



Timothy Lee

Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none">● Cultural heritage tourism● Health/Wellness/Medical tourism● Destination marketing and branding● MICE industry and festivals● Food tourism	<ul style="list-style-type: none">● Cultural heritage marketing● Strategic tourism management● Research methods● MICE marketing● Hospitality development

Qualifications

[Academic Qualifications]

- 2001 – 2004: PhD in Tourism Development, University of Surrey, the United Kingdom.
1998 – 1999: Master Degree in Int'l Hotel Management, University of Surrey, the UK.
1990 – 1992: Master of Business Administration, Long Island University, New York, the USA.
1983 – 1989: Bachelor Degree in Environmental Forestry, Seoul National University, Korea.

[Professional Employment]

- 2020 – Present: Professor, Faculty of Hospitality and Tourism Management, Macau University of Science & Technology (MUST), Macao.
2018 – 2020: Professor, Department Head of Tourism, Leisure, and Events Management, University of the Sunshine Coast, Australia.
2012 – 2018: Professor, Dean, & Department Head, College of Asia Pacific Studies, Ritsumeikan Asia Pacific University (APU), Japan.
2005 – 2012: Assistant Professor, School of Tourism & Leisure Management, University of Queensland (UQ), Australia.
2003 – 2004: Lecturer in Tourism and Hospitality Marketing, University of Surrey, the United Kingdom.
1992 – 1998: Worked at enterprises & owned a business in the tourism / hotel / leisure industries in Manhattan, New York, the Unites States.

[Awards]

- Awarded 'The Outstanding Researcher of the Year', Ritsumeikan Asia Pacific University (APU) in Japan in 2013, 2014, 2015, 2016, and 2017.
- Delivered invited special lectures or keynote speech 95 times in 20 countries from 2007 to present.

[Distinguished International Professorship]

- March 2013 – Feb 2014: Specially appointed as ‘International Distinguished Scholar’ (IDS) in the College of Hotel & Tourism, Kyung Hee University, Seoul, South Korea.
- Sept 2017 – Aug 2018: Specially appointed as ‘Distinguished Overseas Professor’ in the College of Economics & Business Administration, the University of Suwon, Hwaseong, South Korea.

[Editorial Experience]

- Editorial board member in the SSCI-listed journals including;
 - Tourism Management (Impact factor 12.870)
 - Journal of Hospitality Marketing & Management (9.821)
 - International Journal of Contemporary Hospitality Management (9.321)
 - Journal of Travel Research (8.933)
 - Journal of Hospitality and Tourism Management (7.629)
 - Asia Pacific Journal of Tourism Research (4.740)
 - International Journal of Tourism Research (4.737)
 - Journal of Leisure Research (2.888)
 - Leisure Studies (2.531)
- Since 2022: Regional Editor of Southeast Asia in the Leisure Studies (SSCI-listed & A in ABDC)
- 2015 to 2020: Editor-in-Chief of the *International Journal of Tourism Sciences* (published by Taylor & Francis) listed in the ABDC (Australian Business Deans Council) journal ranking system
- 2010 to 2012: Research note Editor in the *Journal of Hospitality Marketing & Management* (SSCI-listed Q1 in JCR & A in ABDC)

[Research Projects]

Listed from the most recent valued in total AU\$3,264,400 (US\$2,215,000):

28. Li, X., & Lee, T. J. (2022). AU\$22,000. Strategic regional development in the Southwestern China by activating the tea tourism. Funded from the National Office for Philosophy and Social Science of China. Beijing, China.
27. Madhyamapurush, W., & Lee, T. J. (2022-2023). AU\$237,000. Community development for frog raising innovation to commercial economy animal to building economy and community capital foundations, Phayao Province based on the philosophy of sufficiency economy. Funded from the Program Management Unit - Area based (PMUA), Thailand.
26. Punnoi, N., Jittithavorn, C., & Lee, T. J. (2020-2021). AU\$620,000. MICE industry strategies for promoting creative economy and sustainable city development in Phetchaburi and Prachuap Khiri Khan in Thailand. Funded from the Thailand Science Research and Innovation (TSRI) through the Ministry of Tourism and Sports, and Thailand Convention and Exhibition Bureau (TCEB).
25. Jittithavorn, C., Madhyamapurush, W., & Lee, T. J. (2020-2021). AU\$57,000. Economic assessment and designing water management policies for growing jasmine rice in the northern Mekong River Basin. Funded from the National Research Council Thailand (NRCT), Bangkok, Thailand.
24. Madhyamapurush, W., & Lee, T. J. (2019-2020). AU\$56,000. Community product development of Phayao Province to enhance the capability of biological economy and green economy. Funded from the National Research Council Thailand (NRCT), Bangkok, Thailand.
23. Madhyamapurush, W., & Lee, T. J. (2019-2020). AU\$63,000. Tourism and associated products development in Nong Lom Sub-District and Dok Khamtai District. Funded from the Phayao Provincial Government, Phayao, Thailand.

