

Curriculum Vitae

Minkyung (Min) Park

Associate Professor
George Mason University

4400 University Drive, MSN 4D2
Work Phone: 703-993-7194
E-mail: mparka@gmu.edu

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, The 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, School of Sport, Recreation, and Tourism 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
- 2023 Fulbright U.S. Scholar, Graduate School of International Tourism, and Tourism Research Institute, Hanyang University, Seoul, Korea
- 2016 – 2018 Dean of Administration, George Mason University Korea campus, Incheon, South Korea
- 2014 – 2016 Acting Assistant Vice President for International Campus Operations, Office of Global Strategy, Provost Office. George Mason University, Fairfax, Virginia
- 2012 – 2013 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

Teaching Experience

- 2012 – Present Associate Professor, School of Sport, Recreation, and Tourism Management, George Mason University,
Fairfax, Virginia
- TOUR 210: Global Understanding through Travel and Tourism
 - TOUR 241: Practicum
 - TOUR 352: Cultural and Heritage Tourism
 - TOUR 430: Destination Marketing and Management
 - TOUR 490: Internship
 - TOUR 499: Independent Study
 - EDUC 897: Direct Reading (as faculty mentor)
 - EDUC 897: Independent Study for Doctor of Philosophy in Education
 - HNRS 260: Global Tourism Issues
 - SRTM 342: Wine and Craft Beverage Field Experience
- 2023 Fulbright Scholar/Visiting Professor, Graduate School of International Tourism, Hanyang University, Seoul,
Korea
- ITU 9152: Current Global Issues in International Tourism
- 2006 – 2012 Assistant Professor, School of Recreation, Health, and Tourism. George Mason University, Manassas,
Virginia
- TOUR 210: Global Understanding through Travel and Tourism
 - TOUR 352: Cultural and Heritage Tourism
 - TOUR 362: Interpretation of Cultural and Environmental Resources
 - TOUR 470: Senior Seminar
 - TOUR 490: Internship
 - TOUR 499: Independent Study
- 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)

Invited Talks and Guest Lectures

2023 May	Guest Speaker, Distinguished Lecture Series, George Mason University Korea, Incheon, Korea
2023 May	Guest Speaker, Department of Nutritional Science and Food Management, Ewha Womans University, Seoul, Korea
2023 May	Guest Speaker, Division of Tourism, Hanyang University, Seoul, Korea
2023 May	Guest Speaker, Graduate School of International Tourism, Hanyang University, Seoul, Korea
2023 May	Guest Speaker, Department of Anthropology, Universitas Gadjah Mada, Yogyakarta, Indonesia
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

Administrative and Leadership Experience

2020 – present	Academic Program Coordinator, Tourism and Events Management, SRTM, GMU, Fairfax, VA.
2016 – 2018	Dean of Administration, George Mason University Korea campus, Incheon, South Korea <ul style="list-style-type: none"> - Managed and supervised Mason Korea campus administration and operations including international collaborations, IT service, facilities management, government relations, and accreditation processes with the Korean Ministry of Education.
2014 – 2016	Acting Assistant Vice President for International Campus Operations, Office of Global Strategy, Provost Office, George Mason University, Fairfax, Virginia <ul style="list-style-type: none"> - Managed and coordinated operational and academic affairs for the Mason Korea camps.
2012 – 2014	Executive Director for Korea Campus Operations, Office of Global and International Strategies, Provost Office, George Mason University, Fairfax, Virginia <ul style="list-style-type: none"> - Spearheaded Mason’s international campus project, managing planning, partnerships, and institutional approval processes - Managed international programs in the Asia region, with a primary focus on Korea including MOUs and study abroad partnerships - Secured and managed a grant as Principal Investigator for President Obama’s 100,000 Strong America Initiative, developing a partnership with Monterrey Tech University in Mexico
2012	Executive Director for Proposed Korea Campus, Office of Global and International Strategies, Provost Office, George Mason University, Fairfax, Virginia <ul style="list-style-type: none"> - Directed Mason’s international campus project - Managed international programs in the Asia region, with a primary focus on Korea including MOUs and study abroad partnerships
2010 – 2011	Faculty Advisor for Korea Programs, Provost Office, George Mason University, Fairfax, Virginia <ul style="list-style-type: none"> - Managed and coordinated Mason’s international campus project - Managed international programs in the Asia region, with a primary focus on Korea including MOUs and study abroad partnerships

