



Park Sung Hee, Ally  
Associate Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"><li>● Hospitality and Tourism Marketing</li><li>● Tourist Behavior &amp; Decision-Making</li><li>● Cultural Tourism</li><li>● Convention and Event Management</li><li>● Gaming and Entertainment Businesses</li><li>● Sustainable Tourism</li></ul>	<ul style="list-style-type: none"><li>● Tourism Marketing</li><li>● Consumer Behavior</li><li>● Research Method</li><li>● Travel and Hotel Service Management</li><li>● Management of Leisure and Entertainment Businesses</li></ul>

## Qualifications

### [Academic Qualifications]

- 2003 – 2010 Ph.D. / Park, Recreation and Tourism Resources / Michigan State University / USA  
1998 – 2001 MBA / Tourism Management / Keimyung University / Republic of Korea  
1992 – 1996 BS / Community Development / Daegu University / Republic of Korea

### [Teaching & Research Experiences]

- 7/2017– present Associate Professor/ Faculty of Hospitality and Tourism Management/ MUST  
2/2012 – 6/2017 Assistant Professor/ Faculty of Hospitality and Tourism Management/ MUST  
9/2010 – 1/2012 Lecturer / Department of Tourism Management / Daegu University  
8/2011 – 1/2012 Lecturer / Department of Hotel Management / Catholic University of Daegu  
3/2011 – 8/2011 Lecturer / Department of Tourism / Yeong-Nam College of Science and Technology  
9/2010 – 8/2011 Lecturer / Department of Tourism Management / Keimyung University  
9/2007 – 6/2010 Research Associate/ Department of Community, Agriculture, Recreation and Research Studies/ Michigan State University/ USA  
1/2007 – 5/2007 Instructor/ Department of Community, Agriculture, Recreation and Research Studies/ Michigan State University/ USA  
9/2003 – 8/2007 Research Assistant/ Department of Park, Recreation and Tourism Resources & Department of Community, Agriculture, Recreation and Research Studies/ Michigan State University/ USA

#### [Awards Received]

- ✓ 2021 Best Paper Award – Industry Practice Award, The Asia-Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) 2021 Conference, Singapore, June 2-4 (with Kuo Yang).
- ✓ 2019 Best Paper Award, The 1<sup>st</sup> COTOCO International Conference, Hakuba, Japan, July 6-8.
- ✓ 2015 Best Paper Award, The 2015 TOSOK International Tourism Conference, Seoul, Republic of Korea, July 1-3, (with Dr. Hsieh).
- ✓ 2015 Creative Hospitality & Tourism Grant Award (2015). The 2015 World Hospitality & Tourism Forum. Seoul, Republic of Korea, 25-27 June, (with Dr. Hsieh).
- ✓ 2008 Best Paper Award, The 4<sup>th</sup> World Conference for Graduate Research in Tourism, Hospitality and Leisure, Antalya, Turkey, April 22-27, (with Dr. Huh).

