

Curriculum Vitae

Sangwon Park, Ph.D., CHE

Professor
College of Hotel & Tourism Management
Kyung Hee University
26, Kyungheedaero-ro, Dongdaemun-gu, Seoul, Korea 02447
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EDUCATION

- 2007 – 2012 **PhD in Business Administration**
Temple University, USA
Major: Management Information Systems in Tourism
Advisor: Daniel. R. Fesenmaier, Ph. D.
- 2006 – 2007 **Master of Science in Food Science**
University of Missouri – Columbia, USA
Major: Hospitality and Tourism Marketing
Minor: Statistics
Advisor: Dae-Young Kim, Ph.D.
- 2005 – 2006 **Master Student in Parks, Recreation and Tourism**
University of Missouri – Columbia, USA
Advisor: Chu Cole, Ph.D.
- 1999 – 2004 **Bachelor of Tourism Development & Management (Dual)**
Sangji University, South Korea

EMPLOYMENT

- Mar. 2021 – Present Professor, College of Hotel & Tourism Management, Kyung Hee University, Republic of Korea
- Mar. 2021 – Present Visiting Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong
- Aug. 2017 – Jan. 2021 Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong

- Oct. 2017 – Sep. 2020 Visiting Research Fellow, School of Hospitality and Tourism Management, University of Surrey, UK
- Apr. 2015 – July 2017 Senior Lecturer (equivalent to Associate Professor, Tenured), Hospitality and Food Management, School of Hospitality and Tourism Management, University of Surrey, UK
- Sep. 2011 – Mar. 2015 Lecturer (equivalent to Assistant Professor), Hospitality and Food Management, School of Hospitality and Tourism Management, University of Surrey, UK

PROFESSIONAL EXPERIENCES

- Mar. 2019 – Jan. 2021 Executive member for Smart Tourism group in Hospitality and Tourism Research Centre at The Hong Kong Polytechnic University
- Mar. 2018 – Dec. 2020 The Scientific Committee of the Research and Development Day in UNWTO
- Jan. 2018 – Jan. 2021 Director/Coordinator of Tomorrow's Guestrooms (TGR) in Hotel ICON
- Sep. 2016 – July 2017 Deputy Head of Hospitality Management
- Sep. 2016 – July 2017 External Examiner for International Hospitality Management; International Hospitality and Tourism Management, *Bournemouth University*
- Oct. 2014 – July 2017 Committee Member of Faculty Research Ethics, University of Surrey
- Nov. 2015 – Jan. 2016 Chair of Faculty Research Ethics, University of Surrey
- May 2012 – Sep. 2014 Programme Leader, MSc in International Hotel Management, School of Hospitality and Tourism Management, University of Surrey
- Aug. 2007 – Aug. 2011 Research Assistant, School of Tourism and Hospitality Management, National Laboratory for Tourism & eCommerce, Temple University
- Aug. 2010 – Dec. 2010 Instructor, School of Tourism and Hospitality Management, Temple University
- Sep. 2009 – Jan. 2010 Teaching Assistant, School of Tourism and Hospitality Management, Temple University

- Aug. 2006 – Aug. 2007 Research Assistant, Hotel & Restaurant Management, University of Missouri - Columbia
- May 2006 – Aug. 2006 Graduate Assistant, Asian Affairs Center, University of Missouri - Columbia
- Sep. 2002 – Sep. 2003 F&B Assistant in Coatel Chereville hotel, Seoul in Korea
- Dec. 2000 – Mar. 2001 Research Assistant, SK Corporation in Korea
Research: Development of Mobile GPS system for tourism
- Sep. 1999 – Oct. 2000 Research Assistant, Department of Tourism, Sangji University, Korea
Research: 1) Evaluation of Tourism Resources (Gyeong Ju, Tong Young, Nam Won, Hae Nam)
2) Fascination in Juju Province, Korea

HONORS & AWARDS

- 2021 IFITT Journal Paper of the Year Award (2nd place) at the ENTER 2021
- 2020 Best Paper Award at Asia-Pacific CHRIE Conference 2020
- 2019 Emerging Scholar of Distinction at International Academy of the Study of Tourism
- 2019 Best Paper Nomination at Asian Pacific Tourism Association (APTA) 2019
- 2018 Best Paper Nomination at Asian Pacific Tourism Association (APTA) 2018
- 2018 Awarded Certified Hospitality Educator
- 2017 Best Paper Nomination at Asian Pacific Tourism Association (APTA) 2017
- 2017 Best Conference Paper Award (3rd place) at the ENTER 2017
- 2016 1st place, Journal Paper of the Year Award at the ENTER 2016 by the International Federation for IT and Travel & Tourism (IFITT)
- 2016 ‘A Big Thank you’ Award, Faculty of Business, Economics and Law, University of Surrey
- 2015 ‘A Big Thank you’ Award, Faculty of Business, Economics and Law, University of Surrey