RESEARCH ENGAGEMENT

Peer Reviewed Journal Articles

- Park, M., & Kim, S.** Tourism cooperatives as effective governance models for creative tourism initiatives. (Manuscript in preparation for submission to *Current Issues in Tourism*).
- Park, M.,** Wagener, B., Lee, A., Chang, J-H., & Lee, C-H. The impact of service robots on the workforce: Can human-robot partnership enhance meaningfulness of work among hospitality employees? (Manuscript in preparation for submission to *Journal of Hospitality and Tourism Insights*).
- Escalona Berbetty, B. D., Daniels, M. & **Park, M.** (under review). Community gardening fieldwork at Jones Point Park: A case study on student development through ethnographic research. *SCHOLE: A Journal of Leisure Studies and Recreation Education*
- Park, M., & Lim, J.H.** (under review). Reassessing overtourism: Economic welfare in overtourism and equitable benefit redistribution. *Sustainability*.
- Park, M.,** Andress, D. A., Chang, J-H., Lee, A., & Lee, C-H. (2025). What drives hospitality employees' trust in service robots? *Tourism and Hospitality* 6(5), 231, <https://doi.org/10.3390/tourhosp6050231>
- Park, M., & Kim, S.** (2025). Tourism cooperatives and adaptive reuse: A comparative case study of circular economy practices in rural South Korea. *Land*, 14(11), 2145. <https://doi.org/10.3390/land14112145>
- Wu, Y., **Park, M., & Chang, J.H.** (2025). Navigating employee perceptions of service robots: Insights for sustainable technology adoption in hospitality. *Tourism and Hospitality*, 6(2), 113. <https://doi.org/10.3390/tourhosp6020113>
- Park, M., & Jang, H.** (2024). Beyond Efficacy: How self-esteem and guilt drive participation in tourism boycotts. *Tourism and Hospitality*, 5, 1292-1308. [10.3390/tourhosp5040072](https://doi.org/10.3390/tourhosp5040072)
- Daniels, M., & **Park, M.** (2024). Urban walkability and tour bus travel. *Journal of Outdoor Recreation and Tourism*, 47 (September), 100789. <https://www.sciencedirect.com/science/article/pii/S2213078024000574?dgcid=coauthor>
- Park, M., & Jang, H.** (2023). Motivations of tourism boycott differed by demographic variables: A case of “No Travel to Japan Campaign”. *이벤트컨벤션연구 (Event Convention Research)*, 51.
- Park, M., & Daniels, M.** (2022). The impact of tour bus cruising and idling on greenhouse gas emissions. *Current Issues in Tourism*, 26(6), 863-867. <https://www.tandfonline.com/eprint/WIBNSSHTJKT8JSPHHM6T/full?target=10.1080/13683500.2022.2105196>
- Park, M., & Jones, T.** (2021). Going virtual: The impact of COVID-19 on internships in tourism, events, and hospitality education. *Journal of Hospitality and Tourism Education*. 33(3), 176-193. <https://doi.org/10.1080/10963758.2021.1907198>
- 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. <https://doi.org/10.1108/IJTC-08-2019-0145>
- Park, M.** (2019). The sharing economy, regulations, and the role of local government. *International Journal of Tourism Cities*, 6 (1), 158-174. <https://doi.org/10.1108/IJTC-08-2019-0122>
- 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. <https://doi.org/10.1016/j.annals.2018.10.006>
- 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. <https://doi.org/10.1080/08941920.2018.1501527>
- 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. [doi:10.1353/csd.2018.0021](https://doi.org/10.1353/csd.2018.0021).

- 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.
<https://doi.org/10.1016/j.tourman.2017.08.007>
- 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.
- 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

- Chalip, L., Green B. C., **Park, M.**, Kanters, D., & Kanters, M. A. (2021). Reactions of parents to cancellation of elite youth travel sport: Implications for industry recovery. In D. Gursoy, G., M. Sarişik, R. Nunkoo, & E. Boğan (Eds.), *COVID-19 and the Hospitality and Tourism Industry*. Cheltenham, UK: Edward Elgar.
- 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 Publications and Scholarly Works

- Park, M.** (2021). 바이든 행정부의 탄소중립 정책과 미국 관광산업의 탄소중립 현황 (Biden administration's carbon neutral policy and the status of carbon neutrality of tourism industries in U.S.), *Korea Tourism Policy (한국관광정책)*, 84 (summer), 18-24.
- Park, M.** (2012). Tourism employment status and policy in the U.S. *Korea Tourism Policy (한국관광정책)*, 47(spring), 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.
- 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.

Invited Media Commentary

- MoneyGeek. (2024, March 21). Best Travel Credit Cards in 2024. Tips from the pros: Finding and using the right travel credit card. <https://www.moneygeek.com/credit-cards/travel/#experts-qa-397>
- Wallethub. (2022, May 17). 2022's Best Summer Travel Destinations. https://wallethub.com/edu/best-summer-travel-destinations/3792#expert=Min_Park
- Interview with CNA (Channel News Asia, Singapore). (2022, April 4). International tourism post-pandemic.
- MoneyGeek. (2022, February 2). Best Airline Credit Cards in 2022. Tips from the pros: Finding and using the right airline credit card. <https://www.moneygeek.com/credit-cards/travel/airline/#expert=minkyung-min-park-phd>