### **Publications**

#### [Journal Articles]

1. Hsu, F.-C., **Park, S. H.\*** & Miller, J. C. (2022). Segmenting food festivalgoers: experiential value, emotional state and loyalty. *British Food Journal*. doi.org/10.1108/bfj-05-2021-0549
2. **Park, S. H.**, Hsieh, C.-M.\*, & Miller, J. C. (2019). Perceived quality and value in resort hotel customers: examining the length of stay as a moderator. *International Journal of Tourism Sciences*, 19(2), 29-42. doi=10.1080/15980634.2019.1621515
3. **Park, S. H.**, Hsieh, C.-M.\*, & Miller, J. C. (2018). Moderating effects of recreation specialization on the quality-value-loyalty chain: a case of the Taroko Gorge Marathon. *International Journal of Tourism Sciences*, 18(1), 29-42. doi=10.1080/15980634.2018.1438102
4. Hsieh, C.-M., Huh, C.\*, & **Park, S. H.** (2017). A Study of Two Stakeholders' Attitudes toward Sustainable Tourism Development: A Comparison Model of Penghu Island in Taiwan. *Pan-Pacific Journal of Business Research*, 8(1), 2-28.
5. **Park, S. H.**, Hsieh, C.-M., & Lee, C.-K.\* (2017). Examining Chinese college students' intention to travel to Japan using the extended theory of planned behavior: Testing destination image and the mediating role of travel constraints. *Journal of Travel and Tourism Marketing*, 34(1), 113-131. doi=10.1080/10548408.2016.1141154
6. Hsieh, C.-M., **Park, S. H.\***, & McNally, R. (2016). Application of the extended theory of planned behavior to intention to travel to Japan among Taiwanese youth: Investigating the moderating effect of past visit experience. *Journal of Travel and Tourism Marketing*, 33(5), 717-729. doi=10.1080/10548408.2016.1167387
7. **Park, S. H.\***, Hsieh, C.-M., & Miller, J. C. (2015). Investigating tourists' casino retention: Cross-cultural comparison with Chinese and Westerners. *International Journal of Tourism Sciences*, 15(1-2), 30-43. doi: 10.1080/15980634.2015.1118874

8. Hsieh, C.-M., **Park, S. H.\***, & Hitchcock, M. (2015). Examining the relationships among motivation, service quality and loyalty: The case of the National Museum of Natural Science. *Asia Pacific Journal of Tourism Research*, 20(Sup 1), 1505-1526. doi=10.1080/10941665.2015.1013143
9. **Park, S. H.\***, Lee, C.-K., & Miller, J. C. (2015). A comparative study of the motivations, activities, overall satisfaction and post-trip behaviors of international tourists in Macau: Mainland Chinese, Hongkongese, Taiwanese and Westerners. *Asia Pacific Journal of Tourism Research*, 20(10), 1174-1193. doi=10.1080/10941665.2014.965184
10. **Park, S. H.\***, & Hsieh, C.-M. (2013). Segmenting potential market of recreational disc golf by beliefs and participation intention: A case of college students. *Journal of Macau University of Science and Technology*, 7(2), 103-111.
11. **Park, S. H.**, & Oh, I.-K.\* (2012). Segmenting silver market with their dining-out behavior: CHAID-based Decision Tree. *Journal of Tourism Sciences*, 36(4), 187-209.
12. **Park, S. H.**, & Noh, J.-H.\* (2011). Segmentation of exhibition visitors by using CHAID tree-based analysis: A case of HOMDEX 2008' attendees. *Journal of Tourism and Leisure Research*, 23(8), 361-380.
13. **Park, S. H.**, & Kim, M.-K.\* (2011). Market segmentation by motivation for attending medical tourism in Korea: Potential tourism consumer in Taiwan. *Journal of Tourism Sciences*, 35(5), 305-317.
14. **Park, S. H.**, & Noh, J.-H.\* (2011). An examination of the effects of motivation and marketing factors on destination choice of Taiwanese island tourists. *Korean Journal of Business Administration*, 24(2), 1139-1160.
15. **Park, S. H.\*** (2010). Segmentation by recreational boating activities: The case of U.S. boat owners. *Journal of Korean Institute of Forest Recreation*, 14(3), 77-85.
16. **Park, S. H.\***, Hsieh, C.-M., & McNally, R. (2010). Motivations and marketing drivers of Taiwanese island tourists: Comparing across Penghu, Taiwan and Phuket, Thailand. *Asia Pacific Journal of Tourism Research*, 15(3), 305-317. doi:10.1080/10941665.2010.503622
17. Huh, C.\*, & **Park, S. H.** (2010). Changes in patterns of trip planning horizon: A cohort analytical approach. *Journal of Hospitality Marketing & Management*, 19(3), 260-279. doi:10.1080/10941665.2010.503622
18. **Park, S. H.\*** (2009). Segmentation of boat show attendees by motivation and characteristics: A study of New York National Boat Show. *Journal of Convention & Event Tourism*, 10(1), 27-49. doi:10.1080/15470140902779936
19. **Park, S. H.**, & Hsieh, C. M. (2008). Motivations between Island Tourists. *GlobalEDGE Business Review*, 2(8), 1-2.

