

Curriculum Vitae of Prof. Timothy Lee (As of 20 Jan 2026)



A. PERSONAL DETAILS

- Name: Timothy J. Lee
- Nationality: Australian (Born in Seoul, South Korea)
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- Personal home page: www.proftimothylee.com
- Institutional home page: <https://fhtm.must.edu.mo/id-1729/person/view/id-1230.html>
- ORCID: <https://orcid.org/0000-0002-2435-073X>
- LinkedIn: [linkedin.com/in/proftimothylee](https://www.linkedin.com/in/proftimothylee)
- WeChat ID: IJTRLEE

- Google Scholar:
<https://scholar.google.com.au/citations?user=jL-XuJQAAAAJ&hl=en&oi=sra>
- Google Scholar total citations: 8,576
- h-index: 52
- i10-index: 115

- Listed as one of the ‘Top 2% Most Cited Researchers in the world 2025’.
<https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/8>
- The most cited researcher in the world in “Health & Wellness”
https://scholar.google.com.au/citations?view_op=search_authors&hl=en&mauthors=label:health_%26_wellness
- One of the 130 most cited researchers in the world in “Tourism”
https://scholar.google.com.au/citations?view_op=search_authors&hl=en&mauthors=label:tourism&after_author=moWZAYza__8J&astart=120

A-1. Summary of achievements

- (1) Published more than 380 research articles in academic journals, books, and conference proceedings (including 160 in the SSCI-indexed journals, and 140 in A* or A-ranked journals in the Australian Business Deans Council -ABDC-).
- (2) Been granted 26 research projects worldwide totaling more than 5 million US Dollars.
- (3) Invited 165 times to deliver a special guest lecture or keynote speech in 25 countries.
- (4) Supervised 30 PhD & 40 Master students to complete their degrees.
- (5) The Editor-in-Chief of *International Journal of Tourism Research* (listed in SSCI Q1, Scopus Q1, Impact Factor 5.7) published by John Wiley & Sons, the United Kingdom.
- (6) Associate Editor of *Journal of Leisure Research* (Q2 in SSCI).
- (7) Regional Editor in Southeast Asia of *Leisure Studies* (Q2 in SSCI).
- (8) Adjunct Professor or Specially appointed distinguished scholar at universities in China, Switzerland, Thailand, South Africa, Australia, and South Korea.
- (9) Hosted 20 academic conferences as a Chief Organizer that more than 3,000 academics from 45 countries participated in.
- (10) Awarded 'Outstanding Researcher of the Year in the Asia Pacific University' for the 5 consecutive years (2013, 2014, 2015, 2016, & 2017) at the Ritsumeikan Asia Pacific University (APU) in Japan.
- (11) Keep publishing around 15 to 25 articles in SSCI journals every year.
- (12) Research interests: Health-oriented tourism, Cultural heritage tourism, Food tourism, Festivals & Events industry, Local destination marketing, Developing East Asian values as tourism resources, Casino industry, & more.

A-2. Current full-time positions

September 2020 – Current
Professor, Faculty of Hospitality and Tourism Management,
Macau University of Science and Technology (MUST), Macao SAR, China.

May 2023 – Current
The Editor-in-Chief of *International Journal of Tourism Research* (by Wiley)
One of the top 20 journals in the world out of 500 in the tourism/hospitality
Listed Q1 in SSCI; Q1 in Scopus; Q1 in SJR; & A in ABDC; Impact factor: 5.7
<https://onlinelibrary.wiley.com/journal/15221970>

A-3. Adjunct professorship / Specially appointed eminent professorship

Swiss Hotel Management School, Switzerland (Since 2025)
Cesar Ritz Colleges Switzerland, Switzerland (Since 2025)
University of Johannesburg, South Africa (Since 2025)
Yongsan University, South Korea (Since 2025)
Kyung Hee University, South Korea (Since 2023)
Thammasat University, Thailand (Since 2023)

A-4. Education

- January 2001 – December 2004
Awarded Ph.D in Tourism & Hospitality Development, School of Management, University of Surrey. Guildford, **the United Kingdom**.
Thesis title: Conflict and collaboration between different stakeholder sectors in heritage tourism development in a newly industrialised country.
- Septemebr 1998 – Decemebr 1999
Awarded Master Degree in International Hotel Management, School of Management, University of Surrey. Guildford, **the United Kingdom**.
Thesis title: Successful Korean hotels as conference venues.
- September 1990 – June 1992
Completed Master of Business Administration (MBA),
Long Island University C. W. Post. Brookville, New York, **the United States**
- March 1983 – August 1989
Awarded Bachelor Degree in the Environmental Forestry Resources,
Seoul National University. Seoul, **South Korea**

A-5. Previous employments (Full-time) & Adjunct appointed positions

A-5-1 Previous employments (Academic, Full-time)

- 2020 – 2025
Professor, Griffith Institute for Tourism (GIFT), Griffith Business School, Griffith University, Brisbane, **Australia**
- 2018 – 2020
Professor, Department Head of Tourism, Leisure and Events Management, School of Business & School of Social Sciences, University of the Sunshine Coast (UniSC), Brisbane, **Australia**
- 2012 – 2018
Dean, Research Institute Director, Professor, & Department Head of Hospitality & Tourism, College of Asia Pacific Studies, Ritsumeikan Asia Pacific University (APU), Beppu, **Japan**
- 2005 – 2012
Tenured Assistant Professor in Hospitality Management, School of Tourism and Leisure Management, University of Queensland (UQ), Brisbane, **Australia**
- 2002 – 2004
Lecturer in Tourism Marketing & Tourism Development, School of Management, University of Surrey, Guildford, **the United Kingdom**

A-5-2. Adjunct & Specially appointed positions

- August 2025 – Current

‘Research Fellow’ at Swiss Hotel Management School,
Montreux, Switzerland

- May 2025 – Current
‘Senior Research Associate’ in the School of Tourism & Hospitality,
University of Johannesburg, Johannesburg, South Africa
- January 2025 – Current
‘Research Fellow’ at César Ritz Colleges Switzerland,
Brig, Switzerland
- March 2023 – Current
‘Eminent Scholar’ in the College of Hotel & Tourism,
Kyung Hee University, Seoul, South Korea.
- January 2023 – Current (lead seminars every year)
‘Adjunct Professor’ in the College of Innovation,
Thammasat University (CITU), Bangkok, Thailand
- July 2020 – June 2025
‘Adjunct Professor’ in Griffith Institute for Tourism (GIFT), Griffith Business School,
Griffith University, Brisbane & Gold Coast, Australia
- September 2020 – August 2021
‘Adjunct Professor’ in Hospitality & Tourism Management
University of Santo Tomas, Manila, The Philippines.
- August 2018 – March 2021 (teaching for two weeks per year)
‘Adjunct Professor’ in Hospitality & Tourism, College of Asia Pacific Studies,
Ritsumeikan Asia Pacific University (APU), Beppu, Japan
- June 2019 – Current (without official duties)
‘Adjunct Professor’ in the School of Tourism & Leisure,
Leshan Normal University, Leshan, China.
- March 2019 – December 2023 (teaching a recorded course)
‘Adjunct Professor’ in the Department of Tourism & Hotel Management,
Hanyang Cyber University, Seoul, South Korea.
- January 2015 – April 2020 (teaching two Master’s courses for two weeks per year)
‘Adjunct Professor’ in the Faculty of Hospitality and Tourism Management,
Macau University of Science and Technology (MUST), Macao SAR, China.
- September 2017 – August 2018 (teaching a Master’s course for a semester)
‘Distinguished Professor’ in the College of Economics & Business Administration,
the University of Suwon, Hwaseong, South Korea.
- January 2016 – December 2016 (teaching a Master’s course for a week)
‘Adjunct Professor’ in the Master of Business Administration program,

the UET (University of European Tourism), Milan, Italy.

- March 2013 – February 2014 (with multiple-roles)
‘International Distinguished Scholar’ in the College of Hotel and Tourism,
Kyung Hee University, Seoul, South Korea.

A-6. Industry employments

- Septemebr 1999 – October 2000
Linen manager and Rooms division manager
The Holiday Inn, Guildford, Surrey, **the United Kingdom**.
Roles: Managing 18 members of staff in housekeeping duty including training in a 4-
star business hotel.
- January 1997 – August 1998
Shift manager
Great Farm Inc., Manhattan, New York, **the United States**.
Roles: Managing, organizing and training 20 members of full-time staff.
Ensuring profitability from 8 pm to 8 am in a 24-hour operating
restaurants/food bar.
- March 1995 – December 1996
Self-employed
Big Apple Souvenir Shop, Queens, New York, **the United States**.
Roles: As the sole owner/manager, managing and operating a souvenir shop in a
tourist attraction area.
- March 1993 – December 1994
Senior tour leader and Group tour manager
Hana Travel Corp., Manhattan, New York, **the United States**.
Roles: Designing group tour programs for inbound tourists.
Taking tour groups sightseeing in Manhattan.
- February 1990 – January 1993
Hall manager in a hotel restaurant
Stamford Hotel, Manhattan, New York, **the United States**.
Roles: Managing 25 staff in hall, kitchen, reception, bookkeepers and maintenance
at a restaurant of the 5-star business hotel.

A-7. Main research interests

- Cultural heritage tourism,
- Tourism / hospitality / leisure marketing,
- Health-oriented tourism / Wellness leisure activities,
- Cross-cultural issues in tourism / hospitality / leisure industries,
- Food and culinary tourism,
- Events, Festivals, MICE, &
- Local destination image development, especially in East Asia.

A-8. Internal executive & Administrative duties

At the Macau University of Science and Technology (MUST) in Macao:

- Vice Dean of the Faculty of Hospitality and Tourism Management (FHTM), where have 47 full-time and 15 part-time academic staff from Sept 2023 to Sept 2025.

At the University of the Sunshine Coast (UniSC) in Australia:

- Member of the UniSC Business School Board, 2018 to 2020
- Member of the Academic Group Leaders of the Business School, 2018 to 2020
- Department Head of the Tourism, Leisure, and Events Management in 2019
- Member of the HDR (Higher Degree by Research, PhD) Committee, 2018 to 2020
- Executive member of the UniSC Enrolments Task Force, 2018 to 2020
- Member of the International Engagement and Liaison Representative, 2018 to 2020
- Director of the Business School Research & Engagement Committee in 2019

At the Ritsumeikan Asia Pacific University (APU) in Japan:

- Dean of the College of Asia Pacific Studies (APS), 2014 to 2016
- Director the Ritsumeikan Centre of Asia Pacific Studies (RCAPS), 2014 to 2016
- Editor-in-Chief of the *Ritsumeikan Journal of Asia Pacific Studies* (RJAPS) and the *Asia Pacific World* (APW), 2015 to 2017
- Department Head of the Hospitality and Tourism and the PhD Program Coordinator, 2014 to 2017
- Served as the PhD Program Coordinator of the College of Asia Pacific Studies (APS), 2014 to 2017.
- University representative of the APU to the United National World Tourism Organization (UNWTO) TedQual Accreditation, Madrid, Spain.

A-9. External academic and scholarship activities

- Since 2023: Editor-in-Chief of the *International Journal of Tourism Research* (<https://onlinelibrary.wiley.com/journal/15221970> published by Wiley; Impact Factor 5.7) listed in the SSCI Q1, A in ABDC (Australian Business Deans Council)
- Since 2022, Regional Editor of the *Leisure Studies* (Scimago Q1, SSCI-listed & A in ABDC)
- Since 2022, Associate Editor of *Journal of Leisure Research* (Scimago Q1, SSCI-listed & A in ABDC).
- 2015 to 2020: Vice-President of the Tourism Sciences Society of Korea (TOSOK) with 1,000 active members in tourism/hospitality/leisure academia in South Korea and beyond
- Since 2015 to current: Founding Director of the Asia Pacific Tourism Research Education and Events (AP-TREE), Australia
- 2015 to 2019: Editor-in-Chief of the *International Journal of Tourism Sciences* (www.tandfonline.com/rijt published by Taylor & Francis) listed in the ABDC (Australian Business Deans Council) journal ranking system
- 2010 to 2012: Research note Editor in the *Journal of Hospitality Marketing & Management* (Scimago Q1, SSCI Q1, & A in ABDC)
- Member of the editorial board in the leading academic journals:

Tourism Management

<http://www.journals.elsevier.com/tourism-management>:

SSCI-listed with impact factor 12.87. The top academic journals in 'Tourism & Hospitality' discipline worldwide. Member from 2011 to 2024.

