

Curriculum Vitae
Youngsoo Choi

St. Vincent's Hall, Room 413
College of Hospitality and Tourism Management
Niagara University
Niagara University, NY 14109
Office: (716) 286-8269/Cell: (321) 276-1949/Fax: (716) 286-8277
e-mail: ychoi@niagara.edu

EDUCATION

Ph. D., Hotel, Restaurant, and Institutional Management, School of Hospitality Management,
Pennsylvania State University, University Park, PA.
Dissertation: *An Application of the Almost Ideal Demand System Method to the European
Tourism Market: Comparing the Purchasing Power Parity Index and the
Consumer Price Index in International Tourism Demand Modeling*
M.S., Economics, Department of Economics, University of Wisconsin-Madison, Madison, WI.
M.A., International Economics, Department of International Economics, Seoul National
University, Seoul, South Korea
B.A., Economics with *Cum Laude*, Department of International Economics, Seoul National
University, Seoul, South Korea

PROFESSIONAL EXPERIENCE

Associate Dean, College of Hospitality and Tourism Management, Niagara University, Niagara
University, NY. 2016 – Present

Associate Professor, College of Hospitality and Tourism Management, Niagara University,
Niagara University, NY. 2016 – Present

Program Coordinator, Recreation and Sport Management, College of Hospitality and Tourism
Management, Niagara University, Niagara University, NY. 2015 – 2016

Assistant Professor, College of Hospitality and Tourism Management, Niagara University,
Niagara University, NY. 2013 – 2016

Assistant Professor, Rosen College of Hospitality Management, University of Central Florida,
Orlando, FL. 2006 – 2013

Instructor, School of Hospitality Management, Pennsylvania State University, University Park,
PA. 2003 – 2005

Executive Intern, Human Resource Department, Penn State Hospitality Services, State College,
PA. 2003 – 2004

Research Assistant, School of Hotel, Restaurant & Recreational Management, Pennsylvania
State University, University Park, PA. 2002 – 2003

Research/Teaching Assistant, Department of Economics, Pennsylvania State University,
University Park, 1998 – 2001

TEACHING

Regular Courses Taught/Teaching

Undergraduate

- Strategic Management in Hotels and Restaurants (MHR 435)
- Human Resources Management (HRT253)
- Marketing for Hotels and Restaurants (MHR346)
- Topic: Issues in International Tourism Management (TRM441)
Spring 2014 (1 section)
- Honors Thesis I (HRT401) & Honors Thesis II (HRT402)
- NUB102HOSP

Graduate

- Technology and Information Management (SPM533) – Sport Management M.S.
- Research Methods (SPM545) – Sport Management M.S.

Executive Education Programs Taught/Teaching

University of Central Florida (2006 – 2013)

Graduate Certificate in Hospitality Management Program (collaboration w/ Walt Disney World)

- International Tourism Management (HFT 6710), Fall 2012

Hospitality/Tourism Industry Seminar for students of Kyung Hee University, Korea

- Hospitality Human Resource & Diversity Management, Summer 2010
- Destination Marketing & Management, Summer 2011 – 2013

Executive Education Program in collaboration with Walt Disney World

- International Travel & Tourism, Spring 2008 – 2009, Summer 2008 – 2009, & Fall 2008

Certified in Online Teaching, University of Central Florida, 2010.

RESEARCH

Refereed Journal Articles (published/in press)

Lee, J., Choi, Y., & Breiter, D. (2016). An Exploratory Study of Convention Destination Competitiveness from Attendees' Perspective: IPA & Repeated Measures of MANOVA. *Journal of Hospitality and Tourism Research*, 40(5), 589-610
doi:10.1177/1096348013515913. (SSCI journal)

McGrath, K., & Choi, Y. (2016). An examination of college students' reading comprehension and study strategies: A case study of a hospitality management course. *The Journal of College Literacy and Learning*, 42, 55-76.