- MoneyGeek. (2022, February 2). Best Hotel Rewards Credit Cards in 2022. Expert Advice: Finding the right hotel rewards credit card. <https://www.moneygeek.com/credit-cards/travel/hotel/#expert=minkyung-min-park-phd>
- Wallethub. (2022, February 1). Best Travel Credit Cards for International Travel. https://wallethub.com/creditcards/international/#expert=Min_Park
- Interview with Voice of America (VOA) Russia. (2022, January 4). <https://www.golosameriki.com/a/air-flights-cancellations-covid19-pandemic/6382646.html>
- Interview with USA Today. (2021, November 10). International travel can be nerve-wracking: Experts explain what you need to know when it comes to safety. <https://www.usatoday.com/story/travel/destinations/2021/11/10/mexico-safe-what-tourists-traveling-cancun-cabo/6373147001/?gnt-cfr=1>
- Interview with Lawnstarter. (2021, September 28). 2021's best states to visit this fall. <https://www.lawnstarter.com/blog/studies/best-worst-states-to-visit-in-fall/#expert=min-park-phd>
- Interview with *The George*. (2021, August 24). Mason prepares its tourism, events management, and hospitality students for new challenges. Mason professor says. <https://www2.gmu.edu/news/2021-08/mason-prepares-its-tourism-events-management-and-hospitality-students-new-challenges>
- Interview with *The George*. (2021, May 3). Tourism industry will rebound once the pandemic is under control, Mason professor says. <https://www2.gmu.edu/news/2021-05/tourism-industry-will-rebound-once-pandemic-under-control-mason-professor-says>
- Wallethub. (2021, March 9). Best Travel Credit Cards. https://wallethub.com/best-travel-credit-cards#expert=Min_Park
- 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)

National And International Presentations

- Park, M.**, and Kim, S. (2025, June 4-6). Tourism cooperatives as effective governance models for creative tourism initiatives.

[Conference Presentation]. DSOTT 25 (Diversity & Sustainability: Opportunities and Threats on Tourism), Coimbra, Portugal.

Chang, J. H., Lee, A., **Park, M.**, and Lee, C-H. (2024, February 6-9). Hotel frontline employees' ambivalent appraisal toward collaborating with service robot: Challenging or hindering? [Conference Presentation]. CAUTHE 2024, Hobart, Australia.

Wuyuntugalage, **Park, M.**, Cho, H., & Lee, C-H. (2023, June 26-28). Effects of perceived benefits and threats on collaboration intent with service robots. [Conference Presentation]. The 94th TOSOK International Tourism Conference, Jeju, South Korea

Park, M., & Park, H. (2023, May 24, by invitation). Experiential Education: Preparing for a reshaped work environment. [Invited Presentation]. Mason Korea Distinguished Lecture Series. Incheon, South Korea

Park, M. (2023, May 13th). U.S. Travel and Tourism Industry [Keynote Speaker]. ITB STIKOM Bali International Seminar, Bali, Indonesia.

Park, M. (2023, May 4th). Overtourism as a byproduct of urban transformation. [Invited Lecture as a Fulbright Scholar]. Tourism Studies Program in Cultural Sciences, Universitas Gadjah Mada, Yogyakarta, Indonesia.

Park, M., & Daniels, M. (2022, September 20-22). Quantifying greenhouse gas emissions from tour bus cruising in urban parks [Conference Presentation]. 2022 National Recreation and Park Association (NRPA) Annual Conference, Phoenix, AZ, U.S.A.

Park, M., & Jones, T. (2022, April 3-5). Going virtual: Transformation of internships in the wake of COVID-19. [Conference Presentation]. 2022 Cooperative Education & Internship Association (CEIA), Alexandria, VA, U.S.A.

Park, M., Velagapuri, V., & Nagro, S. (2022, April 3-5). Experiential learning during pre-pandemic and the pandemic. [Conference Presentation]. 2022 Cooperative Education & Internship Association (CEIA), Alexandria, VA, U.S.A.

Park, M., & Jang, H. (2021, July 7-9). Motivations for tourism boycott participation: Application of cost-benefit framework [Conference Presentation]. 2021 TOSOK International Tourism Conference, Hybrid Conference, Seoul, South Korea

Park, M., & Jang, H. (2020, November 4-7: Virtual). Overtourism as a byproduct of urban regeneration: How tourist areas are shaped by the interplay between social media, media, and new tourist demand? [Conference Presentation]. 2020 t-Forum, Virtual Conference, Portugal.

Daniels, M., & **Park, M.** (2019, September 21-27). *Stop the bus! Urban park walkability for tour bus participants* [Conference Presentation]. 2019 National Recreation and Park Association (NRPA), Baltimore, MD, U.S.A.

Park, M. (2018, February: by Invitation). Future food industry and its impact on tourism [Invited presenter and panel]. The 2018 PyeongChang Food Summit in affiliation with 2018 Winter Olympics, PyeongChang, South Korea.

Park, M. (2017, September: by Invitation). 2017 EROPA General Assembly and Conference: The Role of Public Governance in Achieving Sustainable Development Goals: Transforming, Empowering and Network-Building [Invited Session Chair]. Seoul, South Korea.

Choudaha, R., Downes, T., Chen J., & **Park, M.** (2017, March). International campuses: what works? what doesn't? [Conference Presentation]. 2017 Asia-Pacific Association for International Education (APAIE), Kaohsiung, Taiwan.

