

**Jaeseok Lee, Ph.D. | 이재석**

Assistant Professor

Department of Tourism Management

College of Social Sciences

Gangneung-Wonju National University

Gangneung-si, Gangwon-do, South Korea

Email: [jaeseok.lee@gwnu.ac.kr](mailto:jaeseok.lee@gwnu.ac.kr) Office: (+82) 33-640-2218ORCID: [0000-0001-8061-195X](https://orcid.org/0000-0001-8061-195X) WOS Researcher ID: [P-3963-2017](https://orcid.org/P-3963-2017) Scopus Author ID: [55555294200](https://orcid.org/55555294200)**EDUCATION****Doctor of Philosophy** (Aug 29, 2011 – Jul 29, 2016)

Major: Business Administration with a concentration on Tourism and Sport

School of Sport, Tourism and Hospitality Management

Fox School of Business

Temple University, Philadelphia, Pennsylvania, United States

Dissertation: *Understanding the Responsible Gambling Behavior of Non-Problem Gamblers*Advisor: Dr. Chihyung (Michael) Ok ([michael.ok@temple.edu](mailto:michael.ok@temple.edu))**Master of Tourism** (Sep 1, 2005 – Aug 18, 2010)

Major: Hotel and Tourism Management

Department of Hotel and Tourism Management

Graduate School

Kyung Hee University | 경희대학교, Seoul, South Korea

Thesis: *A Study on the Decision-Making Process of Ski Resort Visitors Using the Extended Theory of Planned Behavior: A Case Study of High-1 Resort*Advisor: Dr. Choong-Ki Lee ([cklee@khu.ac.kr](mailto:cklee@khu.ac.kr))**Bachelor of Business Administration** (Mar 2, 2002 – Aug 17, 2005)

Major: Tourism Management

School of Tourism

College of Hotel and Tourism Management

Kyung Hee University | 경희대학교, Seoul, South Korea

**ACADEMIC POSITIONS****Gangneung-Wonju National University | 국립강릉원주대학교*****Assistant Professor (Oct 1, 2021 – Present)***

Department of Tourism Management

College of Social Sciences

Gangneung-si, Gangwon-do, South Korea

**Macau University of Science and Technology | 澳門科技大學*****Assistant Professor (Sep 1, 2017 – Sep 22, 2021)***

Faculty of Hospitality and Tourism Management

Taipa, Macao SAR, China

### **Antalya Bilim University | Antalya Bilim Üniversitesi**

*Assistant Professor (Dec 1, 2016 – Aug 31, 2017)*

*(Full-time) Lecturer (Sep 1, 2015 – Nov 30, 2016)*

Department of Tourism and Hotel Management

College of Tourism

Döşemealtı, Antalya, Turkey

(Previously, Antalya International University | Uluslararası Antalya Üniversitesi)

### **Temple University**

*(Part-time) Instructor of Record (Sep. 2014 – Jun. 2015)*

*Teaching Assistant (Sep. 2013 – Aug. 2014)*

*Research Assistant (Sep. 2011 – Aug. 2015)*

School of Sport, Tourism and Hospitality Management

*Research Assistant (Sep. 2011 – Jun. 2014)*

National Laboratory for Tourism and eCommerce (NLTeC)

Philadelphia, PA, United States

### **Kyung Hee Cyber University**

*Teaching Assistant (Sep. 2009 – Dec. 2009)*

Department of Food Service & Agro-Fishery Management

Seoul, South Korea

### **Kyung Hee University**

*Teaching Assistant (Sep. 2008 – Jun. 2010)*

*Research Assistant (Sep. 2005 – Feb. 2006, Sep. 2008 – Feb. 2009)*

College of Hotel and Tourism Management

*Research Assistant (Sep. 2008 – Jun. 2011)*

Institute of Tourism Development

Seoul, South Korea

## **RESEARCH INTERESTS**

### **Research Interests:**

- Consumer's Goal-Directed Behavior and Decision-Making Process
- Responsible Gambling Behavior and Gambling Fallacy
- Special Interest Tourism
- Latent Variable Analysis

## **PUBLICATIONS (Peer-reviewed)**

(\* Corresponding author; † Graduate student author)

Kwon, E., Song, S., & Lee, J.\* (working paper). Dealing with misbehaving customers: Would organizational frameworks really work? *Journal of Hospitality and Tourism Management*.

Choe, Y., Lee, J., Choi, S.H., & Han, S. (2023). Destination identity and image of Macao: Construal, projection, and perception. *Journal of China Tourism Research*. 1-25.

