

CURRICULUM VITAE

JEONG-YEOL PARK

Assistant Professor

Rosen College of Hospitality Management
University of Central Florida
9907 Universal Blvd.
Orlando, FL 32819

EDUCATION

Doctor of Philosophy, Hospitality and Tourism Management
Purdue University, West Lafayette, IN, USA August 2010 ~ August 2014
Major Advisor: Dr. SooCheong (Shawn) Jang
Dissertation: Making choices based on the context of choice set: Context effects in tourism

Master of Science, Hospitality and Tourism Management
Sejong University, Seoul, Korea March 2006 ~ February 2008
Major Advisor: Dr. HeeChan Lee
Thesis: Dissertation Title: Demand Analysis in Hospitality and Tourism, Marketing in
Hospitality and Tourism

Bachelor of Science, Business Administration
Hanyang University, Seoul, Korea March 2003 ~ July 2010

PROFESSIONAL EXPERIENCES

Academic Experience

Assistant Professor
Rosen College of Hospitality Management, Orlando, FL August 2014 ~ Current
Responsible for teaching and conducting research

Research Assistant
Sejong University, Seoul, Korea March 2008 ~ August 2010
Responsible for statistical analysis

Teaching Experience

Research Method in Hospitality and Tourism (HMG 6586) Rosen College, University of Central Florida, Orlando, FL	August 2016 ~ Current
Hospitality Industry Financial Accounting (HFT 2401) Rosen College, University of Central Florida, Orlando, FL	August 2014 ~ Current
Financial Accounting for the Service Industry (Co-teaching) Purdue University, West Lafayette, IN, USA	August 2013 ~ May 2014
Introduction to Tourism Baeksuk University, Seoul, Korea	March 2010 ~ June 2010
Tourism Economics Sejong University, Seoul, Korea	September 2009 ~ December 2009
English Conversation Seoul Art and Technical School, Seoul, Korea	September 2009 ~ December 2009
Tourism English Seoul Art and Technical School, Seoul, Korea	September 2009 ~ December 2009
Interpretation of Cultural Assets Chung Woon University, Seoul, Korea	September 2009 ~ December 2009
Tourism Resources Chung Woon University, Seoul, Korea	September 2009 ~ December 2009

PUBLICATIONS

Refereed Journals – Accepted/Published

- Choo, S. W., Lee, K. H., **Park, J. Y.** (*accepted*). Development of rural accommodation selection criteria using the Analytic Hierarchy Process (AHP): The case of South Korea. *European Journal of Tourism Research*.
- Bufquin, D., DiPietro, R., **Park, J. Y.**, & Partlow, C. (*accepted*). Effects of social perceptions and organizational commitment on restaurant performance. *Journal of Hospitality Marketing & Management*.
- Park, K. S., Ha, J. Y., & **Park, J. Y.** (2017). An experimental investigation on the determinants of online hotel booking intention. *Journal of Hospitality Marketing & Management*.

- Park, J. Y., & Jang, S.** (2017). Did I get the best discount? Counterfactual thinking of tourism products. *Journal of Travel Research*.
- Park, K. S., Ha, J. Y., & **Park, J. Y.** (2016). Which restaurant should I choose?: Herd behavior in the restaurant industry. *Journal of Foodservice Business Research*, 19(4), 396-412.
- Park, J. Y., & Jang, S.** (2015). You got a free upgrade? What about me? The consequences of unearned preferential treatment. *Tourism Management*, 50, 59–68.
- Park, J. Y., & Jang, S. C.** (2014). An Extended Gravity Model: Applying Destination Competitiveness, *Journal of Travel & Tourism Marketing*, 31(7), 799-816.
- Park, J. Y., & Jang, S. C. S.** (2014). Psychographics: Static or Dynamic? *International Journal of Tourism Research*, 16(4), 351-354.
- Park, J. Y., & Jang, S. C. S.** (2014). Revisit and Satiation Patterns: Are your restaurant customers satiated? *International Journal of Hospitality Management*, 38, 20-29.
- Park, J. Y., & Jang, S. C. S.** (2014). Why Do Customers Switch? More Satiated or Less Satisfied. *International Journal of Hospitality Management*, 37, 159-170.
- Park, J. Y., & Jang, S. C. S.** (2014). Sunk Costs and Travel Cancellation: Focusing on Temporal Cost. *Tourism Management*, 40, 425–435.
- Park, J. Y., & Jang, S. C. S.** (2013). Confused by too many choices? Choice overload in tourism. *Tourism Management*, 35, 1–12.
- Han, E. J., Baik, U. I., & **Park, J. Y.** (2011). Analysis of Market Segmentation of Hot Spring Resort & Determinants of its Demand. *Korean Journal of Tourism Research*, 26(4), 681–703.
- Lee, K. M., & **Park, J. Y.** (2011). A Study on Market Segmentation for Brand Equity as Domestic Airline Cultural Marketing. *Korean Tourism Leisure Research*, 23(7), 111–127.
- Choi, S. I., **Park, J. Y., & Lee, M. S.** (2010). A study on Determinants of Demand for Coffee Houses. *Korean Hospitality and Tourism Research*, 12(2), 150–161.
- Park, J. Y., Kim, T. H., Kim, S. Y., Park, D. G., Lee, H., C.** (2010). The Study on Demand for Forestry Visit – Focusing on the Residents of Seoul and Capital Areas. *Journal of Korean Forest Society*, 99(1), 36–46.
- Park, J. Y., Lee, H. C., & Ahn, Y. Y.** (2009). A Study on the Determinants of Spa Demand and Market Segmentation - Focusing on Dongrae Spa. *Korean Journal of Hospitality Administration*, 18(3). 211–232.