[Conference Proceedings]

1. Ding, Y., & **Park, S. H.** (2022). The Effect of Chinese Airline Consumers' Perception of CSR, Brand Trust and Brand Affect on Loyalty: During COVID-19 Pandemic. Presented at the 92nd TOSOK International Tourism Conference, Busan, Korea, 13-15, July 2022. In Proceedings of the 2022 TOSOK International Tourism Conference. Tourism Sciences Society of Korea.
2. Zhou, Y.-J., & **Park, S. H.** (2022). An Analysis of Gambling Market Segmentation by Casino Service Attributes. Presented at the 92nd TOSOK International Tourism Conference, Busan, Korea, 13-15, July 2022. In Proceedings of the 2022 TOSOK International Tourism Conference. Tourism Sciences Society of Korea.
3. Yang, K., & **Park, S. H.** (2022). Can Tourists' Empathy on Local Residents Enhance Travel Behavior? Presented at the 92nd TOSOK International Tourism Conference, Busan, Korea, 13-15, July 2022. In Proceedings of the 2022 TOSOK International Tourism Conference. Tourism Sciences Society of Korea.
4. **Park, S. H.**, Hsu, F. C., Yang, K., & Zhang, Y. (2022). An Extended TPB for understanding domestic and international travelers' intention to the GBA post COVID-19 pandemic. Present at the 2022 Asia Pacific Tourism Association (APTA) Annual Conference (online), 6 – 9, July 2022. *Proceedings of the APTA 2021 Conference*. Asia Pacific Tourism Association.
5. **Park, S. H.**, Hsieh, C.-M., & Lee, T. (2021). Examining Destination Formation of Group Package Tourists: The case of Macau. Presented at the 2021 Asia Pacific Tourism Association (APTA) Annual Conference (online), Jun. 30 - July. 2, 2021. *Proceedings of the APTA 2021 Conference*. Asia Pacific Tourism Association.
6. **Park, S. H.** (2021). Effects of Cultural Festival Experience on Visitors Well-Being Perception and Loyalty. Presented at the 6<sup>th</sup> Annual International Symposium on Culture and Civilization (ATINER) (online), Athens, Greece, June 7-10, 2021. Athens Institute for Education and Research.
7. Yang, K., & **Park, S. H.** (2021). Antecedents and Consequences of Tourists' Empathy on Destination Loyalty: A Conceptual Model. Presented at the ApacCHRIE 2021 Conference (online), Singapore, June 2-4, 2021. In *ApacCHRIE-2021-Conference-Proceedings-Paper-Presentation*. Asia Pacific CHRIE & The International Hotel & Tourism School Singapore (SHATEC).
8. **Park, S. H.**, & Hsieh, C.-M. (2019). Well-being perception and festival loyalty: Moderating effect of first-time versus repeat attendees. Presented at the 1<sup>st</sup> Convergence Tourism Contents Society International Conference, Hakuba, Japan, July 6-8, 2019. *Proceedings of the 1<sup>st</sup> COTOCO International Conference 2019*. Convergence Tourism Contents Society (COTOCO).
9. **Park, S. H.**, & Hsieh, C.-M. (2019). Understanding festival attendees' Experience on Satisfaction, Subjective Well-Being and Loyalty. Presented at the 2<sup>nd</sup> Global Congress of Special Interest Tourism & Hospitality (GLOSITH), Taipei, Taiwan, April 20-22, 2019. Ming Chuan University.