- Listed in tier A* in the ABDC (Australian Business Deans Council) journal rankings

Journal of Travel Research

<https://uk.sagepub.com/en-gb/asi/journal-of-travelresearch/journal200788>:

SSCI-listed with impact factor 8.93. One of the top 3 academic journals in 'Tourism & Hospitality' discipline worldwide. Member since 2014.

- Listed in tier A* in the ABDC journal rankings

International Journal of Contemporary Hospitality Management

<http://www.emeraldinsight.com/journal/ijchm>:

SSCI-listed with impact factor 9.32. Member Since 2015.

- Listed in tier A in the ABDC journal rankings

Journal of Hospitality Marketing & Management

<http://www.tandfonline.com/toc/whmm20/current>:

SSCI-listed with impact factor 9.82. Member from 2010 to 2023.

- Listed in tier A in the ABDC journal rankings

International Journal of Tourism Research

<http://onlinelibrary.wiley.com/journal/15221970>:

SSCI-listed with impact factor 5.7. Member since 2020.

- Listed in tier A in the ABDC journal rankings

Asia Pacific Journal of Tourism Research

<http://www.tandfonline.com/loi/rapt20#.V5xkytKSw-A>:

SSCI-listed with impact factor 4.0. Member from 2014 to 2023.

- Listed in tier A in the ABDC journal rankings

Journal of Hospitality & Tourism Management

<http://www.journals.elsevier.com/journal-of-hospitality-and-tourism-management>: SSCI-listed with impact factor 7.8. Member since 2019.

- Listed in tier A in the ABDC journal rankings

Anatolia

<http://www.tandfonline.com/toc/rana20/current>

Member since 2015.

- Listed in tier B in the ABDC journal rankings

Tourism Critiques: Practice and Theory

<https://www.emeraldgrouppublishing.com/journal/trc>

Member since 2019.

- The Editor-in-Chief of this journal is Prof. Chris Ryan, who is the Founding Editor of *Tourism Management*, which is the most cited journal worldwide in tourism discipline.

Sustainability

<https://www.mdpi.com/journal/sustainability>

SSCI-listed with impact factor 3.8. Member since 2017.

- Reviewed more than 800 manuscripts submitted to leading academic journals in:

SSCI-Listed top-tier Tourism & Hospitality journals worldwide:

*Annals of Tourism Research,
Tourism Management,
Journal of Travel Research,
Journal of Sustainable Tourism,
International Journal of Hospitality Management,
Journal of Travel & Tourism Marketing,
International Journal of Contemporary Hospitality Management,
Cornell Hospitality Quarterly,
Current Issues in Tourism,
Journal of Vacation Marketing,
International Journal of Tourism Research,
Tourism Economics,*

*Tourism Geographies,
Asia Pacific Journal of Tourism Research,
Journal of Hospitality Marketing & Management,
Tourism Management Perspectives,
Journal of Hospitality & Tourism Management,
Journal of Hospitality, Leisure, Sports, & Tourism Education,
International Journal of Intercultural Relations,
Journal of Business Review,
Journal of Tourism and Cultural Change,
Service Industries Journal,
Asia Pacific Journal of Marketing and Logistics,
Sustainability, &
Journal of Air Transport Management.*

Other quality international Tourism & Hospitality journals:

*Tourism Analysis,
Event Management,
Anatolia,
Journal of Tourism Sciences (in Korean),
Journal of Heritage Tourism,
International Journal of Tourism Sciences,
Tourism Recreation Research,
Journal of Policy Research in Tourism, Leisure & Events,
Journal of Marketing Communications, &
Journal of Hospitality & Tourism Insights.*

- Member of the international professional associations:

CAUTHE (Council for Australasian Tourism and Hospitality Education),
AEIST (Association of Scientific Experts in Tourism),
APTA (Asia Pacific Tourism Association),
ATLAS (European Association for Tourism and Leisure Education),
TOSOK (Tourism Sciences Society of Korea, Vice-President),
TTRA (Travel and Tourism Research Association), &
TINA (Tourism Association of Northeast Asia).

- Since 2017: Founding Director & Chief Organizer of:

GLOSITH Conference (Global Congress of Special Interest Tourism & Hospitality)

Wellness and Food Tourism Conference

- SEATHA Conference (Southeast Asia Tourism & Hospitality Academy) -

B. SUPERVISION OF PHD & MASTER'S DEGREE STUDENTS

(2005 – 2025)

B-1. Supervision of PhD (HDR) students

- I have successfully supervised (or been supervising) more than 30 full-time PhD research students in completing their PhD dissertations since 2005 to current:
- Major topics include;
 - (1) Sustainable tourism development in Papua New Guinea,
 - (2) Dark tourism sites in Korea,
 - (3) Multi-cultural festivals in Korea,
 - (4) Sustainable slow food movement in Australia and overseas,
 - (5) Medical tourism industry in Thailand,
 - (6) Music festivals in Australia,
 - (7) Sustainable development of UNESCO World Heritage Sites in China,
 - (8) Slow City development in Japan and the Caribbean Sea,
 - (9) Health and medical tourism development in Saudi Arabia,
 - (10) Island tourism development in Australia and Korea,
 - (11) Cross-cultural issues in the global hospitality industry,
 - (12) Tourism education in Japan,
 - (13) Art heritage tourism in China,
 - (14) Health and spa tourism marketing in Japan,
 - (15) Health and wellness tourism in Japan and Taiwan,
 - (16) Destination social responsibility in Korea,
 - (17) Sustainable health-oriented tourism marketing in Macao,
 - (18) Cultural heritage tourism development in Macao,
 - (19) Chinese wellness hotel in China,
 - (20) Food tourism in China

- (21) Medical tourism in Macao
- (22) Education Tourism in Macao
- (23) Cultural tourism/Smart tourism in China
- (24) Health-focused tourism in China
- (25) Anime tourism in China
- (26) Wellness & smart tourism in Macao
- (27) Agricultural tourism in southern China
- (28) Postpartum wellness hotels in China

Status	Student name	Date of enrolment for thesis writing	Date of thesis submission	Date of degree award	Role & Percentage of contribution
On-going.	Lin LIU (Lareina)	09/2025	N/A	N/A	Supervisor, 100%.
On-going.	Zhizhuo LI (Lee)	09/2025	N/A	N/A	Supervisor, 100%.
On-going.	Zhixuan ZHANG (Jessie)	09/2025	N/A	N/A	Supervisor, 100%.
On-going.	Tianyang YU (Alla)	09/2025	N/A	N/A	Supervisor, 100%.
On-going.	Zhirui ZHOU (Melody)	09/2025	N/A	N/A	Supervisor, 100%.
On-going.	Yuqi LIANG (Valerie)	09/2024	N/A	N/A	Supervisor, 100%.
On-going.	Weiye DING (Vera)	09/2024	N/A	N/A	Supervisor, 100%.
On-going.	Hao WANG (Holly)	09/2024	N/A	N/A	Supervisor, 100%.
On-going.	Yuchen TI (Ada)	09/2023	N/A	N/A	Supervisor, 100%.
On-going.	Chiman NG (Pinky)	09/2022	N/A	N/A	Supervisor, 100%.
On-going.	Bingxian LIU (Arthur)	09/2022	N/A	N/A	Supervisor, 100%.
Completed.	Lantian XIA (Summer)	09/2020	09/2023	12/2023	Supervisor, 100%.
Completed.	Yuan LEE (Tracy)	05/2018	12/2021	07/2022	Principal supervisor, 50%.
Completed.	Huixia TANG	04/2017	06/2021	10/2021	Supervisor, 100%.
Completed.	Fumie ISHIMURA	10/2017	08/2021	12/2021	Supervisor, 100%.
Completed.	Kate YOO	10/2014	06/2017	09/2017	Supervisor, 100%.
Completed.	Therez WALKER	04/2014	10/2016	03/2017	Supervisor, 100%.

Completed.	Liguo WANG	10/2013	12/2016	03/2017	Supervisor, 100%.
Completed.	Marisol ALONSO- VAZQUEZ	01/2011	09/2014	03/2015	Principal supervisor, 50%.
Completed.	Kuan-Huei LEE	03/2010	03/2013	09/2013	Associate supervisor, 50%.
Completed.	Sunny Insun LEE (Sunny)	02/2009	03/2012	08/2012	Associate supervisor, 50%.
Completed.	Eun-Jung KANG (Jenny)	01/2007	06/2010	12/2010	Associate Supervisor, 50%.
Completed.	Chul-Soo LIM (Charles)	10/2005	09/2008	07/2009	Associate Supervisor, 50%.

B-2. Supervision of Master's degree students (2005 – 2025).

Degree & Status	Student name	Date of enrolment for thesis writing	Date of thesis submission	Date of degree award	Role & Percentage of contribution
On-going.	Xianyu YAO (Lizzy)	09/2025	N/A	N/A	Supervisor, 100%.
On-going.	Ruiqi HUANG (Ricki)	09/2025	N/A	N/A	Supervisor, 100%.
On-going.	Zixuan CAI (Gigi)	09/2025	N/A	N/A	Supervisor, 100%.
On-going.	Ruining HU (Cici)	09/2025	N/A	N/A	Supervisor, 100%.
On-going.	Yunong TANG (Cherry)	09/2025	N/A	N/A	Supervisor, 100%.
Completed.	Zhirui ZHOU (Melody)	09/2024	04/2025	06/2025	Supervisor, 100%.
Completed.	Qifan WANG (William)	09/2023	04/2024	06/2024	Supervisor, 100%.
Completed.	Lingyi XU (Lydia)	09/2023	05/2024	08/2024	Supervisor, 100%.
Completed.	Zhaoke WANG (Kathy)	09/2023	05/2024	09/2024	Supervisor, 100%.
Completed.	Yuqi LIANG (Valerie)	09/2023	05/2024	06/2024	Supervisor, 100%.
Completed.	Tianyang YU (Alla)	09/2023	05/2024	08/2024	Supervisor, 100%.
Completed.	Wangjuan XU (Vicky)	09/2023	05/2024	06/2024	Supervisor, 100%.

Completed.	Zhixuan LIN (Floria)	09/2023	04/2024	06/2024	Supervisor, 100%.
Completed.	Zhuoya HUANG (Shirley)	09/2023	04/2024	08/2024	Supervisor, 100%.
Completed.	Haixia CHEN (Chloe)	09/2023	04/2024	06/2024	Supervisor, 100%.
Completed.	Chang LU (Bale)	09/2023	04/2024	06/2024	Supervisor, 100%.
Completed.	Chaoqi MIAO (Maggie)	01/2023	09/2023	12/2023	Supervisor, 100%.
Completed.	Haoyuan LING (Kevin)	09/2022	05/2023	08/2023	Supervisor, 100%.
Completed.	Hanyu REN (Roxanne)	09/2022	05/2023	08/2023	Supervisor, 100%.
Completed.	Chuqi LIN (Bella)	09/2022	05/2023	08/2023	Supervisor, 100%.
Completed.	Xian GU (Gwen)	09/2022	05/2023	08/2023	Supervisor, 100%.
Completed.	Siyi LIU (Sylvia)	09/2022	09/2023	12/2023	Supervisor, 100%.
Completed.	Haotian OUYANG (Sunny)	09/2022	05/2023	08/2023	Supervisor, 100%.
Completed.	Xianwen TAN (Sevene)	09/2022	05/2023	08/2023	Supervisor, 100%.
Completed.	Jierong HOU (Fitz)	09/2022	05/2023	08/2023	Supervisor, 100%.
Completed.	Fei MO (Serein)	09/2022	09/2023	12/2023	Supervisor, 100%.
Completed.	Wenjie XU (Joseph)	09/2022	05/2023	08/2023	Supervisor, 100%.
Completed.	Jinyu ZHOU (Aaron)	09/2022	05/2023	08/2023	Supervisor, 100%.
Completed.	Binrong LEI (Lexie)	09/2021	05/2022	12/2022	Supervisor, 100%.
Completed.	Yingshi GUAN (Sarina)	09/2020	05/2021	08/2021	Supervisor, 100%.
Completed.	Chunyan HE (Spring)	09/2020	05/2021	08/2021	Supervisor, 100%.
Completed.	Bilguunsar BOLD	10/2015	05/2017	09/2017	Supervisor, 100%.
Completed.	Altangere ALGAA	10/2015	05/2017	09/2017	Supervisor, 100%.
Completed.	Soon-Young PARK	04/2015	07/2019	03/2020	Supervisor, 100%.
Completed.	Risil PARK	10/2014	06/2016	09/2016	Supervisor, 100%.

