

## Hyunsuk Choi, Ph.D., CHIA., CSTEP

University of San Francisco  
Adjunct Professor  
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### **EDUCATION**

- 2010 – 2016: Ph.D. in Hospitality Administration  
Texas Tech University, Lubbock, Texas.  
Dissertation title: Service learning in hospitality and tourism: Toward a new practice and theory
- 2006 – 2008: M.A. in Leisure & Tourism  
Kyonggi University, South Korea.  
Thesis title: The effect of perceived service quality of rural experiential tourism on loyalty
- 1997 – 2005: B.A. in Japanese Language & Literature  
Chonbuk National University, South Korea

### **PROFESSIONAL EXPERIENCE**

#### **ACADEMIC EXPERIENCE**

- Adjunct Professor 2022 - Present  
Department of Recreation, Parks, and Tourism Administration  
California State University, Sacramento  
Teaching
  - RPTA 179 Profit and Revenue Management for Hospitality
  - RPTA 184 Hospitality Administration
- Adjunct Professor 2022 - Present  
Program of Hospitality Management  
School of Management  
University of San Francisco  
Teaching
  - BUS 382 High Tech Hospitality
- Assistant Professor 2017 - 2021  
Department of Tourism and Hospitality Management  
Black Hills State University  
Teaching (Face-to-Face, Online, Hybrid, and Dakota Digital Network Classes)
  - THM 100 Introduction to Tourism and Hospitality Management
  - THM 200 Conventions, Meetings, and Events Plan
  - THM 310 Restaurant Management
  - THM 320 Lodging Management
  - THM 400 Tourism Management
  - THM 480 Tourism Planning and Development
  - BADM 220 Business Statistics 1

- Department Coordinator 2017 - 2021  
Department of Tourism and Hospitality Management  
Black Hills State University
  - Planning, managing and operating all meetings and special events in the THM program (e.g. World Tourism Day Event, Advisory Board Member Meeting, and South Dakota Governor's Conference on Tourism)
  - Program strategic planning; curriculum and program development; budget development, management and allocation; recruitment and retention of students (Certificate of Tourism and Hospitality Management).
  - Facilitating existing and developing new collaborative relationships with U.S. and international universities and industry partners (ex. Saint Lucia in the Caribbean).
  - Represent the THM Program to Black Hills State University community (Community Engagement Activities).
  
- Instructor March 2016 – May 2017  
Department of Hospitality, Recreation, & Tourism  
California State University, East Bay  
Teaching (Face-To-Face, Online, and Hybrid Classes)
  - REC 1000: Introduction to Recreation
  - HOS 1100: Introduction to Hospitality & Tourism
  - REC 2400: Leisure, Self, and Society
  
- Graduate Part-time Instructor & Teaching Assistant Aug 2010 – Aug 2014  
Department of Hospitality & Retailing Management  
Texas Tech University  
Teaching (Face-To-Face Class)
  - RHIM 4322: Hospitality Cost Control III
  
- Guest Lecturer Aug 2010 – Aug 2014  
Department of Hospitality & Retailing Management  
Texas Tech University
  - RHIM 3350: Travel & Tourism
  - RHIM 2310: Introduction to Hospitality
  
- Research Assistant Sep 2010 – Aug 2012  
Department of Nutrition, Hospitality, and Retailing, Texas Tech University
  - Assisted with two funded projects
  - Long range capacity to recruit and enroll students to the Hospitality Administration Doctoral Program
  - Tourism and Hospitality Teaching Competition at Texas Tech University
  - Designed questionnaires and organized four focus groups using both off-line and online methods
  - Data analysis and preparation of final report, as well as production of videos
  
- Co-Principal Researcher Dec 2006 – Nov 2007  
Kyonggi University, Suwon, South Korea
  - Activation of Resourcing Project of Traditional Food
    - Conducted a case study for domestic and overseas food resources
    - Collected and analyzed food resource data associated with traditional Korean foods

- The Vision of Global City, Seoul through Themed City
  - Performed case studies (e.g. Domestic: A site around Cheonggye River, Seoul; Overseas: U. S. and Japan)
  - Investigated the actual state of the themed street of Seoul
  - Designed a spatial structure for the themed street
  
