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# Seunghoon Lee

School of Community Resources and Development  
Arizona State University  
[seunghoon@asu.edu](mailto:seunghoon@asu.edu)

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## EDUCATION

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**Texas A&M University** College Station, TX Jan 2018 to Aug 2024

- Doctor of Philosophy in Hospitality, Hotel Management and Tourism  
**Dissertation:** Relationalities in Tourism and Heritage Conservation: Cultural Survival of the *Jeju Haenyeo*, South Korea  
**Supervisors:** Dr. Brian King and Dr. Tazim Jamal
- Graduate Certificate: Community Development

**Seoul National University** Seoul, Republic of Korea Sep 2014 to Aug 2016

- Master of Arts in Geography

**Hankuk University of Foreign Studies** Seoul, Republic of Korea Mar 2006 to Feb 2013

- Bachelor of Arts in English Interpretation and Translation
- Bachelor of Economics

### Certifications

**Texas A&M University** College Station, TX

- An Introduction to Evidence-Based Undergraduate Teaching 2024
- Intermediate Professional Development Certificate of Graduate and Professional Studies 2021
- Basic Professional Development Certificate of Graduate and Professional Studies 2020

## PROFESSIONAL AND ACADEMIC EXPERIENCE

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**Arizona State University** Haikou, Hainan, China  
**Assistant Teaching Professor** Aug 2025 – Present  
School of Community Resources and Development

**Texas A&M University** College Station, TX  
**Postdoctoral Research Associate** Sept 2024 – July 2025  
Department of Hospitality, Hotel Management and Tourism

- Project Title: Tourism Resilience and Community Sustainability: Adaptation and Recovery of Rural Businesses and Destinations (Multistate State Hatch Research Project # NE2201)
  - Principal Investigator: Dr. Brian King (Department head of Hospitality, Hotel Management and Tourism, Texas A&M University)

**Lecturer/Instructor** Jun 2019 – July 2025

- HMG 467 Seminar for the Visitor Economy
- RPTS 201 Foundations of Recreation, Park and Tourism Sciences
- RPTS 302 Applications of Tourism Principles
- RPTS 331 Tourism Marketing

**Research Assistant**

May 2023 – Aug 2024

- Research Title: Assessing the Impact of Local Partnerships and Leadership on Rural Tourism Business Resilience: A Mixed Methods Study in the Context of COVID-19 and Other External Stressors
  - Advisor: Dr. Brian King (Department head of Hospitality, Hotel Management and Tourism, Texas A&M University)

**Teaching Assistant**

Sep 2019 – May 2023

- RPTS 302 Applications of Tourism Principles
- RPTS 323 Tourism Management
- RPTS 331 Tourism Marketing
- RPTS 421 Hotel and Resort Operations
- RPTS 426 Tourism Impacts

**Intern**

Jan 2019 – Jan 2019

- Bermuda National Trust at Bermuda  
ARCH 689 (Architecture Preservation field study in Bermuda), worked on Heritage Preservation and Heritage Tourism

**Department of Sustainable Economy, Gyeonggi Research Institute** Suwon, Republic of Korea**Researcher**

- Promoting and planning tourism marketing strategies (Principal Investigator: Dr. Soojin Lee) Nov 2016 – Jul 2017

**Seoul National University** Seoul, Republic of Korea**Field Trip Director**

Jan 2015 – Dec 2015

- Organizing field trips to *Seocheon* and *Jeonju*, Korea

**Field Trip Assistant**

- Field trip to the U.S. (Death Valley National Park and Long Valley Caldera) Mar 2016 – Apr 2016
- Field trip to China (*Manchuria*, *Dongbei*, and *Baekdu* Mountain) Sep 2015 – Sep 2015

**EDITORIAL EXPERIENCE**

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**Editorial Board**

- Tourism Culture and Communication (SCOPUS)

**Ad-Hoc Journal Reviewer**

- Journal of Sustainable Tourism (SSCI)