- Xu, S., Choi, Y., & Lv, Q. (2014). Subjective well-being, work motivation and organizational commitment of Chinese hotel frontline employees: A moderated mediation study. *Journal of Tourism Research & Hospitality*, 3(2), doi: <http://dx.doi.org/10.4172/2324-8807.1000137>.
- Bujisic, M., Choi, Y., Parsa, H., & Krawczyk, M. (2013). Tipping practices in foodservice operations in a convention hotel: A longitudinal study. *Journal of Culinary Science and Technology*, 11(3), 241-258.
- Kwon, D., Ellyn, E., & Choi, Y. (2013). Campus foodservice attributes and their effects on customer satisfaction, image and word-of-mouth. *Journal of Foodservice Business Research*, 16(3), 276-297.
- Ro, H., Choi, Y., & Olson, E. (2013). Service recovery evaluations: GLBT versus hetero customers. *International Journal of Hospitality Management*, 33, 366-375. **(SSCI journal)**
- Kim, S. & Choi, Y. (2013). Hotel employees' perception of green practices. *International Journal of Hospitality and Tourism Administration*, 14(2), 157-178.
- Choi, Y., & Ro, H. (2012). An empirical study of hospitality management student attitudes toward group projects: Instructional factors and team problems. *Journal of College Teaching & Learning*, 9(4), 303-312.
- Kim, S., Ro, H., & Choi, Y. (2012). What does "Green" mean? – A conceptual framework of organizational green orientation. *Advances in Food, Hospitality & Tourism*, 2(1), 85-98.
- Ro, H. & Choi, Y. (2011). Student team project: Gender difference on team project experience and attitude toward team-based work. *Journal of Teaching in Travel & Tourism*, 11(2), 149-163.
- McDowall, S. & Choi, Y. (2010). Thailand's destination image through the eyes of its citizens. *International Journal of Hospitality and Tourism Administration*, 11(3), 255-274.
- McDowall, S. & Choi, Y. (2010). A comparative analysis of Thai residents' perception of tourism's impacts. *Journal of Quality Assurance in Hospitality and Tourism*, 11(1), 36-55.
- Choi, Y. & Dickson, D. (2010). A case study into the benefits of management training programs: Impacts on hotel employee turnover and satisfaction level. *Journal of Human Resources in Hospitality & Tourism*, 9(1), 1-14.
- Choi, Y. & Crissy, H. (2009). Does tourist satisfaction and perception change over time?: A study on Spring break tourists in Negril, Jamaica. *Journal of Hospitality and Tourism*, 7(1), 62-86.
- Chen, P. & Choi, Y. (2008). Generational differences in work values: A study of hospitality management. *International Journal of Contemporary Hospitality Management*, 20(6), 595-615. **(SSCI journal)**

- Shafer, E. & Choi, Y. (2006). Forging nature-based tourism policy issues: A case study in Pennsylvania, *Tourism Management*, 27(4), 615-628. **(SSCI journal)**
- Shafer, E., Vieregge, M., & Choi, Y. (2005). Cultural differences in perceived leadership styles, *International Journal of Hospitality and Tourism Administration*, 6(3), 65-88.
- Shafer, E., Choi, Y., & Upneja, A. (2004). The wild side of tourism: A case study of economic values and impacts of hunting in Pennsylvania, *Journal of Hospitality and Tourism*, 2(1), 49-62.
- Bordi, P., Salvaterra, G., Cole, C., Cranage, D., Borja, M., & Choi, Y. (2003). A taste comparison of an isolated soy protein carbohydrate-protein beverage and an isolated whey protein carbohydrate-protein beverage, *Foodservice Research International*, 14(1), 23-33.