- Researcher Oct 2006 – July 2007  
Ministry of Culture and Tourism, Seoul, South Korea
  - The Basic Plan for Robot Land in Masan City
    - Surveyed demographic, environmental, and socio-cultural conditions around Masan City
  - The Basic Plan for a Barrier-Free Entertainment Park
    - Conducted a SWOT analysis with respect to equivalent parks
    - Conducted a case study (e.g. overseas: Happiness Village and Universal Studio, Japan)
  
- Research Assistant Aug 2005 – July 2006  
Rural Resources Development Institute, Suwon, South Korea
  - The Urban Resident's Preference on Rural Tourism
    - Analyzed the impact of urban tourists on rural tourism in relation to socio-cultural and economic variables
    - Performed research about residents' attitudes based on one's preferences
  
- Lecturer
  - Korea & Japanese Cultural Exchange Center, Jeonju, South Korea (April – Sept 2004)
  - Shingai Academy, Yokohama, Japan (April – Nov 2003)
  - NPO (Non-Profit Organization) Hanuru-house, Tokyo, Japan (Feb – Nov 2003)

#### **AVAILABLE TEACHING AREA**

- Convention, meetings, & special event management
- Meeting Technology Planner Certification class – CSTEP certification
- Hotel operations & laboratory of hotel operations
- Advanced lodging class: Lodging industry certification class – Smith Travel Research (STR)'s CHIA
- Revenue management (CHIA & CAHTA certifications and contents)
- Service management
- Introduction to hospitality, tourism & recreation
- Hospitality & tourism Management (tourism development)
- Restaurant management (food & beverage management)
- Business statistics

#### **TECHNICAL SKILLS**

- Data Analytics (Machine Learning and Deep Learning)
- Social Tables, SmartDraw and Allseated– Meeting technology field, 3D diagram software for conventions, special events and meetings
- Knowledge Matters – Hospitality and Tourism Case Simulations Software
- Delphi– Meeting and Special Event Operation System & Software
- NVivo 10 and MAXQDA - Qualitative Data Analysis
- Windows Live Movie Maker and Final Cut Pro - Audiovisual equipment
- Microsoft PowerPoint - Presentation
- Microsoft Word and Hanguel Word Processor - Word Processing

- Microsoft Excel - Database Management
- SPSS and LISREL - Statistical Analysis
- OPERA - Hotel Property Management System

