

Curriculum Vitae

Minkyung (Min) Park

Associate Professor
George Mason University

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EDUCATION

- Ph.D. 2000 Department of Recreation, Park, and Tourism Sciences, Texas A&M University, College Station, Texas
Dissertation: "Relationships between Crime and Tourism Development: A Comparative Study of Rural Colorado Communities." (Advisor: Dr. Patricia A. Stokowski)
- M.S. 1996 Program of Leisure Studies, Department of Hotel, Restaurant, and Recreation Management, Pennsylvania State University, University Park, Pennsylvania
Thesis: "Comparison of Three Models for Estimating Economic Impact of a Regional Arts Festival." (Advisor: Dr. Stuart H. Mann)
- M.A. 1993 Department of Hospitality and Tourism Science, Hanyang University, Seoul, Korea
Thesis: "Economic Impact of Tourism Industry in Korea: Using Input-Output Analysis." (Advisor: Dr. Jong-Yun Ahn)
- B.A. 1990 Department of Hospitality and Tourism Science, Hanyang University, Seoul, Korea

PROFESSIONAL POSITIONS AND EXPERIENCE

- 2020 – present Academic Program Coordinator, Tourism and Events Management, College of Education and Human Development. George Mason University, Fairfax, Virginia
- 2012 – Present Associate Professor, Tourism and Events Management, College of Education and Human Development. George Mason University, Fairfax, Virginia
- 2016 – 2018 Dean of Administration, George Mason University Korea campus, Songdo, South Korea
- 2014 – 2016 Acting Assistant Vice President for International Campus Operations, Office of Global Strategy, Provost Office. George Mason University, Fairfax, Virginia
- 2012 – 2014 Executive Director for Korea Campus Operations, Office of Global and International Strategies, Provost Office. George Mason University, Fairfax, Virginia
- 2012 Executive Director for Proposed Korea Campus, Office of Global and International Strategies, Provost Office. George Mason University, Fairfax, Virginia

- 2010 – 2011 Faculty Advisor for Korea Programs, Office of Global and International Strategies, Provost Office. George Mason University, Fairfax, Virginia
- 2006 – 2012 Assistant Professor, Tourism and Events Management, School of Recreation, Health, and Tourism. George Mason University, Manassas, Virginia
- 2001 – 2005 Research Manager, Office of Tourism Development, Maryland State Department of Business and Economic Development, Baltimore, Maryland
- 1996 – 1998 Graduate Research Assistant/Graduate Teaching Assistant, Department of Recreation, Park, and Tourism Sciences, Texas A&M University, College Station, Texas
- 1994 Payroll Research Assistant, Program of Leisure Studies, Department of Hotel, Restaurant, and Recreation Management, Pennsylvania State University, University Park, Pennsylvania
- 1992 -1993 Research Assistant (contractor), Tourism Research Department, the Korea Transport Institute, Seoul, Korea
- 1991 – 1993 Graduate Research Assistant/Lab Instructor, Department of Tourism, Hanyang University, Seoul, Korea

Mason Leadership Legacy Program

Selected to the 2013-14 cohort and successful completion of the Mason Leadership Legacy Program co-sponsored by MasonLeads and the Office of Human Resources & Payroll.

Teaching Experience

- 2012 – Present Associate Professor, School of Recreation, Health, and Tourism. George Mason University, Manassas, Virginia
- TOUR352: Cultural and Heritage Tourism
 - TOUR490: Internship
 - EDUC897: Direct Reading (as faculty mentor)
 - TOUR210: Global Understanding through Travel and Tourism
 - TOUR430: Destination Marketing and Management
 - TOUR241: Practicum
- 2006 – 2012 Assistant Professor, School of Recreation, Health, and Tourism. George Mason University, Manassas, Virginia
- TOUR 352: Cultural and Heritage Tourism
 - TOUR 362: Interpretation of Cultural and Environmental Resources
 - TOUR 210: Global Understanding through Travel and Tourism
 - TOUR 470: Senior Seminar
 - TOUR 490: Internship
 - TOUR 499: Independent Study
- 2007 June Guest Speaker, Division of Tourism, Hanyang University, Seoul, Korea
- 2003 March Guest Speaker, Department of Tourism and Event Management, PaiChai University, Daejeon, Korea
- 2003 March Guest Speaker, Department of Tourism Management, Woosong University, Daejeon, Korea
- 1997 - 1998 Teaching Assistant, Department of Recreation, Park, and Tourism Sciences, Texas A&M University, College Station, Texas
- RENR 201: Computer Applications in Agriculture (Fall 1998)
 - RPTS 481: Internship Seminar (Spring 1998)
 - RPTS 202: Foundations of Tourism (Fall 1997)

