

# SOYOUNG PARK PH.D.

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## EDUCATION

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**Pennsylvania State University** 2020  
*Ph.D. in Recreation, Park, and Tourism Management / Graduate minor in Social Data Analytics*

**Korea University**  
*M.S. in Economics, focus: International Trade* 2016  
*B.S. in Economics* 2014

## PROFESSIONAL EXPERIENCE

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**Florida Atlantic University** Aug 2020 - Present  
*Assistant Professor of Hospitality and Tourism Management*  
*Peace, Justice, and Human Rights Initiative (PJHR) Faculty Affiliate*

**Pennsylvania State University** Aug 2016 - May 2020  
*Graduate Assistant*

**Blackpeak, Ltd.** 2015 - 2016  
*External Consultant for Due Diligence*

**World Tourism Organization (UNWTO)**  
*Internship in the Regional Department for Asia and the Pacific* 2012  
*Liaison for the Secretary General at General Assembly & 7<sup>th</sup> Executive Training* 2011, 2013

## RESEARCH ADMINISTRATION EXPERIENCE

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**Central Pennsylvania Convention and Visitors Bureau** Jun 2019 - May 2020  
*Project Coordinator*

- Visitor study via intercept survey, focus group, and economic analysis funded by Central Pennsylvania Convention and Visitors Bureau
- Visitor profile comparison - individual consulting Sep 2021

**Korea Development Institute** 2014 - 2017  
*Research Assistant, Editor, Project Officer*

- 2017 Joint Consulting with Asian Development Bank (ADB) - Support for Development of the Colombo-Trincomalee Economic Corridor in Sri Lanka
- 2016 Capacity Building of Kazakhstan's Trade Promotion Organization (TPO): Benchmarking of Korea's TPO System
- 2014 Joint Consulting with International Organizations - Promotion of small and mid-sized enterprises (SMEs) in Latin America and the Caribbean (LAC) through Connect Americas

**Research Assistant**

- Graduate Research Assistant for Dr. Bing Pan, Penn State University 2016 - 2020
- Graduate Research Assistant for Dr. Hongshik Lee, Korea University 2014 - 2016

Liang, Y., Yin, J., **Park, S. Y.**, Pan, B., Chi, G., & Miller, Z. (R&R). Using social media data to identify visitor demographics and interests in Yellowstone National Park. *Journal of Outdoor Recreation and Tourism*.

**Park, S. Y.**, Mullenbach, L. E., & Kim, J. (Under Review). Combating gentrification through community-resilience. *Annals of Tourism Research*.

Pratt, S., Pan, B., Agyeiwaah, E., Lei, S. S. I., Lugosi, P., Kirillova, K., ... **Park, S.** (Under Review). Tourism Myths and the Dunning Kruger Effect. *Annals of Tourism Research*.

**Park, S. Y.**, Zhang, Y., Bilgihan, A., & Ricci, P. (In progress). COVID-19 and Turnover Intention: Unprecedented impacts to human resources in the tourism and hospitality industry.

**Park, S. Y.**, Pan B., Lin, M., Schroeder, A., Font, S., & Mowen, A. J. (In progress). Twitter as a Battlefield for Orphanage Tourism.

**Park, S. Y.**, Pan B., Schroeder, A., Font, S., Mowen, A. J., & Lin, M. (In progress). Segmenting the Audience for Anti-Orphanage Tourism Campaigns.

**Park, S. Y.**, Yeon, J., & Ye, T. (In progress). Reaching beyond stakeholders in CSR communication through social media.

**Park, S. Y.**, Jain, G., & Basu, A. (In progress). Why do information campaigns fail to go viral?

## PUBLICATIONS

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**Park, S. Y.**, Pan B., Schroeder, A., Font, S., Lin, M., & Mowen, A. J. (Accepted). Gauging public sentiment towards orphanage tourism on Twitter. *Tourism Recreation Research*.

**Park, S. Y.**, Mahlobo, C. T., & Peets, J. O. (2022). Flourishing through Traveling While Black: Unfiltered Voices of Black Travelers. *Tourism Management*, 91, 104514.

Rice, W. & **Park, S. Y.** (2021). Big data spatial analysis of campers' landscape preferences: Examining demand for amenities. *Journal of Environmental Management*, 292. 112773.

Pan B., Lin, M. S., Akyildiz, A., Liang Y., & **Park, S. Y.**. (2021). Social, Ethical, and Moral Issues in Smart Tourism. *Journal of Smart Tourism*, 1(1), 9-17.

**Park, S. Y.**, Kim, J. Y., & Pan, B. (2021). The influence of Uber introduction on the tourism industry in sub-Saharan African countries. *Journal of Travel Research*, 60(7), 1598–1611.

**Park, S. Y.**, Pan, B., & Ahn, J. (2020). Family trips and academic achievement in early childhood. *Annals of Tourism Research*, 80, 102795.

Rice, W., **Park, S. Y.**, Pan, B., & Newman, P. (2019). Forecasting campground demand in the US national parks. *Annals of Tourism Research*, 75, 424-438.

