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# Research Trends and Directions

Focusing on My Area of Research

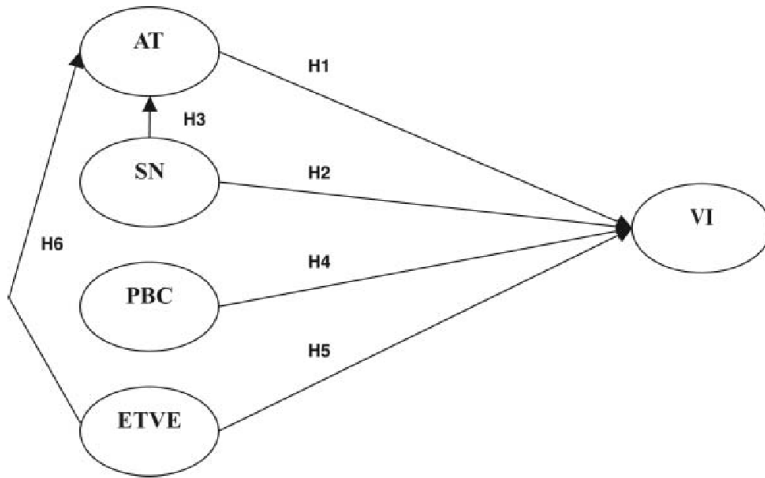
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**Choong-Ki Lee**  
**Professor**  
**Kyung Hee University**

# Theoretically Advanced Model

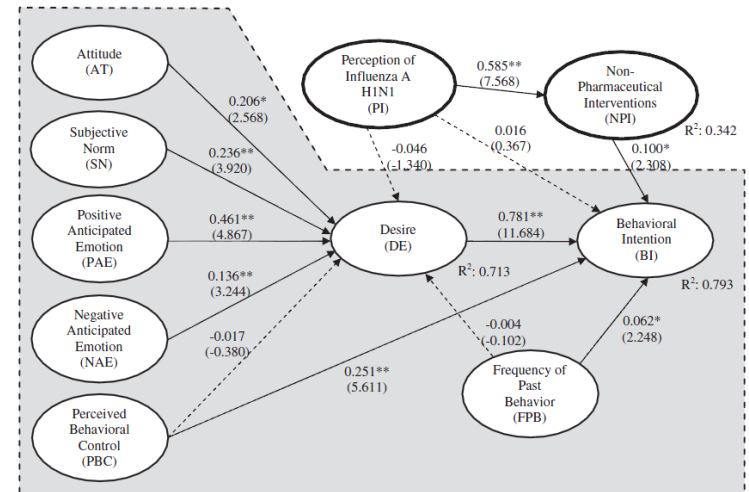
## TRA → TPB → MGB

52 H. Han et al.



**Figure 1.** Proposed Extended Model of the Theory of Planned Behavior. AT, attitude; ETVE, expectation of tourist visa exemption; PBC, perceived behavioural control; SN, subjective norm; VI, visit intention.

C.-K. Lee et al. / *Tourism Management* 33 (2012) 89–99

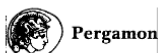


S-B  $\chi^2 = 1087.184$ ,  $df = 785$ ,  $p < 0.001$ ,  $\chi^2/df = 1.385$ ,  
RMSEA = 0.031; CFI = 0.967; NFI = 0.891  
\* $p < 0.05$ , \*\* $p < 0.01$

Source (Left): Han, H. S., Lee, S. L., & Lee, C. K. (2011). Extending the theory of planned behavior: Visa exemptions and the traveller decision-making process. *Tourism Geographies*, 13(1), 45-74.

Source (Right): Lee, C. K., Song, H. J., Bendle, L. J., Kim, M. J., & Han, H. S. (2012). The impact of non-pharmaceutical interventions for 2009 H1N1 influenza on travel intentions: A model of goal-directed behavior. *Tourism Management*, 33(1), 89-99.

## World Cup Image



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doi:10.1016/j.annals.2004.11.006

### KOREA'S DESTINATION IMAGE FORMED BY THE 2002 WORLD CUP

**Choong-Ki Lee**

Kyunghee University, South Korea

**Yong-Ki Lee**

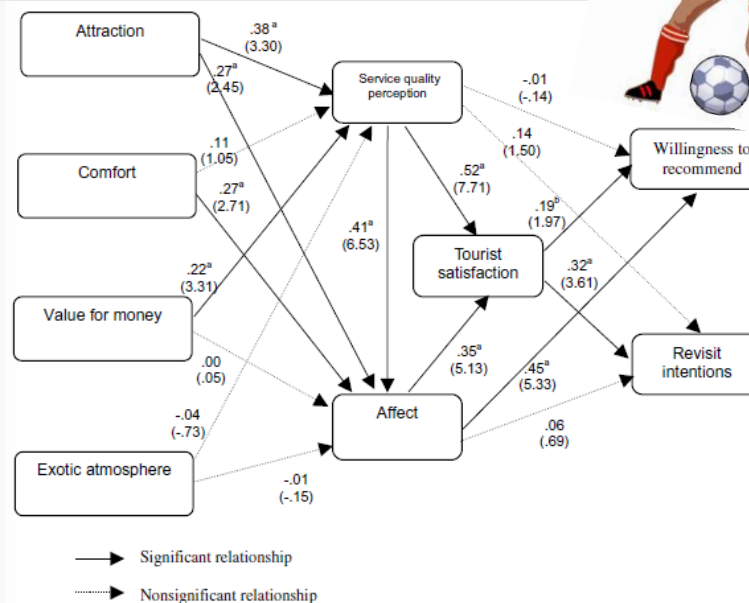
Sejong University, South Korea

**Bongkoo Lee**

DongEui University, South Korea

**Abstract:** Mega events have many effects on host regions. Considering their influence on tourist 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.