10. **Park, S. H.**, & Hsieh, C.-M. (2018). Residents' perception of the impacts on casino development, benefits and their supports. Presented at the Pan Asia International Tourism Conference (PAITOC) 2018, Seoul, Korea, July 4-6, 2018. In *Proceedings of the Pan Asia International Tourism Conference (PAITOC 2018)*. Tourism Sciences Society of Korea.
11. **Park, S. H.** (2018). Motivations and Characteristics of Creative Tourist Market. Presentation at the CREATOUR 2nd International Conference, Braga, Portugal, June 7-9, 2018. In: Patrick Brouder and Daniela Jelincic (Eds.), *Abstracts book of the Emerging and Future Trends in Creative Tourism*. University of Minho.
12. Hsieh, C.-M., & **Park, S. H.** (2017). Hierarchical Analysis of the Service Marketing Triangle in Theme Parks. *Proceedings of the 2017 TOSOK International Tourism Conference*. Ulsan, Korea, July 5-7, 2017.
13. **Park, S. H.** (2017). Cultural Market Segmentation by Motivation: The Case of Macau. The Book of Abstracts of the International Conference on Tourism (ICOT2017). Chiang Mai, Thailand, June 28 – July 1, 2017.
14. **Park, S. H.** & Hsieh, C.-M. (2017). Investigating the Determinants of Destination Loyalty and Cross-Cultural Moderating Effect. *Proceedings of the 1<sup>st</sup> Global Congress of Special Interest Tourism & Hospitality*. Beppu, Japan, June 24-26.
15. Xu, Q. & **Park, S. H.** (2017). The Effects of Travel Motivation, Destination Personality and Self-Congruity on Destination Loyalty. *Proceedings of the 2017 Asia Pacific Forum for Graduate Students Research in Tourism*. Daegu, Korea, June 22-24, 2017.
16. **Park, S. H.**, & Xu, Q. (2016). Segmentation of international tourist market by travel motivation: A case study of Macau. *Proceedings of the 2016 TOSOK International Tourism Conference*. Pyeongchang, Korea, July 13-15, 2016.
17. Hsieh, C. M., & **Park, S. H.** (2016). Can luxury hospitality coexist with environmental protection activities in five-star hotels? *Proceedings of the 2016 TOSOK International Tourism Conference*. Pyeongchang, Korea, July 13-15, 2016.
18. **Park, S. H.**, Hsieh, C.-M., & Miller, J. C. (2016). Exploring the moderating effect of cultural background on travel behavior: A case of Mainland Chinese and Western tourists traveling to Macau. *Proceedings of the 2016 TOSOK International Tourism Conference*. Pyeongchang, Korea, July 13-15, 2016.
19. Hsieh, C.-M., Lee, C.-H., & **Park, S. H.** (2015). Estimating recreation demand based on the perceptions of cultural distance among Chinese inbound tourists to Taiwan. *Proceedings of the 5th International Conference on Tourism and Hospitality between China and Spain (ICTCHS2015) and the 3rd International Tourism Forum at Nankai University ITFN2015*. Tianjin, China. September 3 - 6, 2015.
20. **Park, S. H.**, & Hsieh, C.-M. (2015). Investigating tourists' casino retention: Cross-cultural comparison with Chinese and Westerners. *Proceedings of the 2015 TOSOK International Tourism Conference*. Seoul, Korea, July 1 - 3, 2015.
21. **Park, S. H.**, & Hsieh, C.-M. (2015). Effects of tour guides' proactive personalities and psychological contracts on their subjective well-being. *Proceedings of the 2015 World Hospitality and Tourism Forum (WHTF 2015)*, Seoul, Korea, June 25 - 27, 2015.