- 2014 Faculty Researcher of the Year 2014 Award, Faculty of Business, Economics and Law, University of Surrey
- 2014 ‘A Big Thank you’ Award, Faculty of Business, Economics and Law, University of Surrey
- 2014 2nd place, Journal Paper of the Year Award in the ENTER 2014 by the International Federation for IT and Travel & Tourism (IFITT)
- 2014 Graduate Certificate in Learning and Teaching, University of Surrey
- 2013 1st place, Journal Paper of the Year Award in the ENTER 2013 by the International Federation for IT and Travel & Tourism (IFITT)
- 2010 Selected PhD Student Featured in the International Federation for IT and Travel & Tourism (IFITT) Newsletter
- 2009 Certificate in Learning and Teaching Academy, Temple University
- 2008 Best Paper Award, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- 2006 Certificate in Learning and Teaching Academy, University of Missouri-Columbia
- 2006 Graduate Dean Scholarship, University of Missouri - Columbia
- 2005 Graduate Dean Scholarship, University of Missouri – Columbia
- 2003 Scholarship (the top of the class), Department of Tourism, Sangji University
- 2001 Honor Student Scholarship, Department of Tourism, Sangji University
- 1999 Honor Student Scholarship, Department of Tourism, Sangji University

RESEARCH INTERESTS

Information Technology: (1) Information Search Behavior (2) Destination Recommendation System (3) Narrative Marketing (4) Web Communication (5) Online Consumer Reviews (6) Smartphone (7) Automation (or Artificial) Intelligence

Hospitality and Tourism Marketing: (1) Service Design (2) Destination Marketing (3) Hospitality and Tourism Advertising (4) Consumer Purchasing and Decision Making

Research Methodology: (1) Behavioral Quantitative Research Methodology (2) Data Mining/Big Data/Machine Learning

Service Productivity: (1) Hotel Productivity (2) Labor Flexibility

PUBLICATIONS

Books and Book Chapters

Book Chapters

6. Stangl, B., Ukpabi, D. C., & **Park, S.** (2020). Augmented Reality Applications: The Impact of Usability and Emotional Perceptions on Tourists' App Experiences. In *Information and Communication Technologies in Tourism 2020* (pp. 181-191). Springer, Cham. DOI: 10.1007/978-3-030-36737-4_15
5. Tussyadiah, I. P., & **Park, S.** (2018). Consumer evaluation of hotel service robots. In Stangl, B., & Pesonen, J. (Eds.), *Information and Communication Technologies in Tourism 2018* (pp. 308-320). Springer. DOI: [10.1007/978-3-319-72923-7_24](https://doi.org/10.1007/978-3-319-72923-7_24)
4. **Park, S.**, (2017). Estimating the effect of online consumer reviews: An application of count data models. In Z. Xiang, & D. R. Fesenmaier (Eds.). *Analytics in Smart Tourism Design*, Springer. Doi:10.1007/978-3-319-44263-1.
3. **Park, S.**, & Chen, J. L. (2017). Spill-over Effects of Online Consumer Reviews in the Hotel Industry. In: Schegg R., Stangl B. (eds), *Information and Communication Technologies in Tourism 2017* (pp. 115-127). Springer. DOI://doi.org/10.1007/978-3-319-51168-9_9
2. **Park, S.**, Tussyadiah, I. P., Zhang, Y. (2016). Assessment of Perceived Risk in Mobile Travel Booking. In Inversini, A., & Schegg, R. (Eds.), *Information and Communication Technologies in Tourism 2016*. Switzerland: Springer International Publishing. DOI: [10.1007/978-3-319-28231-2_34](https://doi.org/10.1007/978-3-319-28231-2_34)
1. Hwang, J., & **Park, S.**, (2015). Social media on smartphones for restaurant decision-making process. In: Tussyadiah I., Inversini A. (eds), *Information and Communication Technologies in Tourism 2015*. Springer. DOI:10.1007/978-3-319-14343-9_20

Refereed Journal Articles

Accepted / Published Articles

49. Yu, Y., Xue, J., **Park, S.**, & Yue Y (2021). Towards a multidimensional view of tourist

mobility patterns in cities: A mobile phone data perspective. *Computers, Environment and Urban Systems*, 86, 101593.

48. Buhalis, D., & **Park, S.** (2021). Brand management and cocreation lessons from tourism and hospitality: Introduction to the special issue. *Journal of Product & Brand Management*, 30(1), 1–11.
47. Kim, Y. R., Williams, A. M., **Park, S.**, & Chen, J. L. (2021). Spatial spillovers of agglomeration economies and productivity in the tourism industry: The case of the UK. *Tourism Management*, 104201.
46. Yang, X., Li, Jingyan, Belyi, A., & **Park, S.** (2020). Characterizing destination networks through mobility traces of international tourists - A case study using a nationwide mobile positioning dataset. *Tourism Management*, 104195 (Project Funding No: 5-ZJLW)
45. Yang, X., Li, J., Xue, J., **Park, S.**, & Li, Q (2020). Tourism geography through the lens of time use – A computational framework using fine-grained mobile phone data. *Annals of the American Association of Geographers.*, 1-25. (Project Funding No: 5-ZJLW)
44. **Park, S.**, Lee, J. S., & Nicolau, J. L. (2020). Understanding the dynamics of the quality of airline service attributes: Satisfiers and dissatisfiers. *Tourism Management*, 81, 104163.
43. **Park, S.**, Xu, Y., Jiang, L., Chen, Z., & Huang, S. (2020). Spatial structures of tourism destinations: A trajectory data mining approach leveraging mobile big data. *Annals of Tourism Research*, 84, 102973. (Project Funding No: 5-ZJLW)
Received a Journal Article of the Year Award (IFITT)
42. Aguiar-Quintana, T., Araujo-Cabrera, Y., & **Park, S.** (2020). The sequential relationships of hotel employees' perceived justice, commitment, and organizational citizenship behaviour in a high unemployment context. *Tourism Management Perspectives*, 100676.
41. **Park, S.** (2020). Multifaceted trust in tourism service robots. *Annals of Tourism Research*, 81, 102888. 104020 (Project Funding No: PolyU 1-BE0K)
40. **Park, S.**, & Tussyadiah, I. (2020). How guests develop trust in hosts: An investigation of trust formation in P2P accommodation. *Journal of Travel Research*, 59 (8), 1402-1412.
39. **Park, S.**, & Stangl, B. (2020). Augmented reality experiences and sensation seeking. *Tourism Management*, 77, 104023
38. Sharma, A., **Park, S.**, & Nicolau, J. L. (2020). Testing loss aversion and diminishing sensitivity in review sentiment. *Tourism Management*, 77, 104020 (Project Funding No: PolyU 1-BE0K)
37. Hu, X. S., Yang, Y., & **Park, S.** (Accepted). A meta-regression on the effect of online ratings on hotel room rates. *International Journal of Contemporary Hospitality Management*.

