

**Steve Morse, Ph.D.**

Dean, McCamish School of Business & Sport Studies

Professor of Economics

Reinhardt University

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Short Bio (less detailed)

In July 2018, Dr. Steve Morse was appointed Dean of the McCamish School of Business & Sport Studies at Reinhardt University in Waleska, GA. He is an economist and professor and teaches courses in hospitality revenue management and price strategy, managerial economics, and hospitality and tourism business demand analysis. He was previously on the faculty and director of Hospitality and Tourism programs at the University of Tennessee, University of South Carolina, and Western Carolina

University.

Dr. Morse is a frequent speaker at national and state hospitality and tourism conferences and conducts workshops and seminars for regional and local tourism organizations, governments, and Chambers of Commerce to better understand the impact of tourist spending on the economic development of state and local economies. He is frequently quoted as an expert in hotel, restaurant, attractions, and travel and tourism trends in leading news sources in the U.S. and tracks economic trends in the hotel, restaurant, attractions, and tourism sectors of the U.S. economy.

A native Georgian, he was raised on a family farm near Carrollton, Georgia and during college worked in hotels, restaurants, attractions, and tourism marketing organizations. He, his wife Dr. Mary Morse, and their 16 year-old son live in near Canton, GA. He has served on the executive boards for the Boy Scouts of America and Assistant Scoutmaster of his Boy Scout troop. He earned his B.S. from the University of Georgia, and his Ph.D. from the University of Tennessee.

Long Bio (more detailed)

Dr. Steve Morse was appointed Dean of the McCamish School of Business & Sport Studies at Reinhardt University in July 2018. He is a professor of economics and teaches courses in hospitality revenue management and pricing, managerial economics,

and hospitality & tourism business demand analysis. He also teaches the Certification in Hotel Industry Analytics (CHIA) from Smith Travel Research and the American Hotel & Lodging Association. Previously he was director of hospitality and tourism programs at the University of Tennessee, University of South Carolina, and Western Carolina University.

Dr. Morse is frequently quoted as an expert in hotel, restaurant, attractions, and tourism trends in leading news sources in the U.S. He tracks economic trends in the hotel, restaurant, attractions, and tourism sectors in the Southeast and U.S. economies.

He is a frequent speaker at national and state hospitality and tourism conferences, and conducts workshops and seminars for regional and local tourism organizations, governments, and Chambers of Commerce to better understand the impact of tourist spending on the economic development of local economies. Since 2008, he has conducted over 225 customized keynote speeches, seminars, presentations and workshops on economic trends in hotel, restaurant and tourism sectors to both public and private sector organizations.

In October 2013, his research on the economic impacts of the federal government shutdown on the Great Smoky Mountains National Park was used by Tennessee Governor Bill Haslam, and North Carolina Governor Pat McCrory in their joint decision to fund opening of the National Park.

In 2009 Dr. Morse was selected by the Atlanta, GA based Southeast Tourism Society to develop the popular “Economic Significance of Tourism Toolkit” to showcase tourism’s economic significance for generating jobs, payroll, and taxes for local tourism destinations and organizations. He was also selected by the members of the Southeast Tourism Society to teach tourism economics in the annual Tourism Marketing College to tourism professionals across the U.S. He is past president of the U.S. Travel and Tourism Research Association’s Southeast Chapter, and past president of the Southeast Chapter of the association of southeast hospitality and tourism professors, Southeast CHRIE.

His applied and practical research has been recognized by the hospitality and tourism industry with numerous industry awards including the 2010 Shining Light Research Award from the 980 plus members of the Southeast Tourism Society, the 2011 Professor of the Year from the Tennessee Hospitality Association, the 2011 Tourism Industry Spotlight Award from the Tennessee Association of Convention and Visitor’s Bureaus, and the 2007 Gladiator for Tourism by the Tennessee Hotel, Restaurants, and Attractions Industry Association. In 2010, peer professors and members of the Southeast Chapter of the Council on Hotel, Restaurant, and Institutional Educators

(Southeast CHRIE) created the “*Steve Morse Award*” to recognize fellow academicians sharing the passion for excellence in teaching and research in the hospitality and tourism business sectors. In April 2014, he was awarded Western Carolina University’s Shining Light Award for his applied community engagement in tourism research he integrated for students in the classroom.

He has also served on the executive board for the Boy Scouts of America Councils in Knoxville, TN and Asheville, NC and as Assistant Scoutmaster for his Boy Scout troop.

A native Georgian, he was raised on a family farm near Carrollton, Georgia and during college worked in hotels, restaurants, attractions, and tourism marketing organizations. He, his wife Dr. Mary Morse, and their 16 year-old son live near Canton, GA. When he is not teaching, researching, traveling or speaking to groups, he can usually be found hiking, fishing or boating with his family somewhere on a lake or river. He earned his B.S. from the University of Georgia, and his Ph.D. from the University of Tennessee.

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