22. **Park, S. H.**, & Hsieh, C.-M. (2015). An analysis of the Mainland Chinese group package tour in Macau. *Proceedings of the 2015 International Conference on Hospitality, Tourism and Leisure (ICHTL 2015)*, Taipei, Taiwan, May 17 - 18, 2015.
23. **Park, S. H.**, Hsieh, C.-M., & Lee, C.-H. (2014). Investigating the moderating effect of recreation specialization on the quality-value-loyalty chain in mega events: A case of the 2013 Taroko Gorge Marathon. *Proceedings of the 2014 TOSOK International Tourism Conference*. Kangneung, Korea, July 2 - 4, 2014.
24. **Park, S. H.**, & Noh, J. H. (2014). A comparative analysis of international tourists' experience and satisfaction in Macau. *A proceeding of the 2014 International Conference on Experiential Learning in Hospitality and Tourism (ELHT 2014)*. Macau SAR, China, May 20 - 23, 2014.
25. **Park, S. H.** (2014). Macau tourism marketing strategy and gaming industry. The 2014 International Conference on Service Innovation and Knowledge Value-added at Yu-Da University of Science and Technology. Taichung, Taiwan, May 8-9, 2014.
26. **Park, S. H.**, Lee, C.-H., & Hsieh, C. M. (2014). Evaluating Perception on Cultural Distance and Recreation Demand: A Case of Mainland Chinese Inbound Tourists to Taiwan. *Proceedings of the 2014 Asia-Pacific Social Science Conference (APSSC 2014)*. Seoul, Korea, January 8 - 10, 2014.
27. **Park, S. H.**, & Hsieh, C. M. (2013). The roles of motivations, activities, satisfaction in international tourists' behavioral intentions: Cross-cultural perspectives. *Proceedings of the 2013 TOSOK International Tourism Conference*. Seoul, Korea, July 3 - 5, 2013.
28. Ji, M., **Park, S. H.**, & Hitchcock, M. J. (2013). Macau's Losofonia Festival: The Perceptions of Tourists and Locals. *Proceedings of the World Conference on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013*. Bangkok, Thailand, May 25 - 28, 2013.
29. **Park, S. H.**, Chang, M.-C., & Lee, C.-K. (2013). A Comparative Study of International Tourist Motivations, Activities, and Satisfaction levels to Visit Macau: Chinese, Hongkongese, Taiwanese and Western Tourist Groups. *Proceedings of the 11th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference*. Macau SAR, China, May 21 - 24, 2013.
30. Ji, M., & **Park, S. H.** (2013). An Examination of the Perceived Festival Quality and Visitors' Satisfaction. *Proceedings of the 11th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (CHRIE) Conference*. Macau SAR, China, May 21 - 24, 2013.
31. **Park, S. H.**, & Lai, K. W. (2013). Segmenting and Profiling Macau Yacht Show Visitors Using Attendance Motivation. *Proceedings of the China Tourism and China Hotel-Branding Forum 2013*. Hong Kong SAR, China, May 16 - 18, 2003.
32. Zhou, J., & **Park, S. H.** (2012). Evolution of the Industry Life Cycle Characteristics of Variables after Macau Gambling Liberalization. The First Asia Pacific Conference on Gambling & Commercial Gaming Research. Macau SAR, China, November 5 - 8, 2012.
33. **Park, S. H.**, & Hsieh, C. M. (2012). Segmenting Potential Market of Recreational Disc Golf by Beliefs and Participation Intention: A Case of College Students. *Proceedings of the 2015 TOSOK International Tourism Conference*. Ulsan, Korea, July 4 - 6, 2012.