Daniels, M.J., Vese, R., Brayley, R., Harmon, L.K., **Park, M.**, & Schintler, L. (2015, December). Honor Flight: Reminiscence and recognition of preeminent-mature travelers [Conference Presentation]. 3rd World Research Summit for Tourism and Hospitality, Orlando, FL. U.S.A.

Park, M. (2015, February). Mason's Global Campus: Mason Korea". Presented in the panel discussion session, *The International Start-Up Campus: Best practices and lessons learned* [Conference Presentation]. 2015 Association of International Education Administrators (AIEA): Leaders in International Higher Education. Washington D.C. U.S.A.

- Jang, E-G., & **Park, M.** (2012, June). Cultural differences and evaluation frame of tourist destination image: Comparison between US and Chinese college students using Q methodology [Conference Presentation]. 43th annual Travel and Tourism Research Association (TTRA) International Conference, Virginia Beach, VA. U.S.A.
- Park, M.** (2012, May). Global Education and Internationalization of Tourism and Hospitality Programs in the United States: Preliminary Study [Conference Presentation]. 2012 Global University Network Conference, Seoul, South Korea.
- Schiller, A., & **Park, M.** (2012, May). The role of partnerships in global strategic planning [Conference Presentation]. 2012 Global University Network Conference, Seoul, South Korea.
- Schiller, A., Spears, E., Steckler, A., **Park, M.**, & Lee, K. (2012, February). International education in a transforming South Korea [Conference Presentation]. 2012 Association of International Education Administrators (AIEA): Leaders in International Higher Education. Washington D.C. U.S.A.
- Park, M.**, Stokowski, P.A., & Derrien, M. (2011, June). A comparison of seasonal and permanent residents in four Vermont amenity resource communities [Conference Presentation]. 17th International Symposium on Society and Resource Management, Madison, WI. U.S.A.
- Park, M.**, Oh, H., & Park, J. (2010, July). Measuring the experience economy of film festival participants. 68th TOSOK International Tourism Symposium [Conference Presentation]. Buan, South Korea.
- Park, M.**, & Daniels, M. (2009, June). Risk management realized: The case of the National Mall and Memorial Parks 2007 Independence Day Celebration [Conference Presentation]. 40th annual Travel and Tourism Research Association (TTRA) International Conference, Honolulu, HI. U.S.A.
- Park, J., Lee, G., & **Park, M.** (2009, June). Program quality, service quality, and visitor satisfaction within the film festival context: evaluating major film festivals in Korea [Conference Presentation]. 40th annual Travel and Tourism Research Association (TTRA) International Conference, Honolulu, HI. U.S.A.
- Park, M.**, Daniels, M., Harmon, L., & Brayley, R. (2008, June). The National Cherry Blossom Festival: Management of facilities, services, and human Impacts [Conference Presentation]. 39th Annual Travel and Tourism Research Association (TTRA) International Conference, Philadelphia, PA. U.S.A.
- Harmon, L., Daniels, M., Brayley, R., & **Park, M.** (2008, June). Deconstructing place meaning: How the National Mall is perceived [Conference Presentation]. 14th International Symposium on Society and Resource Management (ISSRM) – People and Place: Linking Culture and Nature, Burlington, VT. U.S.A.
- Park, M.**, & Oh, C-O. (2007, June). Understanding the state travel information inquirers: who has the better odds to visit? [Conference Presentation]. 38th Annual Travel and Tourism Research Association (TTRA) International Conference, Las Vegas, NV. U.S.A.
- Oh, C-O., **Park, M.**, & Hammitt, W. (2006, October). Understanding campers' preferences for campsite management and development. [Conference Presentation]. National Recreation and Park Association (NRPA) Conference, Minneapolis, MN. U.S.A.
- Jeong, M., Morosan, C., & **Park, M.** (2006, June). Understanding visitors' perception of a state tourism website by their socio-demographic profiles. [Conference Presentation]. Hospitality Information Technology Association (HITA) Conference, Minneapolis, MN. U.S.A.
- Park, M.**, & Hwang, Y-H. (2004, June). Factors influencing the extent of travelers' information use obtained at tourist welcome centers [Conference Presentation]. 35th Annual Travel and Tourism Research Association (TTRA) International Conference, Montréal, Canada.

Park, M., & Stokowski, P. (1997, October). Tourism development and crime: A five-county comparison [Conference Presentation]. Research Symposium, National Recreation and Parks Association Congress, Salt Lake City, UT, U.S.A.