Research Project Experience

- 2020 Motivations for Tourism Boycott Participation
- 2019 The Sharing Economy, Regulations, the Role of Local Government
- 2019 Understanding Overtourism and Touristification Phenomena
- 2011 – 2015 An Analysis of Tour Bus Operations within the National Mall & Memorial Parks
- 2011 Business and Tourism Networks: A Study of Business Leaders in Vermont Rural Communities
- 2010 Community and Environment in Northern Vermont: A Study of Permanent and Seasonal Residents
- 2010 Public Comment Analysis on the National Mall Plan Alternatives and Socioeconomic Impacts Analysis. Analyzed socioeconomic impacts of the National Mall
- 2008 The National Mall Visitor Survey. Conducted a visitor survey for the NPS
- 2007 The National Park Service's July 4th Event: An Analysis of Facilities and Services. Conducted a participant observation study for the NPS
- 2007 The National Cherry Blossom Festival: An Analysis of Facilities and Services. Conducted a participant observation study for the NPS
- 2007 Qualitative Analysis of Public Comments on the National Mall & Memorial Parks Management Plan. Conducted a qualitative Analysis for the National Park Service (NPS)
- 2005 Five Year Strategic Plan, FY2006 to FY2010. Contract Awarded to Schaefer Center for Public Policy. University of Baltimore
- 2005 Advertising Campaign Conversion Study, Spring 2004 to Spring 2006. On-going project – Survey Design and Data Collection are being done in-house. Contract Awarded to RESI, Towson University
- 2005 The Economic Impact of Travel and Tourism in Maryland – A Comprehensive Analysis. Contract Awarded to Global Insight
- 2005 Maryland Campground Survey. Research done in-house
- 2004 The Economic Impact of Travel on Maryland Counties, 2003. Contract Awarded to Travel Industry Association of America (TIA)
- 2004 Maryland Visitor Profile and Market Study, 2003. Data purchased from TIA and Analysis done in-house
- 2003 State Welcome Center Visitor Survey 2003. Research done in-house
- 2003 The Economic Impact of Travel on Maryland Counties, 2002. Contract Awarded to TIA
- 2003 Maryland Visitor Profile and Market Study, 2002. Data purchased from TIA and Analysis done in-house

- 2002 State Welcome Center Visitor Survey 2002. Research done in-house
- 2002 The Economic Impact of Travel on Maryland Counties, 2001. Contract Awarded to TIA
- 2002 Maryland Visitor Profile and Market Study, 2001. Data purchased from TIA and Analysis done in-house
- 2001 Maryland Heritage Travel. Contract Awarded to D.K. Shifflet & Associate
- 2001 Alternative Funding to Enhance or Supplement the Maryland State Tourism Program. Contract Awarded to Hunt & Hunt
- 2001 Feasibility Study of Gyeonggi Cultural Center. Prepared for Gyeonggi Research Institute, Suwon, Gyeonggi, Korea

RESEARCH PUBLICATIONS

Peer Reviewed Journal Articles

- Jang, H., & **Park, M.** (2020). Social media, media, and urban transformation in the context of overtourism. *International Journal of Tourism Cities*, 6 (1), 233-260.
- Park, M.** (2019). The sharing economy, regulations, and the role of local government. *International Journal of Tourism Cities*, 6 (1), 158-174.
- Daniels, M., Harmon L., Brayley R.E., Vese, R., & **Park, M.** (2019). Honor flight: Recognition of preeminent-mature tourists. *Annals of Tourism Research*, 74 (January), 95-107.
- Park, M.**, Derrien, M., Geczi, E., & Stokowski, P. (2019). Grappling with Growth: Perceptions of development and preservation in faster- and slower-growing amenity communities. *Society and Natural Resources*, 32(1), 73-92.
- Cicchetti, K., & **Park, M.** (2018). Student affairs and offshore branch campuses: A case study of practitioner experiences. *Journal of College Student Development*, 59 (2), 238-242.
- Daniels, M., Harmon L., Barrow M., Vese, R., **Park, M.**, & Brayley R.E. (2018). Spatial dynamics of tour bus transport within urban destinations. *Tourism Management*, 64 (February), 129-141.
- Daniels, M., Harmon L., Barrow M., **Park, M.**, & Brayley R.E., & Vese, R. (2015). Heritage tourism within a capital city: Symbolism and dissonance. *Tourism Review International*, 19, 1-18.
- Schiller, A., & **Park, M.** (2014). The international campus as prototype for international collaboration: South Korea's Incheon Global Campus. *Global Partners in Education Journal*, 4(1), 33-40.
- Daniels, M. J., **Park, M.**, Harmon, L. & Brayley, R. (2013). Bridging risk management perceptions and processes: The Case of the National Mall & Memorial Parks. *International Journal of Culture, Tourism and Hospitality Research*, 7(2).
- Jang, E., **Park, M.**, Park, H. (2012). Tourist's appeal type for international tourism promotional photos of Korea. *Korea Journal of Tourism and Hospitality Research: Korea Tourism Research Association*, 26(6), 23-38.
- Park, M.**, & Oh, C-O. (2011). Exploring influential factors that explain the probability of visiting a destination: The case of state travel information inquiry groups. *Tourism Analysis*, 16(6), 693-700.
- Harmon, L., Daniels, M. J., **Park, M.**, & Brayley, R. (2011). Is a nation's front yard becoming a dumping ground? A critical analysis of greenspace within the United States National Mall & Memorial Parks. *Journal of Tourism and Leisure Studies*, 17 (2), 269-291.

