

**Jaeseok (Jason) Lee, Ph.D. | 이재석**

Associate Professor | 부교수

Department of Tourism Management | 관광경영학과

College of Social Sciences | 사회과학대학

Kangwon National University at Gangneung | 강원대학교(강릉)

Gangneung-si, Gangwon-do, South Korea

Email: [jaeseok.lee@kangwon.ac.kr](mailto:jaeseok.lee@kangwon.ac.kr) Office: (+82) 33-640-2218 국가연구자번호 11578528ORCID: [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)**ACADEMIC POSITIONS****Kangwon National University at Gangneung | 강원대학교(강릉)***(On Mar 1, 2026, Consolidated Gangneung-Wonju National University | 국립강릉원주대학교)***Associate Professor (Apr 1, 2025 – Present)****Assistant Professor (Oct 1, 2021 – Mar 31, 2025)**

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***(Previously, Antalya International University | Uluslararası Antalya 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, Türkiye (Turkey)

**Temple University****(Part-time) Instructor of Record (Sep 2014 – Jun 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

**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)), Kohwang Emeritus Professor

**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

**RESEARCH INTERESTS**

**Research Interests:**

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

**PUBLICATIONS (Peer-reviewed)**

(\* Corresponding author; † (Under)Graduate student author)

[18] Choe, Y., Baek, J., & Lee, J.\* (online published on 9/17/25). The duality of Olympic legacy framing: Public good entitlement and willingness to pay. *Asia Pacific Journal of Tourism Research*. <https://doi-org/10.1080/10941665.2025.2556964> [SSCI]

[17] Moon, J., & Lee, J.\* (2025). The influential attributes of drug tourism focusing on the theory of planned behavior and escape: Moderating role of antidrug information. *Global Business & Finance Review*, 30(6), 56-69. <https://doi.org/10.17549/gbfr.2025.30.6.56> [SCOPUS]

[16] Li, B.†, Choe, Y.\* , Kang, S., & Lee, J.\* (2025). Sustainable event tourism: Risk perception and preventive measures in on-site attendance. *Sustainability*, 17(8), 3455. <https://doi.org/10.3390/su17083455> [SSCI]

[15] Lee, J., Shin, M.†, Yoon, C.†, & Kang, S. (2024). Re-examining projections for lost and recovered inbound tourism: Impacts of the COVID-19 pandemic in South Korea. *Journal of MICE & Tourism Research*, 24(2), 89–101. [KCI]

이재석·신명준·윤채은·강상국 (2024). 한국 인바운드 관광객 손실 및 회복 재추정: COVID-19 팬데믹 영향. *MICE 관광연구*, 24(2), 89–101.

[14] Choe, Y., Lee, J., Choi, S.H., & Han, S. (2024). Destination identity and image of Macao: Construal, projection, and perception. *Journal of China Tourism Research*, 20(2), 282–306. <https://doi.org/10.1080/19388160.2023.2189196> [SCOPUS]

- [13] Kang, S., Kim, D., & Lee, J.\* (2023). The role of community based leisure program for older adults' leisure time physical activity: Focused on the social ecological model. *Sustainability*, 15(2), 14851. <https://doi.org/10.3390/su152014851> [SSCI]
- [12] 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> [SSCI]
- [11] 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> [SSCI] – **Received the “Martin Oppermann Memorial Award” as the Best Article of the Year 2021 in JTTM.**
- [10] 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> [SSCI]
- [9] 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> [SCOPUS]
- [8] 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> [SSCI]
- [7] 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> [SCOPUS]
- [6] 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> [SSCI]
- [5] 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> [SSCI]
- [4] 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> [SCOPUS]
- [3] 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. [KCI]
- [2] 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> [SSCI]
- [1] 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> [SSCI]

#### Journal Articles in Korean:

- [18] Song, M., Lee, J., & Moon, J. (2026). A study on the relationship between medical, leisure, food and housing expenses and gathering participation in the case of the middle and older adults using the Korean longitudinal study of aging data. *International Journal of Tourism*