<https://doi.org/10.1080/19388160.2023.2189196>

- Pai, C.K., Wu, Z.T., Lee, S., Lee, J., & Kang, S. (2022). Service quality of social media-based self-service technology in the food service context. *Sustainability*, 14(20), 13483. <https://doi.org/10.3390/su142013483>
- Choi, Y., Lee, J., & Choe, Y. (2021). Online travel information filtering: Role of commercial cues in trust and distrust mechanisms. *Journal of Travel & Tourism Marketing*, 38(7), 710–724. <https://doi.org/10.1080/10548408.2021.1985037> – Received the “Martin Oppermann Memorial Award” as the Best Article of the Year 2021 in JTTM.
- Lee, J., & Baek, J. (2021). Sustainable growth of social tourism: A growth mixture modeling approach using heterogeneous travel frequency trajectories. *International Journal of Environmental Research and Public Health*, 18(10), 5241. <https://doi.org/10.3390/ijerph18105241>
- Kang, S., & Lee, J. (2021). A cannabis festival in urban space: Visitors’ motivation and travel activity. *Journal of Hospitality and Tourism Insights*, 4(2), 142–162. <https://doi.org/10.1108/JHTI-09-2020-0177>
- Baek, J., & Lee, J.\* (2021). A conceptual framework on reconceptualizing customer Share of Wallet (SOW): As a perspective of dynamic process in the hospitality consumption context. *Sustainability*, 13(3), 1423. <https://doi.org/10.3390/su13031423>
- Kang, S., Miller, J., & Lee, J. (2019). The cannabis festival: Quality, satisfaction, and intention to return. *International Journal of Event and Festival Management*, 10(3), 267–283. <https://doi.org/10.1108/IJEFM-04-2019-0029>
- Kang, S., & Lee, J.\* (2018). Support of marijuana tourism in Colorado: A residents’ perspective using social exchange theory. *Journal of Destination Marketing & Management*, 9, 310–319. <https://doi.org/10.1016/j.jdmm.2018.03.003>
- Lee, G., Lee, J., & Tussyadiah, I.P. (2017). The roles of perceived internal and external benefits and costs in innovation co-creation: Lessons from Japan. *Asia Pacific Journal of Tourism Research*, 22(4), 381–394. <http://dx.doi.org/10.1080/10941665.2016.1271815>
- Lee, J., Chen, C.C., Song, H.J., & Lee, C.K. (2017). Consumption of movie experience: Cognitive and affective approaches. *Journal of Quality Assurance in Hospitality & Tourism*, 18(2), 173–199. <http://dx.doi.org/10.1080/1528008X.2016.1189866>
- Lee, C.K., Reisinger, Y., & Lee, J.\* (2015). Examining visitor motivations for mega-events: Comparison between Shanghai Expo and Yeosu Expo. *International Journal of Tourism and Hospitality Research*, 29(10), 5–17.
- Lee, B.K., Lee, C.K., & Lee, J. (2014). Dynamic nature of destination image and influence of tourist overall satisfaction on image modification. *Journal of Travel Research*, 53(2), 239–251. <http://dx.doi.org/10.1177/0047287513496466>
- Lee, J., Chen, C.C., Song, H.J., & Lee, C.K. (2014). The role of responsible gambling strategy and gambling passion in the online gamblers’ decision-making process: Revising the theory of planned behavior. *Journal of Gambling Studies*, 30(2), 403–422. <http://dx.doi.org/10.1007/s10899-013-9359-8>

#### Journals in Korean:

- Kang, S., Lee, J., & Yoon, M. (2023). The impact of MZ generation visitors’ fishery village stay program on place attachment, destination image, and experience satisfaction: Focusing on fishery villages in Gangwon province. *International Journal of Tourism and Hospitality Research*, 37(2), 19–30.
- 강상국·이재석·윤미경 (2023). MZ세대 방문객의 어촌체험관광활동이 지역애착, 어촌 이미지,

- 체험만족도에 미치는 영향: 강원지역 어촌체험마을을 중심으로, *관광연구저널*, 37(2), 19–30.
- Lim, J.P., Lee, C.K., Lee, H.M., & Lee, J. (2014). Examining the decision making process of scuba diving tourists by using extended theory of planned behavior. *Korean Journal of Hospitality and Tourism Studies*, 16(2), 1–19. – **Received the Best Paper Award in 2014 by the Academy of Korea Hospitality and Tourism.**
- 임재필·이충기·이혜미·이재석 (2014). 확장된 계획행동이론을 이용한 스쿠버다이빙 이용객의 의사결정과정 연구, *호텔관광연구*, 16(2), 1–19.
- Lee, C.K., Yang, H.E., & Lee, J. (2011). Comparative analysis of residents' perception and support for casino development between Korea and Japan. *Korean Journal of Tourism Research*, 26(3), 361–376.
- 이충기·양형은·이재석 (2011). 한·일 간 카지노 지역주민의 인식과 지지도 비교분석, *관광연구*, 26(3), 361–376.
- Lee, J., Song, H.J., & Lee, C.K. (2011). A study on the experience, experiential value, and satisfaction of 3D film based on the Pine and Gilmore's experience economy theory: The case of the film 'Avatar'. *Journal of Tourism and Leisure Research*, 23(5), 281–298.
- 이재석·송학준·이충기 (2011). Pine과 Gilmore의 체험경제이론에 따른 입체영화 체험, 체험가치 및 만족도에 관한 연구: 영화 아바타를 중심으로. *관광레저연구*, 23(5), 281–298.
- Lee, J., Lee, C.K., & Jia, J. (2011). Examining the relationships between casino motivation, gambling passion, and behavioral intention: Comparison of Kangwon Land casino and Macao casino visitors. *Korea Journal of Tourism and Hospitality Research*, 25(3), 5–20.
- 이재석·이충기·가연 (2011). gambling 동기와 열정 및 행동의도 간 영향관계 분석: 강원랜드 카지노와 마카오 카지노 방문객 간 비교. *관광연구저널*, 25(3), 5–20.
- Lee, J., & Lee, C.K. (2010). A study on the decision-making process of ski resort visitors using the extended theory of planned behavior. *Korean Journal of Hospitality and Tourism Studies*, 12(4), 1–19.
- 이재석·이충기 (2010). 확장된 계획행동이론을 이용한 스키리조트 방문객의 의사결정과정 연구, *호텔관광연구*, 12(4), 1–19.

