

NAME Dr. Michelle Theresa McLeod

EMPLOYER The University of the West Indies, Mona Campus, Jamaica (2012-present)

GENERAL AREAS OF ACADEMIC SPECIALISATION Tourism and Hospitality
Management

CONTACT INFORMATION MSBM, UWI Mona Campus, Mona, Kingston 7, Jamaica. Email – michelle.mcleod@uwi.edu; Phone – 1(876)977-3775.

QUALIFICATION & GRANTING INSTITUTION

- 2011 Postgraduate Certificate in Education Practice (Merit), Bournemouth University, UK
- 2010 Doctor of Philosophy (no corrections after Viva), Bournemouth University, UK
- 2005 Master of Science Tourism Development (Merit), University of Surrey, UK
- 2003 Postgraduate Diploma in Management Information Systems (Distinction), Institute of Business, The University of the West Indies, Trinidad and Tobago
- 1993 Diploma Tourism Management (Distinction), Institute of Tourism and Hotel Management, Austria
- 1991 Bachelor of Science Tourism Management (Upper Second Class Honours), The University of the West Indies, Centre for Hotel and Tourism Management, The Bahamas

TRAINING

- 2021 Eon Educator Course for UWI Open Campus, December 6th and 13th.
- 2020 OurVLE Workshop, UWI-CHTM, Nassau, The Bahamas, February 3rd – 5th.
- 2019 Radical Collaboration, Mona Campus, The University of the West Indies, May 16th – 17th.
- 2018 Teaching Skills Workshop, Centre for Hotel and Tourism Management, The University of the West Indies.
- 2016 Lecturers' Seminar on Group Dynamics, 21st April, Faculty of Social Sciences, The University of the West Indies.
- 2016 Case Writing Workshop, 30th January, MSBM Teaching and Learning Committee, The University of the West Indies.
- 2015 Sandals LEAP (Leadership Excellence and Purpose) Education and Industry Weekend, 5th – 10th November, Sandals Ochi Beach Resort, Jamaica.
- 2015 Workshop for Institutions "Curriculum Development and Development of Student Learning Outcomes", 10th March, The University Council of Jamaica.
- 2015 Teaching with 21st Century Technologies workshops, 12th – 13th January, 2015, The University of the West Indies.
- 2014 Revised GPA scheme workshop, 21st March, The University of the West Indies.
- 2014 Faculty of Social Sciences Cross Campus Conference, 13th – 15th, The University of the West Indies, St. Augustine, Trinidad and Tobago.
- 2014 Workshop on Course Outlines with emphasis on writing 'SMART' Learning Outcomes, 9th January, Mona School of Business and Management, The University of the West Indies.
- 2012 An Orientation to University Teaching, 28th – 29th, August, The University of the West Indies.
- 2010 Introduction to Education Practice: A Programme for Research Students, 25th – 27th January, Bournemouth University, UK

- 2007 Social Network Analysis - Theory and Application, Essex Summer School in SSDA, 9th July – 17th August, University of Essex, UK (35 hours)
- 2007 Introduction to Learning and Teaching, 15th – 17th January, Bournemouth University, UK
- 2003 Managing Sites and Attractions Workshop, 25th – 28th March, Caribbean Tourism Organization, held in Barbados
- 2001 Tourism Train the Trainer Workshop, 26th – 28th November, Caribbean Tourism Organization, held in Trinidad
- 2001 Project Cycle Management, 13th – 21st, September, Tourism and Industrial Development Company of Trinidad and Tobago Limited
- 2001 Leadership Development Programme 2nd, 3rd and 20th July, Watkins and Associates, Trinidad
- 2000 Strategic Tourism Marketing, UWI Institute of Business, June
- 2000 Tourism Management and Development, 8th – 17th May, Temasek Polytechnic, Singapore
- 1996 Taking Charge – Reshaping Your Future through Personal Power Programme, 9th to 20th September, UWI Institute of Business, Trinidad
- 1996 Introduction to Air Travel, BWIA International Airways Limited, 14th April in Trinidad
- 1995 Communication and Interpersonal Skills, ROYTEC Professional Development Certificate, 22nd September, Trinidad
- 1993 Data Processing of Visitor Surveys, Barbados, 5th – 11th December, The Caribbean Tourism Organization, Barbados
- 1993 German language, ACTILINGUA, Language Studies, 10th to 21st May, Austria
- 1991 Hospitality Industry Computer Systems, American Hotel and Motel Association, 8th July
- 1990 Human Relations/Supervisory Development I, American Hotel and Motel Association, 19th November
- 1990 Managerial Accounting for the Hospitality Industry, American Hotel and Motel Association, 28th June

PUBLICATION

Edited Books (refereed)

McLeod, M., Dodds, R. and Butler, R. (2022). *Island Tourism Sustainability and Resiliency*. Oxon, UK: Routledge.