36. Kim, D., & **Park, S.** (2019). Rethinking millennials: how are they shaping the tourism industry? *Asia Pacific Journal of Tourism Research*, 25(1), 1-2.
35. Wan, C. K., Lee, K. S., Leung, D., & **Park, S.** (2019). Using Design Thinking as an Educational Tool for Conceptualizing Future Smart Hotel Guest Experiences. *E-review of Tourism Research*, 17(3).
34. **Park, S.**, & Nicolau, J. L (2019). Image effect on customer-centric measures of performance. *Annals of Tourism Research*, 76, 226-238. (Project Funding No: PolyU 1-BE0K)
33. Mun, S. G., Paek, S., Woo, L., & **Park, S.** (2019). Is board of director compensation excessive in restaurant firms? *International Journal of Hospitality Management*, 82, 149-158.
32. **Park, S.**, Woo, M. N., & Nicolau, J. L (2019). Determinant Factors of Tourist Expenses. *Journal of Travel Research*, 59 (2), 267-280
31. Dayour, F., **Park, S.**, & Kimbu, A. (2019). Backpackers' perceived risks towards smartphone usage and risk reduction strategies: a mixed methods study, *Tourism Management*, 72, 52-68.
30. Mellinas, J. P., Nicolau, J. L., & **Park, S.** (2019). Inconsistent behavior in online consumer reviews: The effects of hotel attribute ratings on location. *Tourism Management*, 71, 421-427.
29. **Park, S.**, Yang, Y., & Wang, M. (2018). Travel distance and hotel service satisfaction: An inverted U-shaped relationship. *International Journal of Hospitality Management*, 76, 261-270.
28. **Park, S.**, Yin, Y. & Son, B-G. (2018). Understanding Online Hotel Booking Process: A Multiple Method Approach. *Journal of Vacation Marketing*. DOI: 10.1177/1356766718778879
27. **Park, S.**, & Nicolau, J. (2018). If you, tourist, behave irrationally, I'll find you! *Tourism Management*, 69, 434-439.
26. Hwang, J. Y., **Park, S.** & Woo, M. (2018). Understanding User Experiences of Online Travel Review Websites for Hotel Booking Behaviours: An Investigation of a Dual Motivation Theory. *Asia Pacific Journal of Travel Research*, 23(4), 359-372.
25. Yang, Y., **Park, S.**, & Hu, X. (2018). Electronic word of mouth and hotel performance: A meta-analysis, *Tourism Management*, 67, 248-260.
24. Tussyadiah, I., & **Park, S.** (2018). When Guests Trust Hosts for Their Words. *Tourism Management*, 67, 261-272.

23. **Park, S.,** & Kim, D-Y. (2017). Assessing Language Discrepancies between Travelers and Online Travel Recommendation Systems: Application of the Jaccard Distance Score to Web Data Mining. *Technological Forecasting & Social Change*, 123, 381-88.
22. **Park, S.** & Tussyadiah, I. (2017). Multidimensional Facets of Perceived Risk in Mobile Travel Booking. *Journal of Travel Research*, 56(7), 854-867.
21. **Park, S.,** & Huang, Y. (2017). Motivators and Inhibitors in Purchasing Travel Products via Smartphones. *International Journal of Contemporary Hospitality Management*, 29(1), 161-178.
20. Dayour, F., Kimbu, A. N., & **Park, S.** (2017). Backpackers: The need for reconceptualization. *Annals of Tourism Research*, 66, 183–215.
19. Do, K., **Park, S.,** & Kim, D-Y. (2017). Management of Small Tourism Business in Rural Areas. *Tourism Management*, 61, 511-522.
18. **Park, S.,** & Nicolau, J. L. (2017). The Effect of General and Particular Online Hotel Ratings on Reviews' Usefulness. *Annals of Tourism Research*, 62, 110-116.
17. **Park, S.,** Yaduma, N., Lockwood, A., & Williams, A. (2016). Demand fluctuations, Labour Flexibility, and Productivity. *Annals of Tourism Research*, 59, 93-112.
16. **Park, S.,** & Nicolau, J. (2015). Asymmetric Effects of Online Consumer Reviews. *Annals of Tourism Research*, 50, 67–83.
Listed on 'the most cited *Annals of Tourism Research* articles published since 2013'
15. **Park, S.,** & Nicolau, J. (2015) Differentiated Effect of Advertising: Joint vs. Separate Consumption. *Tourism Management*, 47, 107-114.
14. Quintana, T. A., **Park, S.,** & Cabrera, Y. A. (2015). Assessing the Effects of Leadership Styles on Employees' Outcomes in International Luxury Hotels. *Journal of Business Ethics*, 129, 469-489.
13. Liu, Z., & **Park, S.** (2015). What Makes a Useful Online Review? Implication for a Travel Product Website. *Tourism Management*, 47, 140-151.
Received a Journal Article of the Year Award (IFITT)
Listed on 'the most cited *Tourism Management* articles published since 2013'
12. Yaduma, N., Williams, A., Lockwood, A., & **Park, S.** (2015). Productivity, Labour Flexibility, and Migrant Workers in Hotels: An Establishment and Departmental Level Analysis. *International Journal of Hospitality Management*, 50, 94-104.
11. **Park, S.,** & Fesenmaier, D. R. (2014). Travel Decision Flexibility. *Tourism Analysis*, 19 (1): 35-49.