Local/State/Regional Presentations

- Wagener, B., **Park, M.**, Lee, C-H, Chang, J-H, & Lee, A. (2023, April 20th). An analysis of meaningful work of hospitality employees in relation to service robots. [Symposium Presentation]. 2023 College of Education and Human Development Student Research Symposium. Fairfax, VA.
- Park, M.**, & M. Daniels. (2022, July 18-21). Preparing FCS students for reshaped work environment in light of digital technologies, diversity, and inclusion. [Professional Development Institute Presentation]. 2022 VATFACS Professional Development Institute, McLean, VA.
- Park, M.** (2022, June 1). Fulbright application workshop [Invited Panel]. College of Education and Human Development Research Workshop, Fairfax, VA.
- Park, M.** (2021, November 14-16, by Invitation). 2021 Student programming: Where do we go from here? [Invited Panel Discussion]. 2021 VA1 Tourism Summit. Leesburg, VA.
- Park, M.** (2021, April 21: Virtual, by Invitation). Overtourism as a byproduct of urban transformation: How tourist areas are shaped by interplay between social media, media, and new tourist demand [Invited Presentation]. 2021 C-RASC Brown Bag Discussion. Fairfax, VA.
- Wu, T., **Park, M.**, & Jones, T. (2021, April 15-22: Virtual). The COVID-19 pandemic and virtual internships: Virtual internship preparedness checklist for students and employers [Conference Presentation]. 2021 CEHD Virtual Student Research Symposium, Virtual Conference, Fairfax, VA.
- Park, M.**, & Jones, T. (2021, February 25-26: Virtual). The COVID-19 pandemic and virtual internships in tourism, events, and hospitality education [Conference Presentation]. 2021 Greater Western Chapter Travel and Tourism Researcher Association (GWTTRA), Virtual Conference, United States.
- Daniels, M.J., Vese, R., **Park, M.**, Brayely, R., Harmon, L.K., & Schintler, L. (2015, September). Students in the city: Integrated methods for keeping youth travelers safe in urban destinations [Conference Presentation]. Linking Urban and Rural Tourism: Strategies in Sustainability. Fairfax, VA.
- Park, M.** (2011, April). Reverse Culture Shock. [Invited Presentation]. The Annual Retreat of Community College Consortium. Community College Initiative Program, Fairfax, VA.
- Park, M.**, Jang, H., Lee, S., & Brayley, R. (2009, March). The N-Generation in a Dynamically Changing Society and Its Impact on Tourism: A Case of South Korea [Conference Presentation]. Northeast Recreation Research Symposium (NERR), Bolton Landing, NY.
- Harmon, L., Daniels, M., **Park, M.**, & Brayley, R. (2009, February). Is our Nation's back yard becoming a dumping ground? A critical Analysis of National Mall and Memorial Park perceptions [Conference Presentation]. 1st CEHD Symposium, Fairfax, VA.
- Park, M.**, & Stokowski, P. (2009, February). Social Disruption Theory and Crime in Rural Tourism Communities. [Conference Presentation]. 1st CEHD Symposium, Fairfax, VA.
- Park, M.**, Hammitt, W., & Oh, C-O. (2007, February). Predicting site choice behavior among segment types of campers [Conference Presentation]. 29th Annual Southeastern Recreation Research (SERR) Conference, Asheville, NC.
- Park, M.** (2005, April). Visitor survey for Chesapeake Bay Gateways Network [Invited Presentation]. The Chesapeake Bay Gateways Network (CBGN) Conference, Solomon Island, MD.

Park, M., & Stokowski, P. (2000, April). Relationships between crime and tourism development: A comparative study of rural Colorado communities [Conference Presentation]. Northeastern Recreation Research Symposium, Bolton Landing, NY.

Grants Awarded (including Pending)

- 2024 **Culinary Careers Collaborative Workforce Development.** \$25,165. Workforce Development Implementation Contract awarded from the Town of Vienna and the City of Fairfax. Project Leader: Minkyung Park. Funded.
- 2023 **Economics Institute on Understanding Digital Markets & Antitrust.** \$1,500. Training grant funded by GMU Global Antitrust Institute and Law & Economics Center. Recipient: Minkyung Park. Funded.
- 2022 **Hospitality management dual enrollment with Fairfax County Public Schools.** \$10,000. 2022-2023 Academic Program Innovations Grant submitted to the College of Education and Human Development. FCPS Program Liaison: Margaret Daniels and Faculty Associate: Minkyung Park. George Mason University. Awarded for \$6,000.
- 2022 **The adoption of AI service robots and job at risk in the tourism industry: Development and experimental validation of a sustainable ‘decent work’ collaborative model.** KRW 300,000,000 (approximately \$230,370). 2022 Korea National Foundation. Principal Investigator: Choong-Hoon Lee (Sejong University, Korea), Co-Principal Investigators: Minkyung Park (George Mason University, USA) and Andrew Lee (University of Queensland, Australia). Funded
- 2021 **What can big data analytics tell us about undergraduate education experiential learning during pre-pandemic and the pandemic?** \$9,773. Research funding sponsored by CEHD Seed Grant. Minkyung Park (PI) and Sarah Nagro (Co-PI). George Mason University. Funded
- 2020 **Motivations for Travel Boycott Participation.** KRW10,000,000 (about \$8,300). Research funding sponsored by Korean National Open University. Hohan Jang (Co-PI), Korea National Open University. Minkyung Park (Co-PI), George Mason University. Funded
- 2019 **The Sharing Economy, Regulations, and the Role of Local Government.** \$7,438 research funding sponsored by CEHD Seed Grant. Principal Investigator: Minkyung Park, George Mason University. Funded
- 2019 **Understanding Overtourism and Touristification Phenomena.** KRW10,000,000 (about \$8,900) research funding sponsored by Korean National Open University. Hohan Jang (Co-PI), Korea National Open University. Co-Principal Investigator: Minkyung Park (Co-PI), George Mason University. Funded
- 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. Principal Investigator: Minkyung Park, George Mason University. 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. Funded
- 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.
- 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 **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. Principal 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.
- 2007 **Public Comment Analysis on the National Mall Plan Alternatives and Socioeconomic Impacts Analysis.** \$80,000 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.
- 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. Principal Investigator: Margaret Daniels, George Mason University. Co-principal 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. Principal Investigator: Margaret Daniels, George Mason University. Co-Principal 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. Principal Investigator: Margaret Daniels, George Mason University. Co-Principal investigators: Russell Brayley, Laurlyn Harmon and Minkyung Park, George Mason University.
- 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. Principal Investigator: Minkyung Park, Maryland Office of Tourism Development.