Baik, U. I., **Park, J. Y.**, Chun, S. S. (2009). The Study on the Determinants of Incheon International Airport Users' Satisfaction - Focusing on the Airport Service Quality. *Journal of the Aviation Management Society of Korea*, 7(2), 139-152

Oh, M. H., Gang, M. S., **Park, J. Y.** (2009). An Exploratory Study of Hospitality Internship Program – Focusing on the University Students' Personal Traits in Seoul. *Korean Journal of Hospitality Administration*, 18(6), 199–221.

Han, E. J., **Park, J. Y.**, & Baik, U. I. (2009). Expenditure Determinants of Dongrae Spa Visitors. *Korean Journal of Tourism Research*, 24(3), 169–188

Refereed Journals – Under Review

Park, J. Y., & Jang, S. C. S. (in review). The impact of Sold-Out Information on Tourist Choice Decisions. *Journal of Travel Research*.

Park, J. Y., & Jang, S. C. S. (in review). Context effects in tourism product. *Tourism Management*.

Book Chapter

Park, J. Y., & Jang, S.C. (2016). An extended gravity model: Applying destination competitiveness. In U. Muzaffer, Z. Schwartz, E. Syrakaya (Eds.), *Management Science in Hospitality and Tourism: Theory, Practice, and Applications*. Taylor & Francis Group: Canada.

Conference Proceedings

Kim, D. H., Lee, K. H., & **Park, J. Y.** (2017). A customer loyalty model for peer-to-peer (P2P) accommodation platforms: Functional values and trusting beliefs. APTA 2017. Busan, South Korea.

Park, J. Y., & Ha, J. Y. (2017). Consequences of dine alone: Closer examination on solo diners. APTA 2017. Busan, South Korea.

Park, K. S., & **Park, J. Y.** (2017). Who spend more in a marathon event? 7th KAHTEA (Korea America Hospitality and Tourism Educators Association) Conference, Las Vegas, U.S.A.

Park, J. Y., & Kizildag, M. (2016). Do firm's operational efforts to satisfy customers benefit their financial outcomes?. EuroCHRIE 2016, Budapest, Hungary.

Park, J. Y., Kang, J. H., & Hahm, J. Y. (2016). How many times of “Is everything OK” is OK?. EuroCHRIE 2016, Budapest, Hungary.

