

# Soona Park

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Assistant Professor  
Department of Hospitality, Event & Tourism Management  
College of Merchandising, Hospitality & Tourism  
University of North Texas

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## Education

**Purdue University** (West Lafayette, IN)  
Ph.D. Hospitality and Tourism Management  
Aug 2019-May 2023

**University of Central Florida** (Orlando, FL)  
M.S. Hospitality and Tourism Management  
Aug 2016-May 2018

**Sejong University** (Seoul, South Korea)  
B.B.A. Hospitality and Tourism Management  
Mar 2011-Feb 2016

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## Teaching

**Assistant Professor** – University of North Texas (Denton, TX)  
Aug 2023 – Current

- Instructing HMGT 3700 Hotel Operations (undergraduate class, in-person)
- Instructing CMHT 5460 Human Capital Development in Merchandising and Hospitality Management (graduate class, hybrid)

**Instructor** - Purdue University (West Lafayette, IN)  
Jan 2022 – Dec 2022

- Instructed HTM 23100 – Hospitality and Tourism Marketing (undergraduate class 42 students, in-person)
- Responsible for developing a syllabus and lesson plan, delivering content, managing assignments and activities, assessing student work, and counseling students as an independent instructor.
- An average class evaluation score by students: 4.7 out of 5

**Co-Instructor** – Purdue University (West Lafayette, IN)  
Jan 2020 – Dec 2021

- Co-instructed HTM 29101 – Quantity Food Production and Service Labs (size of 20 students, in-person lab class)

- Responsible for managing the overall functioning of the food service lab (real-life restaurant)
- Provided students with educational and practical support before/during the food service lab

### **Teaching Assistant-** Purdue University (West Lafayette, IN)

Aug 2019 – Dec 2021

- Responsible for attending and contributing to class lectures and teaching during professor's absence.
- Managed course grade book and assisted with grading students' assignments.
- Assisted course lists: HTM 23100 – Hospitality and Tourism Marketing  
HTM 34100 – Cost Controls in Foodservice and Lodging  
HTM 32200 – Hospitality Facilities Management  
HTM 29101 – Quantity Food Production and Service Labs  
HTM 29102 – Intro to Foodservice Management

### **Teaching Assistant-** University of Central Florida (Orlando, FL)

Aug 2017- May 2018

- Contributed to class lectures such as leading a discussion and creating teaching materials.
- Assisted course lists: HFT 2254 – Lodging Operations  
HFT 3540 – Guest Service Management  
HFT 2220 – Human Resource Management  
HMG 6228 – Critical Issues in Hospitality Human Resources

## **Research**

### **Research Interests**

- Consumer Behavior
- Technology Applications/Service Innovations
- Customer Experience/Service Design
- Customer Wellbeing

### **Journal Publications**

- Lehto, X., **Park, S.**, Mohamed, M. Lehto, M. (2023). Traveler Attitudes Towards Biometric Data Enabled Hotel Services. *Cornell Hospitality Quarterly*, 64(1), 74-94.
- **Park, S.** & Lehto, X. (2022). Automated service, human service, or semi-automated service in restaurants? An investigation of technology-enabled service designs and customer attribution. *International Journal of Hospitality Management*, 104, 1-11. <https://doi.org/10.1016/j.ijhm.2022.103217>
- **Park, S.** & Kang, J. (2022). More is not always better: Determinants of choice overload and satisfaction with customization in fast casual restaurants. *Journal of Hospitality Marketing and Management*, 31(2). 205-225. <https://doi.org/10.1080/19368623.2021.1946879>
- **Park, S.**, Lehto, X., Lehto, M. (2021). Self-service technology design for restaurants: An QFD application. *International Journal of Hospitality Management*, 92, 1-11. <https://doi.org/10.1016/j.ijhm.2020.102757>
- **Park, S.** & Lehto, X. (2021). Understanding the opaque priority of safety measures and hotel customer choices after the COVID-19 pandemic: An application of discrete choice analysis.

*Journal of Travel & Tourism Marketing*, 38(7), 653-665.

