Research Trends and Directions
Focusing on My Area of Research

Choong-Ki Lee
Professor
Kyung Hee University
Theoretically Advanced Model

TRA $\rightarrow$ TPB $\rightarrow$ MGB


Current Issues

World Cup Image

KOREA’S DESTINATION IMAGE FORMED BY THE 2002 WORLD CUP

Choong-Ki Lee
Kyunghee University, South Korea
Yong-Ki Lee
Sejong University, South Korea
BongKoo Lee
DongEui University, South Korea

Abstract: Mega events have many effects on host regions. Considering their influence on tourism behavior, image-related effects merit more attention. In spite of broad agreement among scholars regarding the influence of image on individual behavior, little empirical research has been conducted on this aspect. This study focuses on the influence of various dimensions of destination image on onsite experiences, of these on overall evaluation and behavioral intentions, and of the latter on behavioral intentions. The results show that the four dimensions of image have differential effects on these experiences, which in turn influence subsequent behavior. Keywords: image, onsite experience, behavioral intention, World Cup. © 2005 Elsevier Ltd. All rights reserved.


Current Issues

H1N1 Influenza

The impact of non-pharmaceutical interventions for 2009 H1N1 influenza on travel intentions: A model of goal-directed behavior

Choong-Ki Lee, Hak-Jun Song, Lawrence J. Bendle, Myung-Ja Kim, Heesup Han

Abstract

Theoretically, in the tourism context this study introduced a new concept of non-pharmaceutical intervention (NPI) for influenza, and tested the impact of NPI on the behavioral intention of potential international tourists. This study also extended the model of goal-directed behavior (MB) by incorporating the new concepts of NPI and the perception of 2009 H1N1. The model found that desire, perceived behavioral control, frequency of past behavior, and non-pharmaceutical interventions predicted tourists’ intention but perceptions of 2009 H1N1 had nil effect on desire and intention. Personal non-pharmaceutical interventions were theorized as adaptive behavior of tourists intending to travel during a pandemic which should be supported by tourism operators on a system-wide basis. Practically, this study dealt with the issue of influenza 2009 H1N1 with the study findings and implications providing government agencies, tourism marketers, policy-makers, transport systems, and hospitality services with important suggestions for NPI and international tourism during pandemics.

Motivations for War-related Tourism: A Case of DMZ Visitors in Korea

JAMES D. BIGLEY*, CHOONG-KI LEE**, JINHYUNG CHON*** & YOOSHKIK YOON***

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Abstract: War is one of the world’s great tragedies, but it is clear that the history and social outcomes of war as a human experience and event as well as the indirect outcomes of warfare – artefacts, nostalgia, re-visions and physical sites with broader historical or environmental significance – serve as resources that can be positioned to stimulate tourism in formerly wartorn regions. The purpose of this study was to analyse the motivations of visitors to the Korean Demilitarized Zone (DMZ) and examine those findings relative to a review of conceptual research related to identifying the motivations for travel to war-related tourism destinations. An onsite survey was designed and administered to Japanese tourists at the DMZ. The results indicate that five factors could be delineated from thirty-eight DMZ motivations using a factor analysis: opposing political regime; knowledge/appreciation of history, culture, and security; curiosity/adventure; war and consequences; and nature-based tourism. In comparison to a push–pull theory-based framework of ten conceptualized domains of war-tourism-related motivations, three factors indicate a basis in pull forces, one factor in push force motivations, and one factor exhibits both pull and push force characteristics. Managerial implications, which suggest future research directions, are identified and discussed in the conclusion.

Key Words: War tourism, dark tourism, motivation, push–pull theory, Korean DMZ.