**Résumé:** Formation de l'image de destination de la Corée par la Coupe du Monde 2002. Les méga-événements ont beaucoup d'effets sur la région d'accueil. Étant donné leur influence sur le comportement des touristes, les effets liés à l'image méritent plus d'attention. Malgré l'accord général parmi les spécialistes en ce qui concerne l'influence de l'image sur le comportement individuel, peu de recherche empirique a été menée sur cet aspect. Cet article se concentre sur l'influence des diverses dimensions de l'image de destination

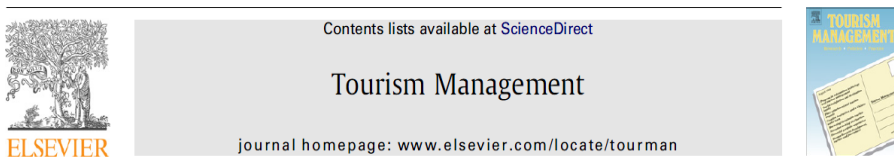


<sup>a</sup> p < .01; <sup>b</sup> p < .05. Path Coefficient (t-value) (two-tailed test).  $\chi^2 = 454.84$ ,  $df=187$ ,  $p = .000$ ,  $RMSEA = .059$ ,  $NFI = .90$ ,  $CFI = .94$ ,  $PNFI = .73$ ,  $RMR = .077$ ,  $GFI = .91$ ,  $AGFI = .88$

Figure 2. Estimates of Proposed Overall Model

Source: 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.

## H1N1 Influenza



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

Choong-Ki Lee<sup>a,\*</sup>, Hak-Jun Song<sup>b</sup>, Lawrence J. Bendle<sup>a,1</sup>, Myung-Ja Kim<sup>a,2</sup>, Heesup Han<sup>c,3</sup>

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<sup>c</sup> Department of Tourism Management, College of Business Administration, Dong-A University, Bum-in-dong 2-ga, Seo-gu, Busan 602-760, Republic of Korea

#### ARTICLE INFO

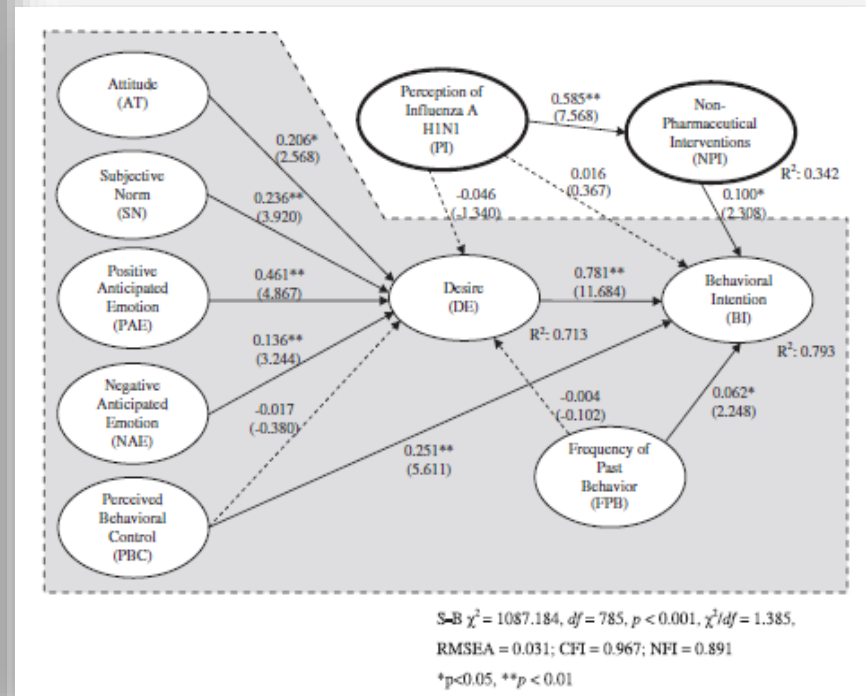
**Article history:**  
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**Keywords:**  
 2009 H1N1  
 Non-pharmaceutical intervention  
 Model of goal-directed behavior  
 Travel intention

#### 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 (MGB) 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.

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Source: Lee, C. K., Song, H. J., Bendle, L. J., Kim, M. J., & Han, H. S. (2012). The impact of non-pharmaceutical interventions for 2009 H1N1 influenza on travel intentions: A model of goal-directed behavior. *Tourism Management*, 33(1), 89-99.

## Preservation of DMZ



### ANALYSIS

### Valuation of ecotourism resources using a contingent valuation method: The case of the Korean DMZ

Choong-Ki Lee<sup>a,\*</sup>, James W. Mjelde<sup>b,1</sup>

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Korean DMZ

Contingent valuation method

Preservation value

#### ABSTRACT

The Korean Demilitarized Zone (DMZ), which has been untouched by human for the last half century, has become a sanctuary for rare species of animals. Conflicts concerning development between communities and environments arising. Estimates of the preservation value of the DMZ are necessary to properly address these issues. Such estimates will help policy-makers address conservation management, sustainable development, and public financial support. In this situation, the objectives are two-fold. The primary objective of this study estimates of the preservation value of the Korean DMZ and Civilian Control Zone secondary objective is to examine the potential for hypothetical bias in response in a contingent valuation method framework.

Findings suggest hypothetical bias is present in the survey. Including a real vehicle may reduce hypothetical bias in eliciting willingness-to-pay (WTP). Best estimate of the mean WTP is US\$ 16.74 per capita. Aggregate preservation value lies between \$602 million. These findings indicate that conservation of the DMZ and CCZ are important for moral and ecological reasons, but the DMZ and CCZ are of economic value to South Koreans. Any development unfriendly to the environment will degrade the quality of the ecosystem of the DMZ, as well as, decrease its economic value.