<http://dx.doi.org/10.1080/10548408.2021.1985038>

- **Park, S.**, Kwun, D., Park, J.Y., & Bufquin, D. (2021). Service quality dimensions in hotel service delivery options: Comparison between human interaction service and self-service technology. *International Journal of Hospitality & Tourism Administration*. 1-28. <https://doi.org/10.1080/15256480.2021.1935392>
- Huan, C., **Park, S.**, & Kang, J. (2021). Panic buying: Modeling what drives it and how it deteriorates emotional well-being. *Family & Consumer Sciences Research Journal*, 50(2), 150-164. <https://doi.org/10.1111/fcsr.12421>
- Torres, E. N., Milman, A., & **Park, S.** (2021). Customer delight and outrage in theme parks: A roller coaster of emotions. *International Journal of Hospitality & Tourism Administration*, 1-23. <https://doi.org/10.1080/15256480.2019.1641455>
- Lehto, X., Davari, D., & **Park, S.** (2020). Transforming the guest-host relationship: A convivial tourism approach. *International Journal of Tourism Cities*, 6(4), 1069-1088. <https://doi.org/10.1108/IJTC-06-2020-0121>
- Torres, E. N., Milman, A., & **Park, S.** (2018). Delighted or outraged? Uncovering key drivers of exceedingly positive and negative theme park guest experiences. *Journal of Hospitality and Tourism Insights*, 1(1), 65-85. <https://doi.org/10.1108/JHTI-10-2017-0011>

### Book Chapter

- Liu, Y., Mohamed, M., **Park, S.**, & Lehto, X. (2023). Human-automation interaction in hospitality and tourism: Toward a frictionless experience. In V.G. Duffy, M. Lehto, Y. Yih, & R.W. Proctor (Eds.), *Human-Automation Interaction: Manufacturing, Services and User Experience*. Springer. <https://link.springer.com/book/9783031107825>

### Research Presentations/Conferences

- **Park, S.**, Kim, H., Gim, J., & Kim, S. Tip requests, social obligations and customer responses in the era of service automation. *West Federation CHRIE*, Denver, Colorado, February.1-3, 2024 (presentation)
- **Park, S.**, Lehto, X., Jung, S., & Tang, H. What upends an optimal balance between work and leisure during bleisure travel? *The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Orange, California, January. 6-7, 2023 (presentation)
- Gim J., Kim S.I., Kim H., & **Park, S.** What matters more in hotel guests' online review ratings? Assessing the cultural difference between Eastern vs Western consumers using Trip Advisor data. 28<sup>th</sup> Asia Pacific Tourism Association (APTA) Annual Conference, Chiang Mai, Thailand, July. 5-7, 2023 (presentation)
- **Park, S.**, Lehto, X. Customer attribution behaviors and the effect of service automation. *8th International Tourism Association (ITSA) - Biennale conference*, Jakarta, Indonesia, December 2, 2020 (presentation)
- **Park, S.**, Lehto, X., Lehto, M. QFD application in self-service technology kiosk design for restaurants. *College of Health and Human Sciences Fall Research Day*. West Lafayette, Indiana, November. 13, 2019 (poster)
- Torres, E. N., Milman, A., & **Park, S.** Finding theme park experience: Patterns of customer delight and outrage revealed. *Euro CHRIE 2018*, Dublin, Ireland, November. 7-9, 2018 (presentation)

- Torres, E. N., Milman, A., & **Park, S.** Customer delight and outrage in theme parks. *2018 Annual International CHRIE Summer Conference & Marketplace*, Palm Springs, California, July. 25-27, 2018 (presentation)
- **Park, S.**, Kwun, D., Park, J.Y., & Bufquin, D. Comparing self-service technologies and human interaction services in the hotel industry. *The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Fort Worth, Texas, January. 3-5, 2018 (poster)
- Torres, E. N., Milman, A., & **Park, S.** Customer delight and outrage among theme park visitors. *International Society of Travel & Tourism Educators 2017*, Charleston, South Carolina, October. 15-17, 2017 (presentation)