22. Li, X., & Lee, T. J. (2019-2020). AU\$48,000. The development of tea tourism in Guangxi Province as a tourism marketing tool. Funded from the Guangxi Provincial Government in China. Guilin, China.
21. Yoshida, K., Lee, T. J., & Bui, H. (2018-2021). AU\$340,000. Uncovering the black-box of educational dark tourism: Comparative analysis of the mechanisms of packaging and perceiving of war narratives through war heritage sites between former enemies. Funded from the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan.
20. Lee, T. J., Lee, M., & Oie, T. (2018-2021). AU\$135,000. The opportunity development for the role of Japanese food overseas as an ambassador for tourism marketing. Funded from the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan.
19. Lee, T. J. (2017-2018). AU\$97,000. Strategic development of localized food for local farmers and tourists. Funded from the Geoje City, Gyeongnam Province, South Korea
18. Lee, T. J. (2017-2018). AU\$72,000. Network development for regional food tourism resources. Funded from the Cheongsong County, Chungnam Province, South Korea
17. Lee, T. J. (2017). AU\$58,000. Collaborative network development for tourist attraction courses with local foods. Funded from the Boeun County, Chungnam Province, South Korea
16. Yoshida, K., Lee, T. J., Cooper, M., & Bui, T. H. (2015-2018). AU\$240,000. The potential of war heritage sites as educational and touristic attractions in Japan: Comparative studies with five relevant countries. Funded from the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan
15. Yoshida, K., Lee, T. J., & Bui, T. H. (2014-2015). AU\$48,000. War-related heritage sites in Japan: Only good for education? Funded from the Ritsumeikan Asia Pacific University (APU), Beppu, Japan
14. Lee, T. J., Bui, T. H., & Morishita, M. (2014-2017). AU\$180,000. UNESCO World Heritage Sites: Social and managerial perspectives in comparisons between six countries in three regions. Funded from the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan
13. Lee, T. J., & Bui, T. H. (2013-2014). AU\$28,500. Strategic analysis for the cultural heritage tourism development of the UNESCO World Heritage Sites in Japan with comparison to that of Korea and Vietnam. Funded from the Ritsumeikan Asia Pacific University (APU), Beppu, Japan
12. Lee, T. J. (2013). AU\$116,500. Globalization strategy for tourism in Gangwon Province in Korea through the development of wellness tourism. Funded from the Bank of Korea, Gangwon Province Branch, Chuncheon, South Korea
11. Lee, T. J. (2012-2014). AU\$68,700. Strategic analysis for the sustainable development of the medical and health tourism industry in Japan with comparison to that of Singapore and Hungary. Funded from the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan
10. Byun, W. H., Byun, S. H., & Lee, T. J. (2011-2013). AU\$360,000. Development and application of the Tourism Information Service convergence model based on the regional tourism resources of the bullet train era in Korea. Funded from the National Research Foundation of Korea, Seoul, South Korea
9. Lee, T. J. (2011). AU\$40,800. Study of tourism development planning of Australian government. Funded from the Ministry of Culture, Sport and Tourism, Seoul, South Korea
8. Lee, T. J. (2010-2011). AU\$21,500. Investigation of the strategic development of the health/medical tourism in Australia in comparison with that of Japan, Thailand, and India. Funded from the University of Queensland, Brisbane, Australia
7. Lee, I. S., & Lee, T. J. (2010-2011). AU\$7,500. South Korean working holiday makers in Australia: Their travel behaviour and future intentions. Funded from the Australia-Korea Foundation (AKF), Canberra, Australia
6. Park, H. P., & Lee, T. J. (2010). AU\$48,700. Construction plans for the Green Tourism Village in the Cheongpung Lake area, Korea. Funded from the Jecheon Municipal Government, South Korea
5. Park, H. P., & Lee, T. J. (2010). AU\$45,700. A validity analysis of the new tourism projects of the Tongyeong Tourism Development Corporation, Korea. Funded from the Tongyeong Tourism Development Corporation, South Korea
4. Lee, T. J. (2009-2010). AU\$56,000. Study of the 'Slow City' in Australia and New Zealand. Funded from the Association of Slow Cities Korea, Seoul, South Korea.
3. Lee, T. J. (2009). AU\$23,000. Study of Australian governments' effort to attract Chinese tourists.

Funded from the Ministry of Culture, Sport and Tourism, Korea

2. Kim, E. K., & Lee, T. J. (2008-2009). AU\$130,500. How to develop Anseong's unique food as a local tourist attraction. Funded from the Anseong Municipal Government, South Korea
1. Lee, T. J. (2006-2007). AU\$14,000. Hotel's characteristic design that strengthens destination's unique image for visitors. Funded from University of Queensland, Brisbane, Australia

[Industry Consultancy]

Listed from the most recent valued in total AU\$137,000 (US\$92,000):