#### REFEREED ARTICLES

Publications: Refereed Journal Articles

1. **Choi, H.**, Kong, E. & Ann, S. (2021). Young college students' perception of DINESERV: A study of on-campus dining in the USA. *Tourism and Hospitality Management Journal*, 27 (3), 529 – 554.
2. Samuel, M., **Choi, H.**, Kang, H., & Lee, M. J. (2021). Sustainable Event Planning: An Exploration of University Conference Centers. *Sustainability*. 13(13), 7194. [SSCI]
3. Lee, M. J., Kang, H., **Choi, H.**, & Olds, D. (2020). Managerial attitudes towards green practices in educational restaurant operations: An importance-performance analysis. *Journal of Hospitality & Tourism Education*, 32(3), 142-155. [2021 Best Paper Award for Journal of Hospitality and Tourism Education at International Council on Hotel, Restaurant, and Institutional Education]
4. Lee, M. J., Kang, H., **Choi, H.**, Lee, J. W., & Olds, D. (2019). Students' perceptions of hospitality education quality in the United States higher education: Domestic versus international students. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 25, 100212. [SSCI]
5. Kim, T., **Choi, H.**, Song, C., & Lee, M. J. (2019). Investigating the impact of advertising during economic shocks on firm performance in the hospitality industry. *Journal of Hospitality Marketing & Management*, 28(8), 1-22. [SSCI]
6. **Choi, H.**, Ann, S., Lee, K. W., & Park, D. B. (2018). Measuring service quality of rural accommodations. *Sustainability*, 10(2), 443. [SSCI]
7. Ann, S. H. & **Choi, H.** (2018). Millennial college students' on-campus dining experience: DINESERV again. *Journal of Travel and Industry Research*, 38(1), 41-49.
8. **Choi, H.**, Ann, S., & Padron, T. (2016). Developing a lodging industry competency model for the San Francisco Bay Area: An exploratory study. *Asia-Pacific Journal of Business and Commerce*. 8(3), 1-19.
9. Chua, B., Lee, S. H., Huffman, L., & **Choi, H.** (2015). The role of physical environment in leisure service consumption: Evidence from a ski resort setting. *International Journal of Hospitality & Tourism Administration*, 16(4).
10. Ann, S. H., **Choi, H.**, Blum, S., & Yu, J. S. (2014). Retesting Herzberg' Two-Factor Theory among the housekeeping staff in the lodging industry in the republic of Korea: An exploratory study. *Journal of Tourism Studies*, 41(4)
11. Kim, H. J., **Choi, H.**, & Lee, H. R. (2013). Research productivity of academic professionals in tourism and hospitality. *Journal of Tourism and Hospitality Management*, 1(2), 67-74
12. **Choi, H.**, Ann, S. H. (2013). Service quality of rural tourism accommodation in South Korea. *Journal of Trade & Commerce*, 9(5), 241-253
13. Kim, H. J. & **Choi, H.** (2013). Quantitative tourism research and statement of statistical assumptions: A case study of articles appearing in tourism management. *Korean Journal of Hotel Administration*, 22(5), 225-239
14. Lee, S. H., **Choi, H.**, Huffman, L., & Chua, B. (2012). The impact of a ski resort's physical environment on visitors' excitement. *Journal of the Aviation Management Society of Korea*, 10(4), 27-42.
15. Park, D. B., Lee, K. W., **Choi, H.**, & Yoon, Y. S. (2012). Factors affecting social capital in rural tourism communities, South Korea. *Tourism Management*, 33(6), 1511-1520. [SSCI]
16. Lee, K. W., & **Choi, H.** (2012). Suggestion for strategizing the Korean coffee company through Starbucks' strategy in market. *Journal of Food Industry*, 8(2), 199-209
17. **Choi, H.** & Park, S. H. (2007). The effect of perceived service quality of rural experiential tourism on satisfaction and loyalty. *Journal of Green Tourism*, Korea, 14(1), 23-40 (Note: Published in Korean)

18. Park, S. H. & **Choi, H.** (2007). The necessity, possibility and strategy to attract foreign tourism in Korean rural tourists' destination, *Journal of Green Tourism*, Korea, 14(2), 95-112. (Note: Published in Korean)

Publications: Trade Journal Articles

1. Choi, H. D., & **Choi, H.** (2013). Domestic tourism in Asia and the Pacific: A case study of rural tourism in Republic of Korea, *UNWTO (World Tourism Organization)*, 326-336
2. Cho, R. H., & **Choi, H.** (2008). A development of the rural tourism activity utilizing, *The Rural Amenity, Research of Rural Resource Development*.
3. Cho, R. H., & **Choi, H.** (2006). Green tourism in Japan, *Rural Resources & Life*, 94-98.
4. Cho, R. H., & **Choi, H.** (2006). A development of rural experience program of elementary school student, *Research of Rural Resource Development*, 106 – 136

Publications: Under Review

1. Ann, S. H., **Choi, H.**, & Hallab, Z, (Under First Review). Motivating housekeeping staff in the lodging industry: A case of Jordan." *Tourism and Hospitality Management Journal*.
2. Han, E. J., **Choi, H.**, Ann, S. H., & Lee, S. M. (Submitted). The factors affecting on the wine, beer, and spirits exposition visitors' satisfaction level by using "Ordered Probit model." *Sustainability*.

