

DAHYE JUNG

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RESEARCH INTERESTS

Events and Festivals, Tourist's Motivations and Experiences, Community Development, Senior Travel, Sustainable Tourism

EDUCATION

Aug 2022 - Present	Ph.D. student Department of Tourism, Hospitality, and Event Management College of Health and Human Performance University of Florida	Gainesville, FL
Sept 2016 - Aug 2018	Master of Tourism Science Department of Tourism Development, Jeju National University • <i>Thesis: A Study on the Estimation of the Economic Value of Regional Festivals that Uses a Contingent Valuation Method</i>	Jeju, Korea
Mar 2012 - Feb 2016	Bachelor of Tourism Science Department of Tourism Development, Jeju National University	Jeju, Korea
Aug 2014 - May 2015	Exchange Students Delaware State University • Fall Semester Dean's List Certificate • Spring Semester President's List Certificate (GPA 4.0/4.0)	Dover, DE

PUBLICATIONS

Peer-reviewed Publications

- **Jung, D.**, & Nam, Y. (2020). A Study on the Establishment of Children's Shimpang Playgrounds in Jeju Island for Regional Balance Development. *Jeju Development Research*, 24, 179-200.
- **Jung, D.**, & Lim, H. (2019). A Study on the Estimation of the Economic Value of the Gapado Green Barely Festival: Using a Contingent Valuation Method, *Journal of Tourism & Leisure Research* 31(9), 219-233. [KCI]
- **Jung, D.** & Nam, Y. (2018). The Discussion on Change of Social Values of Small-Scale Local Festivals, *The Journal of Humanities and Social Science*, 9(6), 1083-1097. [KCI]

Research Reports

- Kim, S., Kang, K., Nam, Y., & **Jung, D.** (2021). The Five-Year Basic Plan of Cultural City Jeju (2022-2026), Jeju: THE Tourism Institute.
- **Jung, D.** (2020). The Construction and Management Plan of Shimpang Playgrounds for Children in Jeju. *Regional Balance Development Brief* 8, 1-12.
- Go, T., Nam, Y., Kang, Y., Kang, K., **Jung, D.**, & Kim, J. (2019). The Second Master Plan of Regional Balance Development in Jeju Special Self-Governing Province. Jeju: Jeju Research Institute.

PRESENTATION

Feb 2023	Jung, D. , & Gibson, H. (2023). What attracts mid and later life adults to a cycling event and what factors contribute to their continued participation? An exploratory study of Bike Florida, presented at the 2023 D.K.Stanley Lecture Research Symposium. [Poster Presentation]
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Feb 2023	Cao, J., Jung, J., Jung, D. , Lu, Y., & Kirilenko, A. (2023). Twitter Text Analysis During and After COVID-19 Lockdown: A Case in South Florida, presented at the <i>2023 D.K. Stanley Lecture Research Symposium</i> . [Poster Presentation]
Dec 2020	Jung, D. (2020). A Study on the Counterplan of Domestic Tourists for Post-Corona, presented at the <i>Conference of Youth Researchers of Cultural City Jeju</i> . Second Place [Speaker]

RESEARCH and WORK EXPERIENCES

Nov 2021 – Dec 2021	THE (Think for Human & Earth) Tourism Institute Jeju, Korea Researcher Principal Investigator: So-eun Kim, Ph.D. Project: The Five-Year Basic Plan of Cultural City Jeju <ul style="list-style-type: none"> • Founded and delineated projects involving cultural awareness in the tourism sector. • Established a research outline, diagnosed the current status of the city, and investigated related policies and laws. • Developed an organization management system to facilitate communications, member selection, and institutional operations.
Aug 2020 – Dec 2020	Jeju Culture City Center Jeju, Korea Researcher Project: Cultural City Jeju Research Project <ul style="list-style-type: none"> • Formulated and developed four research plans to cope with tourism & culture, environment, economy, and community issues in Jeju • A Study on the Estimation of the Willingness to Pay Parking Fees to Revitalize the Sharing Parking System. • A Study on the Effect of the Play Environment in the Region on the Children's Quality of Life. • A Study on the Effect of COVID-19 on Tourists' Destination Choices. • Problems with Community-based Projects Implemented by Government Financial Support.
Jan 2016 – Dec 2020	Jeju Research Institute Jeju, Korea Research Assistant , Jeju Sustainable Development Center Principal Investigator: Tae-ho Go, Ph.D. <ul style="list-style-type: none"> • Served as a consultant in the management of the Jeju Regional Balance Development Project. • Conducted data collection and analysis of several research projects. • Performed an array of administrative tasks, including creating the project plan and managing the budget throughout the 5-year. Project 1: The Construction and Management Plan of Shimpang Playgrounds for Children in Jeju (Policy Research for Regional Balance Development) <ul style="list-style-type: none"> • Operated as the sole author and project lead to collect international and domestic case data on the playground and childhood quality of life. • Reviewed literature on children's recreation activities and play environments. • Conducted data analysis of the children population by region using Excel. Project 2: The Second Master Plan of Regional Balance Development in Jeju Special Self-Governing Province <ul style="list-style-type: none"> • Collected and reviewed the timelines of and reports regarding the regional balance development project. • Conducted the 'Survey of residents' satisfaction with life services and demand for improvement in balance development plans by region,' 'Survey of public service demands,' and data analysis using SPSS.

