

Dr. Steve Morse
Economist

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Dr. Steve Morse is an economist and associate professor in the Dept. of Retail, Hospitality and Tourism Management at the University of Tennessee in Knoxville. He teaches undergraduate and graduate courses in Hospitality Revenue Management and Price Theory, and economic development trends in the hotel, restaurant and tourism industries.

Dr. Morse tracks economic trends in the hotel, restaurant and tourism sectors in the Southeast and U.S. economies. A frequent speaker at national and state tourism conferences, he 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. Dr. Morse is frequently quoted as an expert in tourism trends and tourism's role in economic development in leading news sources such as *USA Today* and the *Wall Street Journal*.

His applied and practical research has won tourism industry recognition with the 2010 Shining Light Award from the Southeast Tourism Society, the 2011 Tourism Industry Award of Distinction from the Tennessee Association of Convention and Visitors Bureaus, and the 2008 Tourism Gladiator Award from the Tennessee Tourism Roundtable.

In 2009 Dr. Morse was selected by the Southeast Tourism Society to develop the popular "Economic Significance of Tourism Toolkit" to showcase tourism's economic significance for local county tourism organizations. He was also selected by the 980 + members of the Southeast Tourism Society to teach tourism economics in the annual industry Marketing College to tourism professionals earning the Tourism Marketing Professional (TMP) certification. He is Vice President of the Southeast States Chapter of the U.S. Travel and Tourism Research Association.

He was raised on a family farm near Whitesburg, Georgia (Carroll County) where his first job in the tourism industry was working at the amusement park Six Flags Over Georgia, and during college worked in hotels, restaurants, and tourism marketing organizations. He earned his B.S. degree from the University of Georgia, and his Ph.D. in agricultural and applied economics from the University of Tennessee. He and his wife Mary live in Knoxville, TN with their nine year old son Chance. When he is not teaching, researching, traveling or speaking to groups, he can usually be found boating and fishing with his family on the Tennessee River.

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