Refereed Conference Presentations

- Choi, Y. (2016). Cultural/heritage tourism in the Niagara Falls (USA): a psychographic baseline analysis. *2016 Korea America Hospitality and Tourism Educators Association (KAHTEA) annual conference*, Nevada, LV: April.
- McGrath, K., & Choi, Y. (2015). Language and Literacy: Meeting the Challenges of All Learners. *American Reading Forum's Annual Conference*, Sanibel, FL: December.
- Green, S., Vermette, P., Krupa, M., McGrath, K., Mangum, A., Moore, D., Ciminelli, M. R., & Choi, Y. (2015). Reaching the whole student: Advice for teachers of first-year students. *Fredonia's 9th Annual Teaching and Learning Conference*, Fredonia State University of New York, NY: August.
- Choi, Y., & McGrath, K. (2015). An empirical study on college students' utilization of reading comprehension strategies and study skills: implications for instruction. *14th Annual Niagara University International Conference on Teaching and Learning*, Niagara University, NY: January.
- Choi, Y., & McGrath, K. (2014). Intentionally applied comprehension strategies: The impact on student achievement in a hospitality human resources management course. *Association of Literacy Educators and Researchers (ALER) Conference*, Delray Beach, FL: October.
- Choi, Y. (2014). An analysis of hotel employee exit survey data. *2014 Korea America Hospitality and Tourism Educators Association (KAHTEA) annual conference*, Nevada, LV: April.
- Vermette, Kline, C., Butera, P., Kot, P., Goacher, R., Halm, D., Sanchez, L., Huh, C., Carpenter, J., Tong, Y., Choi, Y., Churcher, K., Gallo, M., & Moore, D. (2014). A new FLC: What? So what? Now, what? *13th Annual Niagara University International Conference on Teaching and Learning*, Niagara University, NY: January.
- Choi, Y., Davis, D., and Huh, C. (2014). Is there any relationship between students' computer self-efficacy (CSE) and their perception of e-textbook experiences over time? *13th Annual Niagara University International Conference on Teaching and Learning*, Niagara University, NY: January.

- Choi, Y., Ro, H., & Olson, E. (2013). An exploratory study of the association between gay tourists' psychographics, their perceived destination image, and the generational factor. *2013 Korea America Hospitality and Tourism Educators Association (KAHTEA) annual conference*, Nevada, LV: April.
- Tang, T., & Choi, Y. (2013). An empirical study of the Spring break market: a comparative analysis of Florida destinations. *18th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Seattle, WA: January.
- Bujisic, M., Choi, Y., Parsa, H.G., & Krawczyk, M. (2012). Effect of demographic factors on tipping in a convention hotel: A longitudinal study. *2012 TOSOK International Tourism Conference*, Ulsan, South Korea: July.
- Xu, S., Choi, Y., & Lv, Q. (2012). Subjective well-being, work motivation, organizational commitment, and job enrichment: A moderated mediation study of Chinese hotel frontline employees. *Annual I-CHRIE Summer Conference*, Providence, RI: August.
- Choi, Y. (2011). Sensitivity of the U.S. inbound tourist arrivals to the exchange rate volatility. *17th Asia Pacific Tourism Association Annual Conference*, Seoul, Korea: July.
- Lee, J., Ro, H., & Choi, Y. (2011). Convention destination image and attributes: an application of multi-dimensional scaling (MDS) and factor analysis. *The 2011 TOSOK International Tourism Conference*, Seoul, Korea: July.
- Xu, S., Choi, Y., & Lv, Q. (2011). Subjective well-being, work motivation, affective commitment and job enrichment: A conceptual model of hotel employees. *International Conference on Tourism People, Places and Environments*, Zhangjiajie, Hunan, China: July.
- Ro, H., & Choi, Y. (2011). Student team project perception: Instructional considerations. *Conference in SouthEast CHRIE Spring Meeting*, Atlanta, GA: February.
- Lee, J., Breiter, D., & Choi, Y. (2011). Quality of a green destination as perceived by convention attendees: The relationship between greening and competitiveness. *16th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Houston, TX: January.
- Lee, J., Choi, Y., & Breiter, D. (2010). An empirical study of convention destination competitiveness from attendees' perspective. *15th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Washington DC: January.
- Lee, J., Choi, Y., & Breiter, D. (2009). Convention destination competitiveness: The perceptions of convention attendees. *International Conference on Festival & Event Research*, Orlando, FL: January.
- Semrad, K., & Choi, Y. (2009). Cause-related event sponsorships as a means for brand image transfer. *14th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Las Vegas, NV: January.
- Kim, S., Ro, H., & Choi, Y. (2009). How green is your hotel?: A framework of organizational

