

Faculty Developmental Workshop: Successful Scholar-Teacher Model for Hospitality Tourism Discipline

This research workshop is designed to help early-career faculty make informed decisions about balancing teaching and research within a scholar-teacher model. The demand for high-quality research publications is expected to continue intensifying, while excellence in teaching is anticipated to become even more rigorous as student enrollments decline at many institutions. Faculty in their early career stages feel the pressure to produce high-quality research publications with limited resources. At the same time, students demand a more applied and career-focused curriculum so that they find better-paying jobs. Additionally, service contributions are expected to meet the organization's needs. Of course, there are quality-of-life issues and personal life sacrifices faculty make.

This workshop is designed to share the experiences of senior faculty who have successfully balanced research, teaching, and life while achieving academic accolades and advancing the hospitality and tourism discipline.

It will be an interactive session where participants can ask questions while senior faculty members share their insights and provide constructive feedback. For the benefit of participating faculty members, this workshop focuses on the following topics.

- **Theory of Faculty of Lifecycle: Balancing research, teaching, & service / personal life**
 - Early career choices
 - Mid-career choices
 - Late career choices.
- **Research Vs. Teaching – variations among different institutions in Europe, Asia, the Middle East, and Africa.**
 - Pros and cons of each.
 - Examples of career advancement processes at research/teaching institutions.
- **Service Trap**
 - Service traps vs. service contributions – how to distinguish between them.
 - *Service trap* is real – how to avoid it / how to manage it.
 - *Dessert may taste great (service), but entrée is the focus (teaching/service)*
- **Publishing papers vs. textbooks vs. scholarly books**
 - What to do – and when – Diversity of guidelines across EuroCHRIE countries.
 - How do they count for career advancement? When do they count?
 - Real examples from the selected institutions from Europe & elsewhere
- **Research collaborations**
 - How to do? How and when do I do it? – Some specific examples.
 - How to Select a Research Collaborator.
 - Based on a research topic

- Based on a stream of research – ex: Kahneman & Tversky; Hunt & Nevin; Chekitan & Brown; Mattila & others; etc. Schwartz & others, Muzo Uyssal & others, etc.
 - Based on personal chemistry.
 - Based on institutional support (interdisciplinary research on campus)
 - Intra- and inter-university collaborations on a specific topic.
 - Personal credit and institutional credit – Variations among European, Middle Eastern, Asian, and African countries.
- **Fit – Fit – Fit.**
 - Personal values and *fit* with the institutional culture are the most crucial criteria in academic careers.
 - Why do some faculty members remain at an institution while others frequently move?
- **Legends in hospitality tourism....**
 - Why did they stay at a particular institution for so long while others left?
 - What made them so great?
 - Many real-world lessons to be learned here (*Bad, Good, & Ugly*)
- **Q&A - Questions from participants are answered throughout the workshop.**
 - Any personal issues / scenarios / specific questions.....
 - We will attempt to answer as many questions as possible without addressing any specific person or institution.
 - The presenters are available at the end of the workshop to answer any specific personal questions participants may have.