- Tourism Recreation Research (SSCI)
- Land (SSCI)
- Sustainability (SSCI)
- Journal of Current Issues & Research in Advertising (SSCI)
- Tourism Planning and Development (ESCI)
- Journal of Hospitality & Tourism Education (ESCI)
- Tourism Culture and Communication (SCOPUS)

## PUBLICATIONS

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### Journal Articles

- Kim, J., Kim, J., **Lee, S. (Corresponding author)**, Jhang, J., & Kim, S. (In revision). Effect of Sold-out Option in Travel choice: The Role of attribute value and Price Preciseness. *International Journal of Hospitality Management*.
- Mao-Clark, X., Gip, H., **Lee, S.**, King, B., & Sakamoto, C. (In revision). Corporate Sustainability Reporting Policy in the European Union: Impacts on ESG Reporting in Europe and North America. *Journal of Sustainable Tourism*.
- Kim, J., Kim, J.H., **Lee, S. (Corresponding author)**, Lee, G., Baek, T.H., & Kim, S. (Under review). Ethical Decisions in Generative AI: The Mediating and Moderating Effect of Negative Consumer Responses to Generative AI (vs. Human) Recommendations. *International Journal of Hospitality Management*.
- Donaldson, J. P., **Lee, S (Corresponding author)**, & Jamal, T. (2025). Design-Thinking Praxis for Justice-Oriented Tourism Education: A Complex-Systems Ethic-of-Care Approach. *Journal of Hospitality and Tourism Education*. <https://doi.org/10.1080/10963758.2025.2538033>
- Lee, S.**, & King, B. (2025). A Virtual Lens on Tradition: Safeguarding Intangible Cultural Heritage through AR and VR. *Journal of Smart Tourism*, 27652157251344834.
- Carswell, J., Jamal, T., **Lee, S (Corresponding author)**, Sullins, D., & Wellman, K (2023). Post-pandemic lessons for destination resilience and sustainable event management: The complex learning destination. *Tourism and Hospitality*, 4(1), 91-140. <https://doi.org/10.3390/tourhosp4010007>
- Suess, C., Maddock, J. E., Dogru, T., Mody, M., & **Lee, S.** (2022). Using the health belief model to examine travelers' willingness to vaccinate and support for vaccination requirements prior to travel. *Tourism Management*, 88, 104405. <https://doi.org/10.1016/j.tourman.2021.104405>
- Kang, S.-E., Park, C., Lee, C.-K., & **Lee, S.** (2021) The Stress-Induced Impact of COVID-19 on Tourism and Hospitality Workers. *Sustainability*, 13, 1327. <https://doi.org/10.3390/su13031327>
- Whal, J., **Lee, S.**, & Jamal, T. (2020) Indigenous Heritage Tourism Development in a (Post-) COVID World: Towards Social Justice at Little Bighorn Battlefield National Monument, USA. *Sustainability*, 12(22), 9484. <https://doi.org/10.3390/su12229484>

- Choi, J., **Lee, S (Corresponding author)**, & Jamal, T. (2020). Smart Korea: Governance for smart justice during a global pandemic. *Journal of Sustainable Tourism*, 29(6), 1-10.  
<https://doi.org/10.1080/09669582.2020.1777143>
- Lee, S., Cho, E., Cho, S., & **Lee, S.** (2017). Applying tourism on the road, Route-based tourism. *Gyeonggi Research Institute Issue & Analysis*, 274.
- Choi, S., **Lee, S.**, Jin, C., & Lee, C. (2016). Exploring Availability of Real-estate Market Consumer Sentiment Index to Estimate Real-estate Overheating Regions. *The Korea Spatial Planning Review*, 88, 25-41.
- Lee, S.** (2016). A Review of Car-sharing Research: With a Focus on Domestic Thesis and Research Papers. *Journal of Geography*, 61, 1-15.

