

# Curriculum Vitae

## INFORMAZIONI PERSONALI

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**Cognome** FORMICA  
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## AMBITI DI RICERCA

## CURRICULUM VITAE

Name: **Sandro FORMICA**

Affiliations:

### **Claremont Graduate University**

Head, professional education branch of the Leader and Organization Vitality (LOV) Lab

### **Florida International University**

Courtesy Professor, School of Hospitality and Tourism Management

### **Bocconi University & S.D.A.**

Academic Fellow, School of Tourism Economics & Business School for Executives

### **University La Sapienza**

Co-Director, Organizational Behavior & Human Capital Research Unit

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## Education

**Ph.D. 2000** Hospitality and Tourism Management. College of Business. Virginia Polytechnic Institute & State University, Blacksburg, VA, (USA).

**M.S. 1996** Hospitality and Tourism Management. College of Business. Virginia Polytechnic Institute & State University, Blacksburg, VA, (USA).

**J.D. 1993** University of Perugia, Perugia (Italy), School of Law.

## Certification Programs (example)

Academic Director, Chief Happiness Officer in the Hospitality and Services Industry – Florida International University and the World Happiness Summit. <https://worldhappinesssummit.com/chief-happiness-officer/>

## Startup (example)

Co-Founder, AwarePath: a web and mobile platform for organizations interested in achieving sustainable results through custom-made, digital personal growth programs. <https://www.awarepath.io/>

## Talks (example)

The Power of Self Awareness – World Happiness Summit, 2018. <https://www.youtube.com/watch?v=fXeeh5Lo3-8&t=49s&abchannel=SandroFormica%2CPh.D.>

## **Executive Education Intensives & Certification Programs (a few examples)**

2023      **United Parcel Service.** Human Capital in Organizations and Business Performance Webinars.

2023      **Manpower Group.** Self-Leadership for Individual and Organizational Happiness. Web-based seminar.

2021-23    **DHL Europe.** Happiness in Organizations & Self-Awareness Series. #1 Great Place to Work worldwide in 2021 and 2022. Web-based course.

2019-24    **Chief Happiness Officer Certification Program in the Hospitality and Services Industry** – Florida International University and the World Happiness Summit.

2019-20    **AptarGroup Executives Worldwide.** Organizational Well-Being & Self-Awareness

2019      **Broward Center for the Performing Arts.** The Arts, Happiness & Organizational Well-Being: From You to your Organization to your Community. - Fort Lauderdale, U.S.A.

2017      **Miami Heat.** Self-Awareness and Organizational Leadership for Marketing Executives

2015      **Chipotle Restaurants.** Time Management and Organizational Purpose in Hospitality - Executive Education Program for Restaurant Executives.

## **Academic Affiliations**

2023 to present Head, professional education branch of the Leader and Organization Vitality Lab, Claremont Graduate University, California. (LOV)

**2019 to present Adjunct Professor, Chaplin School of Hospitality and Tourism Management, Florida International University, Miami, U.S.A.**

**2008 to 2018 Fulltime Faculty (Assistant and Associate Professor) – Florida International University,**

**Miami, U.S.A.**

**2022 to present Adjunct Faculty – University La Sapienza, Rome, Italy**

**2002 to present Academic Fellow – Bocconi Business School, Milan, Italy**

**2004 to present Academic Fellow – SDA Bocconi - Executive Business School, Milan, Italy**

2013 to present Adjunct Faculty – University of Palermo, Italy.

2009 to 2016 Visiting Professor – U.S.I. Università della Svizzera Italiana, Lugano, Switzerland

**2003 to 2008 Assistant Professor – Temple University, School of Tourism and Hospitality Management**

2001to 2002 Assistant Professor – IMHI Institut Management Hotelier International (Cornell School of Hotel Administration & ESSEC Business School) Paris, France

**07/2000 to 11/2000 Preparation and defense of Ph.D. dissertation.**

**01/1999 to 06/2000 Instructor – Temple University, School of Tourism and Hospitality Management**

### **Currently Teaching**

*Positive Organizations – Graduate Course*

*Positive Organizational Behavior & Human Capital – Graduate Course*

*Strategic Management – Graduate and Executive Course*

### **Publications**

#### *Books*

Formica, S. (2018). *Personal Empowerment: Empower the Leader Within You*. Kendall-Hunt, Dubuque, Iowa.

#### *Book Chapters*

Formica, S. & Agnoletti, M. (2021). Physiological and Epigenetic Implications of Positive Emotions. In A. Kostic & D. Chadee (Ed.), *Positive Psychology: An International Perspective* (pp.117-139). Wiley.

Formica, S. (2016). *Destination Attractiveness Based on Demand and Supply Evaluations*. In Management Science in Hospitality and Tourism. Apple Academic Press, U.S.A.

