

MYUNGHWA KANG

Hospitality, Restaurant and Tourism Management
Department of Agricultural Leadership, Education, and Communication
University of Nebraska-Lincoln 202G LEV, Lincoln, NE 68583
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EDUCATION

Ph.D. in Tourism Management and Marketing 2009
Dept. of Recreation, Park & Tourism Sciences, Texas A&M University, College Station, TX

M.S. in Hospitality and Tourism Management and Marketing 1998
Dept. of Hospitality & Tourism Management, Purdue University, West Lafayette, IN

B.A. in History; Minor in Education 1988
Dept. of History, Yonsei University, Seoul, Korea

ACADEMIC APPOINTMENTS

Associate Professor (Tenured), 2016 – present | Assistant professor, 2010 – 2016
Hospitality, Restaurant, and Tourism Management
Dept. of Agricultural Leadership, Education and Communication, University of Nebraska-Lincoln, NE

Instructor, 2008 – 2009
Dept. of Recreation, Park and Tourism Sciences, Texas A&M University, College Station, TX

Instructor, 2004
School of Hospitality Management, Pennsylvania State University, University Park, PA

Adjunct Professor, 2002
Dept. of Hospitality and Tourism, Sejong University, Seoul, Korea

RESEARCH APPOINTMENTS

Department of Hospitality, School of Hospitality and Tourism Management, Surrey University, UK 2019

- Visiting Scholar, worked with Dr. Iis Tussyadiah, professor and department head

Department of Recreation, Park, & Tourism Sciences, Texas A&M University, College Station, TX

- Project Director, U.S. National Railroad Passenger Corporation; Amtrak Trails & Rails Program; National Park Service, 2009
- Research Assistant, worked with department head (Dr. Joseph O'Leary), 2006
- Research Assistant, Laboratory of Intelligent System in Tourism, 2006 – 2009
- Research Assistant, Center for Socio-Economic Research and Education, 2009 – 2010

Department of Marketing, Mays Business School, Texas A&M University, College Station, TX

- Research Assistant, 2008

School of Hospitality Management, Pennsylvania State University, University Park, PA

- Research Assistant, 2003 –2005

TEACHING EXPERIENCES

Course Development and Teaching Summary

- Hospitality and Tourism Marketing
- Advanced Tourism
- Introduction to Tourism
- Introduction to Hospitality Management
- Resort Development and Management
- Tourism and Entrepreneurship Development
- Hotel Operations and Management
- Hospitality Managerial Accounting
- Hospitality Finance Management
- Research Method and Analytics
- Decision Models in the Hospitality Industry (Data driven business and operation analytics)
- Internship
- Decision Models in the Hospitality and Tourism Industry (in progress)

Teaching at the University of Nebraska–Lincoln (2010 – present)

- Introduction to Tourism (2010 – 2014; 2015 – 2021: online; 2022: face-to-face)
- Advanced Tourism (Fall 2021 – present)
- Hospitality and Tourism Marketing (2011–2014; 2015 – present: online)
- Hospitality Managerial Accounting (2011 – 2018)
- Hospitality Finance Management (2011 – 2014)
- Introduction to Hospitality Management (2010 – 2012)
- Internship (2012 – 2014)
- Tourism and Entrepreneurship Development – Service-Learning Course (2015)

Special Course and Program Development

- Eco-Tourism & Entrepreneurship Development: Service-Learning Course (Grant-funded: \$24,995)
- Study Aboard Program Development: Sustainable Tourism in Jamaica, 2015
- Curriculum Development: HRTM program curriculum, 2012 – 2013; 2013 – 2014

Teaching Experiences at Other Universities (1997 – 2010)

Dept. of Recreation, Park, & Tourism Sciences, Texas A&M University, College Station. TX

Instructor

- Research Method and Analytics (Online), 2010
- Resort Development and Management, 2008 – 2009

Teaching Assistant

- Methods of Environmental Interpretation, 2009
- Tourism Marketing, 2007 – 2008

School of Hospitality Management, Pennsylvania State University, University Park, PA

Instructor

- Decision Models in the Hospitality Industry (Data driven business & operation analytics: Revenue management, forecasting, waiting line management, quality control, project management, inventory management, process management), 2004

Teaching Assistant

- Decision Models in the Hospitality Industry (See above for the course description), six sessions (two sessions per semester), 2003 – 2004
- Facilities Planning and Maintenance, 2005

Dept. of Hospitality and Tourism Management, Sejong University, Seoul Korea

Adjunct Professor

- Hotel Operations and Management (Two sessions), 2002
- Hospitality Finance (Two sessions), 2002

Dept. of Hospitality and Tourism Management, Purdue University, West Lafayette, IN

Teaching Assistant,

- Hospitality Managerial Accounting, 1997

RESEARCH INTERESTS

- **Experience design:** (1) Design and management of experiencescapes; (2) Identifying emerging metrics for modeling travel experiences; (3) The effect of emotional, social, experiential and cognitive processes on tourist and guest experiences; (4) The role of artificial intelligence and robotic services in hospitality and tourism experience; (5) Use of big data analytics for experience analysis
- **Marketing and information technology:** (1) Use of information and communication technology for marketing experience services and products; (2); Design of web-based systems for marketing experience products; (3) Application of online data and analytics for e-marketing; (4) The influence of emotional, social, experiential and cognitive processes on human-computer interaction
- **Emerging technology and data-driven decision making:** (1) Artificial intelligence and robotics in hospitality and tourism; (2) Big data mining and analytics; (3) Human-computer interaction; human-robot interaction; (4) Digitalization for marketing
- **Sustainable tourism development:** 1) Influential determinants that increase the wellbeing of communities and quality-of life-of community residents; 2) Driving forces that cultivate entrepreneurship and leadership, and business diversification of small and micro-sized tourism and hospitality business owners

PUBLICATIONS

Referred Journal Articles - In Progress

Kang, M. Digitalization for marketing by agritourism enterprise owner-managers. (*Journal of Travel and Tourism Marketing*)