Grants Not Funded

- 2024 **Cultural interpretation for climate action, \$100,000 NSF Accelerating research translation (ART):** Translating research to practice to create climate ready communities across Virginia – Seed translational research project (STRP) program. Maggie Daniels, Minkyung Park, and Sue Slocum, George Mason University. Not funded.
- 2024 **George Mason's Gunston Hall: Climate resilience planning for the protection of historical and cultural resources.** \$80,000 National Endowment for the Humanities: Climate Smart Humanities Organizations Funding Opportunity Number: 20240912-CLI. Maggie Daniels (PI), Sue Slocum (CO-PI), and Minkyung Park (CO-PI), George Mason University. Funding canceled.
- 2022 **Understanding industry practices and knowledge deficiencies of sustainable and inclusive growth: The case of tourism industry in Fairfax, VA.** \$3,799.99 2022-2023 CEHD Seed Grant. Sue Slocum (PI) and Minkyung Park (Co-PI). George Mason University. Not funded.
- 2022 **Reducing transportation greenhouse gas (GHG) emissions in Virginia's top tourism destinations.** \$1,377,096 research proposal for FY 23 Congressionally Directed Spending. Co-Principal Investigators: Margaret Daniels and Minkyung Park, George Mason University. Not funded.
- 2022 **Implementing public park programs that will help Virginia residents recover from the social, emotional and health impacts of the pandemic.** \$1,786,543 research proposal for FY 23 Congressionally Directed Spending. Co-Principal Investigators: Margaret Daniels and Minkyung Park, George Mason University. Not funded.

- 2021 **Project FACE Value: Finding Aspects Central to Experiential learning Valued during undergraduate education.** \$499,978. Spencer Foundation. Sarah Nagro (PI) and Minkyung Park (Co-PI). Not funded.
- 2020 **Going Virtual: The Impact of COVID-19 on Experiential Learning Curriculum for Undergraduates.** \$50,000. Spencer Foundation. Minkyung Park (PI). Not Funded.
- 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). Not Funded.
- 2012 **King Sejong: A Past and Present Leader.** \$21,348 workshop funding requested from the Academy of Korean Studies. Principal Investigator: Minkyung Park, George Mason University. Not Funded.
- 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. Principal Investigator: Minkyung Park, George Mason University. Not Funded.
- 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. Principal 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. Principal Investigator: Minkyung Park, George Mason University. Co-Principal 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. Principal Investigator: Minkyung Park, George Mason University. Not Funded.
- 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. Principal Investigator: Minkyung Park, George Mason University. Not Funded.

Research Project Experience

- 2022 - present Service Robots in the Hospitality Industry
- 2021 Project FACE Value: Finding Aspects Central to Experiential learning Valued during undergraduate education
- 2020 Virtual Internship 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
- 1997 Colorado Gaming Town Study

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

- 2022 2022 Journal of Hospitality & Tourism Education Article of the Year, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE).
- 2022 2022-2023 Fulbright U.S. Scholar Award (Teaching/Research). U.S. Department of State

- 2010 The TOSOK Excellent Research Paper Award. 68th TOSOK Academic Conference, The Tourism Sciences Society of Korea
- 1998 1998-1999 General RPTS Scholarship. Department of Recreation, Park and Tourism Sciences, Texas A&M University
- 1997 International Education Study Grants. International Student Office, Texas A&M University

SERVICE AND ENGAGEMENT

University Service (including College, School, Program)