- and Hospitality Research*, 40(1), 25–34.  
송명근·이재석·문준호 (2026). 중장년 의료비, 여가비, 식비, 주거비, 모임 참여의 관계에 관한 연구: 고령화 패널데이터를 중심으로. *관광연구저널*, 40(1), 25–34.
- [17] Zhang, M., Wu, Y., Lee, J., & Kang, S. (2025). The mediating effect of perceived value between choice attributes and behavioral intention in hot spring-based wellness tourism: Focusing on middle-aged and older Chinese tourists. *International Journal of Tourism and Hospitality Research*, 39(6), 121–134.  
장명명·무양·이재석·강상국 (2025). 온천 중심 웰니스관광 선택속성, 지각된 가치, 행동의도 간의 매개효과 연구: 중국 중·노년층 관광객을 중심으로. *관광연구저널*, 39(6), 121–134.
- [16] Kang, S., Moon, J., & Lee, J.\* (2025). A study on festival reputation, satisfaction, and loyalty of participants in the Sokcho Seorak Cultural Festival: The moderating effect of experience program. *Journal of Hotel & Resort*, 24(4), 235–249.  
강상국·문준호·이재석 (2025). 속초설악문화제 참가자들의 축제평판, 만족, 충성도에 관한 연구: 체험프로그램의 조절효과. *호텔리조트연구*, 24(4), 235–249.
- [15] Park, S., & Lee, J.\* (2025). Deriving long-run income and price elasticities for Jeju tourism demand: A cointegration methodology approach. *Journal of MICE & Tourism Research*, 25(2), 87–110.  
박수경·이재석 (2025). 제주 관광 수요에 대한 장기 소득 및 가격 탄력성 도출: 공적분 방법론을 이용하여. *MICE 관광연구*, 25(2), 87–110.
- [14] Lee, J., Kang, S., & Baek, J. (2025). An estimation of economic value of Mount Gariwang cable car using a Contingent Valuation Method: From the local residents' perspective. *Journal of MICE & Tourism Research*, 25(2), 223–241.  
이재석·강상국·백주아 (2025). CVM을 이용한 가리왕산 케이블의 경제적 가치 추정 연구: 지역주민을 대상으로. *MICE 관광연구*, 25(2), 223–241.
- [13] Lee, J., Kang, S., & Baek, J. (2024). What makes a cultural festival successful?: Quality and satisfaction of 2023 Gangneung Danoje Festival. *Journal of Service Research and Studies*, 14(4), 95–112.  
이재석·강상국·백주아 (2024). 문화축제의 성공요인: 2023 강릉단오제를 중심으로 본 품질과 만족도. *서비스연구*, 14(4), 95–112.
- [12] Kim, H., Lee, J., & Chung, N. (2024). A study on the effects of attachment of local residents on tourism policy benefits and costs, personal benefits, tourism policy support, and pro-tourism behavior: Focusing on international tourism city policy. *Journal of Tourism Enhancement*, 12(4), 29–48.  
김혜선·이재석·정남호 (2024). 지역주민의 애착심이 관광정책 편익과 비용, 개인적 편익, 관광정책 지지도, 친관광 행동에 미치는 영향 연구: 국제관광도시 정책을 중심으로. *관광진흥연구*, 12(4), 29–48.
- [11] Ding, S., & Lee, J.\* (2024). The influence of eco-friendly attitude and willingness to sacrifice on behavioral intention of environmentally friendly hotel. *Journal of Tourism Enhancement*, 12(Special Issue: Hospitality & Restaurant), 1–23.  
딩산·이재석 (2024). 친환경 태도와 희생감수이드가 친환경 호텔 행동의도에 미치는 영향. *관광진흥연구*, 12(특집호-호스피탈리티·외식분과), 1–23.
- [10] Moon, J., & Lee, J.\* (2024). Effect of perceived risk and emotional relief toward drug tourism on the attitude toward drug tourism and visit intention to drug tourism destination. *Journal of Tourism Enhancement*, 12(3), 355–372.

<https://doi.org/10.35498/kotes.2024.12.3.355>

문준호·이재석 (2024). 마약관광에 대한 지각된 위험과 정서 환기가 마약관광 태도와 마약관광지 방문의도에 미치는 영향. *관광진흥연구*, 12(3), 355–372. <https://doi.org/10.35498/kotes.2024.12.3.355>

- [9] Lee, J., Yoon, J., & Moon, J. (2024). Ground theory approach to the perception of drug tourism. *Journal of MICE & Tourism Research*, 24(3), 211–225.