10. **Park, S.**, Nicolau, J. & Fesenmaier, D. R. (2013). Assessing Advertising in a Hierarchical Decision Model. *Annals of Tourism Research*, 40: 260-282.
Received a Journal Article of the Year Award (IFITT)
9. **Park, S.**, & Reisinger, Y. (2012). Cultural Differences in Tourism Web Communication: A Preliminary Study. *Tourism Analysis*, 17 (6): 761-774.
8. Wang, D., **Park, S.**, & Fesenmaier, D. R. (2012). The Role of Smartphones in Mediating the Touristic Experience. *Journal of Travel Research*, 51(4): 371-387.
Received a Journal Article of the Year Award (IFITT)
7. **Park, S.**, & Fesenmaier, D. R. (2012) Nonresponse Bias in Internet-Based Advertising Conversion Studies. *International Journal of Culture, Tourism and Hospitality Research*, 6(4): 340 – 355.
6. **Park, S.**, Wang, D., & Fesenmaier, D. R. (2011). Assessing Structure in American Online Purchase of Travel Products. *Anatolia: An International Journal of Tourism and Hospitality Research*, 22(3): 401-417.
5. Tussyadiah, I., **Park, S.**, & Fesenmaier, D. R. (2011). Assessing the Effectiveness of Consumer Narratives for Destination Marketing. *Journal of Hospitality and Tourism Research*, 35(1): 64-78.
4. **Park, S.**, Tussyadiah, I., Mazanec, J. A., & Fesenmaier, D. R. (2010). Travel Persona of American Pleasure Travelers: A Network Analysis. *Journal of Travel and Tourism Marketing*, 27: 797-811.
3. **Park, S.** & Kim, D-Y. (2010). Comparison of Different Approaches to Information Search Behavior of Spring Break Travelers in the U.S.: Experience, Knowledge, Involvement and Specialization Concept. *International Journal of Tourism Research*, 12(1): 49-64.
2. **Park, S.** & Kim, D-Y. (2009). Information Search Behaviors of College Students for Spring Break Trip in the USA: An Exploration of Specialization Concept. *Journal of Travel and Tourism Marketing*, 27(7): 640-655.
1. Kim, D-Y. & **Park, S.** (2008). Customers' Responses to Crowded Restaurant Environments: Cross-Cultural Differences between American and Chinese. *Journal of Hospitality Marketing and Management*, 16(1/2): 139-160.

Conference Proceedings / Research Presentations

40. **Park, S.**, & Zhong, R. R. (2020). Travel mobility motifs: Application of network science. 2020 APacCHRIE Hong Kong. **Received Best Paper Award**

39. Stangl, B., Kastner, M., Ukpabi D. C., & **Park, S.** (2020). Internet addiction continuum moderates augmented reality app experiences. 2020 Global Marketing Conference at Seoul.
38. **Park, S.**, & Zhou, F. (2019). Spatial and temporal dynamics of tourist behaviors: Application of Big Data analytics. 25th Asia Pacific Tourism Association, 1st – 4th of July, Danang, Vietnam **Best Paper Nominated**.
37. Kim, Y. R., Williams, A. M., Chen, J. L., and **Park, S.** (2019). Spillover effects of agglomeration economies and productivity in the UK tourism and hospitality industry. 2019 APacCHRIE & EuroCHRIE Joint Conference, Hong Kong.
36. **Park, S.**, Xu, Y., Jiang L., and Chen, Z. (2019). Assessing travel movement patterns: Spatial Big Data Analytics. 2019 APacCHRIE & EuroCHRIE Joint Conference, 22-25 May, Hong Kong.
35. Kim, Y. R., Williams, A. M., **Park S.**, and Chen, J. L. (2019). Compete or Cooperate? Spatial Clustering and Productivity in the UK Tourism and Hospitality Industry. The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, 3-5 January, Houston, Texas, USA.
34. **Park, S.** (2018). Examining Multi-Dimensional Trust in Service Robots. APTA 2018, 3-6 July, Mactan, Philippines. **Best Paper Nominated**
33. Tussyadiah, I. P., & **Park, S.** (2018) Consumer Evaluation of Hotel Service Robots. ENTER 2018, Jönköping, Sweden.
32. Lee, S., Kim, D-Y., & **Park, S.** (2017) The effect of loneliness on trip satisfaction: The mediating role of social media use. 5th Annual Conference of Asia Pacific TTRA, Hong Kong.
31. Woo, M., Wang, Y., and **Park, S.** (2017). The effect of monetary and nonmonetary promotion On consumer perceptions. Asian Pacific Tourism Association (APTA), Busan, South Korea. **Best Paper Nominated**.
30. **Park, S.**, and Chen L. (2017). Spill-over effects of online consumer reviews in the hotel industry. ENTER 2017, Rome, Italy. **Received Best Paper Award**
29. **Park, S.**, and Chen L. (2016). The impact of location on hotel competitiveness. Consumer Behavior in Tourism Symposium. Brunico/Brubeck, Italy.
28. Jago, L., Deery, M., **Park, S.**, and Lockwood, A. (2016). The role of internal labour markets in retaining staff: A case study of the UK hospitality workforce. Surrey Tourism Conference - Making an impact: creating constructive conversations. University of Surrey, UK.