#### *Publications in Refereed Journals*

Formica, S. & Sfodera, F. (2022) The Great Resignation and Quiet Quitting Paradigm Shifts: An overview of current situation and future research directions. *Journal of Hospitality Marketing & Management*, 31(8), 899-907.

Formica, S. (2021). Economics and Self Science: From Self-Awareness to Self-Mastery. *MeTis Journal*.<http://www.metisjournal.it/index.php/metis/article/view/421/337>

Formica, S. & Kotari, T. (2008) Strategic Destination Planning: Analyzing the Future of Tourism. *Journal of Travel Research*, 46(4), 355-367.

Xiang, P. & Formica, S. (2007) Strategic Knowledge Mapping: A Study of Incentive Travel. *Tourism Management*, 28(5), 1193-1202.

Singh, N. & Formica, S. Congruence in Pictorial Destination Image between DMOs'

Websites and Brochures. (2007) *Journal of Hospitality & Leisure Marketing*.

Gretzel, U., Fesenmaier, D.R., Formica, S. & O'Leary, J.T. (2006). Searching for the future: Challenges facing destination marketing organizations. *Journal of Travel Research*, 45(2), 116-126.

Formica, S. & Uysal, M. (2006) Destination Attractiveness Based on Supply and Demand Evaluations. *Journal of Travel Research*, 44(4), 418-430.

Formica, S. and McCleary, K. (2003). "Estimating Demand for a Conference Center in a Rural Community," *Journal of Hospitality & Leisure Marketing*, 10(1/2), 123-136.

Formica, S. and Uysal, M. (2002). "Market Segmentation Based on Tourists' Environmental Attitudes" *Journal of Hospitality & Leisure Marketing*, 9(3/4), 35-49.

Formica, S. and Littlefield, J. (2000). "National Tourism Organizations: A Promotional Plans Framework," *Journal of Hospitality & Leisure Marketing*, 7(1): 103-119.

Formica, S. and McCleary, K. (2000). "Professional Development Needs in Italy," *Cornell Hotel and Restaurant Administration Quarterly*, 41(2): 72-79.

Formica, S. and Murrmann, S. (1999). "The Effects of Social Group And Motivation On Attendance: An International Festival Case", *Tourism Analysis* 3(3/4): 197-208.

Formica, S. (1998). "The Development Of Festivals And Special Events Studies", *Festival Management & Event Tourism*, 5(3): 131-138.

Formica, S. and Olsen, M.D. (1998). "Trends In The Amusement Park Industry", *International Journal Of Contemporary Hospitality Management*, 10(7): 297-308.

Formica, S. and Sun, C. (1998). "Taiwan And The Tourist Life Cycle", *The Tourist Review*, 1/1998: 10-22.

Formica, S. and Uysal, M. (1998). "A Market Segmentation Of An International Cultural-Historical Event In Italy", *Journal of Travel Research*, 36 (Spring): 16-24.

Formica, S. (1997). "The Development Of Hospitality And Tourism Education In Italy", *Journal of Hospitality & Tourism Education*, 9(3): 48-54.

Formica, S. and Uysal, M. (1996). "A Market Segmentation Of Festival Visitors: Umbria Jazz Festival In Italy", *Festival Management & Event Tourism*, 3(4): 175-182.

Formica, S. (1996). "The European Hospitality and Tourism Education: Differences With The American Model And Future Trends", *International Journal of Hospitality Management*, 15(4): 317-323.

Formica, S. (1996). "Political Risk Analysis in Relation to Foreign Direct Investment", *The Tourist Review*, 4/96.

Formica, S. and Uysal, M. (1996). "The Revitalization Of Italy As A Tourist Destination", *Tourism Management*, 17(5): 323-331.

Formica, S. The Impact of Self-Awareness Interventions on Happiness, Loneliness, and Coping. *VIII International Congress on Emotional Intelligence*, Palermo, Italy, September 2022.

Formica, S., Singh, N. & Barlow, S. Strategic Responses to Incentive Travel Industry To Future Environmental Forces. *TTRA Conference*, Dublin, Ireland, June 2006.

Mottironi, C. & Formica, S. Competitive Methods and Core Competencies of Tourism Destinations. *TTRA Conference*, Dublin, Ireland, June 2006.

Singh, N. & Formica, S. Pictorial Congruence in Destination *TTRA Conference*, New Orleans, June 2005.

Gretzel, U., Fesenmaier, D., & Formica S. Tribal Marketing for Destination Websites. *TTRA Conference*, New Orleans, June 2005.

Xiang, P., Formica, S., & Fesenmaier, D. Mapping Decision Makers Strategic Knowledge. *TTRA Conference*, New Orleans, June 2005.

