

# Jim F. Petrick

## One Page Bio

**Jim Petrick** is a Full Professor, Research Fellow and the Associate Department Head for Graduate Studies in the Department of RPTS at Texas A&M University. His research interest focuses on applying marketing and psychology principles in the context of tourism services. Pursuant to this interest, his research has been concentrated on understanding tourists' purchase behaviors, to assist in properly marketing to them as well as the physiological effects travel has on the tourist. His Tourism Marketing Lab currently consists of 8 students (6 Ph.D. and 2 M.S.) and is likely the largest and most productive of its type in North America.



In the past nineteen years he and his Tourism Marketing Lab have been awarded over \$3.0 million in research grants. Recent research projects which they have conducted include: a strategic marketing plan for the National Park Service, comprehensive work related to the benefits of travel for the U.S. Travel Association, national visitor studies for the United States Department of Agriculture, multiple accountability and advertising effectiveness studies, tourism website evaluations for 22 states and 18 cities; visitor/non-visitor studies for more than 25 cities and 9 national cruise ship passenger studies including six panel studies.

Studies conducted in 2014 and 2011 identified Jim as the 2<sup>nd</sup> most prolific tourism researcher in the world (#1 in U.S., and #1 tourism marketing researcher). He has been recognized for his research abilities with the following awards: *Critical Thinking Fellow*, *Emerging Scholar of Distinction* (International Academy for the Study of Tourism), *Agri-life Research Fellow*, *Most Outstanding Conference Paper* (TTRA National Conference), *Holland America Line Westours Research Award* (twice), *American Society of Travel Agents Future Tourism Leader Award*, and the *Excellence in Research Award* from the Resort and Commercial Recreation Association.

He has also been recognized as one of the best teachers in his field via the following teaching awards: *Faculty Fellow for Innovation in High-Impact Learning Experiences*, Association of Former Students *Distinguished Achievement in Teaching Award*, Student Led *Academic Teaching Award*, the ING *Professor of Excellence Award*, and Resort and Commercial Recreation *Professor of the Year Award*.

Jim serves on the Editorial Boards for the *Journal of Travel Research*, *Annals of Tourism Research* and *Event Management*, and is on the Advisory Board for *Tourism Review International*, and the *Journal of Sport Tourism*. Additionally, he is the former President of the Texas Travel & Tourism Research Association Chapter, and is the Chief Problem Solver for his own tourism research and marketing company ([www.Tourvey.com](http://www.Tourvey.com)). He has also served on the Board of Directors for tourism entities Internationally (Travel and Tourism Research Association), at the State Level (Texas Travel Industry Association), and at the city level (Bryan/College Station Convention and Visitor's Bureau).

Jim has presented his research findings at numerous national & international conferences, and has been a Keynote Speaker in more than 10 countries. Prior to his work at Texas A&M he spent six years working onboard cruise ships for both Norwegian Cruise Line and Royal Viking Line, working in positions from Youth Coordinator to Cruise Director.