



**Curriculum Vita
August 2026**

Instructor: Travis John Holladay, M.S.,
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East Texas A&M University Addresses:

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EDUCATION

Doctor of Philosophy, Hospitality, Hotel Management and Tourism

Texas A&M University, College Station, TX — Expected May 2028

Arch H. Aplin III '80 Department of Hospitality, Hotel Management and Tourism

Dissertation: Applications of Trust in Hospitality and Tourism Events' Supply-side Stakeholders

Committee: Dr. Babak Taheri (chair), Dr. John L. Crompton, Dr. Jim Petrick, Dr. Jay Maddock

Master of Science, Merchandising, Hospitality and Tourism

University of North Texas, Denton, TX — 2022

Thesis: The Influence of Social Responsibility on Consumer Behavior in Small Business Restaurants

Committee: Dr. Young Hoon Kim (chair), Dr. Daniel L. Spears, Dr. Karen R. Johnson

Bachelor of Business Studies, Hospitality and Business

Johnson & Wales University, Providence, RI — 2018

Graduated Magna Cum Laude

Biomedical Science (76 credit hours completed)

Texas A&M University, College of Veterinary Medicine and Biomedical Sciences,
College Station, TX

Graduate Certificates

Advanced Research Methods, Department of Educational Psychology, Texas A&M University — Expected May 2027

College Teaching, Department of Educational Administration and Human Resource Development, Texas A&M University — Expected December 2026

Academic Enhancement Certificates

Graduate Mentoring Academy Certificate, Texas A&M University — 2026

CIRTL Associate Certificate, Texas A&M University — 2026

Academy of Future Faculty Certificate, Texas A&M University — 2025

HMGMT Academy of Future Faculty Certificate, Texas A&M University — 2025

GRAD Aggies Foundations and Explorations Certificates, Texas A&M University — 2025

TEACHING EXPERIENCE

2026 – Present, Instructor of Record, Texas A&M University, Arch H. Aplin III '80 Department of Hospitality, Hotel Management and Tourism
HMGMT 333: Meetings, Incentives, Conventions, and Exhibitions (in person)

2026 – Present, Instructor of Record, Texas A&M University, College of Agriculture and Life Sciences
AGLS 125: Hullabaloo U — First-Year Experience (in person)

2025 – 2026, Guest Instructor, Texas A&M University, Department of Hospitality, Hotel Management and Tourism
HMGMT 450: Financing Hospitality, Hotel, and Tourism Services — Excel applications, bond schedules, net present value analysis

2024 – 2026, Graduate Teaching Assistant, Texas A&M University, Department of Hospitality, Hotel Management and Tourism
HMGMT 450: Financing Hospitality, Hotel, and Tourism Services
Mean course evaluations: 4.4–4.7 out of 5.0

2019 – 2020, Teaching Fellow / Adjunct Faculty, University of North Texas, College of Merchandising, Hospitality and Tourism
HMGMT 2860: Management Foundations in the Hospitality Industry
Mean course evaluations: 4.3–4.6 out of 5.0

2018 – 2020, Graduate Teaching Assistant, University of North Texas, Department of Hospitality, Event and Tourism Management
HMGMT 4300: Survey of Beverages; HMGMT 4600: Technology and Innovation in Hospitality and Tourism; HMGMT 2790: Career Development

2018 – 2019, Guest Instructor, University of North Texas, Department of Hospitality,
Event and Tourism Management
HMGT 1500: Orientation to the Hospitality Industry

Course Development

2026, Course Developer, East Texas A&M University, Department of Hospitality —
HMCB 375: Food and Beverage Operations and Management

2025, Course Developer, Texas A&M University, Department of Hospitality, Hotel
Management and Tourism — HMGT 333: Meetings, Incentives, Conventions, and
Exhibitions

Teaching Interests

Tourism management; restaurant management and operations; event management;
conventions, conferences and meetings; sport event tourism; leadership in
hospitality; entrepreneurship in hospitality and tourism; quality service management

PROFESSIONAL EXPERIENCE

Academic and Industry Leadership

2026 – Present, Advisory Board Member, East Texas A&M University, Hospitality
Management Emphasis Programs

Advise on curriculum development and industry alignment for the BAAS in
Organizational Leadership, BGS in General Studies, and BAAS in Public
Administration and City Planning.

