

Areas of Service

The Center for Hospitality and Tourism is a platform dedicated to hospitality and tourism research and supports all areas of inquiry that directly and indirectly affect hospitality and tourism operations and management. The CHTR is designed as a forum to link cutting edge research with the critical needs and demands of the global hospitality and tourism industry and the local community.

Sample of the Services We May Provide

- Online email survey with a more than 19 million U.S. traveler Opt email-address database and more than 350,000 restaurant and 75,000 hotel email-address databases
- Travelers' Destination Selection Behavior
- Travelers' Perception and Satisfaction Measurement
- Travelers' Characteristics and Travelling, Eating and Lodging Behavior
- Hospitality and Tourism Need Assessment and Strategic Planning
- Hospitality Tourism Demand and Supply Modeling
- Hospitality and Tourism Forecasting and Modeling
- Community and Resident Attitudes Measurement
- Economic Impact of Hospitality and Tourism Industry
- Tourism Policy, Planning and Development
- Hotel and restaurant employees' perception and attitude assessment

Selected studies and consultancy projects

- The Image of Oklahoma as a Domestic Travel Destination
- The Image of Oklahoma as an International Travel Destination
- The Economic Impact of the Oklahoma Gaming Industry to the State of Oklahoma Tourism Industry
- Trip Characteristics of Casino and Racino Visitors in Oklahoma
- The Economic Impact of Spending by Visitors to Oklahoma State Parks
- Statewide Inventory and Potential Development of Agritourism Businesses in Oklahoma
- Oklahoma Restaurant Association members' satisfaction survey
- Annual Statistic Review of Oklahoma Tourism 2000 and 2001
- Tourist Arrivals Projection
- A Study of Pearl Delta Tourist Destination Image
- The Impact of Economic Recessions on Tourism
- The Impact of Financial Crisis on Tourism
- The Comparative Analysis of Preferred Conference Destination
- Tourism Shopping and Its Contributions to Local Economy
- Travel Destination Analysis
- Theme Park Guests Survey
- The Projected Inbound Market Trends of 12 Tourist Destinations in Southeast Asia and the Pacific
- Communities' and Residents' Attitudes towards Local Tourism Development
- Cost and Benefit Analysis of Tourism Advertising
- A Service Performance Model of Cruise Travelers' Motivation Factors and Satisfaction
- Travelers' Satisfaction and Expectations towards the Hong Kong International Airport
- A Travel Demand Model for Mainland Chinese Visitors to Hong Kong
- The Characteristics and Satisfaction of Mainland Chinese Visitors to Hong Kong
- Hong Kong - A Major Urban Tourism Destination in Southeast Asia
- A Comparative Study of Hong Kong as an Urban Tourism Destination in Southeast Asia
- The Trends of China Outbound Travel to Hong Kong and Its Implications
- The Supply and Demand of U.S. Lodging Industry
- The Economic and Market Feasibility Study of Galina Hotel
- The Service Quality Gap in Hotel Industry: A Study of Tourists' Perceptions and Expectations
- An Analysis of Employees' Expectations, Satisfaction Levels and Turnover in Hotel Industry
- Attitudes toward Utilizing Older Workers in the Hotel Industry
- Economic Interdependence and Structure of the Foodservice Industry
- Customer Satisfaction and Expectation of Quality Service in Family Restaurant Chain
- Customer Perception and Satisfaction towards Universities' Catering Services
- Customer Perceptions and Expectations Survey in Fast food Restaurant Chains
- Determinants of Selection Attributes and Customers' Satisfaction in Dining Selection