### **Book Chapters**

- Jamal, T., & **Lee, S.** Heritage Values and Ethics. (In Press). In D. G. Michael, G. F. Josep-Maria, & M. Teresita (Eds.), *Routledge Handbook on Heritage and Tourism*, Routledge (Accepted).
- Jamal, T., & **Lee, S.** (2020). Ethical Issues in Tourism. In L. Eagle, S. Dahl, P. De Pelsmacker, & C. R. Taylor (Eds.), *The SAGE Handbook of Marketing Ethics* (pp. 259-274). Thousand Oaks: SAGE.
- Son, J., Choi, S., & **Lee, S.** (2019). City and Transportation in Dongbei, China (in Korean). In J. Jung, & S. Park (Eds.), In *GEO-INSIGHT Dongbei, Baekdu Mountain* (pp. 162-187). Seoul: Pureungil.

### **Encyclopedia Entries**

- Lee, S.**, & King, B.E.M (Under review). Social Capital. In V. Ziakas, & D. Getz (Eds.), *Encyclopedia of Event Management and Event Tourism*. Goodfellow Publishers.
- Jamal, T., & **Lee, S.** (2022). Ethical Tourism Marketing. In D. Buhalis (Ed.), *Encyclopedia of Tourism Management and Marketing* (pp. 115-117). Edward Elgar Publishing Ltd.  
<https://doi.org/10.4337/9781800377486.ethical.tourism.marketing>

### **Peer-reviewed Conference Papers**

- Kim, J., **Lee, S.**, Lee, G., & Kim J. (Feb 27 – Mar 1, 2025) AI vs. Human Ethical Recommendations: Ethics and Consumer Trust in Travel Decision. *2025 West Federation Council on Hotel, Restaurant, and Institutional Education (WFCHRIE)*, Frisco, Texas, USA.
- Lee, S.**, Mao-Clark, X., Gip, H., King, B., & Sakamoto, C. (Jan 2-4, 2025) European Union's Corporate Sustainability Reporting Policy and its Implications on ESG Practice in Europe. *30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas, USA. **[Best Paper Nominee]**
- Kim, H., **Lee, S.**, & King, B. (Jan 2-4, 2025) Advancing Rural Tourism Business Resilience through Local Partnerships and Leadership. *30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas, USA.
- Fan, X., King, B., & **Lee, S.** (Jan 2-4, 2025) Campus Hotels as a Cultural Stage: Performativity and the Guest Experience. *30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas, USA.
- Lee, S.**, & King, B. (June 11-13, 2024) Assessing the Impact of Local Partnerships and Leadership on Rural Tourism Business Resilience: A Mixed Methods Study in the Context of COVID-19 and Other

External Stressors. *54th Annual Travel and Tourism Research Association International Conference: Global Insights, Local Stories Shaping Tourism Research*, Burlington, Vermont, USA.

**Lee, S.**, & Jamal, T. (Jan 4-6, 2024) Heritage Tourism Relationality and Intangible Cultural Heritage: Cultural Survival of the Jeju Haenyeo in South Korea. *29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Miami, Florida, USA.

Kim, H., **Lee, S.**, & Crompton, J. L. (Jan 4-6, 2024) What Fuels Pro-Conservation Behavior of Tourists? A Meta-Analysis in Cultural Heritage Tourism. *29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Miami, Florida, USA.

Kircher, J., **Lee, S.**, Jamal, T., & Donaldson, J.P., (June 14-16, 2022) Regenerating Tourism with an Ethic of Care and Empathy. *52nd Annual Travel and Tourism Research Association International Conference: Regenerative Tourism: Building Resilience*, Victoria, B.C., Canada.