- Park, M., & Stokowski, P.A.** (2011). Casino gaming and crime: Comparisons among gaming counties and other tourism places. *Journal of Travel Research*, 50 (3), 289-302. First published on March 19, 2010 OnlineFirst, doi:10.1177/0047287510363616
- Park, J., Lee, G., & **Park, M.** (2011). Service quality dimensions perceived by film festival Visitors. *Event Management*, 15. 49 - 61.
- Park, M.**, Daniels, M., Brayley, R., & Harmon, L. (2010). An analysis of service provision and visitor impacts using participant observation and photographic documentation: The National Cherry Blossom Festival. *Event Management*, 14 (2), 167-182.
- Park, M.**, Oh, H., & Park, J. (2010). Measuring the experience economy of film festival participants. *International Journal of Tourism Sciences*, 10 (2), 35-54.
- Park, J., **Park, M.**, & Lee, G. (2009). Perception on the service quality of serious film festival visitors and their satisfaction. *관광연구논총 (Journal of Tourism Studies)*, 23, 3-23.
- Park, M.**, & Stokowski, P. A. (2009). Social disruption theory and crime in rural communities: Comparisons across three levels of tourism growth. *Tourism Management*, 30 (6), 905-915.
- Oh, C-O., **Park, M.**, & Hammitt, W. E. (2007). Predicting site choice behavior among types of campers. *Journal of Park and Recreation Administration*, 25 (3), 23-40.
- Park, M.**, Yang, X., Lee, B., Jang, H-C., & Stokowski, P.A. (2002). Segmenting casino gamblers by involvement profiles: A Colorado example. *Tourism Management*, 23, 55-65.
- Lee, B., **Park, M.**, & Jang, H-C. (2000). Past experiences with gambling and its impact on benefits sought: A case study of gambling travelers to Black Hawk, Colorado, USA. *International Journal of Tourism Sciences*, 1(1), 111-126.
- Jang, H-C., Lee, B., **Park, M.**, & Stokowski, P.A. (2000). Measuring underlying meanings of Gambling from the perspective of enduring involvement. *Journal of Travel Research*, 38(3), 230-238.

Peer Reviewed Book Chapters

- Stokowski, P.A., & **Park, M.** (2012). Resident quality of life in gaming communities. In R. Perdue, M. Uysal, & J. Sirgy (Eds.), *Handbook of Tourism and Quality-of-Life Research: Enhancing the Live of Tourists and Residents of Host Communities* (pp. 653-666). London, UK:Springer
- Park, M.**, Jang, H., Lee, S., & Brayley, R.E. (2010). Tourism and generation Y in dynamically changing society: A case of South Korea. In P. Benckendorff, G. Moscardo, & D. Pendergast (Eds.), *Tourism and Generation Y*. London, UK: CABI
- Park, M.** (2010). 문화관광(Cultural Tourism). In S. Lee (Ed), *관광학개론*. Seoul, Korea: Korea National Open University.
- Daniels, M. J., Harmon, L.K., **Park, M.**, & Brayley, R. E. (2009). National Mall & Memorial Parks: Past, present, future. In W. Frost, & C. M. Hall (Eds.), *Tourism and National Parks: International Perspectives on development, histories, and change* (pp. 282-297). New York, NY: Routledge.

Other Academic Publications

- Park, M.** (2007). "Book review: Cultural tourism in a changing world: Politics, participation, and (Re) presentation edited by Melanie Smith and Mike Robinson." *Anatolia: An International Journal of Tourism and Hospitality Research*.
- Park, M.**, Bajc, V., & Stokowski, P.A. (1998). "Book review: Ordinary life, festival days: Aesthetics in the Midwestern county fair, by Leslie Prosterman." *Rural Sociology* 63(2): 342-343.

Other Publications

- Park, M. (2012). U.S. tourism employment status and employment policy. *Korea Tourism Policy* 47:109-114.
- Daniels, M. J., Harmon, L. K., Wiggins, B. P., & **Park, M.** (2010, Spring). Top five: Staycation ideas for the DC area. *Mason Spirit*. Available at <http://spirit.gmu.edu/news-briefs.html>.
- Daniels, M. J., Harmon, L. K., **Park, M.**, & Brayley R. E. (2009, August). Protecting icons and individuals: The National Mall Plan. *The CIP Report*, 8(2), 4-5, 14-15, 18. Available at http://cip.gmu.edu/archive/cip_report_8.1.pdf.

Publicity

- TV Interview with *CGTN (China Global Television Network)*. (2020, July 17). Minkyung Park on the impact of COVID-19 on the travel industry. <https://www.youtube.com/watch?v=v4qfQYhN4xc&feature=youtu.be>
- TV Interview with *CGTN (China Global Television Network)*. (2020, March 25). Minkyung Park on the impact of COVID-19 on the travel industry. <https://www.youtube.com/watch?v=iYGkXOcT5E8&feature=youtu.be>
- TV Interview with *CGTN (China Global Television Network)*. (2020, February 20). Minkyung Park on COVID-19 impact on China travel market. <https://www.youtube.com/watch?v=dXSlx5iQtBU&feature=youtu.be>
- Interview with *The George*. (2020, February 7). U.S. tourism industry will face economic impact from coronavirus, Mason professor says. <https://www2.gmu.edu/news/582826>
- Dessoff, A. (2012, July/August). Asia's Burgeoning Higher Education Hubs. *International Educator*. (Note: Interview regarding George Mason University's Korea Campus Project)
- Lee, S. (2012, March 23). 100 년전 보낸 일본의 상징 워싱턴 최대 벚꽃축제로 (Symbol of Japan presented to Washington DC 100 years ago became the most popular Cherry Blossom Festival in Washington DC). *JTBC News* (Note: Interview conducted at the National Park Service Press Conference for Cherry Blossom Festival broadcasted in South Korea) http://news.jtbc.co.kr/article/article.aspx?news_id=NB10086456
- Zott, C. (2012, March 23). Study: National Mall a nearly \$800 million annual payday for D.C. *The Washington Examiner*. (Note: Interview conducted at the National Park Service Press Conference for Cherry Blossom Festival cited)
- Sherfinski, D. (2010, April 8). Tourists strike back. *The Washington Examiner*, p. 5. (Note: Research conducted for National Park Service cited – See technical report section for this research)

PRESENTATIONS AT CONFERENCES

- 2020 “Overtourism as a byproduct of urban regeneration: How tourist areas are shaped by the interplay between social media, media, and new tourist demand?”. **Park, M.**, & Jang, H. accepted to present at the 2020 t-Forum, Algarve, Portugal. March.
- 2019 “Stop the bus! Urban park walkability for tour bus participants”. Daniels, M., & **Park, M.** presented at the 2019 National Recreation and Park Association (NRPA), Baltimore, U.S. September.
- Daniels, M., & Park, M. (2019, September 21-27). *Stop the bus! Urban park walkability for tour bus participants* [conference presentation]. M. 2019 National Recreation and Park Association (NRPA), Baltimore, United States.
- 2018 “Future food industry and its impact on tourism”. **Park, M.** Invited presenter and panel at the 2018 PyeongChang Food Summit in affiliation with 2018 Winter Olympics, PyeongChang, South Korea. February.
- 2017 2017 EROPA General Assembly and Conference: The Role of Public Governance in Achieving Sustainable Development Goals: Transforming, Empowering and Network-Building. Participated as Session Chair, Seoul, South Korea. September.

