

# Kwangsoo Park – Profile

*Associate Professor in Hospitality and Tourism Management*

## Education

- Ph.D. in Business Administration, Temple University, 2013
- Master of Science in Hospitality Management, Florida International University, 2007
- Bachelor of Science in Hospitality and Tourism Management, Sejong University, 2003

## Courses Taught

- ADHM 141 Tourism and Travel Management
- ADHM 241 Hospitality Accounting
- ADHM 401 Convention and Event Planning
- ADHM 411 Food and World Cultures

## Teaching Experience

- Assistant Professor, North Dakota State University, 2012 - current
- Instructor, Black Hills State University, 2010 – 2012
- Teaching Assistant/Instructor, Temple University, 2009-2010

## Research Emphasis

- Quality of Life and Tourism
- Travel Decision Making/Trip Planning
- Consumer Behavior Attending Special Events
- The Impact of Smoke-free Policies on Hospitality Industry
- Gambling Behavior

## Selected Publications, Recent Research and Presentations

- Lee, J., & **Park, K.** (under review). Influences of brand extension purchase intention: A university-licensed merchandise case. *Journal of Product & Brand Management*.
- **Park, K.** (under review). Testing bottom-up theory of life satisfaction in tourism. *Annals of Tourism Research*.
- **Park, K.**, Hill, B., & Roehl, W. (under review). Differentiated impacts of smoke-free policies on casino gambling revenues. *International Journal of Hospitality Management*.
- **Park, K.** & Roehl, W. (under review). Changes in restaurant, bar, and video lottery terminal lounge patronage in response to smoke-free policies. *International Journal of Hospitality Management*.
- Lee, J., & **Park, K.** (accepted). Determinants of the downtown image and retail patronage: A case of Fargo, North Dakota. *Journal of Extension*.
- Park, S. & **Park, K.** (2017). Thematic analysis of event management research. *International Journal of Contemporary Hospitality Management*, 29(3).
- **Park, K.**, Ha, J., & Park, J. (2017). An experimental investigation on the determinants of online hotel booking intention. *Journal of Hospitality Marketing & Management*, 1-17.

- Ha, J., **Park, K.** & Park, J. (2016). Which restaurant should I choose?: Herd Behavior in Restaurant Industry. *Journal of Foodservice Business Research*, 19(5), 396-412.
- Kim, D., **Park, K.**, & Kim, H. (2016). Exploring the flexibility of travel decision making and its determinants. *Korean Journal of Tourism Research*, 31(3), 297-315.
- **Park, K.** (2016). Determinants of spending by motorcycle-rally visitors. *Event Management*, 20(2). 255-265.
- **Park, K.** & Park, S. (2016). Topic trend of event management research. *Event Management*, 20(1). 109-115.
- Park, S. & **Park, K.** (2015). Intercoder reliability indices in tourism research. *Annals of Tourism Research*, 55, 180-183.
- He, L., **Park, K.**, & Roehl, W. S. (2013). Religion and perceived travel risks. *Journal of Travel and Tourism Marketing*, 30(8), 839-857.
- **Park, K.** & Lee, S. (2011). Does an optimal firm size exist for publicly traded U.S. hotels? *Tourism Economics*, 17(2), 359-372.
- Lee, S., Lee, C., & **Park, K.** (2010). A comparative study of learning styles and cultural values between Korean and American university students in hospitality and tourism programs. *Korean Journal of Hospitality Administration*, 19(5), 33-51.
- **Park, K.**, Reisinger, Y., & Noh, E. (2010). Luxury shopping tourism. *International Journal of Tourism Research*, 12(2), 167-178.
- **Park, K.** & Reisinger, Y. (2010). Differences in the perceived influence of natural disasters and travel risk perception on international travel. *Tourism Geographies*, 12(1), 1-24.
- **Park, K.**, Reisinger, Y., & Park, C. (2009). Visitors' motivation for attending theme parks in Orlando, Florida, USA. *Event Management*, 13(2), 83-101.
- **Park, K.** & Reisinger, Y. (2009). Cultural differences in shopping for luxury goods: Western, Asian and Hispanic tourists. *Journal of Travel and Tourism Marketing*, 26(8), 762-777.
- **Park, K.** & Reisinger, Y. (2008). The influence of natural disasters on travel risk perception. *Tourism Analysis*, 13(5/6), 615-628.
- **Park, K.**, Reisinger, Y., & Kang, H. (2008). Visitors' motivation for attending the South Beach Wine and Food Festival, Miami Beach, Florida. *Journal of Travel & Tourism Marketing*, 25(2), 161-181.

#### Professional Honors

- Best Paper Award (1st Place), Korea America Hospitality and Tourism Educators Association Annual Conference, Las Vegas, NV. 2014
- The Harry A. Cochran Research Center Award for Excellence in Research by a Doctoral Student, Fox School of Business & Management, Temple University. 2010
- Excellence in Teaching by a Doctoral Student in the Business Administration Program, Fox School of Business & Management, Temple University. 2010
- The Harry A. Cochran Research Center Award for Excellence in Research by a Doctoral Student, Fox School of Business & Management, Temple University. 2009

#### Professional Memberships & Associations

- Travel and Tourism Research Association (TTRA), Member
- Korea America Hospitality and Tourism Educators Association (KAHTEA), Board member (Treasurer)

## Professional Experience

Kwangsoo Park has extensive first-hand professional experience in the convention, event, and lodging field. He successfully completed a Master's Internship and Curricular Practical Training in the banquet department at Sheraton Bal Harbour Beach Resort in Miami, Florida. He has worked as a sales manager in an extended stay hotel. He also has worked in an event company and supervised merchandise test events for Gillette.