McLeod, M. and Croes, R. (2018). *Tourism Management in Warm-water Island Destinations* (Eds.), UK: CABI. Citations: 11

1. **McLeod, M.** (2018). "Developing a network analysis methodology for island tourism research." *Tourism Management in Warm-water Island Destinations*, UK: CABI. Citations: 4
2. **McLeod, M.,** Chambers, D. and Airey, D. (2018). "A comparative analysis of tourism policy networks." In McLeod and Croes (Eds.) *Tourism Management in Warm-water Island Destinations*, UK: CABI. Citations: 4
3. **McLeod, M.** and Scott, N. (2018). "Destination management: a network perspective." In McLeod and Croes (Eds.) *Tourism Management in Warm-water Island Destinations*, UK: CABI. Citations: 6

McLeod, M. and Vaughan, R. (2015). *Knowledge networks and tourism* (Eds.), Oxon: Routledge. Citations: 21

1. **McLeod, M.**, Vaughan, R. and Edwards, J. (2015). "Socially-based inter-business knowledge sharing: a case example." In McLeod and Vaughan (Eds.) *Knowledge networks and tourism*, Oxon: Routledge, pp. 80-92. Citations: 2
2. **McLeod, M.** (2015). "Analysing inter-business knowledge sharing in the tourism sector." In McLeod and Vaughan (Eds.) *Knowledge networks and tourism*, Oxon: Routledge, pp. 143-157. Citations: 4

Chapters in Books (refereed)

1. **McLeod, M.** and Séraphin, H. (2022) "Tourism, co-location and networking: A Haitian contemporary crisis and future prospects. In Korstanje, Séraphin, Maingi, *Tourism Through Troubled Times: Challenges and opportunities of the tourism industry in 21st century*". Emerald: UK. (accepted)
2. **McLeod, M.** (2022). "Tourism destination recovery: a case study of Grand Bahama Island". In Rolle, Minnis and Bethel-Bennett (Eds.), *Tourism, Natural Disasters and Pandemics*. UK: Emerald. (accepted)
3. **McLeod, M.** (2022). "Resilience building Caribbean tourism". In Sinclair-Maragh. *The Dynamics of Caribbean Tourism: Opportunities, Challenges and a Re-imagined Future*. Jamaica: University of Technology, Jamaica Press. (submitted)
4. **McLeod, M.** (2021). "The Bahamas: Tourism policy within a pandemic" In Connell and Campbell (Eds.) *Coronavirus and Islands: Fracturing the 'Old Normal' in the Caribbean and the Pacific*, USA: Palgrave Macmillan.
5. **McLeod, M.** (2020). "Tourism governance, panarchy and resilience in The Bahamas". In Rolle, Minnis and Bethel-Bennett (Eds.), *Tourism, Governance and Sustainability*, Oxon: Routledge.
6. McNaughton, M.L., **McLeod, M.** and Boxill, I. (2016). "An actor network perspective of tourism open data." In Kozak, M. and Kozak, N. (Eds.) *Tourism and Hospitality Management*, UK: Emerald Group Publishing Limited, pp. 47-60.
7. **McLeod, M.** (2002). "Tourism & Hospitality Education and Training in Trinidad and Tobago." In Ed. Jayawardena, C. (Ed.) *Tourism & Hospitality Education and Training in the Caribbean*, Jamaica: University of the West Indies Press, pp. 239-247. Citation: 1

Journal Articles (refereed)

1. **McLeod, M.**, Dodds, R. and Butler, R. (2021). Introduction to special issue on island tourism resilience. *Tourism Geographies*. 23(3). <https://www.tandfonline.com/doi/full/10.1080/14616688.2021.1898672>. Citations: 2

