

Abena A. Aidoo Hewton, Ph.D.

Associate Professor of Tourism and Events Management
George Mason University
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EDUCATION

University of Delaware

Doctor of Philosophy (Urban Affairs & Public Policy), January 2010

Dissertation: A critical assessment of tourism as a development strategy in Ghana: with particular emphasis on the opportunities and dilemmas of ecotourism and cultural tourism.

Clemson University

Master of Human Resource Development, May 2002

University of Ghana

Bachelor of Arts (Economics & Psychology), June 1997

PROFESSIONAL EXPERIENCE

George Mason University

Talent Equity Advisor (College of Education and Human Development) August 2021 – present

- Responsibly analyze and summarize the Search Applicant Pool data, based on the criteria provided Human Resources.
- Ensure there are no conflicts with university, department/unit goals (Anti-Racism and Inclusive Excellence goals).
- Ensure the data is kept confidential and used solely for recruitment purposes.
- Articulate the statistical data and any identified goals with others on a need-to-know basis;
- Recommend additional diversity strategies for achieving goals when suggesting the applicant pool should not be certified.
- Prepare reports based on the analyses and comparisons, highlighting areas that require additional attention, where applicable.
- Disseminate the reports to Search Committee Chairs, and applicable College officials.
- Developed *Official Guide to Inclusive Excellence in Recruitment and Hiring of Faculty and Staff*.

Associate Professor (School of Sport, Recreation, and Tourism Management) August 2017 – Present

- Teach undergraduate classes in the Tourism and Event Management Program. Classes taught include:
 - TOUR 200 - Introduction to Tourism Management (Fall, Spring, Summer)
 - TOUR 241 – HTEM Practicum
 - TOUR 311 - Women and Tourism (Online Asynchronous – Fall, Spring, Summer)
 - TOUR 341 – Film and Medical Tourism (Spring)
 - TOUR 352 - Heritage and Cultural Tourism (Fall)

- TOUR 420 - Tourism Planning and Policy (Online Synchronous - Fall, Spring)
- TOUR 490 – HTEM Internship
- Advise and mentor students to enhance their performance in the class.
- Institute requirements that help students to develop organizational, communication, interpersonal, and professional skills for success in class, and in their future careers.
- Participate in program curriculum redesign and other program-related activities.
- Participate in program-level, school-level, college-level, and university-wide committees.
- Supervise students in their 3-credit and 12-credit internship courses, as needed.

Assistant Professor (School of Recreation, Health, and Tourism)

January 2011-July 2017

- Taught undergraduate classes in the Tourism and Event Management Program. Classes taught include:
 - TOUR 200 - Introduction to Tourism Management
 - TOUR 241 – HTEM Practicum
 - TOUR 311 - Women and Tourism (Face-to-face and Online)
 - TOUR 312 - Ecotourism
 - TOUR 352 - Heritage and Cultural Tourism
 - TOUR 420 - Tourism Planning and Policy
 - TOUR 490 – HTEM Internship
 - PRLS 410 - Administration of SRT Organizations
- Advised a section of Tourism and Event Management students (*September 2011- November 2012*).
- Advised and mentored students to enhance their performance in the class.
- Instituted requirements that help students to develop organizational, communication, interpersonal, and professional skills for success in class, and in their future careers.
- Supervised students in their 3-credit and 12-credit internship courses.

Fieldwork Experience Coordinator (Tourism and Events Management Program) June 2012 – December 2015

- Revamped the Fieldwork Experience curriculum to better achieve programmatic goals.
- Conducted a complete revision of the Internship Manual to adequately reflect the policies and processes for the internship experience.
- Adapted the Internship Manual to create the first-ever Practicum Manual that provided a clearly defined set of policies and practices for practicum students (for 3-credit internship).
- Created the guidelines on what should be included in an official job description from an agency, to ensure that students were fully informed on what to expect from any site to which they committed; and also, to ensure students received a significant and substantive experience in their practicum and internship experiences.
- Reconfigured and updated the Fieldwork Experience webpage to ensure that the information was current and consistent in all locations.
- Conducted 3 mandatory pre-experience information sessions, per semester, for students planning to complete their Practicums or Internships.
- Created and developed online orientations for potential Practicum (TOUR 241) and Internship (TOUR 490) students, which reduced the number of students who missed the in-person session - the mandatory requirement for either TOUR 241 and TOUR 490.
- Reviewed all student paperwork to ensure that they met the program, college, and university requirements.