Project 3: Annual Implementation Plan of Regional Balance Development in Jeju Special Self-Governing Province (2017~2020)

- Reconciled and integrated regional balance development project in Jeju occurrences and instances.
- Aggregated data related to the regional balance development project contest and selection results.

Project 4: Jeju Regional Balance Development Project

- Oversaw the project budget and managed all expenditures and balance sheets.
- Supported communities who drew up the business plan of the Regional Balance Development Project in Jeju.
- Wrote the business evaluation and project performance reports for official submission.

Dec 2015 – Jan 2016 **Moongchee Inc.** **Jeju, Korea**
Intern, Travel Business Team

- Created seasonal tourism package for group tourists and field trip tourists.
- Managed communications and relationships with partner corporations.
- Developed expanded knowledge of tourism complexities and tourist behavior.

TEACHING EXPERIENCES

Spring 2023 *Teaching Assistant*
LEI 3301 Principles of Travel and Tourism

- Learn about the management of a class (54 students).
- Attended every lecture and checked attendance.
- Evaluated students' assignments and provided feedback.

HFT 3512 Event Promotion

- Supported the instructor (62 students).

Fall 2022 *Teaching Assistant*
LEI 3301 Principles of Travel and Tourism

- Learn about the management of a large lecture-style class (84 students).
- Attended every lecture and checked attendance.
- Evaluated students' assignments and provided feedback.

AWARD and SCHOLARSHIPS

Spring 2023 **Grinter Fellowships**
University of Florida
Scholarship for new Ph.D. students

Fall 2022 **Grinter Fellowships**
University of Florida
Scholarship for new Ph.D. students

Dec 2020 **Excellence Award Presentation**
The Conference of Youth Researchers of Cultural City Jeju, Jeju City Government
Title: A Study on the Counterplan of Domestic Tourists for Post-Corona

Aug 2017 **Academic Excellence Scholarship for Graduate Students**
Jeju National University
Scholarships for graduate students

Aug 2015 **Academic Exchange Scholarship**
Jeju National University
Scholarship for exchange students who take more than 12 credits at a foreign university

May 2015	President's List Delaware State University <i>Spring Semester GPA 4.0 / 4.0</i>
Feb 2015	Exchange Student Program Scholarship Jeju National University <i>Scholarship for exchange students who study abroad</i>
Feb 2014	Administrative Assistantship Scholarship Jeju National University <i>Scholarship for administrative assistant students</i>
Aug 2013 - Aug 2014	Academic Excellence Scholarship for Undergraduate Students Jeju National University <i>Scholarships for undergraduate students for three semesters</i>

EXTRACURRICULAR ACTIVITIES

Dec 2020	Media Interview <ul style="list-style-type: none">• Interviewed as a youth researcher about the tourism agenda of Jeju at JIBS radio.• Outlined proposed methods to deal with the problem of the tourism industry in Jeju during the Covid-19 situation.
Mar 2014 – Jun 2014/ Aug 2015 – Dec 2015	Administrative Assistant Student <ul style="list-style-type: none">• Supported the administrative work of the department as an assistant student.
Jan 2013 – Dec 2013	Member of the College of Economics and Commerce Student Association <ul style="list-style-type: none">• Planned and managed events such as college festivals and sports events.

SKILLS and CERTIFICATES

Statistical Skills	SPSS, Limdep (CVM), Expert Choice (AHP), Rapid Miner, NVivo
Certificates	Certificate of Survey Analyst (Junior), South Korea
Languages	Korean (Native), English (Proficient)