- Andreu, L. & Kang, M. Classification of visitors' experiences with BioParc Zoo in Spain presented in big data using computer-assisted qualitative data analysis software (CAQDAS) (*Journal of Travel and Tourism Marketing*)
- Kang, M., Abdelhakim, A., & Tussyadiah, I. Investigating food safety and hygiene of restaurants implemented artificial intelligent system and robotic resources and services (*International Journal of Hospitality Management*)
- Kang, M. & Go, H. Tourism destination image: Content analysis of geo-tagged photographs of tourism destination experiences. (*Journal of Hospitality and Tourism Technology*)
- Kang, M. & Tussyadiah, I. Sentiment analysis of robot service experience of hotel guests based on text mining and topic modeling. (*International Journal of Contemporary Hospitality*)
- Kang, M. & Tussyadiah, I. The effect of service robot's head gaze on robot-guest interaction experiences (*Tourism Management*)
- Kang, M., & Go, H. Development of beach quality assessment using online reviews of beach visitors (*Tourism Management Perspective*)
- Go, H., & Kang, M. Classification of wellness tourism experiences. (*Journal of Travel and Tourism Marketing*)
- Kang, M. Sustaining small family farms in rural areas through agri-Tourism: Determinants of entrepreneurial characteristics of small family farms. (*Journal of Sustainable Tourism*)
- Kang, M. The effects of strategic orientations on business performance of micro-sized hospitality enterprises: Reviewing mediating role of external market capability and marketing capability. (*Tourism Management*)
- Kang, M. Market capability and marketing capability of micro-size tourism entrepreneurs. (*Journal of Travel Research*)
- Kang, M. Conceptualizing mediating role of entrepreneurial orientation in business performance of owners of small and micro hospitality and tourism enterprise in rural communities. (*Journal of Sustainable Tourism*)
- Kang, M. Developing and validating the measurement scale of fluency experienced by guest service robot. (*Journal of Hospitality and Tourism Technology*)

Submitted Journal Articles

- Go, H., Suh, S., Kim, K., & Kang, M. (2021). Examination of COVID-19 smart technology and disinfection robot for tourism and hospitality. *Annals of Tourism Research*.
- Ham, S., Song, & Kang, M, & Kim, S. (2021). Ensemble investigation of the journal-based topical distribution in tourism: Application of a journal-topic-time model. *Tourism Management Perspectives*

Referred Journal Articles

- Go, H., Kang, M. and Suh, S.C. (2020: *2021 Emerald Literati Award for an outstanding manuscript*). Machine learning of robots in tourism and hospitality: Interactive technology acceptance model (iTAM) – cutting edge, *Tourism Review*, 75(4), 625–636.
- Go, H., Kang, M. and Nam, Y. (2020). The traces of ecotourism in a digital world: spatial and trend analysis of geotagged photographs on social media and Google search data for sustainable development", *Journal of Hospitality and Tourism Technology*, Vol. 11 No. 2, pp. 183–202.
- Jeon, M. M., Kang, M., & Desmarais, E. (2015). Residents' perceived quality of life in a cultural-heritage tourism destination. *Applied Research in Quality of Life and Tourism Analysis*, 11(1), 105–123
- Kang, M, & Schuett, M. (2013). Travel experience sharing behavior in social media: The Role of affective commitment. *Journal of Travel & Tourism Marketing*, 30, 93–107.
- Kang, M., & Gretzel, U. (2012). Effect of podcast tours on tourist experiences in a national park. *Tourism Management*, 33(2), 440 – 445. (Nominated as a Best Journal Paper of The Year Award in IFITT Conference – ENTER 2013).
- Kang, M., & Gretzel, U. (2012). Perceptions of museum podcast tours: Effects of consumer innovativeness, Internet familiarity and podcasting affinity. *Tourism Management Perspective*, 4(1), 156–163.
- Gretzel, U., Kang, M., & Lee, W. (2008). Differences in consumer-generated media adoption and use: A cross-national perspective. *Journal of Hospitality and Leisure Marketing*, 17(1–2), 99 –120.

Conference Proceedings

- Go, H., Kang, M., & Kang, C. (2021). Spatial Cognition on Learning Metaverse Environments in eSports. *Proceeding of Global Conference on Education and Research*, June 8–10, 2021. Online
- Go, H. & Kang, M. (2021). The Robot Workforce and Technology Response to the Pandemic. *Proceeding of Travel and Tourism Research Association*. June 13 – 16, 2021. Online
- Kang, M. (2020) Developing beach quality assessment parameters based on online reviews of beach visitors on TripAdvisor. *Proceeding of Travel and Tourism*, Victoria Canada, June 16 – 18, 2020.
- Kang, M. (2019). Digitalization for marketing by agritourism enterprise owner-managers. *Proceeding of Global Research Summit of Hospitality and Tourism*. December 13 – 16, 2019, Orlando, FL
- Go, H. & Kang, M. (2019) Intelligence and interactive technology acceptance model. *Proceeding of APacCHRIE & EuroCHRIE Joint Conference*, May 22 – 24, 2019, Hong Kong, China.
- Go, H. & Kang, M. (2018). An innovative evaluation of ecotourism in a digital world: location tracking of geotagged ecotourism photographs. *Proceedings of International Council on Hotel, Restaurant, and Institutional Education*. Palm Spring CA. July 25 – 27, 2018.
- Kang, M., Nam, Y., & Go, H. (2017, Best Paper Award). Tracking hedonic consumption of tourists using geotagged food photographs. *Proceeding of Global Research Summit for Tourism and Hospitality*. Orlando, FL. December 9 – 12, 2017.

