Dr. Betsy A Pudliner

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Brief Biography

My name is Betsy A. Pudliner. I have worked in the Tourism Industry for over 30+ years and devoted my studies to this area. My own Hero's Journey has taken me to more than 44 of the continental United States, Germany and I have lived in Scotland for six and half years.

Teaching Interests: I believe that learning, education is about gaining insight into past/present knowledge but, also, about gaining confidence to use information in your own daily lives to achieve professional/personal goals and aims. I believe we seek understanding to develop a particular lifestyle that benefits ourselves as well as others. I believe that anything is an achievement, even a degree or complete failure. We must, as individuals, see the good in any situation and capitalize on the knowledge.

Research Interests: My research interests are focused in the field of tourism, technology and relationship management. They include marketing, branding, e-Marketing, e-Branding, e-Tourism, value chain management, and consumer behavior. These interests extend to Internet/WWW development for hospitality/service sectors, especially small firms and entrepreneurs; Social marketing and media; database management and profit analysis, industry and consumer relationship building, cultural power promotion, training and development through e-Learning, virtual environment development and reflective practice.

Education

- **Ph D Research, Department of Hospitality and Tourism Management**
  University of Strathclyde
  Glasgow, Scotland, 2007
- **MS Man, Environment Relations**
  The Pennsylvania State University
  University Park, PA, 2000
- **AS Accounting**
  Northern Virginia Community College
  Alexandria, VA, 1993
- **BS Hotel, Restaurant and Institutional Management**
  The Pennsylvania State University
  University Park, PA, 1986

Work Experience

Academic - Post-Secondary

- **Eastern Illinois University**, School of Family and Consumer Sciences
  Assistant Professor – Hospitality Management
  2007 - 2013
- **University of Strathclyde**, Department of Hospitality and Tourism Management
  Graduate Assistant, Instructor, Tutor
  2000 - 2006
- **The Pennsylvania State University**, Centre for Hospitality, Recreation and Tourism Outreach and Research
  Graduate Research Assistant
  1996 - 1999

- **The Pennsylvania State University**
  Graduate Teaching Assistant
  1996 - 1999
- **Pennsylvania State University**
  Various student worker positions: Food Service, Alumni Call Center
  1982 - 1986

Industry

- **The Hampton Inn**
  Guest Service Representative
  1997 - 2000
- **The Penn State Scanticon Conference Center**
  Guest Service Representative/Supervisor; General Cashier/Accounting
  1994 - 1997
- **Days Inn Connecticut Avenue (Promotion)**
  Income Auditor, Accounts Receivables, Employee Representative, Human Resources, Sales Coordinator, Front Office/Reservations, Head Cashier and Assistant to the General Manager
  1993 - 1994
- **Best Western Springfield Inn**
  Sales Coordinator
  1992 - 1993
- **American Council of Life Insurance, Non-Profit**
  Accounts Payables
  1991 - 1992
- **The Mayflower Hotel**
  Credit Manager; Assistant Food and Beverage Cost Controller
  1990 - 1991
- **Vie de France Restaurants**
  Assistant Restaurant Manager
  1988 - 1989
- **Marriott's Griffin Gate Resort**
  Assistant Housekeeping Manager
  1987 - 1988
- **Mcdonald's Corporation**
  Food Service Employee
  1979 - 1983

Intellectual Contributions

Book Review

- Pudliner, B. A. (2009). Review of Partnerships: Machines of Possibility by Niels Akerstrom Anderson. *, 1*(1), 95-104, Journal of Policy Research in Tourism , Leisure and Events.

Photographic

- Pudliner, B. A. (2008). Burns Cottage, Alloway (p. 10) and Graves of Robert Burn's Parents (p. 27) (Photographic). IN Sutherland, J. D. (Eds), [the] Life and Works of Robert Burns (an Appletree Pocket Guide) , Appletree Press, Ltd.
- Pudliner, B. A. (2007). 2007-2011 Schmap Edinburgh Guide (Photographic). (Third).
- Pudliner, B. A. (2007). 2007-2011 Schmap Glasgow (Photographic). (Third).
- Pudliner, B. A. (2007). Honoring Lincoln's Heritage; honoring rural heritage (Photographic). .
- Pudliner, B. A. (2006). 2006-2011 Schmap Edinburgh Guide (Photographic). (Second).
- Pudliner, B. A. (2006). Antithesis (Photographic). .

Journal Article

- Pudliner, B. A. (2007). Alternative Literature and Tourist Experience: Travel and Tourist Weblogs. *Journal of Tourism and Cultural Change, 5*(1).
- Pudliner, B. A. (Unpublished). Tourist Weblogs: Understanding experience through the art of journaling. IN Kline, S. (Eds), .

Dissertation

- Pudliner, B. A. (2006). Analysis of Technology Facilitated Relationship Building in the Context of the Scottish Tourism Industry (Dissertation). , Glasgow, Scotland.: University of Strathclyde.

Master's Thesis

- Pudliner, B. A. (2000). An Exploratory Analysis of US Tourists' Level of Interest in Sixteen Cultural Attributes on Three Caribbean Islands (Master's Thesis). , University Park, PA: The Pennsylvania State University.