10. Kamolrat, P., & Lee, T. J. (2021-2022). AU\$14,000. Effects of smartphone addiction on well-being among Thai university students. Funded from the International College for Sustainability Studies at Srinakharinwirot University, Bangkok, Thailand.
9. Lee, T. J. (2022). AU\$9,000. The strategic marketing activities of Korean tourism industry to attract long-term stay visitors from overseas countries. From 1 February to 30 April 2022. Funded from the Korea Culture & Tourism Institute (154 Geumnanghwa-Ro, Gangseo-Gu, 07511 Seoul, South Korea).
8. Lee, T. J. (2020). AU\$11,000. Analysis on the strategic marketing activities of Australia to attract overseas tourists. From 1 July to 30 September 2020. Funded from the Korea Culture & Tourism Institute (154 Geumnanghwa-Ro, Gangseo-Gu, 07511 Seoul, South Korea).
7. Lee, T. J. (2020). AU\$12,000. Analysis on the events held in main arenas and MICE centres in Tokyo, Japan. From 1 June to 31 July 2020. Funded from the Populous (71 Boundary St. Brisbane QLD 4000 Australia).
6. Lee, T. J. (2020). AU\$12,000. Analysis on the entrance ticket prices of the professional basketball, baseball and soccer leagues in Japan. From 1 June to 31 July 2020. Funded from the Populous (71 Boundary St. Brisbane QLD 4000 Australia).
5. Lee, T. J. (2020). AU\$15,000. Analysis on the infrastructure of the event and meeting industry (MICE) marketing in Thailand and Southeast Asia. From 1 March to 30 April 2020. Funded from the Populous (71 Boundary St. Brisbane QLD 4000 Australia).
4. Lee, T. J. (2019). AU\$17,000. Analysis on the infrastructure of the MICE industry in Yokohama and Tokyo, Japan. From 1 September to 31 October 2019. Funded from the Populous (71 Boundary St. Brisbane QLD 4000 Australia).
3. Lee, T. J. (2019-2021). AU\$18,000. PATA (Pacific Asia Travel Association) – KOICA (Korea International Cooperation Agency) Project 2019-2021. From 1 July 2019 to 30 June 2021. Funded by PATA (989 Rama 1 Road, Pathumwan Bangkok 10330, Thailand).
2. Lee, T. J. (2019). AU\$20,000. Analysis on the MICE industry infrastructure of Osaka, Japan. From 1 July to 30 September 2019. Funded from the Populous (71 Boundary St. Brisbane QLD 4000 Australia) through Sustainability Research Centre (SRC) at University of the Sunshine Coast, Australia.
1. Lee, T. J. (2008). AU\$9,000. Chinese outbound tourism research. From 1 May to 30 June 2008. Funded from the University of Queensland, Brisbane, Australia.

[Founding Director & Chief Organizer]

- GLOSITH (Global Congress for Special Interest Tourism & Hospitality) www.glosith.net
- ICOHOTH (International Congress of Health-Oriented Tourism & Hospitality) www.icohoth.org

[Organizing & Hosting International Academic Conferences]

Listed in order of the most recent first (of 14):

14. The 3rd International Conference on Health-Oriented Tourism & Hospitality (ICoHOTH). Thammasat University in Bangkok, Thailand. Mid-2023. (*Delayed due to Covid-19 Pandemic*).
13. The 3rd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Macau

- University of Science and Technology (MUST) in Macao, China. Mid-2023. (*Delayed due to Covid-19 Pandemic*).
12. The 2nd International Conference on Health-Oriented Tourism & Hospitality (ICoHOTH). Sunway University in Kuala Lumpur, Malaysia. 22 to 24 June 2019.
 11. The 2nd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Mingchuan University (Jihe Campus) in Taipei, Taiwan. 20 to 22 April 2019.
 10. The 1st International Conference on Health-Oriented Tourism & Hospitality (ICoHOTH). Ritsumeikan Asia Pacific University (APU) in Beppu, Japan. From 2 to 4 December 2017.
 9. The 1st International Forum on Wellness & Welfare Tourism. The University of Suwon in Hwaseong, South Korea. 17 November 2017.
 8. The 82nd Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The Ulsan College and Hyundai Hotel in Ulsan, South Korea. From 5 to 7 July 2017.
 7. The 1st Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Ritsumeikan Asia Pacific University (APU) in Beppu, Japan. From 24 to 26 June 2017.
 6. The 80th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The Alpensia Resort in Pyeongchang, South Korea. From 13 to 15 July 2016.
 5. The 13th Asia Pacific Conference. Ritsumeikan Asia Pacific University (APU) in Beppu, Japan. From 7 to 9 November 2015.
 4. The 78th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The K-Hotel in Seoul, South Korea. From 1 to 3 July 2015.
 3. The 5th Advances in Hospitality & Tourism Marketing and Management (AHTMM) International Conference. Ritsumeikan Asia Pacific University (APU) in Beppu, Japan. From 18 to 21 June 2015.
 2. The 76th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. Gangneung-Wonju National University in Gangneung, South Korea. From 2 to 4 July 2014.
 1. The 1st International Symposium on New Minorities and Tourism. European Academy of Bolzano/Bozen in Bolzano/Bozen. 22 & 23 January 2010.

Research & Publications

[Guest Editorship in Academic Journals]

5. **Lee, T. J.**, & Cooper, M. (2020-2021). "Sustainability and resilience: the future of global health-oriented tourism". Special issue in *International Journal of Tourism Research*. (**SSCI-listed; Impact factor: 4.737; A in ABDC; Q1 in Scimago**).
4. **Lee, T. J.** (2019). "Ethnic minorities and global tourism". Special issue in *Journal of Tourism and Cultural Change*. (**SSCI-listed; IF: 1.967; B in ABDC; Q1 in Scimago**). Published in Volume 17, Issue 4, pp. 377-561.
3. **Lee, T. J.** (2019). "Tourism policy in the Asia Pacific". Special issue in *Journal of Policy Research in Tourism, Leisure and Events*. (Scopus-listed; B in ABDC; Q1 in Scimago). Published in Volume 11, Issue 2, pp. 196-369.
2. **Lee, T. J.**, & Oguchi, T. (2016). "Contemporary tourism marketing in Japan". Special issue in *Journal of Travel & Tourism Marketing* (**SSCI-listed; IF: 8.178; A in ABDC; Q1 in Scimago**). Published in Volume 33, Issue 5, pp. 567-782.
1. Pechlaner, H., **Lee, T. J.**, & Crotts, J. (2012). "Tourism and new minorities". Special issue in *Tourism Review*, (**SSCI-listed; IF: 7.689; B in ABDC; Q1 in Scimago**). Published in Volume 67, Issue 1, pp. 1-60.