Publications: Preparation for Journal Manuscript

1. **Choi, H.**, Ann, S. H., & Lee, K. W. Visitors' experiences for convention service and city branding effect: The case of a local city in South Korea. (Completed Data Collection)
2. **Choi, H** & Jeon, H. Virtual event experiences: Does a virtual event platform matter? (Completed Data Collection)
3. **Choi, H.** & Ann, S. Undergraduate students' acceptance and use of Artificial Intelligence: Extending the Unified Theory of Acceptance and Use of Technology (UTAUT) (Completed data collection)
4. **Choi, H.** & Yuan, J. Service learning in hospitality and tourism: Toward a new practice and theory(Completed Data Collection)
5. **Choi, H.** & Wehrung, J. Can a field trip be replaced by Virtual Reality? A case of hospitality and tourism education.
6. **Choi, H.** & Ann, S. Generation Y and Z's behavior and perception on Mobile Food Ordering Application: A qualitative approach by using Method of Empathy-Based Stories (MEBS).
7. **Choi, H.**, Ann, S. H., & Park, D. B. Factors influencing loyalty in local food festivals-Moderating effects of destination.
8. **Choi, H.** & Ann, S. H. Developing a competency model for the meeting and event industry.
9. Ann, S. H., **Choi, H.**, Karriss, T., Davila, A., & Santoso, M. Are Millennials and Generation Zers really different?: Factors affecting on food order & delivery application selection.
10. **Choi, H.**, Ann, S. H., & Yuan, J. A study on relationship between nostalgia proneness and behavioral types of rural tourism village visitors
11. **Choi, H.**, Yuan, J., & Ann, S. H. Impact nostalgia triggers on emotional responses and revisit intentions in college football games.

**CONFERENCE PROCEEDINGS**

Conference Presentations

1. Jo, L. H., Lee, J. E., & **Choi, H. S.** (2018). A study on rural village festival performances in 6<sup>th</sup> industrialization – Focusing in Korea rural village case study, The 9<sup>th</sup> Scientific Conference on Sustainable Tourism, Hayward. CA.
2. Lu, T., Suratos, J., Turney, K., Ann, S. H., **Choi, H. S.**, & Hallab Z. (2018). Millennial college students' on-campus dining experience: DINESERV again, 8<sup>th</sup> The Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference, Las Vegas, NV.

3. Ann, S., **Choi, H. S.**, Hallab Z., Suratos, J., Elder, J., & Lu, T. (2017). On-campus dining students' experience in major northern California universities, 7th The Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference, Las Vegas, NV.
4. Ann, S. H., **Choi, H. S.**, & Blum, S. (2015). Retesting Herzberg's Two-Factor Theory among the housekeeping staff in the lodging industry in the Republic of Korea: The Pilot Study, 20th Graduate Students Research Conference in Hospitality and Tourism, Tampa Bay. FL.
5. **Choi, H. S.** & Park, S. H. (2007). The effect of perceived service quality of rural experiential tourism on satisfaction and loyalty, *Journal of Green Tourism, Korea*, 143-157
6. Park, S. H. & **Choi, H. S.** (2007). The necessity, possibility and strategy to attract foreign tourists in Korea rural tourists' destinations, *Journal of Green Tourism, Korea*, 101-119

