

**CURRICULUM VITAE**  
**MARJA JOHANNA VERBEETEN**

**Teaching Associate Professor**  
**School of Hospitality Management**

**College of Health and Human Development**  
**Pennsylvania State University**  
**201 Henderson**  
**University Park, PA 16802**  
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**EDUCATION:**

Doctor of Education (Ed. D.)  
Northern Arizona University, Flagstaff, Arizona (2004)  
Areas of study: Leadership and Higher Education.  
Dissertation: “Mandatory Attendance Policy and Motivation.”

Master of Hospitality Management, (M.H.M)  
Conrad N. Hilton College of Hotel and Restaurant  
Management, University of Houston (1991).  
Thesis: “Houston’s Lodging Industry in Anticipation of a  
Changing Work Force.”

Master of Arts, Comparative Literature, (M.A.)  
Radboud University, Nijmegen, The Netherlands (1985).  
Thesis: “The Influence of Charles Baudelaire on Oscar  
Wilde’s Theories on Beauty.”

Bachelor of Arts, Dutch Literature, (B.A.)  
Radboud University, Nijmegen, The Netherlands (1979).

**CERTIFICATIONS:**

Teacher’s Certificate. Catholic University of Nijmegen,  
Nijmegen, The Netherlands (1980).

Certified Hospitality Educator. Educational Institute of the  
American Hotel and Motel Association (1995).

**PROFESSIONAL  
EXPERIENCE:**

**Teaching Associate Professor**, School of Hospitality Management, College of Health and Human Development  
Pennsylvania State University, University Park, PA  
(2010- Present)

**Visiting Professor**, Universidad de Cuenca, Cuenca,  
Ecuador (2012-2013)

**Assistant Professor**, School of Hospitality Management,  
College of Health and Human Development  
Pennsylvania State University, University Park, PA  
(2005-2010)

**Director Women's Leadership Initiative**,  
College of Health and Human Development,  
Pennsylvania State University, University Park, PA  
(2006-2008)

**Lecturer**, School of Hotel and Restaurant Management,  
Northern Arizona University, Flagstaff, Arizona  
(1996 - 2004)

**Visiting Professor**, International University of Applied  
Sciences. Bad Honnef, Germany. (Fall 2003)

**Senior Research Specialist**, Arizona Hospitality Research  
and Resource Center, Northern Arizona University,  
Flagstaff, Arizona (1992 - 1996).

**Accountant**, Arizona Hospitality Research and Resource  
Center, Northern Arizona University, Flagstaff, Arizona  
(1991-1992).

**Restaurant Manager**, Four Seasons Hotel, Houston, TX  
(1991).

**Graduate Assistant/Instructor**, Conrad N. Hilton College  
of Hotel and Restaurant Management, University of  
Houston. (1990-1991).

**Head of the Dutch Language Department,** Colegio Arubano, Oranjestad, Aruba, Dutch Caribbean (1985-1989).

**REFEREED  
PUBLICATIONS:**

Verbeeten, M. J. & van Hoof, H.B. (2007). Mandatory Attendance Policy and Motivation Among Hospitality Management Students. Journal of Hospitality and Tourism Education, 19 (1), 28-38.

Van Hoof, H. B. & Verbeeten, M. J. (2005). Wine is for drinking: water is for washing. Student perceptions about international exchange programs. Journal of Studies in International Education, 9 (1), 42-62.

Verbeeten, M. (2001). Learner-centered? It's just a click away. Journal of Educational Technology Systems, 20 (2), 159-171.

Van Hoof, H., Verbeeten, M., & Combrink, T. (2001). Web-based training in the US lodging industry: Operator Opinions. FIU Hospitality Review, 19 (2), 47-60.

Howey, Richard M., Savage, Kathy S., Verbeeten, Marja J., and Van Hoof, Hubert B. (1999). Tourism and Hospitality Research Journals: Cross-citations among Research Communities. Tourism Management, 20, 133-139.

Van Hoof, Hubert B., Verbeeten, Marja J., Combrink, Thomas E. (1997). Technology Vendors: Lodging Managers View Support They Receive. FIU Hospitality Review. 15 (1), 103-112.

Van Hoof, Hubert B. and Verbeeten, Marja J. (1997). Tourism Research Inquiries: The Response of the State Office of Tourism. Journal of Travel Research. 35(4), 75-78.

Van Hoof, Hubert B., Verbeeten, Marja J., Combrink, Thomas E. (1996). Information Technology Revisited: International Lodging Industry Technology Needs and Perceptions: A Comparative Study. The Cornell Hotel and Restaurant Administration Quarterly. 37(6), 86-91.