- 2017 “International campuses: what works? what doesn’t?”. Choudaha, R., Downes, T., Chen J., & **Park, M.** Presented at the 2017 Asia-Pacific Association for International Education (APAIE), Kaohsiung, Taiwan. March.
- 2015 “Honor Flight: Reminiscence and recognition of preeminent-mature travelers”. Daniels, M.J., Vese, R., Brayley, R., Harmon, L.K., **Park, M.**, & Schintler, L. Presented at the 3rd World Research Summit for Tourism and Hospitality, Orlando, FL. December.
- 2015 “Students in the city: Integrated methods for keeping youth travelers safe in urban destinations”. Daniels, M.J., Vese, R., **Park, M.**, Brayely, R., Harmon, L.K., & Schintler, L. Presented at the Linking Urban and Rural Tourism: Strategies in Sustainability. Fairfax, VA. September.
- 2015 “Mason’s Global Campus: Mason Korea”. **Park, M.** Presented in the panel discussion session, *The International Start-Up Campus: Best practices and lessons learned*, at the 2015 Association of International Education Administrators (AIEA): Leaders in International Higher Education. Washington DC, February.
- 2012 “Cultural differences and evaluation frame of tourist destination image: Comparison between US and Chinese college students using Q methodology”. Eun-Gyung Jang and **Minkyung Park**. Presented at the 43th annual Travel and Tourism Research Association (TTRA) International Conference, Virginia Beach, VA. June.
- 2012 “Global Education and Internationalization of Tourism and Hospitality Programs in the United States: Preliminary Study”. **Minkyung Park**. Presented at the 2012 Global University Network Conference, Seoul, South Korea. May.
- 2012 “The role of partnerships in global strategic planning” Anne Schiller and **Minkyung Park**. Presented at the 2012 Global University Network Conference, Seoul, South Korea. May.
- 2012 “International education in a transforming South Korea” Anne Schiller, Eric Spears, Adam Steckler, **Minkyung Park**, Kibong Lee. Panel Discussion at the 2012 Association of International Education Administrators (AIEA): Leaders in International Higher Education. Washington DC, February.
- 2011 “A comparison of seasonal and permanent residents in four Vermont amenity resource communities” **Minkyung Park (presenter)**, Patricia A. Stokowski, and Monika Derrien. Presented at the 17th International Symposium on Society and Resource Management, Madison, WI. June
- 2011 “Reverse Culture Shock” **Minkyung Park**. Invited to present at the Annual Retreat of Community College Consortium. Community College Initiative Program, Fairfax, VA. April.
- 2010 “Measuring the experience economy of film festival participants” **Minkyung Park (presenter)**, Haemoon Oh, and Jowon Park. Presented at the 68th TOSOK International Tourism Symposium, Buan, South Korea. July.
- 2009 “Risk management realized: The case of the National Mall and Memorial Parks 2007 Independence Day Celebration” **Minkyung Park (presenter)** and Margaret Daniels. Presented at the 40th annual Travel and Tourism Research Association (TTRA) International Conference, Honolulu, HI. June.
- 2009 “Program quality, service quality, and visitor satisfaction within the film festival context: evaluating major film festivals in Korea” Jowon Park, Guiok Lee, and **Minkyung Park (presenter)**. Presented at the 40th annual Travel and Tourism Research Association (TTRA) International Conference, Honolulu, HI. June.
- 2009 “The N-Generation in a Dynamically Changing Society and Its Impact on Tourism: A Case of South Korea” **Minkyung Park (presenter)**, Hochan Jang, Seokho Lee, and Russell Brayley. Presented at the Northeast Recreation Research Symposium (NERR), Bolton Landing, NY. March.
- 2009 “Is our Nation's back yard becoming a dumping ground? A critical Analysis of National Mall and Memorial Park perceptions” Laurie Harmon, Margaret Daniels, **Minkyung Park**, and Russell Brayley. Panel discussion at the 1st CEHD Symposium, Fairfax, VA. February.

