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**Curriculum Vita**

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Name: **Heelye (Jason) Park**

**EDUCATION:**

8/2014 – 12/2021	Ph.D. in Hospitality Management	Iowa State University (Ames, Iowa)
2010 – 2012	M.S. in Hospitality Management Minor in Marketing	University of North Texas (Denton, Texas)
2002 – 2006	B.Com. in Hospitality and Tourism Management	Ryerson University

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**Dissertation Title:** Revisiting a Destination Image Model in the Social Media Context with the  
Advisor: Dr. SoJung Lee Moderator of Social Distance from a Construal Level Perspective

**Thesis Title:** Impact of Congruence between Self-disclosed Personal Information and Review  
on  
Advisor: Dr. Phil Xiang Source Credibility in Online Travel Reviews

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**HONORS & AWARDS:**

**National/International**

- 2018 Best Paper Award at the Central CHRIE Federation Conference
- 2017 Outstanding Service Award at the Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference
- 2016 Best Paper Award at the Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference

**University**

- 2017 Department of Apparel, Events, and Hospitality Management's Annual Research Proposal Poster – First Award (Iowa State University)
- 2015 Department of Apparel, Events, and Hospitality Management's Annual Research Proposal Poster – First runner-up Award (Iowa State University)
- 2014 Pease FCS Fellowship (Iowa State University)
- 2011 Chancellor's Hospitality Management Scholarship (University of North Texas)
- 2011 Baker Bros. American Deli Scholarship (University of North Texas)

**TEACHING EXPERIENCE:**

**Higher Education** University of Mississippi (Oxford, Mississippi)

	Course Title		Modality	Credits	Class size
Current	Introduction to Hospitality Management	NHM215	In-class	3	43
	Responsibilities: Supervisor: Dr. Eun-Kyong Choi				–Gave a weekly lecture in a classroom –Graded weekly assignments and tests –Developed class materials

**Higher Education** Iowa State University (Ames, Iowa)

	Course Title		Modality	Credits	Class size
Spring 2017	Global Tourism Management	HSPM 260 1	In-class	3	45
Spring 2017	Global Tourism Management	HSPM 260 2	Online	3	85
Fall 2016	Global Tourism Management	HSPM 260 2	Online	3	98
	Responsibilities: Supervisor: Dr. SoJung Lee				–Gave a weekly lecture in a classroom –Graded weekly assignments and tests –Mediated weekly discussions online –Developed class materials

	Course Title		Modality	Credits	Class size
Fall 2014 – Spring 2017	Event Management	EVENT 271	In-class	3	150-200
		EVENT 471	In-class	3	150-200
	Responsibilities: Supervisor: Dr. Eric D. Olson				–Assisted as a needs-based lecturer –Conducted other assistant duties (grading, feedback generation) –Performed research on various hospitality management topics

	Course Title				
Fall 2020 – Spring 2021	Research Methods in Apparel, Events and Hospitality	AEHSM 502X			
	Responsibilities: Supervisor: Dr. SoJung Lee				–Developed 4 class modules (Research Design Framework, Quantitative Research, Qualitative Research and Mixed Methods) with 16 topics in PowerPoint format and a set of quizzes for each topic

	Course Title				
Fall 2016	Research Seminar in Tourism Management	HSP M 660			
	Responsibilities: Supervisor: Dr. SoJung Lee				–Developed class lecture materials in PowerPoint format (12 sessions created based on a review of Tourism journal articles)

**Higher Education** University of North Texas (Denton, Texas)

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	Course Title	
2011 – 2012	International Sustainable Tourism	HMG 5530
	Tourism Services Management And Marketing	HMG 5540
	Responsibilities:	–Prepared class materials as instructed and graded student work –Assisted in preparing a report on the future of Costa Rica Tourism for Costa Rica Tourism Board

**Private Institution** BCM English Education Institution (Seoul, South Korea)

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	Subjects taught	
2013 – 2014	Test of English for International Communication (TOEIC) College-level English writing	
	Responsibilities:	–Taught a class of 60 - 70 professionals and college students –Taught a class of 3 - 4 college students per session

**Private Institution** Pagoda/BCM English Education Institution (Seoul, South Korea)

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	Subjects taught	
2007 - 2009	Test of English for International Communication (TOEIC) College-level English writing	
	Responsibilities:	–Taught a class of 30- 40 professionals and college students –Taught a class of 3- 4 college students per session

