# Woojin Lee

## Associate Professor

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## EDUCATION

## PhD, August 2008

## Recreation, Park and Tourism Sciences

Texas A&M University, College Station, TX.

Dissertation Title: Designing Persuasive Destination Websites - Influence of Narrative Text on Mental Imagery Processing and Attitude Formation

## MS, May 2003

## Hotel Administration, University of Nevada, Las Vegas, Las Vegas, NV.

Concentration in Tourism and Convention Management

Thesis Title: Meeting Planners’ Intention of Using the Internet and Desired Lodging Web Site Content Attribute.

## BS, February 1998

## French Language and Literature, Duck-sung Women’s University, Seoul, Korea

## Study Abroad, January 1996--August 1997

Surrey Language School in UK

Attended English Language Program.

**ACADEMIC EXPERIENCE**

**August 2014-Present, Arizona State University**

* Associate Professor--Tourism Development and Management at School of Community Resources & Development in Arizona State University, Phoenix, AZ, USA

**August 2008 –2014, Arizona State University**

* Assistant Professor--Tourism Development and Management at School of Community Resources & Development in Arizona State University, Phoenix, AZ, USA

**Summer 2007, Texas A&M University**

* + Lecturer--Taught Overview of Tourism Class (RPTS 202)
  + Presented lectures, designed exams, organized field trips at the Undergraduate Level (obtained high teaching evaluation scores--4.7 out of 5)

**AWARDS**

* Best Research Paper Award (2nd Place) (**2023**). THEREPS (Tourism, Hospitality and Event Conference for Researchers, Educators, Practitioners, and Students) Conference-KAHTEA (The Korea America Hospitality & Tourism Educators Association). “Comprehensive understanding of robot delivery service: A case study of Starship” Las Vegas, NV, April 2023.
* Best Research Paper Award (1st Place) (**2022**). THEREPS (Tourism, Hospitality and Event Conference for Researchers, Educators, Practitioners, and Students) Conference-KAHTEA (The Korea America Hospitality & Tourism Educators Association). “Exploring Consumers’ Ethical Perceptions of Autonomous Service Robots in Hospitality.” Philadelphia, PA, April, 2022.
* Best Research Paper Award by Academy of Global Hospitality and Tourism Journal Award (**2016**). “Attendees’ attitudes and intentions to participate in environmental sustainability practices in tradeshows” was selected by the journal’s Editorial Team at KAHTEA (The Korea America Hospitality & Tourism Educators Conference). Las Vegas, NV, April 2016.
* Outstanding Paper by the Journal of Hospitality and Tourism Technology (**2014**), “Exploring the behavioral aspects of adopting technology: Meeting planners' use of social network media and the impact of perceived critical mass” published in *Journal of Hospitality and Tourism Technology* has been selected by the Journal’s Editorial Team as the Outstanding Paper of 2013, March, 2014.
* Outstanding Faculty Award for Research (**2012-2013**), School of Community Resources & Development, Arizona State University, May, 2013.
* Best Conference Paper Award (**2011**), International Council on Hotel, Restaurant & Institutional Education (ICHRIE) Conference, July, 2011.
* Best Research Paper Award (**2011**), International Hospitality Information Technology Association (IHITA) Conference, June, 2011
* Second Place for the Research Presentation (**2007**), Graduate Research Symposium in Canada Travel and Tourism Research Association (TTRA) Conference, March 2007.
* Fourth Place at Student Research Week (**2006**), Texas A&M University, March, 2006.
* Third Place at Graduate & Professional Student Research Forum (**2003**), University of Nevada, Las Vegas, 2003.

**Student Award**

* Seojin Lee, Ph.D. student. (**2018**) ---Best Dissertation Award; J. Desmond Slattery Graduate Student Award, Travel and Tourism Research Association. An award recognizing one doctoral student to assist with dissertation research. Included a scholarship of $3,000 and the cost of attendance at the 2018 Travel and Tourism Research Association Annual Conference

## RESEARCH EXPERIENCE

## Research Interests:

## Information Communication Technology

## The influence of autonomous robots/generative AI on the tourism and hospitality industry

## The influence of the sharing economy on the tourism and hospitality industry

## Social media marketing in tourism; exploring new contextual factors in the context of the adoption of new technology

* + - The influence of narrative and/or multimedia on tourists’ information search behavior

## Green Marketing

* + - The influence of green marketing in the tourism and hospitality industry

## Convention, Meetings, Event Management, and Marketing

* + - The role of social media in promoting events and festivals
    - The current issues on convention/exhibition management and marketing strategy

## Refereed Journal Publications (\*Indicates graduate student co-author)

1. Choe, Y., Lee, W.J., & \*Lin, B. (Accepted). Exploring relationships among

cultural ecosystem service values, spiritual well-being, and life satisfaction: implications for the post-pandemic era. Tourism Analysis. DOI:<https://doi.org/10.3727/108354224X17059673670361>

1. \*Lin, B., Lee, W.J., & Choe, Y. (2023) Social media engagement of hashtag

users in the context of local events: Mixed method approach. *Journal of Hospitality and Tourism Technology.* <https://doi.org/10.1108/JHTT-03-2023-0074>

1. \*Lin, B., Lee, W.J., Wise, N., & Choi, HC. (2023) Consumers’ ethical

perceptions of autonomous service robots in hotels. *Journal of Hospitality & Tourism Research.* [https://doi.org/10.1177/1096348023119469](https://doi.org/10.1177/10963480231194693)3

1. Dogru, Tarik; Line, Nathan; Hanks, Lydia; Acikgoz, Fulya; Abbott,

Je'Anna; Bakir, Selim; Berbekova, Adiyukh; Bilgihan, Anil; Iskender, Ali; Kizildag, Murat; Lee, Minwoo; Lee, Woojin; McGinley, Sean; Mody, Makarand; Önder, Irem; Ozdemir, Ozgur; Suess, Courtney (2023). The Implications of generative artificial intelligence in academic research and higher education in tourism and hospitality. Submitted to *Tourism Economics(Invited).* https://doi.org/10.1177/13548166231204065

1. Dogru, T., Line, N., Mody, M., Hanks, L., Abbott, J., Acikgoz, F., Assaf, A.,

Bakir, S., Berbekova, A., Bilgihan, A., Dalton, A., Erkmen, E., Geronasso, M., Gomez, D., Graves, S., Iskender, A., Ivanov, S., Kizildag, M., Lee, M., Lee, W., Zhang, T. (2023). Generative Artificial Intelligence in the Hospitality and Tourism Industry: Developing a Framework for Future Research. *Journal of Hospitality and Tourism Research (Invited)*. 10963480231188663: <https://doi.org/10.1177/10963480231188663>

1. \*Lin, B., Lee, W.J., & Wang, Q. (2023) Residents’ perceptions of tourism

gentrification in traditional industrial areas using Q-methodology. *Sustainability.* 15(22), 15694

1. Choe, Y., Lee, W.J., & Sim, K.W. (2023). Sustainable destination management

using visitor’s movements: Applying mobile positioning data. *Journal of Park and Recreation Administration.* 41(2), 27-49 doi:10.18666/JPRA-2023-11511

1. Ha, M., Lee, W.J., & Park, J (2022). The relationship between practitioners’

trust in the city and their application of the virtual convention platform. *Sustainability,* 14(21), 14051

1. Lee, Y.K., Lee, C.K., Lee, W.J., & Ahmad, M.S. (2021). Do hedonic and

utilitarian values increase pro-environmental behavior and support for festivals? *Asia Pacific Journal of Tourism Research,* 26(8), 921-934

1. \*Lee, S., Lee, W. J., Vogt, C. A., & Zhang, Y. (2021). A two-country

comparative analysis on factors influencing travelers’ intentions to use

ride-hailing. *Journal of Information Technology & Tourism.* 23(2), 133-

157

1. Lee, W.J., & Kwon, H. (2021). The influence of personal involvement on

Festival attendees’ revisit intention: Food and wine attendees’ perspective. *Sustainability,* 13(14), 7727. [**https://doi.org/10.3390/su13147727**](https://doi.org/10.3390/su13147727)

1. Yoo, J.J-E., Newand, B.L., & Lee, W.J. (2021). Influencing Active Sport

Tourists’ Loyalty to Event and Destination. *Event Management.*25(*3*)*, 297-309.* **DOI:**<https://doi.org/10.3727/152599519X15506259856336>

1. \*Lee, S. J., Lee, W. J., & Yoo, K. Y. (2020). Millennial ride-share passengers’

pro-sustainable behaviors: Norm activation perspective. *Asia Pacific Journal of Tourism* *Research*. 25(1), 15-26.

1. \*Lee, S.J., Vogt, C., Swindell, D., & Lee, W.J. (2020) Regulation and

governance of the sharing economy by local governments. *Information*

*Polity Journal.* 25*(2),* 197-217

1. \*Liang, L.J., Choi, H.S., Joppe. M., & Lee, W. J. (2019) Examining medical

tourists’ intention to visit a tourist destination: Application in a n extended MEDTOUR scale in a cosmetic tourism context. *International Journal of Tourism Research.21(6),* 772-784.

1. Lee, W.J., \*Sung, H., Suh, E., & Zhao, J. (2017). The Effects of Festival

Attendees’ Experiential Values and Satisfaction in Re-visit Intention to the Destination: The Case of a Food and Wine Festival. *International Journal of Contemporary Hospitality Management*. 29(*3*), 1005-1027.

1. \*Lee, S.J., Lee, W.J., & Jeon, H-Y. (2017). Tourists’ Psychological

Connection to Pop Culture Tourism: A Perspective of Psychological Continuum Model. *Tourism Review International.*21*(1)*, 31-48

1. Jung, S, H., Kim, Y.S., Malek, K., & Lee, W.J. (2016). Engaging attendees in

environmental sustainability at trade shows: attendees’ perceptions and willingness to participate. *Anatolia: International Journal of Tourism and Hospitality Research.* 27(4), 530-542

1. Budruk, M., & Lee, W.J. (2016) Importance of Managing for Personal

Benefits, Hedonic and Utilitarian Motivations and Place Attachment at an Urban Natural Setting. *Journal of Environmental Management*. 58(3), 504-517.

1. Sung, H., & Lee, W.J. (2015). The Effect of Basic, Performance and

Excitement Service Factors of a Convention Center on Attendees’ Experiential Value and Satisfaction: A Case Study of the Phoenix Convention Center. *Journal of Convention & Event Tourism. 16*(3), 175-199.

1. Lee, W.J., & Chhabra, D. (2015). Heritage Hotels and Historic Lodging:

Perspectives on Experiential Marketing and Sustainable Culture. *Journal of Heritage Tourism*. 10(2), 1-8.

1. Yoo, K.Y., & Lee, W.J. (2015)*.* Use of Facebook in the U.S. Heritage

Accommodations: An Exploratory Study. *Journal of Heritage*

*Tourism.*10(2), 191-201

1. Cho, J. E., Choi, H.S., & Lee, W.J. (2014). The Relationship between Role

Stress, Emotional Exhaustion and Turnover among Airline Employees.