- 2009 "Social Disruption Theory and Crime in Rural Tourism Communities" **Minkyung Park** (presenter) and Patricia Stokowski. Presented at the 1st CEHD Symposium, Fairfax, VA. February.
- 2008 "The National Cherry Blossom Festival: Management of facilities, services, and human Impacts" **Minkyung Park** (presenter), Margaret Daniels (co-presenter), Laurie Harmon, and Russell Brayley. Presented at the 39th Annual Travel and Tourism Research Association (TTRA) International Conference, Philadelphia, PA. June.
- 2008 "Deconstructing place meaning: How the National Mall is perceived" Laurie Harmon (presenter), Margaret Daniels, Russell Brayley, and **Minkyung Park**. Presented at the 14th International Symposium on Society and Resource Management (ISSRM) – People and Place: Linking Culture and Nature, Burlington, VT. June.
- 2007 "Understanding the state travel information inquirers: who has the better odds to visit?" **Minkyung Park** (presenter) and Chi-Ok Oh. Accepted to present at the 38th Annual Travel and Tourism Research Association (TTRA) International Conference, Las Vegas, NV. June.
- 2007 "Predicting site choice behavior among segment types of campers" Chi-Ok Oh (presenter), **Minkyung Park**, and William Hammitt. Presented at the 29th Annual Southeastern Recreation Research (SERR) Conference, Asheville, NC. February.
- 2006 "Understanding campers' preferences for campsite management and development" Chi-Ok Oh (presenter), **Minkyung Park**, and William Hammitt. Presented at the National Recreation and Park Association (NRPA) Conference, Minneapolis, MN. October.
- 2006 "Understanding visitors' perception of a state tourism Website by their socio-demographic profiles" Miyoung Jeong (presenter), Cristian Morosan., and **Minkyung Park**. Presented at the Hospitality Information Technology Association (HITA) Conference, Minneapolis, MN. June.
- 2005 "Visitor survey for Chesapeake Bay Gateways Network" **Minkyung Park**. Invited Presentation at the Chesapeake Bay Gateways Network (CBGN) Conference, Solomon Island, Maryland. April
- 2004 "Factors influencing the extent of travelers' information use obtained at tourist welcome centers" **Minkyung Park** (presenter) and Yeong-Hyeon Hwang. Presented at the 35th Annual Travel and Tourism Research Association (TTRA) International Conference, Montréal Canada. June.
- 2000 "Relationships between crime and tourism development: A comparative study of rural Colorado communities." **Minkyung Park** (presenter) and Patricia A. Stokowski. Presented at the Northeastern Recreation Research Symposium, Bolton Landing, NY. April.
- 1997 "Tourism development and crime: A five-county comparison." **Minkyung Park** (presenter) and Patricia A. Stokowski. Presented at the Research Symposium, National Recreation and Parks Association Congress, Salt Lake City, UT. October.

GRANTS

- 2020 **Artic Education Alliance: Building Capacity through University Linkages between the United States and Greenland.** \$1,725,913. U. S. Department of State. Sue Slocum (Co-PI) and Minkyung Park (Co-PI). Proposal submitted.
- 2020 **Motivations for Travel Boycott Participation.** KRW10,000,000 (about \$8,300) research funding sponsored by Korean National Open University. Principle Investigator: Hochan Jang, Korea National Open University. Co-Principle Investigator: Minkyung Park, George Mason University.
- 2019 **The Sharing Economy, Regulations, and the Role of Local Government.** \$7,438 research funding sponsored by CEHD Seed Grant. Principle Investigator: Minkyung Park, George Mason University.

- 2019 **Understanding Overtourism and Touristification Phenomena.** KRW10,000,000 (about \$8,900) research funding sponsored by Korean National Open University. Principle Investigator: Hochan Jang, Korea National Open University. Co-Principle Investigator: Minkyung Park, George Mason University.
- 2014 **Global Entrepreneurship and Social Change.** \$25,000 sponsored by Partners of the Americas as part of President Obama's 100,000 Strong in the Americas Initiative, U.S. Department of State. Sub-contracted with TECNOLOGICO DE MONTERREY in Mexico. Principle Investigator: Minkyung Park, George Mason University.
- 2012 **King Sejong: A Past and Present Leader.** \$21,348 workshop funding requested from the Academy of Korean Studies. Principle Investigator: Minkyung Park, George Mason University. Not funded.
- 2012 **The National Mall Tour Bus Study.** \$356,923 research funding sponsored by the National Park Service. Principal Investigator: Margaret Daniels, George Mason University. Co-Principal Investigators: Minkyung Park, Laurie Schintler, Russel Brayley, George Mason University.
- 2012 **An Analysis of Tour Bus Operations within the National Mall and Memorial Parks.** \$90,000 research funding sponsored by the National Park Service. Principal Investigator: Margaret Daniels, George Mason University. Co-principal investigators: Russell Brayley, Laurlyn Harmon and Minkyung Park, George Mason University. Modification 7 to Task Agreement Number J3992-07-0102.
- 2012 **Tourism, Culture, and Social Change in South Korea: A Pilot Partnership between Mason and Kyonggi University.** \$351,791 - \$243,335 funding requested from the US Department of State Grants Program for Academic Exchange – Undergraduate - Programs Competition Capacity Building for U.S. Undergraduate Study Abroad and \$108,456 sponsored by GMU and KU (Kyonggi University) in-kind contribution. Principle Investigator: Minkyung Park, George Mason University. (Note-the proposal was recommended for funding but, due to the limited amount of funding available, this proposal was not approved for support).
- 2011 **An Analysis of Tour Bus Operations within the National Mall and Memorial Parks.** \$35,000 research funding sponsored by the National Park Service. Principal Investigator: Margaret Daniels, George Mason University. Co-principal investigators: Russell Brayley, Laurlyn Harmon and Minkyung Park, George Mason University. Modification 6 to Task Agreement Number J3992-07-0400.
- 2010 **Tourism and Social Change in South Korea: A Pilot Partnership between Mason and Kyonggi University.** \$449,905 - \$350,719 funding requested from the US Department of State Congressionally Mandated One-time Grants Program for Academic Programs Competition Capacity Building for Undergraduate Study Abroad and \$99,186 sponsored by GMU and KU (Kyonggi University) in-kind contribution. Principle Investigator: Minkyung Park, George Mason University. (Note- it was declined to consider in the competition due to an error on the part of the OSP).
- 2010 **Understanding the Experience Structure of Film Festival Participants: Application of Experience Economy Concept.** \$3,400 research funding sponsored by the Office of the Vice President for Research & Economic Development, George Mason University. Principle Investigator: Minkyung Park, George Mason University.
- 2009 **Public Comment Analysis on the National Mall Plan Alternatives and Socioeconomic Impacts Analysis.** \$20,000 research funding sponsored by the National Park Service. Principal Investigator: Margaret Daniels, George Mason University. Co-principal investigators: Russell Brayley, Laurlyn Harmon and Minkyung Park, George Mason University. Modification 5 to Task Agreement Number J3992-07-0400.
- 2008 **Program Quality, Service Quality, and Visitor Satisfaction within the Film Festival Context: Evaluating Government-Funded Film Festivals in Korea.** \$6,000 requested from the Office of the Vice President for Research & Economic Development, George Mason University. Principle Investigator: Minkyung Park, George Mason University. Not Funded.