- Go, H. & Kang, M. (2017). Wellness tourism identified by geotagged photographs. Proceeding of International Society of Travel and Tourism Educators. Charleston SC, August 12 – 15, 2017.
- Kang, M. (2016, *Best Paper Award*). Marketing exploration and exploitation of small family tourism firms as business growth driver. Proceeding of International Society of Travel and Tourism Educator, Hangzhou, China, October 12 – 14, 2016.
- Kang, M. (2015). Exploring external market capability of small-sized tourism enterprise owner-managers. Proceeding of World Research Submit for Tourism and Hospitality, Orland, FL, December 15 – 17, 2015.
- Kang, M. (2015). The Synergistic effects of strategic orientations on market and innovation performance of sole proprietor micro-sized tourism enterprises. Proceeding of International Society of Travel and Tourism Educator, Charlotte, NC, October 22 – 24, 2015.
- Cousin, G., Pennisi, L., & Kang, M. (2014). Greening hotel acceptance model. Proceedings of International CHRIE Conference, San Diego, CA, July 30 – August 1, 2014.
- Kang, M. (2014, *Best Paper Award*). Conceptualizing mediating role of entrepreneurial orientation of business performance of owners of small and micro tourism and hospitality enterprise owners in rural communities. Proceeding of International Society of Travel and Tourism Educator, St. Louise, MO, October 22 – 24, 2014.
- Jeon, M., Kang, M., & Desmarais, E. (2013). An investigation of residents' perceived quality of life associated with tourism sustainability in a cultural-heritage destination. Proceedings of 2013 TOSOK International Tourism Conference, Seoul, Korea, July 3 – 5 2013.
- Kang, M. (2013). Sustaining small farms in rural communities through agritourism: Investigating determinants of entrepreneurial self-efficacy of small-size family farms. Proceeding of International TTRA Conference, Kansas City, MO, June 20 – 22, 2013.
- Kang, M. & Gretzel, U. (2012). Effect of podcast tours on tourist experiences in a national park. *Tourism Management*, 33(2), 440 – 445. (Nominated as a Best Journal Paper of The Year Award in IFITT Conference – ENTER 2013)
- Kang, M. (2012). Improving motivational orientations, use of learning strategies, and academic performance of students enrolled in a large-size hospitality introduction course: Evaluating the effect of self-regulated online discussion assignments. Proceedings of International CHRIE Conference, Providence, Rhode Island, August 1 – 4, 2012.
- Kang, M. & Gretzel, U. (2012). Difference in social presence perception. Proceedings of International Federation for IT and Travel & Tourism Conference, Helsingborg, Sweden, January 24 – 27, 2012.
- Gretzel, U. & Kang, M. (2011). Ongoing travel information search. Proceeding of The Council for Australia University of Tourism & Hospitality Education Conference, Adelaide, Australia, February 8 – 11, 2011.
- Kang, M. & Gretzel, U. (2009). Ongoing information search styles. Proceedings of the 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference, Las Vegas, NV, January 4 – 6, 2009

- Kang, M. Gretzel, U., & T. Jamal (2008). Mindfulness: Definitions and development of a mindfulness scale. In K. Andereck (Ed.), Proceedings of the Travel and Tourism Research Association Conference, pp. 85 – 95. Boise, ID
- Kang, M. & Gretzel, U (2007). The mediating effect of social presence induced by narration and interactivity on travelers' attitudes toward travel web sites. Proceedings of International CHRIE Conference, Dallas, Texas, July 24 – 26, 2007.
- Kang, M. & Gretzel, U. (2007). Influence of consumer Innovativeness on perceptions of museum podcasts. Proceedings of International TTRA Conference, Las Vegas, NV, June 15 – 17, 2007.
- Kang, M. (2007). The Mediating role of social presence induced by narration on travel web sites, Proceeding of ENTER 2007 PhD Workshop, 2006, International Federation for IT and Travel & Tourism Conference, Ljubljana, Slovenia, January 24 – 26, 2007.
- Kang, M. & Gretzel, U. (2007). The role of social presence. In Hus. C. and H. Tsai (Eds.), Proceedings of the 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, January 4 – 6, 2007.
- Kang, M. (2006). A model for travelers' mobile technology adoption as a communication and transaction channel. Proceedings of the 11th Annual Graduate Education and Graduate Student Education and Research Conference in Hospitality and Tourism, Seattle, WA, January 5 – 7, 2007.

CONFERENCE PRESENTATIONS

- Go, H., Kang, M., & Kang, C. (2021). Spatial Cognition on Learning Metaverse Environments in eSports. Global Conference on Education and Research, June 8 – 10, 2021. Online
- Go, H. & Kang, M. (2021). The Robot Workforce and Technology Response to the Pandemic. Travel and Tourism. June 13 – 16, 2021. Online
- Kang (2019). Digitalization for marketing by agritourism enterprise owner-managers. Proceedings of Global Research Summit of Hospitality and Tourism, Orlando, FL, December 13 – 16, 2019.
- Go, H., Kang, M., & Shu, S. (2019). Machine learning of robots in hospitality and tourism: Artificial intelligence and interactive technology acceptance model (iTAM), APacCHRIE & EuroCHRIE Joint Conference, Hong Kong, China, May 22 – 24, 2019. (Poster Presentation)
- Go, H. & Kang, M. (2018). An innovative evaluation of ecotourism in a digital world: location tracking of geotagged ecotourism photographs. International Council on Hotel, Restaurant, and Institutional Education (ICHRIE). Palm Spring CA. July 25 – 15, 2018. (Poster Presentation)
- Kang, M., Nam, Y, & Go, H. (Best Poster Award 2017). Tracking hedonic consumption of tourists using geotagged food photographs. Research Summit for Tourism and Hospitality. Orlando, FL. December 9 – 12, 2017. (Poster Presentation)
- Go & Kang (2017). Wellness tourism identified by geotagged photographs. International Society of Travel and Tourism Educators. Charleston SC, August 12 – 15, 2017. (Poster Presentation)