27. Lockwood, A., Williams, A., and **Park, S.** (2016). Making sense of flexible hours contracts – a case study of two hotel chains. Surrey Tourism Conference - Making an impact: creating constructive conversations. University of Surrey, UK.
26. **Park, S.**, and Stangl, B. (2016). Understanding augmented reality experiences and sensation seeking in tourism. Surrey Tourism Conference - Making an impact: creating constructive conversations. University of Surrey, UK.
25. **Park, S.** Tussyadiah, I., and Zhang, Y. (2016) Assessment of perceived risk in mobile travel booking. ENTER 2016, Bilbao, Spain.
24. Kim, H., and **Park, S.** (2016). Factors affecting tourism advertising responses. 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, USA.
23. **Park, S.**, and Kim, D-Y. (2015). Estimating a facet-based advertising response model. The 6th Advances in Hospitality and Tourism Marketing and Management Conference, Fukuoka, Japan.
22. Hwang, J., and **Park, S.** (2015). Social media on smartphones for restaurant decision-making process. Lugano: ENTER 2015, pp. 269-282.
21. **Park, S.**, and Liu, Z. (2014). Determinants of Perceived Usefulness of Consumer Reviews in Online Travel Products. 2014 Asian Pacific Tourism Association. Ho Chi Minh City, Vietnam.
20. **Park, S.**, and Wang, D. (2013). A Model of Travel Information Search using Mobiles: Temporal Dimension Approach. 2013 TOSOK Tourism International Conference, Seoul, South Korea.
19. Stienmetz, J. J., **Park, S.**, and Fesenmaier, D. R. (2012). Measuring Tourism Advertising: The Destination Advertising Response (DAR) Model. TTRA 2012 International Annual Conference. Virginia Beach, Virginia USA.
18. Wang, D., **Park, S.**, and Fesenmaier, D. R. (2012). Mobile Technology, Everyday Experience and Travel: A Multi-Stage Model. TTRA 2012 International Annual Conference. Virginia Beach, Virginia USA.
17. **Park, S.**, and Nicolau, J. L. (2012). Effect of Advertising on the Tourist Decision to Buy A Bundle: A Hierarchical Approach. TTRA Europe 2012 Annual Conference. Bilbao, Spain, April 18-20.
16. Wang, D., **Park, S.**, and Fesenmaier, D. R. (2011). Metrics for Destination Marketing in An Era of Interactive Marketing. 42th TTRA Annual Conference. London, Ontario, Canada, June 19 – 21.

15. Wang, D., **Park, S.**, and Fesenmaier, D. R. (2011). The Role of Mobile Applications in Addressing Tourists Information Needs. 16th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, January 6 – 8.
14. **Park, S.**, and Fesenmaier, D. R. (2010). Nonresponse Bias in Internet-based Advertising Conversion Studies. 41th TTRA Annual Conference. San Antonio, June 20 – 22.
13. **Park, S.**, Fesenmaier, D. R., and Zach, F. (2010). Online Purchase of Travel Products. 41th TTRA Annual Conference. San Antonio, June 20 – 22.
12. Wang, D., **Park, S.**, and Fesenmaier, D. R. (2010). Differentiation of Tourism Online Information Channels Through Information Search Activities. 41th TTRA Annual Conference. San Antonio, June 20 – 22.
11. Wang, D., **Park, S.**, Zach, F., and Fesenmaier, D. R. (2010). The Changing Impact of the Internet on Travel Planning Behavior. 41th TTRA Annual Conference. San Antonio, June 20 – 22.
10. **Park, S.**, and Fesenmaier, D. R. (2010). States of Internet Use and the Travel Planning Process. 15th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Washington, D.C. January 7–9.
9. **Park, S.**, and Fesenmaier, D. R. (2009). The Effect of Web Visitation with Tourist Brochure in Tourism Advertising. Asian Pacific Tourism Association, Incheon, South Korea. July.
8. **Park, S.**, and Fesenmaier, D. R. (2009). Modeling Tourism Advertising Conversion in the United States. 40th TTRA Annual Conference. Hawaii, June.
7. **Park, S.**, Tussyadiah, I. P., and Fesenmaier, D. R. (2009). Developing Dynamic Travel Personality for Destination Marketing: Network Analysis Approach. 15th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Las Vegas, January 4-6.
6. Tussyadiah, I. P., **Park, S.**, and Fesenmaier, D. R. (2008). Conceptualizing the Effectiveness of Consumer Narratives for Destination Marketing. 2008 International CHRIE Conference. Atlanta, June. **Received Best Paper Award.**
5. **Park, S.**, Kim H., and Fesenmaier, D. R. (2008). A Revolutionary Perspective on Travel Personality: Implication for Destination Marketing. 39th TTRA Annual Conference. Philadelphia, June 15-17.
4. Kim, H., **Park, S.**, and Fesenmaier, D. R. (2008). Power of Language in Tourism: Assessing the Value of Words in Search Engine. 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Orlando, January 3-5.