*Asia Pacific Journal of Tourism Research*, *19(9), 1023-1043*.

* Conceptualization, a section of literature review, designing the model, analysis, section of the discussion.

1. Chhabra, D., Lee, W. J., & \*Zhao, S. (2013). Epitomizing the 'Other' in Ethnic

Eatertainment Experiences. *Leisure/Loisir*, 37(4), 361-378.

1. Lee, W.J., & Paris, C. (2013). Knowledge Sharing and Social Technology

Acceptance Model: Promoting Local Events and Festivals through

Facebook. *Tourism Analysis, 18*(4), 457-469.

* Conceptualization, section of literature review, designing and developing of the survey instrument, data collection, analysis, section of discussion.

1. Lee, W.J., \*Barber, T., & Tyrrell, T. (2013). Green Attendees’ Evaluation of

Green Attributes at the Convention Center: Using Importance-Performance Analysis. *Anatolia: International Journal of Hospitality and Tourism Research, 24*(2), 221-240.

* Conceptualization, section of literature review, designing and developing of the survey instrument, data collection, analysis, section of discussion.

1. Chhabra, D., Lee, W.J., \*Zhao, S., & \*Tjerno, K. (2013). Marketing of Ethnic

Food Experiences: Authentication Analysis of Indian Cuisine Abroad. *Journal of Heritage Tourism*, *8*(2-3), 145-157.

* Section of literature review, section of discussion.

1. Lee, W.J., Tyrrell, T., & Erdem, M. (2013). Exploring the Behavioral Aspects

of Adopting Technology: Meeting Planners’ Use of Social Network Media & the Impact of Perceived Critical Mass. *Journal of Hospitality and Tourism Technology, 4*(1), 6-22.

* Conceptualization, section of literature review, designing and developing of the survey instrument, data collection, analysis, section of discussion.

1. Lee, W.J., \*Castellanos, C., & Choi, H.S. (2012). The Effect of Technology

Readiness on Customers’ Attitudes toward Self-Service Technology and Its Adoption: The Empirical Study of US Airline Self-Service Check-In Kiosks. *Journal of Travel and Tourism Marketing*, *29*(8), 731-743.

* Conceptualization, section of literature review, designing and developing of the survey instrument, analysis, section of discussion.

1. Lee, W.J., \*Xiong, L., & Hu, C. (2012). The Effect of Facebook Users’

Arousal and Valence on Intention to Go to the Festival: Applying an Extension of the Technology Acceptance Model. *International Journal of Hospitality Management*, *31*(3), 819-827.

* Conceptualization, section of literature review, designing and developing of the survey instrument, data collection, analysis, section of discussion.

1. Lee, W.J., & Gretzel, U. (2012). Designing Persuasive Destination Websites:

AMental Imagery Processing Perspective. *Tourism Management,* *33*(5), 1270-1280.

* Conceptualization, section of literature review, designing and developing of the survey instrument, data collection, analysis, section of discussion.

1. Chhabra, D., \*Zhao, S., Lee, W.J., & \*Okamoto, N. (2012). Negotiated Self-

Authenticated Experience and Homeland Travel Loyalty: Implications for Relationship Marketing. *Anatolia: International Journal of Hospitality and Tourism Research*, *23*(3), 429-436.

* Section of literature review.

1. Lee, W.J., Gretzel, U., & Law, R. (2010). The Quasi-Trial Experiences

Through Sensory Information on Destination Websites. *Journal of Travel*

*Research, 49*(3), 310-322.

* Conceptualization, section of literature review, designing and developing of the survey instrument, data collection, analysis, section of discussion.

1. Lee, W. J., & Gretzel, U. (2010). Tourism Student’s Mental Imagery Ability:

Implications for Multimedia Learning Environments. *Journal of Teaching in Travel and Tourism, 10*(4), 289-311.

* Conceptualization, section of literature review, designing and developing of the survey instrument, data collection, analysis, section of discussion.

1. Lee, W.J., & Choi, H. S. (2009). Understanding Meeting Planners’ Internet

Use Behavior: An Extension to the Theory of Planned Behavior. *International Journal of Hospitality and Tourism Administration, 10*(2), 109-128.

* Conceptualization, section of literature review, designing and developing of the survey instrument, data collection, analysis, section of discussion.

1. Gretzel, U., Kang, M.H., & Lee, W.J. (2008). Differences in Consumer-

Generated Media Adoption and Use: A Cross-National Perspective. *Journal of Hospitality Marketing & Management (formally known as Journal of Hospitality and Leisure Marketing*), *17*(1-2), 99-120.

* Conceptualization, section of literature review, data collection, section of discussion.

## Referred Book Chapter & Encyclopedia (\*Indicates graduate student co-author)

1. \*Lin, B., & Lee, W.J. (Accepted). Consumers’ Ethical Issues of Service Robots in Hospitality. In Zheng, D., Kozak, M., & Wen, J. (Eds)*. Handbook of Tourism and Consumer Behaviour*; Edward Elgar
2. Lee, W.J., & Timothy, D. (2022). Smuggling Tourism in J. Jafari and H. Xiao (eds) *Encyclopedia of Tourism* (2nd Edition), New York: Springer
3. Yoo, K.Y., & Lee, W.J. (2017).Facebook marketing by hotel groups: Impacts of post-content and media type on fan engagement. In Siagala, M & Gretzel. U. (Eds.). *Advances in social media for travel, tourism and hospitality: new perspectives, practice and cases* (pp. 131-143); Routledge, London, UK.
4. Lee, W. and Timothy, D.J. (2016) Smuggling. In J. Jafari and H. Xiao (eds) *Encyclopedia of Tourism*, pp. 863-864. New York: Springer.
5. Choi, H.S., Lee, W.J., Sung, H., & Chiu, C.F. (2014). Evaluation of the service

performance: Application of the zone of tolerance with importance performance analysis of a convention facility. In A. G., Woodside, and M. Kozak (Eds.), *Tourists’ Behaviours and Evaluations* (pp. 9-20). Bingley, UK: Emerald Group Publishing Limited.

1. Choi, H.S., Lee, W.J., Sung, H., & Chiu, C.F. (2014). Evaluation of the service performance: Application of the zone of tolerance with Importance-performance analysis. In A. G. Woodside, and M. Kozak (Eds.), *Tourists’ Perceptions and Assessments* (pp. 31-41). Bingley, UK: Emerald Group Publishing Limited.
2. Lee, W.J., & Tyrrell, T. (2012). **“**Arizona Meeting Planners' Use of Social Networking Media” In M. Sigala, E. Christou, U. Gretzel (Eds*.),* ***social media in Travel, Tourism and Hospitality: Theory, Practice, and Cases*(pp.121-132). Surrey: Ashgate Publishing Ltd.**

## Refereed Journal Articles (Works under Review) (\*Indicates graduate or undergraduate student co-author)

1. Liang, J., Choi, H.S., Yi, S., Lee, W.J., & Holmes, M. What matters is the mindset: The role of construal level activated by automated service in influencing consumer behaviors. Submitted to *Annals of Tourism Research. (2nd Revision & Resubmitted)*
2. Choi, H., Lee, W.J., Choi, H.S., & \*Zolfaghari, A. From Click to Fork: An Empirical Analysis of System and Food Quality Influence in Online Meal Kit Consumption. Submitted to *International Journal of Hospitality Management (1st Revision & Resubmitted).*
3. Lee, W.J., Kim, M.J., Choe, Y., & Kim, N.H. How to encourage responsible

travel behavior in a natural heritage destination: Applying DSR and Value-Belief-Norm Theory. Submitted to *Current Issues in Tourism*

1. Liang, J., Choi, H.S., Holmes, M., Yi, S., & Lee, W.J. Navigating the new frontier: A search progress of service automation in tourism and hospitality and future research directions. Submitted to *Tourism Management.*

## Refereed Journal Articles (Works in Process) (\*Indicates graduate or undergraduate student co-author)

1. \*Lin, B., & Lee, W.J. Consumer perceived ethical issues and initial trust toward

service robot adoption. To be submitted to the *Journal of Hospitality and Tourism Management*.

1. \*Lin, B., Lee, W.J., \*Yang, R., & \*Lin, E. Examining the Effect of Perceived

Values and Risks on Food Delivery Robot Adoption Using Mixed Methods: Different Stakeholders’ Perspective. To be submitted to the *Journal of Information Technology & Tourism.*

1. Lee, W.J., Lee, M.W., & Choi, H.S. Define the Concept of Digital

Transformation in Tourism & Hospitality Industry: Online Consumers’ Perspectives. To be submitted to the *International Journal of Hospitality Management.*

1. \*Lee, S.J., & Lee, W.J. Innovation adoption and resistance in the GIG

Economy. Manuscript in final preparation. To be submitted to *Tourism Management.*

**Non-Refereed Published Works**

Lee, W.J. & Lee, S. J. (2021) 2021 Travel Trends for Airbnb. *Green Living*, March, 29th, https://greenlivingmag.com/2021-travel-trends-for-airbnb/

## Refereed Conference Publications (\*Indicates graduate or undergraduate student co-author)

1. Lin, B., Lee, W.J., Andereck, K., Wise, N., & Choi, H.S. (2023). Consumers’

*intention* to use autonomous service robots: Ethical perspective. *In Proceedings of 2023 International CHRIE (Council on Hotel, Restaurant, and Institutional Education) conference*, Phoenix, Arizona, July 19-21, 2023

1. Choi, H., Lee, W.J., Zolfaghari, A., & Choi, HS (2023). From platforms to plates:

the role of system and food quality in online meal kit services on brand attachment. *In Proceedings of 2023 International CHRIE (Council on Hotel, Restaurant, and Institutional Education) conference*, Phoenix, Arizona, July 19-21, 2023.

1. Lin, B., Lee, W.J., Yang, R., & Lim, E. (2023). Comprehensive understanding of

robot delivery service: Case study of the starship. In proceedings of 2023 *annual THEREPS conference (Tourism, Hospitality Event Conference for Educators, Practitioners, and Students) conference*-KAHTEA (The Korea America Hospitality & Tourism Educators Association), Las Vegas, NV. April 14-15, 2023

1. Kim, N.H., Lee, W.J., Kim, M.J., & Sung, H.K. (2023). How to encourage

responsible travel behavior in a natural heritage destination. In Proceedings of 2023 Asia Pacific Tourism Association Conference, Chiang Mai, Thailand, July, 5-7th, 2023.

1. Lin, B., Lee, W. J., & Choe, Y. (2023). Mixed methods study of social media

engagement of hashtag users in the context of local events. Paper

presented at *28th Annual Graduate Education and Graduate Student*

*Research Conference*, Anaheim, CA. January, 5-7th, 2023.

1. Choe, Y., Schuett, M.A., & Lee, W.J. (2022). Exploring sustainable development

via stakeholder engagement in protected areas: The case of Everglades

national park. In Proceedings of *2022 Asia Pacific Tourism Association*

*Conference*, Jeju, Korea, July, 6-8th, 2022

1. Sung, H., Lee, W.J., Hager, M., & Lee, M.J. (2022). Exploring the relationship

between arts and cultural resources and individual social well-being. In

Proceedings of *2022 Asia Pacific Tourism Association Conference*, Jeju,

Korea, July, 6-8th, 2022.