Table 4. Results of factor analysis for visitation to the Korean DMZ

<table>
<thead>
<tr>
<th>Motivation factors and items</th>
<th>Factor loading</th>
<th>Eigenvalue</th>
<th>Variance explained (%)</th>
<th>Reliability coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>F1: Opposing Political Regime Motivation</td>
<td>0.768</td>
<td>6.93</td>
<td>30.14</td>
<td>0.794</td>
</tr>
<tr>
<td>To see North Korea</td>
<td>0.737</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To see the borderline between capitalism and communism</td>
<td>0.647</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Because I like to see a communist country</td>
<td>0.598</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To experience the DMZ as a unique area</td>
<td>0.535</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Because I am interested in the story of North Korea</td>
<td>0.533</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F2: Knowledge/Appreciation of History, Culture and Security Motivation</td>
<td>0.822</td>
<td>2.53</td>
<td>11.02</td>
<td>0.799</td>
</tr>
<tr>
<td>To learn the history of South and North Korea</td>
<td>0.727</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To see the traditional and cultural resources of the DMZ</td>
<td>0.626</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To experience the Korean War tourism</td>
<td>0.557</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To experience the reality of security</td>
<td>0.533</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To feel the importance of freedom and peace</td>
<td>0.531</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For educational purpose</td>
<td>0.858</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F3: Curiosity/Adventure Motivation</td>
<td>0.913</td>
<td>2.20</td>
<td>9.58</td>
<td>0.895</td>
</tr>
<tr>
<td>Because I seek adventure</td>
<td>0.887</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Because I seek novelty</td>
<td>0.848</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Because the DMZ offers excitement</td>
<td>0.832</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F4: War and Consequences Motivation</td>
<td>0.832</td>
<td>1.20</td>
<td>5.20</td>
<td></td>
</tr>
<tr>
<td>To feel the danger of war</td>
<td>0.722</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To see stringent precautions in the DMZ</td>
<td>0.633</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F5: Nature-based Tourism Motivation</td>
<td>0.830</td>
<td>1.03</td>
<td>4.62</td>
<td></td>
</tr>
<tr>
<td>To see the natural environment</td>
<td>0.814</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To watch animals and plants in the DMZ</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total variance explained</td>
<td></td>
<td></td>
<td>60.37</td>
<td></td>
</tr>
</tbody>
</table>

U-Tourism

Protecting cultural heritage tourism sites with the ubiquitous sensor network

Jaehun Joo, Jaegol Yim, and Choong-Ki Lee

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Cultural heritage tourism resources are vulnerable to natural and human disasters: once damaged or destroyed, it is hard to restore them to their original condition. This study examines an online and real-time early fire detection system, using advanced information technology and a ubiquitous sensor network to protect cultural heritage tourism resources. It notes the danger of accidental and deliberate fires being started by cultural site visitors, as well as natural fires from lightning strike or nearby forest fires. The system architecture, sensor and network design, and software design of the fire detection system are presented, based on experimental work at the Bulguksa temple in South Korea, a UNESCO World Heritage Site. Lessons learned from building and operating the Ubiquitous(U)-Bulguksa system are presented to provide guidelines for applying ubiquitous sensor networks to protect other cultural heritage tourism resources.

**Keywords:** cultural heritage tourism resources; Bulguksa temple; fire detection; ubiquitous sensor network

Special Topics: Casino and Residents

Community Support: Pre and Post Study

PRE- AND POST-CASINO IMPACT OF RESIDENTS’ PERCEPTION

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Ki-Joon Back
Kansas State University, USA

Abstract: While most of the previous research on residents’ perceptions was conducted in the form of snapshots taken at a particular time, or after tourism development, this paper aims to explore any significant differences in these perceptions between pre- and post-development of casinos. The survey for this study was developed to examine the underlying relationships among impact, benefit, and support variables based on social exchange theory, using a structural equation model. The results show that positive economic impact was most significant in determining the benefit level, which was further enhanced after the casino opened. Respondents perceived positive social impacts to be most significant both before and after casino development. Keywords: casino, residents’ perception, structural equation modeling. © 2003 Elsevier Ltd. All rights reserved.


