

School of Tourism

RICHINS, HAROLD, B.Sc. Bus. Admin. & Marketing, M.Sc. Bus Admin (Oregon), Ph.D. Tourism (James Cook)

School of Tourism, Dean

Office: CT 205

Telephone: 250 852-7138

Email: hrichins@tru.ca



Harold is an international expert in resort management, marketing, recreational and adventure studies. He most recently held the position of Graduate Chair in the School of Travel Industry Management at the University of Hawaii, started as Dean of the School of Tourism on June 1, 2009.

Harold's previous academic and administrative appointments include the Sierra Nevada College at Incline, Nevada; Waikato University, New Zealand; University of the Sunshine Coast, Australia; University of Newcastle, Australia; Southern Cross University, Australia, and Mt. Hood Community College, Oregon.

Besides his strong background in industry and community service, Harold spent five years developing, managing and marketing his own business in yachting holidays, in the Mediterranean, Caribbean and Pacific regions. He also brings seven years of management experience with corporations such as Tektronix and Nike. In addition to his service as a consultant in ski and mountain resort management, his many other community contributions have included appointments on boards, committees and community groups involved in tourism marketing and management, leisure product development, sustainable tourism, sustainable community development, environmental protection and education.