[Journal Articles]

130. Hsu, F. C., Zhang, S., Zhang, Y., & **Lee, T. J.** (2022). Decision-making behavior in the

- sustainable development of intangible cultural heritage tourism. *International Journal of Tourism Research*. <https://doi.org/10.1002/jtr.2546> (SSCI-listed; IF: 4.737; A in ABDC; Q1 in Scimago).
129. Praesri, S., Meekun, K., **Lee, T. J.**, & Hyun, S. S. (2022). Marketing mix factors and a business development model for street food tourism. *Journal of Hospitality and Tourism Management*, 52(6), 123-127. <https://doi.org/10.1016/j.jhtm.2022.06.007> (SSCI-listed; IF: 7.629; A in ABDC; Q1 in Scimago).
 128. Chatkaewnapanon, Y., & **Lee, T. J.** (2022). Planning sustainable community-based tourism in the context of Thailand: Community, development, and the foresight tools. *Sustainability*, 14(12), 7413. <https://doi.org/10.3390/su14127413> (SSCI-listed; IF: 3.889; Q1 in Scimago).
 127. Chen, X., & **Lee, T. J.** (2022). Potential effects of green brand legitimacy and the biospheric value of eco-friendly behavior on online food delivery: A mediation approach. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-07-2021-0892> (SSCI-listed; IF: 9.321; A in ABDC; Q1 in Scimago).
 126. Li, J., **Lee, T. J.**, Chen, N., & Park, K.-S. (2022). Pro-environmental behaviour of the residents in sensitive tourism destinations. *Journal of Vacation Marketing*, <https://doi.org/10.1177/13567667221101406>. (SSCI-listed; IF: 4.000; A in ABDC; Q1 in Scimago).
 125. Chen, X., **Lee, T. J.**, & Hyun, S. S. (2022). How does a global coffeehouse chain operate strategically in a traditional tea-drinking country? The influence of brand authenticity and self-enhancement. *Journal of Hospitality and Tourism Management*, 51, 176-186. <https://doi.org/10.1016/j.jhtm.2022.03.003> (SSCI-listed; IF: 7.629; A in ABDC; Q1 in Scimago).
 124. Chen, X., Hyun, S. S., & **Lee, T. J.** (2022). The effects of parasocial interaction, authenticity, and self-congruity on the formation of consumer trust in online travel agencies. *International Journal of Tourism Research*, 24(4), 563-576. <https://doi.org/10.1002/jtr.2522> (SSCI-listed; IF: 4.737; A in ABDC; Q1 in Scimago).
 123. Choi, S., **Lee, T. J.**, & Hong, W. (2022). Home meal replacement (convenience food) consumption behavior of single-member households in Vietnam by food consumption value. *Sustainability*, 14, 1031. <https://doi.org/10.3390/su14021031> (SSCI-listed; IF: 3.889; Q1 in Scimago).
 122. Choi, S., **Lee, T. J.**, & Hong, W. (2022). Effect of food consumption values of Vietnamese consumers on the reliability and purchase intention of Korean home meal replacements. *Sustainability*, 14(2), 736. <https://doi.org/10.3390/su14020736> (SSCI-listed; IF: 3.889; Q1 in Scimago).
 121. Zhang, Y., **Lee, T. J.**, & Li, Z-X. (2022). Assessing the impact of perceptions of hygiene on tourists' attitudinal loyalty to ethnic food. *British Food Journal*, <https://doi.org/10.1108/BFJ-05-2021-0543> (SCI-listed; IF: 3.470; B in ABDC; Q2 in Scimago).
 120. Hua, Y., Jittithavorn, C., **Lee, T. J.**, & Chen, X. (2021). Contribution of TV dramas and movies in strengthening sustainable tourism. *Sustainability*, 13(22), 12804. <https://doi.org/10.3390/su132212804> (SSCI-listed; IF: 3.889; Q1 in Scimago).
 119. Qiu, L., I, A., **Lee, T. J.**, & Kim, J. S. (2021). How sustainable social media advertising affect visitors' decision to attend a festival event? *Sustainability*, 13(17), 9710. <https://doi.org/10.3390/su13179710> (SSCI-listed; IF: 3.889; Q1 in Scimago).
 118. Qiu, L., Chen, X., & **Lee, T. J.** (2021). How can celebrity endorsement effect help consumer engagement? A case of the CEO of an online travel agency promoting tourism products through live streaming. *Sustainability*, 13(15), 8655. <https://doi.org/10.3390/su13158655> (SSCI-listed; IF: 3.889; Q1 in Scimago).
 117. Kim, J., Lee, N., Jo, M., & **Lee, T. J.** (2021). The professional characteristics and networks of third-generation migrant returnees. *Journal of Tourism and Cultural Change*, <https://doi.org/10.1080/14766825.2021.1962895> (SSCI-listed; IF: 1.967; B in ABDC; Q1 in Scimago).
 116. Li, X., Kim, D., & **Lee, T. J.** (2021). Contribution of supportive local communities to sustainable event tourism. *Sustainability*, 13(14), 7853. <https://doi.org/10.3390/su13147853>