34. Yang, B. C., **Park, S. H.**, & Lai, I. K. (2012). Measurement of Service Quality for the Luxury Hotel Industry in Macau. *Proceedings of the 2012 TOSOK International Tourism Conference*. Ulsan, Korea, July 4 - 6, 2012.
35. Hsu, Y., Hsieh, C.-M., Chick, G., Yeh, C., & **Park, S. H.** (2012). Leisure Constraints in Six Taiwan Cities. *Proceedings of the 6th World Conference for Graduate Research in Tourism, Hospitality and Leisure*. Fethiye, Turkey, April 24 - 29, 2012.
36. **Park, S. H.** (2011). Using CHAID Decision-Tree Algorithm for a market segmentation: U.S. Boat Show Case. *Proceedings of the 2011 Korea Convention Sciences Society Conference*. Changwon, Korea, November 16 - 17, 2011.
37. Hsieh, C.-M., **Park, S. H.**, & Huh, C. (2011). Moderation Effect of First-Time & Repeat Visitors to a Festival and Their Support for Sustainable Tourism Development: A Case of Yilan International Children's Folklore & Folkgame Festival, Taiwan. *Proceedings of the 2011 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Annual Conference*. Denver, U.S., July 27 - 30, 2011.
38. Hsieh, C.-M., **Park, S. H.**, Chen, L. C., & Yang, C. H. (2011). An Examination of the Relationships among Resort Hotel Customers' Motivations, Perceived Service Quality and Value: Length of Stay as a Moderator. *Proceedings of the 10th Asia Pacific Forum for Graduate Students Research in Tourism*. Singapore, July 14 - 17, 2011.
39. Hsieh, C.-M., & **Park, S. H.** (2011). Investigating the relationships among cultural tourists' motivations, perceived service quality, relationship quality, and loyalty: Membership status as a moderator. *Proceedings of the 2011 TOSOK International Tourism Conference*, 139-158. Seoul, Korea, July 4 - 6, 2011.
40. **Park, S. H.**, & Oh, I.-K. (2011). The CHAID Tree-Based Segmentation: Silver Consumer's Characteristics and Behaviors in Dining-out. *Proceedings of the 70th Tourism Sciences Society of Korea Conference*. Suwon, Korea, July 3 - 6, 2011.
41. **Park, S. H.**, & Noh, J.-H. (2011). CHAID Tree-Based Segmentation: Focused on Level of Satisfaction and Recommendation of Industrial Exhibition Visitors. *Proceedings of the 38th Korea Academic Society of Tourism and Leisure Conference*, 139-158. Seoul, Korea, May 21, 2011.
42. **Park, S. H.**, & Kim, M.-K. (2011). Market Segmentation by Motivation for Attending Medical Tourism in Korea: Potential Tourism Consumer in Taiwan. *Proceedings of the 69th Tourism Sciences Society of Korea Conference*. Jeju, Korea, Feb. 15 - 16, 2011.
43. **Park, S. H.**, & Huh, C. (2010). An analysis of the Performing Arts Consumer: Developing Market Segments by Using CHAID. *Proceedings of the 2010 International Council on Hotel Restaurant and Institutional Education (I-CHRIE) Annual Conference*. San Juan, Puerto Rico, U.S., July 28 - 31, 2010.
44. Hsieh, C.-M., **Park, S. H.**, & Huh, C. (2010). A Comparison Model of Residents' and Tourists' Attitudes Toward Sustainable Tourism Development: A Case of Penghu Island in Taiwan. *Proceedings of the 41st Annual Travel and Tourism Research Association (TTRA) Conference*. San Antonio, Texas, U.S., June 18 - 21, 2010.