Van Hoof, Hubert B., Collins, Galen R., Combrink, Thomas E., & Verbeeten, Marja J. (1995). An Assessment of Technology Needs and Perceptions in the U.S. Lodging Industry. The Cornell Hotel and Restaurant Administration Quarterly. 36(5), 5-9.

Builtjes, L., Pelgrom, H., Scheepers, W. & Verbeeten, M. (1984). Het Dagboek van de Verleider van Soren Kierkegaard. Uitgelezen, 6, 7-31.

**CONFERENCE  
PROCEEDINGS:**

Verbeeten, M. J. & Hill, F.A. (2003). The Use of Literary Texts in Teaching the Ethics of Care: A Hospitality Management Application. Proceedings of the Euro-CHRIE Conference, Bonn, Germany. October 21-24, 2003.

Van Hoof, H.B. & Verbeeten, M.J. (2003). Student Opinions about International Exchange Programs. Proceedings of the Euro-CHRIE Conference, Bonn, Germany. October 21-24, 2003.

Howey, Richard M., Savage, Kathy S., Verbeeten, Marja J., and Van Hoof, Hubert B. (1998). Tourism and Hospitality Research Journals: Cross-citations among Research Communities. Proceedings of the Australian Tourism and Hospitality Research Conference. February 11-14, 1998.

Van Hoof, Hubert B. & Verbeeten, Marja J. (1998) The Internet in the Caribbean Lodging Industry: Use and Perceptions. Proceedings of the Annual Caribbean Studies Conference. May 25-29, 1998.

Van Hoof, H. & Verbeeten, M. (1996). A Comparison of Technology Needs And Perceptions in the Lodging Industries in the United States, The United Kingdom, and Canada. Proceedings of the Hospitality Information Technology Association Conference. May 18-20, 1996.

## NON-REFEREED PUBLICATIONS:

Van Hoof, Hubert B. and Verbeeten, Marja J. (2013). Towards the Hospitality Management Curriculum of the Future. Accepted for Publication. Cuatro Sentidos-Revista Científica y Cultural.

Chapter author "The Hospitality Spectrum: Resorts, Clubs, Cruises, Events, and Attractions," In van Hoof, Hubert B., Vallen, Gary K., McDonald, Marilyn M., & Wiener, Paul J. (Eds.), A Host of Opportunities: An Introduction to the Hospitality Industry. Upper Saddle River, NJ: Prentice Hall. 2006.

Van Hoof, H., Verbeeten, M., & Combrink, T. (2001). Training Employees through the Web: What do hotel operators think? AAHOA Hospitality, 6 (2), 62-65.

Van Hoof, H. & Verbeeten, M. (1998). E-mail , Web site most commonly used Internet tools. Hotel & Motel Management, 213 (11), 12-13

Van Hoof, Hubert B.& Verbeeten, Marja J. (1998, March 2). HITA survey shows managers hesitant to jump on the Internet speedway. Hotel & Motel Management, 213 (4), 42-43.

Van Hoof, Hubert B., Combrink, Thomas E., and Verbeeten, Marja J. (1997). How Hoteliers View Their PMS Supplier. The HSSS Newsletter. 7(5), 1, 6-9.

Van Hoof, Hubert B., Combrink, Thomas E., and Verbeeten, Marja J. (1997). Vendors Receive Mixed Reviews: U.S. Lodging managers express Appreciation for What a Property Management System Can Do for Them, Yet Find Vendor Support And Training Lacking. Hotel and Motel Management, June 16, 1997, 42.

Van Hoof, Hubert B., Verbeeten, Marja J., Combrink, Thomas E. (1996). Higher Rates, Higher Technology. Lodging Hospitality. 52 (11), 74.

Van Hoof, Hubert B., Verbeeten, Marja J. & Combrink, Thomas E. (June 1996). Survey Charts Technology Awareness. Hotel and Motel Management.

Co-author "Hospitality And Tourism Development," In van Hoof, Hubert B., McDonald, Marilyn M., Yu, Liang & Vallen, Gary K. (Eds.), A Host of Opportunities: An Introduction to the Hospitality Industry. Burr Ridge, IL.: Richard Irwin Inc. 1995.

"Raising Arizona: Raising (and Spending) Arizona's Bed Taxes." World's Eye View on Hospitality Trends, Summer 1994.

