

# Darron Kirkley

E-mail:  
darronkirkley@hotmail.com

## COLLEGIATE ACADEMIC APPOINTMENTS

---

2023-Present      University of South Carolina      Columbia, SC      Hospitality and Tourism Management Instructor

- Responsible for developing and instructing undergraduate courses in hospitality and tourism management via face-to-face, online, and blended modalities. Serve on departmental committees and subcommittees. Responsible for co-coordinating student experiential learning opportunities related to mega-golf tournaments including the Masters.

2012-2023      University of South Carolina      Columbia, SC      Adjunct Hospitality and Tourism Management Instructor

- Responsible for developing and instructing undergraduate courses in hospitality and tourism management via face-to-face, online, and blended modalities. Developed course curriculum for university approval for HTMT 381 to be delivered fully online.

### Courses Taught

HTMT 110 – Introduction to Hospitality Industry  
HTMT 260 – Hotel Management  
HTMT 280 – Foundations of Tourism  
HTMT 285 – Club Management  
HTMT 364 – Conference and Meeting Planning  
HTMT 381 – Travel and Destination Management  
HTMT 386 – Tourism Festival Planning and Management  
HTMT 390 – Special Topics: Hospitality Loyalty Strategy  
HTMT 388 – Resort Development and Management  
HTMT 450 – Hospitality and Tourism Marketing  
HTMT 482 – Sustainable Tourism Planning and Policy  
HTMT 485 – Sustainable Tourism  
HTMT 591 – Golf Tourism  
HTMT 592 – Golf Tourism Consumer Services  
HTMT 593 – Golf Tourism Supervisory Skills

## EDUCATION

---

University of South Carolina      Columbia, SC

- 2010 - Master of Sport and Entertainment Management
- 2008 - Master of International Hospitality and Tourism Management
- 2007 - B.A., Middle Level Education with emphasis in mathematics and social studies

## SECONDARY EDUCATION EXPERIENCE

---

2015-2024      Central High School      Pageland, SC      Hospitality and Tourism Management Instructor

- Responsible for developing and instructing high school courses in hospitality and tourism management via face-to-face and online modalities. Serve as career and technology education department chair and serve on school committees and subcommittees.

2008-2012      2013-2015      North Central High School      Kershaw, SC      Hospitality and Tourism Management Instructor

- Responsible for developing and instructing high school courses in hospitality and tourism management via face-to-face instruction. Serve on school committees and subcommittees.

## Secondary Education Courses Taught

Introduction to Hospitality and Tourism Management  
Lodging Management  
Travel and Tourism Management  
Event and Entertainment Management  
Safety and Sanitation

## INDUSTRY EXPERIENCE

---

2015-Present	Chesterfield County Economic Development	Chesterfield, SC	Tourism Manager	<ul style="list-style-type: none"><li>Responsible for the design, implementation, and coordination of all tourism marketing efforts for Chesterfield County including print, digital, outdoor, and social media campaigns. Administer the accommodations tax grant program. Work with tourism partners (lodging, restaurants, events, and attractions) to promote visitation and retention. Write and oversee projects funded by the South Carolina Tourism Advertising Grant. Host familiarization tours, respond to media inquiries, and host travel writers and tour operators.</li></ul>	
2012-2013	Kershaw County Government	Camden, SC	Tourism Director	<ul style="list-style-type: none"><li>Work with county and industry partners to design and implement effective tourism marketing strategies. Develop a comprehensive tourism plan to increase visitation and tourism spending. Write grants associated with tourism marketing. Host travel industry professionals, tour operators, and media.</li></ul>	
2003-2008	2014-2018	Pageland Chamber of Commerce	Pageland, SC	Executive Director	<ul style="list-style-type: none"><li>Oversee the day-to-day operations of the Chamber, including management of programs, staffing, membership and marketing efforts. Serve as the director of the Pageland Watermelon Festival to manage and oversee all event logistics and management functions including strategic planning, finance, marketing, sponsorship, and logistics.</li></ul>

## PUBLICATIONS

---

- Co-Authored – Hospitality and Tourism Management Second Edition. (April 2021). National Restaurant Association and American Hotel and Lodging Association.
- Authored – Hospitality & Tourism – Linking Industry to the Classroom. (March 2013). *Techniques Magazine*.