Figure 2. Standardized Parameter Estimates (Model 2): Pre- and Post Data
Examining structural relationships among perceived impact, benefit, and support for casino development based on 4 year longitudinal data

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Received 4 May 2004; accepted 17 November 2004

Abstract

The objectives of this study were two-fold. First, this study examined the underlying relationship among impact factors, benefits, and support level in a longitudinal pattern based on the social exchange theory. Second, this longitudinal study sought to explore the changing attitudes of residents toward casino development over a 4 year period, using a structural equation model. The results of the study show that residents had significantly different perceptions about the casino before and after its development. Although the residents changed their perceptions before and after the casino opened, they tended to maintain these perceptions for 2 years post-opening. The casino's positive economic impact was consistently cited as the most significant factor in predicting perceived benefit. Also, the benefit factor was found to be the most important factor in affecting residents' support level, which was consistent with the social exchange theory.

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Keywords: Structural relationships; Casino; Resident perception; Longitudinal study; Social exchange theory

Residents’ perceptions of casino impacts: A comparative study
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Abstract
The primary purpose of this study was to explore differences in residents’ perceptions of casino development between South Korea and Colorado. The communities surveyed are former depressed mining areas with significant historic characteristics. The secondary purpose was to investigate whether social exchange theory is appropriate to explain residents’ perceptions of the impact of casinos on common support for casino development. In general, three factors of residents’ perceptions and support were found to be significantly different between the two study sites. Furthermore, the effects of positive social impact on benefits, of both positive social impact and negative environmental impact on support, and the benefit factor on support level were significantly different between the two data collection areas. This study findings support the appropriateness of social exchange theory in explaining residents’ responses in both study areas.

Table 5
Results of regression models for Gangwon Province and Colorado.

The Role of Responsible Gambling Strategy and Gambling Passion in the Online Gamblers’ Decision-Making Process: Revising the Theory of Planned Behavior

Jaeseok Lee · Chih-Chien Chen · Hak-Jun Song · Choong-Ki Lee

Abstract This study revised the theory of planned behavior (TPB) by incorporating the new concepts of gambling passion and responsible gambling strategy (RGS) to predict gamblers’ intention to gamble in online sports betting. The data were collected at the end of March in 2012 through an online gambling website. The findings indicated that the inclusion of two types of gambling passion and two types of RGS explains online gambling intention well. Specifically, out of the original antecedent predictors of TPB, attitude toward online gambling was positively related to harmonious passion. Subjective norm had a positive relationship with both harmonious and obsessive passion. The results also showed that perceived behavioral control does not have a significant effect on the two gambling passions but has a direct and significant influence on behavioral intention. Additionally, the compulsory RGS had a negative effect on obsessive passion, whereas supplementary RGS had concurrent positive impacts on harmonious and obsessive passion. Lastly, the two gambling passions were notable predictors of behavioral intention toward online sports betting.

Keywords Theory of planned behavior · Gambling passion ·

The impact of CSR on casino employees’ organizational trust, job satisfaction, and customer orientation: An empirical examination of responsible gambling strategies

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ARTICLE INFO
Keywords: Corporate social responsibility, responsible gambling, organizational trust, job satisfaction, customer orientation, casino

ABSTRACT
Corporate social responsibility (CSR) has emerged as a critical philosophy and a strategy that affects both internal (i.e., employees) and external (i.e., customer) attitudes. The importance of CSR extends to the casino industry, especially when it pertains to compulsory and supplementary responsible gambling (RG) strategies. In this study, we examine the impact of CSR on casino employees’ organizational trust, job satisfaction, and customer orientation. Results indicate that legal CSR and supplementary RG have a positive effect on organizational trust, whereas compulsory RG strategies have a negative effect on organizational trust. Also, it appears that organizational trust positively influences job satisfaction, which in turn has a positive effect on customer orientation. In light of these findings, this study provides practical implications for casino managers when implementing CSR and RG strategies.