#### Conference Posters

1. Jeon, H., **Choi, H.**, & Choi, J. (2022). Virtual event engagement: Does virtual event platform matter?, 2022 West Federal CHRIE conference, California State University, Sacramento, CA.
2. **Choi, H.** & Park, K. (2022). Twenty-four years of service quality for five U.S. Airports, 2022 West Federal CHRIE conference, California State University, Sacramento, CA.
3. Saffen, R., Fedirko, J., Ann, S., & **Choi, H. S.** (2020). Artificial Intelligence use in the hospitality industry, 2021 West Federal CHRIE conference, Northern Arizona University, AZ.
4. Jeon, H., Choi, J., **Choi, H. S.**, & Ann, S. H. (2020). Why people attend historical reenactment festivals: A motivation-based segmentation, 2020 West Federal CHRIE conference, Pomona, CA.
5. Ann, S. H., **Choi, H. S.**, Lee, J. W., & Sung, H. (2019). Are Millennials and Gen Zers really different? Perception on tipping and tipping etiquette!, 2019 West Federation CHRIE conference, Sonoma, CA.
6. Ann, S. H., **Choi, H. S.**, & Hallab, Z. (2019). Motivating housekeeping staff in the lodging industry: A case of Jordan, 2019 West Federation CHRIE conference, Sonoma, CA.
7. **Choi, H. S.**, Ann, S. H., Lee, M. J., & Lee, J. W. (2018). Visitors' experiences for convention service and city branding effect: The case of a local city in South Korea, 37<sup>th</sup> ISTTE (The International Society of Travel and Tourism Educator) Annual International Conference, Niagara Falls, NY.
8. Suratos, J., Ann, S. H., & **Choi, H. S.** (2018). Housekeeping staff motivation and job satisfaction: A case of San Francisco, California in the United States, The 17<sup>th</sup> Asia Pacific Forum, O'ahu, Hawaii.
9. Ann, S. H., & **Choi, H. S.** (April, 2016). Motivating senior staff in the hospitality industry: Group comparison based on generation, 6<sup>th</sup> The Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference, Las Vegas, NV.
10. **Choi, H. S.**, Ann, S. H., & Yuan, J. (2015). Impact nostalgia triggers on emotional responses and revisit intentions in college football games, 20<sup>th</sup> Graduate Students Research Conference in Hospitality and Tourism, Tampa Bay. FL.
11. **Choi, H. S.** & Yuan, J. (2014). Service learning in hospitality and tourism: Toward a new practice and theory, 45<sup>th</sup> TTRA (Travel and Tourism Research Association) Annual International Conference, Bruges, Belgium.
12. Ann, S. H., **Choi, H. S.**, & Blum, S. (2014). Hotel room attendant motivation and retention, 19<sup>th</sup> Graduate Students Research Conference.
13. **Choi, H. S.** & Yuan, J. (2013). The application of service learning in educating students in the hospitality and tourism program. 31<sup>st</sup> Euro Council on Hotel, Restaurant, and Institutional Education, Freiburg, Germany.
14. Lee, H. R., **Choi, H. S.**, Kim, H. J., & Stout, B. (2013). Research productivity of professionals by academic rank in tourism and hospitality, 18<sup>th</sup> Graduate Students Research Conference.

15. **Choi, H. S.**, Chang, H. W., & Huh, C. (2013). Would non-energy conservation nudges work toward hotel guests' pro-conservation behavior?, 18<sup>th</sup> Graduate Students Research Conference.
16. **Choi, H. S.**, Lee, K. W., Ann, S. H., & Park, D. B. (2012). Investigation of the impact of service quality on rural tourism accommodation in South Korea, 17<sup>th</sup> Graduate Students Research Conference.
17. Jin, N. H., **Choi, H. S.**, & Goh, B (2011). Examining the relationship among E-SERVICEQUAL, relational benefits, and relationship quality in online tourism portals: The moderating role of personality traits, 16<sup>th</sup> Graduate Students Research Conference.

## GRANT AND FUNDING ACTIVITIES

### Internal Grant:

- Two residents' stories for sustainable tourism development: A case of tourism destination across a border. Seed Grant, Black Hills State University, Spearfish, South Dakota. \$2,500. **Choi, H.S.**, Fall 2019. **Granted.**
- Impact nostalgia triggers on emotional responses and revisit intentions in college football games. Seed Grant, Black Hills State University, Spearfish, South Dakota. \$2,500. **Choi, H.S.**, Fall 2018. **Granted.**
- Attending the South Dakota Governor's Conference on Tourism with students. Student Travel funds, Black Hills State University, Spearfish, South Dakota. \$5,300. **Choi, H. S.**, Fall 2018. **Granted.**
- Visitors' experiences for convention service and city branding effect: The case of a local city in South Korea. Faculty Development Travel Funds, Black Hills State University, Spearfish, South Dakota. \$1,000. **Choi, H. S.**, Fall 2018. **Granted.**
- Millennial college students' on-campus dining experience: DINESERV again. Faculty Development Travel Funds, Black Hills State University, Spearfish, South Dakota. \$1,000. **Choi, H. S.**, Spring 2018. **Granted.**
- Service learning in hospitality and tourism: Toward a new practice and theory. FY14 Internal Competitive Funding Opportunity to Advance Scholarship in the Creative Arts, Humanities and Social Sciences (2014 CAHSS Award), Texas Tech University, Lubbock, Texas. \$5,000. Yuan, J., & **Choi, H. S.**, September 2013 – August 2014. **Granted.**