Completed.	Naphatsom LAOHAJAROE -NYOT	10/2014	06/2016	09/2016	Supervisor, 100%.
Completed.	Ha Thuong NGUYEN	04/2014	11/2015	03/2016	Supervisor, 100%.
Completed.	Dietermar SAY	04/2013	12/2014	03/2015	Supervisor, 100%.
Honours degree Completed.	Aik-Lim TAN	02/2011	08/2011	11/2011	Supervisor, 100%.
Honours degree Completed.	Fei QIAO	02/2011	08/2011	11/2011	Supervisor, 100%.
Completed.	In-Young YOO	02/2010	11/2010	12/2010	Supervisor, 100%.
Completed.	Zhongyi ZHENG (Fox)	02/2009	11/2009	12/2009	Supervisor, 100%.
Completed.	Pin LU	02/2006	11/2006	12/2006	Supervisor, 100%.
Completed.	Seoung-Hoon SHIN	02/2005	11/2005	12/2005	Supervisor, 100%.

B-3. Invited external examiner to review PhD theses overseas

- Reviewed as the official external examiner to review the submitted PhD thesis from University of Mauritius, Mauritius in December 2023. The thesis is entitled ‘Tourism stakeholders’ views of climate change impact and adaptation strategies’ by Nurzehan Binti Abu Bakar.
- Reviewed as the official external examiner to review the submitted PhD thesis from University Technology Mara, Malaysia in October 2023. The thesis is entitled ‘Examining Langkawi memorable tourism experience, overall satisfaction and revisit intention: The moderating role of perceived travel risk’ by Nurzehan Binti Abu Bakar.
- Reviewed as the official external examiner to review the submitted PhD thesis from Hong Kong Polytechnic University, Hong Kong from October 2019 to February 2020. The thesis is entitled ‘Development of a slow city tourism evaluation index using Delphi-AHP’ by Jeong Hyun Kim.
- Reviewed as the official external examiner to review the submitted PhD thesis from Griffith University, Australia from August to October 2019. The thesis is entitled ‘Mutual authentication of intangible cultural heritage: The Rush Mela Festival in the Bangladesh Sundarbans’ by Shahida Khanom.

- Reviewed as the official external examiner of the submitted full PhD thesis of Victoria University in Melbourne, Australia from February to May 2015. The title of the thesis is ‘Unlocking souvenir shopping tourism in Indonesia: A cross-cultural study’ by Lusianus Kusdibyo.
- Reviewed as the official external examiner of the submitted full PhD thesis of University of Otago in Dunedin, New Zealand from January to March 2009. The title of the thesis was ‘Halal restaurants in New Zealand: Implications for the hospitality and tourism industry’ by Wan Melissa Wan-Hassan.
- Reviewed 15 PhD theses for Confirmation (Upgrading).
- Supervised more than 20 Bachelor’s degree students for completing their dissertation.

C. COMPETITIVE RESEARCH PROJECTS

C-1. Granted external research projects

Listed from the most recent of 31 projects:

31. Zhang, Y., Chen, W., **Lee, T. J.**, Lu, J., Huang, S., Wang, L., Dai, Q., & Yang, L. (2023-2028). CNY200,000. Research on the spatial adaptation mechanism and implementation path of deep integration of Long March culture and tourism. Funded by the National Social Science Fund of China. (Grant No. 23BJY137).
30. Li, X. B., Zhou, Q. H., **Lee, T. J.**, Wang, Y. J., & Yuan, Y. (2023-2026). CNY40,000 Research on the level measurement and realization path of tea culture and tourism integration in Guangxi Funded from Guangxi Philosophy and Social Sciences Research Project (Grant No.: 23FYJ053).
29. Madhyamapurush, W., & **Lee, T. J.** (2022-2023). AU\$237,000. Community development for frog raising innovation to commercial economy animal to building economy and community capital foundations, Phayao Province based on the philosophy of sufficiency economy. Funded from the Program Management Unit - Area based (PMUA), Thailand.
28. Chen, W. X., Xu, Y., Ma, J. M., **Lee, T. J.**, Wang, L., Zhang, Y., & Li, X. B. (2021-2026). CNY5,000,000. R&D and Application of 5G Scenario tourism & intelligent service technology. Funded from the Guangxi Innovation-driven Development Special Fund Project (Grant No. AA20302011 of Guike).
27. Li, X., Wang, S., Zeng, H., Lan, X., **Lee, T. J.**, & Chen, J. (2020-2024). CNY40,000. Research on the construction of a long-term mechanism for the strategic transformation of the Bunu Yao nationality from "targeted poverty alleviation" to "targeted poverty eradication". Funded by the Guangxi Philosophy Science Research Foundation by the Guangxi Provincial Government, China. (Grant No. 20FMZ039).
26. Punnoi, N., Jittithavorn, C., & **Lee, T. J.** (2020-2021). AU\$620,000. MICE industry

strategies for promoting creative economy and sustainable city development in Phetchaburi and Prachuap Khiri Khan in Thailand. Funded from the Thailand Science Research and Innovation (TSRI) through the Ministry of Tourism and Sports, and Thailand Convention and Exhibition Bureau (TCEB).

25. Jittithavorn, C., Madhyamapurush, W., & Lee, T. J. (2020-2021). AU\$57,000. Economic assessment and designing water management policies for growing jasmine rice in the northern Mekong River Basin. Funded from the National Research Council Thailand (NRCT), Bangkok, Thailand.
24. Madhyamapurush, W., & Lee, T. J. (2019-2020). AU\$56,000. Community product development of Phayao Province to enhance the capability of biological economy and green economy. Funded from the National Research Council Thailand (NRCT), Bangkok, Thailand.
23. Madhyamapurush, W., & Lee, T. J. (2019-2020). AU\$63,000. Tourism and associated products development in Nong Lom Sub-District and Dok Khamtai District. Funded from the Phayao Provincial Government, Phayao, Thailand.
22. Li, X., & Lee, T. J. (2019-2020). AU\$48,000. The development of tea tourism in Guangxi Province as a tourism marketing tool. Funded from the Guangxi Provincial Government in China. Guilin, China.
21. Yoshida, K., Lee, T. J., & Bui, H. (2018-2021). AU\$340,000. Uncovering the black-box of educational dark tourism: Comparative analysis of the mechanisms of packaging and perceiving of war narratives through war heritage sites between former enemies. Funded from the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan.

JSPS (Japan Society for the Promotion of Science) is the Japanese equivalent of the ARC (Australian Research Council) in Australia, and most competitive one in the country.

20. Lee, T. J., Lee, M., & Oie, T. (2018-2021). AU\$135,000. The opportunity development for the role of Japanese food overseas as an ambassador for tourism marketing. Funded from the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan.

JSPS (Japan Society for the Promotion of Science) is the Japanese equivalent of the ARC (Australian Research Council) in Australia, and most competitive one in the country.

19. Lee, T. J. (2017-2018). AU\$97,000. Strategic development of localized food for local farmers and tourists. Funded from the Geoje City, Gyeongnam Province, South Korea
18. Lee, T. J. (2017-2018). AU\$72,000. Network development for regional food tourism resources. Funded from the Cheongsong County, Chungnam Province, South Korea
17. Lee, T. J. (2017). AU\$58,000. Collaborative network development for tourist attraction courses with local foods. Funded from the Boeun County, Chungnam Province, South

Korea

16. Yoshida, K., **Lee, T. J.**, Cooper, M., & Bui, T. H. (2015-2018). AU\$240,000. The potential of war heritage sites as educational and touristic attractions in Japan: Comparative studies with five relevant countries. Funded from the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan

JSPS (Japan Society for the Promotion of Science) is the Japanese equivalent of the ARC (Australian Research Council) in Australia, and most competitive one in the country.

15. Yoshida, K., **Lee, T. J.**, & Bui, T. H. (2014-2015). AU\$48,000. War-related heritage sites in Japan: Only good for education? Funded from the Ritsumeikan Asia Pacific University (APU), Beppu, Japan

14. **Lee, T. J.**, Bui, T. H., & Morishita, M. (2014-2017). AU\$180,000. UNESCO World Heritage Sites: Social and managerial perspectives in comparisons between six countries in three regions. Funded from the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan

JSPS (Japan Society for the Promotion of Science) is the Japanese equivalent of the ARC (Australian Research Council) in Australia, and most competitive one in the country.

13. **Lee, T. J.**, & Bui, T. H. (2013-2014). AU\$28,500. Strategic analysis for the cultural heritage tourism development of the UNESCO World Heritage Sites in Japan with comparison to that of Korea and Vietnam. Funded from the Ritsumeikan Asia Pacific University (APU), Beppu, Japan

12. **Lee, T. J.** (2013). AU\$116,500. Globalization strategy for tourism in Gangwon Province in Korea through the development of wellness tourism. Funded from the Bank of Korea, Gangwon Province Branch, Chuncheon, South Korea

11. **Lee, T. J.** (2012-2014). AU\$68,700. Strategic analysis for the sustainable development of the medical and health tourism industry in Japan with comparison to that of Singapore and Hungary. Funded from the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan

JSPS (Japan Society for the Promotion of Science) is the Japanese equivalent of the ARC (Australian Research Council) in Australia, and most competitive one in the country.

10. Byun, W. H., Byun, S. H., & **Lee, T. J.** (2011-2013). AU\$360,000. Development and application of the Tourism Information Service convergence model based on the regional tourism resources of the bullet train era in Korea. Funded from the National Research Foundation of Korea, Seoul, South Korea

9. **Lee, T. J.** (2011). AU\$40,800. Study of tourism development planning of Australian government. Funded from the Ministry of Culture, Sport and Tourism, Seoul, South Korea

8. **Lee, T. J.** (2010-2011). AU\$21,500. Investigation of the strategic development of the health/medical tourism in Australia in comparison with that of Japan, Thailand, and India. Funded from the University of Queensland, Brisbane, Australia
7. **Lee, I. S., & Lee, T. J.** (2010-2011). AU\$7,500. South Korean working holiday makers in Australia: Their travel behaviour and future intentions. Funded from the Australia-Korea Foundation (AKF), Canberra, Australia
6. **Park, H. P., & Lee, T. J.** (2010). AU\$48,700. Construction plans for the Green Tourism Village in the Cheongpung Lake area, Korea. Funded from the Jecheon Municipal Government, South Korea
5. **Park, H. P., & Lee, T. J.** (2010). AU\$45,700. A validity analysis of the new tourism projects of the Tongyeong Tourism Development Corporation, Korea. Funded from the Tongyeong Tourism Development Corporation, South Korea
4. **Lee, T. J.** (2009-2010). AU\$56,000. Study of the 'Slow City' in Australia and New Zealand. Funded from the Association of Slow Cities Korea, Seoul, South Korea.
3. **Lee, T. J.** (2009). AU\$23,000. Study of Australian governments' effort to attract Chinese tourists. Funded from the Ministry of Culture, Sport and Tourism, Korea
2. **Kim, E. K., & Lee, T. J.** (2008-2009). AU\$130,500. How to develop Anseong's unique food as a local tourist attraction. Funded from the Anseong Municipal Government, South Korea
1. **Lee, T. J.** (2006-2007). AU\$14,000. Hotel's characteristic design that strengthens destination's unique image for visitors. Funded from University of Queensland, Brisbane, Australia

C-2. Conducted industry consultancy projects:

Listed from the most recent of 10 valued in total AU\$137,000 (US\$91,000):

10. **Kamolrat, P., & Lee, T. J.** (2021-2022). AU\$14,000. Effects of smartphone addiction on well-being among Thai university students. Funded from the International College for Sustainability Studies at Srinakharinwirot University, Bangkok, Thailand.
9. **Lee, T. J.** (2022). AU\$9,000. The strategic marketing activities of Korean tourism industry to attract long-term stay visitors from overseas countries. From 1 February to 30 April 2022. Funded from the Korea Culture & Tourism Institute (154 Geumnanghwa-Ro, Gangseo-Gu, 07511 Seoul, South Korea).
8. **Lee, T. J.** (2020). AU\$11,000. Analysis on the strategic marketing activities of Australia to attract overseas tourists. From 1 July to 30 September 2020. Funded from the Korea Culture & Tourism Institute (154 Geumnanghwa-Ro, Gangseo-Gu, 07511 Seoul, South Korea).
7. **Lee, T. J.** (2020). AU\$12,000. Analysis on the events held in main arenas and MICE centres in Tokyo, Japan. From 1 June to 31 July 2020. Funded from the Populous (71

Boundary St. Brisbane QLD 4000 Australia).