3. **Park, S.,** and Kim, D-Y. (2008). An Alternative Approach to Market Segmentation and Information Search Behavior: The Concept of Specialization in College Students' Spring Break Experience. 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Orlando, January 3-5.
2. **Park, S.,** and Kim, D-Y. (2007). Factors Affecting CVB's Internet Marketing Activities: Investigation on Moderating Effects of Individual and Organizational factors. 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, January 4-6.
1. **Park, S.,** and Cho, S. H. (2007). The Relationship among Motivation, Satisfaction, and Tourism Loyalty. 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, January 4-6.

RESEARCH GRANT

At the Hong Kong Polytechnic University

Internal funding

Funding Source	Title of the project	Amount (Duration)
PolyU (2017-2019)	Artificial Intelligence in Hospitality and Tourism: User Experiences and Organizational Efficiency	HKD249,850
PolyU (2019 – present)	Uncover Space-Time Dynamics of Tourist Mobility Patterns from Large-Scale Mobile Positioning Data	HKD241,800

External funding

Funding Source	Title of the project	Amount (Duration)
JTO	Algorithm Development for Destination Recommendation Systems	2020/09 – 2020/12 HKD 550,000
JTO***	Big Data Analysis on Travel Patterns of Visitors to Jeju	2019/09 – 2020/03 HKD 334,000
KTO	Detecting Destination Community by Tourism Big Data Analytics	2019/09 – 2019/12 HKD 334,000
KTO**	Travel Pattern Analysis in Local Tourism Destinations and Promotion/Support for Local Tourism Services (Principal Investigator)	2018/08-2019/03 HKD 334,000

GRF*	Labor Productivity and Destination Competitiveness (Principal Investigator)	2019 – 2020 HKD 289,213
GRF	Exploring the Process of Creating Value Propositions for Exhibition Service Innovation in Service-dominant Logic (Co-I)	2019-2021 HKD305,910
GRF	Capturing and integrating the eudaimonic tourism experience into the co-design process of cultural tourism innovation—a design toolkit (Co-I)	2019-2021 HKD484,785

*GRF refers to General Research Fund in Hong Kong

** KTO refers to Korea Tourism Organization

***JTO refers to Jeju Tourism Organization

At the University of Surrey

Funding Source	Title of the project	Amount (Duration)
SRP**	Developing a Benchmarking System in the Caravan Park Industry in the UK (with Prof. Leo Jago)	(2015-2017)
ESRC*	Productivity, Flexible Working Practices and International Migration in the Hotel Sector (with Prof. Allan Williams, Prof. Andrew Lockwood)	£250,000 (2013-2015)

*ESRC refers to Economic and Social Science Research Council

** SRP is a risk & finance company in London, authorized and regulated by the Financial Conduct Authority.

At the Temple University

Funding Source	Title of the project	Duration
Choose Chicago	Development of Chicago Tourism Websites (with D. R. Fesenmaier, Ph.D)	2012
USTA*	American Traveler's Use of Social Media (with D. R. Fesenmaier, Ph.D)	2011
USTA	American Traveler's Use of Search Engine (with D. R. Fesenmaier, Ph.D)	2011
USTA	American Traveler's Use of the Internet (with D. R. Fesenmaier, Ph.D)	2011
Madden Media	Evaluating Consumer Responses to Tourism Advertising (with D. R. Fesenmaier, Ph.D)	2007-2011

*USTA refers to U.S. Travel Association.

SUPERVISION OF PHD STUDENTS

Name	Committee members	Department	Status
<i>At The Hong Kong Polytechnic University</i>			
Fiona Chi	Dr Dan Wang	SHTM	Preparing confirmation
<i>At the University of Surrey</i>			
Yixin Zhang	Dr Anita Eves	SHTM	Awarded PhD in 2014
Frederick Dayour	Dr Albert Kimbu	SHTM	Awarded PhD in 2018 Appointed as Assistant Professor at University for Development Studies
Mincheol Kim	Dr Anita Eves	SHTM	Awarded PhD in 2018 Appointed as Professor at Jeju National University
YooRi Kim	Dr Jason Chen & Prof. Allan Williams	SHTM	Awarded PhD in 2020 Appointed as Assistant Professor at University of Surrey

SUPERVISION OF MS STUDENTS

Name	Program	Status
LAM Yik Hei	MSc in International Hospitality Management	Received The Best MSc Thesis Award in 2018/19

TEACHING EXPERIENCES

At The Hong Kong Polytechnic University, HK

Year	Levels	Name of Module
2017-2020	Undergraduate	Revenue Management
	Graduate	Hospitality Revenue Management Big Data in Hospitality and Tourism
	Online course (MOOC)	Managing Marketing in the Hospitality & Tourism Industry

MOOC refers to Online MicroMasters

At the University of Surrey, UK

Year	Levels	Name of Module
2011-17	Undergraduate	Hotel Revenue Management Services Marketing Hospitality and Tourism Technology and Media Hospitality and Tourism Marketing
	Graduate	Services Marketing Revenue Management Current Issues in Hotel Development and Management Hospitality Services Marketing

Note: All of classes have been conducted by collaborative team teaching.