- (SSCI-listed; IF: 3.889; Q1 in Scimago).
115. Li, X., Kim, J. S., & Lee, T. J. (2021). Collaboration for community-based cultural sustainability in island tourism development: A case in Korea. *Sustainability*, 13(13), 7306. <https://doi.org/10.3390/su13137306> (SSCI-listed; IF: 3.889; Q1 in Scimago).
 114. Cha, J., Jo, M., Lee, T. J., & Hyun, S. S. (2022, In-press). Characteristics of market segmentation for sustainable medical tourism. *International Journal of Tourism Research*. (SSCI-listed; IF: 4.737; A in ABDC; Q1 in Scimago).
 113. Lee, T. J., Kim, H. S., & Hyun, S. S. (2022, In-press). Perception of medical practitioners on the importance of medical tourism services. *International Journal of Tourism Research*. (SSCI-listed; IF: 4.737; A in ABDC; Q1 in Scimago).
 112. Zhang, Y., & Lee, T. J. (2022). Alienation and authenticity in intangible cultural heritage tourism production. *International Journal of Tourism Research*, 24(1), 18-32. <https://doi.org/10.1002/jtr.2478> (SSCI-listed; IF: 4.737; A in ABDC; Q1 in Scimago).
 111. Chen, X., You, E. S., Lee, T. J. & Li, X. (2021). The influence of historical nostalgia on a heritage destination's brand authenticity, brand attachment, and brand equity. *International Journal of Tourism Research*, 23(6), 1176-1190. <https://doi.org/10.1002/jtr.2477> (SSCI-listed; IF: 4.737; A in ABDC; Q1 in Scimago).
 110. Zhang, Y., Lee, T. J., & Xiong, Y. (2022). The contribution of animal-based cultural ecosystem services to tourist well-being at cultural heritage sites. *Journal of Travel Research*, 61(7), 1631-1647. <https://doi.org/10.1177/00472875211037743> (SSCI-listed; IF: 8.933; A* in ABDC; Q1 in Scimago).
 109. Kim, J., Lee, J., & Lee, T. J. (2021). The sustainable success and growth of social ventures: Their internal and external factors. *Sustainability*, 13, 5005. <https://doi.org/10.3390/su13095005> (SSCI-listed; IF: 3.889; Q1 in Scimago).
 108. Han, S. H., Chen, C.-H. S., & Lee, T. J. (2021). Interaction between the individual cultural values and the cognitive and social processes of global restaurant brand equity. *International Journal of Hospitality Management*, 102847. <https://doi.org/10.1016/j.ijhm.2020.102847> (SSCI-listed; IF: 10.420; A* in ABDC; Q1 in Scimago).
 107. Rybina, L., & Lee, T. J. (2021). Travelers' motivations and destination loyalty for visiting sacred places in Central Asia. *Tourism & Hospitality*, 2(1), 1-14. [Doi.org/10.3390/tourhosp2010001](https://doi.org/10.3390/tourhosp2010001)
 106. Kim, J. S., Lee, T. J., & Hyun, S. S. (2021). Estimating the economic value of urban forest parks: Focusing on restorative experiences and environmental concerns. *Journal of Destination Marketing & Management*, 100603. <https://doi.org/10.1016/j.jdmm.2021.100603> (SSCI-listed; IF: 7.158; A in ABDC; Q1 in Scimago).
 105. Jo, M., Lee, N., Kim, J., & Lee, T. J. (2020). Political influences on the roles and characteristics of ethnic tourism industry employees: a case of Korean-Chinese tour guides. *Asia Pacific Journal of Tourism Research*, 25(12), 1359-1374. DOI: 10.1080/10941665.2020.1853580 (SSCI-listed; IF: 4.074; A in ABDC; Q1 in Scimago).
 104. Walker, T. B., Lee, T. J., & Li, X. (2021). Sustainable development for small island tourism: Developing slow tourism in the Caribbean. *Journal of Travel and Tourism Marketing*, 38(1), 1-15. [Doi.org/10.1080/10548408.2020.1842289](https://doi.org/10.1080/10548408.2020.1842289) (SSCI-listed; IF: 8.178; A in ABDC; Q1 in Scimago).
 103. Zhang, Y., Li, Z.-X., & Lee, T. J. (2021). Wellness-oriented seasonal tourism migration: A case of China with a field relationship approach. *International Journal of Tourism Research*, 23(4), 491-503. [Doi.org/10.1002/jtr.2420](https://doi.org/10.1002/jtr.2420). (SSCI-listed; IF: 4.737; A in ABDC; Q1 in Scimago).
 102. Zhang, Y., Xiong, Y., & Lee, T. J. (2020). A culture-oriented model of the consumers' hedonic experiences in luxury hotels. *Journal of Hospitality & Tourism Management*, 45, 399-409. [Doi.org/10.1016/j.jhtm.2020.07.009](https://doi.org/10.1016/j.jhtm.2020.07.009) (SSCI-listed; IF: 7.629; A in ABDC; Q1 in Scimago).
 101. Kim, J. S., Lee, T. J., & Kim, N.-J. (2021). What motivates people to visit an unknown tourist destination? Applying an extended model of goal-directed behaviour. *International Journal of Tourism Research*, 23(1), 13-25. DOI.org/10.1002/jtr.2388. (SSCI-listed; IF: 4.737; A in ABDC; Q1 in Scimago).
 100. Zhang, Y., Shi, K.-X., & Lee, T. J. (2021). Chinese girlfriend getaway tourism in Buddhist

destinations: Towards the construction of a gendered spirituality dimension. *International Journal of Tourism Research*, 23(1), 1-12. DOI.org/10.1002/jtr.2386.

(SSCI-listed; IF: 4.737; A in ABDC; Q1 in Scimago).