6. **Lee, T. J.** (2020). AU\$12,000. Analysis on the entrance ticket prices of the professional basketball, baseball and soccer leagues in Japan. From 1 June to 31 July 2020. Funded from the Populous (71 Boundary St. Brisbane QLD 4000 Australia).
5. **Lee, T. J.** (2020). AU\$15,000. Analysis on the infrastructure of the event and meeting industry (MICE) marketing in Thailand and Southeast Asia. From 1 March to 30 April 2020. Funded from the Populous (71 Boundary St. Brisbane QLD 4000 Australia).
4. **Lee, T. J.** (2019). AU\$17,000. Analysis on the infrastructure of the MICE industry in Yokohama and Tokyo, Japan. From 1 September to 31 October 2019. Funded from the Populous (71 Boundary St. Brisbane QLD 4000 Australia).
3. **Lee, T. J.** (2019-2021). AU\$18,000. PATA (Pacific Asia Travel Association) – KOICA (Korea International Cooperation Agency) Project 2019-2021. From 1 July 2019 to 30 June 2021. Funded by PATA (989 Rama 1 Road, Pathumwan Bangkok 10330, Thailand).
2. **Lee, T. J.** (2019). AU\$20,000. Analysis on the MICE industry infrastructure of Osaka, Japan. From 1 July to 30 September 2019. Funded from the Populous (71 Boundary St. Brisbane QLD 4000 Australia) through Sustainability Research Centre (SRC) at University of the Sunshine Coast, Australia.
1. **Lee, T. J.** (2008). AU\$9,000. Chinese outbound tourism research. From 1 May to 30 June 2008. Funded from the University of Queensland, Brisbane, Australia.

C-3. External research projects applied & Results to be released:

1. Lee, M., Oie, T., **Lee, T. J.**, Kim, Y. D., & Kim, J. (2025). Applied for 5 million Japanese Yen (U\$34,000) in September 2025. Entitled “Negative Tourism Impacts and Sustainable Tourism in Japan: Regional and Cross-National Analysis with Korea, China, and the United States”. To the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan.

C-4. Competitive external research projects to be applied in 2026:

2. **Lee, T. J.**, Oguchi, T., & Lee, M. H. (2026). To be applied for AU\$40,000. Developing food programmes for enhancing mutual understanding between Australian and Japanese people. Funded from the Australia-Japan Foundation, Department of Foreign Affairs and Trade (DFAT), Canberra, Australia.
1. Wu, J., & **Lee, T. J.** (2026). To be applied for AU\$50,000. Tea tourism development and local rejuvenation. Funded from the National Office for Philosophy and Social Science of China. Beijing, China.

C-5. Applied external research project unsuccessful:

7. **Lee, T. J.**, Wang, F.-Y., Wu, N..... (2025). Applied for MOP2,435,000 (US\$302,000) in February 2025. The Decision-Making Large Model for Tourism City Services Based on Distributed Intelligence and Its Applications (基於分布式智能的旅遊城市服務決策大模型及應用研究). Applied to FDCT 2025 Funding Scheme for Scientific Research and Innovation – External Science and Technology Cooperation Program (Joint Funding with the National Natural Science Foundation of China), Macau SAR Government.
6. **Lee, T. J.**, Wang, F.-Y., Wu, N..... (2024). Applied for MOP3.1 million (U\$387,000) in June 2024. The Foundation Model for Smart Tourism and Lifestyle Services in Macau based on Multi-Source Knowledge and Decentralized Autonomous Organization. Applied to FDCT 2024 Funding Scheme for Scientific Research and Innovation (Type C), Macau Government.
5. **Lee, T. J.** (2021). AU\$400,000. Korean entrepreneurs’ exporting home meal replacement to Australia, Vietnam, and Philippine. Funded from the National Research Foundation (NRF) of Korea.
4. Hori, K., Vafadari, K., Cooper, M., & **Lee, T. J.** (2020-2021). Applied in February 2020 for AU\$10,000 & Outcome released in May 2020. Development of Beppu hot-spring water to healthy drinking water products. Funded from the Japan Institute of Tourism Research. Tokyo, Japan.
3. Honig, A., Tajeddini, K., & **Lee, T. J.** (2021-2024). Applied in November 2019 for AU\$127,000 & Outcome released in April 2020. Analysis of the Ryokan and health-tourism development in Japan to attract foreign tourists to Japan. Funded from the Japan Society for the Promotion of Science (JSPS), Tokyo, Japan.
2. Tham, A., Koo, C., **Lee, T. J.**, Kassens-Noor, E., & Sharma, B. (2020-2022). Applied in January 2020 for AU\$33,000 & Outcome released in March 2020). A picture is worth a thousand words - How are legacies promoted on Instagram for Olympic editions between 2012 - 2020? Funded from the Olympic Studies Centre. International Olympic Committee, Lausanne, Switzerland.
1. Tham, A., Sharma, B., Jenner, P., Imaz-Mairal, O., & **Lee, T. J.** (2019-2021). Applied in August 2018 for AU\$42,000 & Outcome released in February 2019. Growing the game: Exploring football club organisational capacities for sustainable futures. Funded from the International Federation of Association Football (FIFA), Zürich, Switzerland.

D. ACADEMIC JOURNALS

I have published 390+ refereed research articles, including 160 in the SSCI-indexed journals.

All of my 390+ research publications are listed at Research Bank:

https://research.usc.edu.au/esploro/search/outputs?query=any,contains,timothy%20lee&page=1&institution=61USC_INST&scope=Research&sort=rank

They are also shown at ORCID (Open Researcher and Contributor ID):
0000-0002-2435-073X.

D-1. Guest editorship in academic journals

Listed in order of the most recent first (of 7):

7. Lee, T. J., & Cooper, M. (2021-2023). “Sustainability and resilience: the future of global health-oriented tourism”. Special issue in *International Journal of Tourism Research*. (SSCI Q1-listed; Impact factor: 4.1; A in ABDC; Q1 in Scimago).
6. Lee, T. J. (2020-2021). “Green tourism with event and convention industry”. Special issue in *Sustainability*. (SSCI-listed; Impact factor: 3.3; Q1 in Scimago).
5. Lee, T. J. (2021). “Development for the role of Japanese food overseas”. Special issue in *Sustainability*. (SSCI-listed; Impact factor: 3.3; Q1 in Scimago).
4. Lee, T. J. (2019). “Ethnic minorities and global tourism” Special issue in *Journal of Tourism and Cultural Change*. (SSCI-listed; Impact factor: 2.2; B in ABDC; Q1 in Scimago). Published in Volume 17, Issue 4, pp. 377-561.
3. Lee, T. J. (2019). “Tourism policy in the Asia Pacific”. Special issue in *Journal of Policy Research in Tourism, Leisure, and Events*. (Scopus-listed; B in ABDC; Q1 in Scimago). Published in Volume 11, Issue 2, pp. 196-369.
2. Lee, T. J., & Oguchi, T. (2016). “Contemporary tourism marketing in Japan”. Special issue in *Journal of Travel & Tourism Marketing* (SSCI Q1-listed; Impact factor: 8.2; A in ABDC; Q1 in Scimago). Published in Volume 33, Issue 5, pp. 567-782.
1. Pechlaner, H., Lee, T. J., & Crotts, J. (2012). “Tourism and new minorities”. Special issue in *Tourism Review*, (SSCI Q1-listed; Impact factor: 7.3; B in ABDC; Q1 in Scimago). Published in Volume 67, Issue 1, pp. 1-60.

D-2. Published academic journal articles

Listed in order of the most recent first (of 176)

Lee, T. J. underlined means he is the corresponding author:

176. Kim, J. S., Wang, J., & Lee, T. J. (2025). Experiential co-branding and revisit intention: An extension experience economy and consumer value theory. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2025.2612075> (SSCI-Q1 listed; Impact Factor: 4.6; A in ABDC; Q1 in Scimago).
175. Kim, J. S., Goh, B. K., Zhao, T., & Lee, T. J. (2025). Understanding travel intention formation through TikTok short-form videos: An integrated TAM and ARM Approach. *Journal of Hospitality and Tourism Technology*. (SSCI-Q1 listed; Impact Factor: 6.9; A in ABDC; Q1 in Scimago)
174. Wang, H., & Lee, T. J. (2026). Narration in dark tourism: Mediating and moderating effects in tourists’ responses to AI versus human voices. *Journal of Hospitality and Tourism Management*. <https://doi.org/10.1016/j.jhtm.2025.101367> (SSCI Q1-listed; Impact Factor: 7.8; A in ABDC; Q1 in Scimago).
173. Wang, H., & Lee, T. J. (2026). From clients to caregivers: A cross-level model of emotional contagion, team climate, and turnover intention in postpartum wellness hotels. *International Journal of Hospitality Management*. <https://doi.org/10.1016/j.ijhm.2025.104514>

- (SSCI Q1 Top-listed; Impact Factor: 8.3; A* in ABDC; Q1 in Scimago).
172. Wang, H., & **Lee, T. J.** (2026). Unveiling the impact of postpartum wellness hotels on postpartum recovery in China: A restorative environment perspective. *International Journal of Hospitality Management*. <https://doi.org/10.1016/j.ijhm.2025.104512>
(SSCI Q1 Top-listed; Impact Factor: 8.3; A* in ABDC; Q1 in Scimago).
171. Wang, H., & **Lee, T. J.** (2025). Framed and threatened: Negative meta-stereotypes and their effect on identity threat and behavioral intentions among solo female travelers. *Tourism Management Perspectives*. <https://doi.org/10.1016/j.tmp.2025.101427>
(SSCI Q1-listed; Impact Factor: 7.3; A in ABDC; Q1 in Scimago).
170. Liang, Y., & **Lee, T. J.** (2025). Promoting diversification of destination image: The case of Macao and education tourism. *Journal of Hospitality and Tourism Education*. <https://doi.org/10.1080/10963758.2025.2605308>
(Scopus Q1-listed; ESCI listed; Q1 in Scimago).
169. Jia, J., Shi, P., **Lee, T. J.**, & Li, S. (2025). Can restorative wellness destinations enhance tourists' sense of meaning in life? *Current Issues in Tourism*.
<https://doi.org/10.1080/13683500.2025.2586790>
(SSCI-Q1 listed; Impact Factor: 4.6; A in ABDC; Q1 in Scimago).
168. Wang, H., & **Lee, T. J.** (2025). Outsiders in feminized spaces: Fathers' marginalized experiences in postpartum wellness hotels. *Current Issues in Tourism*.
<https://doi.org/10.1080/13683500.2025.2582761>
(SSCI-Q1 listed; Impact Factor: 4.6; A in ABDC; Q1 in Scimago).
167. Wang, H., & **Lee, T. J.** (2025). Conspicuous vs. non-conspicuous travel posts: How expression styles trigger identity threat, authenticity, and dual envy on social media. *Journal of Hospitality and Tourism Management*.
<https://doi.org/10.1016/j.jhtm.2025.101356>
(SSCI Q1-listed; Impact Factor: 7.8; A in ABDC; Q1 in Scimago).
166. **Lee, T. J.**, Kim, J. S., & Huang, Z. (2025). Restorative experiences and subjective well-being in nature-based temple among Generation Z. *Current Issues in Tourism*.
<https://doi.org/10.1080/13683500.2025.2575459>
(SSCI-Q1 listed; Impact Factor: 4.6; A in ABDC; Q1 in Scimago).
165. Kim, J. S., Feng, Y., Li, P., & **Lee, T. J.** (2025). Exploring smart airport technology adoption: An integrated TAM–TPB approach with dual-process perspective. *Journal of Hospitality and Tourism Technology*. <https://doi.org/10.1108/JHTT-06-2025-0513>
(SSCI-Q1 listed; Impact Factor: 6.9; A in ABDC; Q1 in Scimago).
164. Wang, H., Liang, Y., Ti, Y., & **Lee, T. J.** (2025). Cognitive, affective, and behavioral mechanisms in medical tourism from a dual-theory perspective. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2025.2569836>
(SSCI-Q1 listed; Impact Factor: 4.6; A in ABDC; Q1 in Scimago).
163. Wang, H., & **Lee, T. J.** (2025). Shared farmlands as therapeutic spaces: Exploring restorative experience, identity, attachment, and co-creation in rural tourism. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2025.2566732>
(SSCI-Q1 listed; Impact Factor: 7.8; A in ABDC; Q1 in Scimago).
162. Chen, X., **Lee, T. J.**, & Hyun, S. S. (2025). Brand heritage and perceived innovativeness in promoting attachment to tourist souvenirs. *Current Issues in Tourism*.
<https://doi.org/10.1080/13683500.2025.2560124>
(SSCI-Q1 listed; Impact Factor: 4.6; A in ABDC; Q1 in Scimago).
161. Chen, H., Pai, C. K., Xu, Y., & **Lee, T. J.** (2026). Customer perceptions of co-creation and service innovation in smart hotels: The role of technology readiness. *Journal of Hospitality and Tourism Technology*. <https://doi.org/10.1108/JHTT-02-2025-0149>
(SSCI-Q1 listed; Impact Factor: 6.9; A in ABDC; Q1 in Scimago).

