

VITA

Choong-Ki Lee, Ph.D.

Professor of College of Hotel & Tourism Management at Kyung Hee University

Email: cklee@khu.ac.kr

Google Scholar: [https://scholar.google.co.kr/citations?](https://scholar.google.co.kr/citations?hl=ko&user=2SLkeP0AAAAAJ&view_op=list_works&sortby=pubdate)

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Scopus: <https://www.scopus.com/authid/detail.uri?authorId=27169369700>

● Education

- Ph. D. in Recreation, Park and Tourism Sciences at Texas A&M University, USA
- M. S. in Hotel and Food Service Management at Florida International University, USA
- B. S. in Tourism Management at Sejong University, South Korea

● Academic Activities

- Editorial board of *Tourism Management*
- Editorial board of *Journal of Travel & Tourism Marketing*
- Editorial board of *Asia Pacific Journal of Tourism Research*
- Editorial board of *International Gambling Studies*
- Editorial board of *International Journal of Tourism Research*

● Research interest

- Estimating ecotourism resources using CVM
- Corporate Social Responsibility (CSR) and Destination Social Responsibility (DSR)
- Travel decision-making process (TPB, MGB)
- Mega events and Festivals (motivation)
- Forecasting tourism demand
- Economic impact of tourism
- Casino management (Social Exchange Theory, Residents' perceptions)

● Publication (SSCI)

1. Lee, C. K., Var, T., & Blaine, T. W. (1996). Determinants of inbound tourist expenditures. *Annals of Tourism Research*, 23(3), 527-542.
2. Lee, C. K. (1997). Valuation of nature-based tourism resources using dichotomous choice contingent valuation method. *Tourism Management*, 18(8), 587-591.
3. Lee, C. K., & Kang, S. (1998). Measuring earnings inequality and median earnings in the tourism industry. *Tourism Management*, 19(4), 341-348.
4. Lee, C. K. (2000). A comparative study of Caucasian and Asian visitors to a Cultural Expo in an Asian setting. *Tourism Management*, 21(2), 169-176.
5. Lee, C. K., & Lee, T. H. (2001). World Culture EXPO segment characteristics. *Annals of Tourism Research*, 28(3), 812-816.
6. Kim, S. S., & Lee, C. K. (2002). Push and pull relationships. *Annals of Tourism Research*, 29(1), 257-260.
7. Lee, C. K., & Han, S. Y. (2002). Estimating the use and preservation values of National Parks' tourism resources using a contingent valuation method. *Tourism Management*, 23(5), 531-540.
8. Lee, C. K., Kim, S. S., & Kang, S. (2003). Perceptions of casino impacts: A Korean longitudinal study. *Tourism Management*, 24(1), 45-55.
9. Kim, S. S., Lee, C. K., & Klenosky, D. (2003). The influence of push and pull factors at Korean National Parks. *Tourism Management*, 24(2), 169-180.

10. Lee, C. K., & Back, K. J. (2003). Pre- and post- casino impact of residents' perception. *Annals of Tourism Research*, 30(4), 868-885.
11. Lee, C. K., Lee, Y. K., & Wicks, B. (2004). Segmentation of festival motivation by nationality and satisfaction. *Tourism Management*, 25(1), 61-70.
12. Kang, I., Jeon, S., Lee, S., & Lee, C. K. (2005). Investigating structural relations affecting the effectiveness of service management. *Tourism Management*, 26(3), 301-310.
13. Lee, C. K., & Taylor, T. (2005). Critical reflections on the economic impact assessment of a mega-event: The case of 2002 FIFA World Cup. *Tourism Management*, 26(4), 595-603.
14. Lee, C. K., Lee, Y. K., & Lee, B. K. (2005). Korea's destination image formed by the 2002 World Cup. *Annals of Tourism Research*, 32(4), 839-858.
15. Lee, C. K., & Back, K. J. (2006). Examining structural relationships among perceived impact, benefit, and support for casino development based on 4 year longitudinal data. *Tourism Management*, 26(7), 466-480.
16. Lee, C. K., Lee, Y. K., Bernhard, B. J., & Yoon, Y. S. (2006). Segmenting casino gamblers by motivation: A cluster analysis of Korean gamblers. *Tourism Management*, 27(5), 856-866.
17. Lee, C. K., Yoon, Y. S., & Lee, S. K. (2007). Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ. *Tourism Management*, 28(1), 204-214.
18. Lee, C. K., & Mjelde, J. W. (2007). Valuation of ecotourism resources using a contingent valuation method: The case of the Korean DMZ. *Ecological Economics*, 63(2-3), 511-520.
19. Lee, Y. K., Lee, C. K., Lee, S. K., & Babin, B. J. (2008). Festivalscapes and patrons' emotions, satisfaction, and loyalty. *Journal of Business Research*, 61(1), 56-64.
20. Kang, S. K., Lee, C. K., Yoon, Y. S., & Long, P. T. (2008). Resident perception of the impact of limited stakes community-based casino gaming in mature gaming communities. *Tourism Management*, 29(4), 681-694.
21. Lee, C. K., Park, S. A., Mjelde, J. W., Kim, T. K., & Cho, J. H. (2008). Measuring the willingness-to-pay for a horticulture therapy site using a contingent valuation method. *HortScience*, 43(6), 1802-1806.
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23. Han, S. Y., & Lee, C. K. (2008). Estimating the value of preserving the Manchurian black bear using the contingent valuation method. *Scandinavian Journal of Forest Research*, 23(5), 458-465.
24. Joo, J., Yim, J., & Lee, C. K. (2009). Protecting cultural heritage tourism sites with the ubiquitous sensor network. *Journal of Sustainable Tourism*, 17(3), 397-406.
25. Lee, C. K., Lee, B. K., Bernhard, B. J., & Lee, T. K. (2009). A comparative study of involvement and motivation among casino gamblers. *Psychiatry Investigation*, 6(3), 141-149.
26. Lee, C. K., Lee, J. H., Mjelde, J. W., Scott, D., & Kim, T. K. (2009). Assessing the economic value of a public birdwatching interpretative service using a contingent valuation method. *International Journal of Tourism Research*, 11(6), 583-593.
27. Lee, G. H., & Lee, C. K. (2009). Cross-cultural comparison of the image of Guam perceived by Korean and Japanese leisure travelers: Importance-performance analysis. *Tourism Management*, 30(6), 922-931.
28. Lee, J. S. Lee, C. K., & Y. S. Yoon (2009). Investigating differences in antecedents to value between first-time and repeat festival goers. *Journal of Travel & Tourism Marketing*, 26(7), 688-702.
29. Lee, C. K., Kang, S. K., & Reisinger, Y. (2010). Community attachment in two rural gaming communities: Comparisons between Colorado gaming communities, USA and

