



TTRA APac 2026 Full Paper Template (5000 words):

Author(s) Bio

Introduction

My name is Hyojeong Jeon. I graduated from the Master of Science in Tourism, Hospitality, and Event Management program at The George Washington University in 2026. With extensive experience in national tourism strategy and destination marketing, I am passionate about consulting as a platform to deliver data-driven solutions, foster cross-sector partnerships, and create sustainable impact for organizations and communities.

Academic and Professional Background

My academic focus centers on tourism economics, destination strategy, and sustainable development, with research exploring the relationship between tourism growth and community well-being. Through coursework and independent study, I developed strong analytical capabilities in market assessment, policy analysis, and performance evaluation. During my study, I attended the Travel and Tourism Research Association Annual Conference held in Ann Arbor, Michigan, from October 22 to 24. During the evening reception on the first day, I had the opportunity to present a poster based on my working paper.

Professionally, I bring more than twenty years of experience at Korea Tourism Organization, South Korea's national destination marketing organization. My career has included roles in international tourism marketing, the Korea MICE Bureau, tourism workforce development, and Hallyu content marketing. Most recently, as Deputy Director of the International Tourism Strategy Team, I led national inbound tourism planning and performance management across 33 overseas offices. These experiences strengthened my expertise in strategic planning, stakeholder engagement, and project execution.

Strengths, Skills, and Teamwork

My strengths include strategic thinking, cross-cultural communication, and structured problem-solving. I offer practical expertise in market research, branding, data-driven evaluation, and project management. I approach teamwork by establishing clear objectives, aligning diverse perspectives, and facilitating collaborative decision-making. Whether leading international teams or contributing to academic group projects, I focus on transforming ideas into actionable recommendations and delivering results through shared commitment.

Introduction (500 words)

Literature Review (2000 words)

Method (500 words)

Results and Discussion (2000 words)

References (in APA format, not included in word count)