### Undergraduate Research scholarship and funds

#### 2016 – 2017

- Suratos, J., Ann, S., & **Choi, H. S.** (Fall, 2016 – Spring, 2017). *California State University, East Bay students' campus dining experience using DINESERV*. Center for Student Research Scholarship, California State University, East Bay, Hayward California. \$1,500, Granted.
- Suratos, J., Ann, S., & **Choi, H. S.** (Fall, 2016 – Spring, 2017). *California State University, East Bay students' campus dining experience using DINESERV*. Center for Student Research Travel fund, California State University, East Bay, Hayward California. \$930, Granted.
- Suratos, J., Ann, S., & **Choi, H. S.** (Fall, 2016 – Spring, 2017). *California State University, East Bay students' campus dining experience using DINESERV*. Center for Student Research Supply fund, California State University, East Bay, Hayward California. \$200, Granted.
- Elder, J., Ann, S., & **Choi, H. S.** (Fall, 2016 – Spring, 2017). *California State University, East Bay students' campus dining experience using DINESERV*. Center for Student Research fund, California State University, East Bay, Hayward, California. \$1,500, Granted.
- Elder, J., Ann, S., & **Choi, H. S.** (Fall, 2016 – Spring, 2017). *California State University, East Bay students' campus dining experience using DINESERV*. Center for Student Research Travel fund, California State University, East Bay, Hayward, California. \$960, Granted.
- Elder, J., Ann, S., & **Choi, H. S.** (Fall, 2016 – Spring, 2017). *California State University, East Bay students' campus dining experience using DINESERV*. Center for Student Research Supply fund, California State University, East Bay, Hayward, California. \$424, Granted.

- Lu, T., Ann, S., & **Choi, H. S.** (Fall, 2016 – Spring, 2017). *California State University, East Bay students' campus dining experience using DINESERV*. Center for Student Research Scholarship, California State University, East Bay, Hayward, California. \$1,500, Granted.
- Lu, T., Ann, S., & **Choi, H. S.** (Fall, 2016 – Spring, 2017). *California State University, East Bay students' campus dining experience using DINESERV*. Center for Student Research Travel fund, California State University, East Bay, Hayward, California. \$1,302, Granted.
- Lu, T., Ann, S., & **Choi, H. S.** (Fall, 2016 – Spring, 2017). *California State University, East Bay students' campus dining experience using DINESERV*. Center for Student Research Supply fund, California State University, East Bay, Hayward, California. \$499, Granted.

#### RESEARCH INTERESTS

- Data Analytics (Machine Learning and Deep Learning)
- Event and meeting industry
- Event technology
- Hotel operation
- Consumer attitude, behavior, and perception in tourism, meetings, and events
- Sustainable tourism
- Service learning
- Hospitality financial management

#### UNDERGRADUATE STUDENT MENTORSHIP WITH RESEARCH ACTIVITIES

- 2017 – 2018: Mentoring the three Hospitality and Tourism major students and who won 3<sup>rd</sup> prize in the undergraduate student research competition at the 8<sup>th</sup> KAHTE conference, Las Vegas, NV.
  - Lu, T. (Fall, 2017 – Spring, 2018). Center for Student Research Scholarship, California State University East Bay.
  - Suratos, J. (Fall, 2017 – Spring, 2018). Center for Student Research Scholarship, California State University East Bay.
  - Turney, K. (Fall, 2017 – Spring, 2018). Center for Student Research Scholarship, California State University East Bay.
- 2016 – 2017: Mentoring three Hospitality and Tourism major students who won 1<sup>st</sup> prize in the undergraduate student research competition at the 7<sup>th</sup> KAHTE conference, Las Vegas, NV.
  - Elder, J. (Fall, 2017 – Spring, 2017). Center for Student Research Scholarship, California State University East Bay.
  - Lu, T. (Fall, 2016 – Spring, 2017). Center for Student Research Scholarship, California State University East Bay.
  - Suratos, J. (Fall, 2016 – Spring, 2017). Center for Student Research Scholarship, California State University East Bay.

