

Danielle Barbe

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EDUCATIONAL BACKGROUND

- Doctor of Philosophy (Ph.D.)** **Expected May 2020**
Recreation, Parks and Tourism
Minor: Mass Communications
Department of Tourism, Hospitality and Event Management, University of Florida
Dissertation: *Social mediated crisis communication theory development for tourism*
- Master of Science (M.S.)** **May 2017**
Recreation, Parks and Tourism
Department of Tourism, Hospitality and Event Management, University of Florida
Thesis: *Passport theft when travelling internationally*
- Bachelor of Commerce (B.Comm.)** **May 2015**
Hospitality and Tourism Management
Minor: Entrepreneurship and Innovation
Ted Rogers School of Hospitality and Tourism Management, Ryerson University, Toronto

ACADEMIC APPOINTMENTS

- Instructor** **January 2017 – Present**
Department of Tourism, Hospitality and Event Management
University of Florida
- UF Online Course Developer** **August 2019 – Present**
Department of Tourism, Hospitality and Event Management
University of Florida
- Instructorial Designer** **May – August 2017**
Department of Tourism, Hospitality and Event Management
University of Florida
- Graduate Assistant: Internship Coordinator** **January – December 2016**
Department of Tourism, Recreation and Sport Management
University of Florida
- Graduate Teaching Assistant** **January – May 2016**
Department of Tourism, Hospitality and Event Management

University of Florida

Research Assistant

Ted Rogers Institute for Hospitality and Tourism Research
Ryerson University

April 2013 – August 2015

CONTRACTS AND GRANTS

a. Funded Research

Van-Winkle, C. (PI), Halpenny, E., & MacKay, K. (Summer 2013 – Summer 2015). Hired by the Co-PI as research assistant. Grant funded by the Social Sciences and Humanities Research Council of Canada (SSHRC)

b. In Proposal Stage (not yet funded)

Barbe, D., Neuburger, L., & Pennington-Gray, L. (2019). Assessing visitor experience at the National Enquirer Live museums

PUBLICATIONS

REFEREED JOURNAL ARTICLES

a. Refereed Journal Articles

Barbe, D., & Pennington-Gray, L. (2018). Using situational crisis communication theory to understand Orlando hotels' Twitter response to three crises in the summer of 2016. *Journal of Hospitality and Tourism Insights*, 1(3), 258-275.

Barbe, D., Pennington-Gray, L., & Schroeder, A. (2018). Destinations' use of Twitter during terrorism. *International Journal of Tourism Cities*, 4(4), 495-512

Amir, A. F., Pennington-Gray, L., **Barbe, D.**, & Hanafiah, M. H. M. (2018). Exploring National Tourism Organizations' (NTOs) Use of YouTube to Communicate Information on Destination Safety and Security. *International Journal of Academic Research in Business and Social Sciences*, 8(16), 247-266

MacKay, K., **Barbe, D.**, Van Winkle, C. M., & Halpenny, E. (2017). Social media activity in a festival context: temporal and content analysis. *International Journal of Contemporary Hospitality Management*, 29(2).

b. Refereed Journal Articles (In Review)

Barbe, D., & Addie, Y. (2019). The impact of Instagram travel influencers on destination image and travel intentions: The role of cultural distance. *Journal of Travel Research*

Mena, H. P., **Barbe, D.** & Chan-Olmstead, S. (2019). Misinformation on Instagram: The Impact of Social Validation and Topic Familiarity on Message Credibility. *Social Media + Society*

c. Refereed Journal Articles (In Progress)

Barbe, D. & Neuburger, L. Examining the differential motivations for following destination accounts and influencers on Instagram. *Status*: draft completed. *Target*: Journal of Travel and Tourism Marketing

Barbe, D., MacKay, K., Van Winkle, C. M. & Halpenny, E. Social media, festival engagement, and repeat visitation. *Status*: data collected, draft in progress (70% complete).

