

JIWON CHOI

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EDUCATION

PhD, Tourism and Hospitality

Aug. 2025 – Present

Fox School of Business with a concentration in Tourism and Sport, Temple University, Philadelphia, USA

- Advisor: Dr. Lu Lu, Dr. Laurie Wu

MA, Tourism

Aug. 2021

Department of Tourism, Hanyang University, Seoul, South Korea

- Advisor: Dr. Hoon Lee
- Thesis: The influence of sharing travel experiences on happiness: Focused on social support

BA, Tourism

Aug. 2019

School of Tourism, Hanyang University, Seoul, South Korea

- Graduated *Summa Cum Laude*
- Exchange Program: Victoria University, Melbourne, Australia (Spring 2017)

RESEARCH EXPERIENCES

Publications

Kim, S., **Choi, J.**, & Lee, H. (2026). Travel decision-making process through Hallyu (Korean wave) consumption via new media: religious constraints as a moderator. *Journal of Islamic Marketing*, 17(3), 852-874.

Shim, C., **Choi, J.**, Park, S., Kim, S., & Lee, H. (2025). Development of a conceptual model of overtourism: A case of Bukchon Hanok Village. *Journal of Tourism Sciences*, 49(6), 73-97.

Choi, J., Kim, K., & Lee, H. (2021). Sharing travel experiences on social media and happiness: A systematic quantitative literature review. *Journal of Tourism Sciences*, 45(6), 9–36.

Ongoing Projects

Lu, L., Jin, D., **Choi, J.** The burden of ease: How AI-effort paradox shapes trust. Targeting: *Journal of Hospitality and Tourism Research*. [Stage: In-principle Acceptance]

Chi, O. H., Lu, L., Jia, S., Martinez, S. D., & **Choi, J.** Social media influencer authenticity on restaurant customers' visit intention and brand awareness: A four minds perspective. Targeting: *Journal of Hospitality & Tourism Management*. [Stage: Submission]

Choi, J., Lu, L., & Wu, L. Confident or humble? How human vs. robot agents' communication styles enhance service failure tolerance. [Stage: Data Collection]

Wu, L., Lu, L., & **Choi, J.** Why and how AI knowledge elevates service expectations and reshapes consumers' responses. [Stage: Study Designing]

Choi, J., Lu, L., & Wu, L. When agentic AI sparks curiosity in travel planning. [Stage: Study Designing]

Conference Presentations

Choi, J., Lu, L., & Wu, L. (2026, Jun.). *Confident or Humble? How Human vs. AI Agents Shift Coping Toward Service Error Tolerance*. 2026 TTRA International Conference, Poster presentation

Choi, J., Park, S., Kim, S., Shim, C., & Lee, H. (2025, Jan.). *Development of a conceptual model of overtourism: A case of Bukchon Hanok Village*. The 97 TOSOK Seoul International Tourism Conference.

Choi, J., Shin, H., & Lee, H. (2024, Dec.). *A dual path approach to sharing travel experiences on SNS and happiness*. The 2024 CONNECT series by Korea-America Hospitality & Tourism Education Association (KAHTEA), 3MT Presentation.

Choi, J. (2021, Jul.). *The effect of sharing travel experiences on social media on travel happiness: A systematic quantitative literature review*. 2021 The 90th TOSOK Seoul International Tourism Conference [**Best Paper Awarded, Third Place**].

Choi, J., & Lee, H. (2021, Feb.). *The influence of sharing travel experiences on happiness: The moderating role of online perceived social support*. 2021 The 89th TOSOK Gwangju Conference.

Choi, J., & Lee, H. (2020, Nov.). *The effects of sharing travel experiences on travel happiness: Focusing on the mediating role of online social support*. 2020 The 88th TOSOK Daegu, Gyeongbuk International Conference, Poster presentation.

Choi, J., & Lee, H. (2020, Feb.). *A systematic review of studies on sharing travel experience and subjective well-being through SNS: Focused on English article*. 2020 The 87th TOSOK Busan International Conference, Poster presentation.

Choi, J. (2020, Jan.). *A phenomenological study on travel constraints of Muslim students in South Korea: Focusing on Muslim international students in Seoul capital area*, GRCF Thailand International Conference on Sustainable Business Practices Challenges & Opportunities in Engineering, Science, Humanities & Management in Global Context 2020.

