

## Seunghyun “Brian” Park, Ph.D.

Undergraduate Program Director of Hospitality Management  
Division of Administration and Economics  
The Lesley H. and William L. Collins College of Professional Studies, St. John’s University  
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### EDUCATION

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| Ph.D. in Hospitality Management<br>2011 - 2016 | Kansas State University, Manhattan, KS, USA<br><i>Dissertation:</i> Tourist experiences and word-of-mouth: The mediating effect of memory<br><i>Co-advisors:</i> Dr. Chihyung “Michael” Ok and Dr. Rebecca Gould  |
| Master in Tourism Science<br>2008              | Hanyang University, Seoul, South Korea<br><i>Thesis:</i> Tourism constraints and satisfaction of the disabled with physical disability, visual disability, and hearing disability<br><i>Advisor:</i> Dr. Hoon Lee |
| Bachelor in Tourism Science<br>2006            | Hanyang University, Seoul, South Korea  |

### TEACHING

Fall 2017 – *present*

*Assistant Professor*

Division of Administration and Economics (Hospitality Management)  
The Lesley H. and William L. Collins College of Professional Studies  
St. John’s University, Queens, New York

*Course Teaching:*

IHM108 Hospitality Analytics and Decision Making  
IHM105 Social Media Analytics and Technology in International Hospitality  
HMT2003/2004/2005 Disney Internship Experience I, II, & III  
HMT1094/1095 Internship: Hospitality Management I & II  
HMT1093 Independent Study-Hospitality Management  
HMT1074 Gaming Operations Management  
HMT1070 Current Issues in Hospitality and Tourism  
HMT1072 Resort Management  
HMT1065 Special Events and Meeting Management  
HMT1063 Event Management Practicum

HMT1030 Hospitality Marketing  
HMT1010 Hospitality Human Resource Management  
HMT1009 Capstone Hospitality Management  
HMT1005 Travel and Tourism  
HMT1002 Front Office Operations  
HMT1001 Principles of Hotel Operations  
HMT1000 Orientation of Hospitality Management

Fall 2015 – Summer 2017

*Assistant Professor*

Department of Management (Hospitality Management / Hotel and Restaurant Administration)  
University of Central Missouri, Warrensburg, Missouri

*Course Teaching:*

HM 3800 Lodging Management  
HM 3825 Event Management  
HM 1800 Introduction to Hospitality  
HM 3810 Internship in Hotel & Restaurant Management  
HM 3870 Digital Hospitality Management  
HM 3830 Tourism Marketing  
MGT 3315 Management of Organization

Fall 2013 - Spring 2015

*Graduate Teaching Instructor/Assistant*

Department of Hospitality Management and Dietetics  
Kansas State University, Manhattan, Kansas

*Course Taught:*

HMD362 Lodging Practicum  
HMD361 Principle of Lodging Operation  
HMD230 Issues in Tourism

## **TEACHING INTERESTS**

Hospitality service management  
Tourism marketing  
Social media analytics  
Lodging operation  
Event management  
Technology and innovation  
Organization management

## RESEARCH INTERESTS

Social media analytics  
Event/festival management  
Marketing strategy development  
Research methods  
Traveler experience and behavior  
Quality of life