2. **McLeod, M.** (2020). "Understanding knowledge flows within a tourism destination network." *Journal of Tourism and Hospitality Insights*. DOI: 10.1108/JHTI-02-2020-0017. Citations: 13
3. Nair, V. and **McLeod, M.** (2020). "Lessons learnt from the experience of countries in the Caribbean in aligning tourism investment, business and operations with the United Nations Sustainable Development Goals (SDGs). *Worldwide Hospitality and Tourism Themes*. 12 (2) <https://www.emerald.com/insight/publication/issn/1755-4217>. Citations: 5
4. **McLeod, M.**, Lewis, E. and Spencer, A. (2017). "Re-inventing, revolutionizing and transforming Caribbean Tourism: multi-country tourism institutions and a research agenda." *Journal of Destination Marketing & Management*. Vol. 6(2017), 1-4. Impact Factor: 3.667; Citations: 32
5. Whyte, S., McNaughton, M., Chevers, D. & **McLeod, M.** (2016). "Measuring software quality in open source communities through the lens of social capital". *Cuban Journal of Computer Science (Revista Cubana de Ciencias Informaticas)*, 10, 287-302.
6. **McLeod, M.** and McNaughton, M. (2016). "Mapping an emergent Open Data ecosystem" *The Journal of Community Informatics*. Vol. 12(2), 26-46. Citations: 12
7. **McLeod, M.**, Vaughan, D.R. and Edwards, J. (2010). "Knowledge networks in the tourism sector of the Bournemouth, Poole and Christchurch conurbation: a preliminary analysis." *The Service Industries Journal, Special Issue, Advances in service network analysis*. Vol. 30(10), 1651-1667. Impact Factor: 1.36; Citations: 72
8. **McLeod, M.** and Airey, D. (2007). "The politics of tourism development: a case of dual governance in Tobago." *International Journal of Tourism Policy*. Vol. 1(3), 217-231. Impact factor: 0.289; Citations: 28

Special Issues (Co-editor)

1. **McLeod, M.**, Dodds, R. and Butler, R. (2021). Island Tourism Destinations, Lifecycles, System Decline and Resilience. *Tourism Geographies*. 23(3). Impact Factor: 2.747
2. Nair, V. and **McLeod, M.** (2020). Caribbean Tourism and Sustainable Development Goals. *Worldwide Hospitality and Tourism Themes*. 12 (2). Impact Factor: 1.46
3. Minto-Coy, I., Cowell, N.M and **McLeod, M.** (2016). "Breaking the barriers: entrepreneurship, enterprise, competitiveness and growth in the Caribbean", *Social and Economic Studies*. Vol. 65(2&3), 1-13. Impact Factor: 0.20; Citations: 9

Conference/Scientific Papers (refereed)

1. McNaughton, M. and **McLeod, M.**, McNaughton, M. and Walcott, J. (2016). "Open Data as a catalyst for problem solving: empirical evidence from a small island developing context" 2nd Open Data Research Symposium, 5 October, 2016, Madrid, Spain, available at: <https://drive.google.com/open?id=0B4TpC6ecmrM7OEN6OVIUXh1d1U>. (Presentation; 21 pages)

2. **McLeod, M.** and McNaughton, M. (2015). "A methodological approach for understanding an emergent Caribbean Open Data ecosystem." Open Data Research Symposium, 27th May 2015, Ottawa, Canada. Citations: 3 (Proceedings and Presentation; 19 pages)
3. **McLeod, M.** and McNaughton, M. (2015). "Knowledge-based tourism policy formulation, as an application of Open Data in Caribbean tourism." ICOT2015, 24-27 June, 2015, Middlesex University, London, UK. Citation: 1 (Proceedings and Presentation; 11 pages)
4. McNaughton, M.L., **McLeod, M.** and Boxill, I. (2014). "Tourism Open Data in Jamaica: an actor network perspective." 3rd Interdisciplinary Tourism Research Conference, 3–8 June, 2014, Istanbul, Turkey. Citations: 2
5. **McLeod, M.**, Vaughan, D.R. and Edwards, J (2013). "A knowledge networks conceptual framework." INBAM (International Network of Business and Management Journals) Conference 17–19 June, 2013 ISEG, School of Economics and Management in Lisbon, Portugal. ISBN -978-84-695-7914-5 (Proceedings and Presentation; 21 pages)

Encyclopedia (refereed)

McLeod, M. (2022). Island Destinations (warm-water). In Buhalis, D., (Ed.), *Encyclopedia of Tourism Management and Marketing*, Edward Elgar Publishing, Cheltenham.

Poster (refereed)

1. **McLeod, M.** (2013). "Improving self and peer assessments for first year undergraduates in leisure marketing." 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge 15–17 December, 2013 UCF Rosen College of Hospitality Management, Orlando, Florida, USA.

