

ROBERT R. NELSON, Ph.D.

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Hospitality Research Associates, LLC – Principal & Founder 2024 - present
Founded a hospitality business consulting firm that provides comprehensive market studies, consulting, training, research, and hotel valuation services for hospitality businesses.

HREA! LLC – Principal & Founder 2024 - present
HREA! (Pronounced “Hooray!”) is an acronym for Hospitality Real Estate Associates. *HREA!* Owns and operates short and long term residential rental properties.

COMMERCIAL REAL ESTATE RELATED ACCOMPLISHMENTS

Certified Hotel Appraiser

In 2024 I became the first academic to earn the CHA credential which demonstrates a full understanding of the industry’s most widely accepted hotel valuation models.

CoStar / STR Certification Development

Worked with the CoStar / STR SHARE Center for over ten years on a variety of projects. Among them are the following:

Certification in Hotel Industry Analytics (CHIA) – Made trips to STR headquarters in 2012 to participate in the original development of the CHIA which has been earned by over 20,000 industry professionals worldwide.
<https://str.com/training/certifications/chia-industry>

Certification in Advanced Hospitality and Tourism Analytics (CAHTA) – Played a lead role on a team to develop an advanced certification to follow the immensely popular CHIA. My contributions include an Excel template used to teach *hotel feasibility and valuation*. <https://str.com/training/certifications/cahta-academic>

Reviewed integration of STR data into CoStar database & analytics platform – Part of a small team of real estate professors who were given early access to, and asked to comment on, the extensive database & analytical tools created when CoStar purchased STR in 2019.

Creekside at Green Valley Condominiums, 2020 to 2025

Serve as treasurer and council member of a 200 unit condominium community overseeing an annual budget of just under \$1 million.

Ronald McDonald House of Delaware Renovation Committee, 2016

Shaved \$700,000 from the initial bid by using my contacts at Marriott International to enable the House to purchase directly from Marriott’s extensive FF&E inventory. In this process we also identified a retired Marriott designer who donated her time for the

renovation. Additional time and money was saved by using one of Marriott's contractors to do the renovation.

Courtyard by Marriott Newark - University of Delaware

Played a lead role in the development of this award-winning teaching hotel which is a learning lab for University's Hospitality Business Management students. This included a term on the board of directors for which I also served as secretary.

Vita Nova Restaurant – University of Delaware

Played a lead role in the development and operation of an award-winning teaching restaurant.

ACADEMIC EXPERIENCE

University of Delaware

September 1990 - 2024

Hospitality Business Management

Department Chair, September 2007 – 2011

Associate Professor, 2002 - Present

Associate Chair, 2002 - 2007

Director of Undergraduate Studies, 1997 - 2007

Associate Policy Scientist and Assistant Professor, 1997 - 2002

Acting Program Director, May 1991 - June 1991

Assistant Professor, 1990 - 1997

Work on a wide range of activities to lead a top ten undergraduate program and a M.S. degree in Hospitality Business Management. Develop and teach classes in hotel, restaurant and institutional management. Pursue relevant research and service activities.

Editor-in-Chief, Journal of Convention & Event Tourism

Francis & Taylor Publishing

2007 – 2012

Grew and diversified the editorial board. Doubled the number of annual submissions. Successfully expanded the reach of the journal into the burgeoning Asia market by partnering with International Convention & Expo Summit which has been held in Singapore, Korea, Thailand and Hong Kong.

Drexel University

Part-time Instructor

January 1990 - June 1990

Taught evening courses in hospitality management information systems and culinary science while working full time in the food service industry.

Instructor

August 1987 - September 1989

Worked for one semester as a graduate assistant in the University's HRIM program and then was promoted to a full-time faculty position. In that capacity, developed and taught courses in commercial food production, introduction to the hospitality industry, food service safety and sanitation, culinary science, classical cuisine and principles of

food service management. Also served as academic advisor for twenty-nine HRIM students.