## PUBLICATIONS

- Park, K., **Park, S. B.**, Ok, C. M., & Kim, H. (*under the third review*). Community event participation and quality of life. *Sport Management Review* [SSCI, Impact factor: 2.70].
- Song, S., Hoon, L. & **Park, S. B.** (*under the first review*). Segmenting Urban Festival Visitors Employing Expectations: Comparing between Planned and Unplanned Festivalgoers. *Event Management*.
- Song, S., **Park, S. B.**, & Park, K. (*In press*). Thematic analysis of destination images for social media engagement marketing. *Industrial Management & Data Systems* [SCIE, Impact factor: 4.89]. <https://doi.org/10.1108/IMDS-12-2019-0667>
- Park, S. B.**, Park, K., Park, J., & Back, R. M. (*In press*). Social media analytics in event marketing: Engaging marathon fans in Facebook communities. *Event Management* [Impact factor: 0.97]. <https://doi.org/10.3727/152599519X15506259856309>
- Park, S. B.**, Kim, J., Lee, Y. K., & Ok, C. M. (2020). Visualizing theme park visitors' emotions using social media analytics and geospatial analytics. *Tourism Management* [SSCI, Impact factor: 7.27], 80, 104-127. <https://doi.org/10.1016/j.tourman.2020.104127>
- Ok, C. M., Park, K., **Park, S. B.**, & Jeon, H. (2020). Event participation and advocacy: Assessing the mediating role of affective commitment and the moderating role of perceived benefits. *Journal of Travel & Tourism Marketing* [SSCI, Impact factor: 2.988], 37(1), 128-140. <https://doi.org/10.1080/10548408.2020.1722783>
- Park, S. B.**, Kim, H. J., & Ok, C. M. (2018). Linking emotion and place on Twitter at Disneyland. *Journal of Travel & Tourism Marketing* [SSCI, Impact factor: 2.988], 25(5), 664-677. <https://doi.org/10.1080/10548408.2017.1401508>
- Kim, H., Chae, B., & **Park, S. B.** (2018). Exploring public space through social media: An exploratory case study on the High Line New York City. *Urban Design International* [SSCI, Impact factor: 1.03], 23(2), 69-85. <https://doi.org/10.1057/s41289-017-0050-z>
- Park, S. B.** & Park, K. (2017). Thematic trends in event management research. *International Journal of Contemporary Hospitality Management* [SSCI, Impact factor: 4.50], 29(3), 848-861. <https://doi.org/10.1108/IJCHM-09-2015-0521>
- Park, S. B.**, Jang, J., & Ok, C. (2016). Analyzing tweet for exploring perceptions towards Asian restaurants. *Journal of Hospitality and Tourism Technology* [Impact factor: 2.82], 7(4), 405-422. <https://doi.org/10.1108/JHTT-08-2016-0042>
- Park, K. & **Park, S. B.** (2016). Topic trend of event management research. *Event Management* [Impact factor: 0.97], 20(1), 109-115. <https://doi.org/10.3727/152599516X14538326024991>

- Park, S. B., & Park, K.** (2015). Intercoder reliability indices in content analysis. *Annals of Tourism Research* [SSCI, Impact factor: 4.23], 55, 180-183. <https://doi.org/10.1016/j.annals.2015.09.005>
- Park, S. B., Ok, C. M., & Chae, B. K.** (2015). Using Twitter data for cruise tourism marketing and research. *Journal of Travel & Tourism Marketing* [SSCI, Impact factor: 2.988], 33(6), 885-898. <https://doi.org/10.1080/10548408.2015.1071688>
- Choe, J., Park, H., **Park, S.**, Lee, J., & Kang, M. (2012). Development of evaluation indicators for industrialization of local cuisine. *Journal of the Korean Society of Food Culture*, 27(3), 233-239.
- Park, S., & Lee, Y.** (2011). A study on difference analysis among the tourism constraints of people with disabilities: Focused on physical disability, visual disability, and hearing disability. *Journal of Tourism Studies*, 23(1), 193-212.
- Lyu, S., Lee, Y., & **Park, S.** (2011). Travel constraints and facilitators: Case of disabled people in a welfare tourism program. *Korean Journal of Physical, Multiple, & Health Disabilities*, 54(3), 177-203.
- Park, S., & Seo, Y.** (2010). Identifying the determinants of food tourism behavior: A focus on impact of the placeness and involvement. *Journal of Tourism Sciences*, 34(6), 149-169.
- Park, S., Song, Y., & You, S.** (2010). A study of difference analysis among the adolescent's tourism constraints by travel types. *Journal of Tourism Studies*, 22(1), 75-96.