<https://doi.org/10.35176/JMTR.24.3.11>

이재석·윤지민·문준호 (2024). 마약 관광 인식에 관한 근거 이론적 접근. *MICE 관광연구*, 24(3), 211–225. <https://doi.org/10.35176/JMTR.24.3.11>

- [8] Kang, S.G., Lee, J.\*, Yoon, M.G., & Kim, N. (2024). Effect of traditional attributes on visitor satisfaction and revisit intention: The case of Gangneung traditional market. *International Journal of Tourism and Hospitality Research*, 38(2), 99–109.

강상국·이재석·윤미경·김나리 (2024). 전통시장 선택속성이 만족도와 재방문에 미치는 영향: 강릉 전통시장 중심으로. *관광연구저널*, 38(2), 99–109.

- [7] Yoon, M.G., Kang, S.G., & Lee, J. (2024). A study on the effect of TV news information characteristics on tourism motivation, travel satisfaction, and behavioral intention: Focusing on Gangneung cultural city. *Journal of Convergence Tourism Contents*, 10(1), 37–54.

윤미경·강상국·이재석 (2024). TV뉴스 정보특성이 관광동기, 여행만족도, 행동의도에 미치는 영향 연구: 강릉 문화도시를 중심으로. *융합관광콘텐츠연구*, 10(1), 37–54.

- [6] 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.

- [5] 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.

- [4] 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.

- [3] 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.

- [2] 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.

- [1] 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)**

(<sup>†</sup> (Under)Graduate student author)

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

- Lee, J., & Pai, C.K. (under review). Exploring the impact of night marketing attraction attributes on tourists' cultural identity and place attachment: The mediating role of sensory experience and memory. *Asia Pacific Tourism Association (APTA) 2026 Annual Conference* (Jul. 6–8). Fukuoka, Japan.
- [45] Choe, Y., Baek, J., & Lee, J. (2026). A study on university students' learn-cation participation experience: Applying grounded theory. *The 99<sup>th</sup> TOSOK International Tourism Conference 2026* (Feb. 10–11). Cheongju, Korea.  
최영배·백주아·이재석 (2026). 대학생의 런케이션 참여 경험에 관한 연구: 근거이론을 적용하여. 제99회 한국관광학회.
- [44] Zhang, M., Wu, Y., Lee, J., & Kang, S. (2026). The effects of smart tourists' SNS tourism information characteristics on destination image and SNS behavioral intention: Focusing on the moderating role of SNS involvement. *The 99<sup>th</sup> TOSOK International Tourism Conference 2026* (Feb. 10–11). Cheongju, Korea.  
장명명·무양·이재석·강상국 (2026). 스마트 관광객의 SNS 관광정보특성이 관광지 이미지 및 SNS 행동의도에 미치는 영향: SNS 관여도의 조절효과를 중심으로. 제99회 한국관광학회.
- [43] Choe, Y., Lee, J., & Baek, J. (2025). Improving airport lounge service quality: Insights from online reviews. *The 3<sup>rd</sup> World Conference on Smart Tourism* (Dec. 17–20). Macau, China.
- [42] Zhang, M., Wu, Y., Hwang, J. H., Lee, J., & Kang, S. (2025). The mediating role of perceived value between selection attributes and behavioral intention in hot spring wellness tourism. *2025 Fall Korea Tourism Research Association Conference* (Oct. 24–25). Hwasun, Korea.  
장명명·무양·황지현·이재석·강상국 (2025). 온천 중심 웰니스관광 선택속성, 지각된 가치, 행동의도 간의 매개효과 연구. 한국관광연구학회 2025년 추계학술대회.
- [41] Liang, J., Long, Z., Lee, J., & Pai, C.K. (2025). That's cool and memorable! Attracting generation Z customers to integrated resorts: A SEM and fsQCA approach. *Asia Pacific Tourism Association (APTA) 2025 Annual Conference* (Jul. 7–9). Busan, Korea.
- [40] Zhang, J., Lee, J., Chen, K. T., & Pai, C.K. (2025). How does gastronomic identity impact gastronomic experience and content generation for city of gastronomy visitors? *Asia Pacific Tourism Association (APTA) 2025 Annual Conference* (Jul. 7–9). Busan, Korea.
- [39] Jang, C.<sup>†</sup>, & Lee, J. (2025). A study on the impact of online jay-customer review behavior in the context of small-restaurant business owners. *2025 Spring Korea Tourism Research Association Conference* (May 31). Seoul, Korea.  
장충만·이재석 (2025). 고객불량 리뷰행동이 외식업 소상공인의 소진, 직무만족, 삶의 질, 그리고 사업지속의지에 미치는 영향. 한국관광연구학회 2025년 춘계학술대회.
- [38] Kwon, Y., Choi, Y., Lee, C.-K., & Lee, J. (2025). Effects of environmental anxiety and guilt

- on protection motivation and avoidance behavior: The case of Jeju plastic-free policy. *2025 Global ESG Conference (GEC)* (May 23–25). Phuket, Thailand.
- [37] Ding, S.<sup>†</sup>, Lee, J., & Kang, S. (2025). Revisiting the norm activation model: A multidimensional analysis of eco-friendly hotel consumer behavior with socio-cultural extensions. *The 2nd International Early-Career Researcher Conference in Hospitality and Tourism* (May 9–11). Macao SAR, China.
- [36] Liang, J., Long, Z., Lee, J., & Pai, C.K. (2025). “From traditional to creative”: The development and validation of the wet market tourism experience scale for generation Z tourists. *The 2nd International Early-Career Researcher Conference in Hospitality and Tourism* (May 9–11). Macao SAR, China.
- [35] Zhang, J., Lee, J., Liang, J., & Pai, C.K. (2025). Exploring the effects of technology agent quality on tourists' intention to use in a destination. *The 2nd International Early-Career Researcher Conference in Hospitality and Tourism* (May 9–11). Macao SAR, China.
- [34] Choe, Y., & Lee, J. (2025). A study on the relationship between domestic travel and international travel: Using Korea National Tourism Survey data. *The 62<sup>nd</sup> Korea Academic Society of Tourism and Leisure 2025 Conference* (Feb. 21). Daejeon, Korea.  
최영배·이재석 (2025). 국내 여행과 해외 여행 사이의 관계 연구: 국민여행조사 데이터 기반 분석. (사)한국관광학회 2025 제62차 정기학술발표대회.
- [33] Lee, J., Baek, J., & Kang, S. (2024). What makes a cultural festival successful?: Quality and satisfaction of 2023 Gangneung Danoje festival. *The Society of Service Science 2024 Fall Conference* (Oct. 30). Seoul, Korea. – **Received the Best Paper Award (Second Place)**.  
이재석·백주아·강상국 (2024). 문화축제의 성공요인: 2023 강릉단오제를 중심으로 본 품질과 만족도. 2024 서비스강국코리아 그랜드컨퍼런스 및 서비스사이언스학회 2024 추계학술대회.
- [32] Son, S.<sup>†</sup>, Kwon, Y.<sup>†</sup>, & Lee, J. (2024). Influence of cultural festival quality on visitor satisfaction and behavioral intention: The case of 2023 Seorak cultural festival. *Asia Pacific Tourism Association (APTA) 2024 Annual Conference* (Jul. 3–5). Macao, China.
- [31] Kim, S.<sup>†</sup>, Kim, Y.<sup>†</sup>, Kim, T.<sup>†</sup>, Jang, B.<sup>†</sup>, & Lee, J. (2024). Sensory marketing and authenticity in coffee-specialized beach road. *2024 Asia Pacific CHRIE Conference* (May 24–26). Seoul, Korea.
- [30] Zhang, J., Liang, J., Lee, J., & Pai, C.K. (2024). Research on the perception of destination coolness among generation Z tourists: Based on self-identity theory. *2024 Asia Pacific CHRIE Conference* (May 24–26). Seoul, Korea.
- [29] Oh, H., Kang, S., & Lee, J. (2024). The impact of servicescape of pet-friendly accommodation on perceived value and behavioral intention. *The 95<sup>th</sup> TOSOK International Tourism Conference 2022* (Feb. 15–16). Tongyeong, Korea.  
오하나·강상국·이재석 (2024). 반려동물 친화 숙박시설의 서비스스케이프가 지각된 가치와 행동의도에 미치는 영향. 제95회 한국관광학회.
- [28] Zeng, H.<sup>†</sup>, Lee, J., Pai, C.K., & Kang, S. (2023). 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.
- [27] Yoon, Y.<sup>†</sup>, Kim, Y.<sup>†</sup>, Kim, S.<sup>†</sup>, & 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.
- [26] Shin, M.<sup>†</sup>, Yoon, C.<sup>†</sup>, & 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).**
- [25] 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.
- [24] 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.
- [23] 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.
- [22] 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.
- [21] 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).**
- [20] 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.**
- [19] 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.
- [18] 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.
- [17] 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.
- [16] 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.
- [15] 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.
- [14] 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.
- [13] 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.
- [12] 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.
- [11] 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.
- [10] 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.
- [9] 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.
- [8] 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.**
- [7] 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.
- [6] 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.
- [5] 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.
- [4] 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.
- [3] 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.
- [2] 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.
- [1] 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:

- [6] Baek, J., Choi, J., Jeon, H., & Lee, J. (2025). Why Do People Develop a Sense of Achievement and Loyalty Toward Luxury Gastronomic Experiences? *2025 Tourism Hospitality Event Conference for Researchers Educators Practitioners Students (THEREPS)* (Apr. 11–12). Flushing, NY.
- [5] Jeon, H., Choi, J., Lee, J., & Baek, J. (2024). What you wear matters more than you think: The impact of attire on the evaluation of dining experience. *2024 Tourism Hospitality Event Conference for Researchers Educators Practitioners Students (THEREPS)* (Apr. 5–6). Elk Grove Village, IL.
- [4] 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.
- [3] 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.
- [2] 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>
- [1] 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 Southeast Asia. (Sep. 7, 2023). Jeju, South Korea.
  - Gaming Industry Issues and Trend in Southeast Asia. (Jun. 14, 2023). Goyang, South Korea.
  - Gaming Industry Issues and Trend in Asia. (Nov. 1, 2022). Jeju, South Korea.
  - Gaming Industry Issues and Trend. (Jun. 29, 2022). Online.
  - 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 (to be added):**

- 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**

- Asia-Pacific Liaison Director, The Korea America Hospitality & Tourism Educators Association, United States (Nov. 1, 2022 – present)
- Director of Asia Pacific Association for Gambling Studies, Macau (2019 – present)

### **EDITORIAL EXPERIENCES**

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

- International Journal of Tourism and Hospitality Research | 관광연구저널 (Mar 1, 2014 – Feb 28, 2026) (한국관광연구학회 <http://www.ktra.or.kr/>)
- Journal of Convergence Tourism Contents | 융합관광콘텐츠연구 (Jan 1, 2025 – Dec 31, 2026) (융합관광콘텐츠학회 <http://www.cotoco.or.kr/>)
- Journal of Hospitality & Tourism Studies | 호텔관광연구 (Mar 1, 2024 – Feb 28, 2026) (한국호텔관광학회 <https://akht.or.kr/>)
- Journal of Hotel & Resort | 호텔리조트연구 (Mar 1, 2019 – Feb 28, 2027) (한국호텔리조트학회 <http://www.khr.or.kr/>)
- Journal of MICE & Tourism Research | MICE관광연구 (Mar 1, 2021 – Feb 28, 2027) (한국마이스관광학회 <http://micetour.or.kr/>)

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

International Journal of Tourism and Hospitality Research (English issues) | 관광연구저널  
영문판 (Mar 1, 2016 – Feb 29, 2024) (한국관광연구학회 <http://www.ijthr.or.kr/>)

Journal of Tourism & Leisure Research | 관광레저연구 (Sep 1, 2022 – Aug 31, 2024)  
(한국관광레저학회 <https://kastle.kr/>)

Korean Journal of Hospitality and Tourism | 호텔경영학연구 (Sep 1, 2019 – Aug 31, 2021)  
(한국호텔외식관광경영학회 <http://www.khta.re.kr/>)

### **Selected (Ad Hoc) Review for Journals:**

Asia Marketing Journal, Asia Pacific Journal of Tourism Research, Cogent Social Sciences, Current Issues in Tourism, International Gambling Studies, International Journal of Contemporary Hospitality Management, International Journal of Hospitality Management, International Journal of Tourism and Hospitality Research, Journal of Gambling Studies, Journal of Heritage Tourism, Journal of Quality Assurance in Hospitality & Tourism, Journal of Sustainable Tourism, Journal of Travel & Tourism Marketing

### **RESEARCH PROJECT EXPERIENCES**

#### **Award:**

- 산학협력 우수교원 (2024.02, GWNNU)

#### **Grant Activities (As a co-project manager):**

- 2025 의원연구회 강릉시 웰니스관광 활성화 방안 연구용역 / 강릉시의회 (Mar. 21, 2025 – Oct. 31, 2025) [18.8M KRW]
- 삼탄광산아트밸리 중장기 발전계획 수립 용역 / 정선군청 (Mar. 17, 2025 – Jul. 14, 2025) [19.8M KRW]
- 2024 의원연구회 강릉시 야간관광 활성화 세부 방안 및 사업화 연구용역 / 강릉시의회 (Mar. 19, 2024 – Nov. 18, 2024) [18.8M KRW]

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

- 인천경제자유구역 복합리조트 추진 관련 제도개선 및 관리방안 연구사업 / 한국법제연구원, (사)복합리조트관광연구소 | 인천경제자유구역청 (Dec 2025 – May 2026) [70M KRW]
- 영월군 외국인근로자 도입 중장기 계획·수립 연구 / (주)라우트컴퍼니 | 영월군청 (Aug 2025 – Jan 2026) [40M KRW]
- 국내 카지노산업의 경제적 효과와 한국형 모델 설정·발전 방안 연구 / 한국카지노업관광협회 (May 2025 – Dec 2025) [70M KRW]
- 2025 강릉단오제 축제평가 연구용역 / (사)강릉단오제위원회 (May 1, 2025 – Jul. 31, 2025) [22M KRW]
- 2025년 지역수요 맞춤형지원(소규모) 공모 계획 수립 용역 / 정선군청 (Apr. 18, 2025 – May 27, 2025) [19.8M KRW]
- 가리왕산 케이블카 운영 지역경제 파급효과 분석 용역 / 정선군청 (Aug. 29, 2024 – Nov. 26, 2024) [19.8M KRW]
- 2024 강릉단오제 축제평가 연구용역 / (사)강릉단오제위원회 (May 12, 2024 – Aug. 23, 2024) [22M KRW]
- 제58회 설악문화제 평가 연구용역 / (재)속초문화관광재단 (Sep. 8, 2023 – Nov. 24, 2023)

- [11.7M KRW]
- 제58회 로컬콘텐츠 개발지원사업 샌드박스랩(강릉한과축제팀) 최종발표회 「커피과즐겁다」 / (재)강릉문화재단 (Oct. 12, 2023 – Oct. 20, 2023) [15M KRW]
- 세계 주요국가 카지노산업 정책방향과 국내 카지노시장 경쟁력 확보방안 마련 연구 / 한국카지노업관광협회 (May 1, 2023 – Sep. 30, 2023) [60M KRW]
- 강릉 공감 오피스 프로그램 운영 용역 / 강릉관광개발공사 (May 12, 2023 – Sep. 22, 2023) [18.5M KRW]
- 2023 실향민문화축제 평가 연구용역 / (재)속초문화관광재단 (May 25, 2023 – Jul. 31, 2023) [10M KRW]
- 2023 강릉단오제 축제평가 연구용역 / (사)강릉단오제위원회 (May 19, 2023 – Jul. 31, 2023) [20M KRW]
- 제1차 양구군 관광진흥 기본계획 수립 용역 / 양구군청 (May 31, 2022 – May 25, 2023) [101M KRW]
- 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 전문모집인 실태분석 및 발전방안 / Funded by Korea Casino Association (Mar. 2017)
- Demand forecasting for EXPO 2012 Yeosu Korea (3<sup>rd</sup> investigation) / Funded by EXPO 2012 Yeosu Korea Organizing Committee (Jan. 2012)
- 2011 statistics of Jongno market survey project report / Funded by Jongno county (Sep. 2011)
- Demand forecasting for EXPO 2012 Yeosu Korea (2<sup>nd</sup> Investigation) / Funded by EXPO 2012 Yeosu Korea Organizing Committee (Feb. 2011)
- Impacts of casino opening in Japan and Taiwan on Korea / Funded by Korea Casino Association Inc. (Nov. 2010)
- Positive and adverse consequences of online Sportstoto betting and the development plan / Funded by Sportstoto Inc. (Jan. 2010)
- 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)
- 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)
- Demand forecasting for EXPO 2012 Yeosu Korea / Funded by Korea Maritime Institute (Feb. 2007)
- Demand forecasting for Naejang mountain resort tourism and estimating its economic impact / Funded by Dongho Inc. (Jan. 2006)
- 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)

#### 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].

## **TEACHING INTERESTS & EXPERIENCES**

### **Teaching Award:**

- 2023 GWNU *ForS* Excellent Faculty Award 우수교원 (2024.03.05, GWNU)
- 2022 GWNU *ForS* Excellent Faculty Award 우수교원 (2023.03.02, GWNU)
- Outstanding Performance Award in Online Teaching (2020.11.25, MUST)

### **Current Teaching Subjects:**

- Freshman 14116230 Career Planning | 진로탐색과 꿈-설계
- Sophomore 62300013 Hospitality and Tourism Accounting | 호텔관광회계
- Junior 62300019 Financial Management in Hospitality and Tourism | 호텔관광재무관리  
62300015 Research Methods and Statistics in Tourism | 관광통계조사방법론  
62300023 Market Research in Tourism | 관광시장조사론
- Senior 62300034 Casino Integrated Resort Management | 카지노복합리조트경영론  
62300037 Global Issues in Tourism | 글로벌관광이슈
- Graduate 307.817 Seminar in Emerging Research Keywords for Tourism Management | 관광경영 최신리서치키워드세미나  
307.831 Designing Structural Equation Modeling | 구조방정식모형 설계  
307.827 Seminar in Theory Development for Tourism Management | 관광경영 이론개발세미나  
307.828 Research Methods and Statistical Analytics in Tourism | 관광통계조사연구방법론

## **ADVISING EXPERIENCES**

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

#### Graduate Advising:

Nguyen, Thi Hong | Nguyễn Thị Hồng | 응우옌 티 홍, M.S. (Feb 2026). A study on the tourism motivation, image and satisfaction of Korean tourists visiting cultural heritage sites: Focused on the tourist attractions in Hue, Vietnam  
한국인 관광객의 문화유산지 관광동기, 이미지, 만족도에 관한 연구: 베트남 후에 관광지 중심으로

Ding, San | 丁珊 | 딩산, Ph.D. (Aug 2025). The relationship between pro-environmental attitudes and pro-environmental hotel behavioral intention using an extended norm activation model  
확장된 규범 활성화 모델을 이용한 친환경 태도와 친환경 호텔 행동의도 간의 관계

## 연구

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

- Zeng, Hanwei | 曾菡澍 | Sherry, M.S. (Jun 2022, unofficial co-advisor). 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.

**SERVICE CONTRIBUTION****Community Level:**

- 문화체육관광부 K-관광 혁신 TF 위원 (2025.9.3 – 2026.9.2)
- 강원도립대학교 혁신지원사업단 자체평가위원회 위원 (2025.3.1 – 2028.2.29)
- 강릉시 축제심의위원회 위원 (2024.7.1 – 2026.6.30)
- 홍천군 관광정책 자문위원회 위원 (2024.4.22 – 2026.4.21)
- 강릉시 지방재정계획심의위원회 위원 (문화·관광 분야) (2024.2.22 – 2028.2.21)
- 양양군 인구감소대응위원회 위원 (2023.6.8 – 2025.6.7)
- 강원도립대학교 정년보장교원임용심사위원회 위원 (2023.5.1 – 2024.4.30)
- 강원특별자치도 출자출연 기관 운영심의위원회 위원 (2023.2.1 – 2025.1.31)
- 강원특별자치도 마을공동체 만들기 위원회 위원 (2022.11 – 2028.10.31)
- 정선군 경관위원회 위원 (문화 분야) (2022.6.20 – 2026.7.28)
- 강원랜드 경영전략실 외부자문위원 (2021.1 – 2022.12)

**University Level:**

- 교수회 평의원 (voted) (2025.9.18 – 2027.9.17, GWNU)
- 학사구조혁신위원회 (nominated) (2023.3.1 – 2025.2.28, GWNU)
- 국제교류위원회 (nominated) (2022.9.1 – 2024.8.31, GWNU)
- Undergraduate Research Fair Committee (nominated) (2016.11 – 2017.6, ABU)

**College Level:**

- 문화예술경영학과 주임교수 (2026.03.01 – 2028.02.29, KNU)
- 관광경영학과 진로지도교수 (2026.03.01 – 2028.02.29, KNU)
- 관광경영학과 학과장, 일반대학원 관광학과 주임교수, 경영정책대학원 관광학과 주임교수,

- 경영정책대학원 관광경영학과 주임교수 (2026.03.01 – 2028.02.29, KNU)
- 문화예술경영전공 주임교수 (2024.08.01 – 2026.02.28, GWNU)
  - 진로지도 책임교수 (2024.03.01 – 2026.02.28, GWNU)
  - 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