Assistant/Associate Professor of Hospitality, Resort, and Tourism Management

The E. Craig Wall Sr. Wall College of Business Administration at Coastal Carolina University invites applications for a full-time, tenure-track position at the assistant or associate professor level in Hospitality, Resort, and Tourism Management (HRTM) in, beginning Fall 2027. The Department of Marketing and Hospitality, Resort, and Tourism Management seeks an innovative, student-centered faculty member who will contribute to excellence in teaching, scholarship, and service.

Candidates should hold a Ph.D. or D.B.A. in hospitality management, tourism management, hotel or resort management, or a closely related discipline from an accredited institution. A.B.D. candidates with a clear plan for degree completion by August 2027 may be considered. Candidates must demonstrate an active or developing research agenda with the potential for meaningful scholarly impact in the hospitality and tourism discipline, along with a commitment to teaching excellence and student-centered instruction. Rank will be commensurate with qualifications and experience.

The department is especially interested in candidates prepared to teach in areas such as hospitality operations, resort management, event management, tourism, revenue management, hospitality marketing, sustainability, analytics, or technology. The ideal candidate would also bring some combination of professional experience or credentials in the hospitality, tourism, or broader service industries; a record of experiential and applied teaching, and industry engagement that can support student projects, applied research, and/or external funding.

The teaching load is typically three courses per semester and may include face-to-face, hybrid, and/or online delivery. In addition to teaching, the successful candidate will be expected to develop engaging and industry-responsive curricula; mentor students; maintain an active research agenda that results in quality publications; and contribute to departmental, college, university, professional, and community service activities. The successful candidate will also build relationships with industry partners and bring industry engagement, applied learning, and professional development into the educational experience. Accredited by AACSB International, the Wall College of Business serves more than 3,000 graduate and undergraduate students. The college offers undergraduate majors in seven disciplines (Accounting, Commercial and Investment Real Estate Economics, Finance, Management, Marketing, Hospitality and Tourism Management), as well as MBA and M.S. in Finance graduate programs.

The Department of Marketing and Hospitality, Resort, and Tourism Management houses majors and minors in both areas, and its faculty are committed to preparing students for professional and leadership careers in the hospitality, resort, tourism, event, and broader service industries. The HRTM program prepares students to manage hospitality and tourism service organizations in resort destination environments, with a curriculum that emphasizes critical thinking, service management, tourism markets, resort development, customer experience, and the economic, social, cultural, and environmental

dimensions of tourism. Additional information about the College and the University and its programs can be found at http://www.coastal.edu.

With direct access to the Grand Strand's extensive network of hotels, resorts, restaurants, attractions, event venues, tourism organizations, and other hospitality businesses, this position provides an exceptional opportunity for a faculty member to engage students in experiential learning within one of the nation's premier resort tourism destinations. Faculty regularly bring field experiences, industry projects, case studies, guest speakers, and applied research into their courses, and students gain hands-on experiences in the Myrtle Beach and Grand Strand market.

Coastal Carolina University is a public comprehensive liberal arts institution located in Conway, South Carolina, just nine miles from the Atlantic coastal resort city of Myrtle Beach. Coastal Carolina University enrolls over 12,000 students from 48 states and 53 nations. The University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the baccalaureate and master's degrees of national and/or regional significance in the arts and sciences, business, humanities, education, and health and human services, a specialist degree in instructional technology, and PhD degrees in marine science: coastal and marine systems science and education sciences.

Interested candidates should submit electronically at https://jobs.coastal.edu/postings/123047: (1) a cover letter describing their interest in the position, related qualifications, and potential contributions to the program (2) a curriculum vitae, (3) evidence of teaching effectiveness, (4) a representative sample of scholarship, (5) unofficial graduate transcripts, and (6) contact information for three professional references. Review of application materials will begin 12/2/2026 and continue until the position is filled.

The University provides equal employment opportunity without regard to race, color, religion, sex, sexual orientation, gender identity, citizenship status, national origin, or because an employee or applicant for employment is an individual with a disability or a disabled veteran, an Armed Forces service medal veteran, a recently separated veteran, or an active-duty wartime or campaign badge veteran, or other "protected veteran," as defined by law.
Coastal Carolina University is an EO/AA employer.

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