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Fig. 2. Results of the research model.

Behavioral intention of visitors to an Oriental medicine festival: An extended model of goal directed behavior

HakJun Song, Geun-Jun You, Viette Reisinger, Choong-Ki Lee, Seung-Kon Lee

HIGHLIGHTS
- EMGB is used to understand the behavioral intention of Oriental medicine festival visitors.
- Image of Oriental medicine festival site and perception of Oriental medicine affect attitude.
- Attitude, subjective norm, and positive anticipated emotion influence visitors' desire.
- Desire influences visitors' behavioral intention.
- Image and perception have significant relationships with attitude towards the medicine festival.

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Model of goal directed behavior
Oriental medicine festival
Perception of Oriental medicine

ABSTRACT
Despite the importance of Oriental medicine festivals to Oriental medical tourism, little research has been conducted to understand the behavioral intention of visitors to these festivals. Therefore, this study examines the behavioral intention of visitors to a Korean Oriental medicine festival. This study employs the extended model of goal-directed behavior (EMGB) that incorporates two constructs related to Oriental medicine festivals: the Oriental medicine image of festival site (image) and the perception of Oriental medicine (perception). An on-site survey was conducted with 423 visitors attending the SansChong Herbal Festival in South Korea. Results reveal that attitude, subjective norm, and positive anticipated emotion influence visitors' desire to attend the festival, which, in turn, influences their behavioral intentions. Two constructs of image and perception formed positive and significant relationships with attitude toward attending the festival. Practical implications of the study results are discussed.

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

Yong-Ki Lee, Choong-Ki Lee, Joowon Choi, Seol-Min Yoon, and Robert John Hart

This study explores the use of sustainable tourism as a tool for the regeneration and "greening" of urban areas. It is based on evidence from the revitalization of the Cheonggyecheon stream district in downtown Seoul, a process that emphasized nature conservation and recreational opportunities. The purpose of this study is to examine the impact of environmental cues on emotion, satisfaction, loyalty, and support for the revitalized Cheonggyecheon stream district by applying a stimulus–organism–response framework. We conducted an on-site survey to visitors to Cheonggyecheon during November 2010. The results indicated that environmental cues from the revitalization arouse positive emotions that lead to visitor satisfaction and loyalty, which, in turn, bring about strong support for the stream and further tourism development. Structure and ambiance affected both positive emotion and satisfaction. Visitors appreciated not only nature but also man-made facilities (e.g., culture center, artificial waterfall, fountain, artwork, stepping stones, lighting, signage, and nightly laser shows) that aroused positive emotion and satisfaction. A strong case is made for long-term and holistic planning to maintain the natural and man-made surroundings of Cheonggyecheon in order for it to remain popular with visitors and residents.

Keywords: environmental cues; emotion; loyalty; support; Cheonggyecheon stream

Bridging Research Gap

Accurate Assessment of World Cup Impact

Critical reflections on the economic impact assessment of a mega-event: the case of 2002 FIFA World Cup

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Received 27 February 2003; accepted 4 March 2004

Abstract

Sport tourism has received growing attention as a source of generating significant revenue and contributing major economic benefits to host cities, regions, and countries. However, current methods for assessing economic impact have had variable success in estimating tourist numbers and expenditure directly attributable to sport tourism mega-events. This paper reports on the assessment of such an event, the 2002 FIFA World Cup in South Korea, using an estimation method that excluded tourists whose travel was non-event related. The survey research conducted during the event estimated that 577% of total tourist arrivals during the period of the event could be classified as either directly or indirectly attracted by the World Cup. Using this data it was calculated that the World Cup generated an economic impact of US$3.35 billion of output (sales), US$3.07 billion of income, and US$1.13 billion of value added for South Korea. The results also showed that foreign World Cup tourists provided a much higher yield compared with foreign leisure tourists, spending an estimated 1.8 times as much. Inclusion of the expenditure by non-World Cup tourists (42.3%) in the calculations of impact would have resulted in a significant overestimation due to the further multiplication of the expanded figures by an input-output model, misleading the net economic impact of the event. The use of survey data to distinguish event from non-event tourists, and their respective expenditure, clearly illustrates some of the methodological pitfalls associated with forecasting that is simply based on generic tourist data. Furthermore, the data generated by this assessment of net direct expenditure and economic impact using the input-output analysis can be used as a comparison point for other mega sport events. In terms of further research, it is evident that existing models of impact assessment have not adequately conceptualized either a more inclusive or a more disaggregated approach. The future inclusion of these concepts in economic impact forecasting for mega-events.