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**Table 4 – Results of logit models for the hypothetical and real settings**

Variable	Hypothetical		Real	
	Coefficient	Marginal effect	Coefficient	Marginal effect
Donation amount <sup>b</sup>	-0.025 (0.003)***	0.005	-0.023 (0.003)***	0.004
Age	0.011 (0.007)	0.002	0.010 (0.007)	0.002
Gender — female	-0.073 (0.151)	-0.014	-0.095 (0.157)	-0.017
Education	0.072 (0.180)	0.012	0.149 (0.188)	0.026
Familiarity	0.479 (0.160)**	0.099	0.358 (0.166)**	0.066
Impact	0.292 (0.170) <sup>‡</sup>	0.059	0.325 (0.179) <sup>‡</sup>	0.055
Environmental	0.550 (0.147)***	0.108	0.523 (0.153)***	0.093
Constant	-1.347 (0.390)***	-0.267	-1.636 (0.407)***	-0.291
Number of observations	996		996	
Chi squared <i>df</i> =7	116.20***		90.01***	
Log likelihood	-558.71		-526.84	
Pseudo R <sup>2</sup>	0.09		0.08	
% of correct prediction	70.6		74.6	

&p<0.10, \*\*p<0.01, \*\*\*p<0.001.

<sup>a</sup> Standard errors are listed in parentheses.

<sup>b</sup> Reported coefficients represent the estimated coefficients multiplied by -1, as donation amounts entered as negative amounts in the estimation procedure, see Eq. (4).

Source: 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.

## Dark Tourism

*Tourism Geographies*  
Vol. 12, No. 3, 371–394, August 2010



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

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& YOOSHIK 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, reunions and physical sites with broader historical or environmental significance – serve as resources that can be positioned to stimulate tourism in formerly war-torn 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

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



Source: 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.

## U-Tourism

*Journal of Sustainable Tourism*  
Vol. 17, No. 3, May 2009, 397–406



### Protecting cultural heritage tourism sites with the ubiquitous sensor network

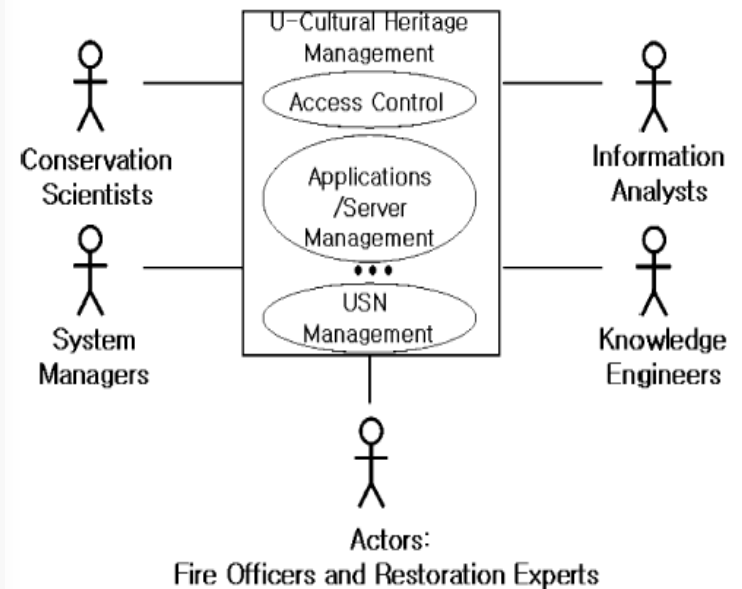
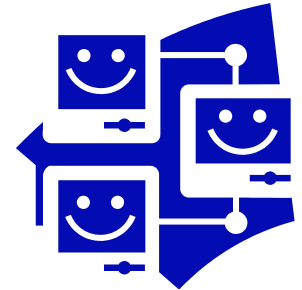
Jaehun Joo,<sup>a</sup> Jaegeol Yim<sup>b</sup> and Choong-Ki Lee<sup>c,\*</sup>

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(Received 30 May 2008; final version received 22 October 2008)

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



Source: 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.

# Special Topics: Casino and Residents



## Community Support: Pre and Post Study



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### 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.

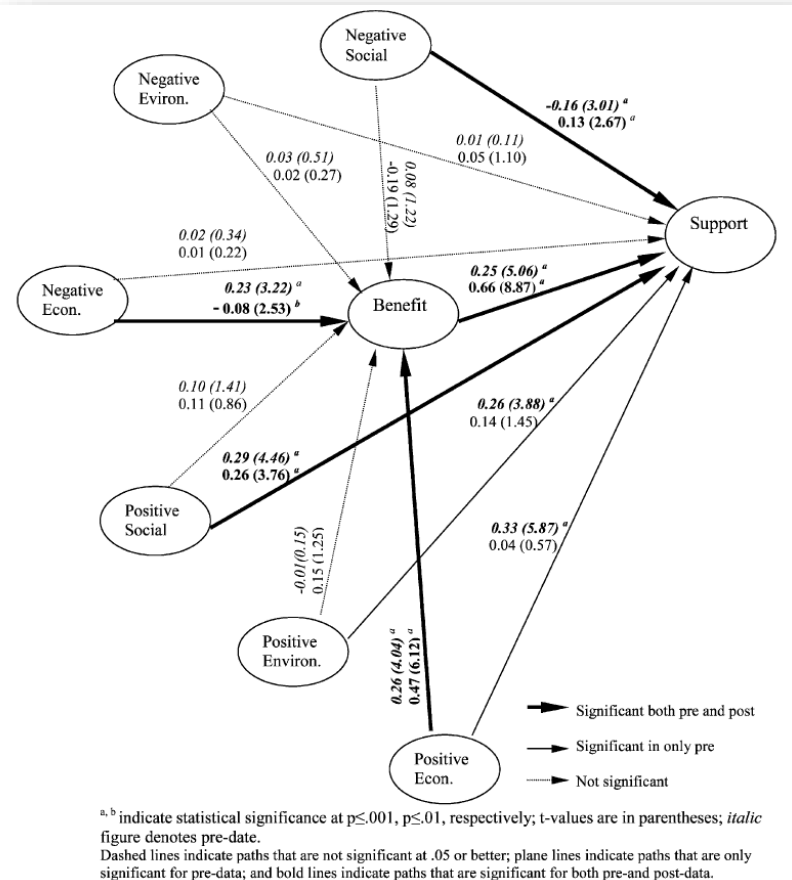


Figure 2. Standardized Parameter Estimates (Model 2): Pre- and Post Data

Source: 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.