- Kang, M. (2016, *Best Paper Award*). Marketing exploration and exploitation of small family tourism firms as business growth driver. International Society of Travel and Tourism Educator, Hangzhou, China, October 12 – 14, 2016.
- Kang, M. (2015). Exploring external market capability of small-sized tourism enterprise owner-managers. World Research Submit for Tourism and Hospitality, Orland, FL, December 15 – 17, 2015.
- Kang, M. (2015). The Synergistic effects of strategic orientations on market and innovation performance of sole proprietor micro-sized tourism enterprises. International Society of Travel and Tourism Educator, Charlotte, NC, October 22 – 24, 2015.
- Kang, M. (2014, *Best Paper Award*). Conceptualizing mediating role of entrepreneurial orientation of business performance of owners of small and micro tourism and hospitality enterprise owners in rural communities. International Society of Travel and Tourism Educator, St. Louise, MO, October 22 – 24, 2014.
- Cousin, G., Pennisi, L., & Kang, M. (2014). Greening hotel acceptance model. Proceedings of ICHRIE Conference, San Diego, CA, July 30 – August 1, 2014.
- Jeon, M., Kang, M., & Desmarais, E. (2013). An investigation of residents' perceived quality of life associated with tourism sustainability in a cultural-heritage destination. Proceedings of 2013 TOSOK International Tourism Conference, Seoul, Korea, July 3 – 5 2013.
- Kang, M. (2013). Sustaining small farms in rural communities through agritourism: Investigating determinants of entrepreneurial self-efficacy of small-size family farmers. International TTRA Conference, Kansas City, MO, June 20 – 22, 2013.
- Kang, M. (2012). Improving motivational orientations, use of learning strategies, and academic performance of students enrolled in a large-size hospitality introduction Course: Evaluating the effect of self-regulated online discuss assignments. ICHRIE Conference, Providence, Rhode Island, August 1 – 4, 2012.
- Kang, M. & Gretzel, U. (2012). Differences in social presence perceptions. International Federation for IT and Travel & Tourism Conference, Helsingborg, Sweden, January 24 – 27, 2012.
- Gretzel, U. & Kang, M. (2011). Measuring ongoing travel information search. Proceedings of CAUTHE 2011 Conference, Adelaide, Australia, February 8 – 11, 2011.
- Kang, M. & Gretzel, U. (2009). Ongoing information search styles. Proceedings of the 14th Annual Hospitality and Tourism Graduate Student Education and Research Conference, Las Vegas, NV, January 4 – 6, 2009
- Kang, M., Gretzel, U., & Jamal, T. (2008). Mindfulness: Definitions and development of a mindfulness scale. In K. Andereck (Ed.), Proceedings of the Travel and Tourism Research Association Conference, pp. 85 – 95. Boise, ID: Travel and Tourism Research Association.
- Kang, M. & Gretzel, U. (2007). The mediating effect of social presence induced by interactivity on travelers' attitudes toward travel web sites. Proceedings of ICHRIE Conference, Dallas, Texas, July 24 – 26, 2007.

Kang, M. & Gretzel, U. (2007). Influence of consumer innovativeness on perceptions of museum podcasts. Proceedings of International TTRA Conference, Las Vegas, NV, June 15 – 17, 2007.

Kang, M. (2007). The role of social presence increased by virtual narration on travel web sites. Enter 2007 PhD International Federation for IT and Travel & Tourism Conference, Ljubljana, Slovenia, January 24 – 26, 2007.

Kang, M. (2006). A model for travelers' mobile technology adoption as a communication and transaction channel." Proceedings of the 11th Annual Graduate Education and Graduate Student Education and Research Conference in Hospitality and Tourism, Seattle, WA, January 5 – 7, 2006.

RESEARCH REPORTS

Kang, M. & Schuett, M. (2010). Trend analysis of outdoor recreation participation. Texas Parks & Wildlife Department; Center for Socio-Economic Research and Education; Department of Recreation, Park, & Tourism Sciences, Texas A&M University

Kang, M. & Schuett, M. (2009). Cultural and heritage traveler study, U.S.A. Cultural & Heritage Tourism Marketing Council; Center for Socio-Economic Research and Education; Department of Recreation, Park, & Tourism Sciences, Texas A&M University

Kang, M. & Gretzel, U. (2009). The role of podcast tours in increasing park visitor stewardship and learning experiences. College Station, TX: Laboratory for Intelligent System in Tourism

Kang, M. & Gretzel, U. (2008). Creating compelling audio tours. College Station, TX: Laboratory for Intelligent System in Tourism.

Kang, M. & Gretzel, U. (2008). Audio tour trends in north America. College Station, TX: Laboratory for Intelligent System in Tourism

Gretzel, U., Fesenmaier, D. R., Zach, F., Kang, M., & Rasch, L. (2008). Northern Indiana gateway guide study 2007, Report, College Station, TX: Laboratory for Intelligent System in Tourism

Gretzel, U., Lee, W., Kang, M., Rasch, L., Yoo, K. H., & Swaroop, M. (2007). Use of the Internet in different visitor markets. College Station, TX: Laboratory for Intelligent Systems in Tourism.

Gretzel, U., Kang, M., & Swaroop, M. (2007). New technologies for museums study. College Station, TX: Laboratory for Intelligent Systems in Tourism.