#### PROFESSIONAL WORK EXPERIENCE

- Assistant Manager June 2016 – May 2017  
Ginza Japanese Restaurant, Oakland, CA
- Front Desk Agent & Night Auditor October 2014 – May 2015  
Overton Hotel & Conference Center, Lubbock, TX
- Internship May – June 2013  
Museum of Texas Tech University, Lubbock, TX
- Convenience Store Clerk Jan 2003 – Dec 2003  
Family Mart, Tokyo, Japan
- Meeting Director & Manager December 2002 – November 2003  
NPO (Non-Profit Organization) Hanuru-House, Tokyo, Japan



- Korean Food Restaurant Assistant Manager Feb 2001 – Mar 2002  
Daehak Restaurant, Jeonju, South Korea
- Assistant Meeting & Special Event Director Sep 1997 – Aug 1998  
Chonbuk National University Cultural Center, Jeonju, South Korea

### **PROFESSIONAL DEVELOPMENT ACTIVITIES**

- California State University Sponsored Training
  - In-Class Discussion Strategies That Work (March 2016)
  - Data Data Everywhere (April 2016)
  - First-Gen Faculty Institute (July 2016) : Helping faculty with understanding self-awareness and self-disclosure as vehicles for the transformation of education

### **SERVICES ACTIVITIES**

#### **UNIVERSITY, COLLEGE, SCHOOL & DEPARTMENT**

- Black Hills State University
  - Program Service
    - Director of World Tourism Day Event, Fall 2017 – 2021
    - Director of Advisory Board Member Meeting and recruiting meetings, Fall 2017 – 2021
  - School Service
    - Curriculum Committee, Fall 2019 – 2021
    - MBA/Enrolment Committee, Fall 2019 – Spring 2020
    - Students Engagement Committee, Fall 2017 - Spring 2018
    - Faculty Quality Development Committee, Fall 2018 – 2021
    - Co-Director of Entrepreneurship Week Event, Fall 2018 – 2021
  - University Service
    - Co-Director of International Food Festival, Fall 2019 – 2021
    - The South Dakota Governor’s Conference on Tourism, Fall 2017 – 2021
      - Representing Black Hills State University / leading students to make industry connections / recruiting students
    - University Research Committee, Fall 2017 – 2021
    - Programming Director of Research Symposium, Fall 2018 – 2021
    - Domestic and International recruitment Committee, Fall 2018 – 2021
      - Saint Lucia, 2018
      - Chadron State College, 2018
- California State University, East Bay
  - Department
    - California State University East Bay Welcome Day Event, April 2016
      - Greeting new and transferring students
  - University Service
    - The California State University Hospitality & Tourism Career Expos, March 2016
      - Representing California State University East Bay / leading students to make industry connections
  - San Francisco Unified School District (SFUSD) Advisory Board of Hospitality, Tourism, and Food Service, Fall 2016 - 2017
    - Serving as a board member for SFUSD / providing advice how to develop hospitality and tourism curriculum to under K-12 educators

### **BOARD, MODERATOR AND PAPER REVIEWER**

- Chair of Marketing & Industry Relationships

- Tourism, Hospitality, and Event Conference for Researchers, Educators, Practitioners, and Students (THEREPS), Fall 2018 – Present
- Advisory Board Member
  - Global Food & Beverage Association, 2017 – Present
- Director of Education & Scholarship
  - Korea America Hospitality & Tourism Educators Association (KAHTEA), Fall 2015 – 2018
- Reviewer
  - Journal of Hospitality Marketing & Management, 2019 – Present
  - Asia Pacific Journal of Tourism Research, 2019 – Present
  - West Federal Council on Hotel, Restaurant, and Institutional Education (WFCHRIE), Fall 2018 – Present
  - Korea America Hospitality & Tourism Educators Association (KAHTEA), Fall 2015 – Present
  - Journal of Trade & Commerce, 2014 – Present
  - Journal of Hospitality & Tourism Research, 2015 – Present
  - Tourism Management, 2015
- Conference Session Moderator
  - The 9th International Conference on Sustainable Tourism, 2018
  - Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, 2018 – Present
  - Korea America Hospitality & Tourism Educators Association (KAHTEA), Fall 2015 – Present
- Ambassador for Plenary Sessions
  - 14th Annual Engagement Scholarship Consortium Conference, Texas Tech University, Lubbock, TX, Oct 2013
    - Assisting with equipment set up and guiding conference attendees