- 2008 **Survey of State & Territory Tourism Office Budgets.** \$10,000 requested from the Travel Industry Association. Principal Investigator: Margaret Daniels, George Mason University. Co- principal investigator: Minkyung Park, George Mason University. Not funded.
- 2008 **The Maryland Heritage Areas Program Strategic Plan.** \$147,460 requested from the Maryland Department of Planning. Principle Investigator: Minkyung Park, George Mason University. Co-principle investigators: Maggie Daniels and Russell Brayley, George Mason University. Not funded.
- 2008 **Tourism and N Generation in Dynamically Changing Society: A Case of South Korea.** \$2,500 requested from the Association for Asian Studies Northeast Asian Council, Grants for Japanese and Korean Studies Short-Term Travel to Korea for Professional Purposes. Principle Investigator: Minkyung Park, George Mason University. Not funded.
- 2007 **Public Comment Analysis on the National Mall Plan Alternatives and Socioeconomic Impacts Analysis.** \$80,000 research funding sponsored by the National Park Service. Principle Investigator: Margaret Daniels, George Mason University. Co-principle investigators: Russell Brayley, Laurlyn Harmon and Minkyung Park, George Mason University.
- 2007 **The National Park Service's July 4th Event: An Analysis of Facilities and Services.** \$7,500 research funding sponsored by the National Park Service. Principle Investigator: Margaret Daniels, George Mason University. Co-principle investigators: Russell Brayley, Laurlyn Harmon and Minkyung Park, George Mason University.
- 2007 **The National Cherry Blossom Festival: An Analysis of Facilities and Services.** \$10,000 research funding sponsored by the National Park Service. Principle Investigator: Margaret Daniels, George Mason University. Co-principle investigators: Russell Brayley, Laurlyn Harmon and Minkyung Park, George Mason University.
- 2007 **Qualitative Analysis of Public Comments on the National Mall & Memorial Parks Management Plan.** \$46,981 research funding sponsored by the National Park Service. Principle Investigator: Margaret Daniels, George Mason University. Co-principle investigators: Russell Brayley, Laurlyn Harmon and Minkyung Park, George Mason University.
- 2006 **Are They Ready for More Visitors? - Cultural and Heritage Institutions' Perspective on Cultural and Heritage Tourism: Case Study of Washington DC Area.** \$6,000 requested from the Office of the Vice President for Research & Economic Development, George Mason University. Principle Investigator: Minkyung Park, George Mason University. Not Funded.
- 2006 **Maryland Scenic Byways Economic Impact and Market Study.** \$180,000 (Requested \$144,000 with Matching fund \$36,000) research funding sponsored by the Federal Highway Administration – National Scenic Byways Program. Principle Investigator: Minkyung Park, Maryland Office of Tourism Development.

TECHNICAL REPORTS

- Daniels, M. J., Harmon, L. K., Vese Jr., R., Park, M., Brayley, R., & Schintler, L. (2015). National Mall and Memorial Parks Tour Bus Study: Final Report. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 266 pp. Available at <http://www.nps.gov/nationalmallplan/Studies.html>
- Daniels, M. J., Harmon, L. K., Barrow, M., Park, M., Brayley, R., & Vese, R. (2014). An analysis of tour bus operations within the National Mall and Memorial Parks, Phase V: On-bus data collection and documentation of daily bus operations. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 72pp. Available at <http://www.nps.gov/nationalmallplan/Studies.html>
- Harmon, L.K., Daniels, M.J., Vese Jr., R., & Park, M. (2014). An analysis of tour bus operations within

the National Mall and Memorial Parks, Phases VI & VII: Operator and Client Self-Reports. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 40 pp. Available at <http://www.nps.gov/nationalmallplan/Studies.html>