- Scheduled and coordinated the mandatory final presentations for all TOUR 490 internship students at the end of each semester.
- Provided logistical and other support to faculty members supervising separate sections of TOUR 241 and TOUR 490.
- Responded to inquiries from students, faculty, administrators, and agency partners.
- Supervised several sections of Practicum and Internship students.
- Presented about the TEM Fieldwork Program to agencies and industry partners.

University of Delaware School of Urban Affairs & Public Policy

Instructor (*Leadership in Organizations*)

June-July 2006

- Designed the class curriculum.
- Provided instruction on key concepts of *Leadership in Organizations* for a senior-level class.
- Assigned reading and writing tasks to enable students apply theory to practice.
- Graded assignments and examinations.
- Supervised and evaluated students as they worked on an assigned community service project.
- Provided general feedback and guidance as needed by the students.

Teaching Assistant (*Introduction to Consumer Policy*)

January-May 2006

- Taught classes covering topics such as *Data Collection*, and *Globalization*, as well as other sections of the curriculum as requested by the professor.
- Was responsible for the instruction and supervision of students during the professor's absence.
- Provided feedback on assignments, and assistance as needed by students.
- Assisted professor in supervising and guiding students to complete a class magazine project.

Teaching Assistant (*Leadership in Organizations*)

August-December 2005

- Assisted professor in designing class curriculum.
- Provided instruction on topics including *Collaboration* and *Organizational Culture*.
- Supervised and instructed classes during the absence of the professor.
- Graded assignments and examinations.

Delaware Housing Coalition

Summer Intern

June-August 2005

- Worked with team to identify and recruit contributors for the 2005-2006 edition of the *Realities of Poverty in Delaware* publication put out by the Delaware Housing Coalition.
- Wrote an article on Immigration [in Delaware] featured in the publication.
- Conducted research on issues impacting affordable housing.

Neighborhood House, Inc.

Graduate Research Assistant

February-May 2005

- Provided research support for the activities of the Housing Program particularly in the area of affordable housing.

University of Delaware Center for Community Research and Service

Graduate Research Assistant

August 2003-January 2005

- Participated as part of the University of Delaware team in compiling and analyzing pre-screening client data for the 1-year and 2-year evaluation reports of the Food Bank of Delaware's *Food Stamp Outreach Project*.
- Created and submitted monthly project reports to the Urban Institute.
- Participated in the writing of the final evaluation report.

Georgia Institute of Technology

Residence Life Coordinator

June 2002-June 2003

- Selected, trained, supervised, and mentored and twenty-one (21) Community Advisors (RAs) and one (1) Staff Advisor.
- Participated in the selection and training of other Residence Life staff.
- Addressed University Code of Conduct violations in two residence halls, and worked to ensure that sanctions were appropriate for the violations and provided educational opportunities for students.
- Mentored and guided elected officers of two residence hall councils, one of which was recognized as the Hall Council of the Year in 2003.

Clemson University

Resident Director

August 2001-May 2002

- Supervised and advised five (5) Resident Assistants and eight (8) Front Desk Assistants.
- Worked on a committee to select and train all Residence Life Staff.
- Managed the programming budget for Resident Assistants.
- Handled disciplinary cases as assigned.

Graduate Assistant

August 2000-June 2001

- Assisted in the compilation of a comprehensive report as part of the School of Education's preparation for the *Southern Association of Colleges and Schools (SACS)* accreditation self-study.
- Provided research assistance to the Technology and Human Resource Development Program.

Embassy of the United States of America (Accra, Ghana)

Commercial Clerk

August 1997-August 2000

- Played a significant role in the coordination and organization of large-scale events for the Department of State and Department of Commerce, in Accra, Ghana, including during the visit of President Bill Clinton to Ghana.
- Contributed to non-classified reports distributed by the Commercial Section of the U.S. Embassy to promote U.S. exports, and facilitate U.S. investments, in Ghana.
- Managed the Commercial Library that provided resources to both American and Ghanaian entrepreneurs.
- Received citation "For Proven Initiative and Self-Motivation in Serving U.S. Mission Interests."