Neuburger, L. & **Barbe, D.** The influencer effect: is there one? Evaluating the outcomes of travel influencers on Instagram: an experimental design approach. *Status*: data collected and analyzed, draft in progress (50% complete). *Target*: Tourism Management

Barbe, D. & Neuburger, L. Proceed with caution: The challenges of using Instagram influencers for marketing unique destinations. *Status*: draft in progress (50% complete). *Target*: Current Issues in Tourism

Barbe, D. & Pennington-Gray, L. Framing of hurricane evacuation messages by tourism organization on social media. *Status*: data collected and analyzed, draft in progress (90% complete)

Barbe, D., Pennington-Gray, L. & Schroeder, A. Following the path of the hurricane: A social network analysis approach to examining how crisis communication flows from tourism organizations to tourists on social media. *Status*: data collected and analyzed, draft in progress (40% complete). *Target*: Annals of Tourism Research

Book Chapters

a. Book Chapters (Accepted, In Progress)

Barbe, D. & Pennington-Gray, L. (2019). Social media and crisis communications in tourism and hospitality. In X. Zheng, M. Fuchs, U. Gretzel, & W. Hopken (Eds.), *Handbook of eTourism*. Springer

Barbe, D. & Neuburger, L. (2019). Generation Z and Digital Influencers in the Tourism Industry. In N. Stylos, R. Rahimi, & B. Okumus (Eds.), *Generation Z Marketing and Management in Tourism and Hospitality*. Palgrave Macmillan.

REFEREED PROCEEDINGS

a. Proceedings

- Barbe, D.**, Pennington-Gray, L. & Schroeder, A. (2019). *A multi-platform social media integration approach to disaster communication by tourism organizations: The case of Hurricane Florence*. Paper presented at Travel and Tourism Research Association (TTRA) International Conference, Melbourne, Australia.
- Barbe, D.**, & Addie, Y. (2019). *The impact of Instagram travel influencers on destination image and travel intentions: The role of cultural distance*. Paper presented at the 69th Annual International Communication Association (ICA) Conference, Washington, D.C.
- Barbe, D.** (2019). *Developing an integrated crisis communication model for tourism*. Paper presented at the 4th Tourism Research Network PhD/ECR Symposium, Sheffield, UK
- Barbe, D.**, Schroder, A. & Pennington-Gray, L. (2019). *Disaster communication on social media during Hurricane Florence: A cross-platform comparison of message framing by tourism organizations*. Paper presented at the 2019 National Environment and Recreation Research Symposium (NERR), Annapolis, Maryland.
- Barbe, D.** & Pennington-Gray, L. (2019). Framing Irma: A comparison of social media messages between tourism and non-tourism sources. *Southeastern Travel and Tourism Research Association Annual Conference, Daytona, Florida*
- Barbe, D.**, Pennington-Gray, L. & Schroeder, A. (2018). Visualizing disaster communication on twitter. *Travel and Tourism Research Association (TTRA) International Conference, Fort Lauderdale, Florida*
- Barbe, D.** (2017). Passport to terrorism. *Travel and Tourism Research Association (TTRA) International Conference, Quebec City*
- MacKay, K., Van Winkle, C., Halpenny, E., & **Barbe, D.** (2016). Social Media Use in Festival and Daily Life Contexts. *In Travel and Tourism Research Association Canada Chapter Annual Conference Proceedings*
- Barbe, D.** (2015). Instagram as electronic world of mouth. *Travel and Tourism Research Association Canada Chapter Annual Conference, Niagara Falls*
- MacKay, K., **Barbe, D.**, Van Winkle, C., Halpenny, E. (2014). Your festival in 140 characters or less: Exploring festivals' use of Twitter. *Travel and Tourism Research Association International Conference, Brugge*. BEST PAPER AWARD
- Halpenny, E., Van Winkle, C., MacKay, K., Salenieks, T., Barry, T., **Barbe, D.** (2014). Factors affecting the use of mobile digital technology at festivals: Observations from three Canadian Festivals. *Canadian Congress on Leisure Research, Halifax*.