#### **OTHER INVOLVEMENT**

- Community Service
  - Community Engagement Activity
    - Harvesting grapes & counselling for events in Belle Joli Winery, Belle Fourche, SD, 2018 – Present
  - Choir director
    - Eden Korean Presbyterian Church, Castro Valley, CA, 2016 – 2017
    - Lubbock Korean Baptist Church, Lubbock, TX, 2010 – 2015
  - Leader of Youth Group – Lubbock Korean Baptist Church, Lubbock, TX, 2010 – 2015
  - Choir director – International Praise Celebration, Lubbock, TX, 2012 – 2014
- Volunteer
  - Master of ceremony at a wedding, Merkel, Texas, 2014
  - Christmas Caroling, Southwest Cancer Center Treatment, Lubbock, TX, 2011 – 2012
  - Bowling Event, 2011
    - Benefiting the Guadalupe-Parkway Neighborhood Center Children’s Programs
  - Can Share Food Drive, Texas Tech University, Lubbock, TX, 2010
  - Mission Work, Vision Church, Bacolod, Philippines, 2008 – 2009
  - Interpretation for exchange students from Waseda and Tohoku Universities, Japan, 2004
  - 2002 FIFA World Cup Korea/Japan, Jeonju, South Korea, 2002
    - Worked as an interpreter in the Mixed Zone in Jeonju World Cup Stadium
  - TOTORO Theater Group, Chonbuk National University, Jeonju, South Korea, 1997 – 2005
    - Member and Director

#### **PROFESSIONAL AFFILIATIONS**

- Member, International Council on Hotel, Restaurant, and Institutional Education, 2019 – Present

- Member, Global Food & Beverage Association, 2017 – Present
- Member, International Council on Hotel, Restaurant, and Institutional Education, 2014 – 2015
- Member, The Korea America Hospitality & Tourism Educators Association (KAHTEA). 2014 – Present
- Member of the Honored Japanese Interpreter, Korea National Tourism Organization, 2004 – 2005
- Member of the edition committee of the Culture and Language Association of Jeollabukdo, South Korea, 2002 – 2003

### **SCHOLARSHIPS & AWARDS**

- 2021 Best Paper Award for Journal of Hospitality and Tourism Education at International Council on Hotel, Restaurant, and Institutional Education, 2021.
- 2019 – 2020 Outstanding Research, Scholarship, and Creative Achievement Award, Black Hills State University, 2020.
- The personal recognition award at the California Park and Recreation Society (CPRS) – Recreation Therapy (RT)
- 3<sup>rd</sup> prize in the undergraduate student research competition at the 8<sup>th</sup> KAHTE conference, April, 2018
- 1<sup>st</sup> prize in the undergraduate student research competition at the 7<sup>th</sup> KAHTE conference, April, 2017
- Uncle Julio and Ben K. Goh Scholarship Endowment, 2014
- Study Abroad Competitive Scholarship (6 awards), Texas Tech Office of International Affairs, Spring 2012 – 2013
- C. J Davison Home Economics Endowed Scholarship, 2013
- Department of Nutrition, Hospitality, and Retailing Scholarship, Texas Tech University 2012
- Helen DeVitt Jones in Human Sciences Scholarship Endowment, 2011
- Incentive Graduate Scholarship, Texas Tech University, Fall 2010
- Outstanding Academic Excellence Award, Kyonggi University, Spring 2007, South Korea
- Outstanding Academic Excellence Award, Chonbuk National University, Fall 2002, South Korea

### **CERTIFICATIONS**

- Certificate of Business Analytics for Leaders: From Data to Decisions, University California Berkeley, 2021
- Certificate of Post-Crisis Hospitality Management, *University of South Florida*, 2020
- Certification in Advanced Hospitality and Tourism Industry Analytics, Smith Travel Research, 2019
- Certificated Social Tables Meeting Technology Planner Certification (CSTEP), *Social Tables*, 2018
- Certificate in Hotel Industry Analysis, *Smith Travel Research*, 2016
- Certificate of Attendance in First-Gen Faculty Training, *ACE Five-day Experiential Learning Institute*, 2016
- Certificate of Chef camp, *Texas Tech University*, 2010
- Certificate of TESOL(Teaching English to Speakers of Other Language) Training, *University of Negros Occidental-Recoletos in the Philippines*, 2009