EDUCATION

University of Delaware

Biden School of Urban Affairs and Public Policy

Ph.D. in Urban Affairs and Public Policy, December 1999

Dissertation: Convention Centers as Catalysts for Local Economic Development

Drexel University

Lebow College of Business

Major: Marketing

Graduated with a MBA, September 1989

Cornell University

School of Hotel Administration

Graduated with Bachelor of Science Degree, May 1983

BOARD ACTIVITIES

Ronald McDonald House of Delaware Board of Directors, 2010 - 2016 Renovation Committee, 2015 Marketing Committee, 2010 - 2019	2010 to 2019
Swiss School of Tourism & Hospitality Advisory Board	2009 to 2011
Blue Hen Hotel, LLC Board of Directors Board Secretary 2011 - 2012	2007 to 2012
Fred Tibbitts & Associates Board of Directors	2007 to 2012
Delaware Restaurant Association Board of Directors	2007 to 2012
Delaware Hotel & Lodging Association Board of Directors	2007 to 2012

SCHOLARLY ACTIVITIES

Edited Books

Nelson, R.R. (Ed.). (2007) Developing a Successful Infrastructure for Convention & Event Tourism. Haworth Press.
<http://www.amazon.com/Developing-Successful-Infrastructure-Conventions-Tourism/dp/0789037513>

Nelson, R.R. (Ed.). (2004) Current Issues in Convention and Exhibition Facility Development. Haworth Press.
http://www.amazon.com/Current-Convention-Exhibition-Facility-Development/dp/0789025981/ref=sr_1_1?s=books&ie=UTF8&qid=1319294605&sr=1-1

Publications and Paper Presentations

Rittichainuwat, B. Nelson, R.R. and Rahmafitria, F. (In 2018)
Applying the perceived probability of risk and bias toward optimism: implications for travel decisions in the face of natural disasters. *Tourism Management*. Vol. 66(2018). 221-232.

Nelson, R.R. and deRoos, J.A. (2017) A protocol for reviewing hotel anchored public private partnerships. *Journal of Convention & Event Tourism*. Vol. 19(1). 83-98.

- Nelson, R.R. deRoos, J.A. and Ukhov, A. (2016) A protocol to review proposals for P3s to encourage hotel development. ICHRIE NENA Spring Conference.
- Nelson, R.R. deRoos, J.A. and Ukhov, A. (2016) The impact of publicly owned hotels in the United States on competing properties. *Cornell Hospitality Quarterly*. Vol. 57(4). 348-366.
- Nelson, R.R., Miller B.L. and Plourde, R. (2015) The University of Delaware Hotel Feasibility Exercise. ICHRIE NENA Spring Conference 2015.
- Nelson, R.R. (2015) The all-important first and last impression: a guide to auditing the trip to and from your airport. *Journal of Convention & Event Tourism*. 16(1).
- Nelson, R.R. (2014) A practical guide to marketing meeting & convention destinations: marrying academic research with best practices. IMEX America Faculty Forum. Las Vegas, NV. October 17.
- Nelson, R.R. (2014) The all-important first and last impression: a guide to auditing the trip to and from your airport. IMEX America Faculty Forum. Las Vegas, NV. October 17.
- Nelson, R.R. deRoos, J.A. and Lloyd, R. (2014) The impact of publicly subsidized hotels in the United States on competing properties. The Center for Real Estate and Finance, Cornell University working paper series. 2014-004. August 6.
- Nelson, R.R. (2014) Convention Center Follies: Politics, Power, and Public Investment in American Cities by Heywood T. Sander, *Journal of Convention & Event Tourism*, 15:4, 316-318, DOI: [10.1080/15470148.2014.956270](https://doi.org/10.1080/15470148.2014.956270)
- Nelson, R.R. and deRoos, J.A. (2013) An Analysis of Data Regarding Public Private Partnerships to Encourage Hotel Development in the United States. International Convention & Expo Summit. May 25. Bangkok, Thailand.¹
- Nelson, R.R. (2012) Toward Improved Models to Examine the ROI that Communities Can Expect for Investments in Convention

¹ This paper was awarded the 2013 International Convention & Expo Summit's Best Paper Award sponsored by the International Journal of Contemporary Hospitality Management.