1. Lin, B., Lee, W.J., Wise, N. & Choi, H.S. (2022). Exploring Consumers’ Ethical

Perceptions of Autonomous Service Robots in Hospitality. In the

proceedings of 2022 *annual THEREPS conference (Tourism, Hospitality*

*and Event Conference for Researchers, Educators, Practitioners, and*

*Students) conference*-KAHTEA (The Korea America Hospitality &

Tourism Educators Association), Philadelphia, PA. April 15-16, 2022.

1. Lin, B., Lee, W.J., & Wise, N. (2022). Consumers’ Ethical Perceptions of

Autonomous Service Robots in Hospitality. Paper presented *at the annual*

*GWTTRA international conference*, Virtual. April 8-9th, 2022.

1. \*Lin, B. & Lee, W.J. (2021) Trust building for autonomous service robot in hotel.

Presented at the *51st Travel and Tourism Research Association (TTRA)*

*International Conference*, Bethesda, MD, and Virtual, June 14-16, 2021.

1. \*Lin, B., Lee, W. J., & Choi, Y. (2020). An explorative study of social media

engagement in the context of hashtag users. *Graduate Education & Graduate Student Research Conference* *in Hospitality and Tourism*, Las Vegas, NV, January 3-5, 2020.

1. \*Lindblom, J., Lee, W.J. & Vogt, C. (2019). Flocking Behaviors: The role of

sociality in the snowbird experience. *2019 Travel and Tourism Research Association Conference*, Melbourne, Australia, June 25-27, 2019

1. \*Lindblom, J., \*Godwell, J., Vogt, C., & Lee, W.J. (2019). Second Homebodies:

Investigating patterns of movement and migration within homeowner winter visitors in Yuma, AZ. *The Association of American Geographers Annual Meeting*, Washington D.C., April 3-7, 2019.

1. \*Lin, B., & Lee, W.J. (2019). Tourists’ posting with various numbers of hashtags

on Instagram. In Proceedings of *2019 Travel and Tourism Research Association Greater Western (GWTTRA) Conference*, Sacramento, CA, March 27-29, 2019.

1. \*Lee, S. Lee, W.J., & Kim, Y. (2019). Consumer resistance to the sharing

economy: The case of social dining services.

*Graduate Education & Graduate Student Research Conference* *in Hospitality and Tourism*, Houston, TX, January 3-5 2019.

1. \*Lee, S., Vogt, C. A., Lee, W.J., & Swindell, D. (2018). Governance keeping up

with the sharing economy innovations. Presented at the *2018 Travel and*

*Tourism Research Association (TTRA) International Conference,* Miami,

FL, June 2018.

1. Lee, S.J., Lee, W.J., & Yoo, K-H. (2018). Pro-social travel behavior of rideshare

passengers: The norm activation model (NAM) perspective. In Proceedings of *22nd Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism,* Dallas, Fort-worth, Texas, Jan 3-5, 2018.

1. \*Wan, Z., Choi, H.S., Huang, S., & Lee, W.J. (2018). Further validation of a

travel safety attitude scale. In proceedings of 16th *Asia Pacific CHRIE Conference*, Guangzhou, China, May 31-June 2, 2018.

1. Phillip, R., Lee, W.J., & Sung, H. (2017). Happiness, Tourism, and Community

Well-being. In Proceedings of *15th International Society of Quality-of-Life Studies Conference*, Innsbruck, Austria, September 2017.

1. Yoo, K-H., Lee, W.J., & \*Mera, G. (2017). Real-time social media engagement

and millennials’ event experience: An exploratory study. In Proceedings

of *2017 Asia Pacific Tourism Association Conference*, Busan, Korea, June, 2017.

1. Lee, S.J., Lee, W.J., Vogt, C., & Zhang, Y. (2017) Millennial’s perceived value of

ride-sharing services: in the case of the United States and China. In Proceedings of *2017 Asia Pacific Tourism Association Conference*, Busan, Korea, June, 2017

1. Lee, S.J., Lee, W.J., & Sung, H. (2016). Measuring Convention Service:

An Assessment of Measurement Invariance across Meetings and Exhibitions. In Proceedings of *2016 Travel and Tourism Research Association Greater Western (GWTTRA) Conference*, Scottsdale, AZ, April, 2016

1. Jung, S.H., Kim, Y-S., Malek, K., & Lee, W.J. (2016). Attendees’ attitudes and

intentions to participate in environmental sustainability practices in tradeshows. 2016 KAHTEA (The Korea America Hospitality & Tourism Educators) Conference, April, Las Vegas, 2016.

1. Sung, H., & Lee, W.J. (2016). An Examination of Quality of Life as an Extended

Value of Local Festival Attendees. *In Proceedings of 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism,* Philadelphia, Pennsylvania, Jan 7-9, 2016.

1. \*Sung, H., Lee, W.J., & Yoo, J.E. (2015). Conference Attendees’ Satisfaction

with Convention Facility Services; An Integrated Model of Individual & Shared Experiential Value Comments. *In Proceedings of 2016 IMEX America (America’s Worldwide Exhibition for Incentive Travel, Meetings & Events),* Las Vegas, NV, Oct 13-15.

1. \*Lee, S.J., Lee, W.J., Jeon, H., & Timothy, D. (2015). Understanding Tourists’

Involvement with Pop-Culture: A Case of Korean Pop-Music. *In Proceedings of 2015 International TTRA Conference*, Portland, Oregon, June 15-17, 2015.

1. Plunkett, D., Lee, W.J., & Budruk, M. (2015). Viewing a Destinations Facebook

page Using a Smartphone: The Influence of Posted Media Content. *In Proceedings of 2015 International TTRA Conference*, Portland, Oregon, June 15-17, 2015.

1. \*Sung, H., & Lee, W.J. (2015). Segmenting wine and food festival

attendees by frequency of visits to enhance local events’ marketing strategy. *In Proceedings of the 5th Annual Korea America Hospitality and Tourism Educators Association (KAHTEA)*, Las Vegas, NV. April, 2015.

1. \*Sung, H., \*Lee, S.J., & Lee, W.J. (2015). An Examination of the Multiple-

Dimensional Service Factors Affecting Exhibition Attendees’ Satisfaction and Loyalty. *In Proceedings of 20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism,* Tampa, Florida, Jan 7-10, 2015.

1. \*Sung, H., & Lee, W.J. (2014). Experience quality, experience consumption

value and behavioral intention: Convention attendees’ perspective. *2014 Travel and Tourism Research Association Greater Western (GWTTRA) Conference*, Denver, CO, April, 2014

1. Choi, H.S., Joppe, M., Lee, W.J. (2014). Validation and Application of the

MEDTOUR Scale. *In Proceedings of 2014 International TTRA Conference*, Brugge, Belgium, June 18-20, 2014.

1. Lee, W.J., Yoo, K.H., \*Kim, E.H., & \*Carson, K. (2014). An Analysis of

Facebook Communications in the U.S. Heritage Accommodations: An Exploratory Study. *In Proceedings of the 2014 TOSOK International Tourism Conference,* Kangwondo, South Korea. July, 2014.

1. Choi, H.S., Flaherty, J., Lee, W.J. (2014). Communication Competencies

Required by Hospitality and Tourism Graduates for Career Success. *In Proceedings of 20th Asia Pacific Tourism Association Annual Conference*, Ho Chi Minh, Vietnam, July, 2014.

1. Lee, J.H., Lee, W.J. (2014). A Case Study on the Utilization of Water Resources

in Rural Communities. *In Proceedings of 22nd International Congress on Irrigation Drainage*, Gwangju Metropolitan City, South Korea, September, 2014.

1. \*Sung, H., Lee, W.J., Choi, (Chris) H.S., & \*Chiu, C.F. (2013). Relationships

among Service Quality, Experiential Value and Customer’s Satisfaction: from the Perspective of Convention Attendees. *In Proceedings of the 2013 TOSOK International Tourism Conference,* Seoul, South Korea. July, 2013.

1. Yoo, K.H., \*Moussab, J., \*Stewart, J., & Lee, W.J. (2013). Social Media Use in 10 World’s Largest Hotel Groups. *In* *Proceedings of the 2013 TOSOK*

*International Tourism Conference,* Seoul, South Korea. July, 2013.

1. Choi, (Chris) H. S., Lee, W.J., \*Sung, H., & \*Chiu, C.F. (2013). Evaluation of

the Attendees' Perceived Service Performance: Comparison of the Zone of Tolerance with IP analysis to a Convention Facility. *In Proceedings of 8th Symposium of Consumer Psychology of Tourism, Hospitality and Leisure Research*, Istanbul, Turkey, June, 2013.

1. \*Zhao, S., Chhabra, D., Lee, W.J., & \*Scott, K. (2013). Experiencing

‘Otherness’ in Ethnic-Themed Restaurants. *In Proceedings of International TTRA Conference*, Kansas City, MO, June 20-22, 2013.

1. \*Sung, H., Lee, W.J., & Phillips, R. (2013). Rural Community Development:

The Case for Nature-Based Tourism Development. *In Proceedings of* *the 2013 Community Development Society (CDS) Annual International Conference*, Charleston, SC, July, 2013.

1. Lee, W.J. & \*Pachmayer, A. (2012). The Impact of Visualization an

Expectation on Tourists’ Emotion and Satisfaction at the Destination. *In Proceedings of International TTRA Conference*, Virginia Beach, Virginia, June 17-19, 2012.

1. \*Zhao, S., Lee, W.J., Suh, E.J., & Zhao, J. (2012). Examining How Festival

Attendees’ Motivation Affect Their Involvement and Satisfaction; Food & Wine Festival Attendees’ Perspective. *In Proceedings of International TTRA Conference,* Virginia Beach, Virginia, June 17-19, 2012.

1. \*Rubin, S., White, D., Lee, W.J., & Basile, G. (2012). Antecedents of Effective

Environmental Management in a Hotel Setting: A Test of the Value-Belief-Norm Theory. *In Proceedings of International TTRA Conference*, Virginia Beach, Virginia, June 17-19, 2012.

1. Budruk, M., \*Holloway, M., & Lee, W.J. (2012). Exploring the Influence of

Item Order and Personality Traits on Perceived-Crowding and Recreational-Satisfaction in an Urban Park Environment. *18th International Symposium on Society and Resource Management. Edmonton*, Alberta, Canada, June 17-21, 2012.

1. Cho, S. H., Lee, W.J., & \*Liu, J. (2011). E-Recruitment: Effects of Enjoyment

and Attitudes towards Websites on Corporate Image and Intention to Apply. *In Proceedings of 2011 International CHRIE conference* in Denver, Colorado, July 27-30, 2011.

1. Cho, S. H., Lee, W.J., & \*Liu, J. (2011). Hotel Recruitment Website Design,

Aesthetics, Corporate Image, and Applicant Attraction. *In Proceedings of 2011 International CHRIE conference*, Denver, Colorado, July 27-30, 2011.