### **Other Research**

- **Park, S.**, Lehto, X., & Kang, J. (Under review). Balancing work and leisure: Unraveling constraints on work-leisure integration in bleisure Travel.
- **Park, S.**, Kim, H., Gim, J., & Kim, S. (Under review). Tipping and automated services in restaurants: The role of tip requesting and social obligation during the automated service era.
- Kim, H., **Park, S.**, Gim, J., & Kim, S. (Under review). Do consumers empathize with robots? The moderating effect of human staff presence and perceived financial constraints. Under review at *Journal of Hospitality & Tourism Research*

### **Award/ Research Grant**

- Graduate School Summer Research Grant (2021). *Purdue University*.
- Graduate Teaching/Research Assistantship (2019-2022). *Purdue University*.
- Teaching/Research Assistantship (2017-2018). *University of Central Florida*.
- Emerald Literati Award (2019). Delighted or outraged? Uncovering key drivers of exceedingly positive and negative theme park guest experiences. *Journal of Hospitality and Tourism Insights*, 1(1), 65-85.

### **Guest Reviewer Activities**

- International Journal of Hospitality Management
- Journal of Hospitality and Tourism Management
- Journal of Destination Marketing and Management
- Journal of Hospitality and Tourism Insights
- International Journal of Quality and Service Sciences

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## **Industry Experience**

### **Front Desk Lead-Rosen Hotels & Resorts (Orlando, FL)**

Feb 2018- May 2019

- Responsible for training new front desk agents.
- Assisted guests with the check-in and check-out process in a professional and courteous manner.
- Maintained guest records, performed transactions, and settled guest accounts.

### **Receptionist-Dining Concepts (Hong Kong, Hong Kong)**

Jan 2016- July 2016

- Made daily floor plans for optimizing dining service and sales.
- Provided guest services by greeting, welcoming, and informing guests.

### **Front Desk Supervisor-Ramada Seoul Jongno Hotel (Seoul, South Korea)**

May 2015- Jan 2016

- Assisted guests at the concierge desk: informing the neighborhood of the hotel.
- Maintained the upkeep of the front desk as well as the concierge desk.

### **Sales & Marketing Coordinator-Sheraton Laguna Guam Resort (Guam, Guam)**

Feb 2013- Feb 2014

- Assisted sales managers and built cooperation ability with coworkers.
  - Prepared contracts and letters of agreement for clients.
  - Provided a site inspection and tour to wholesalers.
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## **Certifications**

- Coursera Certificate authorized by University of California, Davis – Fundamental of Visualization with Tableau (Mar 2, 2023)
  - Coursera Certificate authorized by University of Michigan – Using Python to Access Web Data (Feb 1, 2023)
  - Coursera Certificate authorized by Google – Data Analysis with R Programming (Jan 15, 2023)
  - Coursera Certificate authorized by Google - Share Data Through the Art of Visualization (Jan 13, 2023)
  - American Hotel & Lodging Educational Institute-Certification in Hotel Industry Analytics (Jan 12, 2019)
  - Microsoft Office Specialist - PowerPoint Core (Oct 1, 2015)
  - Microsoft Office Specialist - Word Core (Oct 3, 2015)
  - Microsoft Office Specialist - Excel Expert 1 (Oct 15, 2015)
  - Microsoft Office Specialist - Excel Expert 2 (Nov 18, 2015)
  - International Air Transport Association-International Reservation & Ticketing Manager (Dec 11, 2014)
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## **Other Activities**

### **Keynote Speaker (West Lafayette, IN)**

Nov 13, 2021

- Delivered a keynote speech at the inaugural hotel leadership seminar that was held in Union Club Hotel (Marriott) at Purdue University.
- Keynote speech title – Technologies in lodging post-COVID-19: What should be kept? What should be cautious of?

### **HTM Graduate Student Association (West Lafayette, IN)**

Aug 2019-Current

- Hospitality and Tourism Management Graduate Student Association to market the hospitality graduate program to the industry and prospective students.

**ETA Sigma Delta (Orlando, FL)**

Oct 2017-May 2018

- International honor society of hospitality management students.

**UNIK Global Buddy Program (Seoul, South Korea)**

Aug 2015-Feb 2016

- A volunteer group by Sejong University's education center.
- Work as a mentor of international(transfer) students.