160. **Lee, T. J.**, Kim, J. S., & Yu, T. (2025). Understanding revisit intention in Cannabis tourism: An extended TPB approach within the S-O-R framework. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2025.2542521> (SSCI-Q1 listed; Impact Factor: 4.6; A in ABDC; Q1 in Scimago).
159. Kaewnil, N., Lakpetch, P., & **Lee, T.** (2025). Indicators of sustainable tourism in creative cities: A factor analysis of Chiang Mai. *International Journal of Environmental Sciences*, 11(16), 804-813. <https://theaspd.com/index.php>
158. Ju, H., **Lee, T. J.**, Kim, H. L., & Hyun, S. S. (2025). Negative memories toward airlines: Scale development and validation. *International Journal of Tourism Research*, 27(2), e70017. <https://doi.org/10.1002/jtr.70017> (SSCI-Q1 listed; Impact Factor: 5.7; A in ABDC; Q1 in Scimago).
157. Yan, L., Qin, Z., & **Lee, T. J.** (2025). Reconceptualizing the dimensionality of abusive supervision in the Asian airline industry. *International Journal of Hospitality & Tourism Administration*, 1–24. <https://doi.org/10.1080/15256480.2025.2486452> (Scopus-listed in Q2; Impact Factor: 2.9; B in ABDC; Q2 in Scimago).
156. **Lee, T. J.**, Pai, C.-K., Chen, T., & Kim, D.-K. (2025). Tourists' perception of destination, destination trust, protection effectiveness and travel intentions. *International Journal of Tourism Research*, 27(2), e70018. <https://doi.org/10.1002/jtr.70018> (SSCI-Q1 listed; Impact Factor: 5.7; A in ABDC; Q1 in Scimago).
155. Qin, Z., Yan, L., & **Lee, T. J.**, & He, S. (2026). Crisis-driven organizational change and abusive supervision in Asian airlines influenced by perceived hostile climate and seniority-based allocation. *Social Behavior and Personality*, 54(2), e15313. <https://doi.org/10.2224/sbp.15313> (SSCI-listed; Impact Factor: 1.3).
154. **Lee, T. J.** (2025). The role of tourism in healthy aging: Interdisciplinary perspectives on well-being, accessibility and their policy implications. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-08-2024-1209> (SSCI-Q1 listed; Impact Factor: 3.9; A in ABDC; Q1 in Scimago).
153. Sun, L., Wang, L., **Lee, T. J.**, & Wu, J. (2025). Advancing scale development of tourists' cultural experience in ethnic villages. *Current Issues in Tourism*, 1–20. <https://doi.org/10.1080/13683500.2025.2481156152>. (SSCI-Q1 listed; Impact Factor: 4.6; A in ABDC; Q1 in Scimago).
152. Pai, C.-K., Sun, L., Chen, H., **Lee, T. J.**, & Hyun, S. S. (2025). The relationships between disabled tourists' well-being and their travel intentions. *International Journal of Tourism Research*, 27(3), e70045. <https://doi.org/10.1002/jtr.70045> (SSCI-Q1 listed; Impact Factor: 5.7; A in ABDC; Q1 in Scimago).
151. Kim, B. H., **Lee, T. J.**, & Hyun, S. S. (2025). Effects of pet anthropomorphism on the intention to travel with pets. *Asia Pacific Journal of Tourism Research*, 30(7), 902-922. <https://doi.org/10.1080/10941665.2025.2474018> (SSCI-Q1 listed; Impact Factor: 4.3; A in ABDC; Q1 in Scimago).
150. Huang, J., Tian, Y., Zhang, T., Ni, Q., Lin, F., **Lee, T. J.**, Wu, N., & Wang, F.-Y. (2025). Parallel tourism system with foundation models and decentralized autonomous organizations. *International Journal of Tourism Research*, 27(2), e70008. <https://doi.org/10.1002/jtr.70008> (SSCI-Q1 listed; Impact Factor: 5.7; A in ABDC; Q1 in Scimago).
149. Dai, A., Zhang, J., Pai, C. K., & **Lee, T. J.** (2025). The impact of the perception of smart hotel attributes and perceptions of service innovation on tourist happiness and brand loyalty. *International Journal of Hospitality Management*. 127, May 2025, 104107. <https://doi.org/10.1016/j.ijhm.2025.104107> (SSCI Q1 Top-listed; Impact Factor: 9.9; A* in ABDC; Q1 in Scimago).

148. Chen, X., **Lee, T. J.**, & Hyun, S. S. (2025). Visitors' self-expansion and perceived brand authenticity in a cultural heritage tourism destination. *Journal of Vacation Marketing*. <https://doi.org/10.1177/13567667241309122> (SSCI Q1-listed; Impact Factor: 5.0; A in ABDC; Q1 in Scimago).
147. Zhang, T., Tian, Y., Lin, F., Ni, Q., Song, P., Dai, X., Li, J., Wu, N., **Lee, T. J.**, & Wang, F. Y. (2024). Parallel tourism: Foundation intelligence driven smart trip services. *Chinese Journal of Intelligent Science and Technology*, 6(2), 164-178. *In Chinese with English Abstract* <https://doi.org/10.11959/j.issn.2096-6652.202420> (Q2 in Chinese Science Citation Database, Q3 in Scimago).
146. Pai, C.-K., Chen, T., **Lee, T. J.**, & Wu, X. D. (2024). Hotel brand signature, brand attitude, subject norm, and perceived behavior control. *Journal of Vacation Marketing*, 31(4), 904-922. <https://doi.org/10.1177/13567667241253890> (SSCI Q1-listed; Impact Factor: 5.0; A in ABDC; Q1 in Scimago).
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D-3. Journal manuscripts submitted & Under review

There are more than 20 manuscripts submitted to top-tier SSCI Q1-listed journals, which are currently under review for consideration of publication as of November 2025.

D-4. Journal manuscripts to be submitted by 31 March 2026 with further works

Listed in random order (of 21):

No.	Title	Journal to submit	Author(s)
21	Young consumers' cool gaze on luxury hotels: Comparative analysis using SEM and fsQCA	#317 International Journal of Hospitality Management (SSCI Q1-listed; A* in ABDC; Q1 in Scimago)	Zhang, Y., Yin, Y., Fu, X., & Lee, T. J.
20	A journey to achievement: Resonance between tourism and achievement.	#409	Tang, J., Huang, L., & Lee, T. J.
19	Critical investigations in contemporary sustainable animal-based tourism: A	#407	Tang, J., Huang, L., & Lee, T. J.

	comprehensive literature review		
18	Portrait of tourism graduates' employability skills and job change intention: A Philippine case study	#307-1	Filipino students
17	Motivation to visit ancestral homelands: The case of Korean diaspora tourists in Kazakhstan by generational differences, novelty, and familiarity.	#268	Rybina, L., Lee, T. J., Garkavenko, V., & Hyun, S. S.
16	Tourists' exotic experience in Chinese wineries: A conceptual framework.	#344	Zhang, Y., Lee, H. M., Lee, T. J., & Hyun, S. S.
15	Food tourism as the simulation of upper-class life? The food television audiences' postmodern experience	#283 Journal of Travel and Tourism Marketing (SSCI Q1-listed; A in ABDC; Q1 in Scimago).	Xu, X., Zhang, Y., & Lee, T. J.
14	Differences in the decision-making mechanisms of novelty-seeking tourists' behavior in unusual environments	#342 Journal of Leisure Research (SSCI-listed; A in ABDC; Q1 in Scimago).	Liu, C., Chen, W., You, E. S., & Lee, T. J.
13	Generation Z tourists' loyalty to historical attraction sites: The Fuzi Miao Confucius Temples in China.	#294 Journal of Leisure Research (SSCI-listed; A in ABDC; Q1 in Scimago).	Zhang, Y., Wang, Y., & Lee, T. J.
12	What is "Healthy" food festival development trend? Whether is "superfoods" by using the Chinese cooking technologies that is a development trend?	#347 British Food Journal (SCI-listed; Q1 in Scimago)	Yang, X. N., Lee, T. J., & Li, X.
11	Brand experience, trust, image, satisfaction, and loyalty in the restaurant industry.	#339 Journal of Destination Marketing and Management (SSCI Q1-listed; A in ABDC; Q1 in Scimago).	Deng, Y., Lee, H. M., Ruan, H., Lee, T. J., & Hyun, S. S.
10	Centrality measures as parameters to evaluate the actors in the tourism network	#366 Tourism Analysis (A in ABDC; Q1 in Scimago).	Alves, E. C., Flecha, A. C., & Lee, T. J.
9	Developing tourism destinations through co-operation: The tour operator sector in Saudi Arabia	#286 Tourism Analysis (A in ABDC; Q1 in Scimago).	Li, X., Costa Mielke, E. J., Flecha, A. C., Jittithavorn, C., Madhyamapurush, W., & Lee, T. J.
8	Perceived risks for Chinese female tourists' visits to	#281 International Journal of Tourism Research	Zhang, Y., Ye, Q., &

	Islamic countries.	(SSCI Q1-listed; A in ABDC; Q1 in Scimago).	Lee, T. J.
7	A content analysis of Instagram photos' food styling and concealment practices involving edible insects.	#306 British Food Journal (SCI-listed, B in ABDC; Q2 in Scimago).	Ching, J. G. I., Rumbaoa, I. C. C., Uy, J. N. D., Yeung, G. M. A., Lee, T. J., & de Guzman, A. B.
6	Culture bites: A thematic content analysis of food truck services' online reviews from individualist and collectivist societies	#307 Journal of Vacation Marketing (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Balmores, R. R., Cruz, D. C., Jovillano, C. A., Villa, C. B., Lee, T. J., & de Guzman, A. B.
5	Niche theory analysis of strategic relationships among MICE destinations: A case of New Zealand.	#279 Tourism Analysis (A in ABDC; Q1 in Scimago).	Lee, J., & Lee, T. J.
4	The impact of community capital on sustainable tourism livelihood in protected areas.	#280 Tourism Management Perspectives (SSCI Q1-listed; A in ABDC; Q1 in Scimago).	Zhang, Y., & Lee, T. J.
3	Future of sharing economy in tourism and events: A case of Brazil.	#292 Sustainability (SSCI-listed; Q1 in Scimago).	Li, X., Mielke, E., Flecha, A., Warach, Kay, & Lee, T. J.
2	Technology-based self-service adoption: Readiness, flow experience and perceived usefulness in restaurants	#302 Journal of Hospitality & Tourism Technology (SSCI-listed; Q1 in Scimago).	Moon, H., Kang, S. Y., Suh, B. W., & Lee, T. J.
1	Product development of health, wellness and medical tourism: Cases from Korea and Japan.	#252 Tourism Review (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Kang, S. Y., Lee, A. H. J., & Lee, T. J.

