

RESEARCH INTERESTS

Digital tourism analytics, platform dynamics, natural language processing, tourism geography

EDUCATION

- PhD in Tourism Management, February 2018 – JEJU NATIONAL UNIVERSITY, Jeju City, South Korea
- MPS in Community and Economic Development, December 2013 – PENNSYLVANIA STATE UNIVERSITY, University Park PA
- BA in Germanics, August 2010 – UNIVERSITY OF WASHINGTON, Seattle WA
- BA in International Studies August 2010 – UNIVERSITY OF WASHINGTON, Seattle WA
- BA in Slavic Languages and Literature, August 2010 – UNIVERSITY OF WASHINGTON, Seattle WA

PROFESSIONAL EXPERIENCE

Assistant Professor, Faculty of Economics and Management, **University of Bozen-Bolzano**, June 2019 - Present

Research Assistant and Lecturer, Faculty of Economics and Management, **University of Bozen-Bolzano**, September 2018 – June 2019

Postdoctoral Researcher and Course Developer, Department of Tourism Management, **Jeju National University**, February 2018 – September 2018

Undergraduate Instructor, Department of Tourism Management, **Jeju National University**, March 2016 – February 2018

Student Affairs Specialist, Department of Defense, **George C. Marshall European Center for Security Studies**, January 2012 – August 2014

RESEARCH EXPERIENCE

- OnTour Project for Sustainable Tourism, Bozen, Italy 2018
- Special Interest Tourism course developer, Jeju Island 2018
- Contributing Author (2018) - "Uncovering Foreign Tourists' Perceptions on Jeju Island as Destination", 24th Asia Pacific Tourism Association Conference. Mactan, Philippines
- Conference Presenter (2018) – "Platform Home Sharing as Micro Business - Declassifying the Sharing Economy", Internationalization of Small and Medium-sized Enterprises Conference. Bolzano, Italy
- Doctoral Thesis (2018) – "Platform Home Sharing on Jeju Island: An application of revealed preferences to the sharing economy" -Jeju National University. Jeju, South Korea

- Guest Lecturer (2017) - Xi'an Jiaotong University Language and Cultural Exchange. Xi'an, China
- Contributing Author (2017) - "Topic Modeling Approach to Foreign Tourists' Perceptions of UNESCO
- World Heritage Tourism Destinations on Jeju", 1st Global Congress of Special Interest Tourism & Hospitality. Beppu, Japan
- Workshop Presenter (2016) – "Cultural Tourism Development: Public space and cultural landscape management in the Asia-Pacific region". United Nations Institute for Training and Research. Jeju, South Korea
- Conference Presenter (2016) – "How the West Sees Jeju: measurement and analysis of destination brand personality as perceived by western tourists on Jeju". 80th Tourism Sciences Society of Korea Conference. PyeongChang, South Korea
- Master's Thesis (2013) – "Multifunctional Agriculture in the European Context". Pennsylvania State University. University Park, PA
- Contributing Author (2010) – "Transnational Democracy in the European Union: Confronting the Democratic Deficit". University of Washington. Seattle, WA

PUBLICATIONS

Kim, Barr, Park, Yun. Tourists' shifting perceptions of UNESCO heritage sites: Lessons from Jeju, South Korea. *Tourism Review*. Vol. 73, No. 4. September 2018

Barr & Choi. Current trends and regulatory impact of home sharing businesses in Seoul, South Korea. *Journal of Tourism and Leisure Research* Vol. 29, No. 9, pp. 425 – 441. November 2017

Barr & Choi. How the west sees Jeju: An analysis of westerners' perception of Jeju's personality as a destination. *International Journal of Tourism Sciences*, Vol. 16, No. 3, pp. 135 – 149. November 2016

HONORS / AWARDS

Award of Recognition for Exemplary Activities, National Institute for International Education of Korea – 2017

Brain Korea 21 Plus Award, Jeju National University – 2015

Korean Government Doctoral Scholarship, National Institute for International Education of Korea – 2014-2018

Achievement Medal for Civilian Service, Department of the Army - 2014

National Security Exchange Program Scholar, Department of Defense – 2008-2009