## **CONFERENCE PROCEEDINGS & PRESENTATIONS (Peer-reviewed)**

(† Graduate student author)

### **Stand-up Presentations:**

- Zeng, H., Lee, J., Pai, C.K., & Kang, S. (2023, accepted). A double-edged sword of tourist-service provider interaction: A key to the co-creation in tourism experience. *Asia Pacific Tourism Association (APTA) 2023 Annual Conference* (Jul. 5–7). Chiang Mai, Thailand.
- Yoon, Y., Kim, Y., Kim, S., & Lee, J. (2023). Impact of self-service technology quality on satisfaction from the perspective of MZ generation: A case of leisure activity reservation app. *2023 Tourism Hospitality Event Conference for Researchers Educators Practitioners Students (THEREPS)* (Apr. 14–15). Las Vegas, NV.
- Shin, M., Yoon, C., & Lee, J. (2023). Revisit the forecasting of the loss and recovery of inbound tourists: The case of Covid-19 pandemic in Korea. *2023 Tourism Hospitality Event Conference for Researchers Educators Practitioners Students (THEREPS)* (Apr. 14–15). Las Vegas, NV. – **Received the Best Undergraduate Completed Research Award (Second Place).**
- Pai, C.K., Chen, H., Kang, S., & Lee, J. (2023). Exploring well-being of travelers with

- disabilities: A Framework Based on PERMA. *2023 Tourism Hospitality Event Conference for Researchers Educators Practitioners Students (THEREPS)* (Apr. 14–15). Las Vegas, NV.
- Chen, H., Pai, C.K., Kang, S., & Lee, J. (2022). Exploring the impact of anticipated customer experience quality on the intention to visit smart hotel based on the attributes of smart hotel: The moderating effect of situational factors. *The 92<sup>nd</sup> TOSOK International Tourism Conference 2022* (Jul. 13–15). Busan, Korea.
- Dai, A., Pai, C.K., Kang, S., & Lee, J. (2022). The impact of perceived risk, travel restrictions, and non-pharmaceutical interventions on tourists' travel intention during the covid-19 epidemic. *2022 Tourism Hospitality Event Conference for Researchers Educators Practitioners Students (THEREPS)* (Apr. 15–16). Philadelphia, PA.
- Zhu, X.<sup>†</sup>, Pai, C.K., Kang, S., & Lee, J. (2022). Residents' perception on the impacts of under-tourism. *2022 Tourism Hospitality Event Conference for Researchers Educators Practitioners Students (THEREPS)* (Apr. 15–16). Philadelphia, PA.
- Liu, Y., Pai, C.K., Kang, S., & Lee, J. (2022). Inhibitors and triggers for food photo sharing behavior on social media. *91<sup>st</sup> TOSOK International Tourism Conference* (Feb. 15–16). Pyeongchang, Korea. – **Received the Best Paper Award (Third Place)**.
- Li, B.<sup>†</sup>, & Lee, J. (2021). Decision making process of e-sports event attendees. *2021 International Tourism Forum at Seoul* (Dec. 17). Seoul, Korea. – **Received the Excellence Paper Award**.
- Kwon, E., Lee, J., & Song, S J. (2019). The role of emotional intelligence on the relationship between customer misbehavior and job stress. *5th World Research Summit for Hospitality and Tourism* (Dec. 13–16). Orlando, FL.
- Shi, L.<sup>†</sup>, & Lee, J. (2019). Servicescape of integrated resort in the Guangdong-Hong Kong-Macao greater bay area. *China Tourism Forum 2019–USA* (Jul. 21–22). Philadelphia, PA.
- Choe, Y., Lee, J., & Ok, C. (2019). Are domestic and international travels complements or substitutes? A case of South Korean population. *Asia Pacific Tourism Association (APTA) 2019 Annual Conference* (Jul. 1–4). Da Nang, Vietnam.
- Lee, C.K., Lee, J., & Back, K.J. (2018). Predicting gambling severity with gambling fallacies. *2018 Pan Asia International Tourism Conference (PAITOC)* (Jul. 4–6). Seoul, Korea.
- Lee, J., & Choe, C. (2018). Beyond SEM: Dynamic segmentation of the longitudinal travel frequency trajectories using Growth Mixture Modeling. *2018 Korea America Hospitality and Tourism Educators Association (KAHTEA) Conference* (Apr. 20–21). Las Vegas, NV.
- Lee, J. (2017). Residents' perceptions on the Expo 2016 Antalya. *Travel and Tourism Research Association Asia-Pacific Chapter (TTRA APac Chapter) 5<sup>th</sup> Annual Conference* (Dec. 6–8). Hong Kong SAR, China.
- Lee, J., & Ok, C. (2016). Unintended effects of responsible gambling strategies on non-problem gamblers. *1<sup>st</sup> International Conference on Tourism Dynamics and Trends* (May 4–7). Antalya, Turkey.
- Lee, J., Ok, C. & Lee, C.K. (2015). Examining the relationships among gambling involvement, gambling passion, and pathological gambling behavior. *20<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* (Jan. 8–10). Tampa, FL.
- Lee, G., & Lee, J. (2014). Re-verification of co-creation model: Perceived internal/external benefits/costs. *29<sup>th</sup> Japan Institute of Tourism Research Annual Conference* (Dec. 6–7). Osaka, Japan.
- Lee, J., & Lee, C.K. (2014). Investigating structural relationships between gambling