D-5. Research papers to be submitted by 30 June 2026 as a new manuscript (Listed in random order out of 43):

No.	Title	Journal to submit	Author
43	Portrait of tourism graduates' employability skills and job change intention: A Philippine case study	Tourism Analysis (A in ABDC; Q1 in Scimago).	Maria Cecilia Angeles Tio Cuison; Allan B. de Guzman

42	Farmer's Livelihoods with Cultural and Psychological Capital Intervention in A Rural Tourism Destination: A Case of Wulingyuan World Heritage Area	International Journal of Tourism Research (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Zhang, Q., Liu, S., (Sylvia) & Lee, T.
41	World Heritage Sites in China at the Crossroads of Cultures: Structure, Measurement, and Evaluation for Authenticity	International Journal of Hospitality Management (SSCI Q1-listed; A* in ABDC; Q1 in Scimago)	Zhou, Z., (Melody) & Lee, T. J.
40	The Competitiveness of Macau as a Sustainable Medical Tourism Destination for Mainland Chinese Tourists	Journal of Sustainable Tourism (SSCI Q1-listed; A* in ABDC; Q1 in Scimago)	Lee, T. J., & Zhou, J. (Aaron)
39	Young Consumers' Intention to Engagement towards Brand Loyalty towards Gamification in OTAs	Journal of Hospitality and Tourism Management (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Choirisa, S. F., Wong, S. F., & Lee, T. J.
38	Perceived Risks in Tourists and Local Residents during Natural Disasters	Journal of Travel and Tourism Marketing (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Kim, N.-J., Han, J. S., & Lee, T. J.
37	Innovation in small business networks: A case study in the beekeeping sector.	International Journal of Tourism Research (SSCI Q1-listed; A in ABDC; Q1 in Scimago).	Alves, E. C., & Lee, T. J.
36	Can traditional festivals held during pandemics induce happiness for residents? Testing four alternative models	Journal of Hospitality and Tourism Management (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Zhang, Y., Cheng, H., & Lee, T. J.
35	A comparative study on residents' and tourists' loyalty process of attending a festival, the case of Macau Food Festival	Journal of Travel and Tourism Marketing (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Lei, B., & Lee, T. J.
34	Entrepreneurship attitudes: A comparison study of business school undergraduate students in Taiwan and Singapore	Tourism Analysis (A in ABDC; Q1 in Scimago).	Lee, K.-H., & Lee, T. J.
33	A study of good rural governance from a sustainable perspective: Based on research in Tengtou Village of Ningbo, China	Tourism Analysis (A in ABDC; Q1 in Scimago).	Qiu, L., Xiang, D., & Lee, T. J.
32	The Chinese family-clan: The 'interconnected family' model as a reinvention of traditional kinship structure	Journal of Tourism and Cultural Change (SSCI-listed; A in ABDC; Q1 in Scimago).	Chen, A., & Lee, T. J.
31	Behavioral characteristics of student working tourists based on network logs	Tourism Analysis (A in ABDC; Q1 in Scimago).	Wu, X. (Melody), Lee, T. J.
30	Memorability co-creation: Mechanisms underlying human-	International Journal of Tourism Research	Chen, A., Zhang, Y., &

	animal relationships in Giant Panda Tourism in China	(SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Lee, T. J.
29	The wavering narrative of heritage: The case for re-introducing Gotha in Germany	Journal of Tourism and Cultural Change (SSCI-listed; A in ABDC; Q1 in Scimago).	Sung, Y., & Lee, T. J.
28	Old cities and new displays: the Transformation of East Germany's cultural heritage policies	Journal of Tourism and Cultural Change (SSCI-listed; A in ABDC; Q1 in Scimago).	Sung, Y., & Lee, T. J.
27	Wine tourism market in Russia and in the world: Terroirs and marketing	Tourism Analysis (A in ABDC; Q1 in Scimago).	Omarova, N., Belyakova, N., Ergunova, O., & Lee, T. J.
26	Preservation value evaluation of Catholic martyrs' shrine: Application of the two-stage CVM	Journal of Hospitality and Tourism Management (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Han, J. W., Kim, J. S., Lee, T. J., & Hyun, S. S.
25	Cooperation between medical and wellness tourism: The Case of Japan	Journal of Vacation Marketing (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Hori, K., Vafadari, K., Cooper, M., & Lee, T. J.
24	Role of special event entertainments in shopping malls of the integrated resorts in Macao	International Journal of Tourism Research (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Luan, J. H., Ho, G., & Lee, T. J.
23	International organizations and their motivation to use community resources for tourism	Journal of Vacation Marketing (SSCI-listed; A in ABDC; Q1 in Scimago)	Say, D., Lee, T. J., & Hyun, S. S.
22	Motivation and attributes in attending festival: A case of the Lusofonia festival in Macao	Journal of Hospitality and Tourism Management (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Kwan, S., & Lee, T. J.
21	When in Rome, do as the Romans do: A content analysis of the terms and conditions of capsule hotels in selected Asia-Pacific countries	Asia Pacific Journal of Tourism Research (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Kylie Anne Baura, Sophia Grace S. Chee, Trixia Pherlyn L. Co, Hillary Amber T. Cua, Timothy J. Lee, Allan B. de Guzman
20	Consumers' post purchase risk perceptions in the luxury restaurant context	British Food Journal (SCI-listed; A in ABDC; Q1 in Scimago)	He, C., Kim, Y., & Lee, T. J.

19	The potential for Thailand to be a hub of health tourism: A case study of wellness spa business in eastern Thailand	Journal of Vacation Marketing (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Wongmonta, S., Chongsitjiphol, S., & Lee, T. J.
18	Structure of Thai tourism system	Tourism Review (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Madhyamapurush, W., Jittithavorn, C., & Lee, T. J.
17	Tourist satisfaction with spa services: A case study of the Eastern region of Thailand	Asia Pacific Journal of Tourism Research (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Techakana, J., Chongsitjiphol, S., & Lee, T. J.
16	Stakeholders' perception of tourism destination development.	Journal of Sustainable Tourism (SSCI Q1-listed; A* in ABDC; Q1 in Scimago)	Pipike, J. K., Lee, T. J., & Cooper, M.
15	Managing tourist attractions at World Heritage Sites: The case of ecotourism in Hoi An, Vietnam.	International Journal of Tourism Research (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Lee, T. J., & Nguyen, K. N.
14	Sustainable tourism industry and policy-making: A case of Sri Lanka	International Journal of Tourism Research (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Karunanayaka, Y., Lee, T. J., & Kim, J. J.
13	Sustainable tourism through a community-based approach: A case of Kenya.	Tourism Review (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Akinyi, M. M., Cooper, M., & Lee, T. J.
12	Effective tourism and hospitality management through quality management systems: The case of Uzbekistan	Tourism Economics (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Lee, T. J., Orifboev, A., & Ryu, K.
11	Attributes of tourist accommodation in Papua New Guinea: Challenges and opportunities.	Journal of Vacation Marketing (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Pipike, J. K., & Lee, T. J.
10	Major impediments of historical relic exploitation in cultural tourism development	Asia Pacific Journal of Tourism Research (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Pham, T. H., & Lee, T. J.
9	Vietnamese food for vehicle for health tourism marketing.	Journal of Vacation Marketing (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Yen, C. K. N., & Lee, T. J.
8	MICE industry in Japan.	Asia Pacific Journal of Tourism Research (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Park, R. S., & Lee, T. J.
7	Marketing issues in boutique hotels: A case in Thailand.	Journal of Vacation Marketing	Lee, T. J., & Laohajaroenyot, N.

		(SSCI Q1-listed; A in ABDC; Q1 in Scimago)	
6	Management issues among stakeholders in sustainable tourism development.	Journal of Travel Research (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Kim, K. B., McCabe, S., Lambert, R., & Lee, T. J.
5	Typology of medical, health, and wellness tourism.	Tourism Analysis (A in ABDC; Q1 in Scimago)	Lee, T. J.
4	Critical issues in medical tourism industry in a less-developed country: A case of Vietnam.	Journal of Vacation Marketing (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Lee, T. J., & Nguyen, N.
3	A comparison of festival management systems: From the perspectives of Chinese and Korean festival organizers.	International Journal of Tourism Research (SSCI Q1-listed; A in ABDC; Q1 in Scimago)	Hu, T., Lee, T. J., & Jeong, G. H.
2	Accommodation for health and cultural tourists: The case of Ryokan in Japan.	International Journal of Hospitality Management (SSCI Q1-listed; A* in ABDC; Q1 in Scimago)	Lee, T. J.
1	Political involvement and influence in heritage tourism development: with M Phenomenon.	Annals of Tourism Research (SSCI Q1-listed; A* in ABDC; Q1 in Scimago)	Lee, T. J.

E. ACADEMIC BOOKS

E-1. Edited books

Listed in order of the most recent first (of 6):

6. Tiwari, R., Khoo, C., & **Lee, T. J.** (2025). *Wellness, Wellbeing and Tourism: Theories, Models, and Emerging Paradigms*. Channel View Publications: Bristol, the UK. Hardback: ISBN: 978-1-84541-967-7.
5. Laws, E., Knight, D. W., **Lee, T.**, Campiranon, K., Rittichainuwat, B., Ashton, A. S., Koldowski, J., & Zhou, M. Z. (2025). *Elephant Welfare in Global Tourism*. CABI: Oxford, the UK. Hardback: ISBN: 978-1-83699-007-9.
4. Pechlaner, H., **Lee, T. J.**, & Dal Bo, G. (2012). *New Minorities and Tourism*. Bolzano/Bozen, Italy: European Academy of Bolzano/Bozen. ISBN: 978-88-88906-81-2.
3. Stanciulescu, G., & **Lee, T. J.** (2011). *Tourism Challenges for New Enlarged Europe* (Eds.). Bucharest, Romania: ASE Publishing House. ISBN: 978-606-505-402-8.
2. **Lee, T. J.**, & Stanciulescu, G. (2011). *Special Interest Tourism for Community Benefits* (Eds.). Bucharest, Romania: ASE Publishing House. ISBN: 978-606-505-404-2.
1. **Lee, T. J.**, & Stanciulescu, G. (2011). *Practical Principles in the Tourism and Hotel Industry* (Eds.). Bucharest, Romania: ASE Publishing House. ISBN: 978-606-505-403-5.

E-2. Book editing in progress

Listed in order of the most recent first:

E-3. Published refereed book chapters

Listed in order of the most recent first (of 31):