99. Lee, T. J., Han, J.-S., & Ko, T.-G. (2020). Health-oriented tourists and sustainable domestic

83. Park, H. J., & Lee, T. J. (2019). Influence of the ‘slow city’ brand association on the behavioural intention of potential tourists. *Current Issues in Tourism*, 22(12), 1405-1422. DOI:10.1080/13683500.2017.1391753. (SSCI-listed; IF: 7.578; A in ABDC; Q1 in Scimago).
82. Park, E., Choi, B. K., & Lee, T. J. (2019). The role and dimensions of authenticity in heritage tourism. *Tourism Management*, 74, 99-109. DOI.org/10.1016/j.tourman.2019.03.001. (SSCI-listed; IF: 12.870; A* in ABDC; Q1 in Scimago).
81. Choi, K., Meng, B., & Lee, T. J. (2018). An investigation into the segmentation of Japanese traditional “Ryokan” hotels using selection attributes. *Journal of Vacation Marketing*, 24(4), 324-339. DOI:10.1177/1356766717736349. (SSCI-listed; IF: 4.000; A in ABDC; Q1 in Scimago).
80. Park, S. H., Yoo, H., Kim, K. B., & Lee, T. J. (2018). Perceptions of university students of ‘Tourism-focused English’ as a second language: The case of Korean universities. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 23(November), 59-69. DOI:10.1016/j.jhlste.2018.05.001. (SSCI-listed; IF: 2.628; Q2 in Scimago).
79. Kim, K. S., Lee, T. J., & Ryu, K. (2018). Alternative healthy food choice for tourists: Developing Buddhist temple cuisine. *International Journal of Tourism Research*, 20(3), 267-276. DOI:10.1002/jtr.2162. (SSCI-listed; IF: 4.737; A in ABDC; Q1 in Scimago).
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65. **Lee, T. J.** (2016). (Invited speech) Tourism policy for Jeju Island using sustainability index. The 2016 Symposium on the qualitative growth for sustainable Jeju tourism development organized by the Jeju Tourism Society. Jeju Welcome Center in Jeju City, South Korea. 27 May 2016.
64. Yoo, I. Y., & **Lee, T. J.** (2016). Multicultural competence and job embeddedness of foreign employees in hotels: A comparison research between Australia and Japan. The 26th Annual Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference. Blue Mountains International Hotel Management Schools (BMIHMS) in Sydney, Australia. From 8 to 11 February 2016.
63. Sohn, H. K., & **Lee, T. J.** (2016). Verifying the moderating effects of personality factors on the relationship between emotional labor and customer orientation. The 3rd International Conference on Digital Policy & Management. Ho Chi Minh, Vietnam. From 19 to 21 January 2016.
62. Yoshida, K., Bui, H. T., & **Lee, T. J.** (2015). The ‘edutainment’ of war tourism in Hiroshima and Nagasaki (pp. 203–210). The 2nd Heritage, Tourism and Hospitality International Conference (HTHIC2015). Vrije Universiteit Amsterdam in Amsterdam, the Netherlands. From 26 to 27 November 2015. ISBN 978-90-9029477-3.
61. Bui, H. T., **Lee, T. J.**, & Morishita, M. (2015). Co-existence of cultural and war heritage: The case of Thang Long, Ha Noi Imperial Citadel (p. 59). The 8th European Association of Southeast Asian Studies (EuroSEAS) Conference. University of Vienna in Vienna, Austria. From 11 to 14 August 2015.
60. Kim, G., & **Lee, T. J.** (2015). A means-end chain approach to decision making of meal choices. (p. 428). The 78th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The innovation of Korea tourism contents and the role of Casino industry. The K-Hotel in Seoul, South Korea. From 1 to 3 July 2015.
59. **Lee, T. J.** (2015). Opportunities for the Australian gaming industry despite