Currently in preparation for publication (refereed)

1. McLeod, M., Vaughan, R. Edwards, J. and Moital, M. (2022). "Knowledge sharing and tourism businesses: a social network perspective". *International Journal of Contemporary Hospitality Management*, Special Issue – Social Network Analysis in Hospitality and Tourism. (submitted)
2. McLeod, M. (2022). "Power, politics and island tourism development". *Annals of Tourism Research Empirical Insights*. (re-submission)
3. McLeod, M. (2022). "Mapping sustainability frameworks and measures in tourism". *Annals of Tourism Research Empirical Insights*. (re-submission)

NON-REFEREED RESEARCH BASED/SCHOLARLY PUBLICATIONS

Book Reviews

1. **McLeod, M.** (2021). "A Review of 'Island Geographies'" *Tourism Management*, 87, 332-333. Impact factor: 10.967
2. **McLeod, M.** (2016). "A Review of 'Tourism and development, concepts and issues'" *Tourism Management*, 52, 535-536. Impact factor: 3.140
3. **McLeod, M.** (2015). "A Review of 'Caribbean Tourism'" *Tourism Management*, 48, 316-317. Impact factor: 3.140; Citations: 4
4. **McLeod, M.** (2014). "A Review of 'Tourism and Inclusive Growth in Small Island Developing States'" *Tourism Management*, 42, 332-333. Impact factor: 3.140
5. **McLeod, M.** (2014). "A Review of 'Tourism and Governance'" *International Journal of Tourism Policy*, 5(3), 229-232. Impact factor: 0.289
6. **McLeod, M.** (2013). "A Review of 'Actor-Network Theory and Tourism, ordering, materiality and multiplicity'" *Tourism Management*, 37, 48-49. Impact factor: 3.140; Citations: 3
7. **McLeod, M.** (2012). "A Review of 'Planning for Tourism, Leisure and Sustainability, International Case Studies'" *Tourism Management*, 33:6, 1605-1606. Impact factor: 3.140
8. **McLeod, M.** (2012). "A Review of 'Thinking Through Tourism'" *Tourism Management*, 33:3, 725-726. Impact factor: 3.140
9. **McLeod, M.** (2011). "A Review of 'Understanding Tourism: A Critical Introduction'" *Tourism Geographies*, 13:1, 158-160. Impact Factor: 1.235; Citations: 2

Technical Papers

1. **McLeod, M.** (2016). "Final report, Open Data and Interactive Community Mapping, empowering local community tourism," (pgs. 1-66) Jamaica: Caribbean Open Institute.
2. **McLeod, M.** (2015). "Caribbean Tourism Sector Open Data Scoping Study," (pgs. 1-102) Kingston, Jamaica: Caribbean Open Institute.

OTHER PUBLICATIONS

1. **McLeod, M.** (2010). "Inter-organisational knowledge sharing by owners and managers of tourism and hospitality businesses of the Bournemouth, Poole and Christchurch conurbation, United Kingdom: an analysis of the motives, information content and networking", PhD Thesis, UK: Bournemouth University. Citations: 6.
2. **McLeod, M.** (2004). "Annex F Case Study Trinidad and Tobago." *In* Williams and Riddle, Best Practice Case Studies in Tourism, Small States in Transition, from vulnerability to competitiveness, pp. 23-25.

DISTINCTIONS, HONOURS, SCHOLARSHIPS AND AWARDS

Distinctions

Doctorate Tourism (no corrections after Viva), Bournemouth University, UK.
Postgraduate Diploma Management Information Systems (Distinction), The University of the West Indies, Trinidad and Tobago.
Diploma Tourism Management (Distinction), Institute of Tourism and Hotel Management, Austria.

Honours and Awards

Research project with the greatest economic impact for the Faculty of Social Sciences, The University of the West Indies, **2018**, Jamaica
Best Researcher in the Mona School of Business and Management, **2016**, Jamaica
Research project attracting the most research funds for the Faculty of Social Sciences, The University of the West Indies **2016**, Jamaica
Institute of Travel and Tourism, PhD Research Student of the Year **2010**, UK
UKAIS (United Kingdom Academy of Information Systems) PhD Consortium, Winner of PhD Consortium Best Presentation Prize, April **2008**, UK
Institute of Business, University of the West Indies, Distinction Award, **2003**, Trinidad and Tobago
President's Award, Open Bible Institute of Theology, **1998**, Trinidad and Tobago

Scholarships

Bournemouth University Fully Funded Doctorate Scholarship Winner **2006**
Tobago House of Assembly Grant **2004/2005**
Caribbean Tourism Organization Scholarship Winner **2004**
The Austrian Development Cooperation, Institute for Tourism and Hotel Management Scholarship **1992**