- Daniels, M. J., Harmon, L. K., **Park, M.**, & Brayley R. E. (2012). National Park Service: OffVehicle Tour Bus Operation in Washington D.C. 70pp.
- Patricia A. Stokowski & **Park, M.** (2011). Final: Seasonal and Permanent Residents in Northern Forest Amenity Resource Communities: Community Well-being in the Context of Social Change. 16pp.
- Daniels, M. J., Harmon, L. K., **Park, M.**, & Brayley R. E. (2010). National Park Service Final: National Mall Plan / Environmental Impact Statement, Volume I. Washington, DC: National Mall and Memorial Parks. 624 pp. Available at <http://www.nps.gov/nationalmallplan/FEISdocs.html> (Note: There were over 50 contributors to this project. The project executive was Susan Spain. Authors were research consultants and contributing authors).
- Daniels, M. J., Harmon, L. K., **Park, M.**, & Brayley R. E. (2010). National Park Service. Final: National Mall Plan / Environmental Impact Statement, Volume II. Washington, DC: National Mall and Memorial Parks. 211 pp. Available at <http://www.nps.gov/nationalmallplan/FEISdocs.html> (Note: There were over 50 contributors to this project. The project executive was Susan Spain. Authors were research consultants and contributing authors).
- Daniels, M. J., Harmon, L. K., **Park, M.**, & Brayley R. E. (2009, August). 2008 visitor study: Destinations, preferences, and expenditures, The National Mall. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 120 pp. Available at http://www.nps.gov/nationalmallplan/Documents/VisitorStudyReport_2009_NationalMall.pdf
- Daniels, M. J., Brayley, R. E., Harmon, L. K., & **Park, M.** (2008). Public comment report for Newsletter 3 alternatives: A background report for the National Mall Plan. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 48 pp.
- Park, M.** (2007). 장애인관광 실태조사 및 활성화방안 연구: 미국사례연구 (Trends of Travelers with special need: Case of the United State). Manassas, VA: George Mason University School of Recreation, Health and Tourism. 20 pp.
- Park, M.** (2007). 한국의 여가정책개발을 위한 사례연구: 미국 (Case study of developing national Leisure Policy in Korea: United State). Manassas, VA: George Mason University School of Recreation, Health, and Tourism. 36 pp.
- Daniels, M. J., Brayley, R. E., Harmon, L. K., & **Park, M.** (2007). 2007 National Independence Day Celebration: An Analysis of Facilities and Services. Manassas, VA: George Mason University School of Recreation, Health, and Tourism. 60pp.
- Daniels, M. J., Brayley, R. E., Harmon, L. K., & **Park, M.** (2007). The National Cherry Blossom Festival: An Analysis of Facilities and Services. Manassas, VA: George Mason University School of Recreation, Health, and Tourism. 110pp.
- Daniels, M. J., Brayley, R. E., Harmon, L. K., & **Park, M.** (2007). Public Scoping Comments Report: A Background Report for the National Mall Plan. Manassas, VA: George Mason University School of Recreation, Health and Tourism. 58pp.
- Park, M.** (2005). "Economic Impact of Campers on the State of Maryland"
Prepared for Maryland Office of Tourism Development, Maryland Department of Natural Resources, and Maryland Association of Campgrounds.
- Park, M.** (2005). "Maryland Campground Study"
Prepared for Maryland Office of Tourism Development, Maryland Department of Natural

Resources, and Maryland Association of Campgrounds.

Park, M. (2004). "Welcome Center Visitors' Trip Profile and Information Use Behavior" Prepared for Welcome Centers, Maryland Office of Tourism Development.

Park, M. (2004). "Anticipated Economic Impact of 2005 Miss USA Pageant" Prepared for 2005 Miss USA Committee, Baltimore, Maryland.

Park, M. (2003). "OTD Partnership Opportunity Presentation Evaluation Survey Results", Prepared for Maryland Office of Tourism Development.

Park, M. (2002). "Survey on Annual State Tourism Conferences", Prepared for Governor's Tourism Industry Conference Steering Committee, Maryland Tourism Council.

Park, M. (2002). "OTD Partnership Opportunity Presentation Evaluation Survey Results", Prepared for Maryland Office of Tourism Development.

Park, M. (2001). "Feasibility Study of Gyeonggi Cultural Center", Prepared for Gyeonggi Research Institute, Suwon, Gyeonggi, Korea

Stokowski, P.A., and **M. Park.** (1997). "Content Analysis of Calhoun County Newspapers", Project Report for Recreation, Parks & Tourism Sciences Extension, Texas A&M University, College Station, Texas. November. (78 pp.)

AWARDS

Awarded "The TOSOK Excellent Research Paper Award" from the 68th TOSOK Academic Conference, The Tourism Sciences Society of Korea, 2010

Awarded "1998-1999 General RPTS Scholarship" from the Department of Recreation, Park and Tourism Sciences, Texas A&M University, 1998

Awarded "International Education Study Grants" from the International Student Office, Texas A&M University, 1997

SELECTED SERVICES AND PROFESSIONAL DEVELOPMENT

School of Sport, Recreation, and Tourism Management Ad-Hoc Committee on Wine and Craft Beverage Certificate
George Mason University, August 2018 – Current

School of Recreation, Health, and Tourism Ad-Hoc Committee on Faculty Evaluation and Promotion Review
George Mason University, December 2018 – May 2019

George Mason University Korea Hiring Committees Chair
George Mason University Korea, June 2016 – June 2018

2017 EROPA General Assembly and Conference: The role of public governance in achieving sustainable development goals: Transforming, empowering and network-building. Session chair, September 11-15, 2017

George Mason University Korea Dean of Academic Affairs Search Committee Member
George Mason University, April 2016 - 2017

George Mason University Korea Executive Director of Admissions & Enrollment Search Committee Chair
George Mason University, February 2016 – 2017