- Presenter, CEHD Alumni Reunion Event Presentation
College of Education and Human Development, George Mason University, September 2025
- Chair, 2025-2026 SRTM Curriculum Committee
School of Sport, Recreation, and Tourism Management, George Mason University, September 2025 – present
- Chair, CEHD Doctoral Advising Committee
College of Education and Human Development, George Mason University, September 2024 – present
- Chair, 2024-2025 CEHD Professional Development Committee
College of Education and Human Development, George Mason University, September 2024 – May 2025
- Member, 2024-2025 SRTM Curriculum Committee
School of Sport, Recreation, and Tourism Management, George Mason University, September 2024 – May 2025
- Session Moderator, 2024 Innovations in Teaching and Learning Conference
Stearns Center for Teaching and Learning, George Mason University, September 2024
- Participant, APC Role Project
College of Education and Human Development, George Mason University, May – August 2024
- Member, GMU Korea Campus Dean Interviews
Representing the CEHD Dean as part of the Presidential Council process, George Mason University, May 2024
- Member, 2023-2024 CEHD Professional Development Committee
George Mason University, September 2023 – May 2024
- Reviewer, 2024 16th Annual Innovations in Teaching and Learning Conference (ITL)
Stearns Center for Teaching and Learning, George Mason University, April 2024
- Mentor, 2023 Mentoring for Anti-Racism and Inclusive Excellence (MARIE) program
The Office of the Provost, George Mason University, Feb 2023 – August 2023
- Member, CEHD Recruitment Events Manager Search Committee
College of Education and Human Development, George Mason University, June 2022
- Chair, Wine and Craft Beverage Management Minor Program Development Committee
School of Sport, Recreation, and Tourism Management, George Mason University, August 2020 – August 2022
- Member, CEHD Promotion and Tenure Committee
College of Education and Human Development, George Mason University, September 2021 – May 2022
- Member, SRTM Purchasing Coordinator Search Committee
School of Sport, Recreation, and Tourism Management, George Mason University, February 2022 – April 2022
- Co-Supervisor, OSCAR Student Advising

George Mason University, September 2020 – May 2021

Member, SRTM Marketing Task Force

School of Sport, Recreation, and Tourism Management, George Mason University, March 2021 – August 2021

Chair, SRTM Academic Advisor and Support Specialist Hiring Committee

School of Sport, Recreation, and Tourism Management, George Mason University, December 2020 – February 2021

Member, SRTM Ad-Hoc Committee on Faculty Evaluation and Promotion Review

School of Sport, Recreation, and Tourism Management, George Mason University, December 2018 – May 2019

Chair, George Mason University Korea Hiring Committees

George Mason University Korea, June 2016 – June 2018

Member, George Mason University Korea Dean of Academic Affairs Search Committee

George Mason University, April 2016 - 2017

Chair, George Mason University Korea Executive Director of Admissions & Enrollment Search Committee

George Mason University, February 2016 – 2017

Chair, Office of Global Strategy MK Program Coordinator Search Committee

George Mason University, September 2015 – January 2016

Member, George Mason University Korea President Search Committee

George Mason University, September 2014 – May 2015

Member, Graduate Student Dissertation Committee, 2012 – 2018

Christine Gleason (Ph.D. Environmental Science and Policy)

Faculty Advisor, Korea Programs and Proposed Korea Campus Project

Provost Office, George Mason University, February 2010 – 2012

Member, Term Faculty Search Committee for Tourism and Events Management.

School of Recreation, Health, and Tourism, George Mason University, September 2010 – December 2010

Reviewer, General Education Evaluation Review

George Mason University, August 2009 – May 2010

Member, Part-Time Faculty Search Committee for Tourism and Events Management.

School of Recreation, Health, and Tourism, George Mason University, April 2010

Member, Part-Time Faculty Search Committee for Physical Education

School of Recreation, Health, and Tourism, George Mason University, April 2010

Member, Part-Time Faculty Search Committee for Athletic Training

School of Recreation, Health, and Tourism. George Mason University, April 2010

Secretary, School of Recreation, Health, and Tourism

College of Education and Human Development, George Mason University, August 2008 – May 2010

Liaison Faculty, Center for Asia Pacific Economic Cooperation (CAPEC): Tourism and Cultural Study

George Mason University, August 2008 – 2016

Member, Faculty Search Committee for Tourism and Event Management

School of Recreation, Health, and Tourism George Mason University, October 2007 – March 2008

Member, Department of Leisure Policy Research Project Advisory Committee

Korea Culture and Tourism Institute, May 2007 – September 2007

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

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

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

Professional Service

Member, Board of Directors of Visit Fairfax
Fairfax County Convention & Visitors Corporation (FCCVC), July 1, 2025 – present

Reviewer, 2024-2025 Fulbright Egyptian Student Program: Ph.D. Joint Supervision Grant Applications
Binational Fulbright Commission in Egypt, December 2023

Associate Editor, Journal of Tourism Sciences
The Tourism Sciences Society of Korea, January 2022 – December 2023

Reviewer, 2024-2025 Ukraine Fulbright Visiting Scholar Program Applications
Institute of International Education Kyiv Office, Ukraine, November 2023

Reviewer, 2024-2025 Fulbright Egyptian Student Program Application Review
Binational Fulbright Commission in Egypt, August 2023

Volunteer Tutor, 2023 North Korean Defector English Tutoring Program
Korean-American Educational Commission (Fulbright Korea), May – July 2023

Editorial Board Member, 관광학회지 (Journal of Tourism Sciences)
The Tourism Sciences Society of Korea, January 2022 – current

