

Lali Odosashvili

lalio@email.sc.edu

+1 (803) 397 0317

www.linkedin.com/in/lalio/

EDUCATION

University of South Carolina, *Columbia, SC* May 2026
Ph.D. in Hotel, Restaurant & Tourism Management

University of Delaware, *Newark, DE* July 2019
Master of Hospitality Business Management
• GPA: 3.93/4.0

Ilia State University, *Tbilisi, Georgia* July 2017
Master of Business Administration in Tourism
• Av. Point: 90.63/100

Ilia State University, *Tbilisi, Georgia* July 2015
Bachelor of Business Administration and Management
• Av. Point: 91.5/100

COURSE RELATED EXPERIENCE

Hotel Practicum, Marriott Courtyard Newark at the University of Delaware, *Newark, DE* June 2019 - July 2019
• Obtained over 84 hours of hotel experience in key positions including manager on duty, administrative, front desk, night audit, revenue management, conference services, engineering, sales and marketing, accounting, housekeeping and food and beverage.

Lithuanian Tourism Resources Practice, Vilnius Kolegia, *Vilnius, Lithuania* September 2013
• 3 weeks of practical course, learned about creating, planning, budgeting and advertising tour packages.

RESEARCH AND TEACHING INTERESTS

Policy and governance studies in tourism
Tourism development in developing countries
Medical tourism
Consumer behavior
Gambling tourism

PUBLICATIONS

Subedi, S., Odosashvili, L., & Kubickova, M. (2023). Hotel employees' support for federal government during crisis: extension of social exchange theory. *Journal of Policy Research in Tourism, Leisure and Events*, 1–21.
<https://doi.org/10.1080/19407963.2023.2233526>

Martin, D., Odosashvili, L., & Subedi, S. (2023). Understanding travelers' motivations and preferences relating to sustainable behavior: Configural analysis of traveler mindfulness. *Tourism Analysis*.
<https://doi.org/10.3727/108354223X16894206734543>

Odosashvili, L., & Poorani, A. A. (2022). Renewal challenges: The case of the Republic of Georgia. In F. J. DeMicco & A. A. Poorani (Eds.), *Medical Travel Brand Management* (1st ed.). Apple Academic Press.
<https://doi.org/10.1201/9781003277392>

CONFERENCE PRESEEDINGS

2023 Odosashvili, L., Subedi, S., & Martin, D. “Mindful visitors: is COVID-19 a social tipping point?” - 8th Annual SECSA ICHRIE Conference

Odosashvili, L., & Nagel, M. S. “Economic impact of COVID-19 responses on the leisure and hospitality industry” - 28th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism.

Odosashvili, L., Subedi, S., & Martin, D. “Applying complexity theory to consumers’ preference for hotel versus Airbnb” - 28th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism.

2022 **Odosashvili, L., & Nagel, M. S.** “Restrictions and planning during covid-19: challenges in leisure and hospitality employment in the United States” – University of South Carolina, The 4th International Tourism and Retail Service Management Conference

Subedi, S., **Odosashvili, L., & Kubickova, M.** “Hotel employees’ support for federal government policies during crisis: Extension of social exchange theory” – University of South Carolina, The 4th International Tourism and Retail Service Management Conference

2019 “Tourism in Georgia - Time for a Legislative Overhaul” - University of Delaware, 24th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism.

2017 “Legislative Provision for Tourism Industry Development” - Iliia State University, Master's Thesis.

WORK EXPERIANCE

Head of Marketing

May 2023 – Present

Hybrid Interaction Ltd.

- Oversee all marketing activities within an organization
- Responsible for internal and external communications
- Ensure that the website, promotional material, marketing campaign strategy are updated on a regular basis

Business Development | North America

February 2022 – May 2023

Hybrid Interaction Ltd.