Mueller, J. T., **Park, S. Y.**, Mowen, A. J. (2019). The relationship between parks and recreation per capita spending and mortality from 1980 to 2010: A fixed effects model. *Preventive Medicine Reports*, 14, 100827.

Mueller, J. T., **Park, S. Y.**, Mowen, A. J. (2019). The relationship between self-rated health and local government spending on parks and recreation in the United States from 1997 – 2012. *Preventive Medicine Reports*, 13. 105-112.

**Park, S. Y.**, & Pan, B. (2018). Identifying the next non-stop flying market with big data approach. *Tourism Management*, 66, 411-421.

## ACADEMIC PRESENTATIONS

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- Park, S. Y.**, Mullenbach, L., & Kim, J. (2022, June). *Peer-To-Peer Accommodation and Gentrification: The Moderating Role of Community Resilience*. Paper presented at the 52nd TTRA International Conference. Virtual.
- Park, S. Y.**, Mahlobo, C., & Peets, J. (2021, June). *Flourishing through Travel: Unfiltered Voices of Black Travelers*. Paper presented at the 51st TTRA International Conference, Uncharted Territory: Reimagining Tourism for a New Era. Virtual.
- Rice, W. & **Park, S. Y.**. (2021, January). *The campers' conundrum: Examining setting's influence on campsite choice using big data*. Paper presented at the 1st NorthEast Chapter of Travel and Tourism Research Association International Conference. Virtual. **\*Received Best Research Contribution Award**
- Park, S. Y.**, Yeon, J., Caligiuri, M., & Lee, S. (2021, January). *Reaching beyond the stakeholders: CSR Communications for issues with high relevance*. Poster presented at the 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Virtual.
- Park, S. Y.** (2020, November). *Data Science for Social Good: Bridging Social Science and Data Science in Tourism and Hospitality Research*. Invited presentation for University of Florida Community Spatial Lab.
- Park, S. Y.**, Pan, B, Schroeder, A., Mowen, A. J., & Font, S. (2020, June). *A Little Blue Bird Told Me: Sentiment Change on Orphanage Tourism*. Paper presented at the 51st International Travel and Tourism Research Association Conference.
- Park, S. Y.**, Harbor, L., Li, R., Pan, B., Schroeder, A. (2019, June). *Reliving the glory days: College graduates and alma mater nostalgia tourism*. Paper presented at the 50th International Travel and Tourism Research Association Conference. Melbourne, Australia.
- Rice, W., **Park, S. Y.**, Pan, B., & Newman, P. (2019, June). *Forecasting camping tourism demand in America's national parks using a machine learning approach*. Paper presented at the 50th International Travel and Tourism Research Association Conference. Melbourne, Australia.
- Park, S. Y.**, Sefid, A., & Pan, B. (2019, April). *Exploring destination image from social network and text analysis*. Paper presented at 2019 National Environment and Recreation Research Symposium (NERR). Annapolis, MD.
- Park, S. Y.**, & Pan, B. (2018, June). *Family trips and academic achievement in reading during early childhood: Evidence from a national study*. Paper presented at the 49th International Travel and Tourism Research Association Conference. Miami, FL. **\*Shortlisted for Best Paper Award**
- Kim, J. Y., **Park, S. Y.**, & Pan, B. (2018, June). *The impact of Uber on the tourism industry of sub-Saharan African countries*. Paper presented at the 49th International Travel and Tourism Research Association Conference. Miami, FL.
- Park, S. Y.**, & Pan, B. (2018, May). *#OrphanageTourism: Sentiment, structure and key actors in twitter social network*. Paper presented at the 17th Asia Pacific Forum for Graduate Student Research in Tourism. Honolulu, HI.
- Park, S. Y.**, & Pan, B. (2017, June). *Identifying the next non-stop flying destination: Big data approach*. Paper presented at the International Travel and Tourism Research Association Conference. Québec, Canada.

## INVITED PRESENTATIONS

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**Park, S. Y.**. (2022, July) Applying the United Nations Sustainable Development Goals (SDGs) to Your Meetings Events. Sustainable Events Network, Florida Caribbean Educational Program. Virtual.

**Park, S. Y.**. (2022, March) Social Data Analytics for Smart Tourism. Invited as a speaker at the Smart Tourism Research Center. Kyung Hee University, Seoul, South Korea. Virtual.

**Park, S. Y.**, Zhang, Y., Bilgihan, A., & Ricci, P. (2021, October). *Hospitality and Tourism Workforce COVID-19 Sentiment*. Invited as a speaker at The Golden State Chapter of Club Management Association of America Fall Conference Workshop & Education. Virtual.

**Park, S. Y.**, Zhang, Y., Bilgihan, A., & Ricci, P. (2021, September). *Hospitality and Tourism Workforce COVID-19 Sentiment*. Invited for panel discussion at the Connections 2021-”Rising Stronger”. Spartanburg, South Carolina.

