

Soona Park

soona.park@unt.edu | 765-701-0428 | Denton, TX

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

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

Teaching

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

- Instructed HMGT 3700 Hotel Operations (size of 45 students, in-person)

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

- Instructed HTM 23100 – Hospitality and Tourism Marketing (size of 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
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Research

Research Interests

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

Journal Publications

- **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>

- Lehto, X., **Park, S.**, Mohamed, M. Lehto, M. (2021). Traveler Attitudes Towards Biometric Data Enabled Hotel Services. *Cornell Hospitality Quarterly*. <https://doi.org/10.1177/19389655211063204>
- 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.** (2017). 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.**, 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. 28th 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

- 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

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.