

## NATALIE OOI

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### EDUCATION

<u>Year</u>	<u>Degree, University</u>
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2013	<b>PhD in Business and Economics</b> , Monash University, Berwick, VIC Dissertation: Social capital and socio-cultural sustainability: Mountain resort tourism and the community of Steamboat Springs
2008	<b>Bachelor of Business and Commerce (Honours)</b> , Monash University, Berwick, VIC Research focus: Sustainability of backpacker and volunteer tourism (Awarded First Class Honours)
2006	<b>Bachelor of Business and Commerce (management major)/Bachelor of Sport and Outdoor Recreation</b> , Monash University, Gippsland, VIC

### ACADEMIC AWARDS AND ACHIEVEMENTS

<u>Year</u>	<u>Award</u>
2013	Monash University Postgraduate Publication Award (\$6,000)
2010 - 2013	Donald Cochrane Scholar, Faculty of Business and Economics Excellence Scholarship (\$10,000 per annum)
2010 - 2013	Deans Postgraduate Research Excellence Award, Faculty of Business and Economics (\$4,722 per annum)
2010 – 2013	Australian Postgraduate Award (\$22,500 per annum)
2008	University Medal for Undergraduate Excellence, Faculty of Business and Economics
2003 – 2006	Sir John Monash Scholarship (\$6,000 per annum)

## ACADEMIC EMPLOYMENT

### Graduate teaching

2014	Instructor NRRT655-001 Tourism Marketing Concepts and Applications (hybrid)
2014	Instructor NRRT655-801 Tourism Marketing Concepts and Applications (online)
2014	Guest Lecture NRRT679 Tourism in Australia

### Undergraduate teaching

Year(s)	Title	Discipline/Subject	University	Evaluations (SETU)
2013	Tutor	Tourism and the Environment	La Trobe University	4.63*
2013	Tutor	Hallmark Events	La Trobe University	Not available
2013	Tutor	Festivals and Events Management	Monash University	4.62*
2013	Tutor	Introduction to Tourism (Problem based learning)	Monash University	4.45
2012	Tutor	Introduction to Tourism (Problem based learning)	Monash University	4.57*
2012	Tutor	Introduction to Tourism	Monash University	4.61*
2010	Tutor	Festivals and Events Management	Monash University	Not available

\* = *Outstanding*

### Course development

Development of a new ski area management program for CSU has included the following activities:

- Obtaining course and program approval from CSU
- Program and curriculum design through input from ski area managers
- Development of course content for 5 of the 6 courses
- Collaboration with TILT for the filming and editing of video interviews with ski area managers
- Management of a student hourly
- Program promotion:
  - Attendance of NSAA and tourism conferences
  - Networking and active engagement with ski area managers and industry representatives
  - Collaboration with Online Plus for content development and design of:
    - NSAA journal article, brochure, poster, banner, promotional videos
  - Collaboration with Online Plus for content and design of online communication:
    - Website, Facebook page, email marketing
  - Development of a marketing timeline for Fall 2015 recruitment

### **Other academic related employment**

<b>Year(s)</b>	<b>Title</b>	<b>Discipline/Subject</b>	<b>University/Organization</b>
2014	Author of Instructor Resource Guides for upcoming tourism textbook	Tourism management	Wiley Publishers
2014	Research assistant	Women's leadership	Victoria University, Melbourne
2009 – 2013	Research assistant	Tourism	Monash University, Berwick
2008	Instructor	Outdoor education	Monash University, Peninsula

### **ADDITIONAL EMPLOYMENT**

<b>Year(s)</b>	<b>Title</b>	<b>Employer</b>	<b>Location</b>
2009-2010	Ski rental technician	Steamboat Ski and Resort Corporation	Steamboat Springs, Colorado, USA
2004-2008	Outdoor Education Leader	Korowa Anglican Girls School	Melbourne, Australia

### **PUBLICATIONS**

#### **Refereed journal articles:**

**Ooi, N., Laing, J., & Mair, J.** (2014). 'Social capital as a heuristic device to explore sociocultural sustainability: a case study of mountain resort tourism in the community of Steamboat Springs, Colorado, USA.' *Journal of Sustainable Tourism*, 23(3), 417-436.