Keywords: Economic impact; FIFA World Cup; Sport event; Input–output model; South Korea

Bridging Research Gap

Developing New Index of Forecasting Tourism Demand

Bridging Research Gap

Image Modification

Dynamic Nature of Destination Image and Influence of Tourist Overall Satisfaction on Image Modification

BongKoo Lee¹, Choong-Ki Lee², and Jaeseok Lee³

Abstract
The objective of this study is to examine the dynamic nature of tourist destination image and the influence of tourists' overall satisfaction on image modification. The empirical data were collected in Seoul, a major tourism destination in South Korea. A total of 520 usable survey data were analyzed using paired t-test and analysis of variance. The results supported the proposed research hypotheses: (1) there were statistically significant differences with respect to all image dimensions between their pretrip and posttrip images at the α = .01 level, and (2) tourists' satisfaction was statistically related to the extent of destination image modification. Theoretical and practical implications were discussed based on the study findings, and recommendations for future research were presented.

Keywords
Korea, destination image, image modification, tourist satisfaction

Introduction
As destinations comprising physical, economic, cultural, and social activities have come to be understood as products on offer, the marketing of those destinations to potential tourists has recently become a very interesting field of research (Andrades-Calido, Sánchez-Rivero, and Pulido-Fernández 2013; Castro, Armario, and Ruiz 2007; Chi and Qu 2008; Churchill and Surprenant 1982; Hsu 1990; Jopp, Martin, and Waelen 2001; Kaxamplous and Sahabanto 2000; Lee, Lee, and Lee 2005; O’Leary and Dequn 2002; Prayag and Ryan 2012; Stephenkova and Eales 2011; Tse and Wilton 1988). The general conclusion is that a favorable image leads to destination choice, positive on-site experience, higher tourist satisfac-

Concluding Remarks

▪ Referees review a paper in terms of how much it is differentiated, innovated, and logically, consistently developed

▪ To be a good paper,
  • Bridging research gap
  • Theory-based research
  • Logical and persuasive description of introduction
  • Being consistent throughout whole manuscript
  • Research model based on strong theoretical background
  • Measurement items from comprehensive literature review
  • Theoretical contribution and practical implications
Major Factors When Hiring Faculty

- SSCI Journal Paper
- Research Ability
- Ability to Teach in English
- Personality* and Character
  - This factor might be major or minor depending on situation
Alternatives

- **Apply for Research Funds from KRF**
  - BK Research Fellow
  - KRF Research Fellow
  - KRF Teaching Fellow
  - KRF Postdoctoral Research

- **State Run Research Institute**

- **Faculty in Asia** (e.g., Hong Kong, Japan, Macau, Taiwan)
Dr. Choong-Ki Lee has published more than 80 papers in peer-reviewed journals (SSCI): ATR, TM, JTR, JST, JTTM, APJTR, JHTR, IJHM, IJTR, IJCHM, TG, TE, etc.

Editorial Board Member of Tourism Management (TM), TM Perspectives, and Journal of Travel & Tourism Marketing

Research interests: festival motivation, demand forecasting and economic impact of tourism, valuation of ecotourism resources, and residents’ perception of casino development.

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