### **Papers in Progress**

#### **(Cultural and Heritage Tourism / Sustainable Tourism / Climate Change / Recreation)**

- 1) **Lee, S.**, Jamal, T., & King, B. "Relational framework in Sustainable Heritage Tourism and Cultural Survival" (90% of work is done: Finalizing Manuscript for Submission)
- 2) **Lee, S.** "Climate Change as a Cultural Menace: Exploring the Impact on the Women-divers (Haenyeo) Culture in South Korea." (70% of work is done: Modifying Data Analysis)
- 3) **Lee, S.**, & Kim, J. "The Impact of Souvenir Origin on Perceived Authenticity and Tourist Satisfaction" (50% of work is done: Waiting IRB Approval)
- 4) **Lee, S.**, Kim, H., & Crompton, J. "What fuels pro-conservation behavior of tourists? A Meta-analysis in cultural heritage tourism." (40% of work is done: Conducting Data Analysis)
- 5) **Lee, S.**, & Donaldson, J. P. "Unveiling the Complex System of Cultural Survival: A Conceptual Framework for Cultural Tourism in *Jeju Haenyeo* Community." (40% of work is done: Updating Literature Review)
- 6) **Lee, S.** "Integrating Haenyeo Culture and Recreational Diving: An SEM Analysis of Cultural Preservation." (30% of work is done: Creating conceptual model using theory of planned behavior and social exchange theory)

#### **(Sustainability / Hospitality and Tourism Industry / ESG)**

- 7) Gip, H., Mao-Clark, X., & **Lee, S.** "Global Patterns of ESG Report in the Tourism and Hospitality Industry" (60% of work is done: Conducting Data Analysis)
- 8) **Lee, S.**, Mao-Clark, X., & Gip, H. "Moderating Factors of Sustainability Performance in the Tourism and Hospitality Industry: A Longitudinal Multi-Regional Analysis" (50% of work is done: Conducting Data Analysis)

#### **(Hospitality / Tourism Management / GIS / Spatial Analysis)**

- 9) **Lee, S.**, Kim, J., & Yang, E. "Visualizing the Proximity Economics: Valuing Beach Premiums on Peer-to-Peer Accommodation Price" (90% of work is done: Finalizing Manuscript for Submission)
- 10) **Lee, S.**, Jin, C., & Lee, S. "Tourism Gentrification and Tourism Business Dynamics in Depopulating Small Coastal Cities" (80% of work is done: Finalizing Manuscript for Submission)
- 11) **Lee, S.**, Taheri, B., & King, B. "Understanding Elderly People's Experiences with Smart Technological Tools on Museum Websites" (40% of work is done: Waiting IRB Approval)

#### **(Resilience / Local Tourism Management/ Community)**

- 12) **Lee, S.**, King, B., & Kim, H. “Assessing the Impact of Local Partnership and Leadership on Rural Tourism Business Resilience: A Mixed Methods Study in the Context of COVID-19 and Other External Stressors.” (70% of work is done: Finished Interviews and Qualitative Analysis; Conducting Survey Data Analysis)

