



Jonathon Day, Ph.D., an Associate Professor in Purdue's School of Hospitality and Tourism Management, has over 25 years' experience in tourism management. An award-winning marketer, Jonathon has worked with destinations marketing organizations in Australia, New Zealand and the Americas. In recent years, Jonathon's work has focused sustainable tourism and responsible travel. His work focuses on how tourism can be used to not

only enrich travelers but support destination communities.

Some of Jonathon's favorite teaching experiences take place on study abroad programs where students can immerse themselves in new cultures and new experiences. He particularly enjoys helping students to be mindful during their travels and reflect on the meaning of their experiences. Whether in a village in Nepal, the outback of Australia, or the classroom, Jonathon likes to help students "connect the dots" between theory and real world.