GRANTS AND PROJECTS

Proposal in Progress

- *Principal investigator*: Investigating digital divide in marketing among small and micro-sized tourism entrepreneurs in peripheral and rural area. USDA National Institute of Food and Agriculture. (Hatch Fund)
- *Principal investigator*: Investigating beach quality perception of visitors using online reviews of beach visitors. Research Council: Faculty Seed Grants (Internal funding of the University of Nebraska-Lincoln)

- *Principal investigator:* Assessment of Digitalization for marketing by micro-sized agritourism enterprise owner-managers in rural and peripheral destinations. Grant-in-Aids (Internal funding of the University of Nebraska-Lincoln)

Submitted Proposal (2021)

- *Co-principal investigator:* Hospitality Leadership and Innovation Academy at the University of Nebraska-Lincoln—EDA American Rescue Plan Act (ARPA) Competitive Tourism Grant; Federal Dollars Requested: \$3,061,647
- Principal investigator: Ajai Ammachathram, Director of Hospitality, Restaurant and Tourism Management program; Co-PI: MaryAnn Johnson; Kristin Malek; and Kelly Abdelmassih

Funded Project

- *Principal developer:* Online Course Development: HRTM 360, CASNR, University of Nebraska-Lincoln. \$4,560 (Internal fund)
- *Co-principal investigator:* Course development: Ecotourism and agritourism entrepreneurship in Nebraska, Rural Future Institute of Agriculture and Natural Resources, University of Nebraska-Lincoln. \$24,995 (Internal fund)

PI: Pennisi, L., Ph.D., Associate Professor; Co-PI Wall, N The School of Natural Resources, Field, T., Ph.D. & Professor and Director at Engler Agribusiness Entrepreneurship Program

- *Principal investigator:* Sustaining small family farms in rural areas through agritourism: Determinants of entrepreneurial characteristics of small family farms. USDA National Institute of Food and Agriculture. (Hatch Fund continued)

Grant Proposals - Not Funded (2011 – 2016)

- *Principal Investigator:* Investigating external market capability and marketing capability of small-sized tourism business owner-managers in rural areas. (*Submitted to UNL Internal Grant-In-Aid*).
- *Principal Investigator:* Exploring the synergistic effects of strategic orientations on market and innovation performance of sole proprietor micro-sized tourism enterprises. (*Submitted to UNL Internal Faculty Seed Grants*).
- *Principal Investigator:* Conceptualizing the effect of entrepreneurial orientation of small- and medium-sized business owners in tourism business performance in rural communities. (*Submitted to UNL Layman Awards Grant*).
- *Principal Investigator:* Exploring the role of university extension services in rural tourism development and marketing (*Submitted to North Central Regional Center for Rural Development*).
Co-PI: Mary Simon Leuci, Ed.D., Community Development Program Director, MU Extension, Assistant Dean, College of Agriculture Food and Natural Resources, University of Missouri; Daniela Mattos, Ph.D., Department of Agricultural Economics, University of Nebraska-Lincoln.
- *Co-PI:* Analyzing geo-tagged social-media photos for understanding the interests of tourists in eco-tourism attraction in the Great Plains areas. (*Submitted to UNL Interdisciplinary Research Grants*).

PI: Yoonwoo Nam, Ph.D., Associate Professor, Community and Regional Planning, University of Nebraska-Lincoln.

- *Principal Investigator: Sustaining Nebraska small family farms in rural areas through agri-tourism: determinants of entrepreneurial characteristics of small family farms. (Submitted to Rural Future Institute, University of Nebraska-Lincoln) - \$42,840*

Co-PI: Thomas Field, Ph.D. and Cheryl Burkhart-Kriesel, Ph.D., Extension at the University of Nebraska-Lincoln; Collaborator: Karen Kollars, Nebraska Tourism Commission

- *Principle Investigator: Catalyzing the Significant Roles of Intangible Capitals in Increasing Entrepreneurial Orientation of Small-size Business Owners in Rural Communities (Submitted to Rural Future Institute, University of Nebraska-Lincoln) - \$34,560*

Co-PI: Thomas Field, Ph.D. and Cheryl Burkhart-Kriesel, Ph.D., Extension, University of Nebraska-Lincoln; Collaborator: Karen Kollars, Nebraska Tourism Commission

- *Co-PI: Women's Leadership in Agriculture-Paraguay (Submitted to Higher Education for Development) - \$808,412*

PI: Gina Matkin, Ph.D.; Co-PI: Mark Balschweid, Ph.D., Amy Boren, Ph.D., Lindsay Hastings, Ph.D., Karen Cannon, Ph.D., Matt Kreifels, M.S., University of Nebraska - Lincoln

- *Co-PI: Transform Acad. Adv. College of Ag. (Submitted to Dept. of Ag.- NIFA-HEC) - \$661,750*

PI: John Barbuto, Ph.D., University of Nebraska - Lincoln; Co-PI: Gina Matkin, Ph.D., University of Nebraska - Lincoln

- *Principal Investigator: Rural Tourism Development through Entrepreneurial Self-efficacy (Submitted to Rural Future Institute, UNL) - \$22,185*

Co-PI: Cheryl Burkhart-Kriesel, Ph.D. and Lisa Pennisi, Ph.D., University of Nebraska - Lincoln

- *Principal Investigator: The Effect of Discussion Assignments on Blackboard Discussion Board on Learning of College Students in a Large Introduction Course (Submitted to UNL Layman Seed Grant Program) - \$10,000*

Completed Projects (2006 – 2010)

- *Trend analysis of outdoor recreation participation. Texas Parks & Wildlife Department; Center for Socio-Economic Research and Education; Department of Recreation, Park, & Tourism Sciences, Role: Texas A&M University. Role: *Research Assistant*, 2010*
- *Cultural and heritage traveler study, U.S.A. Cultural & Heritage Tourism Marketing Council; Center for Socio-Economic Research and Education; Department of Recreation, Park, & Tourism Sciences, Texas A&M University. Role: *Research Assistant*, 2009*
- *Podcast tour development for the Amtrak (Sunset route) between New Orleans and Los Angeles (2,000 miles one way). U.S. National Railroad Passenger Corporation; Amtrak Trails & Rails Program; National Park Service. Role: *Project Director*, 2009*