## Community Support: 4-year Longitudinal Study



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Tourism Management 27 (2006) 466–480

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### Examining structural relationships among perceived impact, benefit, and support for casino development based on 4 year longitudinal data

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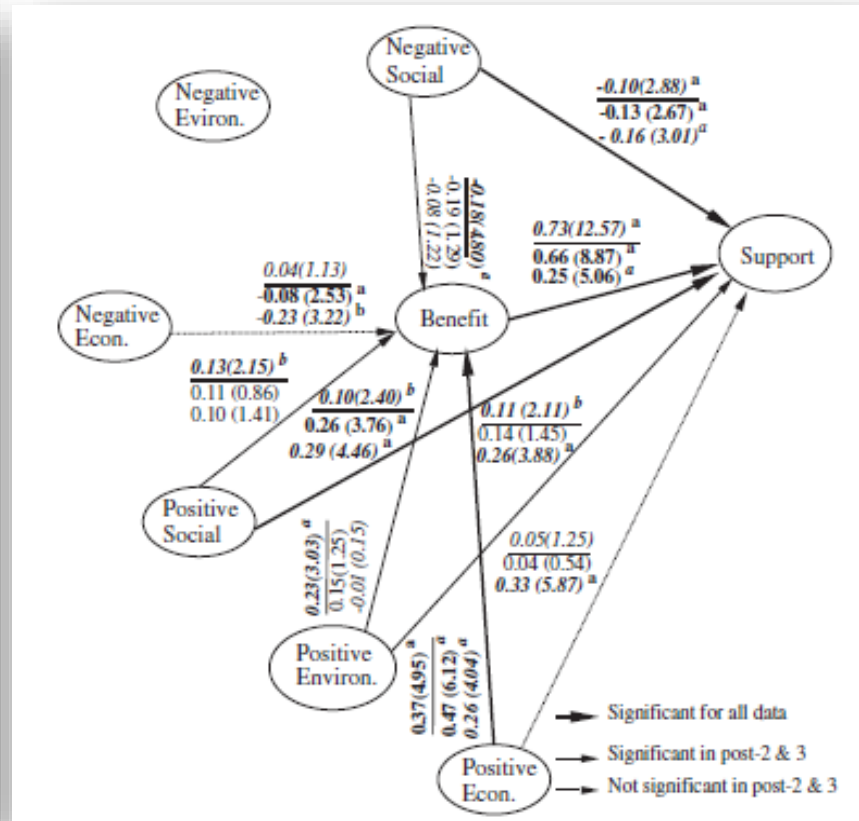
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**Abstract**

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 relationship; Casino; Resident perception; Longitudinal study; Social exchange theory



Source: 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.

## Community Support: International Comparison

Tourism Management 31 (2010) 189–201



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Tourism Management

journal homepage: [www.elsevier.com/locate/tourman](http://www.elsevier.com/locate/tourman)



### 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 mini 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 community 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 of 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.

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

Benefit regressed on residents' perceptions	Gangwon Province (N = 604)				Colorado (N = 380)				Z-test
	b1	SE	$\beta$	t-value	b2	SE	$\beta$	t-value	
(Constant)	1.719	0.298		5.777	0.916	0.418		2.193	1.567
Negative social (direct costs)	-0.066	0.057	-0.055	-1.145	-0.148	0.102	-0.086	-1.444	0.698
Negative environmental	-0.055	0.058	-0.039	-0.958	-0.035	0.071	-0.023	-0.492	-0.220
Negative social (indirect costs)	-0.199	0.065	-0.152	-3.080**	-0.147	0.083	-0.114	-1.775	-0.493
Positive social	0.244	0.060	0.159	4.069**	0.399	0.071	0.296	5.580**	-1.662*
Positive economic	0.491	0.055	0.352	9.003**	0.563	0.071	0.395	7.977**	-0.804
Negative economic	0.031	0.045	0.026	0.685	-0.011	0.046	-0.010	-0.248	0.656
	$F = 28.15 (p < 0.01) \text{ Adj. } R^2 = 0.22$				$F = 77.00 (p < 0.01) \text{ Adj. } R^2 = 0.57$				
Support regressed on residents' Perceptions	b1	SE	$\beta$	t-Value	b2	SE	$\beta$	t-Value	
(Constant)	-0.004	0.037		-0.113	1.478	0.326		4.535	-4.519
Negative social (direct costs)	-0.171	0.037	-0.170	-4.618**	-0.030	0.079	-0.019	-0.386	-1.613
Negative environmental	-0.024	0.037	-0.024	-0.652	-0.221	0.056	-0.151	-3.986**	-2.954**
Negative social (indirect costs)	-0.165	0.037	-0.164	-4.457**	-0.209	0.064	-0.171	-3.264**	0.592
Positive social	0.231	0.037	0.229	6.235**	0.503	0.056	0.395	9.064**	-4.077**
Positive economic	0.338	0.037	0.336	9.117**	0.407	0.055	0.303	7.410**	-1.051
Negative economic	0.035	0.037	0.035	0.945	-0.016	0.036	-0.015	-0.455	0.996
	$F = 27.38 (p < 0.01) \text{ Adj. } R^2 = 0.21$				$F = 143.41 (p < 0.01) \text{ Adj. } R^2 = 0.72$				
Support regressed on benefits	b1	SE	$\beta$	t-Value	b2	SE	$\beta$	t-Value	
(Constant)	1.413	0.083		16.985	0.648	0.105		6.192	5.729
Benefits	0.568	0.027	0.658	21.391**	0.835	0.034	0.790	24.738**	-6.231**
	$F = 457.58 (p < 0.01) \text{ Adj. } R^2 = 0.43$				$F = 611.96 (p < 0.01) \text{ Adj. } R^2 = 0.62$				

\*\*  $p < 0.01$ , \*  $p < 0.05$ .