- involvement and gambling passion. *20<sup>th</sup> APTA Conference* (Jul. 1–4). Ho Chi Minh City, Vietnam.
- Lee, J., & Song, H.J. (2014). Casino employee's perception on corporate social responsibility and organizational citizenship behavior. *2014 World Hospitality and Tourism Forum at Seoul* (Jun. 26–28). Seoul, Korea.
- Lee, J., Chen, C.C., & Lee, C.K. (2014). Comparing the level of involvement across the gambler types depending on the level of addiction. *2014 KAHTEA Conference* (Apr. 25–26). Las Vegas, NV. – **Nominated for the Best Paper Award.**
- Lee, G., & Lee, J. (2013). Risk and the theory of planned behavior: Japan inbound tourism. *28<sup>th</sup> Japan Institute of Tourism Research Annual Conference* (Dec. 7–8). Kanagawa, Japan.
- Chen, C.C., Lee, J., & Huang, Y. (2013). The signaling effect of online numerical information on the customers' reservation decision making. *2013 Consumer Behavior in Tourism Symposium* (Dec. 4–7). Bruneck / Brunico, South Tyrol, Italy.
- Lee, J., Chen, C.C., Song, H.J., & Lee, C.K. (2013). Evaluating moviegoers' quality, value, and satisfaction using an experience economy theory. *2013 Tourism Sciences Society of Korea (TOSOK) International Tourism Conference* (Jul. 4–6). Seoul, Korea.
- Lee, J., Chen, C.C., Song, H.J., & Lee, C.K. (2012). The role of the responsible gambling strategy and desire in gamblers' decision making process: A case of Sportstoto. *2012 TOSOK International Tourism Conference* (Jul. 4–6). Ulsan, Korea.
- Kwon, E., Lee, J., & Lee, C.K. (2012). How does experience affect satisfaction?: An application of experience economy theory to cultural excursion programs for international students. *17<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* (Jan. 5–7). Auburn, AL.
- Lee, D.E., Song, H.J., & Lee, J. (2011). An analysis of structural relationship between experience elements of 3D film and behavioral intention toward eco-tourism: Focus on the experience economy theory and the film 'AVATAR'. *69<sup>th</sup> Tourism Sciences Society of Korea Conference* (Feb. 15-16) (pp. 451–463). Jeju, Korea.
- Kwon, E., Lee, J., & Lee, C.K. (2010). Community attachment and perceived impact toward residents' support for casino development. *15<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism* (Jan. 7–9). Washington, D.C.
- Poster Presentations:**
- Kwon, E., Lee, J., & Song, S J. (2019). Dealing with misbehaving customers: The stress-strain-outcome model. *2019 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Conference* (Jul. 24–26). New Orleans, LA.
- Kang, S., & Lee, J. (2019). Cannabis festival: Attendees' profile and festival motivation. *2019 Asia Pacific CHRIE & Euro CHRIE Joint Conference* (May 22–25). Hong Kong SAR, China.
- Lee, J., Yen, G.P., Maitland, S.B., Wiebe, J., Hodgins, D.C., Gottlieb, B.H., & Davey, A. (2014). Modeling changes in gambling behavior using latent transition analysis. *The Gerontological Society of America (GSA) 67<sup>th</sup> Annual Scientific Meeting* (Nov. 5–9) (p. 202). Washington, D.C. <https://doi.org/10.1093/geront/gnu106>
- Lee, J., Chen, C.C., & Lee, C.K. (2014). Testing the latent mean difference of gambling involvement. *2014 Modern Modeling Methods (M<sup>3</sup>) Conference* (May 20–21). Storrs, CT.

## **INVITED TALKS**

**Recurring Invited Talks:**

- The Biannual Casino Resort Academy / Hosted by Korea Casino Association
  - Gaming Industry Issues and Trend in Asia. (Nov. 1, 2022). Jeju, South Korea.
  - Gaming Industry Issues and Trend. (Jun. 29, 2022). Online Recording.
  - Macao Casino Integrated Resort Trend in the Post-COVID era. (Dec. 2, 2021). Jeju, South Korea.
  - Integrated Casino Resort Industry in Macao. (Nov. 6, 2019). Boryeong, South Korea.
  - Now and Future of Macao Casino Industry. (May 21, 2019). Boryeong, South Korea.
  - Now and Future of Macao Casino Industry. (Nov. 11, 2018). Jeongseon, South Korea.
  - Now and Future of Macao Casino Industry: Casino License Renewal and Challenges. (Jun. 20, 2018). Boryeong, South Korea.

**Ad Hoc Invited Talks:**

- Lee, J.** (2022). International / Domestic Tourism Industry Trend, Gangneung Tourism Development Corporation (Sep. 28 & Oct. 27), Gangneung, South Korea  
| 다모여 지식 (G-SEEK) 캠퍼스: 관광산업 종사자 역량강화 교육. 강릉관광개발공사
- Lee, J.** (2021). Casino Integrated Resort in Global Tourism Business. 2021 Gangneung Tourism Business Capacity Building Seminar, Gangneung-Wonju National University LINC+ Project (Dec. 1), Gangneung, South Korea  
| 글로벌 복합리조트 관광비즈니스. 2021 강릉시 관광비즈니스 역량 강화 세미나
- Lee, J.** (2021). Macau Gaming Industry Trend and Issues. *1st Joint Conference on Integrated Resort Research with MUST and Toyo University*. (Jul. 22). Online.
- Lee, J.** (2021). Faculty Research Grant Info Sharing. *Faculty workshop of the Faculty of Hospitality and Tourism Management*, Macau University of Science and Technology. (Jan. 6). Macao SAR, China.
- Lee, J.** (2020). Introduction to Latent Variable Analysis: To SEM and beyond. *BK21 Practicum Special Lecture Series*, Hanyang University BK21 Plus, hosted by Dr. Sunghyup Sean Hyun. (Jan. 17). Seoul, South Korea.  
| BK21 실무특강
- Lee, J.** (2018). Tourism Industry in Macao: Unique Venue of Macao. *Global MICE/Hospitality Summer Program*, Incheon National University, hosted by Dr. Jin Young Chung. (Jul. 9). Incheon, South Korea.
- Lee, J., & Choe, Y.** (2018). Heterogeneous Trajectories of National Travel among Korean over Time: An Application of Growth Mixture Modeling. *Faculty seminar of the Faculty of Hospitality and Tourism Management*, Macau University of Science and Technology. (Apr. 11). Macao SAR, China.
- Lee, J.** (2017). Introduction to Structural Equation Modeling (SEM) and Beyond. *Doctoral seminar of the Faculty of Hospitality and Tourism Management (DPTZ01 Advanced Research Methodology)*, Macau University of Science and Technology, hosted by Dr. Yong Zhou. (Oct. 27). Macao SAR, China.
- Lee, J.** (2017). Longitudinal approach in SEM: An application of hybrid model using continuous and categorical latent variables. *Graduate seminar*, Pai Chai University, hosted by Dr. Hak-Jun Song. (Aug. 16–17). Daejeon, South Korea.
- Lee, J.** (2015). Growth mixture modeling: An application of generalized SEM. In M. Lee, J. Du, & J. Lee., (Organizer), Longitudinal analysis with structural equation modeling, *Doctoral seminar of Tourism and Sport (THM9090)*, Temple University. (Apr. 10). Philadelphia, PA.
- Lee, J.** (2014). Structural equation modeling with categorical latent variables. *Doctoral seminar*