- Gangneung-Wonju National University in Gangneung, South Korea. From 2 to 4 July 2014.
51. **Lee, T. J.**, Bui, H., & Morishita, M. (2014). UNESCO World Heritage Sites: Social and managerial perspectives in a comparative context (pp. 663–664). The 76th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. 2018 Winter Olympic Games and sports tourism promotion. Gangneung-Wonju National University in Gangneung, South Korea. From 2 to 4 July 2014.
 50. Wang, L., & **Lee, T. J.** (2014). Analysis on the post-event usage of Olympic venues after 2008 Beijing Olympic Games (pp. 391–392). The 76th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. 2018 Winter Olympic Games and sports tourism promotion. Gangneung-Wonju National University in Gangneung, South Korea. From 2 to 4 July 2014.
 49. Lee, M. H., & **Lee, T. J.** (2014). Cases of marketing strategy of the Nagano Winter Olympics (pp. 211-212). The 76th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. 2018 Winter Olympic Games and sports tourism promotion. Gangneung-Wonju National University in Gangneung, South Korea. From 2 to 4 July 2014.
 48. Min, K. H., & **Lee, T. J.** (2014). Perceptions and preferences for Asian ethnic foods. The 4th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference. University of Mauritius in Mauritius. From 25 to 27 June 2014.
 47. Lim, H. S., **Lee, T. J.**, & Park, H. P. (2014). Relationship between motivation to travel and quality of medical services. The 4th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference. University of Mauritius in Mauritius. From 25 to 27 June 2014.
 46. Han, J. S., & **Lee, T. J.** (2014). Health-contributing travel factors: Case of package trip participants in Korea. The 4th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference. University of Mauritius in Mauritius. From 25 to 27 June 2014.
 45. Fei, Q., & **Lee, T. J.** (2014). Assessing feasibility of film-induced tourism in Singapore. The 4th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference. University of Mauritius in Mauritius. From 25 to 27 June 2014.
 44. **Lee, T. J.**, & Zheng, Z. (2014). Employee empowerment from different values in the globalized hotel industry. Global Tourism & Hospitality Conference and the 11th Asia Tourism Forum. Hong Kong Polytechnic University in Hong Kong SAR, China. From 18 to 20 May 2014.
 43. **Lee, T. J.**, & Nguyen, L. H. N. (2014). Comparative study of medical tourism industry of Vietnam, Japan, & Thailand. Global Tourism & Hospitality Conference and the 11th Asia Tourism Forum. Hong Kong Polytechnic University in Hong Kong SAR, China. From 18 to 20 May 2014.
 42. Bui, H. T., & **Lee, T. J.** (2014). UNESCO World Heritage Sites and tourism development: The case of Vietnam. (pp. 774–778). The 24th Annual Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference. Tourism and hospitality in contemporary world: Trends, challenges and complexity. University of Queensland in Brisbane, Australia. From 10 to 13 February 2014.
 41. **Lee, T. J.**, & Kang, N. Y. (2014). Brand equity of Seoul as a tourist destination. (pp. 233–241). The 75th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. Muju Resort in Muju, South Korea. From 6 to 7 February 2014.
 40. Lee, I. S., & **Lee, T. J.** (2013). Perceived value and satisfaction of the ‘Working Holiday’ program in Australia. (pp. 441–451). The 23rd Annual Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference. Tourism and global change: On the edge of something big. Lincoln University in Christchurch, New Zealand. From 11 to 14 February 2013.
 39. **Lee, T. J.** (2012). Strategic development of the medical tourism industry in Japan. (p. 23). The 4th International Conference on Destination Branding and Marketing (DBM). Cardiff, United Kingdom. From 5 to 7 December 2012.
 38. Lee, K. H., & **Lee, T. J.** (2012). Current issues in the health tourism industry: A case of Taiwan. (pp. 225–232). The 6th Tourism Institute of Northeast Asia (TINA) Conference. Jeonju University, Jeonju, South Korea. From 22 to 24 August 2012.
 37. Lee, I. S., Arcodia, C., & **Lee, T. J.** (2012). Visitor benefits from festival experiences: Proposing a conceptual framework. The 5th Global Event Congress. University of Stavanger, Stavanger, Norway.

From 13 to 15 June 2012.

36. **Lee, T. J.** (2012). The effect of health and wellness values on festival motivation. (pp. 1499–1521). The 71st Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. Pohang University of Science and Technology (Postech), Pohang, South Korea. From 3 to 4 February 2012.
35. **Lee, T. J., Yoon, D. H., & Moon, S. I.** (2012). Complex industrialization of local festivals through brand extension: The case of the Cheongdo Bullfighting Festival, Korea. The 2nd International Tourism Conference: Tourism, Culture and the Creative Industries: Exploring the Linkages. University of West Indies in St. August

- 45). The 10th Australian and New Zealand Association of Leisure Studies (ANZALS) Biennial Conference. University of Otago in Dunedin, New Zealand. From 6 to 8 December 2011.
21. **Lee, T. J., & Lim, B.** (2011). Analysis of spa facilities between *ryokan* in Japan and hotels in Australia. International Conference: From Villes Thermales to Sustainable Health and Wellness Destinations. Chaves in Portugal. From 13 to 15 October 2011.
 20. **Lee, T. J.** (2011). Critical analysis of Australian spa hotel industry. International Conference: From Villes Thermales to Sustainable Health and Wellness Destinations. Chaves in Portugal. From 13 to 15 October 2011.
 19. Hsieh, M. T., & **Lee, T. J.** (2011). Segment of spa tourism: A case of mature travellers in Taiwan. International Conference: From Villes Thermales to Sustainable Health and Wellness Destinations. Chaves in Portugal. From 13 to 15 October 2011.
 18. Lee, K. H., Arcodia, C., & **Lee, T. J.** (2011). A cross-cultural study of slow food member's ethnocentrism and vacation destination. (pp. 100–101). The 4th Advances in Tourism Marketing Conference (ATMC): Transforming experiences tourism marketing from both sides of the counter. Maribor in Slovenia. From 6 to 8 September 2011.
 17. Lee, I., & **Lee, T. J.** (2011). South Korean 'Working Holiday' makers in Australia. (pp. 1–21). The 70th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. Kyonggi University in Suwon, South Korea. From 4 to 6 July 2011.
 16. Lee, I., Arcodia, C., & **Lee, T. J.** (2011). Transformational benefits from a visit to a multicultural festival: The case of South Korea. (pp. 1–10). The 21st Annual Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference. Tourism: Creating a brilliant blend. University of South Australia in Adelaide, Australia. From 8 to 11 February 2011.
 15. Lee, I., Arcodia, C., & **Lee, T. J.** (2010). The key characteristics of multicultural festivals: A critical review of the literature. (pp. 1–10). The 4th Global Event Congress. Events and Festivals Research: State of the Art. Leeds Metropolitan University in Leeds, United Kingdom. From 13 to 16 July 2010.
 14. Lee, I., Arcodia, C., & **Lee, T. J.** (2010). The role of multicultural festivals for social integration. The New Minorities and Tourism Conference. European Academy Bolzano/Bozen in Bolzano/Bozen, Italy. From 22 to 23 January 2010.
 13. Lee, I., & **Lee, T. J.** (2009). The failure of using festivals for destination branding: Inconsistency between the destinations and the festival. (pp. 250–259). The 3rd International Conference on Destination Branding and Marketing. Institute for Tourism Studies Macao in Macao SAR, China. From 2 to 4 December 2009.
 12. **Lee, T. J.** (2009). Political involvement and influence in heritage tourism development. (pp. 198–207). The 2nd Asian Academy for Heritage Management Conference. Urban Heritage and Tourism: Challenges and Opportunities. Institute for Tourism Studies Macao in Macao SAR, China. From 1 to 3 December 2009.
 11. Lee, I., & **Lee, T. J.** (2009). The success factors of using events in destination branding: A case study of Woodford Folk Festival. (pp. 645–657). The 8th Asia Pacific Forum for Graduate Students Research in Tourism: Role of Hospitality and Tourism in Globalization. Sejong University in Seoul, South Korea. From 7 to 9 July 2009.
 10. Jung, J., & **Lee, T. J.** (2008). Cultural sustainability & community-based collaboration in tourism: The case of Jeju Island. (pp. 857–879). International Tourism Conference on Cultural and Event Tourism: Issues & Debates. Alanya in Turkey. From 5 to 9 November 2008.
 9. Sohn, D., & **Lee, T. J.** (2008). The sustainable development of the Korean cultural entertainment industry with the Korean Wave (Hallyu). (pp. 1–13). The 3rd Global Event Congress & the 3rd China Event Education Conference. Sun Yat-sen University in Guangzhou, China. From 17 to 19 November 2008.
 8. Jung, K., & **Lee, T. J.** (2008). The international short-haul routes: The PESTE analysis of operating low-cost airlines in Korea. (pp. 155–165). EIGTUR 2008 Conference. Ouro Preto in Minas Gerais, Brazil. From 25 to 29 March 2008.
 7. **Lee, T. J.** (2006). The role of hotel design development in strengthening regional/national destination image. (pp. 1–7). The Association for Tourism and Leisure Education (ATLAS) Asia Pacific