Source: 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.

## Responsible Gambling & Passion

J Gambl Stud (2014) 30:403–422  
DOI 10.1007/s10899-013-9359-8

ORIGINAL PAPER

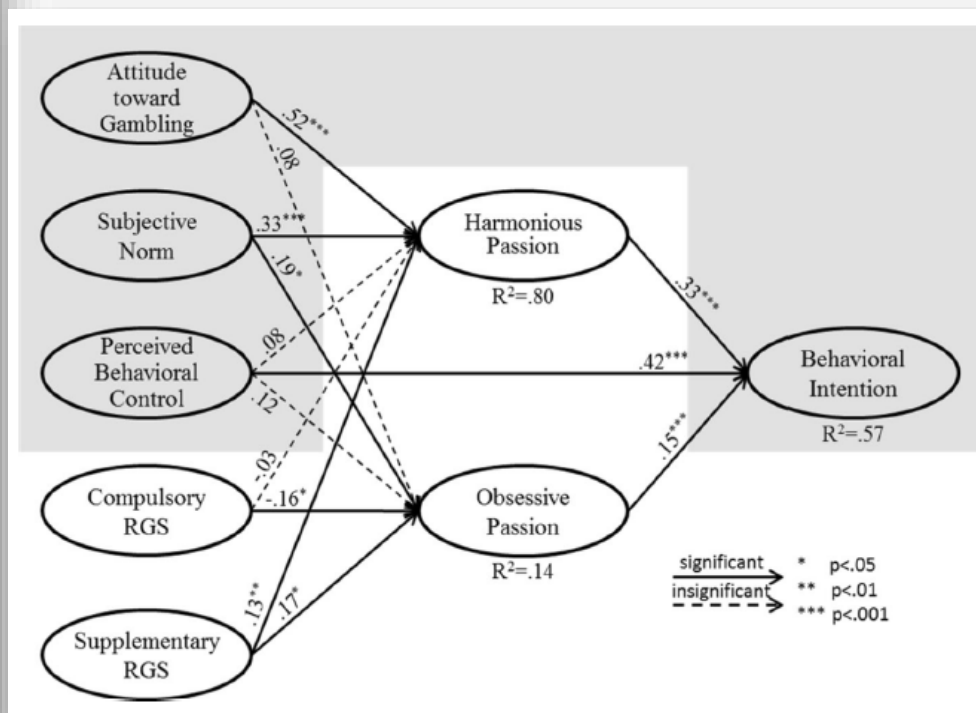
### The Role of Responsible Gambling Strategy and Gambling Passion in the Online Gamblers' Decision-Making Process: Revising the Theory of Planned Behavior

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

Published online: 19 January 2013  
© Springer Science+Business Media New York 2013

**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 ·



Source: Lee, J., Chen, C. C., Song, H. J., & Lee, C. K. (2014). The role of responsible gambling strategy and gambling passion in the online gamblers' decision-making process: Revising the theory of planned behavior. *Journal of Gambling Studies*, 30(2), 403-422.

## CSR & Responsible Gambling



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  
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 Organizational trust  
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 Casino

### ABSTRACT

Corporate social responsibility (CSR) has emerged as a critical philosophy and a strategy that affects both internal (i.e., employee) 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. To this end, this study surveys casino employees in South Korea to 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 building off of these findings, this study provides practical implications for casino managers when implementing CSR and RG strategies.

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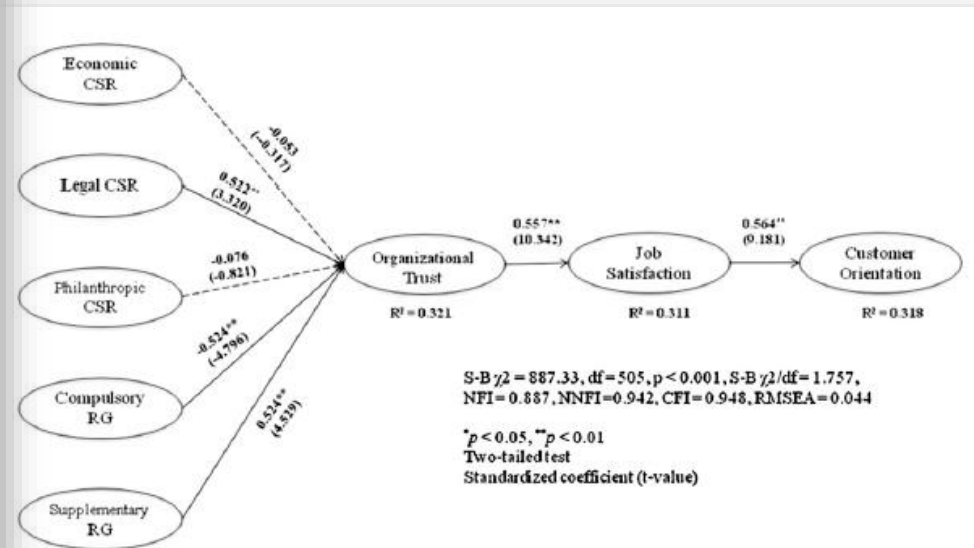


Fig. 2. Results of the research model.

Note: the numbers in the parentheses indicate t-values.

Source: Lee, C. K., Song, H. J., Lee, H. M., Lee, S. K., & Bernhard, B. J. (2013). 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.

## Medical Tourism



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

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#### 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.