## CONSULTING

---

- Interviewee, Kiernan, J. (March 2024), Is Chase Sapphire Preferred Worth It?, WalletHub, [https://wallethub.com/edu/cc/chase-sapphire-preferred-review/25921#expert=Darron\\_Kirkley](https://wallethub.com/edu/cc/chase-sapphire-preferred-review/25921#expert=Darron_Kirkley)
- Interviewee, Cudahy, S. (July 2023), Growing Loyalty Programs Mean More Travelers Competing for Perks, NerdWallet, <https://www.nerdwallet.com/article/travel/growing-loyalty-programs-mean-more-travelers-competing-for-perks>
- Interviewee, Ivey, P. (February 2023), Fueling SC's top industry - From well-prepared hospitality graduates to cutting-edge research, USC keeps tourism economy thriving, USC News, [https://sc.edu/uofsc/posts/2023/02/usc\\_fuels\\_tourism\\_industry.php](https://sc.edu/uofsc/posts/2023/02/usc_fuels_tourism_industry.php)
- Interviewee, Clarey, D. (February 2020), SUDS CITY – With Trendy Styles and Fun Places to Drink Them, Columbia's Beer Scene Keeps Growing, The Free Times, [https://www.postandcourier.com/free-times/with-trendy-styles-and-fun-places-to-drink-them-columbia-s-beer-scene-keeps-growing/article\\_f5f78dba-5295-11ea-a02f-7bed73d06588.html](https://www.postandcourier.com/free-times/with-trendy-styles-and-fun-places-to-drink-them-columbia-s-beer-scene-keeps-growing/article_f5f78dba-5295-11ea-a02f-7bed73d06588.html)

## PROFESSIONAL AND EDUCATIONAL PRESENTATIONS

---

- Tourism: What is Behind South Carolina's Economic Engine?*, South Carolina Honors College, (March 24, 2024).
- CTE Teachers are Perfect Candidates to be a National Board Certified Teacher*, South Carolina Education and Business Summit, (June 30, 2022).
- How to Create Outstanding Customer Service within the Hospitality Industry*, York County Partners in Tourism, (November 15, 2019).

- *Be a Tourist in Your Own Town*, Delta Kappa Gamma Society International – Omicron Chapter, (November 18, 2018).
- *Target Marketing Opportunities in Hospitality and Class Activity Options*, with Sox, C. and Young, O., South Carolina Education and Business Summit, (June 25, 2018).
- *Hospitality Today: How to Prepare Students for a Future in the Hospitality Industry*, with Sox, C. and Young, O., South Carolina Education and Business Summit, (June 27, 2017).
- *Life After College: Young Festival Planner Panel*, with Bernhardt, M., South Carolina Festival and Event Association Annual Conference, (January 20, 2013).

## AWARDS RECEIVED

---

- 2024 Harry E. and Carmen S. Varney Distinguished Teacher of the Year  
College of Hospitality, Retail and Sport Management – University of South Carolina
- 2024 Teacher of the Year  
School of Hospitality and Tourism Management – University of South Carolina
- 2021-2022 Adjunct of the Year  
School of Hospitality and Tourism Management – University of South Carolina
- 2019 Jayne Scarborough Festival Advocate of the Year  
South Carolina Festival and Event Association
- 2006 South Carolina Hospitality Employee of the Year  
South Carolina Department of Parks, Recreation, and Tourism - South Carolina Association of Tourism Regions - South Carolina Travel and Tourism Coalition
- 2005 Hospitality Employee of the Year  
Olde English District Tourism Commission

## LICENSES AND CERTIFICATIONS

---

- Certified Loyalty Marketing Professional – The Wise Marketer Group
- Travel Marketing Professional – Southeast Tourism Society
- ServSafe Manager – National Restaurant Association
- Certified Beer Server – Cicerone Certification Program
- Certified Festival Planner – South Carolina Festival and Event Association
- Certified Hospitality Educator – American Hotel and Lodging Educational Institute
- Certified Hospitality Instructor – American Hotel and Lodging Educational Institute
- National Board Certification Career & Technical Education – National Board for Professional Teaching Standards
- South Carolina Certified Educator – Hospitality and Tourism, Mathematics, and Social Studies

## PROFESSIONAL ORGANIZATIONS

---

- Chair, Olde English District Tourism Commission
- Member, University of South Carolina College of Hospitality, Retail, and Sport Management Alumni Society Board
- Member, South Carolina Restaurant and Lodging Association
- Member, South Carolina Travel and Tourism Coalition
- Member, International Council on Hotel, Restaurant, and Institutional Education
- Past President, South Carolina Festival and Event Association