- Park, J. Y.,** Bufquin, D., & Back, R. M. (2016). The effects of perceived congruence on visitors' emotional and behavioral responses emanating from the disruption of hotel "Starchitecture". EuroCHRIE 2016, Budapest, Hungary.
- Back, R., Bufquin, D., & **Park, J. Y.** (2016). Iconic hotels meet historic wineries: The effects of "Starchitecture" on wine tourism, brand perception, and consumer behavior. AAWE 10th Annual Conference, Bordeaux, France.
- Park, K., Ha, J., & **Park, J. Y.** (2015). An experimental investigation of online hotel booking intentions. 6th KAHTEA Conference, Las Vegas, U.S.A.
- Hight, K., & **Park, J. Y.** (2016). The impact of payment methods on restaurant employee's abusive behaviors: Applications of regulatory focus theory. 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, USA.
- Park, J. Y.,** & Jang, S. C. S. (2015). Did I purchase a tourism product with a right discount?: The counterfactual thinking in tourism product. 2015 ICHRIE Conference, Orlando, Florida, USA.
- Park, K., Ha, J., & **Park, J. Y.** (2015). Make reservations following other people: Dynamics among popularity, scarcity, and consumers' ratings. 2015 ICHRIE Conference, Orlando, Florida, USA.
- Park, J. Y.,** & Jang, S. C. S. (2014). The role of unearned preferential treatment on travelers' envy and perceived unfairness. 2014 Annual ICHRIE Conference, San Diego, California, USA.
- Park, J. Y.,** & Jang, S. C. S. (2014). Leave it or drop it? Sold-out Information and Tourist Choice Decisions. 19th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, USA.
- Park, J. Y.,** & Jang, S. C. S. (2013). Satiation: The Antecedent of Switching Intention. Advances in Hospitality and Tourism Marketing & Management Conference, Taipei, Taiwan.
- Park, J. Y.,** & Jang, S. C. S. (2013). Diners Satiation and Its Patterns. 2013 Annual ICHRIE Conference, St. Luis, Missouri, USA.
- Park, J. Y.,** & Jang, S. C. S. (2013). Does when you make a travel reservation matter? Temporal sunk costs and cancellation. 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington, USA.
- Park, J. Y.,** & Jang, S. C. S. (2012). An Extended Gravity Model: Applying Destination Competitiveness. 17th Annual Graduate Education & Graduate Student Research

Conference in Hospitality and Tourism, Auburn, Alabama, USA.

Park, J. Y., & Jang, S. C. S. (2011). Psychographics: Static or Dynamic? 16th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, US

RESEARCH GRANT

Internal Research Grant, Consequences of dine alone: Closer examination on solo-diners. (Fall 2016 ~ Fall 2017). \$2,500. Rosen College of Hospitality Management.

Internal Research Grant, Counterfactual Thinking Tendency in tourism Product. (Fall 2014 ~ Fall 2015). \$2,500. Rosen College of Hospitality Management.

Research Assistant, Valuation Analysis of Forestry – Focusing on Non-Market Products (2008 ~ 2010). \$200,000. Korean Forest Research Institute

Research Assistant, Developing the Measurements for Successive Agricultural Corporation. (2009 ~ 2010). \$20,000. Korean Rural Development Administration.

Research Assistant, Consumer Analysis on Inland Water Fisheries (2008). \$100,000. Korean Ministry for Food, Agriculture, Forestry and Fisheries

Research Assistant, Analysis of Direct Transaction of Agricultural Goods (2007). \$100,000. Korean Rural Development Administration.

AWARD

Best Poster Award. EURO CHRIE 2016, Budapest, Hungary.

Martin Oppermann Memorial Award for the Best Article of the Year 2014. “An Extended Gravity Model: Applying Destination Competitiveness” *Journal of Travel and Tourism Marketing*.

PROFESSIONAL SERVICE/ACTIVITY

University Level Committee

Faculty Travel Committee August 2015 ~ Current
Responsible for evaluating faculty members of Rosen College of Hospitality Management

College Level Committee

Faculty Research Committee August 2014 ~ Current
Responsible for evaluating faculty members of Rosen College of Hospitality Management

Graduate Policy & Curriculum Committee August 2014 ~ Current
Responsible for establish graduate school policy

External Committee

External committee for Ph.D. dissertation August 2015 ~ Current
Served as external committee member for Ph.D. dissertation, Purdue University, West Lafayette, IN, U.S.A.

Professional Membership

Korean Science Educator Association August 2014 ~ August 2015
Participated to advertise Rosen College to other faculty members in University of Central Florida

Volunteer Service

Interview for Disney Internship Program September 2014 ~ Current
Volunteered to interview candidates for Disney Internship Program

Journal Reviewer & Editorial Board

Editorial Board Member in Event and Convention Research October 2016 ~ Current

Ad-hoc Reviewer for ICHERIE Conference September 2015

Ad-hoc Reviewer for Journal of Travel and Tourism Marketing Current

Ad-hoc Reviewer for International Journal of Tourism Research Current

Ad-hoc Reviewer Graduate Conference Current

Ad-hoc Reviewer for APTA Conference

Current

PROFESSIONAL DEVELOPMENT

Theory of Structured Experience Participated and received a certificate	April 2017
Dynamic System Modeling: Research & Practical Application to the Areas in Hospitality Management Participated and received a certificate	April 2016
Diversity and Inclusion Continuum of Learning Certificate Participated and received a certificate	February 2016
IDL Certificate Participated and completed online teaching workshop	December 2014
Teaching Colloquium Participation Case Study Teaching Strategy	March 2015 April 2015