Conference: Tourism after oil. University of Otago in Dunedin, New Zealand. From 3 to 5 December 2006.

6. **Lee, T. J.**, Byun, W. H., & Han, S. H. (2006). An evaluation model for the efficient budget control of cultural tourism events. (pp. 135–142). The 1st Global Event Congress & Event Educators' Forum. University of Queensland in Brisbane, Australia. From 27 to 29 September 2006.
5. Kim, J. Y., & **Lee, T. J.** (2006). Development of resort tourism in a small island: Case study of Jeju Island, Korea. (p. 41). The 12th Asia Pacific Tourism Association (APTA) and the 4th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APac-CHRIE) Conference. Taiwan Hospitality & Tourism College in Hualien, Taiwan. From 26 to 29 June 2006.
4. **Lee, T. J.** (2005). Residents' perceptions of tourism in the historic city of York, England. (pp. 349–359). The 11th Asia Pacific Tourism Association (APTA) Conference. Goyang in South Korea. From 7 to 10 July 2005.
3. **Lee, T. J.** (2004). Tension and collaboration of stakeholders for successful destination development on heritage tourism in Korea. (pp. 557–574). The Association for Tourism and Leisure Education (ATLAS) Annual Conference. Naples in Italy. From 3 to 6 April 2004.
2. **Lee, T. J.** (2003). Critical issues in developing heritage tourism in Asia. (p. 3). The 2nd De Haan Tourism Management Conference. Nottingham University Business School in Nottingham, United Kingdom. 16 December 2003.
1. **Lee, T. J.** (2003). Successful Korean hotels as conference venues. (pp. 171–182). The 53rd Tourism Sciences Society of Korea (TOSOK) Conference. Korea Tourism College in Icheon, South Korea. From 13 to 14 February 2003.

[Supervision of PhD Students]

- I have successfully supervised 20 full-time PhD research students in completing their PhD dissertations since 2005 to current. Topics include;
 - (1) Sustainable tourism development in Papua New Guinea,
 - (2) Dark tourism sites in Korea,
 - (3) Multi-cultural festivals in Korea,
 - (4) Sustainable slow food movement in Australia and overseas,
 - (5) Medical tourism industry in Thailand,
 - (6) Music festivals in Australia,
 - (7) Sustainable development of UNESCO World Heritage Sites in China,
 - (8) Slow City development in Japan and the Caribbean Sea,
 - (9) Health and medical tourism development in Saudi Arabia,
 - (10) Island tourism development in Australia and Korea,
 - (11) Cross-cultural issues in the global hospitality industry,
 - (12) Tourism education in Japan,
 - (13) Art heritage tourism in China,
 - (14) Health and spa tourism marketing in Japan,
 - (15) Health and wellness tourism in Japan and Taiwan,
 - (16) Destination social responsibility in Korea,
 - (17) Sustainable health-oriented tourism marketing in Macao

[Membership of International Professional Associations]

CAUTHE (Council for Australasian Tourism and Hospitality Education),
AEIST (Association of Scientific Experts in Tourism),
APTA (Asia Pacific Tourism Association),

ATLAS (European Association for Tourism and Leisure Education),
TOSOK (Tourism Sciences Society of Korea, Vice-President),
TTRA (Travel and Tourism Research Association), &
TINA (Tourism Association of Northeast Asia).