- The role of podcast tours in increasing park visitor stewardship and learning experiences. College Station, TX: Laboratory for Intelligent System in Tourism. Role: *Research Assistant*, 2008
- Creating compelling audio tours. College Station, TX: Laboratory for Intelligent System in Tourism. Role: *Research Assistant*, 2008
- Audio tour trends in North America. College Station, TX: Laboratory for Intelligent System in Tourism. Role: *Research Assistant*, 2008
- Information technology implementation. Padre Island National Seashore Malaquite Visitor Center Auditorium Project. Padre Island National Seashore. Role: *Research Assistant*, 2008
- Northern Indiana getaway guide study 2007. Laboratory for Intelligent System in Tourism, College Station TX. Role: *Research Assistant*, 2008
- Use of the Internet and social media in different visitors – Implications for online destination promotion. Korea Tourism Organization. Role: *Research Assistant*, 2006
- New technologies for museums study. Laboratory for Intelligent Systems in Tourism, College Station, TX. Role: *Research Assistant*, 2006 - 2007

Completed Projects Funded by Korean Government (2000 – 2001)

- Developing digital marketing information for IT industry. The Korea Ministry of Commerce, Industry, and Energy, Seoul, Korea, 2001
- Developing index of market value of IT-related companies. The Korea Ministry of Information, and Communication, Seoul, Korea, 2001
- Holding the 1st International Intellectual Property Right Conference. The Korea Ministry of Commerce, Industry, & Energy; The Korea, Ministry of Information, & Communication; and The Korea Intellectual Property Office, 2001
- Establishing English web site on 1,000 accommodations (hotels) and homestay in Korea with a booking system as a promotion project for inbound travel for a mega-size sport event (2002 WorldCub). The Korea Ministry of Information and Communication, 2000

COMMITTEE & SERVICE ACTIVITIES AT UNIVERSITY OF NEBRASKA – LINCOLN

Committee Activities

- Faculty Senate, University of Nebraska-Lincoln, 2016 – present
- Academic Rights & Responsibilities Panel, University of Nebraska-Lincoln. 2016 – 2019
- Faculty Senate Libraries Committee, Member, University of Nebraska-Lincoln, 2015 – 2018
- Undergraduate Curriculum Committee, Member, HRTM, 2010 – present
- Undergraduate Curriculum Committee, Member, Dept. of ALEC, 2010 – 2021
- Graduate Curriculum Committee, Member, Dept. of ALEC, 2010 – 2018
- Research & Scholarly Output Committee, Member, Dept. of ALEC, 2013 – 2018
- International Activities Committee, Member, Dept. of ALEC, 2013 – 2017
- Academic Program Review Committee, Member, Dept. of ALEC, 2016

- Faculty Advisory Council (for Dean), Member, College of Agricultural Sciences and Natural Resources, 2011 – 2013
- Recruitment and Retention Goal Team, Dept. of ALED, 2012 – Present

Academic Unit Strategic Planning Committee (Member)

- ALEC Strategic Planning Steering Committee, Dept. ALEC, 2017 – present
- HRTM Strategic Planning, 2015
- ALEC Strategic Planning 2013 – 2017

Academic Advising and Student Club Advisor

- Advisor, undergraduate students, Fall, 2011 – Spring, 2014; 2016
- Co-advisor, HRTM, Hotel Sales and Marketing Association International Student Organization, 2010 – 2015

Search Committee

- Faculty Search Committee, Dept. of ALEC, Member, 2017 – 2018 (Agri. communication position)
- Faculty Search Committee, HRTM, Member, 2017 – 2018 (Event position)
- Faculty Search Committee, HRTM, Member, 2011 – 2012 (Lodging and HR positions)
- Faculty Search Committee, HRTM, Member, 2015 – 2016 (Event position)
- Recruitment Coordinator Search Committee, Member, Dept. of ALEC, 2018
- NE Dairy Store Manager Search Committee, Member, UNL, 2017 (University Level)
- Recruitment Coordinator Search Committee, Member, Dept. of ALEC, 2013

SCHOLARLY & PROFESSIONAL CONTRIBUTIONS

Editorial Review Board/Committee Member/Ad-hoc Reviewer

Editorial Review Board

- International Journal of Tourism Cities (IJTC), 2013 – present
- Journal of Hospitality and Travel Education, 2011 – present
- International Federation for IT and Travel & Tourism (ENTER) 2017 – present

Ad Hoc Reviewer

- European Marketing Academy, 2020 – present
- European Institute for Advanced Studies in Management – present
- Journal of Hospitality and Tourism Technology, 2018
- Conference (ENTER), 2011 – present
- Journal of Travel and Tourism Marketing, 2016 – present
- Journal of Sport, 2016 – present
- Tourism Management Perspective, 2015 – present
- Journal of Hospitality and Tourism Technology 2013 – present
- Annals of Tourism Research, 2011 – present
- Tourism Management, 2010 – present
- Annual Hospitality & Tourism Graduate Student Education and Research Conference, 2011, 2010, 2006, 2005
- Journal of Information Technology and Tourism, 2006

Invited professional presentations

- Kang, M. (2008). Podcasting in tourism. National Trails & Rails Workshop, National Park Service U.S. Department of the Interior, April 15
- Kang, M. (2007). Podcast tour trends. Special Presentation for the National Park Service & Amtrak Trail & Rails Program, Dept. of Recreation, Park & Tourism Sciences, Texas A&M University, TX

Conferences & Workshops Services

- ISTTE 2015 Conference, Moderator, Workshop Session, 2015
- ISTTE 2014 Conference, Moderator, Research Presentation Session, 2014
- ICHRIE 2012 Conference, Moderator, Research Presentation Session, 2012
- Assistant, Career Fair, Department of Recreation, Park, & Tourism Science, Texas A&M University, 2009
- Presentation Judge, 12th Annual Student Research Week, Texas A&M University, 2008
- Assistant, Career Fair, Department of Recreation, Park, & Tourism Science, Texas A&M University, 2008
- Assistant, Poster Competition, 11th Annual Student Research Week, Texas A&M University, 2008
- Assistant Research track, 15th International ENTER Conference, Innsbruck, Austria, 2008