1. Lee, W.J., & Andereck, K. (2011). The Effect of the Fulfillment of Hedonic and

Aesthetic Information Needs of a Travel Magazine on Tourist Decision Making. *In Proceedings of International TTRA Conference*, London, Canada, June 19-21, 2011.

1. \*Rubin, S., Lee, W.J., \*Paris, C., & Teye, V. (2011). The Influence of

Mindfulness on Tourists’ Emotions, Satisfaction and Destination Loyalty in Fiji. *In Proceedings of International TTRA Conference*, London, Canada, June 19-21, 2011.

1. Lee, W.J., \*Castellanos, C., & Choi, C. (2011). The Influence of Technology

Readiness on Attitude towards Self-service Technology and its Adoption: The Empirical Study of US Airline Self-service check-in Kiosks. *In Proceedings of International Hospitality Information Technology Association Conference*, June 19-20, Austin, TX, 2011.

1. Lee, W.J., & Andereck, K. (2010). The Effect of Travel Magazine Features and

Photos on Tourist Decision Making. *In Proceedings of International TTRA Conference*, San Antonio, Texas, June 18-21, 2010.

1. Lee, W.J., & \*Paris, C. (2010). How Your Emotions on Facebook Can Drive

Your Attitudes and Intentions to Go to the Special Event? *In Proceedings of International TTRA Conference*, San Antonio, Texas, June 18-21, 2010.

1. \*Paris, C., & Lee, W.J. (2010). Facebook and Special Events: Understanding

Marketing Implications Through Two Social Technology Acceptance Models Middlesex University Dubai Research Seminar Series, Oct 20, 2010

1. \*Paris, C., Lee, W.J., & \*Seery, P. (2010). The Role of Social Media in

Promoting Special Events: Acceptance of Facebook ‛Events’. *In Proceedings of ENTER Conference, organized by International Federation for IT and Travel & Tourism, the 17th ENTER Conference*, Lugano, Switzerland, January 10-12, 2010.

1. Lee, W.J., & Tyrrell, T. (2009). Adoption of Social Networking Media by

Meeting Planners. *In Proceedings of International TTRA conference*, Honolulu, Hawaii, June 21-24, 2009.

1. Lee, W.J., & Gretzel, U. (2008). Use and Perceived Usefulness of Destination

Website Features. *In Proceedings of 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Orlando, Florida, January 3-5, 2008.

1. Lee, W.J., & Gretzel, U. (2007). Impact of Narratives on Mental Imagery

Processing. *In Proceedings of* TTRA Canada 2007 Conference, PEI, Charlottetown, Canada, Oct, 17-20, 2007.

1. Lee, W.J., Yoo, K.H., & Gretzel, U. (2007). Effectiveness of Community-Based

Visitor Information Centers. *In Proceedings of International TTRA conference*, Las Vegas, Nevada, June 18-21, 2007.

1. Lee, W.J., & Gretzel, U. (2007). Individual Differences in Mental Imagery

Ability: Implications for Online Media Consumption. Imagination, *Media Power and Reputation Conference*, The Hague, Netherlands, May, 30-31, 2007.

1. Lee, W.J., & Gretzel, U. (2007). Impact of Sensory Information on Evaluations

of Online Travel Reviews. *In Proceedings of 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas, January 2007.

1. Gretzel, U. Lee, W.J., & Lee, K.S. (2006). Developing the Evaluation Form of

Korea Regional Destination Marketing. *In Proceedings of 1st Korea E-*

*Tourism Forum*, Seoul, Korea, September, 8-9, 2006.

1. Lee, W.J., & Gretzel, U. (2006). Stories as Imagery Evoking Communication

Strategies for Online Tourism Marketing. *In Proceedings of 1st Korea E-Tourism Forum*, Seoul, Korea, September, 8-9, 2006.

1. Gretzel, U. & Lee, W. J. (2006). Listening to the Stories Consumers Tell. *1st*

*Korea E-Tourism Forum,* Seoul, Korea, September, 8-9, 2006.

1. Choi, H.S., Simon D., & Lee, W.J. (2006). Enhancing Learning Outcomes: Gap

Analysis of Service Quality in a Student-Managed Restaurant, *In Proceedings of International CHRIE Conference*, Arlington, Virginia, July 23-28, 2006.

1. Yoo, K.H., Lee, W.J., & Gretzel, U. (2006). Role of the Internet in the Travel

Planning Process, *In Proceedings of International TTRA conference*, Dublin, Ireland, June 17-21, 2006.

1. Lee, W. J. (2006). The Effects of Imagery-Evoking Strategy for Online

Destination Marketing, *In Proceedings of 2006 Enter conference*, International Federation for IT and Travel & Tourism, Lausanne, Switzerland, January, 2006.

1. Ahn, T., Lee, W.J., Choi, H.S., & Ahn, J.Y. (2005). Enhancing Sustainable

Tourism Through Training: An Exploratory Study, *In Proceedings of International TTRA conference*, New Orleans, U.S., June 12-15, 2005

1. Lee, W. J. (2005). In the mind’s eye: Importance of Encouraging Mental

Imagery Processing in Online Destination Marketing, January, 2005, *Enter 2005 PhD Workshop, 2005, International Federation for IT and Travel & Tourism Conference*, Innsbruck, Austria, January, 2005.

1. Lee, J., Lee, W.J., Hyun, W., & Skadberg, A. (2005). Evaluating the Benefits

and Constraints of Using the Internet among Recreation and Tourism Businesses in Texas. 2005 *Pathways Student Research Symposium,* Texas A&M University - Kingsville, Texas, November 4-5, 2005.

1. Lee, J., & Lee, W. J. (2005). Internet Usage among Texas Recreation and

Tourism Businesses. *In Proceedings of 10th Annual Graduate Education and Graduate Students Research Conference* in Hospitality and Tourism, Held at Myrtle Beach, South Carolina, January 5-7, 2005.

1. Lee, W. J., & Love, C. (2004). Effective Information Technology Strategy:

Meeting Planners’ Perceptions on Lodging Web Site, *In Proceedings of 2004 International CHRIE Conference*, Philadelphia, Pennsylvania, July, 2004.

1. Choi, H.S., Sirakaya, E., & Lee, W.J. (2004). Development of Subjective

Indicators: Resident Attitude Scale toward Sustainable Tourism Policies, *In Proceedings of International TTRA conference*, Montreal, Quebec, Canada, June, 2004.

1. Lee, W.J., Erdem, M., & Love, C. (2003). Information Contents of Lodging Web

sites: Does It Match the Expectations of Meeting Planners? An Oasis of Hospitality and Tourism. Las Vegas, NV, June, 2003.

1. Lee, W. J., & Erdem, M. (2003). Web site Analysis of Meeting Capable in Las

Vegas Hotels. *Graduate & Professional Student Research Forum*, University of Nevada, Las Vegas, April, 2003.

1. Lee, W. J., Erdem, M., & Love, C. (2002). Using Taxonomies to Assess web-

Based Information Content: An Explanatory Framework for Meeting Planners and the Lodging Industry. *Frontiers in Southeast CHRIE Hospitality and Tourism Research,* Martyr Beach, South Carolina, October, 2002.

## Workshops/Special Meeting Attended

* Attending ASU-BUU (Beijing Union University) Collaboration Meeting; In the summer of 2019, BUU invited the school director, associate dean and me to discuss future cooperation such as a 2+2-degree program, the exchange of students and faculties, and study abroad programs.
* Attending the Arizona ATF (Articulation Task Force) meeting in 2019 Spring; help to facilitate the implementation of the Arizona Transfer Model to ensure that community and tribal college students may transfer to Arizona public universities without loss of credit toward a baccalaureate degree.
* Improving the Quality of Vietnam Tourism, Ho Chi Minh City, Vietnam, Aug 5-7th, 2015; Facilitate the workshop for 2 sessions; 1. Event & Festival Management & 2. E-Marketing for the Tourism Industry

## Refereed Presentations (\*Indicates graduate or undergraduate student co-author)

1. Choi, H., Lee, W.J., Zolfaghari, A., & Choi, HS (2023). From platforms to plates:

the role of system and food quality in online meal kit services on brand attachment. *In Proceedings of 2023 International CHRIE (Council on Hotel, Restaurant, and Institutional Education) conference*, Phoenix, Arizona, July 19-21, 2023.

1. Choe, Y., Schuett, M.A., & Lee, W.J. (2022). Exploring sustainable development

via stakeholder engagement in protected areas: The case of Everglades

national park. In Proceedings of *2022 Asia Pacific Tourism Association*

*Conference*, Jeju, Korea, July, 6-8th, 2022

1. Sung, H., Lee, W.J., Hager, M., & Lee, M.J. (2022). Exploring the relationship

between arts and cultural resources and individual social well-being. In

Proceedings of *2022 Asia Pacific Tourism Association Conference*, Jeju,

Korea, July, 6-8th, 2022.

1. Wan, Z., Choi, H.S., Huang, S., & Lee, W.J. (2018). Further validation of a travel

safety attitude scale.16th *Asia Pacific CHRIE Conference*, Guangzhou,

China, May 31-June 2, 2018.

1. Yoo, K-H., Lee, W.J., & Mera, G. (2017). Real-time social media engagement

and millennials’ event experience: An exploratory study. *2017 Asia Pacific Tourism Association Conference*, Busan, Korea, June, 2017.

1. Lee, W. J., (2016). Understanding Tourist’s Involvement with Pop Culture: A

Case of Korean Pop Culture, at Center for Asian Research at Arizona State University for 2016 at Steele Lecture Series, March, 28, 2016.

1. Sung, H., Lee, W.J., & Yoo, J.E. (2015). Conference Attendees’ Satisfaction

with Convention Facility Services; An Integrated Model of Individual & Shared Experiential Value Comments. *In Proceedings of 2016 IMEX America (America’s Worldwide Exhibition for Incentive Travel, Meetings & Events),* Las Vegas, NV, Oct 13-15.

1. \*Sung, H., & Lee, W.J. (2014). Experience quality, experience consumption value

and behavioral intention: Convention attendees’ perspective. *2014 Travel and Tourism Research Association Greater Western (GWTTRA) Conference*, Denver, CO. April, 2014.

1. Choi, H.S., Flaherty, J., Lee, W.J. (2014). Communication Competencies

Required by Hospitality and Tourism Graduates for Career Success. *20th Asia Pacific Tourism Association Annual Conference*, Ho Chi Minh, Vietnam, July, 2014.

1. \*Sung, H., Lee, W.J., Choi, (Chris) H.S., & \*Chiu, C.F. (2013). Relationships

Among Service Quality, Experiential Value and Customer’s Satisfaction: from the Perspective of Convention Attendees. 2013 TOSOK International Tourism Conference*,* Seoul, South Korea. July, 2013.

1. Yoo, K.H., \*Moussab, J., \*Stewart, J., & Lee, W.J. (2013). Social Media Use in

10 World’s Largest Hotel Groups.2013 TOSOK International Tourism Conference, Seoul, South Korea. July, 2013.

1. Lee, W.J., & \*Pachmayer, A. (2012). The Impact of Visualization and

Expectation on Tourists’ Emotion and Satisfaction at the Destination. 2012 International TTRA Conference, Virginia Beach, Virginia, June 17-19, 2012.