LEI 3301 Principles of Travel and Tourism

Topic: *Hospitality management*

September 2018

Topic: *The positive and negative impacts of tourism on host communities*

February 2018

HFT 4743 Fundamentals of Tourism Planning

January 2018

Topic: *Negative impacts of tourism in the Amazon*

Chinese foreign exchange student campus visit

July 2017

Topic: *Place Attachment Theory*

UNIVERSITY SERVICE

Invited Manuscript Reviewer

International Journal of Event and Festival Management 2019

- Special issue: Information and Communication Technologies at Festivals

Tourist Studies 2019

Tourism Management Perspectives 2019

- Special Issue: Resilience

Social Media + Society 2019

International Journal of Tourism Cities 2019

Travel and Tourism Research Association International Conference (2) 2019

International Communication Association International Conference (9) 2019

- Awarded for top reviewer in Communication and Technology Division

Global Conference on Business, Hospitality and Tourism Research 2018

International Journal of Contemporary Hospitality Management 2017

Monthly Workshop Series Host & Creator

2019 - Present

Department of Tourism, Hospitality and Event Management

University of Florida

- Developed a monthly workshop series dedicated to teaching undergraduate students skills that are required for classroom success, but are not taught in the classroom. These voluntary workshops are a supplement to lectures to give students much needed skills:
 - Referencing & Citations (February 2019 – trial ; September 2019)
 - Presentations & Public Speaking (October 2019)
 - Group Conflict Management (November 2019)
 - Critical Thinking: Going Beyond the Textbook (TBD)

Faculty Search Committee Member

2018-2019

For a Lecturer in MICE

Department of Tourism, Hospitality and Event Management

University of Florida

Director & Mentor

2012-2013

HTMentoring

Ted Rogers School for Hospitality and Tourism Management

- Led a group of 50 Hospitality and Tourism Management students and provided training, assistance and guidance to mentors 250 incoming first year HTM students
- In charge of scheduling and planning the meetings of over 250 students
- Mentored first year undergraduate students. Assisted in the transitioning process for first year students from high school to university education through biweekly meetings.

PROFESSIONAL MEMBERSHIPS AND SERVICE POSITIONS

PROFESSIONAL MEMBERSHIPS

Student Member **2014-present**
Travel and Tourism Research Association (TTRA)
Canada Chapter

Student Member **2019-present**
International Communication Association (ICA)
Communication and Technology Division

AWARDS, HONORS, AND SCHOLARSHIPS

BEST PAPER AWARDS

Best Paper Award **2018**
4th International Hospitality & Tourism Conference
Title: *Exploring National Tourism Organizations' (NTOs) use of YouTube to communicate information on destination safety and security*

TTRA Best Research Paper Award **2014**
Travel and Tourism Research Association (TTRA)
Title: *Your festival in 140 characters or less*: Exploring festivals' use of Twitter*

RESEARCH AND SCHOLARSHIP AWARDS

Sid J. Gefen Award for Innovative Research in Travel and Tourism (\$4,000) **2019**
Title: *Targeting tourists: Determining the 'who', 'where', and 'when' of crisis communication in tourism*

HHP Scholarship Award (\$2000) **2019**
College of Health and Human Performance, University of Florida

Graduate School Travel Award (\$350) **2019**

Graduate Student Council, University of Florida

Office of Research Travel Award (\$400) **2019**
Office of Research, University of Florida

Grinter Fellowship (\$2,000) **2017**
Department of Tourism, Recreation and Sport Management, University of Florida

William Duran Research Award (\$1,500) **2014**
Title: *Instagram as Electronic Word of Mouth: Motivations of Travelers to Use Instagram*

To learn more about Danielle:

Visit Danielle's page on the UF Tourism website:
www.uftourism.org/danielle-barbe

Watch an interview with Danielle on the UF Tourism YouTube Channel (click to view)



Visit the Eric Friedheim Tourism Institute (EFTI) Instagram account @efti_uf:

- Short videos: <https://www.instagram.com/p/B0BavFWBWmc/>
- Stories feature: <https://www.instagram.com/stories/highlights/17897959054337036/>

Follow Danielle on Twitter: @daniellebarbe