## CONFERENCE PRESENTATIONS

- Seobgyu Song, S. & **Park, S. B.** (*Accepted*). Spontaneous and planned visit to urban festival: Visitor segmentation with expectation. *2021 Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students*, Philadelphia, PA.
- Jeon, H. K., Park, K. **Park, S. B.**, & Park, J-Y. (*Accepted*). Disability inclusion in hospitality and tourism: web-accessibility of destination marketing organizations, online travel agencies, and airlines. *2021 Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students*, Philadelphia, PA.
- Kim, J. & **Park, S. B.** (*Accepted*). Visualizing theme park visitors' emotions using social media analytics and geospatial analytics, *2020 Global Marketing Conference*, Seoul, Korea
- Kim, H., **Park, S. B.**, & Park, K. (2019). Detecting service failures in the airline industry by analyzing social media comments, *2019 Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students*, Las Vegas, NV.
- [Best Paper Award] Munive, M., **Park, S. B.**, Quinn, A. & Kim, H. (2019). Impacts of gentrification on food diversity and restaurant business in Brooklyn, New York, *2019 Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students*, Las Vegas, NV.
- Lee, J. J., Song, S., **Park, S. B.** & Park, K. (2018). The importance of visual materials and image themes in designing Facebook marketer generated contents to engage online community fans. *2018 Pan Asia International Tourism Conference*, Seoul, South Korea
- Park, K., Park, J., **Park, S. B.** & Ok, C. (2018). Social media analytics in marathon events: Psycholinguistic approaches. *2018 Pan Asia International Tourism Conference*, Seoul, South Korea

- Park, S. B.** & Kim, J. (2018). Is Disneyland really the happiest place on earth? Mapping emotional places for tourism management. *2018 Annual Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV.
- [Best Paper Award] Kelton, J., Parikh, S., **Park, S. B.** & Quinn, A. (2018). Impacts of new technologies on future hotel management operations. *2018 Annual Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV.
- Park, S. B.**, Park, K., & Park, J. Y. (2017). Engagement of social media users in marathon Facebook communities. *The 4th World Research Summit for Tourism and Hospitality: Innovation, Partnerships and Sharing*, Orlando, FL.
- Park, S. B.**, Ok, C. M., & Park, K. (2017). Consumers' online engagement in Facebook. *The 23rd Asia Pacific Tourism Association Annual Conference*, Busan, South Korea.
- Park, S. B.** & Park, K. (2017). Engagement of social media users in marathon Facebook communities. *The 2017 Academy of Global Hospitality & Tourism Conference*, Chungju, South Korea.
- [Best Paper Award] **Park, S. B.** & Park, K. (2017). Different approaches to assess the electronic word-of-mouth effects in Twitter. *2017 Annual Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV.
- Park, S. B.** & Park, K. (2017). Big data analytics in social media: Analyzing tweets at Disneyland. *2017 Annual Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV.
- Park, S. B.** & Kim, H. J. (2016). Linking emotion and place on Twitter at Disneyland. *The 2016 Academy of Global Hospitality & Tourism Conference*, Seoul, South Korea.
- [Best Paper Award] Wehrle, P., Krebel, R., & **Park, S. B.** (2016). Evaluation of social media marketing of limited-service-restaurants: Cases of Starbucks, McDonald's, and Chipotle [Best Paper Award]. *2016 Annual Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV.
- Park, S. B.** & Lee, J. (2016). Why are hospitality managers with multicultural involvement willing to accept expatriate assignments? *The 21<sup>st</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Philadelphia, PA.
- Park, S. B.**, Park, K., & Ha, J. (2015). Local marathon runners' quality of life and its determinants: Exploring mediating role of perceived impact and community satisfaction. *2015 Annual Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV.
- Park, S.**, Jang, J., & Ok, C. (2015). Text mining and sentiment analysis with tweet data referring to Asian Restaurants. *The 20<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL.
- Park, S.**, Ok, C., & Gould, R. (2015). Destination marketing research using big data analytics: A case for Florida. *The 20<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL.
- Park, S.**, & Ok, C. (2014). Mediating effects of memory and satisfaction between affective tourist experiences and word-of-mouth intention. *2014 Annual ICHRIE Summer Conference*, San Diego, CA.
- Park, S.**, & Park, K. (2014). A thematic analysis of event management research: Visiting the importance of reporting intercoder reliability indices. *2014 Annual Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV.
- Park, S.**, & Ok, C. (2013). Hospitality students' intention to work in senior services: Effects of knowledge about aging, experiences with seniors, and job attraction. *2013 Annual Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV.
- Park, S.**, & Ok, C. (2013). Exploring attendee's experience factors at the exposition. *The 18<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Seattle, WA.