1. \*Zhao, S., Lee, W.J., Suh, E.J., & Zhao, J. (2012). Examining How Festival

Attendees’ Motivation Affect Their Involvement and Satisfaction; Food & Wine Festival Attendees’ Perspective. 2012 International TTRA Conference, Virginia Beach, Virginia, June 17-19, 2012.

1. Cho, S. H., Lee, W.J., & \*Liu, J. (2011). E-Recruitment: Effects of Enjoyment

and Attitudes towards Websites on Corporate Image and Intention to Apply. 2011 International CHRIE conference, Denver, Colorado, July 27-30, 2011.

1. Cho, S. H., & Lee, W.J. (2011). Hotel Recruitment Website Design, Aesthetics,

Corporate Image and Applicant Attraction 2011 International CHRIE conference, Denver, Colorado, July 27-30, 2011.

1. Lee, W.J. & Andereck, K. (2011). The Effect of the Fulfillment of Hedonic and

Aesthetic Information Needs of a Travel Magazine on Tourist Decision Making. 2011 International TTRA Conference, London, Canada, June 19-21, 2011.

1. \*Rubin, S., Lee, W.J., \*Paris, C., & Teye, V. (2011). The Influence of

Mindfulness on Tourists’ Emotions, Satisfaction and Destination Loyalty in Fiji. 2011 International TTRA Conference, London, Canada, June 19-21, 2011.

1. Lee, W.J., & Andereck, K. (2010). The Effect of Travel Magazine Features and

Photos on Tourist Decision Making. 2010 International TTRA Conference, San Antonio, Texas, June 18-21, 2010.

1. Lee, W.J., & \*Paris, C. (2010). How Your Emotions on Facebook Can Drive

Your Attitudes and Intentions to Go to the Special Event? 2010 International TTRA Conference, San Antonio, Texas, June 18-21, 2010.

1. Lee, W.J., & Tyrrell, T. (2009). Adoption of Social Networking Media by

Meeting Planners. 2009 International TTRA conference, Honolulu, Hawaii, June 21-24, 2009.

1. Lee, W.J., & Gretzel, U. (2007). Impact of Sensory Information on Evaluations

of Online Travel Reviews. 12th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, January, 2007.

1. Lee, W.J., & Gretzel, U. (2006). Stories as Imagery-Evoking Communication

Strategies for Online Tourism Marketing. 1th Korea E-Tourism Forum, Seoul, Korea, September, 8-9, 2006.

1. Choi, H.S.C., Simon D. & Lee, W. J. (2006). Enhancing Learning Outcomes:

Gap Analysis of Service Quality in a Student-Managed Restaurant, International CHRIE Conference, Arlington, Virginia, July 23-28, 2006.

1. Yoo, K.H., Lee, W.J., & Gretzel, U. (2006). Role of the Internet in the Travel

Planning Process. International TTRA conference, Dublin, Ireland.

June 17-21, 2006.

1. Lee, W.J. (2006). Gender Differences in Mental Imagery Processing:

Implications for Tourism Web Site Design. Student Research week,

Texas A&M University, March, 2006.

1. Lee, W.J. (2006). The Effects of Imagery-Evoking Strategy for Online

Destination Marketing, 2006, Enter PhD Workshop, International Federation for IT and Travel & Tourism, Conference in Lausanne, Switzerland, January, 2006.

1. Lee, W.J. (2005). In the mind’s eye: Importance of Encouraging Mental Imagery

Processing in Online Destination Marketing, 2005 Enter PhD Workshop, International Federation for IT and Travel & Tourism Conference in Innsbruck, Austria, January, 2005.

1. Lee, W. J., Choi, H.S. & Love, C. (2004). Effective Information Technology

Strategy: Meeting Planners’ Perceptions on Lodging Web Site. International CHRIE Conference in Philadelphia, Pennsylvania, July, 2004.

1. Lee, W. J., & Love, C. (2003). Information Contents of Lodging Web sites: Does

It Match the Expectations of Meeting Planners? 2003 International CHRIE Conference in Palm Springs, California, August, 2003.

1. Lee, W. J., & Erdem, M. (2003). Web site Analysis of Meeting Capable in Las

Vegas Hotels. Graduate & Professional Student Research Forum in University of Nevada, Las Vegas, April, 2003.

1. Lee, W. J., Erdem, M., & Love, C. (2002). Using Taxonomies to Assess Web-

Based Information Content: an Explanatory Framework for Meeting Planners and the Lodging Industry. Southeast Council on Hotel, Restaurant and Institutional Education in Myrtle Beach, South Carolina. October, 2002

**Other Professional Presentations**

1. Lee, W.J. (2023). Comprehensive understanding of robot delivery service: case

study of Starship. Special lecture for the senior students at the University of Seoul, Seoul, Korea. Dec, 21st, 2023.

1. Vogt, C., Andereck, K., Kim, P., Timothy, D., & Lee, W.J. (2019). Gilbert

Visitor Study, 2018-2019, Gilbert, Official Project Presentation, Oct, 21st, 2019.

1. Lee, W.J. (2019). Millennial’s Perceived Value of Ride-Sharing Services; In the

Case of the US and China. Special Lecture for Faculties and Students at Beijing Union University, Beijing, China, June, 3. 2019.

1. Lee, W.J. (2019). Case study of Using AI in Hospitality and Tourism Industry.

Special Lecture for Students at Beijing Union University, Beijing, China, June, 4. 2019.

1. Lee, W.J., Vogt, C., & Lindblom, J. (2019). Yuma Winter Visitor Study, 2017-

2018 Season, Yuma, Official Project Presentation, AZ, March, 18th, 2019.

1. Lee, W.J., & Vogt. C. (2018). Yuma winter visitors 2017-2018. Project Findings

Presentation. Yuma, AZ, December, 5th, 2018

1. Lee, W.J. (2018). Adoption of robots, artificial intelligence by hospitality and

tourism industry. In-Ha University, In-Cheon, Korea, June, 14. 2018.

1. Lee, W.J. (2018). The best practices and barriers of academic leadership. Panel

discussion invitation by KAHTEA (Korea America Hospitality & Tourism Educators Association) conference, Las Vegas, NV, April 20-21, 2018

1. Lee, W.J. (2016). Relationships among Service Quality, Experiential Value and

Customer’s Satisfaction: From the Perspective of Convention Attendees.

Special Lecture for Faculties at Beijing Union University, Beijing, China, Sep, 17. 2016.

1. Lee, W.J. (2016). An Importance-Performance Analysis of Green Attributes;

Relevant to the Convention and Meetings Industry. Special Lecture for Faculties at Beijing Union University, Beijing, China, Sep, 17. 2016.

1. Lee, W.J. (2016). Examining How Festival Attendees’ Motivation Affect

Their Involvement and Satisfaction; from the perspective of Local Events Attendees. Special Lecture for Faculties at Beijing Union University, Beijing, China, Oct, 31. 2016.

1. Lee, W.J. (2016). The Effect of Facebook Users’ Arousal and Valence on

Intention to Go to the Food & Wine Festival. Special Lecture for Graduate Students and Faculties at KonKuk University, Seoul, Korea, Nov, 23. 2016.

1. Lee, W.J. (2016). Adoption of P2P Commerce in Global Business. Special

Lecture for Graduate Students and Faculties at In-Ha University, In-Cheon, Korea, Nov, 27. 2016.

## Technical Papers

1. Lee, W.J., Vogt, C., & Lindblom, J. (2019). Yuma Winter Visitor Study: 2017-

2018, Phoenix AZ: Arizona State University: Center for Sustainable

Tourism.

1. Lee, W.J., & Lee, S.J. (2017). Attendees’ evaluation of the convention

(tradeshows) services. Phoenix, AZ: Arizona State University, the project provided by Phoenix Convention Center

1. Lee, W.J., & Lee, S.J. (2016). Attendees’ evaluation of the convention

(tradeshows) services. Phoenix, AZ: Arizona State University, the project provided by Phoenix Convention Center

1. Lee, W.J., & Lee, S.J. (2015). Attendees’ evaluation of the convention

(tradeshows) services. Phoenix, AZ: Arizona State University, The project provided by Phoenix Convention Center

1. Lee, W.J., Sung, H., & Lee, S.J. (2014). Attendees’ evaluation of the convention

(tradeshows) services. Phoenix, AZ: Arizona State University, The project provided by Phoenix Convention Center

1. Lee, W.J., Phillips, R., \*Sung, H. (Erika), \*Castellanos, C., & Lee, J.H.,

(2013). Korea Rural Community Development: Focusing on the Utilization of Water Resources in Rural Communities. Phoenix, AZ: Arizona State University

1. Lee, W.J. (2008). City Park (Dog Park) User Behavior Study (Based on Four

City Parks in Phoenix). Phoenix, AZ: Arizona State University

1. Gretzel, U., Yoo, K.H., Lee, W.J., and Rasch, L. (2007). Northern Indiana

Visitor Center Study: Visitor Center Expectations, Perceptions and Impacts. College Station, TX: Laboratory for Intelligent Systems in Tourism.

1. Gretzel, U., Lee, W.J., Kang, M.H., Rasch, L. and Yoo, K.H (2007). Use of

the Internet in Different Visitor Market. College Station, TX: Laboratory for Intelligent Systems in Tourism

1. Gretzel U. and Lee, W.J. (2006). Tales for Travelers: Evaluating the Story

Potential of Jeju Island, Korea. College Station, TX: Laboratory for Intelligent Systems in Tourism.

1. Gretzel, U. Lee, W.J., & Lee, K.S. (2006). Developing the Evaluation Form of

the Korea Regional Destination Marketing. The project provided by Korea Tourism Organization

1. Gretzel, U., Swaroop, M., Yoo, K. H., and Lee, W.J. (2006). Northern Indiana

Visitor Center Study: On-site Evaluations. College Station, TX: Laboratory for Intelligent Systems in Tourism

1. Gretzel, U., Yoo, K. H., Lee, W. J., Swaroop, M., Lee, K. S. and Y. Park (2006).

Northern Indiana Visitor Center Study: Factors Influencing Unplanned Travel Behavior. College Station, TX: Laboratory for Intelligent Systems in Tourism.

1. Gretzel, U., Yoo, K. H., Lee, W.J., Swaroop, M. and K. S. Lee (2006). Northern

Indiana Visitor Center Study: Visitor Center Perceptions and Impacts. College Station, TX: Laboratory for Intelligent Systems in Tourism.

1. Gretzel, U., Lee, W. J., Yoo, K. H., Lee, K. S. and M. Swaroop (2006). Midwest

Travel Survey 2005: Technology Use and Impacts on Travel Planning. College Station, TX: Laboratory for Intelligent Systems in Tourism.

**Grants Received**

* A study on the satisfaction of visitors at an urban children’s park in Korea: An explanatory sequential approach in mixed-method research (2023-2024).
  + - The funding agency: Korea Land and Housing Corporation

P.I.: JaeHo, Lee. Ph.D.

