn*.
- Johnson, T. (2019, February 18). Is Trump Organization slowdown a confirmation of STR’s lower occupancy projections? *Hotel-Online*.
- Johnson, T. (2019, January 15). Fixing Las Vegas’ millennial problem. *Hospitality Net*.
- Johnson, T. (2018, August 28). What’s so great about wellness hotels? *Hotel-Online*.
- Johnson, T. (2018, April 9). Uber for corporate travel sales leads. *Hotel-Online*.

Johnson, T. (2018, March 12). What will the future hold? *Hospitality Net*.

Johnson, T. (2017, November 9). Fix the debit card problem at the front desk. *Hotel-Online*.

Johnson, T. (2017, September 20). Why June 2018 will be good for hotels and July 2018 will be horrible. *Hotel-Online*.

Johnson, T. (2017, March 27). A strategy to encourage direct bookings...and do some good at the same time. *Hospitality Net*.

Johnson, T. (2017, March 13). Location, location, Uber availability? *Hospitality Net*.

Johnson, T. (2017, January 25). Learning from some of the greats. *San Antonio Hotel & Lodging Assn Newsletter*.

Johnson, T. (2016, September 13). Keeping current. *San Antonio Hotel & Lodging Assn Newsletter*.

### INTERNSHIPS

**Instructional Design** - Cracker Barrel Old Country Store Corporate Office, Digital Learning Manager: Ryan Parish, Aug 2022-May 2023.

**Revenue Management** - Zachry Hospitality, San Antonio. Area DORM: Andy Parrish, Jan 2019.

**Hotel Sales** - Wyndham Riverwalk Hotel, San Antonio. DOSM: Gary O'Driscoll, July 2018.

### PROFESSIONAL PRESENTATIONS

Johnson T. (2021). Preparing Contracts Post Covid: Contract Clause Hot Topics. *MPI-Texas Hill Country Chapter*. Austin, Texas. October 18.

Johnson T. (2021). Turn the page. *Eta Sigma Delta, UH Hilton College Chapter*. Houston, Texas (Remote via Zoom). April 16.

Johnson, T. (2020). Marketing to different generations. *Universidad de Las Américas y la Escuela de Hospitalidad y Turismo*. Quito, Ecuador (Remote via Zoom). June 24.

Johnson, T. (2019). Using Marco Polo for efficient and effective communication in distance learning. *University of Houston's Innovative Teaching and Learning Symposium*. Houston, Texas (Remote via Marco Polo app). April 26.

Johnson, T. (2018). Overview: Hotels, casinos, and cruises. *AT&T Center for Learning*. Irving, Texas. January 3.

Johnson, T. (2017). P&L statement and budget overview. *UH-San Antonio*. San Antonio, Texas. September 6.

Johnson, T. (2017). Sales meetings. *Destination Hotels*. U.S.A. (Remote via Zoom). August 7.

Johnson, T. (2017). Assessing factors beyond your hotel in pricing strategy and forecasting. *HSMIAI Austin Chapter*. Austin, Texas. May 25.

Johnson, T. (2015). Actively managing your career. *Texas ProStart Invitational Finals*. Waco, Texas. March 27.

Johnson, T. (2015). Global sales strategies. *Kangwon Group*. San Antonio, Texas. November 11.

### PANEL MODERATOR

Johnson, T. (2022). Paper presentations: Tourism & sustainability. *Graduate Education & Graduate Student Research*. Houston, Texas (Remote via Zoom). January 7.

Johnson, T. (2022). Poster presentations: Consumer behavior, tourism. *Graduate Education & Graduate Student Research*. Houston, Texas (Remote via Zoom). January 8.

Johnson, T. (2022). Paper presentations: Lodging management & strategic management. *Graduate Education & Graduate Student Research*. Houston, Texas (Remote via Zoom). January 8.

Johnson, T. (2021). Paper presentations: Consumer behavior, hospitality. *Graduate Education & Graduate Student Research*. Houston, Texas (Remote via Zoom). January 9.

Johnson, T. (2021). Paper presentations: Lodging management and service quality. *Graduate Education & Graduate Student Research*. Houston, Texas (Remote via Zoom). January 9.

Johnson, T. (2021). Poster presentations: Consumer behavior, hospitality. *Graduate Education & Graduate Student Research*. Houston, Texas (Remote via Zoom). January 9.

Johnson, T. (2021). Paper presentations: Human resources & leadership. *Graduate Education & Graduate Student Research*. Houston, Texas (Remote via Zoom). January 9.

Johnson, T. (2021). Paper presentations: Tourism & sustainability. *Graduate Education & Graduate Student Research*. Houston, Texas (Remote via Zoom). January 8.

Johnson, T. (2019). Rate, revenue, and resources. *HSMIAI Austin Chapter*. Austin, Texas. November 20.

Johnson, T. (2018). Smarketing - Utilizing social media for smart marketing. *UH Conrad N. Hilton College of Hotel and Restaurant Management Think Tank*. Houston, Texas. October 17.

Johnson, T. (2017). Management of boutique hotels and what makes them so unique. *UH Conrad N. Hilton College of Hotel and Restaurant Management Think Tank*. Houston, Texas. October 18.

Johnson, T. (2017). The many angles of marketing - when they differ and when all steps hold true. *HSMIAI Austin Chapter*. Austin, Texas. June 27.

SERVICE

**Interim Assistant Dean**

Conrad N. Hilton College of Hotel and Restaurant Management-San Antonio 2018

**Faculty Advisor**

Student Chapter, Hospitality Financial & Technology Professionals (HFTP) 2022-Present

Student Chapter, San Antonio Hotel & Lodging Association (SAHLA) 2016-2021

**Committee Member (University of Houston)**

UH Strategic Plan Goal 1, Strategy 2 Working Group 2021

Substance Abuse Prevention Advisory Committee 2020-Present

Undergraduate Admissions Appeals Committee 2020

**Committee Member (Conrad N. Hilton College of Hotel and Restaurant Management)**

Performance Review Committee 2023-Present

Dean's Leadership Team Committee 2020-2021

Hilton College Technology Grant Committee 2020

Faculty Retreat Planning Committee 2018

Assistant Dean Search, San Antonio Committee 2017

Recruitment Manager Search, San Antonio Committee 2017-2019

Director of Recruitment Search Committee 2017

Evaluation Committee 2017-2018

Recruitment Committee 2016

Undergraduate Teaching Assistant Committee 2016-2017

Lodging Courses Committee, Chair 2016-Present

Faculty Search, San Antonio Committee 2016

**Digital Creations**

[Virtual Graduation Video](#) 2020