#### **REFEREED PRESENTATIONS:**

Verbeeten, M. J. & Hill, F.A. (2003). The Use of Literary Texts in Teaching the Ethics of Care: A Hospitality Management Application. Paper presented at the annual meeting of EuroChrie, Bonn, Germany. October 21-24

Van Hoof, H.B. & Verbeeten, M.J. (2003). Student Opinions about International Exchange Programs. Paper presented at the annual meeting of EuroChrie, Bonn, Germany. October 21-24

Van Hoof, H. B & Verbeeten, M. J. (2001) Internet Use and Perceptions in the US and Caribbean Lodging Industries. Twenty-third Annual Conference of the Caribbean Studies Association. St. Johns, Antigua: May 26-30

Howey, R., Savage, K., Van Hoof, H. & Verbeeten, M. (1998). Tourism and Hospitality Research Journals: Cross-citations among Research Communities. Eight Australian Tourism and Hospitality Research Conference. February 11-14, 1998.

Van Hoof, H.B. & Verbeeten, M.J. (1996) A Comparison of Technology Needs and Perceptions in the Lodging Industries in the United States, the United Kingdom, and Canada. HITA Annual Conference, Edinburgh, Scotland. (June 1996)

#### **NON-REFEREED/INVITED PRESENTATIONS :**

Gaining confidence inside and outside the classroom. Guest lecture for HRIM 590 (Pedagogy Issues). March 2010

Accounting in the Lodging Industry. Guest lecture for HRIM 380. October 2011

Challenges of mentoring. Seminar for Penn State Educational Office Professionals. March 2009

The Mentoring Process. Penn State Women's Leadership Conference. April 2009

Interview Skills. SHM Professional Workshops. 2008-

Interview Skills. Nursing Association. Spring 2011

Interview Skills. Kappa Omicron Nu. Fall 2011

Politicking: Get used to it. Kappa Omicron Nu. Spring 2008

Women in Leadership: Politics in the Workplace. Symposium for Women in the Sciences. Penn State, November 2008

Resume Writing. SHM Professional Workshops. 2008-

Dining/Networking Etiquette. SHM Professional Workshops. 2009-

Business Etiquette. HRIM 202 class. 2008-

The Elevator Speech. SHM Ambassadors. Fall 2008.

Interview Skills. Women's Leadership Initiative. 2009-

Resume Writing. Women's Leadership Initiative 2008-

Cuisine of Italy and Greece. SHM embedded Program. February 2010.

U.S. History of Education. Netherlands Institute of Tourism and Transport. August 2002 and July 2003

Tourism Statistics for Sedona. Presentation for the business community of Sedona. (1997)

Female Empowerment. Presentation for the Future Executive Women in Hospitality. (1997).

Interview Skills. Presentation for Tuba City high school. (1997).

Interview Skills. Presentation for Delta Sigma Pi. (1996).

Relationships Between Communities and Universities. Presentation at the Rural Governor's Conference on Economic Development. (1996).

Prescott Visitor Profile: Final Results. Presentation to Prescott Community. (1996).

An Examination of Tourism in the Greater Sedona Red Rock Area. Presentation at the Orientation and Training Meeting of the Sedona Academy, Sedona, Arizona. (1996).

Prescott Visitor Profile, Preliminary Results. Television Presentation for KUSK. Prescott. (1996).

Prescott Visitor Profile, Preliminary Results. Presentation for Chamber of Commerce Members. Prescott. (1995).

Third Annual Seminars on Tourism Development, Phoenix, Arizona. Panelist in the Presentation of the Arizona-Sonora Region Study. (1994)

## **RESEARCH PROJECTS:**

Maximizing Benefits and Minimizing Impacts. An Examination of Tourism in the Greater Sedona Red Rock Area. Background research report for the Sedona Forum XII (1996).

Mingus Mountain Campgrounds Assessment. Prescott National Forest. (1996).

Workshop on Customer Service for VA Hospital Prescott (1995).

Fiesta Bowl Visitor Survey (1995).



Visitor Profiles, City of Prescott (1995-1996).

Review of BBB Taxes in Arizona Cities and Towns (1994).

Strategic Economic Development Vision for the Arizona-Sonora Region (1994).

Workshop on Women's Issues (1994).

Economic Analysis of the Airport Rail Spur in Tusayan, Arizona (May 1993).

International Visitors to Arizona. Summary from Inflight Data, USTTA (1993, 1995).

AOT Travel Industry Survey (1993 and 1995).

Feasibility Studies for hotels and motels in Flagstaff, Arizona (May 1993), and Williams, Arizona (January 1993) and Hopi Reservation (1991).