Hotels. International Convention & Expo Summit. May 23. Hong Kong.

Nelson, R.R., Baltin, B. and Feighner, B. (2012) Public-Private Financing Structures Used in the United States to Develop Convention Hotels, *Journal of Convention & Event Tourism*. 13(2) .

Cobanoglu, C., Ciccarelli, S., Nelson, R.R., and DeMicco, F.J. (2010) Using Global Positioning Systems as a Marketing Tool: An Analysis of U.S. Consumers' Use and Perceptions. *Journal of Hospitality Marketing and Management*. 19(6) 556-574.

Nelson, R.R., Beldona, S., Logan, P.J. (2007) From the "City of Pearls" to "High-Tech Hyderabad". Presented to the United Nations' World Tourism Organization at the Ulysses Awards Conference May 31. Madrid, Spain.

Nelson, R.R. (2006). Public Financing of Headquarter Hotels in the United States. *Journal of Convention & Event Tourism* 8(4) 29-46.

Cetron, M.J., F.J. DeMicco, R.R. Nelson, W.L. Reuther, and J.A. Williams (2006). Convention Centers as Staging Grounds for Disaster Recovery: Lessons Learned from 911 and Katrina. *Journal of Convention & Event Tourism* 8(4), 129-139.

Nelson, R.R. (2006). Public Financing of Hotels in the United States. International Convention & Expo Summit. Hong Kong, China, February 7-9.

Nelson, R.R. (2005). Trends in Public Financing of Hotels in the United States. *Proceedings of the International Academic Conference, Hospitality & Tourism: Driving National & International Development*. Rose Hall, Jamaica, October 13.

Nelson, R.R. (2001). The Underappreciated Link Between Tourism and Quality of Life in Host Communities. Presented to the 2001 Conference of the International Society for Quality-of-Life Studies. Washington D.C., December 2.

Nelson, R.R. and S.A. Rys (2000) Convention Site Selection Criteria Relevant to Secondary Convention Destinations. *Journal of Convention & Exhibition Management*. 2(3), 71-82.

Rys, S.A. and R.R. Nelson (1999) A Competitive Analysis of Second-Tier Convention Destinations. *Proceedings of the*

Fourth Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism. Las Vegas, Nevada, 272-281.

Nelson, R.R. (1998) How a More Competitive Market is Influencing Public Investments in Convention Centers. *Journal of Convention & Exhibition Management*. 1(2/3), 27-37.

Nelson, R.R. (1996) The Rising Costs Associated With Attracting and Retaining Professional Sports Franchises. Presented to the International Symposium on Sport in the City: Cultural, Economic and Political Considerations. Memphis, TN. November 9-12.

Nelson, R.R. (1996) Convention Centers as Catalysts for Local Economic Development: How the Rules are Changing in the 1990's. Presented at the Urban Affairs Association 26th Annual Meeting, New York. March 13-16.

Nelson, R.R. (1996) Emerging Concerns About the Use of Convention Centers as Catalysts for Local Economic Development. *Proceedings of the Conference on Hospitality Graduate Education and Graduate Students' Research*, Houston, Texas. 144-151.

Nelson, R.R. (1992) The Impacts of Tourism Development: considering the needs of host communities. Presented to the Academy of Marketing Science's Fourth Quality-of-Life/Marketing Conference, Washington, D.C. November 19-22.

Book Chapter

Nelson, R.R. (1995) The Impacts of Tourism Development on Quality-of-Life in Host Communities. In M. J. Sirgy and A.C. Samli (Eds.), *New Dimensions in Marketing/ Quality-of-Life Research*. Quorum Books.

Educational Television

Host and Writer of two educational television programs broadcast to 26 million homes via the Knowledge TV television network from 1997 to 1998. They included an eight-part series entitled *Culinary Survival Skills* and a seven-part series entitled *Food Facts*.