**SCHOLARLY ACTIVITIES:**

**Published Papers in Peer-Reviewed Academic Journals**

1. 2022 Park, H., Lee, S., Jeong, E., & Olson, E. D. (2021). Message framing for recycling commitment in a festival setting: a three-way interaction between self-efficacy, goal specificity, and construal level. *Event Management*, Advance online publication. <https://doi.org/10.3727/152599522X16419948694711>
2. 2022 Park, H., & Lee, S. (2021). Revisiting a destination image model in the social media context. *Journal of Teaching in Travel & Tourism*, 22(3), 295-311. <https://doi.org/10.3727/152599522X16419948694711>

3. 2021 Lee, S., Park, H., Kim, K., & Lee, C-K. (2021). A moderator of destination social responsibility for tourists' pro-environmental behaviors in VIP model. *Journal of Destination Marketing & Management*, 20,100610.  
[Citations = 17]  
<https://doi.org/10.1016/j.jdmm.2021.100610>
4. 2019 Olson, E. D., & Park, H. (2019). The impact of age on gay consumers' reaction to the physical and social servicescape in gay bars. *International Journal of Contemporary Hospitality Management*, 31(9), 3683-3701.  
[Citations = 10]  
<https://doi.org/10.1108/IJCHM-12-2018-0999>
5. 2018 Olson, E. D., & Park, H. (2018). The impact of religious freedom laws on destination image. *Cornell Hospitality Quarterly*, 60(4), 355-369.  
[Citations = 4]  
<https://doi.org/10.1177/1938965518815659>
6. 2014 Park, H., Xiang, Z., Josiam, B. M., & Kim, H. J. (2014). Personal profile information as cues of credibility in online travel review. *Anatolia: An International Journal of Tourism & Hospitality Research*, 25(1), 13–23.  
[Citations = 111]  
<https://doi.org/10.1080/13032917.2013.820203>

### **Invited Papers, Book Chapters, and Book Reviews**

- 2017 Olson, E. D., Park, H., & Wang, Y. (2017). Case 4 – Consumer show: A case study of promotion of the Des Moines Home + Garden Show. In D. B. Terry & A. K. Cecil (Eds.), *Contemporary Cases in Event Management* (pp. 51-70). Dubuque, IA: Kendall Hunt Publishing.

### **Extension Publications**

- 2016 Olson, E. D., & Rajagopla, L. (2016). *Event management training toolkit*. (Y. C. Chiang & H. Park, RAs.). Ames, IA: Iowa State University Extension and Outreach.

### **Open Education Resources (OER)**

- 2020 Park, H., & Olson, E. D. (2020). *Event sponsorship: The case of international front runners*. OER Commons. Retrieved from <https://lib.dr.iastate.edu/materials/3>  
[Citations =2]
- 2020 Park, H., & Olson, E. D. (2020). *Financial management: The case of a wedding*. OER Commons. Retrieved from <https://lib.dr.iastate.edu/materials/8>
- 2020 Park, H., & Olson, E. D. (2020). *Risk management: The case of Aspen music festival and school*. OER Commons. Retrieved from <https://lib.dr.iastate.edu/materials/6>
- 2020 Park, H., & Olson, E. D. (2020). *Volunteer management: The case of Tokyo 2020 Olympic Games*. OER Commons. Retrieved from <https://lib.dr.iastate.edu/materials/7>

### **Manuscripts Currently Under Review**

1. 2022 Park, H., & Lee, S. Fishing and hunting tourists' destination image formation in social media: Effects of social trust, destination source credibility and perceived similarity  
*Target journal: Journal of Destination Marketing & Management*

### **Manuscripts in Progress**

1. 2022 Park, H., & Lee, S. Scale development for social media image formation agents  
*Target journal: Journal of Travel & Tourism Marketing*
2. Park, H., & Lee, S. The impact of similarity on social Identity, social trust, and destination source credibility  
*Target journal: Journal of Hospitality and Tourism Management*
3. Park, H., & Lee, S. Modern Travel: Social media in tow for local tourism  
*Target journal: Tourism Management*
4. Park, H., & Lee, S. Rural festival volunteering: investigating the moderating effect of psychological ownership on festival attachment, community support and attachment  
*Target journal: Event Management Journal*