PAPERS PRESENTED

Papers Presented at Academic Conferences and Seminars

1. **McLeod, M.** (2016). "Tourism innovation and interactive community mapping" 2nd Business and Management Conference, 9-11 November, 2016, Kingston, Jamaica. (Presentation; 17 pages)
2. **McLeod, M.**, Chambers, D. and Airey, D. (2014). "Understanding policy networks in the Caribbean tourism sector." 3rd International Tourism Conference, 9-11 November, 2014, Montego Bay, Jamaica. (Presentation; 14 pages)
3. **McLeod, M.**, (2013). "Conceptualising service productivity factors within a framework of perceived customer satisfaction." CHMI 2013 Conference 18–20 September, 2013 Nassau, The Bahamas. (Presentation; 18 pages)

Special Presentation and Invited Lectures

1. **McLeod, M.** (2022). Caribbean launch of Global Data Barometer, UWI MSBM and COI, 2nd June, 2022.
2. **McLeod, M.** (2022). "Tourism path towards economic recovery" Sustainable Grand Bahama Conference, 7-9 April, 2022, Grand Bahama Island, The Bahamas.
3. Speaker at UNCTAD Global Services Forum 2021 - Webinar "More resilient and sustainable tourism for the post-pandemic recovery", 23rd September, 2021.
4. Speaker at Polo Caribe IdA – Webinar "Gestión de la crisis y del turismo en tiempos de crisis: ¿qué política(s) en el Caribe?", 2nd June, 2021.
5. **McLeod, M.** (2020). "The Caribbean Tourism Community's Response to COVID-19", Keynote Address, Belize Open Data 2020 Hackathon, 8 July, 2020.
6. **McLeod, M.** (2020). "Tourist destination recovery: a case study of Grand Bahama Island", Sustainable Grand Bahama Conference, 5-7 March, 2020, Grand Bahama Island, The Bahamas.
7. **McLeod, M.** and McNaughton, M. (2019). "Outcome mapping methodology applied to tourism product development", 5th World Research Summit for Tourism and Hospitality, 13-16 December, 2019, Orlando, United States of America.
8. **McLeod, M.** (2018). "Reinventing Grand Bahama Island Tourism", Sustainable Grand Bahama Conference, 5-6 April, 2018, Grand Bahama Island, The Bahamas.
9. **McLeod, M.** and Scott, N. (2017). "Destination Management, Grand Bahama Island, 4th World Research Summit for Tourism and Hospitality, 8-11 December, 2017, Orlando, United States of America.
10. **McLeod, M.** (2017). "Empowering local community tourism: a case study of The August Town Tour in Kingston, Jamaica". University of Sunderland, Research Symposium, 24th May, 2017, Sunderland, UK.
11. **McLeod, M.** (2016). "From Open Data Research to Policy", *International Open Data Conference*, October 6-7, 2016, Madrid, Spain.
12. **McLeod, M.** (2016). "Open Data and Innovation in Community Tourism, Regional Talk – LAC, *International Open Data Conference*, October 6-7, 2016, Madrid, Spain.
13. **McLeod, M.** (2016). "Strengthening Data Ecosystems for Greater Development Results", *International Open Data Conference*, October 6-7, 2016, Madrid, Spain.
14. **McLeod, M.** (2015). "Service productivity reconceptualization and customer satisfaction." 3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit: Transforming Partnerships 15–19 December, 2016 UCF Rosen College of Hospitality Management, Orlando, Florida, USA.
15. **McLeod, M.**, Chambers, D. and Airey, D. (2015). "Power and influence within Caribbean tourism policy networks." INSNA Sunbelt XXXV, 23-28 June, 2015, Hilton Metropole, Brighton, UK.

16. **McLeod, M.** (2015). "A service management research framework." MSBM Business and Management Conference, 7-9 January, 2015, Montego Bay, Jamaica.
17. **McLeod, M.**, Vaughan, D.R., Edwards, J. and Moital, M. (2014). "Understanding knowledge diffusion within tourism business networks." INSNA Sunbelt XXXIV, 18-23 February, 2014 Florida, USA.
18. **McLeod, M.**, Vaughan, D.R., Edwards, J. and Moital, M. (2013). "Improving inter-business knowledge sharing in the tourism and hospitality industries." 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge 15-17 December, 2013 UCF Rosen College of Hospitality Management, Orlando, Florida, USA.
19. **McLeod, M.** (2008). "A conceptual framework for investigating networks of knowledge sharing in the tourism and hospitality industries," *PhD student conference*, Exeter University, UK, 23rd January, 2008.
20. **McLeod, M.** (2008). "Social Networks and knowledge sharing between people in tourism and hospitality businesses," The First Annual Postgraduate Research Conference, 1st October, 2008 Bournemouth University, UK.

