

Dan McCole

Associate Professor at Michigan State University

East Lansing, MI, US

An expert on tourism, wine tourism, and social entrepreneurship

Biography

Dan McCole's teaching, research and outreach focus on the role of natural resource and agricultural-based tourism in contributing to community sustainability. His work combines the foundations and principles of business and management systems with a deep understanding of the role leisure in peoples' lives. As a social scientist, Dan brings together business fields of study (marketing, human resources, organizational development, finance and operations) with other social sciences related to the field of leisure (e.g., psychology, sociology and economics). Further, he uses research methods and analysis to bring a scientific approach to solving problems related to the development and management of tourism and recreation organizations. Some of his recent work involves wine tourism's role in rural community sustainability.

Industry Expertise

Writing and Editing, Education/Learning, Floriculture and Horticulture

Areas of Expertise

Social Entrepreneurship, Wine Tourism, Tourism, Sustainable Tourism, Social Enterprise

Education

University of Minnesota

Ph.D.

Michigan State University

M.B.A.

University of Massachusetts

B.A.

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