At the Temple University, USA

Year	Levels	Name of Module
2010-11	Undergraduate	Introduction to Tourism and Hospitality

INVITED RESEARCH AND PROFESSIONAL PRESENTATIONS, SEMINARS AND LECTURES

Park, S. (2020) Invited speech and panel discussion, *New Opportunity: Innovation and Digital transformation* at The 14th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy, 15th – 17th of December, 2020.

Park, S. (2020) Invited speech, *Tourism Big Data Analytics* at Hong Kong Winter School, 8th of December, 2020.

Park, S. (2020) Invited speech and panel discussion, *Tourism Recovery Strategies: Smart and Responsible Tourism* at KOPIST High-Level Policy Forum, 2nd of December, 2020.

Park, S. (2020) Invited speech, *Big Data Analytics in Hospitality and Tourism* at APacCHRIE, 25th of November, 2020.

Park, S. (2020) Invited speech, *Travel Mobility on Network Science* at Greater Bay Area Tourism Course, 12th of November, 2020.

Park, S. (2020) Invited panel speech, *Digital Transformation of Services due to COVID-19*, Impact 2020 conference, 30th of October, 2020.

Park S. (2020). Invited seminar, *Travel Mobility on Network Science*, University of Macau, 30th of October, 2020.

Park S. (2020). Invited seminar, *Travel Mobility on Network Science*, Kyung Hee University,

18th of September, 2020.

- Park, S.** (2020). Invited pane speech, *Preparing for Tourism Education in the post COVID-19 era*, Webinar arranged by Duy Tan University, 30th of June, 2020.
- Park, S.** (2020). Invited panel, *UNWTO Initiatives to mitigate COVID-19 impact on tourism*, UNWTO online meeting, 8th of April, 2020.
- Park, S.** (2019). Invited speech, *Tourism Big Data: Network Communities in South Korea*, 2019 Tourism Big Data forum, 11 December 2019, Seoul in South Korea.
- Park, S.** (2019). Invited speech, *Using big data for community tourism development*, The 13th UNWTO/PATA Forum on Tourism Trends and Outlook, 17th – 19th of October, 2019, Guilin, China.
- Park, S.** (2019). Invited speech, *Why not why not me why not today* at Global Jejuin Hub Network, 12th – 14th of October, 2019, Jeju island, South Korea
- Park, S.** (2019). Invited presentation, *Tomorrow' Guestroom*, The Hong Kong Polytechnic University, 20h of September, 2019, Hong Kong.
- Park, S.** (2019). Invited panel, *Research Salon: How to write good research proposals*, The Hong Kong Polytechnic University, 7th of August, 2019, Hong Kong.
- Park, S.** (2019). Invited speech, *Travel Pattern Analysis in Local Tourism Destinations and Promotion/Support for Local Tourism Services*, 20th of May, Wonju, Korea.
- Park, S.** (2019). Invited panel, *Hong Kong Smart Hotel Summit*, 6th of May, Hong Kong
- Park, S.** (2019). Invited speech, *Travel Pattern Analysis in Local Tourism Destinations and Promotion/Support for Local Tourism Services*, 13th of March, Seoul, Korea.
- Park, S.** (2018). Invited speech, *Assessing Travellers' Patterns by Spatial Big Data Analytics*, Korea Tourism Organization, 12th of December, Wonju, Korea.
- Park, S.** (2018). Executive Development Programme, *Digital Marketing and Analytics*, Hong Kong, 5-6th of December.
- Park, S.** (2018). Invited research seminar, *Big Data Analytics in Tourism and Hospitality* at Department of Hospitality and Tourism, Virginia Tech University, 16th of November, USA.
- Park, S.** (2018). Invited panel, *From Big Data to Artificial Intelligence in Future Tourism* in The 12th UNWTO/PATA Forum on Tourism Trends and Outlook, 25th -27th of October, Guilin, China.

- Park, S.** (2018). Invited panel, *Tourism Quality Certification in the APTA 2018*, Cebu, Philippine.
- Park, S.** (2018). Invited panel, *Effective practice of Tourism Quality Certification in the 84th TOSOK Seoul International Conference*, Seoul, Korea, 6th of July.
- Park, S.** (2018). Invited guest lecture, *ODA Tourism Action Plan: Appropriateness in 2018 High-Level Policy Forum on Tourism Development*, Seoul, Korea, 28th of June.
- Park, S.** (2018). Invited Research Seminar, *Consumer Evaluation of Hotel Service Robots*, School of Tourism Management, Sun Yat-sen University, China, 24th of April.
- Park, S.** (2018). Invited guest lecture, *Estimating the Effect of Online Consumer Reviews: An Application of Count Data Models*. School of Tourism Management, Sun Yat-sen University, China, 23rd of April.
- Park, S.** (2018). Executive Development Program, *Statistics and Big Data in 2018 Intensive Workshop for Working-Level Tourism Leaders*, Seoul, Korea, 20th – 25th of March.
- Park, S.** (2017). Executive Development Programme, *Mobile Marketing and Analytics in Revenue Management, to hotel managers associated to IHG group*, Shenzhen, China 11th of December.
- Park, S.** (2017). Executive Development Programme, *Digital Marketing and Analytics*, Hong Kong, 6-7th of December.
- Park, S.** (2017). Invited panel discussion, *Artificial Intelligence - Changing the way we travel*, at the ACTE HK Forum, 23rd of November.
- Park, S.** (2017). Invited panel discussion, *Smart Tourism*, at 22nd UNWTO General Assembly Special Session, Chengdu in China, 14th of September.
- Park, S.** (2016). Invited Graduate Seminar: *Analysing Social Media Data: Sentiment analysis with a regression-based approach*, at the College of Hospitality and Tourism Management in the Kyunghee University, and College of Food Science in the Yonsei University in South Korea, September.
- Park, S.** (2016). Invited Graduate Seminar: *Analyzing Language in Tourism and Hospitality: Application of Text Mining*, at the College of Education in the Seoul National University in South Korea, September.
- Park, S.** (2016). Panel member for a workshop, *The Innovation Journey: Confronting Theory and Methods with Practice*, Surrey Tourism Conference - Making an impact: creating constructive conversations. University of Surrey, UK, July.
- Park, S.** (2016). Invited Conference Speech, *Research Methods in Sustainable Tourism*