Papers Presented at Workshops and Training Sessions

1. **McLeod, M.** (2017). "Service productivity building business synergies", *8th Middle Managers' Conference*, April 25-26, 2017, Kingston, Jamaica.
2. **McLeod, M.** (2017). "Caribbean tourism", Presentation to student from Calvin College at SALISES, January 10, 2017, Kingston, Jamaica.
3. **McLeod, M.** (2008). "Investigating how and why tourism and hospitality networks are formed and what information flows through these networks," *UK Academy for Information Systems, PhD & Professional Doctorate Consortium*, Bournemouth University, UK.

UNIVERSITY SERVICE

The UWI Lead Consultant - Future-Tourism MSMEs Eastern Caribbean Project, UNDP, in partnership with The UWI and Frankfurt School of Finance and Management (2021-present)

The UWI COVID-19 Taskforce, Hotel and Tourism Management Expert - <https://uwi.edu/covid19/taskforce.php> (2020-present)

Acting Programme Director/Head of Department, Centre for Hotel and Tourism Management, Nassau, The Bahamas (2017-2020). Developed and implemented the MSc. Hospitality Management and Postgraduate Diploma Hospitality Management.

PUBLIC SERVICE

1. International Tourism Studies Association (ITSA) Caribbean Network, Research Committee (2021-present)
2. Member, UWIAA CHTM, (2020-present)
3. Member, UWIAA The Bahamas Chapter, Executive (2017-present).

4. Member, Scientific Committee for Research Symposium in Tourism, Hospitality and Events, University of Sunderland (2017).
5. Member, Program Committee for 2nd Open Data Research Symposium (2016).
6. Researcher, Caribbean Open Institute (2014-present).
7. Assessor, University Council of Jamaica (2014).
8. Member, Spiritual Development Committee, St Andrew High School for Girls, Kingston, Jamaica (2013-2017).
9. Guest Lecture on the tourism component of CAPE Caribbean Studies at St. George's College, Trinidad dated 9th January (2013).
10. Education Advisor, Education Committee, Institute of Hospitality Southern Branch, UK (2010-2011).
11. Secretary, St. Luke's CE School PTFA, Bournemouth (for 3 years ending 2011).
12. Tourism Awareness Lectures, Civilian Conservation Corps, Trinidad and Tobago.
13. Member, San Fernando Hill Management Committee, Trinidad and Tobago.

OTHER PROFESSIONAL ACTIVITY AND EXPERIENCE

Editorial Board Member

Tourism Geographies

Tourism Review

Journal of Destination Marketing and Management

Social Sciences and Humanities Open

Membership in learned professional societies

Since 2013 Knowledge Network Member, United Nations World Tourism Organisation

Since 2011 Fellow, Higher Education Academy

Since 2010 Former Member, Institute of Travel and Tourism

Since 2004 Member, Institute of Hospitality, 7th September, 2004 formerly Associate, Hotel, Catering and Institutional Management Association (HCIMA), 9th May, 1994

International Conference Committees

The INC 2022, 3rd Tourism, Hospitality and Events International Conference, "Tourism, Hospitality and Events: Innovation and Resilience during Uncertainty"

The INC 2020, "Revisiting Value Co-creation and Co-destruction in Tourism, Hospitality and Events"

ODRS18, Open Data Research Symposium

The INC 2018, International Conference "Tourism, Hospitality & Events in a Changing World"

ODRS16, 2nd Open Data Research Symposium 2016

ODRS15, 2015 Open Data Research Symposium

CHMI 2013, The College of The Bahamas, "Culinary and Hospitality Management Institute" Conference

Journal review committees

Tourism Management, an ABS Grade 4 Tourism Journal (book and journal article reviewer)

Tourism Planning and Development (journal article reviewer)

International Journal of Tourism Policy (book reviewer)

The Service Industries Journal (journal article reviewer)

Tourism Geographies (book reviewer; journal article reviewer)

Tourism and Hospitality Insights (journal article reviewer)
International Journal of Tourism Research (journal article reviewer)
Tourism Review (journal article reviewer)
Tourism Futures (journal article reviewer)