- Office of Global Strategy MK Program Coordinator Search Committee Chair
George Mason University, September 2015 – January 2016
- George Mason University Korea President Search Committee Member
George Mason University, September 2014 – May 2015
- Associate Editor, Leisure Sciences, November 2010 – 2015
- Editorial Board Member, 한양연구논총 (Journal of Tourism Studies)
The Hanyang Tourism Research Institute, Hanyang University, July 2007 – present
- Graduate Student Dissertation Committee, 2012 – present
Christine Gleason (Ph.D. Environmental Science and Policy, member)
- Provost Office Faculty Advisor for Korea Programs
George Mason University, February 2010 – 2011
- School of Recreation, Health, and Tourism Term Faculty Search Committee for Tourism and Events
Management. George Mason University, September 2010 – December 2010
- General Education Evaluation Reviewer
George Mason University, August 2009 – May 2010
- School of Recreation, Health, and Tourism Part-Time Faculty Search Committee for Tourism and Events
Management. George Mason University, April 2010
- School of Recreation, Health, and Tourism Part-Time Faculty Search Committee for Physical Education
George Mason University, April 2010
- School of Recreation, Health, and Tourism Part-Time Faculty Search Committee for Athletic Training
George Mason University, April 2010
- External Reviewer for Tenure and Promotion Documents
Dr. Patricia Stokowski, University of Vermont, 2009
- Review Committee Member, reviewed papers for the Poster Session at the 40th Travel and Tourism Research
Association (TTRA) International Conference, Honolulu, HI TTRA, June 2009
- School of Recreation, Health, and Tourism Secretary
George Mason University, August 2008 – May 2010
- Center for Asia Pacific Economic Cooperation (CAPEC): Liaison Faculty (tourism and cultural study)
George Mason University, August 2008 – 2016
- Center for Recreation and Tourism Research and Policy: Primary Affiliation
George Mason University, January 2006 – 2008
- Tourism and Events Management Departmental Committee: Primary Affiliation
George Mason University, January 2006 – present
- Developing Rubrics and Scoring Guides. Teaching Excellence Workshop
Center for Teaching Excellence, George Mason University, November 2008
- Teaching at Mason: Strategies for Success. Teaching Excellence Workshop

Center for Teaching Excellence, George Mason University, August 2008

School of Recreation, Health, and Tourism Faculty Search Committee for Tourism and Event Management
George Mason University, October 2007 – March 2008

Department of Leisure Policy Research Project Advisory Committee
Korea Culture and Tourism Institute, May 2007 – September 2007

School of Recreation, Health, and Tourism Curriculum Review Committee
George Mason University, September 2006 – May 2008

School of Recreation, Health, and Tourism Faculty Search Committee for Athletic Training Program
George Mason University, October 2006 – March 2007

School of Recreation, Health, and Tourism Ad Hoc Committee on Peer Review for Teaching
George Mason University, September 2006 – March 2007

IMPLAN Training
Minnesota IMPLAN Group, Minnesota, May 2006

Achieved Certificate for Grant Writing
The Grant Institute, Baltimore, 2005.

Achieved Certificate for Managing for Results (MFR)
Schaefer Center for Public Policy, University of Baltimore, Maryland, 2004

Achieved ESRI Certificate of ArcGIS I: Introduction
Center for Geographic Information Sciences, Towson University, Maryland, 2001

Volunteered at Schlow Memorial Library
State College, Pennsylvania. March-April 2000

Participated in and presented papers at RPTS Departmental Graduate Research Symposium
Department of Recreation, Park and Tourism Sciences, Texas A&M University. 1996-1998

Participated in research tour to Black Hawk, Colorado to assist a field survey
Sponsored by Dr. Stokowski. 1997

Participated in research tour to Port Lavaca, Texas to assist a field survey
Sponsored by Recreation, Parks, & Tourism Extension, Texas A&M University. 1997

Participated in "Teaching Assistant Training Program"
Sponsored by Texas A&M University. 1996

Participated in "NRPA Annual Congress" as a congress staff assistant. 1994, 1995

Vice-President of Undergraduate Student Government
College of Social Science, Hanyang University. 1989

Representative of Undergraduate Women's Association
College of Social Science, Hanyang University. 1988

Wrote articles in "Tourism" publication for Department of Hospitality and Tourism, Hanyang University.
1987, 1988

PROFESSIONAL SERVICE

Manuscript Reviews (Journals)

- *Current Issues in Tourism*: July 2020
- *Tourism Management Perspectives*: September 2020, June 2020, December 2019, September 2019, July 2019
- *Event Management*: May 2019, November 2008, December 2007, January 2007, June 2006
- *Criminology, Criminal Justice, Law & Society*: September 2018
- *Social Economy*: August 2019, March 2018
- *Leisure Sciences*: November 2010 – January 2016 (associate editor), April 2010, September 2009
- *Regional Studies*: July 2011, January 2011
- *International Journal of Tourism Research*: March 2011
- *Tourism Management*: September 2010, August 2010, June 2009
- *Anatolia*: July 2010, June 2008, May 2007
- *Tourism Geographies*: March 2010
- *Hanyang Tourism Research*: May 2009
- *Journal of Hospitality and Leisure Marketing*: April 2007

Manuscript Reviews (Conferences)

- the *Graduate Student Research Conference* in Hospitality and Tourism, September 2010
- *TOSOK International Tourism Symposium*: April 2010
- *TTRA*: the Poster Session papers of Travel and Tourism Research Association (TTRA) International Conference, June 2009

Associate Editor

- *Leisure Sciences*: November 2010 – January 2016

PROFESSIONAL AFFILIATION

Member, U.S. Travel Association. 2019 – present, 2001 – 2005

Member, National Recreation and Park Association. 2006 – present, 1994 – 1998

Member, Phi, Beta, Delta: Honor Society for International Scholars, 2011 – present

Member, Asia-Pacific Association for International Education, 2016 – 2018

Member, Korean Association of Foreign Student Administrators, 2016 – 2018

Member, Korean Association of International Educators, 2016 - 2018

Member, NAFSA: Association of International Educators, 2011 – 2018

Member, Society and Natural Resources, 2011 – 2014

Member, Travel Industry Association of America, 2001 – 2005

Member, International Council on Monuments and Sites, 2008

Member, National Association for Interpretation, 2006 – 2008

Member, Travel and Tourism Research Association, 2002 – 2005

Member, Korean Tourism Research Association. 1991 – 1993