## PRESENTATIONS

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- Kim, J., **Lee, S.**, Lee, G., & Kim J. (Feb 27 – Mar 1, 2025) AI vs. Human Ethical Recommendations: Ethics and Consumer Trust in Travel Decision. *2025 West Federation Council on Hotel, Restaurant, and Institutional Education (WFCHRIE)*, Frisco, Texas, USA.
- Lee, S. (Presenter)**, Mao-Clark, X., Gip, H., King, B., & Sakamoto, C. (Jan 2-4, 2025) European Union’s Corporate Sustainability Reporting Policy and its Implications on ESG Practice in Europe. *30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Houston, Texas, USA.
- Lee, S.** (September 16, 2024) Stronger Together: Using Partnerships to Advance Resilience in Rural Tourism. *8th Annual Postdoctoral Research Symposium at Texas A&M University*, College Station, Texas, USA.
- Lee, S. (Presenter)**, & King, B. (June 11-13, 2024) Assessing the Impact of Local Partnerships and Leadership on Rural Tourism Business Resilience: A Mixed Methods Study in the Context of COVID-19 and Other External Stressors. *54th Annual Travel and Tourism Research Association International Conference: Global Insights, Local Stories Shaping Tourism Research*, Burlington, Vermont, USA.
- Lee, S. (Presenter)**, & Jamal, T. (Jan 4-6, 2024) Heritage Tourism Relationality and Intangible Cultural Heritage: Cultural Survival of the Jeju Haenyeo in South Korea. *29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Miami, Florida, USA.
- Kim, H., **Lee, S. (Presenter)**, & Crompton, J. L. (Jan 4-6, 2024) What Fuels Pro-Conservation Behavior of Tourists? A Meta-Analysis in Cultural Heritage Tourism. *29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Miami, Florida, USA.
- Kircher, J. (Presenter), **Lee, S.**, Jamal, T., & Donaldson, J.P., (June 14-16, 2022) Regenerating Tourism with an Ethic of Care and Empathy. *52nd Annual Travel and Tourism Research Association International Conference: Regenerative Tourism: Building Resilience*, Victoria, B.C., Canada.
- Lee, S. (Presenter)**, & Jamal, T. (April 11-13, 2022) Literature and intangible cultural heritage tourism: Immersive tourism experiences in the waterscapes of Jeju Haenyeo (Women deep-sea divers). *Literature, Tourism, and Waterscapes*. [online conference]
- Lee, S.** (December. 3, 2016). A Study on Space-Time Characteristics of Car-Sharing Industry: A Combination of Sharing Economy and ICT. *Seasonal Meeting of the Korean Urban Geographical Society*, Seoul, Korea.
- Lee, S. (Presenter)**, and Choi, S. (March. 29 – April. 2, 2016). Exploring Availability of Real-estate Market Consumer Sentiment Index to Estimate Real-estate Overheating Regions. *Annual Meeting of American Association of Geographers 2016*, San Francisco, USA.

## GUEST LECTURES & INVITED TALKS

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- Lee, S. (September. 25, 2024). Thematic analysis using Nvivo, Atlas.ti, and Taguette. Guest lecturer in *HMGT 630 (Contemporary Perspectives in Qualitative Research within Hospitality & Tourism)* at Texas A&M University, TX.
- Lee, S. (April. 26, 2024). Surviving in Graduate School. *Research Forum Sessions at the Department of Hospitality, Hotel Management & Tourism at Texas A&M University, TX.*
- Lee, S. (February. 22, 2023). Tourism impact and Role of Tourism in Intangible Cultural Heritage Conservation. Guest lecturer in *RPTS 426 (Tourism Impacts)* at Texas A&M University, TX.
- Lee, S. (September. 26, 2022). Community-based Tourism and Intangible Cultural Heritage in South Korea. Guest lecturer in *RPTS 426 (Tourism Impacts)* at Texas A&M University, TX.
- Lee, S. (November. 18, 2020). Smart Korea: Governance for smart justice during a global pandemic. *Asian Studies Forum at Bowling Green State University, OH.*

## RESEARCH EXPERIENCE

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**Texas A&M University** College Station, TX

**Postdoctoral Research Associate**

Sep 2024 – Present

Department of Hospitality, Hotel Management and Tourism

- Project Title: Tourism Resilience and Community Sustainability: Adaptation and Recovery of Rural Businesses and Destinations (Multi-state Hatch Research Project # NE2201) (Principal Investigator: Dr. Brian King)
  - Description: This project assesses and classifies the impact of current and potential external shocks on rural tourism at the multi-state level. Then, the research 1) investigates the resilience, adaptability, and recoverability of different components of the rural tourism system and 2) identifies, implements, and evaluates strategies for tourism business and destinations to cope with external shocks.
- Key Responsibilities and Achievements:
  - Designed and implemented a comprehensive study to assess the impact of local partnerships and leadership on rural tourism business resilience using mixed methods in the context of COVID-19 and other external stressors.
  - Conducted in-depth interviews and data analysis.
  - Attended community meetings and established positive relationships with local stakeholders.
  - Published findings in peer-reviewed conference paper in Travel and Tourism Research Association and presented at the 54<sup>th</sup> Annual Travel and Tourism Research Association International Conference at Burlington, Vermont, USA.
  - Gave a presentation at the 8<sup>th</sup> Annual Postdoctoral Research Symposium at Texas A&M University.
  - Attended annual meeting and reported
    - Hyatt Regency in downtown Milwaukee, WI (09/24/2023)
    - Hotel Champlain Burlington, Curio Collection by Hilton, Burlington, VM (06/11/2024)