- green orientation. *14th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Las Vegas, NV: January.
- McDowall, S. & Choi, Y. (2008). A comparative analysis of Thai residents' attitude toward tourism. *14th Asia Pacific Tourism Association Annual Conference*, Bangkok, Thailand: July.
- Lee, J. & Choi, Y. (2008). An analysis of academic articles in meeting, incentive, convention, and exhibition (MICE) Industry: What happened after Lee and Back (2005)? *13th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism*, Orlando, FL: January.
- Naipaul, S., Choi, Y., & Severt, D. (2007). Development of an interactive learning community: A pilot study in a hospitality management program. *International Society of Travel & Tourism Educators Conference*, Charleston, SC: October.

Invited Conference Presentations

- Lee, J., Ro, H., & Choi, Y. (2011). Destination image in terms of MICE tourism. *International Symposium on Expo 2012 Yeosu Korea: Our changing ocean: Innovation & Opportunity – Theme of the Expo and Destination Image*, Yeosu, Korea: November.
- Ro, H., Choi, Y., & Olson, E. (2011). Service Evaluations – GLBTQ vs. Heterosexual Customers. *Interdisciplinary LGBTQ and Ally Academic Forum: Showcasing LGBTQ and Ally Perspectives in Higher Education*, University of Central Florida, Orlando, FL: September.
- Kim, S., Okumus, F., Ro, H., & Choi, Y. (2009). An investigation into hotel employees' perception of green practices. *2nd Annual Green Lodging and Hospitality National Conference*, Orlando, FL: December.

Grants and Projects [Research, Teaching and Executive Education]

- **Baseline study for Niagara Falls National Heritage Area, Inc.** (Summer 2015)
Role: Primary Investigator
Amount of Fund: Approximately \$32,000
- **2015-16 Undergraduate student summer support grant** (Summer 2015) with Dr. Yonghong Tong, Department of Computer & Information Sciences
Development of a mobile application for destination Niagara Falls, NY
Amount of Grant: \$3,200 (4 students – three from CIS and one from CHTM)
Result: Funded
- **Funds for the Improvement of Teaching, Niagara University** (2014) with Dr. Stefanie Wichhart, Department of History, and Dr. Kathleen McGrath, College of Education
Purchase of qualitative data transcription service and gift cards to develop and enhance the rigor of critical reading components of NUB courses (via student survey, focus group discussion and data analysis).
Amount of Fund: \$686
Result: Funded

- **2014 CCTL Grant** (2014) with Dr. Kathleen McGrath, College of Education
The impact of intentionally applied comprehension strategies on student learning and achievement
Amount of Grant: \$1,000
Result: Funded
- 2014 Niagara University Summer Research Award (submitted on 1/13/14)
An analysis of hospitality graduates' competency and industry needs
Amount of Grant: \$5,200
Result: Not funded
- **Funds for the Improvement of Teaching** (2013)
Purchase of technical equipment to enhance to rigor and effectiveness of Online/Hybrid classes
Amount of Fund: \$256.93
Result: Funded
- **Hospitality/Tourism Industry Seminar Program** for Kyung Hee University (2010 – 2013)
Developer and Coordinator of the program at University of Central Florida
 - Hosted by Rosen College of Hospitality Management, University of Central Florida
 - Participants: 30 undergraduate students from Kyung Hee University (Korea) per seminar**Total revenue: \$333,400** [Seminar fee revenue: \$228,000/ Housing revenue: \$105,400]
- **Nature-based tourism policy of Pennsylvania** (2002 – 2003)
Co-primary investigator (Primary Investigator: Elwood Shafer)
Amount of Grant: \$50,000 - Center for Rural Pennsylvania
- **An analysis of investment opportunities in technology programs for sustainable productive non-industrial private forests** (2001 – 2003)
Project Analyst (Primary Investigator: Elwood Shafer)
Amount of Grant: \$30,000 - USDA Forest Service's Northeastern Area State and Private Forestry Unit.