31. Tiwari, R., & Lee, T. J. (2025). Synthesizing insights and charting future directions in wellness, wellbeing and tourism. (Chapter 14, pp. 236-243) in R. Tiwari, C. Khoo, & T. J. Lee. *Wellness, Wellbeing and Tourism: Theories, Models, and Emerging Paradigms*. Channel View Publications: Bristol, the UK. Hardback: ISBN: 978-1-84541-967-7.29.
30. Ti, Y., Lee, T. J., & Zhuo, J. (2025). Exploring new trends in health diets in wellness tourism: An investigation of the key attributes of the Chinese wellness tourist. (Chapter 6, pp. 80-96) in R. Tiwari, C. Khoo, & T. J. Lee. *Wellness, Wellbeing and Tourism: Theories, Models, and Emerging Paradigms*. Channel View Publications: Bristol, the UK. Hardback: ISBN: 978-1-84541-967-7.29.
29. Zhuo, J., Lee, T., & Ti, Y. (2025). Can symbolic value and religious beliefs save elephants' lives? (Chapter 6, pp. 93-109) in E. Laws, D. W. Knight, T. J. Lee, K. Campiranon, B. Rittichainuwat, A. S. Ashton, J. Koldowski, & M. Z. Zhou (Eds.). *Elephant Welfare in Global Tourism*. CABI: Oxford, the UK. Hardback: ISBN: 978-1-83699-007-9. <https://doi.org/10.1079/9781836990093.0006>
28. Zhou, M. Z., & Lee, T. J. (2025). Redefining elephant-human relationships through actor-network theory. (Chapter 5, pp. 71-92) in E. Laws, D. W. Knight, T. J. Lee, K. Campiranon, B. Rittichainuwat, A. S. Ashton, J. Koldowski, & M. Z. Zhou (Eds.). *Elephant Welfare in Global Tourism*. CABI: Oxford, the UK. Hardback: ISBN: 978-1-83699-007-9. <https://doi.org/10.1079/9781836990093.0005>
27. Bui, T. H., Yoshida, K., & Lee, T. J. (2018). Heritage landscapes of Hiroshima and Nagasaki. (Chapter 3, pp. 55–75). In L. Egberts & M. D. Alvarez (Eds.). *Heritage and Tourism: Places, Imageries and the Digital Age*. Amsterdam, the Netherlands: Amsterdam University Press. ISBN: 978-94-6298-535-3. DOI: 10.5117/9789462985353/ch03.
26. Lee, T. J., & Suh, Y. K. (2017). Marine and island tourism (Part 9, Chapter 2, pp. 649–669). In TOSOK Academic Committee (Ed.). *Tourism Business*. Seoul, South Korea: Baeksan Press. (*In-Korean*).
25. Lee, T. J. (2017). Value co-creation in geothermal tourism: The case of the 'Ryokan' industry in Japan. (Chapter 7, pp. 76–87). In N. K. Prebensen, J. S. Chen & M. S. Uysal (Eds.). *Co-Creation in Tourist Experiences*. London: Routledge. ISBN: 978-1-138-18330-8.
24. Lee, T. J., & Kim, J. S. (2017). The impact of Korea's nature-based recreation settings on tourists' emotions, satisfaction and subjective happiness. (Chapter 4, pp. 34–45). In J. S. Chen & N. K. Prebensen (Eds.). *Nature Tourism*. New York: Routledge. ISBN: 978-1-138-96173-9.
23. Lee, T. J., & Kim, J. S. (2017). Relationships between emotion regulation seeking, program satisfaction, attention restoration, and life satisfaction: Healing program participants. (Chapter 29, pp. 375–385). In M. K. Smith & L. Puczko (Eds.). *The Routledge Handbook of Health Tourism*. Oxford: Routledge. ISBN: 978-1-138-90983-0.

22. Lee, T. J. (2017). Tourism in South and North Korea. (Chapter 26, pp. 347–360). In C. M. Hall & S. J. Page (Eds.). *The Routledge Handbook of Tourism in Asia*. Oxford: Routledge. ISBN: 978-1-138-78458-1.
21. Lee, T. J., & Nam, J. (2016). Regional economic development through food tourism: The case of AsiO Gusto in Namyangju City, South Korea. (Chapter 9, pp. 156–164). In C. M. Hall & S. Gossling (Eds.). *Food Tourism and Regional Development: Networks, products and trajectories*. Oxford: Routledge. ISBN: 978-1-138-91292-2.
20. Lee, T. J., & Lim, B. (2013). Ryokan facilities in Japan compared with spa hotels in Australia. (Chapter 2.3, pp. 71–79). In V. Joukes, L. Lourenco-Gomes & A. Marta-Costa (Eds.) *Sustainable Medical and Wellness Destinations*. Lisbon, Portugal: University of Tras-os-Montes & Alto Douro. ISBN: 978-989-704-162-4.
19. Lee, T. J. (2013). Critical analysis of the Australian spa hotel industry. (Chapter 2.2, pp. 60–70). In V. Joukes, L. Lourenco-Gomes & A. Marta-Costa (Eds.) *Sustainable Medical and Wellness Destinations*. Lisbon, Portugal: University of Tras-os-Montes & Alto Douro. ISBN: 978-989-704-162-4.
18. Hsieh, M. T., & Lee, T. J. (2013). Mature spa travellers in Taiwan (Chapter 1.3, pp. 37–44). In V. Joukes, L. Lourenco-Gomes & A. Marta-Costa (Eds.) *Sustainable Medical and Wellness Destinations*. Lisbon, Portugal: University of Tras-os-Montes & Alto Douro. ISBN: 978-989-704-162-4.
17. Kang, E. J., & Lee, T. J. (2013). War and ideological conflict: Prisoner of war camps as a tourist experience in South Korea (Chapter 16, pp. 236–247). In L. White & E. Frew (Eds.) *Dark Tourism and Place Identity: Managing and Interpreting Dark Places*. New York: Routledge. ISBN: 978-0-415-80965-8.
16. Lee, T. J., Huang, T. C., & Lee, K. H. (2013). Innovation in food tourism and product distribution. In D. Ghosh, S. Das, D. Bagchi, & R. B. Smarta (Eds.) *Innovations in Healthy and Functional Foods*. CRC Press. (Chapter 31, pp. 523–529). New York: Taylor & Francis. ISBN: 978-1-4398-6267-4.
15. Lee, T. J., & Kang, E. J. (2013). Living with war: The Korean truce. In R. Butler & W. Suntikul (Eds.), *Tourism and War* (Chapter 10, pp. 121–131). New York: Routledge. ISBN: 9780415674331.
14. Lee, T. J., Ye, X., & Sun, R. (2011). Cultural heritage protection and tourism development: A review of the Australian and Chinese literature. In J. Gao, N. Scott, R. Ballantyne, & P. Ding (Eds.), *Sino-Australia: Comparative Study on Tourism Development* (Chapter 6, pp. 181–226). Beijing, China: China Tourism Press. (*In Chinese*). ISBN: 9787503241741.
13. Lee, T. J. (2011). Typology and nature of medical tourism. In T. J. Lee & G. Stanciulescu (Eds.), *Special Interest Tourism for Community Benefits* (Chapter 8, pp. 95–104). Bucharest, Romania: The ASE Publishing House. ISBN: 978-606-505-404-2.
12. Stanciulescu, G., Lee, T. J., & Grigorescu, G. (2011). Evolution of volunteer tourism. In T. J. Lee & G. Stanciulescu (Eds.), *Special Interest Tourism for Community Benefits* (Chapter 5, pp. 53–64). Bucharest, Romania: The ASE Publishing House. ISBN: 978-606-505-404-2.
11. Stanciulescu, G., Lee, T. J., & Alexandrescu, R. V. (2011). Comparison of rural tourism in Romania and Australia. In T. J. Lee & G. Stanciulescu (Eds.), *Special Interest Tourism for Community Benefits* (Chapter 4, pp. 43–52). Bucharest, Romania: The ASE Publishing House. ISBN: 978-606-505-404-2.
10. Lee, T. J., & Alexandrescu, R. V. (2011). Geographic and organizational particularities of rural tourism. In T. J. Lee & G. Stanciulescu (Eds.), *Special Interest Tourism for Community Benefits* (Chapter 2, pp. 25–34). Bucharest, Romania: The ASE Publishing House. ISBN: 978-606-505-404-2.

9. Stanciulescu, G., & Lee, T. J. (2011). Economic principles in tourism forms and performance. In T. J. Lee & G. Stanciulescu (Eds.), *Special Interest Tourism for Community Benefits* (Chapter 1, pp. 15–24). Bucharest, Romania: The ASE Publishing House. ISBN: 978-606-505-404-2.
8. Stanciulescu, G., Lee, T. J., & Papari, C. (2011). Small, medium and large tourism enterprises. In T. J. Lee & G. Stanciulescu (Eds.), *Practical Principles in the Tourism and Hotel Industry* (Chapter 2, pp. 23–32). Bucharest, Romania: The ASE Publishing House. ISBN: 978-606-505-403-5.
7. Lee, T. J., & Stanciu, C. (2011). Before selling, before telling: Understanding tourism entities and tourist behavior. In G. Stanciulescu & T. J. Lee (Eds.), *Tourism Challenges for New Enlarged Europe* (Chapter 10, pp. 157–174). Bucharest, Romania: The ASE Publishing House. ISBN: 978-606-505-402-8.
6. Lee, T. J., & Stanciu, C. (2011). Global reservation distribution systems in tourism. In G. Stanciulescu & T. J. Lee (Eds.), *Tourism Challenges for New Enlarged Europe* (Chapter 9, pp. 149–156). Bucharest, Romania: The ASE Publishing House. ISBN: 978-606-505-402-8.
5. Lee, T. J., & Dinca, M. (2011). Comparative analysis between Timișoara and Liverpool. In G. Stanciulescu & T. J. Lee (Eds.), *Tourism Challenges for New Enlarged Europe* (Chapter 7, pp. 111–136). Bucharest, Romania: The ASE Publishing House. ISBN: 978-606-505-402-8.
4. Lee, T. J., & Dinca, M. (2011). Marketing and city branding: New strategies for selling a city. In G. Stanciulescu & T. J. Lee (Eds.), *Tourism Challenges for New Enlarged Europe* (Chapter 5, pp. 87–98). Bucharest, Romania: The ASE Publishing House. ISBN: 978-606-505-402-8.
3. Stanciulescu, G., & Lee, T. J. (2011). The evolution of European tourism: The dynamic of its growth. In G. Stanciulescu & T. J. Lee (Eds.), *Tourism Challenges for New Enlarged Europe* (Chapter 1, pp. 13–36). Bucharest, Romania: The ASE Publishing House. ISBN: 978-606-505-402-8.
2. Lee, T. J. (2009). Understanding of marine and island tourism. In W. H. Byun (Ed.), *Introduction to Tourism Studies* (Chapter 42, pp. 981–992). Seoul, South Korea: Baeksan Publishing. (In Korean). ISBN: 978-89-6183-197-0.
1. Lee, T. J. (2008). Success of Chuncheon Puppet Festival in Korea and local community's active participation in Chuncheon City, South Korea. In United Nations World Tourism Organization (UNWTO) (Ed.), *Tourism and Community Development: Asian Practices* (Chapter 7, pp. 135–143). Madrid, Spain: UNWTO Press. ISBN: 978-92-844-1194-8.

F. INTERNATIONAL ACADEMIC CONFERENCES

F-1. Hosting & Charing international academic conferences

Listed in order of the most recent first (of 19):

19. The 5th Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Youngsan University in Busan, South Korea. From 6 to 9 November 2026. (*projected*)
18. The 4th Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Xiamen University in Xiamen, China. From 7 to 10 November 2025. www.glosith.org
17. The 5th Mystique of Luxury Brands (MLB) Conference. Macau University of Science and

- Technology, Macao SAR, China. From 21 to 24 July 2025.
<https://luxurybrandingresearchcentre.com/conferences-2025>
16. The 4th International Conference on Health-Oriented Tourism & Food (H.O.T. Food). GATE (Global Academy of Tourism & Hospitality Education) in Kathmandu, Nepal. From 19 to 21 April 2025. www.hotfoodconference.org
 15. The 1st International Symposium on Gastronomy and Sustainable Tourism (ISGST). Suan Dusit University, Bangkok, Thailand. From 23 to 25 August 2024.
<https://gastrotourhub.com>
 14. The 3rd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Macau University of Science and Technology (MUST) in Macao SAR, China. From 10 to 12 November 2023.
 13. The 3rd International Conference on Health-Oriented Tourism & Hospitality (ICoHOTH). Thammasat University in Bangkok, Thailand. From 8 to 10 September 2023.
 12. The 2nd International Conference on Health-Oriented Tourism & Hospitality (ICoHOTH). Sunway University in Kuala Lumpur, Malaysia. From 22 to 24 June 2019.
 11. The 2nd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Mingchuan University (Jihe Campus) in Taipei, Taiwan. From 20 to 22 April 2019.
 10. The 1st International Conference on Health-Oriented Tourism & Hospitality (ICoHOTH). Ritsumeikan Asia Pacific University (APU) in Beppu, Japan. From 2 to 4 December 2017.
 9. The 1st International Forum on Wellness & Welfare Tourism. The University of Suwon in Hwaseong, South Korea. On 17 November 2017.
 8. The 82nd Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The Ulsan College and Hyundai Hotel in Ulsan, South Korea. From 5 to 7 July 2017.
 7. The 1st Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Ritsumeikan Asia Pacific University (APU) in Beppu, Japan. From 24 to 26 June 2017.
 6. The 80th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The Alpensia Resort in Pyeongchang, South Korea. From 13 to 15 July 2016.
 5. The 13th Asia Pacific Conference. Ritsumeikan Asia Pacific University (APU) in Beppu, Japan. From 7 to 9 November 2015.
 4. The 78th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The K-Hotel in Seoul, South Korea. From 1 to 3 July 2015.
 3. The 5th Advances in Hospitality & Tourism Marketing and Management (AHTMM) International Conference. Ritsumeikan Asia Pacific University (APU) in Beppu, Japan. From 18 to 21 June 2015.
 2. The 76th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. Gangneung-Wonju National University in Gangneung, South Korea. From 2 to 4 July 2014.
 1. The 1st International Symposium on New Minorities and Tourism. European Academy of Bolzano/Bozen in Bolzano/Bozen, Italy. From 22 & 23 January 2010.