Commissioned Consulting Projects (Public Sector)

Korea Cultural Heritage Foundation. (2022). *Palace Cultural Festival Long-Term Roadmap*. (**Contract value: Approx. USD 37,000**)

Korea Tourism Organization. (2021). *A study on Promoting Best Practices in Korean Tourism through the Platforms of International Organizations*. (**Contract value: Approx. USD 37,000**)

Jongno District Office. (2021). *Development of Diagnostic Indicators for Special Districts*. (**Contract value: Approx. USD 37,000**)

GRANTS & SCHOLARSHIPS

Research Grants

2nd Research Advancement and Impact Seedfunding (RAIS) Symposium, Temple University Fall 2025

- *From coping to tolerance in service errors: The moderating role of service agents' humor*, **USD 1,280**
- *The burden of ease: How AI-effort paradox shapes trust*, **USD 1,080** (PI: Dr. Lu Lu)
- *Why and how AI knowledge elevates service expectations and reshapes consumers' responses*, **USD 1,200** (PI: Dr. Laurie Wu)

Happiness Travel Research Center, Hanyang University, **USD 9,000**

Fall 2019 – Spring 2021

Brain Korea 21, Hanyang University, **USD 13,000** Fall 2019 – Spring 2021

Scholarships

HY-IN Scholarship, Hanyang University, **70% tuition** Fall 2019 – Spring 2021

Student Residence Hall, Hanyang University, **USD 9,000** Fall 2019 – Spring 2021

Merit-based Scholarship, Hanyang University, **100% tuition** Spring 2018, Spring 2019

University PR Ambassador Scholarship, Hanyang University, **USD 1,500** Fall 2018

AWARDS

Conference Best Paper

Best Paper Award, Third-ranked, The 90th TOSOK Seoul International Tourism Conference Jul. 2021

Business Awards

Challenging Star, Hotel Lotte Oct. 2023

Excellence Prize, 2022 Kakao Business Best Awards, Kakao Oct. 2022

Other Awards

Participation Prize, Idea Competition for Revitalizing Seoul Tourism, Seoul Tourism Organization, *A case study on strategies for developing Muslim-friendly tourism in Seoul* Nov. 2020

Excellence Prize, Case Study Competition for Tourism Sector Job Creation, Korea Tourism Organization, *A case study on education tourism policy in Queensland, Australia* Oct. 2019

Academic Excellence Prize, Hanyang University Aug. 2019

Grand Prize, Global Hamgyeol Project, Hanyang University Jun. 2018

Participation Prize, Andong Tourism Ambassador, Andong Festival Tourism Foundation Dec. 2016

TEACHING EXPERIENCES

Guest Lectures

Ancillary Revenue, THE 3357, Sales & Revenue Generation (Week 12) Spring 2026

Overtourism, THE 2311, Global Issues in Travel (Week 8) Fall 2025

Teaching Assistants

Fox School of Business, Temple University

Undergraduate-level Courses:

- THE 3357, Sales & Revenue Generation Spring 2026
- THE 2311, Global Issues in Travel Fall 2025

School of Tourism, Hanyang University

Graduate-level Courses:

- TOU 8044, Festivals & Events Seminar Spring 2020, Spring 2021
- TOU 9069, Happiness through Travel & Tourism Fall 2020

- ITU 9126, Distinguished Guest Lecture Series Spring 2021

Undergraduate-level Courses:

- TOU 3055, Seminar on Festival & Event Spring 2020, Spring 2021
- TOU 4047, Festival & Event Planning Project Fall 2020
- GEN 5029, Career Development I: Roadmap for Job Searching and Startups Spring 2020, Spring 2021
- GEN 5100, Career Development II: Portfolio and Business Model Creation Fall 2020

PROFESSIONAL EXPERIENCES

Research Assistant, Gyeonggi Research Institute, Suwon, South Korea	Jun. 2025
Associate Staff, Advertising Part, Hotel Lotte, Headquarters, Seoul, South Korea	Nov. 2021 – Jun. 2024
Research Assistant, Korea Convergence Tourism Institution, South Korea	May. – Nov. 2021
Intern, Community Liaison Office, U. S. Embassy in Seoul, South Korea	Jan. – Jun. 2019
Instructor, Rediscovery of Intuition English Academy, Gwacheon, South Korea	Mar. – Dec. 2018
Assistant, SEKC Study Abroad Agency, Seoul, South Korea	Feb. – Aug. 2018
Assistant, Seoul Land (Theme Park), Gwacheon, South Korea	Jun. – Dec. 2015

SERVICES & LEADERSHIPS

Ad-hoc Reviewer

International Journal of Contemporary Hospitality Management

Session Moderator

Crafting the Experience Economy, 2026 TTRA International Conference Jun. 2026

Doctoral Student Representative

Volunteer Team, Doctoral Student Association (DSA), Temple University Fall 2026 – Spring 2027

INTERNATIONAL EXCHANGES

Sustainable Tourism, Asia Pacific Youth Exchange Thailand, Hanyang University	Aug. 2019
Global Saranghandae, International Student Ambassador, Hanyang University	2018
Global Hamgyeol Project, Hanyang University	2018
China Visit Research Group, Hanyang University	Jul. 2018
Global Learning Community, Hanyang University	Sep. – Dec. 2016

SKILLS

Research

Quantitative Research Methods/Analysis Tools

- Python (NLP-based content analysis, semantic analysis)
- SPSS (statistical analysis), AMOS (structural equation modeling)

Qualitative Research Methods

- Systematic Literature Review

Language

Korean (Native); English, Japanese (Advanced); Mandarin (Intermediate)