Research, Spring Symposium on Challenges in Sustainable Tourism Development (SSTD2016), Gran Canaria, Spain, May.

Park, S. (2016). Invited Panel Member, *Finding Your First Job and Early Career Success*, 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, USA, January.

Parks, S. (2015). Invited Executive Lecture, *Jockey Club Revenue Maximization*. University of Surrey. UK, September

Park, S. (2015). Invited PhD seminar: *Asymmetric effect of online reviews*, at the Department of Hospitality and Tourism Management in the Kyunghee University in South Korea, August.

Park, S. (2015). Invited Lecture: *Tourism and Technology*, at the Department of Philosophy in the Xiamen University in China, May.

Parks, S. (2014). Invited Executive Lecture, *Hainan Airline: Hospitality Services Marketing*. University of Surrey. UK

Park, S. (2013). Invited Doctoral Research Seminar: *Information Technology and Tourism*, at University of Las Palmas-Gran Canaria, October.

Park, S. (2013). Invited Master Lecture Series: *Service Quality Analysis*, MSc students at University of Las Palmas-Gran Canaria, October.

Park, S., and Fesenmaier D. R. (2010). Measuring the Effects of Tourism Advertising. *Measuring Tourism: Building a Foundation for Smart Tourism*, Lugano, Switzerland, October 20-21, 2010.

ACADEMIC LEADERSHIP

2020 – Present	Managing Editor for <i>Tourism Management</i>
2018 – Present	Associate editorial for <i>Annals of Tourism Research</i>
2018 – Present	Editorial board member for <i>Journal of Travel and Tourism Marketing</i>
2016 – Present	Editorial board member for <i>Journal of Travel Research</i>
2016 – Present	Editorial board member for <i>International Journal of Contemporary Hospitality Management</i>
2016 – Present	Editorial board member for <i>International Journal of Tourism and</i>

Hospitality Research

2016 – Present Editorial board member for *Korean Association for Advertising and Public Relations*

PROFESSIONAL SERVICES

At the MIS / Business field

2016 – Present Reviewer for manuscript evaluations for *Information and Management*

2016 – Present Reviewer for manuscript evaluations for *Journal of Business Research* and *Journal of Electronic Commerce Research*

2016 – Present Reviewer for manuscript evaluations for *International Journal of Information Technology & Decision Making*

2015 – Present Reviewer for manuscript evaluations for *International Journal of Information Management*

At the Tourism and Hospitality field

2018 – Present Reviewer for manuscript evaluations for *Asia Pacific Journal of Tourism Research*

2018 – Present Reviewer for manuscript evaluations for *Journal of Hospitality and Tourism Technology*

2018 – Present Reviewer for manuscript evaluations for *Journal of Vacation Marketing*

2017 – Present Reviewer for manuscript evaluations for *Current Issues in Tourism*

2016 – Present Reviewer for manuscript evaluations for *International Journal of Hospitality Management*

2015 – Present Reviewer for manuscript evaluations for *Annals of Tourism Research*

2015 – Present Reviewer for manuscript evaluations for *International Journal of Contemporary Hospitality Management*

2015 – Present Reviewer for manuscript evaluations for *International Journal of Tourism Research*

2015 – Present	Reviewer for manuscript evaluations for <i>Journal of Hospitality and Tourism Management</i>
2015 – Present	Scientific committee member of ENTER conference
2014 – Present	Reviewer for manuscript evaluations for <i>Journal of Travel and Tourism Marketing</i>
2014 – Present	Reviewer for manuscript evaluations for <i>Tourism Geographies</i>
2013 – Present	External examiner for Ph.D. dissertation at the University of Las Palmas de Gran Canaria
2013 – Present	Reviewer for manuscript evaluations for <i>Journal of Hospitality Marketing & Management</i>
2013 – Present	Reviewer for manuscript evaluations for <i>Journal of Hospitality, Leisure, Sport & Tourism Education</i>
2012 – Present	Reviewer for manuscript evaluations for <i>Tourism Management</i>
2012 – Present	Reviewer for manuscript evaluations for <i>Anatolia: An International Journal of Tourism and Hospitality Research</i>
2012 – Present	Reviewer for manuscript evaluations for <i>Tourism and Hospitality Research</i>
2012 – 2013	A board member of Curriculum Redesign in School of Hospitality and Tourism Management at the University of Surrey