Thesis/Dissertation Advisement

Niagara University (2013 – present)

Undergraduate Honors Thesis

Adam Zarczynski, Thesis Advisor (Spring 2015 – Fall 2015)

Title: How the Property Responses to Guest Reviews on Word-Of-Mouth Sites Affect Guest's Decision

Taylor Combs, Thesis Advisor (Spring 2014 – Fall 2014)

Title: *Tourist satisfaction and perceived destination image of Niagara Falls(USA).*

University of Central Florida (2006 – 2013)

Ph.D. Dissertation Committees

Gerald Kock, member (2008 – 2013)

Title: *The development of an eco-gastronomic tourism (EGT) supply chain – analyzing linkages between farmers, restaurants, and tourists in Aruba.*

M.S. Thesis Committees

Luis Romero Valenzuela, UCF, member (2011 – 2012)

Title: *International worker cultural adaptation: a qualitative study.*

Sun-Hwa Kim, UCF, member (2008 – 2009)

Title: *An investigation into hotel employees' perception of green practices.*

- **Outstanding M.S. Thesis Award at Rosen College - 2009**

Monica Carpenter, UCF, member (2006 – 2007), Thesis not finished

Undergraduate Honors Thesis (Honors-in-Majors) Committees

Tricia Tang, UCF, Chair (2011 – 2012)

Title: *A comparative analysis of college student spring break destinations: An empirical study of tourism destination attributes.*

- **1st Place Winner** - Category: Social Science IV, *Showcase of Undergraduate Research Excellence*, University of Central Florida - 2012
- **Nominated for UCF Honors-in-Majors Outstanding Thesis Award - 2013**

Jed Miciak, UCF, Chair (2010 – 2011),

Area: Hospitality Human Resource Training

Samantha Frazier, UCF, Member (2008 – 2010)

Title: *Dramaturgy of the Service Encounter*

- **Nominated for UCF Honors-in-Majors Outstanding Thesis Award - 2011**

Editorial Reviewer for Refereed Journals/ Conferences

Editorial Board

- *Journal of Tourism Sciences* (in Korean)

Ad hoc Editorial Reviewer: Refereed Journals

- *Annals of Tourism Research*
- *International Journal of Hospitality Management*
- *Journal of Hospitality and Tourism Research*
- *International Journal of Contemporary Hospitality Management*
- *Journal of Hospitality Marketing & Management*
- *Journal of Quality Assurance in Hospitality and Tourism*
- *Environmental Management*

Ad hoc Editorial Reviewer: Refereed Conferences

- Niagara University International Conference on Teaching and Learning (abstract review team)
- Korea America Hospitality and Tourism Educators Association (KAHTEA) Annual Conferences
- Annual Graduate Education & Graduate Student Research Conferences in Hospitality and Tourism
- Society for Marketing Advances (SMA) Conference - Tourism Management track
- Annual I-CHRIE Conferences
- Asia Pacific Tourism Association (APTA) Conferences

Honors/Awards/Certifications

Certificate of Appreciation (distinguished service plaque): Kyung Hee University, Korea

- Contribution to Kyung Hee University's internationalization initiatives (2009 – 2013).

Best Paper, 2013 Korea America Hospitality and Tourism Educators Association (KAHTEA) Annual Conference, Nevada, LV, U.S.A.: April.

Choi, Y., Ro, H., & Olson, E. (2013). An exploratory study of the association between gay tourists' psychographics, their perceived destination image, and the generational factor

Certified in Online Teaching, University of Central Florida, 2010.

Highly Commended Award at the Literati Network Awards for Excellence (2009), Emerald Group Publishing Limited

Chen, P. & Choi, Y. (2008). Generational differences in work values: A study of hospitality management. *International Journal of Contemporary Hospitality Management*, 20(6), 595-615.