2025 – Present, Program Coordinator / Liaison, Hospitality Event Action Team (HEAT),
Texas A&M University

Direct an experiential learning partnership with the Texas A&M Hotel and Conference
Center, recruiting, training, and placing students in live hotel, conference, and event
operations.

Hospitality Industry Experience

2016 – 2018, General Manager, Hard Eight BBQ, The Colony, TX

Led an operation generating more than \$15 million in annual sales with a management
team and 75+ employees across in-store, catering, and event sales divisions; built a
company-wide leadership and service training program.

2013 – 2016, Owner / Operator, The Local Biergarten, Lewisville, TX

Founded and operated a craft beer bar and restaurant anchoring a revitalizing
entertainment district, reaching \$2.2 million in annual revenue before a successful
sale of the business.

2013 – 2016, Owner / Consultant, Holladay Restaurant Group, LLC, Flower Mound, TX

Consulted with small and medium-sized restaurant operations on leadership
development, training systems, and sustainable operating practices.

2009 – 2016, Owner / Director, Square One Sidewalk Café, Flower Mound, TX
Owned and operated five American-concept restaurants with annual in-store sales exceeding \$1.2 million per unit; supervised 10+ culinary arts interns completing chef certification through the Art Institute of Dallas and Le Cordon Bleu Dallas.

2009 – 2016, Owner / Director, HHG Catering and Events, LLC, Flower Mound, TX
Founded and managed a corporate and private event company handling labor coordination, catering production, logistics, and on-site execution, with catering revenues totaling \$2 million; mentored 5+ culinary arts interns.

2008 – 2009, General Manager and Regional Training Coordinator, Brinker International (On the Border Mexican Cantina), Allen, TX
Directed a multi-unit management team and developed company-wide training programs; coordinated hospitality operations for large events at Dallas Market Hall and Allen Event Center.

2007 – 2008, General Manager, Harmen Hospitality, LLC, Dallas, TX
Led hospitality teams across Resistol Arena, Dallas Stars Center, American Airlines Center, Riders Field, and LaGrave Field for large-scale sport, public, and private events.

2005 – 2007, General Manager, Sonny Bryan's Smokehouse, LLC, Dallas, TX
Managed a \$1 million restaurant operation and built a catering and events division that expanded revenue and community presence.

2004 – 2005, Manager, Sonny Bryan's Smokehouse, LLC, Dallas, TX
Supported management of a James Beard Award-winning restaurant and set quality and service standards for the catering division.

2002 – 2004, Manager, Slambango, Inc., College Station, TX
Assisted in opening Zapatos Cantina and Manhater's, recruiting and training staff and establishing operating procedures and service standards.

2000 – 2002, Manager, La Quinta Inns and Suites, College Station, TX
Led front desk operations for a 176-room hotel, coordinating with housekeeping, maintenance, sales, and training departments.

Industry Certifications and Training Roles

TABC Certification — 2018

Cicerone Beer Training, Level 1 — 2016

Introductory Sommelier — 2016

Corporate Director and Training Manager, Hard Eight BBQ, Inc. — 2017–2018

Management Corporate Organizer and Trainer Certificate, Brinker International (On the Border) — 2008–2009

ServSafe and TABC Corporate Organizer and Trainer, Sonny Bryan's Smokehouse, LLC and Harmen Hospitality, LLC — 2006–2008

PUBLICATIONS

Manuscripts in Progress

- Holladay, T. J. (in progress). Relations-based inter-organizational trust perception of local small businesses in hosting the FIFA World Cup: A sequential mixed methods investigation.
- Holladay, T. J. (in progress). Analysis of state-supported tourism training programs [Scoping review].
- Holladay, T. J. (in progress). Babies, budgets, and tourism: First childbirth as a turning point in household travel spending.
- Holladay, T. J. (in progress). Developing a spatial decision-support framework for amenity-driven development.

Conference Presentations

- Holladay, T. J. (2026, June). Babies, budgets, and tourism: First childbirth as a turning point in household travel spending [Work-in-progress paper]. Travel and Tourism Research Association Annual Conference, Greenville, SC, United States.
- Holladay, T. J. (2026, January). Perception of small business trust in hosting the FIFA World Cup: A mixed methods investigation [Paper presentation]. Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL, United States.
- Holladay, T. J. (2020, October). Creating sustainability through coffee tourism: Starbucks' Hacienda Alsacia coffee farm [Paper presentation]. University of North Texas Hospitality Convention, Denton, TX, United States.