#### ARTICLE INFO

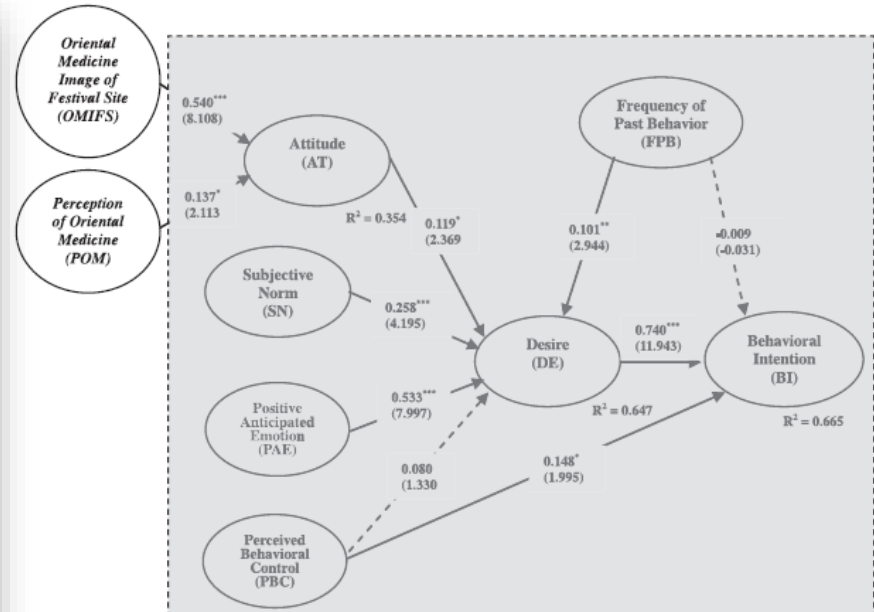
Article history:  
 Received 11 June 2013  
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Keywords:  
 Model of goal directed behavior  
 Oriental medicine festival  
 Festival site image  
 Perception of Oriental medicine

#### 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 Sancheong Herbal Festival in South Korea. Results reveal that attitude, subjective norm, and positive anticipated emotion influenced visitors' desire to attend the festival, which, in turn, influenced 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.

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$\chi^2 = 892.821$ , S-B  $\chi^2 = 691.912$ ,  $df = 474$ ,  $p < 0.000$ , S-B  $\chi^2/df = 1.460$ , NFI = 0.897, NNFI = 0.961, CFI = 0.965, RMSEA = 0.034

\* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

Two-tailed test  
 Standardized coefficient (t-value)  
 Solid line: significant path  
 Dotted line: non-significant path

Fig. 2. Results of the extended model of goal-directed behavior.

Source: Song, H. J., You, G. J., Reisinger, Y., Lee, C. K., & Lee, S. K. (2014). Behavioral intention of visitors to an Oriental medicine festival: An extended model of goal-directed behavior. *Tourism Management*, 42(3), 101-113.

## Environment: Boryeong Mud Festival



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The effect of environmentally friendly perceptions on festival visitors' decision-making process using an extended model of goal-directed behavior

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### ARTICLE INFO

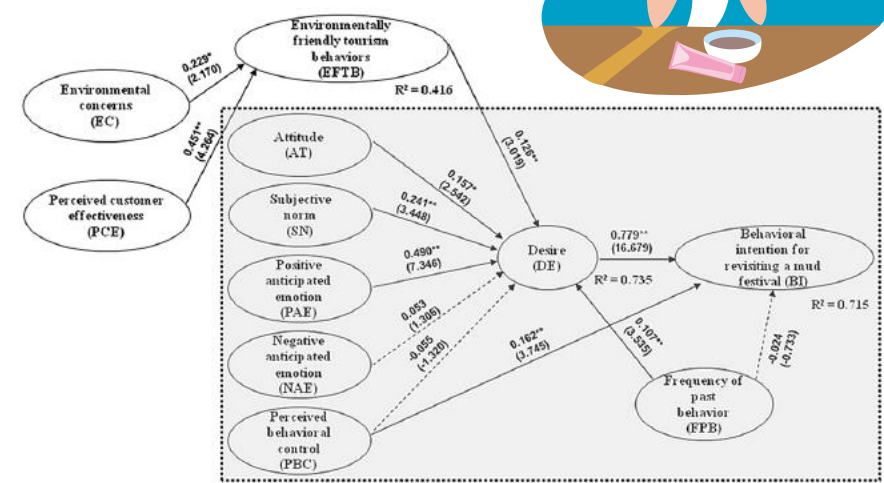
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Mud festival  
Model of goal-directed behavior  
Environmental constructs  
Decision-making process

### ABSTRACT

This study examined the effect of environmentally friendly perceptions on the behavioral intention of visitors at the Boryeong Mud Festival in South Korea. The results of the on-site survey ( $N = 400$ ) reveal that three environmentally friendly perceptions formed positive and significant causal relationships with the constructs in the extended model of goal-directed behavior (EMGB). Attitude, subjective norm, and positive anticipated emotion affected desire, which, in turn, influenced the behavioral intention. Three elements, volitional, non-volitional, and emotional aspects, were proven to be crucial in comprehending the perceptions and behaviors of the nature-based festival attendees. The findings of this study will shed light on a better understanding of the decision-making processes of festival visitors when environmental issues are incorporated.

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S-B  $\chi^2 = 1.091.895$ ,  $df = 747$ ,  $p < 0.001$ , S-B  $\chi^2/df = 1.462$ ,  
NFI = 0.903, NNFI = 0.964, CFI = 0.967, RMSEA = 0.035  
\* $p < 0.05$ , \*\* $p < 0.01$

Fig. 4. Results of the extended model of goal-directed behavior. Note: The numbers in the parentheses indicate  $t$ -values.

Source: 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.

## Environmental Cues: Cheonggyecheon



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### 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

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(Received 30 September 2012; accepted 12 November 2013)

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 on 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 show) 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. Discussions and implications are drawn from the findings.