- Media exposure in AGRILIFE TODAY: Texas A&M AgriLife’s digital magazine and newsroom
  - Schattenberg, P. (November 4, 2024) Embracing the visitor economy. <https://agrilifetoday.tamu.edu/2024/11/04/embracing-the-visitor-economy/>
- Awarded a certificate as a “Bryan, Texas Ambassador,” the town for this project.
- Submitted peer-reviewed conference paper about ‘Advancing Rural Tourism Business Resilience through Local Partnerships and Leadership’ at 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism at Houston, Texas, USA.

**Project Coordinator**

Sep 2021 – Aug 2022

Department of Recreation, Park and Tourism Sciences

- Project Title: Innovation for Sustainability: Outlining Opportunities to Transition Texas A&M to Carbon Neutrality (Project leader: Dr. Tazim Jamal)
  - Description: This project focuses on leveraging interdisciplinary collaboration to advance sustainability initiatives at Texas A&M University with the goal of creating a carbon-neutral campus.
- Key Responsibilities:
  - Meeting coordination & writing the final report

**Gyeonggi Research Institute** Suwon, Republic of Korea**Researcher**

Nov 2016 – Jul 2017

Department of Sustainable Economy (Principal Investigator: Dr. Soojin Lee)

- Projects:
  - Vitalizing Strategies of Route-based Tourism in Gyeonggi-do
  - Establishing Tourism Development Blueprint at Gyeonggi Province
  - Evaluation for First Stage Pre-Qualification of Pyeongtaek Lake Tourism Complex
  - Making Policy of Activating Tourism Resources of Gyeonggi-do
  - Vitalizing Strategies of Film-induced tourism in Gyeonggi-Do
- Key Responsibilities:
  - Analyzing data & writing the final report

**GRANTS AND FUNDING**

King, B. (PI), Deng, J., & **Lee, S.** (2025). *Leveraging the Rural-Urban Interface to Enhance Hospitality, Tourism, Recreation, and the Visitor Economy*. NIFA USDA (Multi-state Hatch Act Project), USA. (Proposal writing in progress; submission planned for May 2025).

Clark, C. (PI), & **Lee, S.** (2025-2026). *Protecting, Promoting, and Restoring Heritage: Reimagining South Texas as a Destination*. National Park Service (Southwest Border Resource Protection Program), USA. Expected funding: \$55,000. (Submitted).

Lee, S. (PI), **Lee, S.** (Co-PI), & Jin, C. (2024-2025). *Tourism Gentrification and Tourism Business Dynamics in Depopulating Small Coastal Cities*. Yonsei Business Research Institute, Yonsei University, South Korea. Amount awarded: KRW 10,000,000 (approximately USD \$7,200).



**Lee, S (PI).** (2022). *Relationalities in Tourism and Heritage Conservation*. Department of Recreation, Park, and Tourism Sciences, Texas A&M University, TX, USA. Amount awarded: \$1,000

## TEACHING EXPERIENCE

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**Texas A&M University** College Station, TX

**Lecturer/Instructor**

Jun 2019 – Present

- HMG1 467 Seminar for the Visitor Economy (2024, Fall – 12 enrolled)
- RPTS 302 Applications of Tourism Principles (2022, Fall – 40 enrolled / 2022, Spring – 40 enrolled / 2021, Fall – 35 enrolled)
- RPTS 201 Foundations of Recreation, Park and Tourism Sciences (2019-2020, Winter – 18 enrolled)
- RPTS 331 Tourism Marketing (2019, Summer 1 – 14 enrolled)

**Teaching Assistant**

Sep 2019 – May 2023

- RPTS 426 Tourism Impacts (2023, Spring)
- RPTS 421 Hotel and Resort Operations (2021, Spring)
- RPTS 302 Applications of Tourism Principles (2021, Spring / 2020, Fall / 2019-2020, Winter)
- RPTS 331 Tourism Marketing (2020, Spring / 2019, Fall)
- RPTS 323 Tourism Management (2019, Fall)