Reading Packet

- DeMicco, F., & Pudliner, B. A. (1998). HR&IM--International Cuisine at the Hotel School Les Roches and Hotel Institute, Montreux, Switzerland (Reading Packet). , University Park, PA: The Pennsylvania State University, School of Hotel, Restaurant and Recreation Management (now School of Hospitality Management).

Presentations

Oral Presentation

- Pudliner, B. A. (November, 2012). The tourism journey and the search for the authentic. A Futuristic Look Through Ancient Lenses: A Symposium on Greece, Charleston, IL.
- Deale, & Pudliner, B. A. (September, 2012). Curriculum Development. Leadership Academy, Providence, RI.
- Pandit, & Pudliner, B. A. (August, 2012). Assessment. Leadership Academy, Providence, RI.
- Ghisell, & Pudliner, B. A. (August, 2012). Budgeting. Leadership Academy, Providence, RI.
- Pudliner, B. A. (May, 2012). Use of Technology and Social Media in the Classroom. I-CHRIE Central Federation Education Symposium, Chicago, IL.
- Pudliner, B. A. (October, 2011). Tourism, Textiles, Finance & Food: Ancient Egypt Then and Now. A Futuristic Look Through Ancient Lenses: A Symposium on Ancient Egypt , Charleston, IL.
- Pandit, & Pudliner, B. A. (July, 2011). Project Management. Leaderships Academy, Denver, CO.
- Godfrey, K., Pudliner, B. A., & Sydnor-Bousso, S. (July, 2011). Technology in the Classroom Developing a Professional Web Presence: E-portfolios. Leaderships Academy, Denver, CO.

Paper

- Pudliner, B. A. (February, 2010). 3-D (Three dimensional) Concept mapping in developing integrative learning. Western Federation CRHIE 2010 Winter Regional Conference, Denver, CO.
- Pudliner, B. A. (February, 2009). Extending the Classroom: The Application and Use of WWW2 Technologies to Enhance Learning. Western Federation CRHIE 2009 Winter Regional Conference, Denver, CO.
- Pudliner, B. A. (May, 2008). Service Quality, Relationship Building and Innovative Technologies in the Scottish Tourism Industry. 3rd International Conference on Services Management, University Park, PA.
- Pudliner, B. A. (May, 2006). Tourist Weblogs: Understanding experience through the art of journaling. International Hospitality and Tourism Virtual Conference, West Lafayette, IN.

- Pudliner, B. A. (July, 2004). Alternative Literature and Tourist Experience: Travel and Tourist Weblogs. International Conference: Tourism & Literature Travel, Imagination & Myth, Harrogate, United Kingdom.
- Pudliner, B. A. (1999). The Evolving Role of Distance Education in Building Peaceful Relationships in the Tourism Industry. 3rd Annual Global Conference, Glasgow, Scotland.

Workshop

- Pudliner, B. A. (September, 2009). The Awakening of a Renaissance Spirit: Finding Harry Potter. Booth Library's support and exhibition of the National Library of Medicine's Harry Potter's world: Renaissance Science, Magic, and Medicine, Charleston, IL.

Poster

- Pudliner, B. A. (June, 2004). Inter-cooperation among Small Tourism Enterprises and Specialized Tourism Based Technology Support Companies in the New Millennium: Case Study of Scotland's Micro Destination Promotion Arena. International Scientific Conference: Tourism State of the Art II, Glasgow, Scotland.

Applied Research

Uncategorized

- **Purdue University; West Lafayette, Indiana (Glasgow, Scotland)**
  (2006)

Grants, Contracts, and Sponsored Research

Grant

- Pudliner, B. A. Redden Grant. Sponsored by Eastern Illinois University, $500 (Funded).
- Pudliner, B. A. Winkleback Grant. Sponsored by Eastern Illinois University, $850 (Funded).
- Pudliner, B. A. Winkleback Grant. Sponsored by Eastern Illinois University, $1495 (Funded).
- Pudliner, B. A. Winkleback Grant. Sponsored by Eastern Illinois University, $195 (Funded).
- Pudliner, B. A. Winkleback Grant. Sponsored by Eastern Illinois University, $700 (Funded).
- Pudliner, B. A. The John and Anne Benson Fund for Arts, Socials Sciences and Business. Sponsored by Strathclyde Business School; University of Strathclyde, Glasgow, Scotland, $844 (Funded).

Reviewer / Editor

Reviewer, Conference

- **I-CHIRE** (On-going)

Reviewer, Journal

- **The International Journal of Tourist Studies**
  A Sage Publication (On-going)

Awards, Fellowships, Honors, and Scholarships

Award

- Redden Grant, Eastern Illinois University (2010)
- Winkleback Grant, Eastern Illinois University (2010)
- The John and Anne Benson Fund for Arts, Socials Sciences and Business,, Strathclyde Business School (2003)

Professional Memberships

- Hotel, Sales and Marketing Association International (HSMAI)
- The International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE)
- Travel Tourism Research Association (TTRA)
- International Society For Travel Writing

Service

University

Charleston, IL

- **Independent Research Project**, The Importance of Sanitation Training (May 2011)