

Hyejin Park

Ph.D. Student, Research Assistant
Department of Tourism, Hospitality and Event Management
College of Health and Human Performance
University of Florida

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EDUCATION

Ph.D. (In progress)
AUG 2018-Present

University of Florida, Gainesville, FL
College of Health and Human Performance
Department of Tourism, Hospitality and Event Management
Concentration: Recreation, Parks, and Tourism (RPT)

M.S.
AUG 2014

Ohio State University, Columbus, OH
College of Education and Human Ecology
Department of Human Sciences
Concentration: Hospitality Management

Thesis Title: *Why Post on Social Networking Sites (SNS)?
Examining Motives for Visiting and Sharing Pilgrimage
Experiences on SNS*
Chair: Jay Kandampully, Ph.D

B.A. & B.B.A
AUG 2009

Sookmyung Women's University, Seoul, South Korea
College of Liberal Arts
College of Economics & Business Administration
Division of Culture & Tourism
Major: Culture & Tourism, Business Administration

RESEARCH INTERESTS

- Destination image and destination branding
- Destination management for national Destination Marketing Organizations (DMO)
- Online Information diffusion in tourism industry
- Social Media impact on tourism industry
- Comparative research on cultural differences in tourism

PUBLICATIONS

Park, H.J., Seo, S., & Kandampully, J. (2016). Why post on social networking sites (SNS)? Examining motives for visiting and sharing pilgrimage experiences on SNS. *Journal of Vacation Marketing*, 22(4), 307-319.

Sukhu, A. & **Park, H. J.** (2013). CASE 10. Wexner Medical Center, OSU (USA). In: Kandampully, J. (Ed.) *Service Management in Health and Wellness Services*. pp. 412-416. USA: Kendall Hunt Publishing.

CONFERENCE PRESENTATIONS

Park, H. J., & Stepchenkova, S. (2020). Comparison of the Hyperlink Networks of National DMO Websites: Korea Tourism Organization (KTO) versus Japan National Tourism Organization (JNTO). *The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 3-5, Las Vegas, USA, Stand-up.

Park, H. J., Liang, Y., & Ying, Q. (2019). Projected and perceived destination image on social media: Comparing perception of destination image between official DMO in South Korea and Chinese travelers. *The China Tourism Forum 2019 – USA*. July 21-22, Philadelphia, USA. Stand-up. **Best Paper Award**.

Niu, Y., **Park, H. J.**, & Kirilenko, A. P. (2019). Theme park visitor experience and satisfaction: A case of TripAdvisor reviews of three theme parks in Orlando. *50th Annual Conference of the Travel and Tourism Research Association (TTRA)*. June 24-27, Melbourne, Australia. Visual presentation.

Park, H. J., & Stepchenkova, S. (2019). Application of smart tourism to heritage destination: A case study for UNESCO World Heritage Site in South Korea. *2019 UF HHP Stanley Lecture Research Symposium*, March 19, Gainesville, USA, Poster session.

Park, H. J., Seo, S. B., & Kandampully, J. (2014). An application of the theory of planned behavior and congruity theory to pilgrimage tourism. *The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 3-5, Houston, USA. Stand-up.

Park, H. J., Seo, S. B., & Kandampully, J. (2014). Antecedents of intention to share pilgrimage travel experience on Social Networking Sites (SNS): The mediating role of self-presentation, *The 19th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. January 3-5, Houston, USA. Poster session.

TEACHING EXPERIENCE

HFT 4743 Tourism & Hospitality Marketing (Undergraduate level), Spring 2020

- Teaching assistant

HLP 6515 Evaluation Procedure (Master level), Fall 2018

- Teaching assistant

WORK EXPERIENCE

- AUG 2016 – JUN 2018 **Korea Culture & Tourism Institute** (under the Ministry of Culture, Sports and Tourism), Seoul, South Korea
International Tourism Research Division, *Assistant Researcher*
- MAR 2015 – JUN 2016 **Korea Tourism Organization** (under the Ministry of Culture, Sports and Tourism), Gangwon Province, South Korea
Tourism Consulting Team, *Research Consultant*
- OCT 2014 – FEB 2015 **Korea Culture & Tourism Institute** (under the Ministry of Culture, Sports and Tourism), Seoul, South Korea
Tourism Policy Research Division, International Tourism Research Center, *Research Assistant*

CERTIFICATES

- *Certificate of Contribution*, China Tourism Forum 2019-USA, Temple University, Philadelphia, USA, 2019.
- *Graduate Assistant Teaching with Technology Program*, The Graduate School and The Teaching Center, University of Florida, Gainesville, USA, 2019.

TECHNICAL SKILLS

- Statistical Package: SPSS Advanced, AMOS
- Language: R
- Graphic design software: Photoshop, Illustrator