- Promote the HI’s services by addressing clients’ objectives
- Arranging business development meetings with prospective clients
- Build long-term relationships with new and existing customers

Personal Assistant, Tbilisi, Georgia

September 2020 – August 2021

Full House LLC – Online Gambling Company

- Prepare financial statements, reports, memos, invoices letters, and other documents
- Research and conduct data to prepare documents for review and presentation by CEO, helping to prepare for meetings
- Help with conversations and networking with partners

Research and Marketing analyst, Wilmington, DE

August 2019 – June 2020

Greater Wilmington Convention & Visitors Bureau

- Prepare a synopsis for research from New Castle County hotels to prepare GWCVB's strategy for 2021.
- Gather research from several attractions as well to determine market segment.
- Explore the back end of website. Work with website provider and analyze website visitors’ behavior.

Tourist Information Center Operator, Tbilisi, Georgia

July 2014 - July 2018

Georgian National Tourism Administration

- Answered 200 to 400 customer queries in person, by phone and email
 - Found information using computer systems, leaflets, timetables, guidebooks etc.
- Kept up to date with local accommodation, places to visit, activities and events

FELLOWSHIPS, GRANTS, AND AWARDS

2023 **Best student led completed paper**
8th Annual ICHRIE SECSA federation conference

2021-2025 **Presidential Fellowship**
University of South Carolina

- 2020 **Winning research and visualization**
DataFest Tbilisi
- 2018-2020 **Fulbright Scholarship**
Institute of International Education
- 2017 **Scholarship for High Academic Performance**
Tbilisi City Hall, Georgia

INVITED SPEAKER, MODERATOR ROLES AND PRESENTATIONS

2023

February 7 - Panel Moderator: "Shared Experience: "Simply the Best" for Your Players - Building the Right Onboarding Experience" At ICE London in London, UK

2022

December 1 - Guest speaker at HRTM275 Introduction to Beverage Management

November 9 - As a representative of the Presidential Fellows, presented in a graduate school experience/admissions panel for 53 undergraduates in the Opportunity Scholars Program and the McNair Program, federal TRIO initiatives at USC serving low-income and first-generation students. This event was part of First-Generation Students Week at USC.

July 5-8 - Panel Moderator: "No bonus, no problem? Will Ontario's restrictive model inspire more creative and loyalty-building marketing for other regulated markets?" At iGB Live in Amsterdam, Netherlands

March 3 - Center of Teaching Excellence at the university of South Carolina "[Mid-Semester GTA Discussion Panel.](#)"

SERVICES AND VOLUNTEERING

Review papers for 8th Annual SECSA ICHRIE Conference
Conference TRMC 2022
Advisory Committee Presidential Fellowship Aug 2022 - Present

Judging at DECA student competition 2022

International Student Advisory Committee, Member University of Delaware October 2018 – May 2019

Team Heart & Sole, Athens, Ohio August 2018
They provide inclusive opportunities for individuals with disabilities, their families, and friends, to participate in endurance racing events across Ohio, while building authentic relationships through teamwork.

YouthPass: It is a tool to document and recognize learning outcomes from youth voluntary work and solidarity activities.

- Healthy lifestyle – Challenges, healthy habits, *Croatia* May 2017
- Energy for Sinergy – Mental and physical health, *Armenia* September 2017
- Ecolaboration – Problems that our ecosystem is facing, *Spain* October 2017

Social Enterprise - Problem solving, Student project that enables youth to help people with disabilities to create social enterprise, create goods and find places to sell them. *Tbilisi, Georgia* 2014

PROFESSIONAL DEVELOPMENT ACTIVITIES

- 2023 • Teaching Online for Graduate Students
- Teaching Toward Inclusive Excellence (TTIE)
- 2022 • University of South Carolina SHARPGrads Program

- Mental Health and Well-being Competency
- Preparing Future Faculty Certificate
- Integrative and Experiential Learning
- Fostering Proactive Learning Environments
- 2020 • Advanced Google Analytics
- 2018 • Certification in Hotel Industry Analytics (CHIA)
- Operations Manual for Tourist Information Centers
- Hotel Management
- The Fundamentals of Digital Marketing (Google)
- 2016 • Municipality Finance and Property Management
- Research and Evaluation, Methodological Issues
- Service skills - Service Plus

SKILLS

Languages: *English* - Fluent Level, *Georgian* – Fluent Level, *Russian* - Fluent Level, *Spanish* – Conversational Level, *Lithuanian* - Beginner Level, *Persian* – Beginner Level.

Programs: SPSS, R, JMP, Tableau, Power BI, SmartPLS