F-2. Presenting conference papers

Listed in order of the most recent first (of 91):

91. Yang, X. N., Lee, T. J., & Chen, K.-T. (2024). Flow experience of users watching food

- tourism short videos based on perceived value theory. The 1st International Symposium on Gastronomy and Sustainable Tourism (ISGST). Suan Dusit University, Bangkok, Thailand. From 23 to 25 August 2024.
90. Ti, Y., & **Lee, T. J.** (2024). How group membership of private traffic operation impact customer loyalty intentions in food service industry of China: A model of goal-directed behavior. The 1st International Symposium on Gastronomy and Sustainable Tourism (ISGST). Suan Dusit University, Bangkok, Thailand. From 23 to 25 August 2024.
 89. Yang, X., & **Lee, T. J.** (2023). Factors Influencing Tourists' Superfoods Preference. The 3rd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Macau University of Science and Technology in Macao SAR, China. From 10 to 12 November 2023. www.glosith.net
 88. Yang, X., & **Lee, T. J.** (2023). Based on the Theory of Planned Behavior (TPB A Cross-Cultural Analysis). The 3rd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Macau University of Science and Technology in Macao SAR, China. From 10 to 12 November 2023. www.glosith.net
 87. Wu, X. D., & **Lee, T. J.** (2023). Factors Influencing Tourists' Superfoods Preference: A Cross-Cultural Analysis. The 3rd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Macau University of Science and Technology in Macao SAR, China. From 10 to 12 November 2023. www.glosith.net
 86. Ti, Y., & **Lee, T. J.** (2023). Chinese Family Dining Experience with Michelin-Starred Restaurant: A Research on the Value Co-creation Behavior. The 3rd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Macau University of Science and Technology in Macao SAR, China. From 10 to 12 November 2023. www.glosith.net
 85. Liu, B.-X., & **Lee, T. J.** (2023). The Luxury Paradigm in the Hotel Industry: A Comparative Analysis of Localization and Globalization Strategies. The 3rd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Macau University of Science and Technology in Macao SAR, China. From 10 to 12 November 2023. www.glosith.net
 84. Yang, X.-N., & **Lee, T. J.** (2023). The Relationship Between External Stimuli and Superfoods Tourism: Utilizing the Stimulus-Organism-Response Model (SOR). The 3rd International Congress of Health-Oriented Tourism & Hospitality (ICOHOTH) Conference. Thammasat University in Bangkok, Thailand. From 8 to 10 September 2023.
 83. Yang, X.-N., & **Lee, T. J.** (2023). Metaverse Marketing Platform in Hot Springs: Utilizing the Technology Acceptance Model (TAM). Identifying Labor Shortage Factors in Restaurants through the Application of Food Technology: An Analytical Study of Focus Group Interviews. The 3rd International Congress of Health-Oriented Tourism & Hospitality (ICOHOTH) Conference. Thammasat University in Bangkok, Thailand. From 8 to 10 September 2023.
 82. Hong, W., Lee, H., Ahn, T., Choi, S., Paik, J., Chun, H., Jang, S., Kim, M., **Lee, T. J.**, & Lertkornkitja, A. (2023). Identifying Labor Shortage Factors in Restaurants through the Application of Food Technology: An Analytical Study of Focus Group Interviews. The 3rd International Congress of Health-Oriented Tourism & Hospitality (ICOHOTH) Conference. Thammasat University in Bangkok, Thailand. From 8 to 10 September 2023.
 81. Chen, H., Pai, C. K., **Lee, T. J.**, & Guo, C. (2023). Exploring the Factors of Travelers' Outbound Travel Intentions in the Post COVID-19 Pandemic Era. The 2023 Asia

Pacific Tourism Association (APTA) Conference. Chiang Mai, Thailand. From 5 to 7 July 2023.

80. Chen, T., Pai, C. K., **Lee, T. J.**, & Gu, J. (2023). Exploring Factors Affecting Travel Intentions in the Post-COVID-19. The 2023 Asia Pacific Tourism Association (APTA) Conference. Chiang Mai, Thailand. From 5 to 7 July 2023.
79. Kim, J. S., & **Lee, T. J.** (2019). Estimating the preservation value of urban forest park: Focused on the healing value. The 2nd International Congress of Health-Oriented Tourism & Hospitality (ICOHOTH) Conference. Sunway University in Kuala Lumpur, Malaysia. From 22 to 24 June 2019. www.healthorientedtourism.org

Awarded as the 'Best Paper of the Conference'.

78. Lee, M., & **Lee, T. J.** (2019). Features and role of overseas Japanese restaurants. The 2nd International Congress of Health-Oriented Tourism & Hospitality (ICOHOTH) Conference. Sunway University in Kuala Lumpur, Malaysia. From 22 to 24 June 2019. www.healthorientedtourism.org
77. Lee, Y., & **Lee, T. J.** (2019). Qualitative examination of destination social responsibility and its challenges: How destination social responsibility enhances health tourism. The 2nd International Congress of Health-Oriented Tourism & Hospitality (ICOHOTH) Conference. Sunway University in Kuala Lumpur, Malaysia. From 22 to 24 June 2019. www.healthorientedtourism.org
76. **Lee, T. J.** (2019). Japanese foods as a catalyst for attracting foreign tourists. The 2nd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Mingchuan University (Jihe Campus) in Taipei, Taiwan. From 20 to 22 April 2019. www.glosith.org
75. Kim, J. S., **Lee, T. J.**, & Kim, N.-J. (2019). Why do people want to go sightseeing in North Korea? Applying an extended model of goal-directed behaviour. The 2nd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Mingchuan University (Jihe Campus) in Taipei, Taiwan. From 20 to 22 April 2019. www.glosith.org

Awarded as the 'Best Paper of the Conference'.

74. Karunanayaka, M. Y. A., **Lee, T. J.**, & Kim, J. J. (2019). Tourism profile of Sri Lanka: Towards sustainable tourism industry and policy-making. The 2nd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Mingchuan University (Jihe Campus) in Taipei, Taiwan. From 20 to 22 April 2019. www.glosith.org
73. Laohajaroenyot, N., **Lee, T. J.**, & Lin, Y. (2019). Boutique hotel development in Thailand. The 2nd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Mingchuan University (Jihe Campus) in Taipei, Taiwan. From 20 to 22 April 2019. www.glosith.org
72. Nguyen, T. T., & **Lee, T. J.** (2019). Evaluation of sustainable levels of tourism activities in Ly Son island district, Quang Ngai province, Vietnam. The 2nd Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Mingchuan University (Jihe Campus) in Taipei, Taiwan. From 20 to 22 April 2019. www.glosith.org
71. Cooper, M., Bui, H., Yoshida, K., & **Lee, T.** (2017). The Yasukuni Shrine: Perspectives on dark tourism and the persistence of regional cultural conflict (pp. 186-191). The 82nd Tourism Sciences Society of Korea (TOSOK) International Tourism

- Conference. The Ulsan College and Hyundai Hotel in Ulsan, South Korea. From 5 to 7 July 2017.
70. Say, D., **Lee, T. J.**, & Cooper, M. (2017). The impact of persistent behavior upon tourist destination and travel experience (p. 125). The 82nd Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The Ulsan College and Hyundai Hotel in Ulsan, South Korea. From 5 to 7 July 2017.
 69. Oie, T., Lee, M. H., & **Lee, T. J.** (2017). Management of the food trail in Japan. The 1st Global Congress for Special Interest Tourism & Hospitality (GLOSITH) Conference. Ritsumeikan Asia Pacific University (APU) in Beppu, Japan. From 24 to 26 June 2017.
 68. Masaaki, M., Bui, H. T., & **Lee, T. J.** (2016). Impacts of UNESCO World Heritage Site designation on tourism development in Japan: The case of Kyoto and the Iwami Silver Mine (p. 99). The 80th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The roles and anticipation of international tourism for the success of the Pyeongchang 2018 Winter Olympic Games. The Alpensia Resort in Pyeongchang, South Korea. From 13 to 15 July 2016.
 67. Bui, H. T., Yoshida, K., **Lee, T. J.**, & Cooper, M. (2016). The Vietnam War: A Vietnamese perspective on dark tourism (p. 37). The 80th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The roles and anticipation of international tourism for the success of the Pyeongchang 2018 Winter Olympic Games. The Alpensia Resort in Pyeongchang, South Korea. From 13 to 15 July 2016.
 66. Walker, T., & **Lee, T. J.** (2016). Cittàslow contributions to sustainable tourism development for small island developing states (SIDS) (p. 22). The 80th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The roles and anticipation of international tourism for the success of the Pyeongchang 2018 Winter Olympic Games. The Alpensia Resort in Pyeongchang, South Korea. From 13 to 15 July 2016.
 65. **Lee, T. J.** (2016). (Invited speech) Tourism policy for Jeju Island using sustainability index. The 2016 Symposium on the qualitative growth for sustainable Jeju tourism development organized by the Jeju Tourism Society. Jeju Welcome Center in Jeju City, South Korea. 27 May 2016.
 64. Yoo, I. Y., & **Lee, T. J.** (2016). Multicultural competence and job embeddedness of foreign employees in hotels: A comparison research between Australia and Japan. The 26th Annual Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference. Blue Mountains International Hotel Management Schools (BMIHMS) in Sydney, Australia. From 8 to 11 February 2016.
 63. Sohn, H. K., & **Lee, T. J.** (2016). Verifying the moderating effects of personality factors on the relationship between emotional labor and customer orientation. The 3rd International Conference on Digital Policy & Management. Ho Chi Minh, Vietnam. From 19 to 21 January 2016.
 62. Yoshida, K., Bui, H. T., & **Lee, T. J.** (2015). The 'edutainment' of war tourism in Hiroshima and Nagasaki (pp. 203–210). The 2nd Heritage, Tourism and Hospitality International Conference (HTHIC2015). Vrije Universiteit Amsterdam in Amsterdam, the Netherlands. From 26 to 27 November 2015. ISBN 978-90-9029477-3.
 61. Bui, H. T., **Lee, T. J.**, & Morishita, M. (2015). Co-existence of cultural and war heritage: The case of Thang Long, Ha Noi Imperial Citadel (p. 59). The 8th European Association of Southeast Asian Studies (EuroSEAS) Conference. University of Vienna in Vienna, Austria. From 11 to 14 August 2015.

60. Kim, G., & **Lee, T. J.** (2015). A means-end chain approach to decision making of meal choices. (p. 428). The 78th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The innovation of Korea tourism contents and the role of Casino industry. The K-Hotel in Seoul, South Korea. From 1 to 3 July 2015.
59. **Lee, T. J.** (2015). Opportunities for the Australian gaming industry despite competition from East Asia. (p. 413). The 78th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The innovation of Korea tourism contents and the role of Casino industry. The K-Hotel in Seoul, South Korea. From 1 to 3 July 2015.
58. **Lee, T. J.** (2015). Resident perceptions of Casinos in a newly developed Casino destination. (p. 411). The 78th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The innovation of Korea tourism contents and the role of Casino industry. The K-Hotel in Seoul, South Korea. From 1 to 3 July 2015.
57. **Lee, T. J.** (2015). Benefits and disadvantages of cashless gambling for recreational gamblers. (p. 405). The 78th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. The innovation of Korea tourism contents and the role of Casino industry. The K-Hotel in Seoul, South Korea. From 1 to 3 July 2015.
56. Cho, H. J., & **Lee, T. J.** (2015). G2G (Government to Government) partnership between the UAE and South Korea for Medical Tourism in South Korea. (pp. 597–598). The 5th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference. Ritsumeikan Asia Pacific University (APU) in Beppu, Japan. From 18 to 21 June 2015.
55. Han, S. Y., & **Lee, T. J.** (2015). Meeting planners' perception of attributes of convention site selection. (pp. 194–198). The 5th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference. Ritsumeikan Asia Pacific University (APU) in Beppu, Japan. From 18 to 21 June 2015.
54. