

Curriculum Vitae
Eva Marie Smith, PhD, CHE, COI, CHEP

Home Address

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EDUCATION

- 2006-2008 **Ph.D., Doctor of Philosophy, College of Education, Health and Human Sciences**
Department of Hospitality, Retail and Tourism Management
Completed November 2008
University of Tennessee, Knoxville, Tennessee
Cognate areas – Higher Education Administration & Business Instructional Technology
Dissertation directed by Rachel JC Chen, Ph.D.
Dissertation title: *Relationships between high school students' perception of teacher effectiveness, attitudes toward hospitality and intent to select hospitality as a career*
- 1994-1999 **MHRTA, Master of Hotel, Restaurant and Tourism Administration**
University of South Carolina, Columbia, South Carolina
- 1985-1989 **B.A., Bachelor of Arts in Government**
Wofford College, Spartanburg, South Carolina

TEACHING AND ADMINISTRATIVE EXPERIENCE (*Online teaching experience listed separately*)

November 2020 – Present

Assistant Dean, Online Programs and Internships, College of Business, Lander University

Essential Job Functions

- Administer, supervise, and evaluate the online business programs within the BAS BA and BSBA programs and students within the College of Business in the areas of Accounting, Financial Services, Business, Sports Management, Hospitality and Healthcare Management.
- Mentor online faculty and lead new program and course online curriculum development.
- Maintain and foster additional relationships with industry partners for internship purposes and BAS BA and online BSBA program recruitment.
- Instruct hospitality courses at the University Center of Greenville campus or the Greenwood campus or other instructional needs as deemed by the dean.

March 2018 – December 2020

Dean, School of Hospitality and Culinary Arts, Stratford University

Essential Job Functions:

- Coordinate online and on-ground programs in the areas of Culinary Arts and Hospitality Management. Schedule courses develop and mentor faculty.

- Work with University Administration, peer institutions, the community, and prospective students in the critical areas of recruitment, retention and placement.
- Foster an environment of teamwork, collaboration and cooperation while creating a shared vision for the School of Culinary Arts and Hospitality Management.
- Develop the School of Culinary Arts and Hospitality Management's vision and goals reflecting the University's mission.
- Initiate, plan and oversee implementation of all academic offerings in the School of Culinary Arts and Hospitality Management with appropriate involvement of assigned faculty and staff.
- Ensure the University's catalog is accurate, well-written and current, and assist in the preparation of all relevant University documents, including class schedules, brochures, with respect to the School of Culinary Arts and Hospitality Management.
- Achieve and maintain specialized accreditations, as appropriate, as well as support institutional accreditation initiatives.

Feb 2018 – Mar 2019

Faculty Lead, School of Hospitality, Stratford University – Online Campus

Responsibilities Include:

- Recruit and recommend for hire appropriate and credentialed faculty
- Maintain files and support documentation for ACICS accreditation compliance
- Review performance and support faculty activity in the online environment
- Participate in weekly meetings designed to support student success
- Work closely with the Associate Dean of Stratford University to create policies and procedures to support faculty and students
- Advise students in a meaningful and thoughtful manner
- Assist Admissions in recruiting and showcasing program

Jan 2016 - Dec 2017

Associate Professor, College of Business, Western Carolina University, Cullowhee, NC

Courses developed and taught for online and face to face delivery:

- BA 133 – Introduction to Business
- HT 447 – Casino Management
- HT 238 – Travel and Tourism
- HT 130 – Introduction to Hospitality and Tourism
- HT 432 – Hospitality Supervision
- HT 334 – Restaurant Management

Teaching and Administrative responsibilities:

- Advising 40-50 students regarding semester course selection, mentoring, and any counseling and coaching deemed appropriate. I also directed students to the proper campus services.
- Developing and delivering course materials for online and face to face sections of all above mentioned courses
- Servicing the campus community on committees and short-term task forces
- Assisting the Program Director in creation of schedules and course offerings
- Creating and administrating the program's presence on social media (Facebook and Instagram)

2014-2016

Adjunct Faculty, Charleston Southern University, Charleston, South Carolina
CAPS Program, Hospitality Track

2009-2015

Associate Professor, Brevard College, Brevard, North Carolina
Business and Organizational Leadership (BORG) Department
Awarded Tenure in August 2014

Courses developed and taught:

- ORG 110 Business in a Global Context
- ORG 203 Principles of Management
- ORG 205 Business Communications
- ORG 209 Business Colloquium
- ORG 230 Organizational Leadership and Sustainability
- ORG 310 Organizational Theory and Behavior
- ORG 330 Entrepreneurship
- ORG 150 Principles of Sport and Event Management
- ORG 250 Facility and Event Planning
- ORG 350 Public Relations and Sport Marketing
- ORG 360 Sustainable Tourism
- ORG 360 Trends in Tourism
- ORG 360 Research in Tourism
- ORG 390 Camp Management
- ORG 490 Adventure Tourism Research
- BCE 411 BC and Beyond
- BCE 111 Perspectives
- FYE 101 First Year Experience

Teaching Responsibilities:

- Advisement of 20-30 advisees per term
- Integrate the experiential education model into the classroom
- Develop close knit relationships with community members and the advisory board
- Service to the College through community service, active engagement with students in and out of the classroom and serving on campus committees

Program Coordinator of Business and Organizational Leadership Major (Fall 2014 through Fall 2016):

- Developed curriculum and the appropriate assessment tools to align programs within the Social Science Division to the new mission of the College
- Implemented experiential learning strategies in the classroom and train faculty to utilize these strategies
- Supervised five full time faculty and three adjuncts
- Assisted in managing the budget of the Business and Organizational Leadership Department
- Assisted in developing semester course schedules for the Business and Organizational Leadership curriculum
- Responsible for planning and implementing course changes based on the needs of the market
- Responsible for the development of courses that meet the trends of the business environment, utilizing the Advisory Committee as well as the

- Create and test assessment tools for the College that meet the criteria established by the Southern Association of Colleges and Schools
- Chair the Athletics and Compliance Committee
- Actively engaged in the SACS accreditation process through review of the General Education requirements and the Quality Enhancement Plan.
- Chaired a Presidential Task Force on one of the five components of the College Quality Enhancement Plan
- Served on a Presidential Task Force exploring the results of the National Survey of Student Engagement (NSSE) in regards to academic rigor and curriculum development
- Served on Faculty Council and addressed issues such as retention, program quality and the role of the faculty in the social and academic integration of students into campus life.
- Served on the Academic Policies and Standards Committee

2006-2008

Graduate Teaching Assistant, University of Tennessee
Knoxville, Tennessee

Courses taught:

- HRT 311 Human Resources Management (Spring 2008)
- HRT 360 Customer Service Strategies (Spring 2007)
- HRT 326 Cost Control for Food Service Management (Summer 2007)
 - This course was taught online (one of the first at UT)
- HRT 435 Meeting and Convention Planning (Fall 2007)

Responsibilities included design and development of college instructional materials for junior and senior level coursework. Delivery of lecture materials, assessment of student work, and creation and maintenance of online tools via Blackboard were also required.

2006-2008

Adjunct Faculty, Pellissippi State Technical Community College
Knoxville, Tennessee

Courses taught:

- HSP 1200 Introduction to Hospitality Management I
- HSP 2200 Introduction to Hospitality Management II
- HSP 2260 Travel and Tourism Management
- HSP 2100 Lodging Operations and Management

Responsibilities include design and development of college instructional materials, delivery of lecture during assigned class time, assessment of student work, and creation and maintenance of online tools via Desire 2 Learn.

2003-2006

Program Coordinator, Culinary Arts Certificate Program, Spartanburg Community College,
Spartanburg, South Carolina

Responsibilities included:

- Developing, designing and delivering course materials for the Culinary Arts Certificate Program
- Recruiting and selecting adjunct faculty for program
- Creating and maintaining a budget for program

- Establishing curriculum standards in accordance with the accreditation requirements of American Culinary Federation (ACF).
- Led program through first ACF accreditation process

1996-2006

Full-time Faculty, Business Administration Department, Spartanburg Community College, Spartanburg, South Carolina

Responsibilities included 18-21 credit hours teaching load per semester, student advisement, development and delivery of instructional materials. Preparing students for the four-year programs in business was also a responsibility. Participation in committee work and community service was also required.

Business Courses taught:

- MGT 101 Principles of Business Management
- MGT 201 Human Resource Management
- BUS 121 Business Law
- BUS 268 Entrepreneurship

Hospitality Business Courses taught:

- HOS 140 Introduction to Hospitality Business
- HOS 150 Hotel Management Business Operations
- HOS 145 Dining Room Operations
- HOS 165 Travel and Tourism
- HOS 255 Restaurant Management

All the above listed courses were developed for online delivery via WebCT and Blackboard course management systems. Training for use of course management systems was ongoing as part of the participation in a Title III grant awarded to Spartanburg Community College. Courses were developed and evaluated based on best practices of the top colleges in online course development in the country. Training fellow faculty in course development, delivery methods and best practices was also included in my responsibilities.

ONLINE TEACHING EXPERIENCE

2022 – present

Adjunct Faculty, University of Florida

Courses teaching:

- HFT 4743 Tourism and Hospitality Marketing
- LEI 3303 Principles of Travel and Tourism

2008 – 2018

Visiting Professor, DeVry University and Keller Graduate School of Business

Courses teaching:

- HOSP 540 Event Planning and Management
- HOSP 320 Hotel Management
- HOSP 330 Meeting and Event Planning
- HOSP 410 Restaurant Management
- HOSP 440 Casino Management
- HOSP 582 Survey of Hospitality Management
- HOSP 310 Introduction to Hospitality Management

Responsibilities include design and development of college instructional materials, facilitation of discussions and exchange of information, assessment of student work, and creation and maintenance of online tools via eCollege.

2006 – 2015

Adjunct Faculty, Strayer University

Awarded one of the Provost's Distinguished Faculty Awards (2013)

Courses taught:

- HTM 100 Introduction to Hospitality Management
- HTM 550 Chain Management and Franchising
- HTM 310 Food Service Management
- HTM 499 Capstone in Hospitality Management

Responsibilities include design and development of college instructional materials, facilitation of discussions and exchange of information, assessment of student work, and creation and maintenance of online tools via eCollege. In 2011, Strayer University transitioned to Blackboard and I then oversaw the transition. Classroom management is a large part of my daily responsibilities. I served as course lead a fourteen (14)-member faculty from 2009-2011. I also participate in all required training and faculty development opportunities.

2009 – 2015

Adjunct Faculty, East Carolina University, Greenville, North Carolina

Courses taught:

- HMG 2100 Introduction to Lodging Management
- HMG 2170 Customer Service
- HMG 4700 Capstone in Hospitality Management
- HMG 1350 Introduction to Hospitality

Responsibilities include design and development of college instructional materials, facilitation of discussions and exchange of information, assessment of student work, and creation and maintenance of online tools via Blackboard. Student engagement and creation of an online community of learners is critical.

2009 – 2012

Adjunct Faculty, Kaplan University

Courses taught:

- TH 299 Capstone in Hospitality Management

Responsibilities include design and development of college instructional materials, facilitation of discussions and exchange of information, assessment of student work, and creation and maintenance of online tools via eCollege.

PROFESSIONAL EXPERIENCE

1985-1989

Associate Sous Chef, Milliken Guest House
Spartanburg, South Carolina

Responsibilities included:

- Preparation of hors d'oeuvres and garde mange
- Washed dishes and complied with all safety and sanitation guidelines
- Turned beds and placed company brandy and chocolates in the guestrooms

1989-1991 **Sales Associate**, Radisson Hotels
Spartanburg, South Carolina

Responsibilities included:

- Developing and updating a database of potential clients
- Making cold calls to local businesses
- Conducting FAM tours for group representatives and individuals interested in meeting space and room blocks
- Working as a liaison with the Food and Beverage Department to meet the needs to clients booking events at the property
- Serving as a Manager on Duty (MOD) every third weekend

1991-1996 **Catering Manager**, Marriott Management at Converse College
Spartanburg, South Carolina

Responsibilities included:

- Coordinate campus events that required food and beverage services
- Meet with campus representatives to complete detailed banquet event orders
- Set up, service and break down events
- Supervise family style dinner for students
- Supervise catering staff
- Schedule staff

CERTIFICATION

2019 **Certified Higher Education Professional (CHEP)**

2005 **Certified Online Instructor (COI)**, Learning Resources Network (LERN)
Designation awarded after successful completion of certification course.

2000 **Certified Hospitality Educator (CHE)**, from the American Hotel and Lodging
Association.
Designation is valid through 2030

PROFESSIONAL DEVELOPMENT

2014 President of Southeast Regional Chapter of Council on Hotel, Restaurant and Institutional
Educators.

2012 Served as Secretary/Treasurer for Southeast Region of Council on Hotel, Restaurant and
Institutional Educators. Edit and publish the proceedings for the conference. Will
assume the role of President in 2014-2015

2012 Served as the visiting professor on the doctoral committee for a doctoral candidate at
Capella University.

2010 Attended UNCA Undergraduate Research Symposium
Assisted four students in poster presentations

2010 Attended ACA Summit
Presented a seminar on infusing research into the classroom

2010 Learning Asset Management Program workshop on SAKAI at Lees McRea College

2010	Attended webinar on “Save your Tourism Budget”
2009	Presentation to Heart of Brevard on economic impact of tourism on Transylvania County
2007	<u>Author</u> , <i>Study Guide for Introduction to Hospitality Management 2nd edition</i> , by John R. Walker, Prentice Hall, ISBN 0132369222
2006	<u>Author</u> , <i>Study Guide for Introduction to Hospitality 4th edition</i> , by John R. Walker, Prentice Hall, ISBN 0131191055
2006	<u>Subject Matter Expert</u> , National Restaurant Association Education Foundation, Chicago, Illinois Served as a subject matter expert for development of national exam in Hospitality and Restaurant Management section of ManageFirst program
2006	<u>Co-editor</u> , Proceedings for Southeast CHRIE for both fall meeting (Memphis, TN) and spring meeting (Atlanta, GA)

PROFESSIONAL MEMBERSHIPS

2021-Present	International Council on Hotel, Restaurant and Institutional Education
2020-Present	American Culinary Federation
2016 – Present	Club Managers Association of America
2009- Present	Inducted into Sigma Beta Delta
1996- Present	SECHRIE (Southeast Council on Hotel, Restaurant, and Institution Education)
2003.2006	ACF (American Culinary Federation)
2001.2006	South Carolina Hospitality Educator’s Consortium
2001-2006	Hospitality Business Alliance
1996-2001	South Carolina International Education Consortiums

ACADEMIC PRESENTATIONS

Southeast CHRIE Fall Meeting: *Wikis, blogs, podcasts, RSS podcatchers and live bookmarks: Are we strangers living in a strange land?* October 2006, Memphis, Tennessee

Southeast CHRIE Fall Meeting: *Small Town, Big Vision: Is Spartanburg, South Carolina an Industrial Tourism Destination?* October 2007, Atlanta, Georgia

Southeast CHRIE Fall Meeting: *Do teachers influence a student’s decision to pursue hospitality and tourism as a career? A study of students and teachers*, October 2007, Hilton Head, South Carolina

Regional meeting of Tennessee DECA Teachers: Teaching the hospitality curriculum, June 2007, Murfreesboro, Tennessee. Developed and delivered workshop and seminar on teaching strategies for hospitality and tourism based business curricula. Sixty high school business teachers attended the professional development seminar and received sample lesson plans and lecture materials to assist them in teaching high school juniors and seniors hospitality business related topics.

Regional meeting of Tennessee DECA Teachers: Teaching the retail curriculum, July 2008, Murfreesboro, Tennessee. Developed and delivered seminar on teaching strategies for retail-based business curricula and activities for the classroom. Eighty high school business teachers attended the professional development seminar and received sample lesson plans and lecture materials to assist them in teaching high school juniors and seniors hospitality business related topics.

Southeast CHRIE Fall Meeting: The challenges of managing online courses, October 2000, Charleston, South Carolina

BUSINESS & INDUSTRY PRESENTATIONS

Certified Tennessee Tourism Professional (CTTP) training: How to effectively use the Business SWOT (strengths, weaknesses, opportunities and threats) analysis in strategic business decision-making, March 2007, Montgomery Bell State Park, Burns, Tennessee. Responsibilities included development and delivery of a learning module centered on the importance of strategic business planning and the significance of the SWOT analysis. An interactive group project was also designed and facilitated.

AWARDS

2003 Spartanburg Community College's nominee for SC Council of Higher Education's Professor of the Year

2002 2020 Vision or Career and Technology Education Writer's Award from the South Carolina Department of Education

RESEARCH EXPERIENCE

2010 **Grant Director**, Appalachian College Association Undergraduate Research Grant, Business and Organizational Leadership Department, Brevard College

Responsibilities: Wrote a grant proposal to secure \$10,000 in funds to conduct research through a special topics course (ORG 360). Coordinated 25 student researchers and five faculties in data collection through 2 off campus field trips. Created and implemented a budget and complied with the directives of the grant contract.

2006-2009 **Research Assistant**, Tourism Institute, Department of Retail, Hospitality, and Tourism Management, University of Tennessee

Responsibilities: Assisted in business research and trends in the U.S., Southeast, and Tennessee hospitality and tourism industry. Collected and analyzed data with respect to marketing effectiveness, economic impact, and business trends in the hotel, restaurant, and tourism industries. Assisted in the direction of research agenda for business trends reports, economic impacts, and tax impact reports. Evaluated business marketing plans and strategic marketing and pricing plans for hospitality and tourism for-profit and non-profit organizations.

RESEARCH INTERESTS

- Business Instructional Technology
- Curricula Development
- Distance Learning

MANUSCRIPTS IN PUBLICATION

Morse, S. & Smith, E. (2015). Hotel Revenue Management Strategies during Fall Foliage Travel Season. *Journal of Hotel and Business Management*, 4(1).
<http://dx.doi.org/10.4172/2169-2086.1000111>

Morse, S. & Smith, E. (2015). Employment Impacts of Off-Peak Seasonal Tourism Development. *Business and Economics Journal*, 6(2).
<http://dx.doi.org/10.4172/2151-6219.1000150>

Morse, S. & Smith, E. (2015). Measuring Tourist Spending Impacts of the October 2013 U.S. Government Shut-down. *Journal of Tourism and Hospitality*, 4(3).
<http://dx.doi.org/10.4172/2167-0269.1000155>

MANUSCRIPTS IN PROCESS FOR PUBLICATION

Eva Smith, Rachel JC Chen. Bridging the Gap between Hospitality Curricula and the Needs of the Industry. *International Journal of Hospitality and Tourism Administration*. In-process.

Eva Smith, Rachel JC Chen. Can the South Rise Again? A study of industrial heritage tourism in Spartanburg, South Carolina. *Journal of Hospitality Marketing and Management* (formerly the *Journal of Hospitality and Leisure Marketing*) In-process.

EXTENDED ABSTRACTS PUBLISHED IN REFEREED CONFERENCE PROCEEDINGS

Eva Smith, Steve Morse. Revenue management curriculum: Instructional design basics. *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, (USA), 11, 1

Eva Smith, Rachel Chen. Influence of DECA high school teachers on student perceptions of the hospitality and tourism industries as a college or career choice. *Proceedings of the Thirteenth Annual Graduate Education Graduate Student Research Conference in Hospitality and Tourism, January 5, 2008, Orlando, Florida*

Eva Smith, Rachel Chen. Can the south rise again? A study of industrial heritage tourism in Spartanburg, South Carolina. *Proceedings of the Thirteenth Annual Graduate Education Graduate Student Research Conference in Hospitality and Tourism, January 5, 2008 Orlando, Florida*

Eva Smith, Laura Jetter, Dr. Rachel Chen. Bridging the gap between hospitality curricula and the needs of the industry. *Proceedings of the Twelfth Annual Graduate Education Graduate Student Research Conference in Hospitality and Tourism, January 4, 2007, Houston, TX*

ABSTRACTS PUBLISHED IN REFEREED CONFERENCE PROCEEDINGS

Antun, J., Smith, E. (2006). Wikis, blogs, podcasts, RSS podcatchers and live bookmarks: Are we strangers living in a strange land? *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, (USA), 10, 2, p.66-69.

Smith, E. (2007). Small Town, Big Vision: Is Spartanburg, South Carolina an Industrial Tourism Destination? *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, (USA), 11, 2, p. 34-37.

Smith, E. (2007). Do teachers influence a student's decision to pursue hospitality and tourism as a career? *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, (USA), 11, 2, p. 45-48.

Smith, E. (2000) The challenges of managing online courses, *Frontiers in Southeast CHRIE Hospitality and Tourism Research*, (USA).