Recreation Use by High School and Jr. High Students within the City of Flagstaff, Arizona (September 1992).

Tonto Natural Bridge State Park Projects - Master Site Plan (October 1992).

#### **BOOK REVIEWS:**

Verbeeten, M. (2000). Hospitality Information Technology. Learning how to Use it. Third Edition. Information Technology & Tourism, 3 (1), 63-65.

Verbeeten, M. (2000). Information Technology. Learning how to Use it. Third Edition. International Journal of Hospitality Technology, 1 (2), 58-60.

Verbeeten, Marja J. (1997). Review of Hospitality Information Technology: Learning How to Use It. Second Edition. Hospitality & Tourism Educator. Accepted for publication.

#### **ADDITIONAL ACADEMIC INVOLVEMENT:**

Curriculum Advisor Women's Leadership Program, PSU (2004-2006)

Student Club advisor: Eta Sigma Delta, Fall 2009-

Faculty, PSU-SHM Italy Program (2006), Spain program (2007), Greece program (2010), Paul Bocuse culinary program (2010)

Faculty, NAU-SHRM Europe Program, 1995, 1997, 1999, 2001, 2004.

Design of Web-based courses: HA100 (1998), HA170 (2001)

Member editorial review board, International Journal of Hospitality Information Technology (1998- 2002)

**COMMISSIONS:**

Participant Arizona Office of Tourism review commission to evaluate grant proposals for tourism funding (TIFS) (June 1994, April 1995, May 1996, April, 1997, April 1998).

**GRANTS:**

Office of Instructional Development and Faculty Growth. Instructional Technology Grant (1997)

OTLE grant to attend conference: The Great Teacher's Summit. February 15-17, 2001 in Kanab, Utah.

OTLE grant to facilitate conference: The Great Teacher's Summit. January, 2002 in Kanab, Utah.

**AWARDS:**

Pan-Hellenic Appreciation (Omega Phi Alpha). Fall 2009

International Association of Conference Centers 2008 Educator-of-the-Year Award.

Nominated for the R. Schraer Award. Commission for Women, PSU. 2008

Outstanding Doctoral Student, 2004-2005. Department of Educational Leadership. Northern Arizona University

Outstanding Teacher Award, 2003-2004. School of Hotel and Restaurant Management NAU

Outstanding Teacher Award, 1998-1999. School of Hotel and Restaurant Management NAU

Outstanding Scholar Award, 1995-1996. School of Hotel and Restaurant Management NAU

NAU Louie Award Nominee (1999, 2001)

## **COMMITTEES:**

### **School Committees:**

- Food Production Committee, 2009-2010
- International Committee, 2010-
- Scholarship Committee, 2008-2009
- Ad hoc committee to evaluate COMPSC203/HRIM271
- Outreach Committee, 2008-2010
- Curriculum Committee 2005-2006 & 2010-2011
- Diversity Committee 2006-2008 & 2011-2012
- SRTE Committee 2008
- Green Team SHM 2010-

### **College Committees**

- Women's Leadership Initiative Advisory Committee, Member Fall 2008-
- WLI External Advisory Committee Spring 2007
- Diversity Committee, 2007-2008

### **University Committees**

- Commission for Women, Mentoring Committee. 2007-2009

## **PROFESSIONAL DEVELOPMENT ACTIVITIES:**

- Attended the SHM Sustainability Conference, Fall 2010 & 2011
- Attended the Paul Bocuse Culinary Institute, Lyon France, May 2010
- Attended the Food Service Directors' Conference, Penn Stater. Spring 2010
- Attended the PTLA Food& Beverage Conference. Penn Stater, Spring 2010
- Attended the Conti Symposium. Nittany Lion Inn, Fall 2009
- Attended the National Restaurant Show, Chicago Spring 2006, Spring 2007
- Attended the I-CHRIE conference, Washington DC July 2006, Las Vegas July 2005
- Attended the Glenfiddich Forum for Women, Leesburg April 20, 2007
- Attended the Professional Development Symposium organized by the Commission for Women. PSU March 21, 2005

- Attended the Women's Leadership Conference. PSU, 2005, 2006, 2007
- Attended the Pennsylvania Governor's Conference for Women. 2005, 2006, 2007
- Attended Business Etiquette training (offered by: HRDC @ PSU). May 16, 2007
- Attended the workshop The Nuts and Bolts of Conducting Focus Groups, Pond Lab, PSU November 8, 2007
- Completed Human Subjects Seminar. PSU, June 14, 2006
- Participated in the Marriott Student Leadership Conference, St. Petersburg FL, Jan 2004