Co P.I. Members: Woojin Lee, Ph.D.

Yunseon Choe, Ph.D.

Joo, Dongho, Ph.D.

The time period: December 2023–November 2024.

Dollar Amount: $20,000

* Needs Assessment for Recreation Centers of Sun City (2022-2023)
  + - The funding agency: Arizona State University Foundation

Project Team: P.I.--- Eric Legg, Ph.D. Lead (50%)

Wendy Hultsman, Ph.D. Co-lead (20%)

Woojin Lee, Ph.D. Co-Lead (10%)

Megha Budruk, Ph.D. Co-Lead (10%)

Deepak Chhabra, Ph.D. Co-Lead (10%)

The time period: October, 2022-September, 2023

Dollar amount: $44,489

* Yuma Winter Visitor Study (2018-2019)
* The funding agency: Arizona Office of Tourism/Yuma County

Project Team: P.I.--- Woojin Lee, Ph.D. Lead (50%)

Christine, Vogt, Ph.D. Lead (50%)

The time period: December, 2017-December, 2018

Dollar amount: $26,890

* Gilbert Visitor Study 2018-2019
* The funding agency: City of Gilbert

Project Team: P.I.--- Christine, Vogt, Ph.D. Lead (50%)

Woojin Lee, Ph.D. Co-Lead

The time period: December, 2018-May, 2019

Dollar amount: $25,000

* Economic Impact of Arizona Highways: 2019
* The funding agency: Arizona Department of Transportation

Project Team: P.I.--- Kathleen Andereck, Ph.D. Lead

Co. P.I. Team Members---

Christine, Vogt, Ph.D. Co-Lead

Woojin Lee, Ph.D. Co-lead

Evan Jordan, Ph.D. Co-Lead

Deepak Chhabra, Ph.D. Co-lead

Gyan Nyaupane, Ph.D. Co-Lead

The time period: December, 2018-December, 2019

Dollar amount: $121,994

* Phoenix Convention Center (PCC) Project: Attendees’ Evaluation of the convention (Tradeshow) Services (Spring 2016 – Fall 2017). P.I.---100% contribution.
* The funding agency: City of Phoenix-Phoenix Convention Center

The time period: January, 2016-December, 2017

Dollar amount: $14,000

Project Team: P.I.--- Woojin, Lee, Ph.D. Lead (100%)

* Phoenix Convention Center (PCC) Project: Attendees’ Evaluation of the

convention (Tradeshow) Services (Spring 2014 – Fall 2015). Project Team: P.I.--- Woojin, Lee, Ph.D. Lead (100%)

The funding agency: City of Phoenix-Phoenix Convention Center

The time period: Apr, 2014-December, 2015

Dollar amount: $14,000

* A. T. Steele Faculty Travel Grant: Comprehension of Asian Tourists’

Perceptions and Behaviors Regarding Korean Pop Culture: A Focus on Chinese Tourists’ K-Pop Experience in South Korea (Summer 2014-December,2014).

Project Team: P.I.--- Woojin, Lee, Ph.D. Lead (100%)

* The funding agency: Center for Asian Research

The time period: Summer, 2014-December, 2014

Dollar amount: $2,500

* Korean Rural Community Development; Focusing on the Utilization of

Water Resources in Rural Community (2012).

Project Team: P.I.--- Woojin, Lee, Ph.D. Lead (100%)

* The funding agency: Rural Research Institute (RRI) of Korea Rural

Community Corporation (KRC). Invite the Visiting Scholar (Lee, Jeong Hwan from RRI (Rural Research Institute)

The time period: June, 2012-February, 2013.

The dollar amount: $30,000

* West Valley Communities Tourism Study (2011). Co-P.I.---25% contribution
* The funding agency: Development for the West Valley of the Sun

Communities

The time period: Oct, 2011-Feb, 2013

The role of candidate: ASU research team including Kathleen Andereck, Gyan Nyaupane, Deepak Chhabra, and Woojin Lee will prepare a final report on the studies by February 15, 2013.

The dollar amount: $31,798

* Phoenix City Park User Behavior Study (2008). P.I.---100% contribution
* The funding agency: City of Phoenix

The time period: September-December, 2008

Exploring of using the dog parks; in the case of 4 local parks in Phoenix area (Los Olivos, Royal Palm, Grenada, and Desert Foothills Park): $500

## Grants Attempted

* 2023 Comprehensive understanding of robot delivery service.
  + Project Team: P.I.—Woojin Lee, Ph.D. Lead
  + Nick Wise, Ph.D. & Boyu, Lin PhD Candidate, Co-Lead,
* The Funding Agency: ASU Institute for Social Science Research (Internal Seed Grant)

The time period: May, 2023-December, 2023

Budget amount: $ 7,989.09

* 2022 *the intention-behavior gap in domestic tourism amid COVID-19.*
* Project Team: P.I.—Choe, Yoonseon.Ph.D. Lead

Woojin Lee, Ph.D & Hakjoon, Song, Ph.D

The Funding Agency: the Seize the Moment Seed Grants.

Budget Amount: $ 8,000

* 2022 Travel Pod Experiences: New Mobilities, Behaviors, and Placemaking

Project Team: P.I.—Woojin Lee, Ph.D. Lead

Nick Wise, Ph.D. Co-Lead

* The Funding Agency: ASU Institute for Social Science Research (Internal Seed Grant)

The time period: May, 2022-December, 2022

Budget amount: $ 7,047

* 2021 Oregon Comprehensive Visitor Profile Study (2021) ---Attempted but failed to get grants

Project team: P.I. ---Nick Wise, Ph.D. Lead

Kathleen Andereck, Ph.D. Co-lead

Woojin Lee, Ph.D. Co-lead

Bruno Ferreira, Ph.D. Co-lead

* The Funding Agency: Oregon Tourism Commission, dba Travel Oregon

The time period: October, 2021-September, 2022

Budget amount: $ 100,000

* 2020 Study of Alaska Residents and Their Sentiments Toward Tourism--- Attempted but Failed to get grants

Project team: P.I. ---Christine A. Vogt, Ph.D. Lead

Kathleen Andereck, Ph.D. Co-lead

Woojin Lee, Ph.D. Co-lead

* The Funding Agency: Alaska Travel Industry Association

The time period: March, 2020-November, 2020

Budget amount: $ 50,000

* 2018-19 Marketing Research Study and Potential Long-term Research Relationship (2018) --- Attempted but Failed to get grants

Project team: P.I. ---Christine A. Vogt, Ph.D. Lead

Kathleen Andereck, Ph.D. Co-lead

Woojin Lee, Ph.D. Co-lead

* The Funding Agency: OdySea in the Desert Entertainment Destination and OdySea Aquarium

The time period: October, 2018-March, 2019

Budget amount: $ 14, 602

* Taxes, Amenities, and Services for Arizona’s Winter Visitors-Do Municipalities Gain or Lose? (2018) --- Attempted but Failed to get grants

Project team: P.I. ---Christine A. Vogt, Ph.D. Lead

Davis Swindell, Ph.D. Lead

Woojin Lee, Ph.D. Co-lead

Evan Jordan, Ph.D. Co-lead

Gyan Nyaupane, PhD. Co-lead

* The Funding Agency: PUBSRV Internal Grant and Funding Mechanism—Research center or Institute Alignment and Expansion Grants, ASU

The time period: Summer, 2018-Summer, 2019

Budget amount: $ 135,000

* Tourism Research Plan for Community Prosperity for South Padre Island, Texas (2017) --- Attempted but Failed to get grants

Project team: P.I. ---Christine A. Vogt, Ph.D. Lead

Woojin Lee, Ph.D. Co-lead

Evan Jordan, Ph.D. Co-lead

Jada Lindblom, M.S. Center Research Staff

* The Funding Agency: South Padre Island Convention and Visitors Bureau and the City of South Padre Island, Texas

The time period: September, 2017-December, 2021

Budget amount: $136,816.50

* Sky-Harbor airport (2017): An Investigation of Passengers’ Perceived Service of the Airport --- Attempted but Failed to get grants

Project Team: P.I.--- Christine A. Vogt, Ph.D. Lead

Co. P.I. Team Members---

Woojin Lee, Ph.D. Co-lead

Evan Jordan, Ph.D. Co-Lead

* The Funding Agency: Phoenix Sky-Harbor Airport

The time period: May, 2017-Dec, 2018

Budget amount: $90,000

* State of Montana’s Tourism Marketing Program: An Investment in Tourism Research to Yield Marketing Return (2016). —Attempted but Failed to get grants

Project Team: P.I.--- Christine A. Vogt, Ph.D. Lead

Co. P.I. Team Members---

Woojin Lee, Ph.D. Co-lead

Evan Jordan, Ph.D. Co-Lead

Christine Buzinde, Ph.D.

Kathleen Andereck, Ph.D.

Gyan Nyaupane, Ph.D.

* The Funding Agency: State of Montana’s Tourism Marketing Department

The time period: May, 2016-Oct, 2016dva

Budget amount: $59,971,80

* City of Gilbert, Arizona: Convention Center Needs Assessment and Feasibility Study (2016)—Attempted but Failed to get grants

Project Team: P.I.--- Christine A. Vogt, Ph.D. Lead

Co. P.I. Team Members---

Woojin Lee, Ph.D. Co-lead

* The Funding Agency: City of Gilbert, AZ

The time period: March, 2016- March, 2017

Budget amount: $9, 074.34

* City of Gilbert, Arizona: Marketing the town of Gilbert, Arizona; designing and launching the first campaign (2016)—Attempted but Failed to get grants

Project Team: P.I.--- Christine A. Vogt, Ph.D. Lead

Co. P.I. Team Members---

Woojin Lee, Ph.D. Co-lead

Kathleen Andereck, Ph.D.

Christine Buzinde, Ph.D.

Tim Tyrrell, Ph.D.

* The Funding Agency: City of Gilbert, AZ

The time period: March, 2016- March, 2017

Budget amount: $37,600

* City of Chandler, Arizona: Tourism Strategic Plan for the City of Chandler, Arizona (2016)—Attempted but Failed to get grants

Project Team: P.I.--- Christine A. Vogt, Ph.D. Lead

Co. P.I. Team Members---

Woojin Lee, Ph.D. Co-lead

Evan Jordan, Ph.D. Co-Lead

Kari Roberg, Graduate Research Assistant

Jada Lindblom, M.S. Graduate Research Assistant

* The Funding Agency: City of Chandler, Arizona.

The time period: December, 2016- May, 2017

Budget amount: $77,577

**Research Assistant & Project Coordinator**

* Project Coordinator for the Project: Use of the Internet in Different Visitor

Markets - Implications for Online Destination Promotion. Korea Tourism Organization. October 2006---January 2007.

* Research Assistant for the Project: Representing and Communicating Tourism

Experiences through Travel Websites: A Study of the Role of Sensory Information and Narrative Design. March 2007---May 2008.

* Research Assistant for the Project: Padre Island National Seashore Malaquite

Visitor Center Auditorium Project. Padre Island National Seashore. August 2006---December 2006.

