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- 2019 [연구우수교수](#)

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Profile

- (Present) Coordinating Editor: International Journal of Hospitality Management(SSCI)
- (Present) Editorial Board: Journal of Travel and Tourism Marketing (SSCI)
- (Present) Editor-in-Chief at Korean Hospitality and Tourism Academe
- 2018, 2019, 2020 Top-Level Researcher at Hanyang University
- 2017 Honorary Scholar Professor of Hanyang University
- 2016 Minister's Award by Ministry of Culture, Sports and Tourism (Individual Academic Research)
- 2015 ~ present Associate Professor at Hanyang University Division of Tourism
- 2012 Professor with Best Research Achievements at Pusan National University
- 2009 Doctorate degree in Tourism at Virginia Polytechnic Institute and State University

Research Topics

- Neo-fusion tourism: Future tourism that presents the new paradigm of tourism through fusion and convergence with other fields of studies
- Airline Management: Aviation management that presents strategies to improve the work environment and quality of lives of the airline employee with scheduled working hours, along with the maximization of the airline's profit
- Convention & Exhibition Management: Branding strategies for development of MICE(Meeting, Incentives, Convention, Exhibition), excavation of convention centers, reconsideration of forming city image.
- Human Resource Management in Tourism: Presenting strategies to improve the job embeddedness of employees within the tourism industry
- Luxury Tourism: Market research of customers that enjoy first-class travels, luxury cruises, luxury restaurants, and shopping

Papers

- “Understanding the dimensions of customer relationships in the hotel and restaurant industries”, International Journal of Hospitality Management, 2017
<https://www.sciencedirect.com/science/article/pii/S0278431917302153>
- “Luxury cruise travelers: Other customer perceptions”, Journal of Travel Research, 2015
<https://journals.sagepub.com/doi/full/10.1177/0047287513513165>
- “A Model of Behavioral Intentions to Follow Online Travel Advice Based on Social and Emotional Loneliness Scales in the Context of Online Travel Communities: The Moderating Role of Emotional Expressivity”, Tourism Management, 2015
<https://www.sciencedirect.com/science/article/pii/S0261517714002544>
- “Green indoor and outdoor environment as nature-based solution and its role in increasing customer/employee mental health, well-being, and loyalty”, Business Strategy and the Environment, 2019 <https://onlinelibrary.wiley.com/doi/full/10.1002/bse.2269>
- “Negative effects of perceived crowding on perceived value and brand identification among luxury cruise passengers”, Journal of Travel and Tourism Marketing, 2015
- “Customer Retention in the Medical Tourism Industry: Impact of Quality, Satisfaction, Trust, and Price Reasonableness”, Tourism Management, 2015
<https://www.sciencedirect.com/science/article/pii/S0261517714001058>
- “Eliciting customer green decisions related to water saving at a hotel: Impact of customer characteristics”, Journal of Sustainable Tourism, 2018
<https://www.tandfonline.com/doi/full/10.1080/09669582.2018.1458857>
- “What Influences Water Conservation and Towel Reuse Practices Of Hotel Guests?”, Tourism Management, 2018 <https://www.sciencedirect.com/science/article/pii/S0261517717301814>
- “Fostering customers’ pro-environmental behavior at a museum”, Journal of Sustainable Tourism, 2017 <https://www.tandfonline.com/doi/full/10.1080/09669582.2016.1259318>
- “First class airline travelers' tendency to seek uniqueness: How does it influence their purchase of expensive tickets?”, Journal of Travel and Tourism Marketing, 2017
<https://www.tandfonline.com/doi/full/10.1080/10548408.2016.1251376>

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