SCHOLALRY ASSOATIONS AND WORK GROUPS

- Board Member, International Society of Travel and Tourism Educator, 2016 - 2019
- Member, International Society of Travel and Tourism Educator, 2014 - 2019
- Member, International Council on Hotel, Restaurant & Institutional Education (ICHRIE), 2007 – present
- Member, Marketing Committee, ICHRIE, 2013 – present
- Member, Central Federation Board, ICHRIE, 2013 – present
- Member, Travel and Tourism Research Association, 2007 – Present
- Member, International Federation for IT and Travel & Tourism, 2006 – 2013; 2018 to present
- Member, Hospitality Sales and Marketing Association International, 2010 – 2015

SCHOLARY DEVELOPMENT ACTIVITIES

Diversity, Equity and Inclusion

- Striving for Equity in Education, the Center for Transformative Teaching’s workshop, University of Nebraska-Lincoln, January 11, 2022
- Winter Teaching and Learning Symposium: Diversity and Inclusion, University of Nebraska-Lincoln January 7, 2022
- Faculty of Color, Online symposium, University of Nebraska-Lincoln, November 12, 2021
- The Urgency of Inclusive Classrooms: A 6-Week Discussion Series, University of Nebraska-Lincoln June 17 – July 22, 2021
- Winter Interim Teaching and Learning Symposium: Theory and Practice of Inclusion, University of Nebraska-Lincoln January 9, 2020

Research Improvement (Workshop/Seminar/Conference/Symposium)

2021

- International Council of Hospitality, Restaurant, and Institutional Education, Online, July 26 – 30, 2021
- Special Training: How to conduct a market study, Online workshop, June 4, 2021
- Urban Tourism - What Future after Covid19?, Online workshop, June 1, 2021
- Grant - Broader Impacts Training, Online workshop, March 25, 2021

2019

- NVivo 12 Workshop, University of Surrey, December 4 – 5, 2019
- Technology and Consumer Collectives [Faculty of Management Research Workshop Series], Cass Business School, London, UK, November 5, 2019
- Digital Transformation Expo, London, UK, October 10, 2019
- Write Winning Grant Proposals Seminar, March 15, 2019
- SBSRC Interdisciplinary Brown Bag Series on Community-Based Participatory Research, UNL, February 13, 2019

2018

- National Mobile Me and You 2018 Conference, Conference, UNL Oct. 26-27, 2018
- Introduction to CPRDC and restricted federal data sets of all types available, Seminar, Sept. 2018
- NIH Grant-Seeking Workshop, Workshop, UNL, April 19, 2018
- Write Winning Grant Proposals Seminar, March 16, 2018

2012 - 2017

- Write Winning Grant Proposal, Workshop by the University of Nebraska, 2017
- Nebraska Tourism Conference, Columbine, NE October 22 – 24, 2015
- CAREER Workshop-USDA CAREER Grant workshop, Office of Research and Economic Development, University of Nebraska-Lincoln, April 2015
- Research consortium (Certified), International Council of Restaurant, Hotel & Institutional Educator, August 1 – 4, 2014.
- Rural Futures Institute Conference, University of Nebraska, May 2014
- Write Winning Grant Proposal, Workshop by the University of Nebraska, May 2013
- Rural Futures Institute Conference, University of Nebraska, May 2013
- Nebraska Agri/Eco-Tourism Workshop 2012, North Platte, NE, Jan. 31 – Feb. 1, 2012
- Write Winning Grant Proposal, Workshop by the University of Nebraska, May 2012
- Nebraska Agri/Eco-tourism workshop, NE Tourism Commission, February 2012

Teaching Improvement (Workshop/Seminar/Conference/Symposium)

2022

- The Center for Transformative Teaching's workshop, University of Nebraska-Lincoln, January 10 – 12, 2022 (Topics: Striving for Equity in Education; Course mapping; Revise your teaching philosophy)
- Scholar Enhancement Program, College of Education and Human Sciences, University of Nebraska-Lincoln, August 2021 – May 2023
- CASNR Winter Teaching and Learning Symposium: Diversity and Inclusion, University of Nebraska-Lincoln January 7, 2022

2021

- Scholar Enhancement Program, College of Education and Human Sciences, University of Nebraska-Lincoln, August 2021 – May 2023
- Faculty of Color, Online symposium, University of Nebraska-Lincoln, November 12, 2021
- The Urgency of Inclusive Classrooms: A 6-Week Discussion Series, June 17 – July 22, 2021
- Prepare your students for today's job market, Online workshop, January 28, 2021

2020

- CASNR Winter Teaching and Learning Symposium: Practice of Inclusion, University of Nebraska-Lincoln January 9, 2020
- Online Teaching Series, Workshop, Summer, 2020

2019

- CASNR Winter Interim Teaching & Learning Workshop, UNL, January 3, 2019
- Live Webcast Event: The Now and Next of Learning and Technology, January 31, 2019

2018

- Maximizing course design and implementation using Canvas, Seminar, UNL, June 26, 2018
- Innovation in Pedagogy and Technology Symposium, UNL, May 8, 2018
- Moving Forward After Failure Feedback: Secrets from Insiders, Seminar, UNL ADR Office, March 29, 2018
- Spring Symposium Teaching & Learning Symposium, UNL, Feb. 23, 2018

2017

- Innovation in Pedagogy and Technology Symposium, University of Nebraska-Lincoln, 2017
- Teaching and Learning Symposium: Motivation, Engagement, Innovation, and Evidence, Sponsored Academic Affair, University of Nebraska-Lincoln, 2017
- NU Campus Conversations Workshop: Teaching Effectively with Technology University of Nebraska-Lincoln, 2017
- Advisor Lunch and Learn sessions Workshops, CASN, University of Nebraska-Lincoln, 2017
- 50th Annual Winter Interim Workshop, University of Nebraska-Lincoln, 2017

2016

- Canvas - Gradebook and Assignment Essentials Workshop. University of Nebraska-Lincoln, June 2016
- Teaching and Learning Symposium: Creating an Inclusive Classroom, April 2016
- Personal Knowledge Management Workshop, April 2016
- First-Year Experience & Transition Programs, Professional Development Workshop, April 2016
- How Technology is Reshaping Education Workshop, March 2016
- Social and Academic Integration as Important Components of Engagement in Distance and Blended Classes, February 2016
- Open Educational Resources for Online Learning Workshop, March 2016