* Research Assistant for the Project: Evaluating Strategic Issues for Visitor Centers

and Toll Road Offerings in Northern Indiana. Northern Indiana Tourism Development Commission. September 2005---March 2007.

* Research Assistant for the Project: Building a Persuasive Tourism Destination

Website for Elkhart County, Indiana, Elkhart County Convention and Visitors Bureau, December 2004---December 2005.

**TEACHING EXPERIENCE**

*Courses Taught in Arizona State University*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Semester | Year | Course Number/Title | Enrollment | Credit  Hours |
| Fall | 2008 | TDM, PRM, NLM 210: Community Services and Professions | 76 | 3 |
| Fall | 2008 | TDM 402: Assessment and Evaluation of Community Services | 40 | 3 |
| Spring | 2009 | TDM 325: Tourism Accommodations | 50 | 3 |
| Spring | 2009 | TDM 386: Convention Sales and Management | 40 | 3 |
| Fall | 2009 | TDM 325: Tourism Accommodations | 60 | 3 |
| Fall | 2009 | TDM 386: Convention Sales and Management | 56 | 3 |
| Spring | 2010 | TDM 325: Tourism Accommodations | 66 | 3 |
| Spring | 2010 | TDM 386: Convention Sales and Management | 49 | 3 |
| Fall | 2010 | TDM 386: Convention Sales and Management | 47 | 3 |
| Spring | 2011 | TDM 325: Tourism Accommodations | 68 | 3 |
| Spring | 2011 | TDM 386: Convention Sales and Management | 31 | 3 |
| Fall | 2011 | TDM 225: Introduction to Tourism Accommodations | 63 | 3 |
| Fall | 2011 | TDM 386: Convention Sales and Management | 50 | 3 |
| Fall | 2011 | REC 569: Advanced Tourism Studies (Graduate Course) | 5 | 3 |
| Spring | 2012 | TDM 225: Introduction to Tourism Accommodations | 50 | 3 |
| Fall | 2012 | TDM 225: Introduction to Tourism Accommodations | 38 | 3 |
| Fall | 2012 | TDM 386: Convention Sales and Management | 59 | 3 |
| Spring | 2013 | TDM 225: Introduction to Tourism Accommodations | 30 | 3 |
| Spring | 2013 | TDM 386: Convention Sales and Management | 46 | 3 |
| Fall | 2013 | TDM 225: Introduction to Resort & Hotel Management | 35 | 3 |
| Fall | 2013 | TDM 386: Convention Sales and Management | 38 | 3 |
| Spring | 2014 | TDM 225: Introduction to Resort & Hotel Management | 24 | 3 |
| Spring | 2014 | TDM 386: Convention Sales and Management | 52 | 3 |
| Fall | 2014 | TDM 458: International Tourism (Online) | 109 | 3 |
| Fall | 2014 | TDM 386: Convention Sales and Management | 34 | 3 |
| Spring | 2015 | TDM 225: Introduction to Resort & Hotel Management | 24 | 3 |
| Spring | 2015 | TDM 386: Convention Sales and Management | 43 | 3 |
| Fall | 2015 | TDM 225: Introduction to Resort & Hotel Management | 25 | 3 |
| Fall | 2015 | TDM 386: Convention Sales and Management | 58 | 3 |
| Spring | 2016 | TDM 350: Tourism Recreation & Sports Marketing | 60 | 3 |
| Spring | 2016 | TDM 386: Convention Sales and Management | 37 | 3 |
| Spring | 2017 | TDM 386: Convention Sales and Management | 21 | 3 |
| Spring | 2017 | TDM 458: International Tourism | 74 | 3 |
| Fall | 2017 | TDM 225: Introduction to Resort & Hotel Management | 15 | 3 |
| Fall | 2017 | TDM 386: Convention Sales and Management | 25 | 3 |
| Spring | 2018 | TDM 225: Introduction to Tourism Accommodations | 6 | 3 |
| Spring | 2018 | TDM 386: Convention Sales and Management | 33 | 3 |
| Fall | 2018 | TDM 386: Convention Sales and Management | 16 | 3 |
| Fall | 2018 | CRD 502: Statistical and Data Analysis (Graduate Course) | 6 | 3 |
| Spring | 2019 | TDM 458: International Tourism | 101 | 3 |
| Spring | 2019 | TDM 386: Convention Sales and Management | 14 | 3 |
| Fall | 2019 | CRD 502: Statistical and Data Analysis (Graduate Course) | 12 | 3 |
| Fall | 2019 | TDM 386: Convention Sales and Management | 14 | 3 |
| Fall | 2020 | CRD 502: Statistical and Data Analysis (Graduate Course) | 7 | 3 |
| Fall | 2020 | TDM 386: Convention Sales and Management | 19 | 3 |
| Spring | 2021 | TDM 458: International Tourism | 115 | 3 |
| Spring | 2021 | TDM 386: Convention Sales and Management | 16 | 3 |
| Fall | 2021 | CRD 502: Statistical and Data Analysis (Graduate Course) | 12 | 3 |
| Fall | 2021 | TDM 458: International Tourism | 87 | 3 |

*Independent Courses Taught in Arizona State University for Graduate or Honors’ Students*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Semester | Year | Course Number/Title | Credit  Hours | Student’s Name |
| Fall | 2011 | CRD 792 Independent Study | 3 | Elizabeth Murphey |
| Fall | 2011 | CRD 599 Thesis | 3 | Chien-Fen Chiu |
| Fall | 2011 | TDM 492 Honors Directed Study | 3 | Meghan Luther |
| Spring | 2012 | CRD 690 Reading & Conference | 3 | Elizabeth Murphey |
| Spring | 2012 | CRD 792 Independent Study | 3 | Elizabeth Murphey |
| Spring | 2012 | CRD 792 Independent Study | 3 | Danielle Plunkett |
| Spring | 2012 | CRD 599 Thesis | 3 | Chien-Fen Chiu |
| Spring | 2012 | TDM 493 Individualized Instruction | 3 | Meghan Luther |
| Spring | 2012 | TDM 493 Honors Thesis | 3 | Meghan Luther |
| Fall | 2012 | CRD 792 Independent Study | 3 | Danielle Plunkett |
| Fall | 2012 | CRD 799 Dissertation | 3 | Elizabeth Murphey |
| Fall | 2012 | CRD 599 Thesis | 3 | Chien-Fen Chiu |
| Spring | 2013 | CRD 799 Dissertation | 3 | Elizabeth Murphey |
| Spring | 2013 | CRD 599 Thesis | 3 | Chien-Fen Chiu |
| Fall | 2013 | CRD 799 Dissertation | 3 | Elizabeth Murphey |
| Spring | 2014 | CRD 799 Dissertation | 3 | Elizabeth Murphey |
| Spring | 2014 | TDM 499-Individualized Instruction | 3 | Villa Gabriel |
| Spring | 2015 | TDM 493 Honors Thesis | 6 | Koestner Rachel |
| Fall | 2015 | CRD 690 Reading & Conference | 3 | Seojin Lee |
| Fall | 2016 | CRD 792 Research | 3 | Seojin Lee |
| Spring | 2017 | CRD 792 Research | 3 | Seojin Lee |
| Fall | 2017 | CRD 799 Dissertation | 6 | Seojin Lee |
| Spring | 2018 | TDM 423 Honors directed study | 3 | Hanjing Li |
| Spring | 2018 | CRD 799 Dissertation | 3 | Seojin Lee |
| Fall | 2018 | CRD 795 Continuing registration | 3 | Seojin Lee |
| Spring | 2019 | PRM 484 Internship | 3 | Elyse Pozniak |
| Spring | 2019 | CRD 795 Continuing registration | 3 | Seojin Lee |
| Spring | 2019 | TDM 493 Honors Thesis | 3 | Hanjing Li |
| Fall | 2019 | CRD 690 Reading & Conference | 3 | Boyu Lin |
| Spring | 2021 | CRD 792 Research | 3 | Boyu Lin |
| Fall | 2021 | CRD 792 Continuing registration | 3 | Boyu Lin |

* Certificate of Graduate Teaching Academy from Texas A&M University, 2005.
* Taught French Language as a teaching internship at Bae-Hwa Women’s High School in Seoul, Korea, 1995.
* Certificate of Teaching French Language from Duck-Sung Women’s University in Seoul, Korea, 1996.

**Special Teaching Experience**

* + Taught an intensive class for Innovative MICE Marketing and Management as a visiting scholar at Beijing Union University, in Beijing China (August/2016-November/2016).

**Advisement**

* Surya Poudel, M.S. Tourism Development (Fall 2008) ---Research assistant
* Cassandra Castellanos, M.S. Tourism Development (Spring & Fall 2009, and Spring 2010)—Research & Teaching assistant

**Graduate Student Supervision**

## Graduate/Honors Students ASU (Program Chair)

* Egon Lim M.S. 2023 Fall-Present
* Rui Yang Ph.D. Student 2022 Fall-Present
* Boyu Lin Ph.D Student 2018 Fall-08/2023
* Seojin Lee Ph.D. 05/2019
* Beth Murphy (Co-Chair) Ph.D 05/2014
* Daniel Plunkett (Co-Chair) Ph.D 12/2013

* + Chien-Fen ChiuM.S. 05/2013
  + Troy Barber (Co-Chair) M.S. 05/2010
* Hanjing Li Honors Thesis 05/2019
* Meghan Luther Honors Thesis 05/2012
* Rachel Koestner Honors Thesis 05/2015

## Graduate/Honors Students ASU (Program Committee Member)

* Michael Yu Ph.D. (University of Guelph) 09/2023--Present
* Larissa Durkin Ph.D. (School for the Future of Innovation and Society) 09/2023--Present
* Young Su Choi Ph.D. 07/2023--Present
* Jingen Liang Ph.D. (University of Guelph) 2019 Fall—2023

* Chun Liu Ph.D. (Hongkong Polytech Univ.) 09/2019
* Brenda Campbell M.S. 05/2019
* Nicolas Garaycochea M.S. 05/2017
* Heekyung Sung (Erika) Ph.D. 05/2016
* Shengnan Zhao (Nancy) Ph.D. 12/2014
* Cyn Blankenship M.S. 08/2012
* Annie Dorweiler M.S. 05/2012
* Simon Rubin (Thesis) M.S. 05/2012
* Andrew Holloway (Thesis) M.S. 05/2011
* Sporka, Kaelynn Honors Thesis 12/2009

**Undergraduate Research Supervision**

* Egon Lim Tourism Development Management (2022 Fall-Present)
* Samuel Baik, Tourism Development Management (2017 Fall-2018 Fall)
* Kara Castillo, Tourism Development Management 2016 Spring

* Ian Erskine, Tourism Development Management (2014 Fall-2015 Spring)
* Kimberly Carson, Tourism Development Management (2013 Fall-2014 Spring)
* Abigayle Cruz **(**Undergraduate Honors Contract) 2011 Spring
* Stephanie Maselko (Undergraduate Honors Contract) 2010 Spring
* Sarah Zwisler, Tourism Development Management (2010 Fall-2011Spring)
* Jonathan Riff, Tourism Development Management 2010 Spring
* Elizabeth Hoffman, Tourism Development Management 2009 Fall
* Paul Seery, Tourism Development Management (Fall 2008-Spring 2009)