ADDITIONAL PROFESSIONAL ACCOMPLISHMENTS

- **Content Creator and Producer** – *In the Know with Dr. Aidoo* YouTube series (2021-present)
- **Member** -- Conference Planning Team, Urban Affairs Association Annual Meeting (2023, 2006, and 2005).
- **Guest Speaker** -- U.S. Department of State International Visitor Leadership Program (December 2021).
- **Consultant Reviewer** -- George Mason University Institutional Review Board (September 2021).
- **Presenter** -- CEHD Professional Development Committee Event (February 2021).
- **Reviewer** -- Northeast North America (NENA) Federation of the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) 2021 Conference Submissions (January 2021).
- **Co-Principal Investigator** -- *Learning Historic Places with Diverse Populations* research project (December 2017 – May 2019).
- **Reviewer** -- Mason Core Assessment (March 2019).
- **Participant** -- Preliminary activities for the National Parks Service's Visitor Use and Transportation Survey (2017).
- **Participant** -- Student Experience Redesign Symposium (2017).
- **Reviewer** -- Provost's Multidisciplinary Research Review Panel (2016).
- **Reviewer** -- Office of Institutional Assessment's Critical Thinking Assessment (2014).
- **Reviewer** -- Events Management Academic Journal (2018, 2017, 2016, and 2013).
- **Member** -- Search Committees for Administrators, Faculty positions, the Student Outreach and Advising Coordinator position, and Academic Advisor positions (2023, 2021, 2016, 2015, 2013, and 2012).
- **Member** – Research Team (two-member) conducting an Environmental Assessment of the Knollwood Community in Claymont, Delaware (2006).
- **Delegation Leader** -- Delegation of Ghanaian entrepreneurs attending the International Franchise Expo in Orlando, Florida (2000).
- **Event Staff** -- Provided logistical and organizational support for International 2000 Catalog Show in Accra, Ghana (2000).
- **Event Staff** -- Provided logistical and organizational support to the U.S. Department of Commerce delegation to the African/African American Summit in Accra, Ghana (2000).

CURRENT SERVICE POSITIONS

December 2022 – present	Member – Mason African American/Black Alliance, George Mason University
September 2022 – present	Member – Honor Society Committee, Urban Affairs Association
August 2022 – present	Member – SRTM Curriculum Committee, George Mason University
July 2022 – present	Team Lead – Anti-Racism and Inclusive Excellence Goals Development Project, School of Sport, Recreation, and Tourism Management
June 2022 – present	NENA Federation Representative – Eta Sigma Delta Board of Governors, International Council on Hotel, Restaurant, and Institutional Education
January 2022 – present	Member – Mason Core Committee, George Mason University
August 2022 – present	Faculty Advisor, Tourism and Events Management (Student) Society, Tourism and Events Management Program
August 2021 – present	Member – Planning Committee of Black, Latinx, Indigenous and Multiracial Affinity Group, George Mason University

August 2020 – present	Ambassador – OSCAR Ambassador Initiative, George Mason University.
August 2018 – present	Member – Faculty and Curricular Activities Committee, George Mason University
March 2018 – present	Member – Fairfax County Park Authority Board, Fairfax County Park Authority

PAST SERVICE POSITIONS

- **Member – CEHD Council, George Mason University** (January 2022 – May 2023)
- **Chair – SRTM Faculty Evaluation Committee, George Mason University** (August 2021 – August 2022).
- **Member – SRTM Term Faculty 1st Tier Promotion Committee, George Mason University** (July 2021 – November 2021).
- **Member – CVPA Term Faculty 1st Tier Promotion Committee, George Mason University** (May 2021 – September 2021).
- **Coordinating Member – SRTM Student Engagement and Events Team, George Mason University** (February 2021 – December 2022)
- **Member – TEM Student Awards Criteria Redesign Committee, George Mason University** (February 2021 – March 2021).
- **Member – CEHD Equity Advisor Team, George Mason University** (October 2020 – December 2021).
- **Member – SRTM Faculty Evaluation Committee, George Mason University** (August 2020 – August 2021).
- **Member – CEHD Anti-racism and Inclusive Excellence Working Group, George Mason University** (July 2020 – December 2021).
- **Member – TEM Program Curriculum Review Committee, George Mason University** (May 2020).
- **Mentor – Mason Dream- Catchers Program, George Mason University** (October 2018 – May 2020).
- **Member – Mason Core Committee, George Mason University**, (September 2018 – September 2019).
- **Member – CEHD Council, College of Education and Human Development, George Mason University** (August 2017 – June 2019).
- **Member – Board of Greater Prince William Chapter of the Virginia Restaurant, Lodging, and Travel Association** (July 2016 – July 2018).
- **Member – CEHD Student Appeals/Faculty Grievance Committee, College of Education and Human Development, George Mason University** (August 2016 – May 2018).
- **Chair – Professional Development Committee, College of Education and Human Development, George Mason University** (August 2013 – May 2014).
- **Member – Professional Development Committee, College of Education and Human Development, George Mason University** (August 2012 – May 2013).
- **Graduate Student Senate Representative – Graduate Studies Committee of Faculty Senate, University of Delaware Faculty Senate** (March 2005 – May 2007).
- **President - Graduate Research Assistant Student Organization, Center for Community Research and Service** (May 2004 – April 2005).
- **Ph.D. Representative - Urban Affairs Student Association, School of Urban Affairs and Public Policy** (May 2004 – April 2005).
- **Member – Department of Housing Diversity Committee, Georgia Institute of Technology** (August 2002 – June 2003).