Software

Statistical Package for Social Sciences (SPSS)
UCINET 6 software for Social Network Analysis
NetDraw software for Social Network Analysis
NVivo software
Smart PLS software
Visual Understanding Environment (VUE) software

RESEARCH AND TRAVEL GRANTS

- 2021 Research and Reviewer, Global Data Barometer.
- 2020 Researcher and Reviewer, Open Data Barometer for WebFoundation, UK. US\$3,400.
- 2016 Researcher and Reviewer, Open Data Barometer for WebFoundation, UK. US\$2,250.
- 2016 Travel Grant funded by USAID to attend the Open Data Research Symposium and 4th International Open Data Conference, Madrid, Spain.
- 2015 Researcher and Reviewer, Open Data Barometer for WebFoundation, UK. US\$1,850.
- 2015 Travel Grant funded by the International Development Research Centre (IDRC), Canada to attend the Open Data Research Symposium and 3rd International Open Data Conference, Ottawa, Canada.
- 2014 Open Data for Development in Latin American and the Caribbean, for the project "*Harnessing Open Data to Achieve Development Results in Latin America and the Caribbean*"; funded by the International Development Research Centre (IDRC), Canada. US\$300,000.
- 2014 Special New Initiative Grant, UWI "Main factors affecting service productivity of hospitality businesses in Jamaica". JMD\$500,000.00.

POSTGRADUATE RESEARCH AND SUPERVISION (at UWI)

1. Completed PhD - "An examination of the relationship between social capital dimensions and software quality in free and open source software development", Steve Whyte; Dr. Maurice McNaughton, Dr. Delroy Chevers, **Dr. Michelle McLeod**; DBA; Mona School of Business and Management, Faculty of Social Sciences, The University of the West Indies, Kingston, Jamaica.
2. Upgraded to PhD - "Critical analysis of Corporate Social Responsibility in the tourism industry: case Tobago and Nevis", Calista Arthur; **Dr. Michelle McLeod** and Dr. Jonathan Lashley; MPhil/PhD; SALISES, Faculty of Social Sciences, The University of the West Indies, Kingston, Jamaica.
3. Proposal Defense – "Measuring to maximize service productivity in All-inclusive hotels in the English speaking Caribbean", **Dr. Michelle McLeod**, Dr. Delroy Chevers; Mona School of Business and Management, Faculty of Social Sciences, The University of the West Indies, Kingston, Jamaica.

4. MPhil/PhD student – “Reimagining intra-archipelagic tourism: A comparative analysis between The Bahamas and The Maldives”; **Dr. Michelle McLeod**; Faculty of Social Sciences, The University of the West Indies, Kingston, Jamaica.
5. Completed MSc. – “Exploring the Training and Development Policies and Practices and Employee Performance at The Bahamas Ministry of Tourism”, Samantha Cartwright; **Dr. Michelle McLeod**, UWI-CHTM.
6. Completed MSc. – “An exploratory study of the possibility of Traditional Spas and Mineral Baths contributing to Health and Wellness Tourism in Jamaica”, Paula Steir; **Dr. Michelle McLeod**, MSBM.

TEACHING AND RELATED EXPERIENCE

At **The University of the West Indies** I have taught the following courses:

TOUR3020	International Travel and Tourism
TOUR3022	Tourism Marketing & Market Research Techniques
TOUR3106	Caribbean Tourism: Planning, Policies and Issues
TOUR3000	Tourism Management
TOUR3004	Destination Marketing
TOUR3010	Caribbean Tourism
TOUR3007	Destination Management
TOUR3110	Eco-Tourism
MGMT6129	Tourism Management
MGMT6140	Sociology of Tourism
MGMT6136	Tourism Entrepreneurship and Innovation

Previously at **Bournemouth University** (2010-2011), I taught Marketing for Events (UG Events Management Programme), Marketing Communications, Marketing Research (UG Leisure Marketing Programme) and Operations Management (PG Hospitality Management Programme). I implemented a peer assessment and self-assessment innovation for the Leisure Marketing year 1 students.

I have teaching experience both part-time and full-time in **Trinidad and Tobago** from about 1992 to 1999. I taught tour guiding for the Youth Training Employment Partnership Programme (YTEPP) on a part-time basis. I worked full-time at the hotel school in Chaguaramas, Trinidad and the newly established Tobago hotel school (details are provided below).