- Gangwon gaming communities, South Korea. *Tourism Geographies*, 12(1), 140-168.
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 33. Yoon, Y. S., Lee, J. S., & Lee, C. K. (2010). Measuring festival quality and value affecting visitors' satisfaction and loyalty using a structural approach. *International Journal of Hospitality Management*, 29(2), 335-342.
 34. Bigley, J. D., Lee, C. K., Chon, J. H., & Yoon, Y. S. (2010). Motivations for war-related tourism: A case of DMZ visitors in Korea. *Tourism Geographies*, 12(3), 371-394.
 35. Lee, C. K., Moon, S. W., & Mjelde, J. W. (2010). Disentangling the effects of the 9/11 terrorist attacks from the short-run effects of hosting the 2002 World Cup on the Korean economy using CGE model. *Tourism Economics*, 16(3), 611-628.
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 37. Han, S. Y., Lee, C. K., Mjelde, J. W., & Kim, T. K. (2010). Choice-experiment valuation of management alternatives for reintroduction of the endangered mountain goral in Woraksan National Park, South Korea. *Scandinavian Journal of Forest Research*, 25(6), 534-543.
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- willingness-to-pay between residents and non-residents when correcting hypothetical bias: Case of endangered spotted seal in South Korea. *Ecological Economics*, 78(June), 123-131.
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 51. Song, H. J., Lee, C. K., Kang, S. K., & Boo, S. J. (2012). The effect of environmentally friendly perceptions on festival visitors' decision-making process using an extended model of goal-directed behavior. *Tourism Management*, 33(6), 1417-1428.
 52. Lee, C. K., Kim, T. K., & Mjelde, J. W. (2013). Estimating the effects of different admission fees on revenues for a mega-event using a contingent valuation method. *Tourism Economics*, 19(1), 147-159.
 53. Lee, S. B., Lee, C. K., Kang, J. S., Lee, E. Y., & Jeon, Y. J. (2013). Residents' perception of the 2008 Beijing Olympics: Comparison of pre- and post-impacts. *International Journal of Tourism Research*, 15(3), 209-225.
 54. Lee, C. K., Song, H. J., Lee, H. M., Lee, S. K., & Bernhard, B. J. (2013). The impact of CSR on casino employees' organizational trust, job satisfaction, and customer orientation: An empirical examination of responsible gambling strategies. *International Journal of Hospitality Management*, 33(June), 406-415.
 55. Lee, C. K., Lee, M. J., & Yoon, S. H. (2013). Estimating the economic impact of convention and exhibition businesses, using a regional input-output model: A case study of the Daejeon Convention Center in South Korea. *Asia Pacific Journal of Tourism Research*, 18(4), 330-353.
 56. Kim, M. J., Lee, C. K., Kim, W. G., & Kim, J. M. (2013). Relationships between lifestyle of health and sustainability and healthy food choices for seniors. *International Journal of Contemporary Hospitality Management*, 25(4), 558-576.
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 60. Han, S. H., Byun, W. H., & Lee, T. J., & Lee, C. K. (2013). Travel time as a proxy for travel cost in a heritage tourist destination. *Tourism Economics*, 19(6), 1467-1474.
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 68. Lee, Y. K., Lee, C. K., Choi, J. W., Yoon, S. M., & Hart, R. J. (2014). Tourism's role in urban regeneration: examining the impact of environmental cues on emotion, satisfaction, loyalty, and support for Seoul's revitalized Cheonggyecheon stream district. *Journal of Sustainable Tourism*, 22(5), 726-749.
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 70. Lee, Y. K., Kim, S., Lee, C. K., & Kim, S. H. (2014). The impact of mega event on visitors' attitude toward hosting destination: Using trust transfer theory. *Journal of Travel & Tourism Marketing*, 31(4), 507-521.
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 76. Lee, C. K., Chung, N. H., & Bernhard, B. J. (2014). Examining the structural relationships among gambling motivation, passion, and consequences of Internet sports betting. *Journal of Gambling Studies*, 30(4), 845-858.
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- crowding versus spatial crowding on visitor satisfaction at a festival. *Journal of Travel & Tourism Marketing*, 33(3), 293-312.
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