*of Tourism and Sport*, Temple University. (Sep. 19). Philadelphia, PA.  
Du, J., Franscella, V., Lee, J., Sato, M., & Stienmetz, J. (2013). Formative research in Tourism, Hospitality, and Sport. *Doctoral seminar of Tourism and Sport (THM9090)*, Temple University. (Sep. 27). Philadelphia, PA.

## **ACADEMIC AND PROFESSIONAL MEMBERSHIP**

Director of Asia Pacific Association for Gambling Studies, Macau (2019 – present)

## **EDITORIAL EXPERIENCES**

### **Editorial Board (Active):**

International Journal of Tourism and Hospitality Research | 관광연구저널 영문판 (Mar. 2016 – Feb. 2024) (한국관광연구학회 <http://www.ijthr.or.kr/>)

Journal of Tourism & Leisure Research | 관광레저연구 (Sep. 2022 – Aug. 2024)  
(한국관광레저학회 <https://kastle.kr/>)

Journal of Hotel & Resort | 호텔리조트연구 (Mar. 2019 – Feb. 2023) (한국호텔리조트학회 <http://www.khr.or.kr/>)

### **Editorial Board (Inactive):**

Korean Journal of Hospitality and Tourism | 호텔경영학연구 (Sep. 2019 – Aug. 2021)  
(한국호텔외식관광경영학회 <http://www.khta.re.kr/>)

### **(Ad Hoc) Review for Journals (in 2023 / cumulative):**

Asia Pacific Business Review (0 / 1 time)

Asia Pacific Journal of Tourism Research (0 / 5 times)

Behavioral Sciences (1 / 1 time)

Cogent Social Sciences (0 / 3 times)

Family & Consumer Sciences Research Journal (0 / 1 time)

Current Issues in Tourism (0 / 1 time)

Frontiers in Psychology (0 / 1 time)

International Gambling Studies (2 / 7 times)

International Journal of Contemporary Hospitality Management (0 / 10 times)

International Journal of Environmental Research and Public Health (0 / 3 times)

International Journal of Hospitality Management (0 / 3 times)

International Journal of Tourism and Hospitality Research (1 / 22 times)

International Journal of Tourism Policy (0 / 1 time)

Journal of Gambling Studies (0 / 2 times)

Journal of Heritage Tourism (1 / 2 times)

Journal of Open Innovation: Technology, Market, and Complexity (0 / 1 time)

Journal of Quality Assurance in Hospitality & Tourism (0 / 1 time)



Journal of Sustainable Tourism (0 / 4 times)  
 Journal of Travel & Tourism Marketing (1 / 2 times)  
 Sustainability (2 / 6 times)  
 Urban Science (1 / 1 time)  
 MICE관광연구 (6 / 19 times)  
 호텔경영학연구 (0 / 4 times)  
 관광레저연구 (2 / 2 times)  
 관광연구저널 (4 / 14 times)

## **RESEARCH PROJECT EXPERIENCES**

### **Research Proposals Funded:**

- Lee, J. (2019). Predicting the Travel Frequency Trajectory: A Longitudinal Study. *Faculty Research Grant (General Research Grant)*. Taipa, Macao SAR: Macau University of Science and Technology [PI, 30,000 MOP ( $\approx$  3,750 USD as of 01/13/20)]
- Lee, J., Ok, C., Roehl, W.S., & Davey, A. (2015). Measuring the effectiveness of responsible gambling strategy from the customer perspective: A longitudinal study. *The 10<sup>th</sup> Young Scholars Interdisciplinary Forums* (Apr. 15). Philadelphia, PA: Temple University [PI, 1,000 USD].
- Lee, J., Chen, C.C., Ok, C., & Davey, A. (2014). Promoting responsible gambling: Structural relationships among fundamental human needs, gambling passion, and responsible gambling. *The 8<sup>th</sup> Young Scholars Interdisciplinary Forums* (Apr. 23). Philadelphia, PA: Temple University [PI, 1,800 USD].

### **Grant Activities (As a team member):**

- Yanggu County Tourism Promotion Development Fundamental Plan / Funded by Yanggu county | 제1차 양구군 관광진흥 기본계획 수립 용역 / 양구군청 (Jun 1, 2022 – Feb 28, 2023)
  - Tourism promotion case review and new practices and strategies development
- 다모여 지식(G-SEEK) 캠퍼스 (관광업 종사자 역량강화 특화) 운영 용역 / 강릉관광개발공사 (Aug 24, 2022 – Nov 30, 2022) [22M KRW]
- The Status Analysis on the Casino Junket Promotor and Development Strategies / Funded by Korea Casino Association (Mar. 2017)
  - Literature review on the casino marketing and the international marketing agent licensure in Singapore
- Demand forecasting for EXPO 2012 Yeosu Korea (3<sup>rd</sup> investigation) / Funded by EXPO 2012 Yeosu Korea Organizing Committee (Jan. 2012)
  - Forecasting the daily-based tourist demand for the one-time mega event
  - Review of forecasting results on 1) the accommodation demand and 2) the transportation demand for season average, peak season, and off-season.
- 2011 statistics of Jongno market survey project report / Funded by Jongno county (Sep. 2011)
  - Survey design
  - Estimating economic impacts of foreign tourist in Jongno county
- Demand forecasting for EXPO 2012 Yeosu Korea (2<sup>nd</sup> Investigation) / Funded by EXPO 2012 Yeosu Korea Organizing Committee (Feb. 2011)

- Forecasting the demand of tourist and accommodation
- Impacts of casino opening in Japan and Taiwan on Korea / Funded by Korea Casino Association Inc. (Nov. 2010)
  - Conducting the contingent valuation method (CVM) analysis on the impacts of casino opening in Japan and Taiwan on Korea
- Positive and adverse consequences of online Sportstoto betting and the development plan / Funded by Sportstoto Inc. (Jan. 2010)
  - Reviewing the online addiction and responsible gambling literature
- Economic development impacts on abandoned mine area of south Gangwon Province by opening the Kangwon Land casino: Focusing on the development process of integrated resort casino / Funded by Kangwon Land Inc. (Dec. 2008)
  - Analyzing the economic, social, environmental impacts of a new casino resort opening
- The sound development strategy of the Sportstoto industry: Focusing on the awareness, gaming motivation, gaming passion scale, and market segmentation / Funded by Sportstoto Inc. (Aug. 2008)
  - Reviewing the gambling motivation and gambling passion literature
  - Investigating the structural relationships among awareness, gambling motivation, and gambling passion
- Demand forecasting for EXPO 2012 Yeosu Korea / Funded by Korea Maritime Institute (Feb. 2007)
  - Assisting the research design and analyzing forecasting demand models
- Demand forecasting for Naejang mountain resort tourism and estimating its economic impact / Funded by Dongho Inc. (Jan. 2006)
  - Forecasting demand and estimating the economic impacts
- Cultural tourism festival 2005 Yeongju Punggi Ginseng Festival: Visitor survey, estimating economic impact, and overall assessment / Funded by Promotion Committee of Punggi Ginseng Festival, Yeongju City (Nov. 2005)
  - Collecting and coding the research data / Forecasting economic impacts

## **TEACHING INTERESTS & EXPERIENCES**

### **Teaching Interests:**

- Hospitality Accounting and Financial Issues
- Casino Management and Gambling Behavior
- Research Methodology and Multivariate Data Analysis
- Demand Forecasting and Economic Impacts Estimation

### **Teaching Award:**

- 2022 GWNU ForS Excellent Faculty Award 우수교원 (2023.03.02, GWNU)
- Outstanding Performance Award in Online Teaching (2020.11.25, MUST)

### **Gangneung-Wonju National University**

*(\* New courses developed and offered; † No teaching evaluation available)*

#### Undergraduate Courses Teaching and Taught:

307.211 Tourist Research Methodology in Tourism | 관광통계조사방법론, Core  
2022 Fall: 4.66 / 5.0 (Class size: 18)

- 307.318 Tourism Service Management | 관광서비스론, *Elective*  
2023 Spring: *currently teaching* (Class size: 51)  
2022 Spring: 4.44 / 5.0 (Class size: 48)
- 307.325 Casino Integrated Resort Management | 카지노복합리조트경영론, *Elective*<sup>\*</sup>  
2022 Fall: 4.38 / 5.0 (Class size: 37)
- 307.326 Financial Management in Tourism | 관광재무관리, *Elective*<sup>\*</sup>  
2023 Spring: *currently teaching* (Class size: 19)  
2022 Spring: 4.61 / 5.0 (Class size: 40)
- 307.328 Tourist Market Analysis | 관광시장조사론, *Elective*<sup>\*</sup>  
2023 Spring: *currently teaching* (Class size: 17)  
2022 Spring: 4.56 / 5.0 (Class size: 28)
- 307.329 Global Airline Business Seminar | 글로벌항공세미나, *Elective*<sup>\*</sup>  
2022 Fall: 4.55 / 5.0 (Class size: 24)
- 307.404 Travel Agency Management | 여행사경영론, *Elective*  
2023 Spring: *currently teaching* (Class size: 50)  
2022 Spring: 4.56 / 5.0 (Class size: 45)  
2021 Fall: 4.28 / 5.0 (Class size: 58), *Core, Team teaching*
- 307.420 Tourism Industry and Career Exploration | 관광산업과 진로탐색, *Foundational*  
2022 Fall: 4.36 / 5.0 (Class size: 60)

Graduate Courses Teaching and Taught:

- 307.807 Topics in Statistical Analysis for Tourism | 관광통계조사분석특강, *Elective*<sup>†</sup>  
2022 Spring (Class size: 12)
- 307.808 Topics Studies on Tourism Research Methodology | 관광연구방법론연구, *Core*<sup>†</sup>  
2022 Spring (Class size: 9)
- 307.810 Topics in Tourism Marketing | 관광마케팅특강, *Elective*<sup>†</sup>  
2023 Spring (Class size: 11)
- 960.603 Studies on Tourism Research Methodology | 관광학연구방법론, *Elective*<sup>†</sup>  
2022 Fall (Class size: 2)
- 960.627 Studies on Tourism Research Methodology | 관광연구방법론연구, *Elective*<sup>†</sup>  
2023 Spring (Class size: 4)
- 960.628 Topics in Statistical Analysis for Tourism | 관광통계조사분석특강, *Elective*<sup>†</sup>  
2022 Spring (Class size: 1)

**Macau University of Science and Technology**

Undergraduate Courses Taught:

- BHM1224 Gaming Operations Management, *Core*  
2020 Fall Section DE1: 5.0 / 5.0 (Class size: 1 / Combined with BHM1924 DE2)  
2019 Fall Section DE1~DE3: 4.63, 4.84, 4.88 / 5.0 (Class size: 37, 44, 43)  
2018 Fall Section DE1~DE4: 4.54, 4.68, 4.71, 4.83 / 5.0 (Class size: 42, 43, 43, 22)  
2017 Fall Section DE1~DE3: 4.41, 4.55, 4.58 / 5.0 (Class size: 37, 37, 32)
- BHM1235 Hotel Information System, *Core*  
2020 Fall Section DE4, DE5: 4.74, 4.98 / 5.0 (Class size: 25, 22)
- BHM1924 Gaming and Entertainment Management, *Elective*  
2020 Fall Section DE1, DE2: 4.82, 4.89 / 5.0 (Class size: 39, 39)
- BITM1313 Finance, *Core*

2021 Spring Section DE1~DE3: 4.68, 4.74, 4.73 / 5.0 (Class size: 23, 46, 45)

2020 Spring Section DE1~DE3: 4.72, 4.77, 4.79 / 5.0 (Class size: 44, 49, 39)

2019 Spring Section DE1~DE3: 4.70, 4.85, 4.71 / 5.0 (Class size: 36, 43, 41)

2018 Spring Section DE1~DE3: 4.60, 4.55, 4.55 / 5.0 (Class size: 55, 55, 51)

BITM1320 Research Method in Tourism, *Core*

2019 Fall Section DE5: 4.81 / 5.0 (Class size: 43)

GMGT1301 Introduction to Gaming Industry, *Elective*

2020 Fall Section D1: 4.83 / 5.0 (Class size: 46)

GMGT1302 Operations of Modern Gaming Industry, *Elective*

2021 Summer Section DE1: Not Available (Class size: 1)

2020 Spring Section DE1: 5.0 / 5.0 (Class size: 4)

2019 Spring Section DE1: 4.74 / 5.0 (Class size: 8)

2018 Spring Section DE1: 4.72 / 5.0 (Class size: 7)

GMGT1308 Special Topics in Strategic Management for Gaming Industry, *Elective*

2017 Fall Section DE1: 4.85 / 5.0 (Class size: 4)

Graduate Courses Taught:

MBTZ03 Financial Management and Cost Control for Tourism Organizations, *Core*

2021 Spring Section D1, E1: 4.83, 4.78 / 5.0 (Class size: 40, 38)

**Antalya Bilim University**

Undergraduate Courses Taught:

BUSI212 Managerial Accounting, *Core*

2017 Spring Section 1 (T&H exclusive section): 4.11/5.0 (Class size: 29)

2016 Spring Section 1~2: 4.23, 4.51 / 5.0 (Class size: 47, 30)

BUSI221 Introduction to Corporate Finance, *Core*

2015 Fall Section 2: 4.24/5.0 (Class size: 40)

BUSI331 Marketing Research, *Elective*

2015 Fall: 4.00/5.0 (Class size: 12)

TRM361 Tourism Economy, *Elective\**

2016 Fall: 4.36/5.0 (Class size: 32)

TRM441 Tourism Research Methodology and Project Management, *Core\**

2016 Fall: 4.03/5.0 (Class size: 22)

TRM442 Capstone Project in Tourism and Hotel Management, *Core\**

2017 Spring: 3.46/5.0 (Class size: 19)

**Temple University**

Undergraduate Courses Taught:

STHM3313 Financial Issues in Tourism and Hospitality, *Core*

2015 Spring Section 2: 4.64/5.0 (Class size: 14)

2014 Fall: 3.51/5.0 (Class size: 55)

Undergraduate Courses Assisted:

STHM3313 Financial Issues in Tourism and Hospitality

STHM3329 Revenue Management in Tourism and Hospitality Management (volunteer)

STHM3396 Marketing in Tourism and Hospitality (volunteer)

**Kyung Hee Cyber University**

Undergraduate Courses Assisted:

Agriculture & Fishing Tourism Management

Food Service Marketing

Korean-Style Product & Development of Food Menu

### Kyung Hee University

#### Undergraduate Courses Assisted:

A49739 Tourism Research Statistic Analysis (volunteer)

A43422 Casino Management (volunteer)

A59319 Applied Economics of Tourism (volunteer)

#### Graduate Course Assisted:

C48665 Applied Tourism Economics (volunteer)

## ADVISING EXPERIENCES

### Gangneung-Wonju National University

#### Graduate Advising:

##### Supervisor:

Ding, San | ?? | 딩산, Ph.D. Student (in progress).

Rahaman, Md Mizanur | 라만 엠디 미자누르, Ph.D. Student (in progress).

Baratov, Sherzod Zok-Irovich | 바라토브 셰르조드 족이로비치, Ph.D. Student (in progress).

##### Committee Member:

Li, Yifei | 李怡斐 | 리이페이, M.S. (Feb 2023). The influence of the properties of mobile travel software on the choice and satisfaction of travel destinations and accommodation facilities for Chinese students | 모바일 여행앱의 속성이 중국유학생의 관광목적지 및 숙박시설선택과 만족도에 미치는 영향

이선규, M.S. (Feb 2023). The effect of customer's complaining behavior due to COVID-19 on hotel employees' job stress and organization commitment | COVID-19로 인한 고객의 불평행동이 호텔종사자의 직무스트레스와 조직몰입에 미치는 영향

Kang, Nam-Im | 강남임, Ph.D. (Aug 2022). A study on the relationship between hotel workers image making and service quality, hotel image, and customer satisfaction | 호텔종사자의 이미지메이킹과 서비스품질, 호텔이미지, 고객만족간 관계 연구

Lee, Pil-soon | 이필순, Ph.D. (Aug 2022). A study on the effect of the components of incentive tour on the motivation, job performance, and job satisfaction of insurance planner | 인센티브투어의 구성요인이 보험설계사의 동기부여, 직무성과, 직무만족에 미치는 영향 연구