CONTRIBUTIONS TO DEPARTMENT

1. Member, AMBA Re-accreditation Purpose and Outcomes Committee (2021-2022).
2. Chair, AMBA Re-accreditation Research Sub-committee (2017).
3. Member, AMBA Re-accreditation Education Sub-committee (2017).
4. Member, Planning Committee for MSBM 2nd Business and Management Conference, Kingston, November 9-11 (2016).
5. Member, Planning Committee for MSBM Inaugural Conference on Business and Management, Montego Bay, January 7-9 (2015).
6. Harmonised Tourism Programme at Mona Campus (2015).

7. Chair, of the Mona School of Business and Management (MSBM) Research Committee (2015-2017).
8. Chair, Scientific Committee for The UWI 3rd International Tourism Conference, 9-11 November, (2014), Montego Bay, Jamaica.
9. Chair, Purpose and Outcomes Committee, AMBA Re-accreditation (2014-2015)
10. Co-ordinator, MIBES Unit Retreat on 15th January, 2013.

EXTRA DEPARTMENTAL UWI SERVICE

1. Member, Faculty of Medical Sciences Ethics Committee, The University of the West Indies (2015-2017).
2. Co-ordinator, Policy Research Impact Forum, Research Days (2017).
3. Co-editor, Social and Economic Studies Special Issue 65(2) (2016).
4. Member, West Indies Group of University Teachers (WIGUT), Professional Development Committee (2014-2017).
5. Member, Faculty of Social Sciences, Research Day Awards Selection Committee (2014-2015).

OTHER WORK EXPERIENCE - ACADEMIC EXPERIENCE

01/04/1998-15/10/1999 **Trinidad and Tobago Hospitality and Tourism Institute, Lecturer in Tourism**, I taught in the subject areas of tourism project analysis, tourism research, planning and policy and computer studies and I managed the library and research information services for the Institute. I supervised industry placements. I developed a new tour guiding programme in collaboration with stakeholders in the tourism sector. I assessed students including exam preparation and marking.

16/09/1996-29/08/1997 **Trinidad and Tobago Hospitality Training Institute Management Studies Instructor**, I taught students in subject areas of human resource management, supervisory skills, tourism and travel agency/front office operations, housekeeping/accommodation management. I graded student performance, re-opened the library and held classes in the computer laboratory. I have experience with the re-establishment of library services and establishment up of a computer laboratory at an Institute. I also established a research and information office.

OTHER WORK EXPERIENCE - PROFESSIONAL/NON-ACADEMIC EXPERIENCE

29/04/2004-27/09/2006 **Division of Tourism and Transport, Tobago House of Assembly, Project Co-ordinator**, I managed the tourism development programme including development of new beach facilities and historic sites and attractions. I procured consultants and contractors to implement tourism development projects.

18/10/1999-16/04/2004 **Tourism and Industrial Development Company Limited Tourism Development Officer, Team Leader, Ag. Manager Product Development and Ag. Vice President Tourism**, I developed, managed and implemented tourism projects for the national tourism organisation. In terms of planning, I assisted with tourism development plans including recent initiatives of the Vision 2020 Tourism Development Plan and Three Year Rolling Tourism Plan. I was part of the policy working groups and research teams. The Foreign Investment Act was reviewed during my time and I was a contributory member to the team which coordinated the passing of the country's first Tourism Development Act No. 9 of 2000. I specifically worked

on defining the tourism sector and those operators that would be considered to receive incentives, outlining the nature of incentives to be provided and also reviewed its predecessor Act, the Hotel Development Act of 1963. I also initiated a study of tourism inventory and assessment of the country's Sites and Attractions in keeping with best practices for the development and management of these resources. I also initiated the implementation of the country's first Management Information System for Tourism (MIST) with the support of the Caribbean Tourism Organisation, and the MIST has improved the timeliness of tourism statistics. The MIST collects visitor data and has an inventory of all tourism and hospitality businesses. I developed and implemented a home-grown Trinidad and Tobago Tourism Industry Certification (TTTIC) programme. The TTTIC programme certifies tourism operators by checking that their operations meet the national standard.

09/1997-03/1998 **Quality Consultants**, I worked with Dr. Kwame Charles on two research projects including the training needs assessment for hospitality and tourism education in Trinidad and Tobago and a technology project.

02/09/1991-13/09/1996 **Tourism Development Authority/TIDCO**, *Research Assistant and Research and Administrative Officer*, I prepared tourism statistical reports and studies for the Research, Planning and Development Department. My main duties involved the data collection of the country's first Economic Impact of Tourism assessment which was coordinated by the Caribbean Tourism Organisation. Over the years I was a main point of contact to provide demand figures, including hotel occupancy statistics. I was the administrator of the marketing and overseas public relations accounts for the company.