2012 – 2015

- Innovation in Pedagogy and Technology: Innovation, Engagement, and Evidence, University of Nebraska-Lincoln, May 2015
- Innovation in Pedagogy and Technology, University of Nebraska – Lincoln, May 2014
- Train the Trainer Workshop for the Certification in Hotel Industry Analytics by STR, July 28 – 29, 2014
- Certified Hospitality Educators, Workshop by America Hotel & Lodging Institute, July 11 – 13, 2014
- Train the Trainer Workshop for the Certification in Hotel Industry Analytics by STR, 2014
- Teaching consortium (Certified), International Council of Restaurant, Hotel & Institutional Educator, August 1 – 4, 2012.

Work Performance and Efficiency Improvement

- Effective Personal Productivity, Workshop, August 2013 – April 2014

INDUSTRY EXPERIENCE

Samsung Everland Inc., Seoul Korea 2001– 2003

Director of Business Planning Department (*Business divisions: amusement park, water park, golf course, food service, building management including hotels*)

- Directed new business development projects
- Economic and business analysis for new business planning
- Operation system development; consumer database system development
- Marketing research, customer and business database establishment, six-sigma projects

Data Research & Communication Co. Ltd., Seoul Korea 2001

Director of Digital-Information Development Department

- Developed digital marketing-information for information technology (IT) business
- Development the index of market value measurement for IT business
- Charged with the evaluation of IT companies to fund government budget to the IT industry
- Directed an international intellectual property right conference and various IT seminars
- Completed government-funded projects for IT business development

Goldtour Service Co. Ltd. (Online travel agency), Seoul Korea 2000 – 2001

Director of Marketing Department; Webmaster of System Development Department

- Implemented online travel agency business and e-tourism marketing strategies
- Established customer database & customer relation management systems
- Developed web portals for inbound and outbound travel in Korean & English
- Accomplished strategic alliances with IT businesses and hospitality and tourism companies
- Built partnership with hotel reservation system companies
- Conducted market research & analyses for e-commerce and e-Marketing strategies
- Carried out government-funded projects

Club Med (French-based resort corporation), Seoul Korea 1999

Assistant Director of Marketing Department

- Implemented e-marketing
- Established e-marketing strategies and managed company website
- Implemented general marketing activities (e.g., PR, celebrity marketing, familiarization tours)

LG Credit Card Co. Ltd., Seoul Korea 1989 – 1990

Staff of Marketing Department and Customer Service Department

- Provided customer services
- Provide travel-related services for card members

SUMMARY OF SELECTED MAJOR INDUSTRY ACHIEVEMENTS

New hospitality business development projects

- Downtown conference center in Seoul, Korea, 2002
- Service products for luxury apartment residents, 2002

Market research

- Analysis of travelers using the Internet for searching travel information for summer travel plans (Internet survey), 2002
- A study of high-income individuals' preferences of travel and entertainment products, 2001
- Research on usage patterns of downtown building conference centers (Internet survey), 2001
- Employee satisfaction index research (KIA Motors Inc.), 2001

Information system and technology development

- Customer relationship management system for office building leasing, 2003
- Building lease tenant database system establishment, 2003
- Operation system for office building management, 2002
- Automated travel planning system: Submitted patent, 2001
- Customer relationship management system for online travel agency, 2000

Hospitality and tourism corporate website development

- <http://www.goldhotel.net> (English, Inbound travel), 2000
- <http://www.goldtour.co.kr> (Korean, Inbound & outbound travel), 2000
- <http://www.welcometocorea.com> (English, inbound travel), 1999

Accomplished strategic alliances and partnership with hospitality and tourism organizations and businesses (1999 – 2003)

- Search engines: Yahoo Korea, MSN Korea, Lycos Korea
- Internet shopping malls: Serome, Happy2buy, Buynjoy
- Internet newspaper: Joins.com
- International trading site in China: Alibaba.com
- Alumni community site: iloveschool.com
- Internet travel business: Priceline.com, Expedia.com, Hoteldiscouts.com (Proposed)
- Properties: Hard Rock Café Singapore, Hard Rock Hotel Bali (Proposed)
- Reservation system: Marriott Hotel (Proposed), Gulliver hotel reservation system (Europe)

Organized and directed IT-related conferences, meetings, workshops and seminars

- Director, The 1st International Intellectual Property Right Conference in Korea, 2001
- Director, IT & e-Commerce Trend workshops & seminars in Korea, 2001

Government-funded projects completed

- English inbound travel website on 1,000 accommodations in Korea with a booking system as a promotion project for inbound travel industry (2002 FIFA World Cup), the Korea Ministry of Information and Communication, 2001
- Digital marketing information for the IT industry, the Korea Ministry of Commerce, Industry, and Energy, Seoul, Korea, 2001
- Development of market value index of IT-related companies, the Korea Ministry of Information, and Communication, Seoul, Korea, 2001
- The 1st International Intellectual Property Right Conference, the Korea Ministry of Commerce, Industry, & Energy, the Korea, Ministry of Information, & Communication, and the Korea Intellectual

RECOGNITIONS & CERTIFICATES

- Emerald Literati Award for an outstanding manuscript by Tourism Review journal, 2021
- Best Paper Award, International Society of Travel and Tourism Educator 2016
- Best Paper Award, International Society of Travel and Tourism Educator 2014.
- Certified Hospitality Educators (CHE), America Hotel & Lodging Institute, January 2015
- Graduate Teaching Certificate, Texas A&M University 2007
- Graduate Scholarship, Texas A&M University 2006
- Jeju Province Student Scholarship, Seoul, Korea 1986 –1987
- Teacher’s Certificate for Secondary School, Korea 1988