Xiang, Z., Kothari, T., Formica, S., Hu, C., Roehl, W. & Fesenmaier, D. SMART: A Strategic Marketing Decision Support System for Destination marketing Organizations. *TTRA Conference*, New Orleans, June 2005.

Formica, S., Rohel, W., & West, D. (2004). Travel Segment Differences in Assessing State Destination Attractiveness *TTRA Conference*, Montreal, Canada, June.

Formica, S. & Rohel, W. (2004). Regional Analysis of Tourist Resources: Evidence From Virginia. *CHRIE Conference*, Philadelphia, July.

Formica, S and Uysal, M. (2003). A Methodological Framework to Measure Tourism Resources. *Travel & Tourism Research Association (TTRA) Annual Conference*, St. Louis.

Formica, S. (2002). "Identification and Measurement of Tourism Resources: The Case of Virginia" *2002 Academy of Marketing Science Conference*, Sanibel Island, Florida, U.S.A., May 29-June 1.

Formica, S. (2001). "Measuring Destination Attractiveness: A Proposed Framework" *The International Business Conference*, Miami, U.S.A., December 19 – 21.

Formica, S. and Uysal, M. (2001). "An Examination of Tourism Development and Quality of Life in Virginia" *Fourth ISQOLS Conference*, Washington D.C., U.S.A., November 30 – December 1.

Formica, S. (2001). "Measuring Destination and Community Attractiveness" *Tourism As A Catalyst For Community Based Development*, Pretoria, South Africa, October, 1-3.

Yoon, Y., Formica, S., and Uysal, M. (2001). "Destination Attributes and Travel Market Segmentation" *Travel & Tourism Research Association (TTRA) Annual Conference*, Orlando.

Formica, S. (2001). "Human Resources' Trends in the Hospitality Industry" *X World Business Congress*, Zagreb, Croatia, 4-8 July.

Formica, S. (2001). Destination Attractiveness And Travel Segments: Knowledge Discovery In Tourism Database. *2001 Travel & Tourism Research Association (TTRA) Annual Conference*, Stockholm, Sweden, April 21-24.

Formica, S. (2001). "Trends in Space Tourism." *2001 Joint Hospitality Conference* offered by The Cornell School in Hotel Administration and the Chinese University of Hong Kong, Hong Kong, January 12-16.

Formica, S. and Uysal, M. (2000). "A Review of Academic Research in Tourism Planning: The Role of Sustainability." *IX World Business Congress*, San Jose, Costa Rica, December 14-17.

Uysal, M., Formica, S., and Sirakaya, E. (2000). "Environmental Attitudes by Trip and Visitor Characteristics Revisited." *IX World Business Congress*, San Jose, Costa Rica, December 14-17.

Formica, S. (2000). "Tourism Planning." 2000 *Travel & Tourism Research Association (TTRA) Annual Conference*, Burbank, California, June 15-19.

Formica, S. and Littlefield, J. (2000). "A Promotional Strategy Model For National Tourism Organizations." 2000 *American Marketing Association International Conference* in Buenos Aires, Argentina, June 28-July 2.

Formica, S. and McCleary, K. (2000). "Developing A Conference Center In A Small Town: Attitudes Of Three Sectors." 2000 *CHRIE Conference*, New Orleans, Louisiana, July 18-22.

Formica, S. and Uysal, M. (1998). "The role of distance in segmenting festival visitors" The 5<sup>th</sup> International Conference on *Recent Advances in Retailing and Services Science*, Baveno, ITALY, August 25-28.

Formica, S. (1997). "The Use Of Qualitative Research In Hospitality And Tourism Marketing Studies", 1997 Annual *CHRIE Conference - Tides of Change*, August 6-9, Rhode Island Convention Center, pp. 79-87.

## **Other Teaching and Academic Experience**

### **Overall Courses Taught**

Theory Construction (Ph.D.)

Managing Self and Others (Master)

Marketing Management (Master)

Strategic Hospitality Management (Master)

Trends in the Tourism Industry (Master)

Managing Self and Others (Master)

Leadership (Undergraduate and Master)

Personal Empowerment (Global Learning Undergraduate Course)

Hospitality and Tourism Marketing (Undergraduate and Master)

International Tourism (Undergraduate and Master)

Tourism Planning and Development (Undergraduate and Master)

Methodology in Hospitality and Tourism (Undergraduate)

Strategic Marketing (Undergraduate)

Sociology of Leisure (Undergraduate)

### ***Academic Institutions***

*In The Americas:*

Florida International University, U.S.A.

Temple University, U.S.A.

Virginia Tech, U.S.A.

Universidad de Las Americas, Puebla, Mexico.