### **Stand-up Presentation**

1. 2020 Park, H., & Lee, S. (2020, October). *Rural festival volunteering: investigating the moderating effect of psychological ownership on festival attachment, community support and attachment*. Paper to be presented at the meeting of the 2020 International Society of Travel and Tourism Educators (ISTTE) Conference. Akureyri, Troll Peninsula, North Iceland.
2. 2020 Park, H., & Lee, S. (2020, October). *Psychological construal of social distance for affective image, desire, and visit intention (Near vs. Far)*. Paper to be presented at the meeting of the 2020 International Society of Travel and Tourism Educators (ISTTE) Conference. Akureyri, Troll Peninsula, North Iceland.
3. 2020 Park, H., Lee, S., Kim, K., & Lee, C. K. (2020, January). *The effect of destination Social responsibility on pro-environmental behavior in the VIP Model*. Paper presented at the meeting of the 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
4. 2020 Park, H., & Lee, S. (2020, January). *Scale development for social media image formation agents*. Paper presented at the meeting of the 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
5. 2018 Park, H., Lee, S. & Jeong, E. (2018, April). *The moderating effect of self-efficacy in message framing on recycling goal commitment*. Paper presented at the meeting of the 8th Korea America Hospitality & Tourism Educators Association Conference. Las Vegas, CA.

6. 2018 Park, H., & Lee, S. (2018, April). *Social trust and destination image: destination source credibility as a mediator*. Paper presented at the meeting of the 3rd Annual Central CHRIE Conference. Ames, IA.
7. 2017 Olson, D. E., Park, H., & Chiang, Y. C. (2017, October). *State of review: LGBT hospitality and tourism research from 1996-2016*. Paper presented at the meeting of EuroCHRIE Nairobi 2017. Nairobi, Kenya.
8. 2017 Park, H., & Lee, S. (2017, April). *The credibility link between familiarity and destination image*. Paper presented at the meeting of the 7th Korea America Hospitality & Tourism Educators Association Conference. Las Vegas, CA.
9. 2016 Park, H., & Lee, S. (2016, April). *Destination attitude through the lens of similarity as social distance*. Paper presented at the meeting of the 6th Korea America Hospitality & Tourism Educators Association Conference. Las Vegas, CA.
10. 2016 Park, H., & Lee, S. (2016, January). *The impact of similarity on social Identity, social trust, and destination source credibility*. Paper presented at the meeting of the 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA.
11. 2013 Park, H., Xiang, Z., Josiam, B. M., & Kim, H. J. (2013, January). *Personal profile information as cues of credibility in online travel review*. Paper presented at the meeting of Enter 11, Innsbruck, Austria.

#### **Poster Presentation**

1. 2018 Park, H., & Lee, S. J. (2018, April). *Modern travel: Social media in tow*. Poster presented at the meeting of the 8th Korea America Hospitality & Tourism Educators Association Conference. Las Vegas, CA.
2. 2018 Park, H., Lee, S. J., & Jeong, E. H. (2018, January). *The moderating effect of self-efficacy in message framing on recycling goal commitment*. Poster presented at the meeting of the 23rd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Huston, TX.
3. 2017 Zahidah, A. L., Park, H., & Lee, S. J. (2017, January). *Experience, attachment, and psychological distance from a heritage festival perspective*. Poster presented at the meeting of the 22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Huston, TX.
4. 2015 Park, H., & Lee, S. J. (2015, July). *The effects of social identity on perceived credibility of destination information among social group members*. Poster presented at the meeting of the 2015 Annual ICHRIE Summer Conference, Orlando, FL.
5. 2015 Park, H., & Olson, E. (2015, July). *The effects of familiarity on perceived festival images with social distance as a moderating role*. Poster session presented at the meeting of the 2015 Annual ICHRIE Summer Conference, Orlando, FL.