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

Associate Editor, Leisure Sciences, November 2010 – January 2016

Editorial Board Member, 한양연구논총 (Journal of Tourism Studies)
The Hanyang Tourism Research Institute, Hanyang University, July 2007 – July 2010

Reviewer, The Graduate Student Research Conference in Hospitality and Tourism, September 2010

Reviewer, TOSOK International Tourism Symposium
The Tourism Sciences Society of Korea, April 2010

External Reviewer, Tenure and Promotion Review
Dr. Patricia Stokowski, University of Vermont, 2009

Reviewer, 40th Travel and Tourism Research Association (TTRA) International Conference – Poster Session
Honolulu, HI, June 2009

Manuscript Reviewer (2006 – 2025), Reviewed manuscripts for journals including:

- *Tourism Management Perspectives* (10+ reviews, 2019-2024)
- *Event Management* (5 reviews, 2006-2019)

- *Leisure Sciences* (multiple reviews, 2010-2016)
- *Tourism Management* (multiple reviews, 2009-2010)
- Other Journals including *Journal of Park and Recreation Administration*, *Geoforum*, *Journal of Tourism Sciences*, *Tourism and Hospitality*, *International Journal of Tourism Cities*, *Journal of Hospitality, Leisure, Sport, and Tourism Education*, *New Emirates Medical Journal*, *Current Issues in Tourism*, *Criminology*, *Criminal Justice, Law & Society*, *Social Economy*, *Regional Studies*, *International Journal of Tourism Research*, *Anatolia. Tourism Geographies*, *Hanyang Tourism Research*, *Journal of Hospitality and Leisure Marketing*.

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

Presenter, RPTS Departmental Graduate Research Symposium
Department of Recreation, Park and Tourism Sciences, Texas A&M University. 1996-1998

Volunteer, Field Survey in Black Hawk, Colorado
Department of Recreation, Park, and Tourism Science, Texas A&M University, 1997

Volunteer, Field Survey in Port Lavaca, Texas
Department of Recreation, Park, & Tourism Science, Texas A&M University. 1997

Participant, Teaching Assistant Training Program
Texas A&M University. 1996

Volunteer Staff, NRPA Annual Congress. 1994, 1995

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

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

Contributor, *Tourism* Publication,
Department of Tourism, Hanyang University. 1987, 1988

Outreach & Recruitment Activities

Exhibitor, 2025 VA ProStart Invitational (VPSI)
James Madison University, March 2025

Guest Speaker, Herndon High School – Outreach Presentation: School of Sport, Recreation, and Tourism Management
Herndon, VA, November 2024

Exhibitor, VA FCCLA (Family, Career, and Community Leaders of America) Conference
Virginia Beach, VA, April 2024.

Exhibitor, 2024 VA ProStart Invitational (VPSI)
James Madison University, March 2024

Program Presenter, High School Students Visiting SRTM
School of Sport, Recreation, and Tourism Management, George Mason University, March 2024

Guest Speaker, Lafayette High School – Outreach Presentation: School of Sport, Recreation, and Tourism Management
Williamsburg, VA, February 2024

Program Presenter, High School Students Visiting SRTM
School of Sport, Recreation, and Tourism Management, George Mason University, November 2023

Program Representative, Outreach Visit to NOVA Annandale campus (promotion and recruitment), November 2022

Exhibitor, VA FCCLA (Family, Career, and Community Leaders of America) Conference,
Virginia Beach, April 2022.

Professional Development

2024-2025 Campus Champions Program

Stearns Center for Teaching and Learning, George Mason University, September 2024-May 2025

Economics Institute on Understanding Digital Markets & Antitrust

George Mason University Antonin Scalia Law School, October 2023

Mason Core Anti-Racist and Inclusive Teaching (ARIT) Academy

Stearns Center for Teaching and Learning, George Mason University, August 2023

George Mason University 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, September 2013 – May 2014

Teaching Excellence Workshop: Developing Rubrics and Scoring Guides.

Center for Teaching Excellence, George Mason University, November 2008

Teaching Excellence Workshop: Teaching at Mason – Strategies for Success.

Center for Teaching Excellence, George Mason University, August 2008

IMPLAN Training

Minnesota IMPLAN Group, Minnesota, May 2006

Grant Writing Certificate

The Grant Institute, Baltimore, 2005.

Managing for Results (MFR) Certificate

Schaefer Center for Public Policy, University of Baltimore, Maryland, 2004

ESRI Certificate of ArcGIS I: Introduction

Center for Geographic Information Sciences, Towson University, Maryland, 2001

PROFESSIONAL AFFILIATION

Member, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE). 2025 - present

Member, Society of Business Event & Convention. 2023 – 2025

Member, Center for Resilient and Sustainable Communities. George Mason University. 2020 – present

Member, Business for a Better World Center, School of Business, George Mason University. 2020 – present

Member, U.S. Travel Association. 2001 – 2005, 2019 – 2024

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

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

Member, Cooperative Education & Internship Association, 2022 – 2023

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