45. Hsieh, C.-M., Vander Stoep, G., & **Park, S. H.** (2010). An Examination of the Determinants of Museum Visitors' Revisit Intentions. *Proceedings of the Museum Conference*. Taipei, Taiwan, May 17 - 19, 2010.
46. Noh, E. J., **Park, S. H.**, & Vander Stoep, G. (2010). Cross-Cultural Comparison of Tourist Information Assessment of South Korea among Chinese, Japanese and Western-based Travelers: Importance-Performance Analysis. *Proceedings of the 5th World Conference for Graduate Research in Tourism, Hospitality and Leisure*. Cappadocia, Turkey, May 25 - 30, 2010.
47. Huh, C., **Park, S. H.**, & Holecek, D. F. (2009). A Longitudinal Investigation of Activity Participation at Travel Destination: A Cohort Analytical Approach. *Proceedings of the 40th Annual Conference of Travel and Tourism Research Association (TTRA)*. Honolulu, Hawaii, U.S., June 21 - 24, 2009.
48. **Park, S. H.**, & Hsieh, C.-M. (2009). An Examination of Sustainable Development of Festival Tourism. Annual Graduate Academic Conference at Michigan State University, East Lansing, MI, U.S., March 17, 2009.
49. Hsieh, C.-M., & **Park, S. H.** (2009). The Feasibility of Sustainable Cultural Tourism: The Case of International Children's Folk Art Festival (ICFAF), Taiwan. *Proceedings of the International Conference on Festivals & Events Research (ICFER)*. Orlando, FL, U.S., January 18 - 21, 2009.
50. **Park, S. H.**, & Huh, C. (2009). Segmentation of Boat Show Attendees by their Motivation and Characteristics: A Case of New York National Boat Show. *Proceedings of the 14th Annual Graduate Student Research Conference in Hospitality and Tourism*. Las Vegas, NV, U.S., January 4 - 6, 2009.
51. Hsieh, C.-M., & **Park, S. H.** (2008). A Study on the Relationships among International Tourists' Motivations, Satisfaction and Revisit Intention for Ecotourism. Ecotourism and Sustainable Tourism Conference (ESTC), Vancouver, British Columbia, Canada, October 27 - 29, 2008.
52. Hsieh, C.-M., & **Park, S. H.** (2008). "A Comparison of Island Tourist Motivation between Penghu, Taiwan and Phuket, Thailand." In: David Klenosky and Cherie Fisher (Eds.), *Proceedings of the 2008 Northeastern Recreation Research Symposium*, pp. 229 - 235. Bolton Landing, NY, U.S., March 30 - April 1, 2008.
53. **Park, S. H.** (2008). An Analysis of the Cultural Arts Market. The 20th Annual Northeastern Recreation Research Symposium, Bolton Landing, NY, U.S., March 30 - April 1, 2008.
54. Huh, C., & **Park, S. H.** (2008). "Changes in Patterns of Trip Planning Horizon: A Cohort Analysis Approach," In: Metin Kozak and Nazmi Kozak (Eds.), *Proceedings of the 4th World Conference for Graduate Research in Tourism, Hospitality and Leisure*, Vol. 1, pp. 107-124. Antalya, Turkey, Apr. 22 - 27, 2008.
55. **Park, S. H.** (2007). "Profile of Recreational Boating Activities: A Case Study of U.S. Boaters," In: Cathy H.C. Hsu and Henry Tsai (Eds.), *Proceedings of the 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, pp. 1104-1111. Houston, TX, U.S., Jan. 4 - 6, 2007.
56. **Park, S. H.**, & Mahoney, E. (2006). "Strategic Alliance Formation: Evidence from Canada Tourism Industry," In: HS Chris Choi (Eds.), *Proceedings of the Pre-Conference Graduate Symposium-TTRA Canada Conference*, pp. 53-58. Montebello, QC, Canada, Oct. 14 - 17, 2006.



57. **Park, S. H.** (2006). "Motivational Factors Influencing Purchase Intention: An Exploratory Study of Boat Shows," In: Gayle R. Jennings and Sue Beeton (Eds.), the 37th Annual Conference Proceedings Travel and Tourism Research Association (TTRA), pp. 548-552. Dublin, Ireland, Jun. 18 - 20, 2006.
58. Latkova, P., **Park, S. H.**, & Nicholls, S. (2006). "U.S. College Students' Travel Behaviors and Perceptions: A Case of the UK as a Travel Destination," In: Gayle R. Jennings and Sue Beeton (Eds.), the 37th Annual Conference Proceedings Travel and Tourism Research Association (TTRA), pp. 438-446. Dublin, Ireland, Jun. 18 - 20, 2006.
59. **Park, S. H.**, Latkova, P., & Nicholls, S. (2006). "Image of the United States as a Travel Destination: A Case Study of United Kingdom College Students." Proceedings of the 2006 Northeastern Recreation Research Symposium, Tourism Marketing I, pp. 8-15. Bolton Landing, NY, U.S., Apr. 9 - 11, 2006.

[Book reviews]

**Park, S. H.** (2005). Leisure Enhancement, Third Edition by Michael J. Leitner, Sara F. LEITNER, AND Associates. Binghamton, NY: The Haworth Press, Inc. *Journal of Travel and Tourism Marketing*, 18(4), 83-86.