Hoang, Thi Chuyen | 황티쥬옌, M.S. (Aug 2022). A study on the travel motivation, satisfaction, revisit intention, and recommendation intention of Vietnamese students visiting Korea tourist destinations | 인센티브투어의 구성요인이 보험설계사의 동기부여, 직무성과, 직무만족에 미치는 영향 연구 베트남 유학생의 한국관광지 관광동기, 만족도, 재방문의도, 추천의도에 관한 연구

Do, Thi Thanh | 도티탄, M.S. (Aug 2022). The effects of hotel selection attributes on perceived values and behavioral intention: Focused on Hanoi, Vietnam | 호텔 선택속성이 가치지각과 행동의도에 미치는 영향: 하노이를 중심으로

Undergraduate Mentoring - FAM:

Spring 2023	65 students	Fall 2022	39 students
Spring 2022	41 students	Fall 2021	13 students

**Macau University of Science and Technology**Graduate Advising:Supervisor:

Zhong, Yuzhou | 钟雨洲 | Echo, M.S. (in progress). A key to the service recovery: Tourist interaction and coping behavior.

Zeng, Hanwei | 曾涵激 | Sherry, M.S. (Jun 2022, unofficial). A double-edged sword of tourist-resident interaction: A key to the co-creation in tourism experience.

Zhu, Xinyu | 朱欣羽 | Audrey, M.S. (Jun 2021). The residents' perceived impacts of under-tourism and the support of local tourism industry: The case of COVID-19 pandemic.

Li, Bijun | 李璧君 | M.S. (Jun 2021). Decision making process of e-sports event attendees.

Fu, Qiaohui | 傅巧慧 | Helena, M.S. (Jul 2020). Examining the role of green hotel knowledge, brand image, and willingness to sacrifice for green hotel behavior intention.

Shi, Li | 石礫 | Christina, M.S. (Jul 2019). The effect of servicescape of the integrated resort casino in Macau on brand image, customer satisfaction, and behavioral intention.

Committee Member:

Huang, Jiahui | 黄嘉晖, M.S. (Oct 2021). How to engage hotel customers' participation of online value co-creation.

Wang, Yiran | 王奕然, M.S. (Oct 2021). Incorporating employee branding in promoting corporate social responsibility: A multi-source multistage study.

Zhang, Yuqing | 张宇晴, M.S. (Jul 2021). Understanding wine tourism experience in China: Wine tourism experience, co-creation experience, perceived value, and wine tourists behavior.

Hong, Sio Ngai | 洪少艾 | Sala, M.S. (Jul 2021). Assessing factors influencing Macao local tourists' shopping behavior during the COVID-19 pandemic.

Song, Baoyi | 宋保怡, M.S. (Jul 2021). Exploring the influence of cosplayer identity and emotional solidarity among tourists on T2T interaction in animate exhibition.

Cheong, Fan | 張紛, Ph.D. (Jun 2021). Developing an environmental management system for green casino hotel evaluation.

Seak, Fong I | 石凤怡, M.S. (Jun 2021). The effects of serious leisure, leisure satisfaction, and subjective well-being on quality of life – Mountaineering tourists as example.

He, Chunyan | 何春燕 | Spring, M.S. (Dec 2020). Understanding consumers' post purchase risk perceptions in the luxury restaurants context.

Liu, Guan-Rong | 刘冠荣, M.S. (Jul 2020). Impact of social media content on hotel purchase intention – The role of telepresence and social presence.

Fu, Xing-Yu | 付星煜, M.S. (Sep 2019). Exploring the effect of cultural motivation, involvement and authenticity on place belongingness in festival – A case of Macao

Lusofonia Festival.

Peng, Shu-Yun | 彭舒芸, M.S. (Jan 2019). Study on Macao's local non-casino gambler's behavior.

Zhang, Hong Xian | 張紅賢, Ph.D. (Jul 2018). The effects of economic, cultural and social capital on residential tourist's integration into the host society.

Yao, Rui | 姚睿, M.S. (Jun 2018). The impact of tourism toilets on tourists' satisfaction and loyalty.

Undergraduate Mentoring:

Spring 2021	75 students	Fall 2020	75 students
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Spring 2020	82 students	Fall 2019	43 students
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**Antalya Bilim University**

Undergraduate Advising:

Spring 2017	37 students	Fall 2016	37 students
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Spring 2016	36 students	Fall 2015	36 students
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**SERVICE CONTRIBUTION**

**External Advisory Board:**

- 양양군 인구감소대응위원회 위원 (2023.6.8 – 2025.6.7)
- 강원도립대학교 정년보장교원임용심사위원회 위원 (2023.5.1 – 2024.4.30)
- 강원도 출자출연 기관 운영심의위원회 위원 (2023.2.1 – 2025.1.31)
- 강원도 마을공동체 만들기 위원회 위원 (2022.11 – 2025.10.31)
- 정선군 경관위원회 위원 (문화 분야) (2022.6.20 – 2024.6.19)
- 강원랜드 경영전략실 외부자문위원 | Advisory committee member, Management Strategy Office, Kangwon-Land Casino, Gangwon-do, Korea (2021.1 – 2022.12)

**University Level:**

- 학사구조혁신위원회 (nominated) (2023.3.1 – 2025.2.28, GWNU)
- 국제교류위원회 (nominated) (2022.9.1 – 2024.8.31, GWNU)
  - Discuss issues and policies related to university level MOU
- Undergraduate Research Fair Committee (nominated) (2016.11 – 2017.6, ABU)

**College/Faculty Level:**

- Faculty Teacher Advisory Committee (elected) (2019.9 – 2021.9, MUST)
  - Discuss issues and policies related to faculty members of FHTM
- Exchange Program (volunteered) (2019.7.5. – 2019.7.19, MUST)
  - Host & Principal Instructor, Coordinating a fortnight long program with 20 students from Kyung Hee University, South Korea
- Memorandum of Understanding (volunteered) (2018, MUST)
  - Kyung Hee University, Kyonggi University, and Sookmyung Women's University, South Korea