

Dr Jinsoo Lee

Associate Professor
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Areas of Research Expertise

- Event/MICE
- Hospitality Marketing
- Scale Development
- Green Management

Areas of Teaching Expertise

- Event/MICE
- Hospitality Marketing
- Research Methodology
- Hospitality Industry

Personal Introduction

Prof. Jinsoo Lee received his BS degree in Business Administration at Chung-Ang University, Korea. Upon the completion of Master's degree at the University of Nevada, Las Vegas, USA, he was engaged in international telecommunication business for the first two years and built a career in the convention, exhibition, and special event industry, serving as Director of an independent meeting planning company for more than 5 years.

He returned to academia to pursue Ph.D. in the Department of Hotel, Restaurant, Institution Management and Dietetics at Kansas State University, USA where he taught meeting management and other hospitality-related courses. Upon the completion of Ph.D., he assumed Assistant Professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University in January, 2007 and was promoted to Professor in July, 2020.

[Academic Qualifications]

- Ph.D. (2006) Kansas State University, USA
- M.S. (1996) University of Nevada, Las Vegas, USA
- B.S. (1992) Chung-Ang University, Korea

[University Services]

- A Hall Warden, Homantin hall (July, 2013 – June, 2019)
- Program Leader, Doctor of Hotel & Tourism Management (July, 2014 – Present)

[Professional Affiliations]

- International Council on Hotel, Restaurant, and Institutional Education (CHRIE)
- Meeting Professional International (MPI) Accredited Trainer

[Awards]

- Best Paper Award at the 18th Asia Pacific Tourism Association (APTA) Conference, 2012, Taiwan.
- Best Paper Award at the 11th Asia Pacific Tourism Association (APTA) Conference, Goyang, Gyeonggi Province, 2005, Korea

[Recent Research Grant]

- GRF Fund (PI: Sep. 2019 to Aug. 2021: HKD305,910) Exploring the process of creating value propositions for exhibition service innovation in service-dominant logic
- Public Policy Research (PI; 6 June, 2018 to 25 Dec., 2019; HKD320,049) Examining cross-national destination image of Hong Kong with big data analytics and social and cultural distance.

[Managing Editor]

- Journal of Travel & Tourism Marketing

[Coordinating Editor]

- International Journal of Hospitality Management

[Editorial Board Membership]

- Journal of Convention & Event Tourism
- International Journal of Hospitality and Tourism Administration

Publications

[Journal Articles]

- [Manosuthi, N., Lee, J. S., & Han, H.](#) (In-Press). Causal-predictive model of customer lifetime/influence value: mediating roles of memorable experiences and customer engagement in hotels and airlines. [Journal of Travel and Tourism Marketing](#)
- AI-Ansi, A., Lee, J. S., King, B., & Han, H. (2021). Stolen history: Community concern towards looting of cultural heritage and its tourism implications. *Tourism Management*, 87, 104349.
- Han, H., Lee, J. S., & Koo, B. (In-Press). Impact of green atmospherics on guest and employee well-being response, place dependence, and behavior in the luxury hotel sector. *Journal of Sustainable Tourism*.
- Lee, J. S., Kim, J., Hwang, J., & Cui, Y. G. (2021). [Does love become hate or forgiveness after a double deviation? The case of hotel loyalty program members.](#) *Tourism Management*, 84, 104279.
- [Hwang, J., Lee, J. S., Kim, J. J., & Sial, M. S.](#) (2021). [Application of internal environmental locus of control to the context of eco-friendly drone food delivery services.](#) *Journal of Sustainable Tourism*, 29 (7), 1098-1116.
- [Manosuthi, N., Lee, J. S., & Han, H.](#) (2021). [An Innovative Application of Composite-Based Structural Equation Modeling in Hospitality Research With Empirical Example.](#) *Cornell Hospitality Quarterly*, 2021, 62 (1), 139–156.
- Park, S., Lee, J. S., & Nicolau, J. L. (2020). [Understanding the dynamics of the quality of airline service attributes: Satisfiers and dissatisfiers.](#) *Tourism Management*, 81, 104163.
- Hung, K., Lee, J. S., Wang, S., & Petrick, J. F. (2020). [Constraints to cruising across cultures and time.](#) *International Journal of Hospitality Management*, 2020, 89, 102576.
- [Manosuthi, N., Lee, J.-S., & Han, H.](#) (2020). [Predicting the revisit intention of volunteer tourists using the merged model between the theory of planned behavior and norm activation model.](#) *Journal of Travel and Tourism Marketing*, 2020, 37 (4), 510–532.

- [Fakfare, P., Lee, J. S., & Ryu, K. \(2020\). Examining honeymoon tourist behavior: multidimensional quality, fantasy, and destination relational value. *Journal of Travel and Tourism Marketing*, 37 \(7\), 836–853.](#)
-
- Lee, J. S., Fakfare, P., & Han, H. (2020) Honeymoon tourism: Exploring must-be, hybrid, and value-added quality attributes. *Tourism Management*, 76, 103958.
- MANOSUTHI, N, Lee, J. S., & Han, H. (2020) Impact of distance on the arrivals, behaviours and attitudes of international tourists in Hong Kong: A longitudinal approach. *Tourism Management*, 78, 103963.
- Fakfare, P., & Lee, J. S. (2019) Developing and validating a scale for multi-dimensional attributes of honeymoon tourism. *Journal of Hospitality & Tourism Research*, 43(8), 1199-1224.
- Lee, J. S., & Choi, M. (2020). Examining the Asymmetric Effect of Multi-shopping Tourism Attributes on Overall Shopping Destination Satisfaction. *Journal of Travel Research*, 59(2), 295-314.
- Kim, J., Kim, S., Lee, J. S., Kim, B., & Cui, Y. (2020). Influence of Choice Architecture on the Preference for a Pro-Environmental Hotel. *Journal of Travel Research*, 59(3), 512-527.
- Hwang, J, Lee, J. S., & Kim, H. (2019) Perceived innovativeness of drone food delivery services and its impacts on attitude and behavioral intentions: The moderating role of gender and age. *International Journal of Hospitality Management*, 81, 94-103.
- Han, H., Yu, J., Lee, J., & Kim, W. (2019). Impact of hotels' sustainability practices on guest attitudinal loyalty: Application of loyalty chain stages theory. *Journal of Hospitality Marketing and Management*, 28(8), 905-925.
- Kim, J., Kim, B., Lee, J. S., Kim, S., & Hyde, K. (2019). The Influence of Decision Task on the Magnitude of Decoy and Compromise Effects in a Travel Decision. *Journal of Travel Research*, 58(7), 1071-1087.
- Ju, Y., Back, K., Choi, Y., & Lee, J. S. (2019). Exploring Airbnb service quality attributes and their asymmetric effects on customer satisfaction. *International Journal of Hospitality Management*, 77, 342-352.
- Trang, H., Lee, J. S., & Han, H. (2019). How do green attributes elicit guest pro-environmental behaviors? – The case of green hotels in Vietnam. *Journal of Travel & Tourism Marketing*. 36(1), 14-28.
- Choi, M., Lee, J. S., & Seo, J. (2018). Shopping Destination Competitiveness: Scale Development and Validation. *Journal of Travel & Tourism Marketing*, 35 (8), 1087-1103.
- Han, H., Lee, J. S., Trang, H., & Kim, W. (2018). Water reservation and waste reduction management for increasing guest loyalty and green hotel practices, *International Journal of Hospitality Management*, 75, 58-66
- Choi, Y., Hickerson, B., & Lee, J. S. (2018). Investigation on the technology effects of online travel media on virtual travel experience and behavioral intention. *Journal of Travel & Tourism Marketing*, 35(3), 320-335.
- Lee, J. S., & Chiang, C. (2017). Exploring multidimensional quality attributes of incentive events in the MICE industry, *International Journal of Contemporary Hospitality Management*, 29(8), 2198-2214.
- Lee, J. S., Choi, Y., & Chiang, C. (2017). Exploring the dynamic effect of multi-quality attributes on overall satisfaction: The case of incentive events, *International Journal of Hospitality Management*, 64, 51-61.
- Lee, H., & Lee, J. S. (2017). An exploratory study of factors that exhibition organizers look for when selecting convention and exhibition centers. *Journal of Travel & Tourism Marketing*, 34(8), 1001-1017.
- Wu, M, Tsai, H., & Lee, J. S. (2017). Unraveling public support for casino gaming: The case of a casino referendum in Penghu. *Journal of Travel & Tourism Marketing*, 34 (3), 398-415.

- Ryu, K. S., & Lee, J. S. (2017). Examination of restaurant quality, relationship benefits, and customer reciprocity from the perspective of relationship marketing investments. *Journal of Hospitality & Tourism Research*, 41 (1), 66-92.
- Lee, J. S., & MIN, C. (2016). Examining the quality antecedents and moderating effects of experiential value in a mega event. *Journal of Travel & Tourism Marketing*, 33 (3), 326-347
- Lee, H., Lee, J. S., & Jones, D. (2016). Exploring the interrelationship between convention and visitor bureau (CVB) and its stakeholders, and CVB performance from the perspective of stakeholders. *Journal of Travel & Tourism Marketing*, 33 (2), 224-249.
- Lee, J. S., Tsang, N., & Pan, S. (2015). Examining the differential effects of social and economic rewards in a hotel loyalty program. *International Journal of Hospitality Management*, 49, 17-27.
- Lee, J. S., Back, K., & Chan, E. (2015). Quality of work life and job satisfaction among frontline hotel employees: A self-determination and need satisfaction theory approach. *International Journal of Contemporary Hospitality Management*, 27(5).
- Tsai, H., Lee, J. S., & Pan., S. (2015) The Relationships between Casino Quality, Image, Value, and Loyalty. *International Journal of Hospitality & Tourism Administration*, 16(2), 164-182.
- Lee, J. S., Kim, S., & Pan, S. (2014). The role of relationship marketing investments in customer reciprocity. *International Journal of Contemporary Hospitality Management*, 26(8), 1200-1224.
- Lee, J. S., Lee, C. K., & Park, C. K. (2014). Developing and validating a multidimensional quality scale for mega-events. *International Journal of Hospitality Management*, 43, 121-131.
- Kim, S., Lee, J. S., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management*, 37, 131-145.
- Pan., S., Lee, J. S., & Tsai, H. (2014). Travel Photos: Image Dimensions, Motivations and Affective Qualities of Places. *Tourism Management*, 40, 59-69.
- Lee, J. S., & MIN, C. (2013). Prioritizing convention quality attributes from the perspective of three-factor theory: The case of academic association convention. *International Journal of Hospitality Management*, 35, 282-293.
- Kim, S., Lee, J. S., & Jung, J. (2013). Assessment of Medical Tourism Development in Korea for the Achievement of Competitive Advantages. *Asia Pacific Journal of Tourism Research*, 18(5), 421-445.
- Xie, L., & Lee, J. S. (2013). Toward the perspective of cognitive destination image and destination personality: The case of Beijing. *Journal of Travel & Tourism Marketing*, 30(6), 538-556.
- Lee, J. S., & MIN, C. (2013). Examining the role of multi-dimensional value in convention attendee behavior. *Journal of Hospitality & Tourism Research*, 37, 3, 402-425.
- Lee, J. S., Pan., S., & Tsai, H. (2013). Examining perceived betrayal, desire for revenge and avoidance, and the moderating effect of relational benefits. *International Journal of Hospitality Management*, 32, 80-90.
- Kim, S., & Lee, J. S. (2013). Is satisfaction enough to ensure reciprocity with upscale restaurants? The role of gratitude relative to satisfaction. *International Journal of Hospitality Management*, 33, 118-128.
- Ryu, K. S., & Lee, J. S. (2013). Understanding convention attendee behavior from the perspective of self-congruity: The case of academic association convention. *International Journal of Hospitality Management*, 33, 29-40.
- Kim, S., Lee, J. S., & Kim, M. (2012). How different are first-time attendees from repeat attendees in convention evaluation? *International Journal of Hospitality Management* 31(2), 544-553.
- Tsai, H., Pan., S. & Lee, J. S. (2011). Recent research in hospitality financial management. *International Journal of Contemporary Hospitality Management*, 23(7), 941-971.

- Lee, J. S., Lee, C. K., & Choi, Y. J. (2011). Examining the role of emotional and functional values in festival evaluation. *Journal of Travel Research*, 50(6), 685-696.
- Han, H. S., Hsu, J., Lee, J. S., & Sheu, C. (2011). Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions. *International Journal of Hospitality Management*, 30, 345-355.
- Pan, S., Tasi, H., & Lee, J. S. (2011). Framing New Zealand: Understanding tourism TV commercials. *Tourism Management*, 32, 596-603.
- Lee, J. S., Hsu, J., Han, H. S., & Kim, Y. (2010). Understanding how consumers view green hotels: How a hotel's green image can influence behavioural intentions. *Journal of Sustainable Tourism*, 18(7), 901-914.
- Kim, S. S., Park, J. Y., & Lee, J. S. (2010). Predicted economic impact analysis of a mega-convention using multiplier effects. *Journal of Convention & Event Tourism*, 11(1), 42-61.
- Lee, J. S., & Back, K. J. (2010). Examining antecedents and consequences of brand personality in the upper-upscale business hotel industry. *Journal of Travel & Tourism Marketing*, 27(2), 132-145.
- 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.
- Lee, J. S., & Back, K. J. (2010) Reexamination of attendee-based brand equity. *Tourism Management*, 31(3), 395-401.
- Lee, J. S., & Back, K. J. (2009). Examining the effect of self-image congruence, relative to education and networking, on conference evaluation through its competing models and moderating effect. *Journal of Convention & Event Tourism*, 10(4), 256-275.
- Han, H. S., Hsu, J., & Lee, J. S. (2009). Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers' eco-friendly decision-making process. *International Journal of Hospitality Management*, 28(4), 519-528.
- Lee, J. S., Lee, C. K., & Yoon, Y. S. (2009). Investigating differences in antecedents to value between first-time and repeat festival-goers. *Journal of Travel & Tourism Marketing*, 26(7), 688-702.
- Back, K. J., & Lee, J. S. (2009). Country club members' perceptions of value, image congruence, and switching costs: An exploratory study of country club members' loyalty. *Journal of Hospitality & Tourism Research*, 33(4), 528-546.
- Lee, J. S., & Back, K. J. (2009). An examination of attendee brand loyalty: Understanding the moderator of behavioral brand loyalty. *Journal of Hospitality & Tourism Research*, 33(1), 30-50.
- Lee, J. S., & Back, K. J. (2008). Attendee-based brand equity. *Tourism Management*, 29(2), 331-344.
- Lee, J. S., & Jang, S. C. (2007). The systematic-risk determinants of the US airline industry. *Tourism Management*, 28 (2), 434-442.