### **Reviewing Activities for Academic Journals**

1. 2022 Journal of Event Management  
Member of PhD/ECR Editorial Board  
H-index: 32 [SSCI Journal]; 5-year impact factor: 1.159 (2021 based)
2. 2020 Journal of Hospitality and Tourism Management  
-2022 H-index: 34 [SSCI Journal]; 5-year impact factor: 5.44 (2021 based)  
Ranked Q1 in SJR  
Total number of review assignment completed (including resubmissions): 11
3. 2020 International Journal of Contemporary Hospitality Management  
H-index: 86 [SSCI Journal]; 5-year impact factor: 8.03 (2021 based)  
Ranked Q1 in SJR  
Total number of review assignment completed: 1

### **Ad/Hoc Reviewer for Academic Conferences**

1. 2023 28th Annual Graduate Education and Graduate Student Research Conference
2. 2021 26th Annual Graduate Education and Graduate Student Research Conference
3. 2020 EuroCHRIE Conference
4. 2020 25th Annual Graduate Education and Graduate Student Research Conference
5. 2020 APacCHRIE & EuroCHRIE Joint Conference
6. 2019 24th Annual Graduate Education and Graduate Student Research Conference
7. 2018 EuroCHRIE Conference
8. 2018 23rd Annual Graduate Education and Graduate Student Research Conference
9. 2017 EuroCHRIE Conference
10. 2017 22nd Annual Graduate Education and Graduate Student Research Conference
11. 2016 EuroCHRIE Conference
12. 2015 BaldEagle & Panda: U.S.-China Culture Exchange Virtual Conference

### **Competitive Grants and Funded Projects**

- 2018 Authors: Olson, E. D., & Park, H.  
Project name: Implementation and creation of open educational resources for EVENT 471  
Source: Miller Open Education Mini-Grant Report  
Amount: \$5,000  
Dates: October 15, 2019  
Role:

- Find, adapt and combine existing open educational resources in the area of event management
- Create 10 original, Team-based learning (TBL) application activities
- Create original case studies for the activities

**Service and Outreach Activities**

- 2016-2017 College of Human Sciences Computation Advisory Committee
- 2016-2017 College of Human Sciences International and Curriculum Committee

**Extension Activities**

- 2016 Event Management Training Toolkit
- Responsibilities:
  - Conduct research on existing regulations for staging events or festivals in Iowa State

**Industry Membership**

- 2018 Web and Media Administrator for the Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference
- 2018 Eta Sigma Delta (ESD) - International Hospitality Management Honor Society
- 2017 International Council on Hotel, Restaurant and Institutional Education (ICHRIE)

**INDUSTRY EXPERIENCES:**

- 2017 - 2018 Iowa State University – Catering Department (Ames, Iowa)  
*Event Catering part-time staff*
- Responsibilities:
  - Performed set-up and breakdowns of various aspects of on-and off-campus events, including buffet tables, bars, and guest seating
  - Served guests or university personnel for on-campus meetings, off-campus special events and weddings
- 2012-2013 Super H-Mart (Carrollton Branch, Dallas, Texas)  
*Customer Service Associate*
- Responsibilities:
  - Provided and supervised on-the-job trainings for new associates and cash register personnel
  - Managed daily updates on proprietary customer reward system and client membership programs
  - Resolved customer grievances
- 2000-2002 Hotel Marriott Fallsview (Niagara Falls, Canada)  
*Cook*



Responsibilities: –Worked as a team player in a high pressure environment  
–Performed culinary duties for buffets, special events and room service orders  
–Maintained an accurate record of food inventories  
–Ensured compliance with food sanitation requirements

2000 Sheraton on-the-Falls (Niagara Falls, Canada)  
*Housekeeping Associate*

Responsibilities: –Performed a variety of cleaning duties in the common areas of the facility  
–Responded to guest calls for room supplies

### **Professional Certificates**

2015 Certified Hospitality Educator (CHE) - American Hotel & Lodging Association (AHLA) (USA)

2000 Professional Bartending Certificate (Canada)

2000 Food Handler Certificate (Canada)

2000 Super Host Certificate (Canada)

1999 The Wine Council of Ontario Certificate (Canada)

1999 Smart Serve Ontario Certificate (Canada)

### **Community Services**

2018 Community volunteer at Food at First, First Christian Church (Ames, Iowa)  
Christian-based local soup kitchen

2013 Night-class English Teacher at Yeo-Myung School (Seoul, South Korea)  
Christian-based non-profit school for North Korea youth defectors

2011-2012 Community volunteer at Our Daily Bread (Denton, Texas)  
Christian-based local soup kitchen

### **Software Proficiency**

MPlus 8 (Statistical modeling program), SPSS (Statistical software suite), Excel, PowerPoint, Word, Zoom and Canvas