## Research Grants/Projects

- 2022 – 2023 Principal Investigator, Faculty Research Grants, Macau University of Science and Technology. “Assessing potential tourists’ emotional responses, empathy and travel Intention: Comparing to the Macau tourism promotional video vs. a travel vlog.” MOP30,000.
- 2021 – 2022 Principal Investigator, Specialized Subsidy Scheme for the Tourism Education and Training for the Guangdong-Hong Kong-Macao Greater Bay Area by Macau Education and Youth Development Bureau of Macau. “Domestic and International Tourists Travel Intention to the Greater Bay Area after the COVID-19 Pandemic.” (TET-MUST-2021-03) MOP165,900.
- 2020 – 2021 Co-researcher, Specialized Subsidy Scheme for the Tourism Education and Training for the Guangdong-Hong Kong-Macao Greater Bay Area by Macau Higher Education Bureau. “Research on the Development of Creative Food Tourism in the Greater Bay Area (Phase 2).” MOP204,000.
- 2020 – 2021 Principal Investigator, Faculty Research Grants, Macau University of Science and Technology. “Festival Attendees’ Well-Being Perception and Loyalty Formation: Differences between First-time and Repeat Attendees.” MOP30,000.
- 2014 – 2016 Principal Investigator, Faculty Research Grants, Macau University of Science and Technology. “A Comparative Study of the Motivations, Activities, Overall Satisfaction and Post-Trip Behaviors of International Tourists in Macau.” MOP30,000.
- 2012 – 2013 Principal Investigator, Faculty Research Grants, Macau University of Science and Technology. “A Comparative Study of International Pleasure Tourist Motivations, Activities and Other Travel-Related Characteristics to Visit Macau.” MOP30,000.
- 2003 – 2007 Researcher, Recreational Marine Research Center / Recreational Industrial Research Center / Department of Park, Recreation and Tourism Resources / Department of Community, Agriculture, Recreation and Research Studies, Michigan State University.  
“Annual Craft Spending and Marina Survey”  
“Florida Marina Monitoring and Tracking Survey”  
“The U.S. National Marina Monitoring and Tracking Survey”  
“The U.S. National Marine Manufacturers Association (NMMA) Survey”  
“RV (Recreational Vehicle) and Camp Show Survey”  
“Michigan Boating Industrial Association (MBIA) Compensation and Benefit Survey”  
“The U.S. National Boater Panel Survey”  
“The U.S. Boat Show Survey”  
“Boater Attitudes Regarding Requirements to Wear Life Jackets While Underway in a Recreational Boat Survey”  
“The U.S. Great Lakes Study”  
“Paragon Casino Survey”

2003 – 2007      “The U.S. National Marine Bankers Association (NMBA) Survey”  
                         “Marina Business Leaders Outlook (MBLO) Survey”  
                         “Farm and Ranch Revenue Diversification Survey”  
                         “Weekly Campground Survey”

[Professional Qualifications]

- Ad Hoc Reviewer of Journal of Travel & Tourism Marketing
- Ad Hoc Reviewer, Asia Pacific Journal of Tourism Research
- Ad Hoc Reviewer, Journal of Vacation Marketing
- Ad Hoc Reviewer, Tourism Review
- Ad Hoc Reviewer, Leisure Sciences
- Ad Hoc Reviewer, China Tourism Research
- Ad Hoc Reviewer, International Journal of Tourism Sciences
- Ad Hoc Reviewer, Journal of Global Business Insights
- Ad Hoc Reviewer, Journal of Convergence Tourism Contents Society (Korean)
- Ad Hoc Reviewer, Asia Pacific Tourism Association Annual Conference
- Ad Hoc Reviewer, Asia-Pacific CHRIE
- Ad Hoc Reviewer, TOSOK International Tourism Conference, Korea
- Ad Hoc Reviewer, Managing Tourism Across Continents 22

