

Dean Aaser

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SUMMARY OF QUALIFICATIONS

- **M.S. in Hospitality and Tourism**
- **20 years university teaching**
- **12 years hotel management and marketing – individual, multi-unit, and regional**
- **2 years tourism marketing and promotion**

PROFESSIONAL EXPERIENCE

The University of Tennessee, Knoxville, TN

(7/2001 to present)

Program Coordinator: Hospitality & Tourism Management -Teach hospitality courses; perform all academic advising; perform many departmental and college duties; and coordinate, monitor, and evaluate all student internships.

Courses designed and taught:

- Hotel Operations Management
 - Advanced Lodging
 - Customer Service
 - Customer Service in Spain (taught in Seville, Spain)
 - Career Planning
 - Strategic Marketing for Hospitality & Tourism
 - Hospitality Human Resources
 - Professional Development
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- Work extensively with Programs Abroad with student experiences overseas
 - Took students on trips to Italy (twice), Costa Rica (twice), Germany/Eastern Europe, London and Paris
 - Took students to the HX – Hotel Experience Show/AHLA for 10 years
 - Perform many tasks for the department including scheduling, curricular review, scholarships, program changes, candidate interviewing, career fair, recruiting, and DECA judging.
 - Hold a CHIA (Certification in Hotel Industry Analytics) through AHLA

Maryville College, Maryville, TN

(Spring semesters 2016-2020)

- Designed and taught Introduction to the Hospitality Industry, for the Outdoor Studies and Tourism Program

La Quinta Inns, Inc., San Antonio, TX

(3/2000 to 7/2001)

General Manager-I was responsible for two locations with a combined 217 rooms.

Area General Manager-Responsible for six locations with nearly 900 rooms. My area was one of the highest revenue generating regions in the system with room sales of 7.85 million in the first six months of 2000. I also had GM responsibility for one of the six.

Continental Management, Aberdeen, SD (7/1996 to 3/2000)

Director of Operations and Marketing-I was in charge of the daily operations and marketing of thirteen hotels in seven states. Brands included were Holiday Inn Express, Super 8, and AmericInn Hotel & Suites. All General Managers and a Regional Manager reported directly to me, and I was responsible for their hiring, training, supervision, and performance. I personally inspected all facets of each hotel's operations and spent much time on sales and marketing efforts.

Minnesota Office of Tourism, St. Paul, MN (9/95 to 7/96); Mankato, MN (7/94 to 12/94)
Travel and Tourism Representative (both positions temporary).

Danish Manor Hotel, St. Croix, U.S. Virgin Islands (1/95 to 9/95), (6/88 to 10/89)

General Manager/Assistant Manager-I served as Assistant Manager in 1988-89 and *departed after Hurricane Hugo*. I returned to revitalize the hotel, on a short-term basis, as General Manager. I was in charge of hotel operations, management, marketing, and planning

Super 8 Motel, Whitewater, Wisconsin (1/1991 to 7/1994)

General Manager-I began at the Super 8 prior to opening, and all of the daily activities of the hotel were my responsibility.

New Mexico State University, Las Cruces, New Mexico (1/1990 to 1/1991)

College Instructor-I was responsible for student career advising and received high scores on my student teaching evaluations.

EDUCATION

Master of Science: Hospitality and Tourism, University of Wisconsin-Stout (12/89)
Emphasis: Hotel Operations, Tourism Marketing and Development

Publication: Jafari, Jafar and Dean Aaser, 1988 *Tourism as the Subject of Doctoral Dissertations*.
Annals of Tourism Research 15(3): 407-429

Bachelor of Science: Agricultural Business Administration, University of Minnesota (6/84)

PROFESSIONAL ACTIVITIES

Walworth County Tourism Council-I served 20 months as **President**, one year as **Vice-President**, and served on the Executive and Marketing Committees throughout. As president all facets of administration and marketing were under my supervision. (1/91 to 7/94).

Whitewater Chamber of Commerce-I served on the Executive Board (1/93 to 5/94).

St. Croix Hotel and Tourism Association-Served on the Marketing, Public Relations, and Hello Tourism/Education committees (8/88 to 10/89, 1/95 to 9/95).

Saint Paul Convention and Visitors Bureau -Developed, implemented, and analyzed their first-ever visitor survey program (7/87 to 1/88, 4/88-college internship)