**Ooi, N., Mair, J., & Laing, J.** (2014). The Transition from Seasonal Worker to Permanent Resident Social Barriers Faced within a Mountain Resort Community. *Journal of Travel Research*, 0047287514546226.

**Ooi, N. & Laing, J.H.** (2010). 'Backpacker tourism: sustainable and purposeful? Investigating the overlap between backpacker tourism and volunteer tourism motivations', *Journal of Sustainable Tourism*, 18(2), 191-206. (Impact Factor 2012: 3.000, Ranking: 2/35 Hospitality, Leisure, Sport & Tourism)

#### **Manuscripts in review:**

**Ooi, N., Mair, J. & Laing, J.H.** (under review) 'Sociocultural change facing ranchers in the Rocky Mountain West as a result of mountain resort tourism and amenity migration', *Journal of Rural Studies*.

## CONFERENCE/SYMPOSIUM PRESENTATIONS

<b>Year</b>	<b>Presentation Title</b>	<b>Conference/Symposium</b>	<b>Role</b>	<b>Location</b>
2013	Seasonal workers and the social barriers preventing community entry: The effects of transience on social capital within a mountain resort community	Association of American Geographers Annual Meeting	Presenter	Los Angeles, CA
2012	‘Farewell’ is a local motto’: The effect of transience on social capital within a mountain resort community	5 <sup>th</sup> Doctoral Colloquium, Monash University Sunway Campus	Invited presenter	Tioman Island, Malaysia
2012	The impact of mountain resort tourism development on ranching culture and identity within the Rocky Mountain West: A case study of Steamboat Springs, Colorado	Association of American Geographers Annual Meeting	Presenter	New York, NY
2012	The cowboy and his skis: Examining the impacts of mountain resort tourism development on ranching culture and identity in Steamboat Springs, Colorado	Council for Australasian University Tourism and Hospitality Education (CAUTHE) National Conference	Poster	Melbourne, VIC
2011	Exploring the socio-cultural sustainability of ski tourism development through the application of social capital theory: A case study of Steamboat Springs, Colorado	7 <sup>th</sup> Biennial Symposium of Consumer Psychology of Tourism Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality Research and the 2nd International Symposium on Sustainable Tourism Management of the School of Tourism Development, Maejo University.	Presenter at PhD workshop	Chiang Mai, Thailand

## TRAINING

- 2014 Canvas LMS training x 5 sessions
- 2014 TILT Your Successful Online Course
  - Learning pedagogy and best practices for online course development and teaching

## **PROFESSIONAL AFFILIATIONS/ROLES**

### **Committees:**

- 2015 Search Committee member for Online Plus course developer  
2014 Committee member for HDNR Teaching Excellence Committee  
2010 Tourism Research Unit Student representative, Monash University

### **Membership:**

- 2012-2015 Association of American Geographers  
2012 Council for Australasian University Tourism and Hospitality Education  
(CAUTHE)  
2011 – 2013 Australia & International Tourism Research Unit, Monash University  
2010 Tourism Research Unit, Monash University

## **OTHER INTERESTS AND ACTIVITIES**

- Skiing – avid downhill skier. I have only just begun to explore the backcountry!
- Travel – spent 2009 working and backpacking around Western USA, and 2007 backpacking and volunteering around South and Central America
- Outdoors – hiking, skiing, rafting, canoeing – Hiked the John Muir Trail in 2007 and led a number of 33 day expeditions as an outdoor educator
- Sports – basketball (organised own teams, played representative level), mixed netball, women's Australian Rules Football (AFL)
- Environmental issues, ethical foods, and sustainable tourism and living