- Park, S., & Ok, C.** (2012). Exploring the visitor's experience factors at the Flint Hills Discovery Center. *Research and the State Graduate Student Poster Session*, Manhattan, KS.
- Park, S., & Ok, C.** (2012). Place attachment, quality of life, and intent to revisit in senior tourism. *2012 Annual Korea America Hospitality & Tourism Educators Conference*, Las Vegas, NV.
- Kim, J., **Park, S.**, Song, S., & Lee, H. (2011). Difference of shopping behavior in duty-free shop among Korean, Chinese, Japanese, and Western travelers. *The 2010 69<sup>th</sup> TOSOK (Tourism Science Society of Korea) International Tourism Conference*, Jeju-do, Korea.
- [Best Paper Award] **Park, S., & Seo, Y.** (2010). A study of the determinants of Jeollabuk-do food tourism: Focused on the placeness and the involvement [Best Paper Award]. *The 2010 68<sup>th</sup> TOSOK (Tourism Science Society of Korea) International Tourism Conference*, Jeollabuk-do, Korea.
- Park, S., Song, Y., & You, S.** (2010). A study of differences analysis among the adolescent tourism constraints by travel types. *The 2010 67<sup>th</sup> TOSOK Tourism Conference*, Kangwon-do, Korea.
- Park, S., Lee, H., & Lee, Y.** (2009). Analysis on tourism constraints by the types of disability: Based on physical disability, visual disability, and hearing disability. *The 2009 66<sup>th</sup> TOSOK International Tourism Conference*, Chungchungnam-do, Korea.

## INDUSTRY WORK EXPERIENCES

The Grande Sheraton, Seoul, South Korea (May 2013 - July 2013)

- Internship trainee (Rooms team)

Money & Value (Newspaper company), Seoul, South Korea (March 2004 - April 2008)

- News writer and Manager of student reporters

Republic of Korea Army, Busan, South Korea (October 2001 – December 2003)

- Soldier

## RESEARCH PROJECTS

*Kansas State University, Department of Hospitality Management and Dietetics, Manhattan, KS*

Graduate Research Assistant      *Project: Senior residents' satisfaction and well-being in continuing care retirement communities*

August 2011 - May 2013      *Project: Investigation on visitor's expenditure and experience in a local event in North Dakota*

*Hanyang Tourism Research Institutes, Seoul, Korea*

Researcher      *Project: Study on the primary causal factors of gambling in domestic gambling industry*

August 2006 - June 2011      *Project: Environment analyses and strategy establishment for the Korea duty-free industry development*

*Project: Investigation of accessible tourism and strategy establishment to promote the tourism of the disabled in South Korea*

*Project: Evaluation of travel exposition "Naenara travel exposition" in South Korea*

*Project: Research on youth and student tourism in South Korea*  
*Project: Investigation to improve the travel information system for foreign independent travelers*

*Korea Culture and Tourism Institute, Seoul, Korea*

Researcher                      *Project: A plan to develop Korea tradition medical tourism in*  
March - September 2009                      *Kyungsangbuk-do*

*National Academy of Agricultural Science, Suwon, South Korea*

Researcher                      *Project: Research on industrialization of the local food restaurants*  
June - December 2010

*Hanyang University, Department of Tourism Science, Seoul, South Korea*

Graduate Research                      *Assisted the advisor in researching*  
Assistant                      *Handled the accounts of research projects*  
March 2006 - July 2007

## **SERVICES AND ACTIVITIES**

Hospitality Management (Division of Administration and Economics), St. John's University (2019 - *present*)

- Undergraduate Program Director

Tourism Hospitality Event Conference for Researchers Educators Practitioners and Students, USA (2018 - *present*)

- Conference Program Chair

Academic Information Technology Council (University level), St. John's University (2017 - *present*)

- Member

Hospitality Student Club, St. John's University (2017 - *present*)

- Student Organization Advisor

Big Apple Stars Awards Committee, Hotel Association of New York City (2017 - *present*)

- Judge

Information Resources Committee (College level), St. John's University (2017 - *present*)

- Member

Meeting Professionals International (2016 - *present*)

- Member

Korea America Hospitality & Tourism Educators Association, USA (November 2016 - *present*)

- Conference Chair

Hospitality Management Association, University of Central Missouri (2016 - 2017)