- **Top 20 most downloaded articles during the 6 months immediately following the month of publication (among the articles published in IJCHM: 2006 -2008)**

Grace Henderson Scholarship (2004)

College of Health & Human Development, Pennsylvania State University

SERVICE

Niagara University (2013 – present)

University-level Committees

- Co-chair, University Planning Council (UPC), 2016 - present
- Co-chair, Middle State Reaccreditation self-study team (Standard IV), 2015-present
- Niagara University Academic Senate, 2015-present
- Academic Senate Executive Committee, 2015-present
- Committee on Committees, 2015-present
- University Planning Council (UPC), 2014 – present
- Advisory Board, Center for Language, Culture and Leadership, Spring 2016 - present
- International Strategic Enrollment Committee (A subcommittee of the Strategic Enrollment Committee), 2014 – 2016
- International Recruitment Committee, 2014 – present
- General Education Committee (Academic Senate Standing Committee), 2014 – 2015
- Niagara University Sustainability Committee, 2014
- Committee on College Teaching and Learning (CCTL), 2013 – 2015

College-level Committees

- Chair, Sport Management Faculty Search Committee, Fall 2015
- Chair, *Ad hoc* committee for CHTM alumni survey development, 2014 – present

- *Ad hoc* committee for CHTM Program Learning Outcome development/revision, 2014 - present
- Curriculum Committee (online course design quality review), 2013 – present
- ACPHA Re-accreditation self-study team, 2013 – 2014

University of Central Florida (2006 – 2013)

University-level Committees

- University Travel Committee, 2011 – 2013
- Faculty Senate Graduate Council Curriculum Committee, 2011
- Divisional Review Committee for Specialized Colleges, 2006 – 2009
- Alternate, University Assessment Committee, 2009 – 2012

College-level Committees

- Rosen College Faculty Search Committee, 2012 – 2013
- Rosen College Graduate Policy & Curriculum Committee, 2009 – 2013
- Rosen College Divisional Review Committee, 2009 – 2013
- UCF Rosen College Assessment Coordinator, 2006 – 2013
- Vice Chair, Faculty Assembly, Rosen College, 2011 – 2012
- UCF Rosen College Strategic Planning & Assessment Committee, 2006 – 2012
- Rosen College Doctoral Rotation Committee, 2008 – 2011
- Chair, Rosen College Doctoral Rotation Committee, 2010
- UCF Rosen College Faculty Development Committee, 2006 - 2008

Department-level Committees

- Assessment Coordinator, Department of Tourism, Events and Attractions, 2006 – 2012

Service to Academic/Professional Organizations

Moderator, 14th Annual Niagara University International Conference on Teaching & Learning, Niagara University, NY, 2015

Moderator, 13th Annual Niagara University International Conference on Teaching & Learning, Niagara University, NY, 2014

Moderator, 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Seattle, WA, 2013

Moderator, 17th Asia Pacific Tourism Association Conference, Seoul, Korea, 2011

Moderator, Tourism Economics session, 14th Asia Pacific Tourism Association Conference, Bangkok, Thailand, 2008

Moderator, Human Resources Management session, 13th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Orlando, FL, 2008

Moderator, Tourism session, International Council on Hotel, Restaurant, and Institutional Education Conference, Dallas, TX, 2007

Academic/ Professional Affiliations

Korea America Hospitality and Tourism Educators Association, 2013 – present

The International Council on Hotel, Restaurant and Institutional Education (I-CHRIE), 2006 – 2008 & 2011 – present

Hotel Human Resources Association (HHRA) of Central Florida, Inc., 2006 – 2013
Asia Pacific Tourism Association, 2007 – 2009 & 2011 – 2012
The Regional Science Association International, 2006 – 2008
The Travel and Tourism Research Association, 2006 – 2007
The International Society of Travel and Tourism Educators, 2006 – 2007

Community Outreach & Engagements

Research subcommittee, Niagara Global Tourism Institute, Spring 2015 - present
Organization Committee, Mills50, Orlando, FL, 2009
Judge, Student Achievers Scholarship Committee, Asian American Heritage Council,
Orlando, FL, 2008
Representative, Graduate Student Council, College of Health & Human Development,
Pennsylvania State University, University Park, PA, 2004 – 2005
Member, Community Diversity Group, State College, PA, 2003 – 2006