- **Member – Graduate Advisory Committee, Clemson University (August 2001 – May 2002).**
- **Secretary – Graduate Student Government, Clemson University (January 2002 – April 2002).**

RESEARCH GRANT AWARDS

- **Visitor Use and Transportation Survey** (2017, September). \$162,330 research funding from the National Park Service; adjusted final invoice \$49,511. Subcontractor to Resource Systems Group, Inc. for NPS GSA RFQ1221653. Principal Investigator: Margaret Daniels, George Mason University. Faculty Associates: Russ Brayley, Abena Aidoo and Tina Jones, George Mason University.
- **Learning Historic Places with Diverse Populations** (2017, December – 2019, May). Seed grant from College of Education and Human Development. Principal Investigator: Jenice View, George Mason University. Co-Principal Investigators: Abena Aidoo, Wendi Manuel-Scott, George Mason University.

PUBLICATIONS, PAPERS, REPORTS AND RESEARCH PRESENTATIONS & ACTIVITIES

- **Aidoo Hewton A.A.**, Clayborne, A.Z., Owen, J.E., (2023). *Writing Workshop for Teaching and Mentoring Statements*. [Panel discussion]. Stearns Center Faculty Matters Workshop Series, Fairfax, VA.
- **Aidoo A.A.**, Bunyasi, T.M.L, Croitoru, A., Middle B.B. (2021). *Documenting your teaching for promotion*. [Panel discussion]. Innovations in Teaching & Learning Conference, Fairfax, VA. <https://stearnscenter.gmu.edu/programs/annual-conference-itl/>
- Aidoo A.A. (2021). *My teaching philosophy*. Presented at CEHD Professional Development Event. Fairfax, VA.
- Slocum, S.L., **Aidoo A.**, McMahon, K. (2020). *The business of sustainable tourism development and management*. Abingdon, UK: Routledge.
- Aidoo, A.A. (2010). Tourism development in Ghana: its impacts and challenges in the area of social equity, *Social Equity Leadership Conference*. Baltimore, MD.
- Aidoo, A. A. (2007). Tourism and the Internet: an analysis of official (government) tourism websites for countries in West Africa, *Urban Affairs Association Annual Meeting*. Seattle, WA.
- Aidoo, A. A. (2007). Tourism in West Africa, *SUAPP Student Research Forum*. University of Delaware.
- Leland, P., and **Aidoo, A. A.** (2006). Report on Environmental Assessment of the Knollwood Community, Claymont, Delaware, *Center for Community Research and Service*, University of Delaware.
- Aidoo, A. A. (2005). Immigration. *Realities of Poverty in Delaware, 2005-2006*.

TEACHING-RELATED GUEST SPEAKER OPPORTUNITIES

November 2022	SRST 606: Foundations of Sport and Recreation Studies
November 2021	SRST 606: Foundations of Sport and Recreation Studies
November 2020	SRST 606: Foundations of Sport and Recreation Studies
July 2020	UNIV 391: COVID-19 - The Mason Impact (427 students enrolled)

CERTIFICATION

August 2023	Stearns Center Continuing Professional Development Level 1, <i>George Mason University</i>
May 2021	Leadership Legacy Program, <i>George Mason University</i>
May 2015	Online Course Development Institute Completion, <i>George Mason University</i>

PROFESSIONAL ORGANIZATIONS MEMBERSHIPS

2020 – Present	National Recreation and Park Association
2019 – Present	Urban Affairs Association
2015 – Present	International Council on Hotel, Restaurant, and Institutional Education

AWARDS AND HONORS

2021	Teaching Excellence Award Nominee, <i>George Mason University</i>
2021	“Mason Chooses Kindness” Ambassador, <i>George Mason University</i>