Theses and Dissertations

- Holladay, T. J. (in progress). Applications of trust in hospitality and tourism events' supply-side stakeholders [Doctoral dissertation, Texas A&M University].
- Holladay, T. J. (2022). The influence of social responsibility on consumer behavior in small business restaurants [Master's thesis, University of North Texas].

Applied Research Projects

- 2026, Boston University Real Estate Competition (White Lodging) — hotel development concept combining financial feasibility modeling and market analysis, Texas A&M University.
- 2025, Smith Travel Research (STR) Occupancy Forecasting Competition — occupancy forecasting for the Nashville market across five key performance indicators, Texas A&M University.
- 2019, Smith Travel Research (STR) Market Study Competition — hotel performance survey of the Dallas metropolitan market (occupancy, ADR, RevPAR), University of North Texas.

Research Interests

Trust among hospitality and tourism stakeholders; sport event tourism; NGO and DMO stakeholder relationships; mega sporting event stakeholders; sustainability and quality management; experiential learning and adult teaching

RESEARCH GRANTS AND AWARDS

Grants, Scholarships, and Funding

Spring 2027, Graduate Teaching Stipend, Texas A&M University, Department of Hospitality, Hotel Management and Tourism, \$4,900
Spring 2027, The Gene Phillips Memorial Endowed Scholarship, Texas A&M University, Department of Hospitality, Hotel Management and Tourism, \$2,000
Fall 2026, Graduate Teaching Stipend, Texas A&M University, Department of Hospitality, Hotel Management and Tourism, \$4,900
Fall 2026, AGLS 125 Teaching Stipend, Texas A&M University, Department of Hospitality, Hotel Management and Tourism, \$2,000
Fall 2026, The Gene Phillips Memorial Endowed Scholarship, Texas A&M University, Department of Hospitality, Hotel Management and Tourism, \$2,000
Summer 2026, Graduate Travel Award, Texas A&M University, Graduate and Professional School, \$1,000
Spring 2026, Graduate Travel Award, Texas A&M University, Graduate and Professional School, \$1,000
Spring 2026, Graduate Teaching Stipend, Texas A&M University, Department of Hospitality, Hotel Management and Tourism, \$4,900
Fall 2025, Graduate Teaching Stipend, Texas A&M University, Department of Hospitality, Hotel Management and Tourism, \$4,900
Spring 2025, Graduate Teaching Stipend, Texas A&M University, Department of Hospitality, Hotel Management and Tourism, \$4,900
Fall 2024, Graduate Teaching Stipend, Texas A&M University, Department of Hospitality, Hotel Management and Tourism, \$4,900
2020–2021, Marriott Scholarship, University of North Texas, \$2,000
2019–2020, Toulouse Graduate School Tuition Benefit Program, University of North Texas, \$5,750
2019–2020, Spring Creek BBQ Scholarship, University of North Texas, \$1,500
2018–2019, Toulouse Graduate School Tuition Benefit Program, University of North Texas, \$2,500

Awards and Honors

2025, Third Place, University Graduate Team, International Smith Travel Research (STR) Occupancy Forecasting Competition
2019, First Place, Graduate Team, International Smith Travel Research (STR) Student Market Study Competition
2019–2020, Teaching Fellow, University of North Texas, College of Merchandising, Hospitality and Tourism
2017 and 2018, Dean's Academic Achievement List, Johnson & Wales University

Service, Outreach, and Volunteer Leadership

2022 – Present, Site Director, USA Water Polo Junior Olympics
2021 – 2023, Ambassador, Pegasus Water Polo Club
2019 – 2020, President, Graduate Organization of Hospitality and Tourism
Management, University of North Texas
2017 – 2020, Managing Director, FC Dallas Youth Girls 2013 Program
2014 – 2016, Board Member, Pennies for Paige Childhood Cancer Fund
2013 – 2016, Major Contributor, Denton County Children's Advocacy Center
2012 – 2016, Muster Committee, Denton County A&M Club
2014, President, Lewisville Old Town Business Association
2009 – 2016, Volunteer and Contributor, Habitat for Humanity and the Salvation Army,
Lewisville, TX