**Student Technician**

Sep 2018 – May 2019

- Bush School  
Teaching Korean

## HONORS AND AWARDS

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**Texas A&M University** College Station, TX

**Best Paper Nominee**, [30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism], European Union's Corporate Sustainability Reporting Policy and its Implications on ESG Practice in Europe. 2025

Korean RPTS Alumni & Marguerite Van Dyke Endowed Scholarship (\$1,000)	Spring, 2023
Jake Hershey Natural Resources Conservation Scholarship (\$3,000)	Spring, 2022
Jake Hershey Natural Resources Conservation Scholarship (\$3,000)	Spring, 2021
Marguerite Van Dyke Graduate Scholarship (\$1,000)	Spring, 2020
Marguerite Van Dyke Graduate Scholarship (\$1,000)	Spring, 2019
Marguerite Van Dyke Graduate Scholarship (\$1,000)	Spring, 2018

**Seoul National University** Seoul, Republic of Korea

National Research Foundation of Korea Scholarship (Brain Korea 21) (\$11,500)	2014-2016
<b>2<sup>nd</sup> Prize</b> in the Research Contest, Korea Research Institute for Human Settlements	2015

- Title: Exploring Availability of Real-estate Market Consumer Sentiment Index to Estimate Real-estate Overheating Regions  
Merit-based Scholarship (\$2,000) 2015

**Hankuk University of Foreign Studies** Seoul, Republic of Korea

- Scholarship for passing the Foreign Service Examination (Diplomat) (1<sup>st</sup> round) (\$2,500) 2012

## COMMUNITY SERVICE

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**Bryan, TX Ambassador** Nov 2024 – Present

- Learning all about tourism assets and community in Bryan
- Connecting with local business owners in Bryan-College Station

**President**

- Korean Recreation, Parks and Tourism Science/Hospitality, Hotel Management and Tourism Student Association, Texas A&M University Jan 2022 – Present

**Military Service, the Republic of Korea Army** Aug 2006 – Aug 2008

- Assist Drill Instructor for Reserve Force

## TECHNICAL SKILLS AND LANGUAGES

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Data Analysis Software

- R, SPSS, Minitab, NVIVO, Atlas.ti, Qualtrics

GIS Software

- ArcGIS

Language

- Korean (Native), English (Fluent), Spanish (Basic)

## REFERENCES

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**Dr. Brian King**

- Position: Department Head and Professor
- Affiliation: Department of Hospitality, Hotel Management and Tourism at Texas A&M University
- Email: [brian.king@ag.tamu.edu](mailto:brian.king@ag.tamu.edu)
- Phone number: 979-845-7324

**Dr. Tazim Jamal**

- Position: Professor Emerita
- Affiliation: Department of Hospitality, Hotel Management and Tourism at Texas A&M University
- Email: [tjamal@tamu.edu](mailto:tjamal@tamu.edu)
- Phone number: 979-845-6454

**Dr. David Matarrita-Cascante**

- Position: Associate Professor

- Affiliation: Department of Rangeland, Wildlife and Fisheries Management at Texas A&M University
- Email: david.matarrita@ag.tamu.edu
- Phone number: 979-845-8522

**Dr. Donna Lee Sullins**

- Position: Instructional Assistant Professor
- Affiliation: Department of Hospitality, Hotel Management and Tourism at Texas A&M University
- Email: [donnalee@tamu.edu](mailto:donnalee@tamu.edu)
- Phone number: 979-847-5893

**Dr. Jonan Donaldson**

- Position: Assistant Professor
- Affiliation: School of Education and Human Sciences at the University of Alabama at Birmingham
- Email: [jonandonaldson@uab.edu](mailto:jonandonaldson@uab.edu)
- Phone number: 205-975-5860

Updated on August 24th, 2025