- Student Organization Advisor

Departmental Scholarship Committee, University of Central Missouri (2017)

- Committee member

Hotel and Lodging Association of Greater Kansas City (2016 - 2017)

- Education Foundation Board Member

Korea America Hospitality & Tourism Educators Association, USA (2012 - 2016)  
- Web & Media Administrator  
Undergraduate Research Project, University of Central Missouri (2015 - 2016)  
- Advisor  
International Speakers Bureau, Kansas State University (2015)  
- Speaker  
International Toastmaster in Manhattan KS, USA (2014 - 2015)  
- Facebook Manager  
Hospitality Management and Dietetics Graduate Club, Kansas State University (2013)  
- Vice President  
Hanyang University Broadcasting Station, Seoul, South Korea (1999 - 2000)  
- Chief Editor and Engineer

## **FELLOWSHIPS AND AWARDS**

Annual Faculty Activity Award (\$1,000), Collins College of Professional Studies, St. John's University (August 2020, August 2019, August 2018)  
Academic Service-Learning Certification (\$250), Vincentian Institute for Social Action, St. John's University (July 2018)  
Best Paper Award 2<sup>nd</sup> place (Undergraduate Student Research Forum, \$200), Korea America Hospitality & Tourism Educators Association, USA (April 2018)  
Best Paper Award (\$500), Academy of Global Hospitality & Tourism Conference, USA (April 2017)  
Outstanding Service Award, Korea America Hospitality & Tourism Educators Association, USA (April 2016)  
Best Paper Award 1<sup>st</sup> place (Undergraduate Student Research Forum, \$300), Korea America Hospitality & Tourism Educators Association, USA (April 2016)  
Nominated for the UCM Undergraduate Research and Creative Project Faculty Mentor, University of Central Missouri (April 2016)  
Graduate Student Award and Recognition (Recognized by Human Ecology College), Kansas State University Graduate School (April 2015)  
Arts, Humanities, & Social Sciences Small Grant Program (\$1,000), Kansas State University Graduate School (February 2015)  
Graduate Student Council Travel Awards (\$500), Kansas State University Graduate Student Council (January 2015)  
Service Excellence Scholarship (\$500), Korea America Hospitality & Tourism Educators Association (April 2014)  
Graduate Student Council Travel Awards (\$500), Kansas State University Graduate Student Council (April 2014)  
Service Excellence Scholarship (\$500), Korea America Hospitality & Tourism Educators Association, USA (April 2013)  
Conference Best Paper (\$1,000), The 68th Tourism Sciences Society of Korea International Tourism Conference, Jeollabuk-do, South Korea (July 2010)  
Merit Based Scholarship (Graduate course), Hanyang University, Seoul, South Korea (2006 - 2007)  
Excellent Award, Tourism Idea Competition by Korea National Tourism Organization (June 2006)  
Meritorious Service Award, Hanyang University, Seoul, South Korea (February 2006)

Merit Based Scholarship (Undergraduate course), Hanyang University, Seoul, South Korea (1998 - 1999, and 2005)

## **CERTIFICATION / HONOR SOCIETIES**

Academic Service-Learning Certificate, St. John's University, USA (June 2018)  
Online Teaching Essentials Certificate, St. John's University, USA (November 2017)  
"Think About It: Campus SaVE", CampusClarity, USA (October 2015)  
Competent Communicator Award, Toastmasters International (District 22), USA (December 2014)  
"at-risk for University & College Faculty," Kansas State University, USA (March 25, 2014)  
Internship Certification, Room Division, Sheraton Grande Walkerhill, Seoul, South Korea (2012)  
Kappa Omicron Nu, USA (2012 - 2014)

## **SKILLS**

Statistical Analysis

- Tools: SPSS, AMOS, EXCEL

Big Data Analysis

- Data scraping/mining skills: Twitter, Facebook, Web contents  
- Analysis techniques: Text frequency, Sentiment analysis, Network mapping analysis  
- Tools: RapidMiner, SentiStrength, Python, Gephi, GoogleRefine, TAGS, NodeXL

Media Editing

- Tools: Adobe Premiere (Video editing), Adobe Photoshop (Image editing)