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

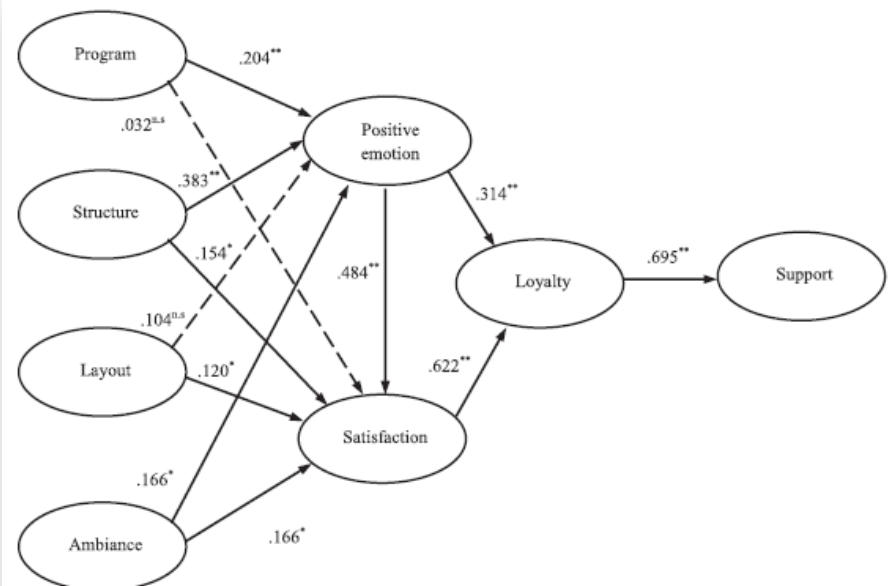


Figure 3. Estimates of SEM.

Note: Figures indicate standardized coefficients. \* $p < .05$ ; \*\* $p < .01$ ; n.s.: Not significant.

Source: 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.

# Bridging Research Gap



## Accurate Assessment of World Cup Impact



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Tourism Management 26 (2005) 595–603

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### 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 a sport tourism mega event. This paper reports on the assessment of one such 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 established that 57.7% of total tourist arrivals during the period of the event could be classified as either directly and indirectly attracted by the World Cup. Using this data it was calculated that the World Cup generated an economic impact of US\$1.35 billion of output (sales), US\$307 million of income, and US\$713 million 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 aversion and diversion effects and this begs the future inclusion of these concepts in economic impact forecasting for mega-events.

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

Table 3  
Tourism multipliers

Sector	Output	Income	Employment	Value added	Indirect tax	Import
Shopping	2.4061	0.5192	0.0319	1.3719	0.0926	0.1473
Restaurant	2.8565	0.6706	0.1015	1.4498	0.1808	0.2208
Hotel	2.6132	0.6169	0.0811	1.4117	0.1686	0.2052
Tour & transport	2.0928	0.4039	0.0209	0.9231	0.0764	0.4807
Culture & recreation	2.7301	0.6386	0.0337	1.4340	0.1489	0.2047

Multiplier represents direct, indirect, and induced effects.

Table 4  
Total economic impact of World Cup Tourists' expenditures (in US\$ millions)

Type of Impacts <sup>a</sup>	Hotel	Restaurant	Tour and Transport	Shopping	Culture and recreation	Total	Secondary impact <sup>b</sup>
Output	264	152	114	256	566	1351	85.1%
Income	62	36	22	55	132	307	52.5
Employment <sup>c</sup>	10,217	6746	1417	4241	8728	31,349	32.3
Value added	142	77	50	146	297	713	58.8
Indirect tax	17	10	4	10	31	71	59.5
Import	21	12	26	16	42	117	77.0

<sup>a</sup> Impacts represent the direct, indirect, and induced effects.

<sup>b</sup> Secondary impact represents percentage of direct impact to indirect plus induced impacts.

<sup>c</sup> Unit for employment represents number of full-time equivalent jobs created.



Source: 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.



# Bridging Research Gap

## Developing New Index of Forecasting Tourism Demand

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Estimating the intention–behavior gap associated with a mega event: The case of the Expo 2012 Yeosu Korea

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**HIGHLIGHTS**

- This study investigates the intention–behavior gap in the realm of the 2012 Yeosu Expo.
- This is the first study to identify what proportion of people with visit intentions actually attend.
- Approximately 50% of the respondents with intentions to visit attended the Expo.
- Results contribute to more accurate attendance forecasts for mega events.
- Results contribute to identifying important factors influencing the intention–behavior gap.

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**ARTICLE INFO**

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*Keywords:*  
 Visit intentions  
 Actual behavior  
 Mega event  
 Yeosu Expo  
 Intention–behavior gap

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**ABSTRACT**

Demand (attendance) forecasts are often based on respondents' intentions to attend an event or purchase a product. People, however, do not always act on their intentions; an intention–behavior gap exists. Limited research to date in the tourism realm has addressed this gap; that is, what proportion of visit intentions is actually realized. In this respect, this study investigates the intention–behavior gap based on a national survey using a quota sampling method ( $N = 2015$ ) in the realm of visiting the 2012 Yeosu Expo.

Results reveal that approximately 50% of the respondents who had intentions to visit the Expo actually visited the Expo. The stronger the intentions are to visit the Expo, the larger the percentage of respondents who acted on their intentions. Results contribute to potentially obtaining more accurate forecasts of attendance to mega events and how various factors influence the intention–behavior gap.