**Park, S. Y.**. (2022, March) Data Science for Social Good: Bridging Social Science and Data Science in Tourism and Hospitality Research. Invited as a speaker at University of Florida Community Spatial Lab. Virtual.

## GRANTS

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**Center for Peace, Justice and Human Rights (PI)** USD 2,500  
Jun 2022 - Jun 2023

Project to investigate the relationship between Airbnb-induced gentrification and community resilience in collaboration with researchers in University of Florida and Oklahoma State University.

**Center for Social Data Analytics Accelerator Award (PI)** USD 7,000  
Jan 2019 - May 2020

Financial support at Pennsylvania State University to catalyze the acquisition of external support for cutting edge research in Social Data Analytics.

**Happy Valley Adventure Bureau 2019-2020 Visitor Study** USD 57,169  
Jun 2019 - May 2020

One-year visitor study for Central Pennsylvania Convention and Visitors Bureau that involved intercept survey, focus groups, and economic impact analysis.

**Understanding National Park Visitors’ Spatial Behavior with Twitter Data** USD 20,000  
Jan 2019 - May 2020

Twitter Data for Social Science Research: Social Science Research Institute in collaboration with Institute for CyberScience.

## TEACHING EXPERIENCE

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### Instructor

- HFT 4253 Hotel and Resort Management
- HFT 3003 Introduction to Hospitality Management
- HFT 1000 Introduction to Tourism and Hospitality Industry
- HFT 4240 Excellence in Guest Service Management
- RPTM 410 Marketing of Recreational Services
- RPTM 433 Program Evaluation and Research in Recreation Services
- RPTM 120 Leisure and Human Behavior

## AWARDS AND SCHOLARSHIPS

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### Awards

- 2021 Best Research Contribution Award at the 1st NorthEast Chapter of the Travel and Tourism Association Annual Conference *Jan 2021*

### Scholarships

- Herberta M. Lundegren Graduate Scholarship in Leisure Studies *2017 - 2020*
- University Graduate Fellowship *2016 - 2017*
- Brain Korea 21 Scholarship *2014 - 2016*
- Admission with highest distinction scholarship *2014 - 2015*
- Korea Foundation for Advanced Studies (KFAS) Scholarship *2010 - 2014*
- Samsung Life Junior Frontier Leader (JFL) Scholarship *2010 - 2014*

## SERVICE

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### Professional Service

- Editorial Board, Annals of Tourism Research *FA 2022 - Present*
- Editorial Board, Tourism Analysis *FA 2021 - Present*
- Education Committee, Sustainable Events Network Florida & Caribbean *SP 2021 - Present*
- Chair, Smart Tourism and Tourism Analytics mini-track, AMCIS 2022 *FA 2021 - SP 2022*
- Co-Chair, TTRA NorthEast Chapter Conference Committee *SP 2020 - Present*
  - Hosted the 2nd TTRA NorthEast Chapter Conference, January 2022
  - Hosted the 1st TTRA NorthEast Chapter Conference, January 2021
- Treasurer, TTRA NorthEast Chapter Board *SP 2019 - Present*
- Steering Committee, TTRA NorthEast Chapter *SP 2019 - SP 2020*
- President, Korean-American Scientist and Engineers Association (KSEA) *FA 2017 - SP 2019*
  - Central Pennsylvania chapter

### Journal Reviewer

- *Annals of Tourism Research, Travel and Tourism Research Association International Conference, International Journal of Hospitality Management, AMCIS, Journal of Hospitality and Tourism Technology, The National Environment and Recreation Research Symposium, Tourism Analysis, Journal of Smart Tourism, Sustainability, Tourism Analysis*

### University Service

- Member *FA 2022 - Present*
  - Graduate Diversity Fellowship, Graduate Fellowship for Academic Excellence, Delores A. Auzenne Fellowship, Alice Griffin Fellowship, and the Newell Doctoral Fellowship committees.
- Research Committee, Center for Peace, Justice and Human Rights (PJHR) *SP 2022 - Present*
- Member, Center for Peace, Justice and Human Rights *FA 2020 - Present*
- Graduate & Professional Student Association *SP 2019 - SP 2020*
  - College of Health and Human Development Delegate
  - Professional development committee

## Departmental Service

- Faculty Search Committee *FA 2018*
- President, Travel and Tourism Graduate Student Association (GSA) *FA 2018 - FA 2019*
- Vice President, Recreation, Park, and Tourism Management GSA *FA 2018 - FA 2019*

## CERTIFICATES

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<b>AHLA &amp; STR</b>	Certification in Hotel Industry Analytics (CHIA)
<b>ACUE</b>	Creating an Inclusive and Supportive Online Learning Environment
<b>ACUE</b>	Inspiring Inquiry and Lifelong Learning in Your Online Course
<b>ACUE</b>	Designing Learner-Centered and Equitable Courses

## SKILLS

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<b>Languages</b>	English (fluent), French (intermediate), Korean (native)
<b>Programming Languages</b>	R, Stata, Python
<b>Software &amp; Tools</b>	LaTeX, UCINET, Gephi