**Faculty Advisor**

* Advisor for Meeting Professionals International (MPI), ASU Student Chapter, (2009-2018 Spring)
* Advisor for National Association of Catering and Event (NACE), ASU Student Chapter (2015-2016)

**SERVICE EXPERIENCE**

**Service to School of Community Resources & Development**

* School’s Graduate Program Director (2022 Fall-Present)
* School’s Personnel Committee Chair (2021 Fall-2022 Spring)
* Curricular Leads (Tourism) (2021 Summer- 2022 Spring)
* School’s Strategic Planning Committee (2021 Fall-2022 Spring)
* Undergraduate Curriculum Committee (2020 Fall)
* Community Building Relation Committee (2020 Fall-2021 Spring)
* School’s Undergraduate Program Director (2018 Fall-2019 Spring)
* School’s Personnel Committee (2017 Fall-2019 Spring)
* Leadership Council Committee (2019 Spring)
* Graduate Seminar Committee (2014 Spring-2019 Spring)
* Undergraduate Students’ Scholarship Committee (2009-2011, 2014 Fall-

2016 Spring, 2019 Fall-2020 Spring)

* School’s Curriculum Committee (2010-2015)
* Graduate Marketing Committee (2010-2011)
* Search Committee
* Park/Recreation/Tourism--Assistant Professor Search Committee in HAITC (Hainan-Arizona State University Joint International Tourism College) (2020 Spring)
* Tourism Assistant Professor Search Committee in ASU (2019 Fall)
* Clinical Assistant/Associate Professor Search Committee (Events Management

and Community Engagement) (2019 Spring)

* Tourism Assistant Professor Search Committee in HAITC (Hainan-Arizona State

University Joint International Tourism College) (2018 Spring)

* Clinical Assistant Professor Search Committee (2012 Spring)
* Lecturer Search Committee for TDM Lecturer (2010 Summer)

**Service to Watts College of Public Service and Community Solutions**

* Reviewer for the Watt’s College Internal Grants Applications (2018 Spring-2020 Fall)

**Service to University**

* Omicron Delta Kappa (ODK) Leadership Honors Society Advisory Board

Member for ASU’s Circle (2022 September-Present)

* University Undergraduate Standards Committee appointed by the Vice Provost

(2019 Fall to 2021 Spring, 2021 Fall-2023 Spring)

* Graduate College-Committee for Outstanding Faculty Mentor Awards appointed by ASU Graduate College (2021 Spring-Present)
* Graduate College Fellowship Review Committee appointed by ASU Graduate

College (2018 Fall-2021 Fall)

**Service to Community**

* Phoenix Convention Center (PCC) Project (2012-2017): As an active partnership with the Phoenix Convention Center, the onsite survey was conducted asking attendees about the assessment of the services provided by PCC and measuring the attendees’ consumption experience during the conference and their attitude toward the PCC.
* Board of Directors of Orpheum Theater (2014 Spring-2018): As a marketing committee member, I contribute to promoting and marketing the Orpheum Theater, which is located in downtown Phoenix and purchased by the City of Phoenix.

## Service to Profession

* Managing (Executive) Editor for *the Journal of Smart Tourism (2023, Dec-Present)*
* Academic Paper Chair for 2023 GWTTRA Conference at In Sonoma County, CA, October 25-27, 2023
* Academic Paper Chair for 2022 CenStates/GWTTRA Joint Conference at Skokie, IL, October 19-21, 2022
* Academic Paper Chair for 2022 Spring GWTTRA Virtual Conference. April 7-8, 2022
* Session Moderator of 28th Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Anaheim, CA (2023, January)
* Session Moderator of 27th Asia Pacific Tourism Association Conference, Jeju, Korea (2022, July).
* Invited Panel Speaker for 2022 THEREPS *(Tourism, Hospitality and Event Conference for Researchers, Educators, Practitioners, and Students)* Conference; “Shaping the Post Covid World: Future Research Challenge and Directions in Tourism and Hospitality”, Philadelphia, PA (April, 2022).
* Guest Editor for the special issue of *Sustainability* on the theme of Technology Innovation: Application in Sustainable Tourism and Hospitality (2021 October-2022 September)
* 2021 MICE (Meetings, Incentive, Convention & Exhibition) Promotion Committee invited by City of Seoul Korea (2021 July-Present)
* Advisory Editorial Board Member of *Event Management* (2022 January-Present)
* Editorial Board Member of *Journal of Tourism Sciences (Representative Journal in Tourism Sciences Society of Korea (TOSOK))* (2021 March-Present)
* Editorial Board Member of *Journal of Information Technology & Tourism (SSCI Journal)* (2020-Present)
* Editorial Board Member of *International Journal of Community Well-Being* (2018-Present)
* Editorial Board Member of *Asia Pacific Journal of Tourism Research (SSCI journal)* (2017-Present)
* Editorial Board Member of *ANATOLIA* (*International Journal of Tourism and Hospitality Research)* (2017-Present)
* Editorial Board Member of *Tourism Review International, Journal* (2017-Present)
* Board of Directors of GWTTRA (Greater Western chapter of the Travel and Tourism Research Association) (2014-Present)
* Board of Directors of Orpheum Theater (2014-2018)
* Session Moderator of 23rd Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Fort-Worth, Dallas (2018, January)
* Session Moderator of 2017 Asia Pacific Tourism Association Conference, Busan, Korea (2017, June)
* Session Moderator of 21st Graduate Education & Graduate Student Research Conference in Hospitality & Tourism, Philadelphia, Pennsylvania (2016, January)
* Session Moderator of the Travel and Tourism Research Association (TTRA) Graduate Colloquium, Travel and Tourism Research Association International Conference (2015).
* Guest editor for special issue of *Journal of Heritage Tourism* on the theme of Historic Hotels and Heritage Accommodations (2013-2015).
* Panel Speaker for 2014 Annual Korean Hospitality & Tourism Management Association; “How to Improve the Competitiveness of Leading-edge Research” (June, 2014).
* Invited Speaker for 2014-2015 ASU School of Public Affairs Colloquium Series (October, 2014).
* Session Moderator of 20th Asia Pacific Tourism Association Annual Conference, Ho Chi Minh, Vietnam (July, 2014).
* Session Moderator of World Hospitality & Tourism Forum in Seoul Korea, hosted by Korean Academic Society of Hospitality Administration (June, 2014)
* Panel speaker for Teaching Excellence 2013 for the Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference (2013).
* Session Moderator of the Travel and Tourism Research Association (TTRA) Graduate Colloquium, Travel and Tourism Research Association International Conference (2012).
* Moderator, Travel and Tourism Research Association (TTRA) International Conference (2009-2011).
* Tourism Cares Academic Scholarship Selection Committee (2011-2012).
* Committee Member of Meeting Professional International (MPI) Faculty Task Force Team (2009-2010).
* Advisory Committee Member for Korea Tourism Organization, (2006-2010).

* ***Reviewer for International Conferences***
* Reviewer for Graduate Education and Graduate Student Research Conference in Hospitality and Tourism (2007-2008, 2010-2011, 2014-2023).
* Reviewer for Travel and Tourism Research Association International (TTRA) Conference (2011-2021, 2023).
* Reviewer for International Council on Hotel, Restaurant and Institutional Education Conference (ICHRIE) (2011-2012, 2014, 2016- 2020, 2022, 2023).
* Reviewer for Asia Pacific Tourism Association Annual Conference, (2014, 2016, 2017, 2022).
* Reviewer for Korea America Hospitality & Tourism Educators Association (KAHTEA) Conference (2016-2018, 2022-2023)
* Reviewer for TOSOK International Tourism Conference (2012-2014).
* Reviewer for International Hospitality Information Technology Association (IHITA) Conference (2011-2013).
* Reviewer and Committee for ENTER Conference, which is organized by the International Federation for Information Technology and Travel & Tourism (IFITT). (2009-2013).
* Reviewer for eRTR (e-Review of Tourism Research); Publisher—Recreation, Park and Tourism Sciences in Texas A&M University (2008-2012).
* ***Ad-Hoc Reviewer for Peer-Reviewed Journals***
* Reviewer for Journal of Hospitality and Tourism Management (2020-Present)
* Reviewer for Journal of Information Technology & Tourism (2019-Present)
* Reviewer for Annals of Tourism Research (2010-Present).
* Reviewer for Journal of Travel and Tourism Marketing (2010-Present).
* Reviewer for International Journal of Contemporary Hospitality Management

(2010-present).

* Reviewer for International Journal of Hospitality Management (2013-Present).
* Reviewer for Tourism Management (2011-Present).
* Reviewer for Asia Pacific Journal of Tourism Research (2011-Present).
* Reviewer for Journal of Managing Service Quality (2011-2012).
* Reviewer for Journal of Hospitality and Tourism Research (2012-2017).
* Reviewer for Anatolia: International Journal of Hospitality and Tourism Research

(2012-Present).

* Reviewer for Journal of Chinese Tourism Research (2012-Present).
* Reviewer for International Journal of Tourism Research (2012-Present).
* Reviewer for Tourism Analysis (2012-Present).
* Reviewer for Even Management (2013-Present).

## PROFESSIONAL AFFILIATIONS

* Member of Tourism Sciences Society of Korea (TOSOK) (2021-2022)
* Member of Meeting Professional International (MPI) (2009-2019).
* Member of Asia Pacific Tourism Association (APTA) (2014, 2015 and 2017-present)
* Member, National Association of Catering and Event (NACE) (2015-2017)
* Member, Travel and Tourism Research Association International (TTRA) International and Great Western Chapter (2004–present).
* Member, International Council on Hotel, Restaurant, Institutional Education (ICHRIE) (2002-2007, 2011-2018, 2023).
* Member, International Hospitality Information Technology Association (IHITA) (2011-2015)
* Member, International Society of Travel and Tourism Educators (ISTTE) (2006-2007).
* Member, International Federation for Information Technology and Tourism (IFITT) (2005–2006).

## INDUSTRY EXPERIENCE

* Coordinator and Translator, Super Show (Sports Equipment Show) Las Vegas Sands Expo Convention Center, January, 2003
* Coordinator and Translator, CES (Consumer Electronic Show) Las Vegas Convention Center, January, 2003
* Coordinator and Translator, SEMA, AAPEX Show (Automotive Aftermarket Products) in Las Vegas Sands Convention Center, November, 2002
* Coordinator and Translator, Beauty Show at Riviera Hotel in Las Vegas, January, 2002
* Event Coordination, Hotel Graduate Student Association at UNLV (University of Nevada, Las Vegas), Hotel Administration, UNLV, August, 2001-May, 2002
* Event Organizer, Korean Graduate Student Association, University of Nevada, Las Vegas, January, 2001-May, 2002

* Event Organizer, International Theater Institute in KOREA, June, 1998-July, 1999

* Assistant Manager, SUNIN Communications, Seoul Korea, January, 1998-June, 1998