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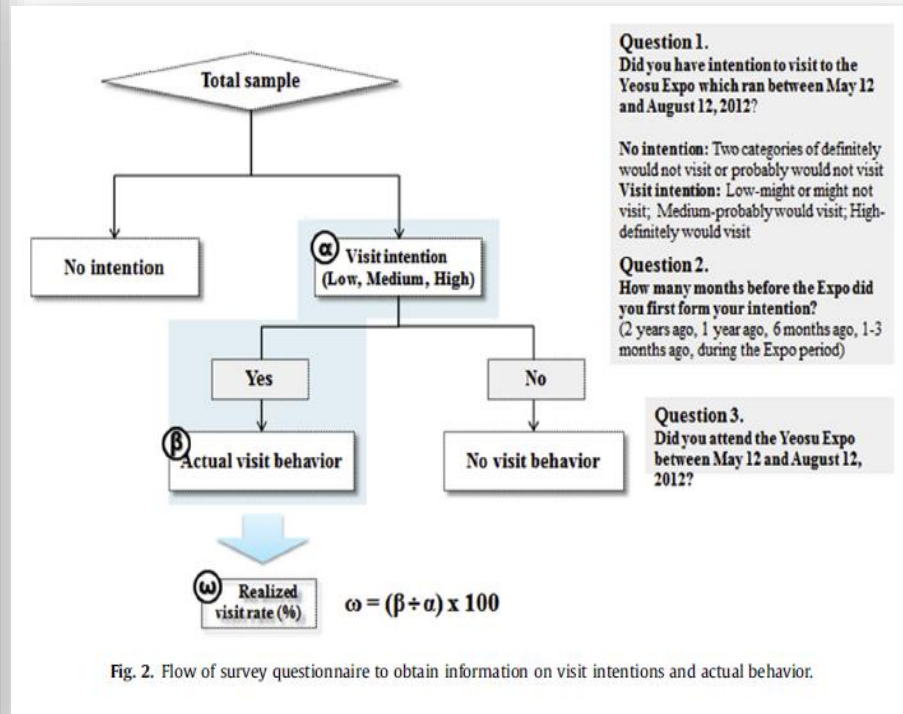


Fig. 2. Flow of survey questionnaire to obtain information on visit intentions and actual behavior.

Source: Lee, C. K., Mjelde, J. W., Kim, T. K., & Lee, H. M. (2014). Estimating the intention–behavior gap associated with a mega event: The case of the Expo 2012 Yeosu Korea. *Tourism Management*, 41(2), 168–177.

# Bridging Research Gap



## Image Modification

Research Article

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

BongKoo Lee<sup>1</sup>, Choong-Ki Lee<sup>2</sup>, and Jaeseok Lee<sup>3</sup>

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2014, Vol. 53(2) 239–251  
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DOI: 10.1177/0047287513496466  
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#### 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  $\alpha = .01$  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-Caldito, Sánchez-Rivero, and Pulido-Fernández 2013; Castro, Armario, and Ruiz 2007; Hosany, Ekinci, and Uysal 2006; Li et al. 2009; Litvin and Mouri 2009; Pan 2011; ...)

behaviors (Abdullah et al. 2000; Assaker, Vinzi, and O'Connor 2011; Cai, Wu, and Bai 2003; Castro, Armario, and Ruiz 2007; Chi and Qu 2008; Churchill and Surprenant 1982; Han 1990; Joppe, Martin, and Waalen 2001; Kandampully and Suharatanto 2000; Lee, Lee, and Lee 2005; O'Leary and Deegan 2003; 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 satisfaction

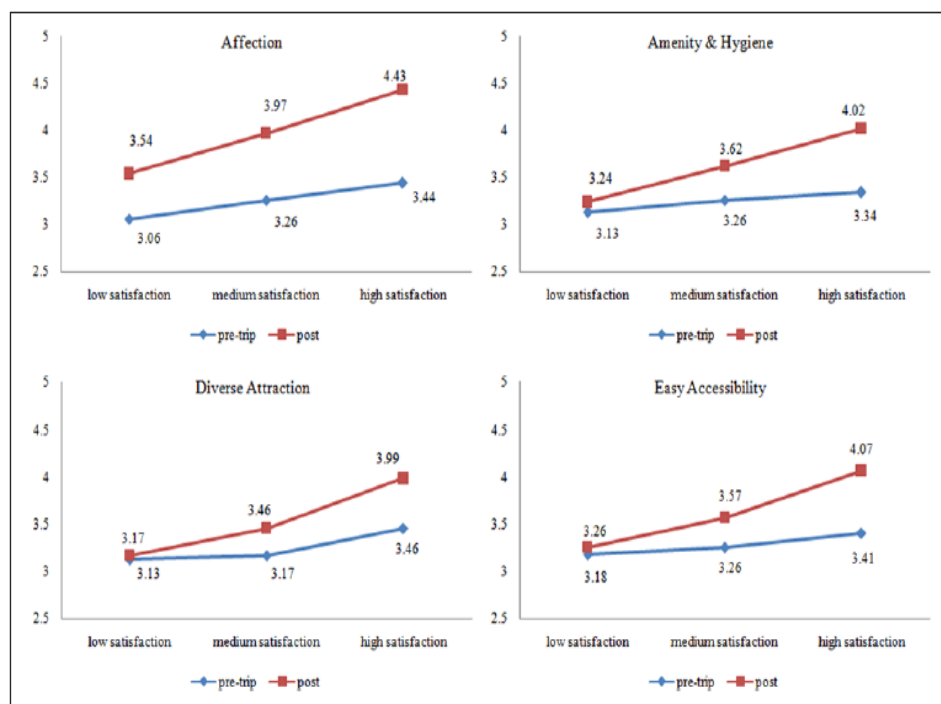


Figure 1. Mean scores of pretrip and posttrip image of each group.

Source: Lee, B. K., Lee, C. K., & Lee, J. (2014). Dynamic nature of destination image and influence of tourist overall satisfaction on image modification. *Journal of Travel Research*, 53(2), 239-251.

# 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

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  - KRF Postdoctoral Research
  
- **State Run Research Institute**
  
- **Faculty in Asia (e.g., Hong Kong, Japan, Macau, Taiwan)**

# Q & A



- 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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