

## **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**

- Associate Professor, North Dakota State University, 2019 - current
- Assistant Professor, North Dakota State University, 2012 - 2019
- Instructor, Black Hills State University, 2010 – 2012
- Teaching Assistant/Instructor, Temple University, 2009-2010

#### **Research Emphasis**

- Environmental, Social and Corporate Governance in Hospitality and Tourism
- Disability Inclusion in Tourism and Event Management
- Web Contents Accessibility
- Quality of Life and Event Management
- Social Media Analytics

#### **Publications, Recent Research and Presentations**

32. Larrea, G. L., Park, J., **Park, K.** & Altin, M. (accepted). Cues that work: Designing the optimal hospitality crowdfunding campaign. *International Journal of Hospitality & Tourism Administration*. [IF: 2.56]
31. **Park, K.**, & Jung, S.(accepted). Designing inclusive Websites for people with disabilities as part of an event tourism strategic planning process. *Journal of Convention & Event Tourism*. [SCOPUS, IF: 1.57]
30. **Park, K.**, Park, S., Ok, C., & Kim, H. (2021). Community event participation and quality of life. *Sport Management Review*. [SSCI, IF: 6.577]
29. Song, S., Park, S., & **Park, K.** (2021). Social media marketing strategies for tourism destinations: Effects of linguistic features and content types. *Journal of Smart Tourism*, 1(3), 21-29.
28. Song, S., Park, S., & **Park, K.** (2021). Thematic analysis of destination image using social media analytics. *Industrial Management & Data Systems*, 121(6), 1375-1397. [SCIE, IF: 4.89]
27. Nyaporo, J., Park, J., & **Park, K.** (2021). M-Tour: A New Socio-Technological Design Application for Destination Competitiveness in Egypt. *Industrial Management & Data Systems*, 121(6), 1152-1166. [SCIE, IF: 4.89]
26. Park, J., Ogushi, Y., & **Park, K.** (2021). Seasonal nomadic visitors in Tokyo, Japan: A smart travel design perspective using Burke's Narrative Framework. *Asia Pacific Journal of Tourism Research*, 26(4), 385-395. [SSCI, IF:3.677]
25. Park, S., **Park, K.**, Park, J., & Back, R. (2021). Social media analytics in event marketing: Engaging marathon fans in Facebook communities. *Event Management*, 25(4), 329-345. [SCOPUS, IF: 0.97]
24. Lee, J., **Park, K.**, & Manikowske, L. (2020). Social media analytics in retail: Exploring consumer

- engagement on Facebook. *Journal of Textile Science & Fashion Technology*, 7(3), 1-8.
23. Ok, C., **Park, K.**, Park, S., & Jeon, H (2020). Event participation and advocacy: Assessing the role of affective commitment and perceived benefits. *Journal of Travel and Tourism Marketing*, 37(1), 128-140. [SSCI, IF: 7.564]
  22. **Park, K.** & Kim, D. (2019). How does the smoke-free policy affect casino revenues? *Culinary Science & Hospitality Research*, 25(9), 97-101.
  21. **Park, K.**, Kim, H., & Chung, J. (2019). Bottom-up Theory of Life Satisfaction by running event participants. *e-Review of Tourism Research*, 16(6), 557-566. [SCOPUS]
  20. **Park, K.**, Park, J., & Back, R. (2019). Determinants of marathoners' event expenditures: An in-depth exploration of past experience. *Journal of Hospitality and Tourism Insights*, 2(2), 110-120. [SCOPUS]
  19. Manikowske, L., Lee, J., & **Park, K.** (2019). Use of social media by small fashion retailers and their customer engagement. *International Journal of Costume and Fashion*, 19(1), 51-68.
  18. Lee, J., & **Park, K.** (2018). Antecedents of intent to purchase a brand extension: A university-licensed merchandise case. *Journal of Fashion Business*, 22(3), 1-15.
  17. Lee, J., & **Park, K.** (2017). Determinants of the downtown image and retail patronage: A case of Fargo, North Dakota. *Journal of Extension*, 55(2), 1-7. [IF: 0.31]
  16. Park, S. & **Park, K.** (2017). Thematic analysis of event management research. *International Journal of Contemporary Hospitality Management*, 29(3), 848-861. [SSCI, IF: 6.514]
  15. **Park, K.**, Ha, J., & Park, J. (2017). An experimental investigation on the determinants of online hotel booking intention. *Journal of Hospitality Marketing & Management*, 26(6), 627-643. [SSCI, IF: 7.022]
  14. 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. [IF: 0.95]
  13. 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.
  12. **Park, K.** (2016). Determinants of spending by motorcycle-rally visitors. *Event Management*, 20(2), 255-265. [IF: 0.97]
  11. **Park, K.** & Park, S. (2016). Topic trend of event management research. *Event Management*, 20(1), 109-115. [IF: 0.97]
  10. Park, S. & **Park, K.** (2015). Intercoder reliability indices in tourism research. *Annals of Tourism Research*, 55, 180-183. [SSCI, IF: 9.011]
  9. He, L., **Park, K.**, & Roehl, W. S. (2013). Religion and perceived travel risks. *Journal of Travel and Tourism Marketing*, 30(8), 839-857. [SSCI, IF: 7.564]
  8. **Park, K.** & Lee, S. (2011). Does an optimal firm size exist for publicly traded U.S. hotels? *Tourism Economics*, 17(2), 359-372. [SSCI, IF: 4.438]
  7. 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.
  6. **Park, K.**, Reisinger, Y., & Noh, E. (2010). Luxury shopping tourism. *International Journal of Tourism Research*, 12(2), 167-178. [SSCI, IF: 3.791]
  5. **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. [SSCI, IF: 6.64]
  4. **Park, K.**, Reisinger, Y., & Park, C. (2009). Visitors' motivation for attending theme parks in Orlando, Florida, USA. *Event Management*, 13(2), 83-101. [IF: 0.97]
  3. **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. [SSCI, IF: 7.564]

2. **Park, K.** & Reisinger, Y. (2008). The influence of natural disasters on travel risk perception. *Tourism Analysis*, 13(5/6), 615-628. [IF: 1.12]

1. **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. [SSCI, IF: 7.564]

### **Professional Honors**

- Best Paper Award (2<sup>nd</sup> Place) at Korea America Hospitality and Tourism Educators Association Annual Conference, Las Vegas, Nevada, April 20-21, 2018.
- Exceptional Contributions as an Emerging Teacher by College of Human Development and Education at North Dakota State University. 2017. 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**

- Member of Consortium for Global Sustainability, 2021 – Present.
- Co-Chair of Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students. 2019 – Present.
- Vice President for Korea-America Hospitality and Tourism Educators Association. 2018 – Present.
- Advisory Council for North Dakota Native Tourism Alliance. 2016 – Present.

### **Professional Experience**

Kwangsoo Park has extensive first-hand professional experience in the event, food service, 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. He continues to collaborate with event organizers and CVB officers to conduct visitor surveys.