*In Europe*

ESSEC Business School, France

Bocconi University, Italy

La Sapienza, Rome, Italy

Cattolica University, Italy

University of Palermo, Italy

Balearic Islands University, Spain

USI University, Switzerland

*In Australasia*

Queenstown Resort College, New Zealand

## Examples of Think Thanks Created and Coordinated

2015	New Competitive Methods with Worldwide Expats, Perugia, Italy.
2014	The Future of Caribbean Hospitality, Antigua, West Indies.
2013	New Strategies for Duty Free Shops Worldwide, Miami, U.S.A.
2012	Future Challenges and Opportunities for All Inclusive Resorts, Riviera Maya, Mexico.
2011	New Ideas for Lugano, Lugano, Switzerland.
2010	The Future of Travel Agents, Cancun, Mexico.
2010	Tourism Plans in the Umbria Region, Italy.
2005-2008	The Future of the New Zealand Hospitality Industry, Queenstown, NZ.
2007	The Future of Tourism Education in the U.S.A. and in Europe, Milano, Italy.
2006	The Future of the Incentive Travel Business, Merida, Mexico.
2005	The Future of the Tourism Industry in the Northeastern U.S. Corridor, Philadelphia, U.S.A.
2003	The Future of the Hospitality Industry in the Balearic Islands, Palma de Mallorca, Spain.
2000	The Future of the Italian Hospitality Industry, Rimini, Italy.

## Other Professional Activities

2007                    *Position:* Consultant/Project Director

Strategic Management for the Future of Hospitality in Switzerland, Lugano.

2006                    *Position:* Consultant/Project Director

Tourism Strategies for the Future of Pennsylvania, Delaware, New Jersey, Philadelphia, U.S.A.

2005                    *Position:* Consultant/Project Director

The Forces that Will Change the Future of Tourism in the Greater Philadelphia Region, Philadelphia, U.S.A.

2003                    *Position:* Consultant/Project Director

A Strategic Plan for Tourism in the Balearic Islands, Palma de Mallorca, Spain.

2002                    *Position:* Consultant/Project Director

Formulation of a Regional Plan for Tourism Development in Mongolia

2000                    *Position:* Consultant/Project Director

The Future of the Hospitality Industry in Italy, Hotel Owners Association, Rimini, Italy.

1998-9                      *Position:* European Community Tourism Expert

Italian Coordinator of a transnational project for "Women Entrepreneurs in Sustainable Tourism."

1998                      *Position:* Consultant/Project Director

Development of a Feasibility Study for the creation of a Conference Center in Waynesboro, Virginia.

1997                      *Position:* Consultant/Project Director

Development of a Feasibility Study for the creation of a historical lodging, restaurant, and banqueting facility in Lynchburg, Virginia, US. The study is framed in four sections: bar, banqueting, restaurant, and lodging potential.

Oct. 1996 - Jan. 1997      *Position:* Consultant/Project Director

Development of a Market Assessment study for the construction of a Hampton Inn in                      central Virginia, U.S.

May -Aug. 1996      *Position:* Consultant/Project Director

Development of a comprehensive Strategic Marketing Plan and Training of managerial staff and managing owners for Hotel HR, a four star hotel in Bari, ITALY.

1995.                      *Position:* Project Coordinator

Development of a Tourism Marketing Plan for a town in Virginia "Elkton - The Gateway to Virginia History"

Sept 1992 - Sept 1993 and May-August 1996 Consultant/Project Director

Full time consultant for the pre-opening of the Boutique Hotel Relais il Canalicchio, Italy.

July-Nov. 1992    *Position:* Consultant

Full time hotel consultant, Hotel Locanda della Posta, four star hotel in Perugia, Italy.

1991-92    *Position:* General Manager

General Manager and Opening Director of the Sporting Hotel, four star hotel, restaurant, conference rooms), Gubbio, ITALY.

1989-91    *Position:* Executive Director    *Organization:* Hotel & Motel Association

Perugia, Italy.

1989-90    *Position:* Consultant    *Organization:* Promhotel Umbria consortium

Consultant for the creation and launching of the "Promhotel Umbria" consortium, represented by five and four star hotels located in the Umbria region, Italy.

1987-88    *Position:* Director    *Organization:* Confcommercio - Perugia

Responsible for regional tourism promotion and development (Association of hotel owners, travel agents, camping owners, restaurant owners), Perugia, Italy.

### **Sponsored Research Projects and Grants**

2010    Marketing Strategies of North American Travel Agencies Principal Investigator, Cancun, Mexico.

collaboration with Bocconi University, Milan, Italy

2006 Competitive Methods and Core Competencies of Tourism Destinations Worldwide. Principal Investigator in

2005 Strategic Planning for the Incentive Travel business in the U.S.A. Principal Investigator for a project funded by the Society of Incentive & Travel Executives Foundation.

2004 The Recreational Vehicle Experience. Principal Investigator. Elkhart CVB, Indiana.

2003 Branding Senora, Mexico. Principal Investigator. Senora Tourism Commission and Mexican Government.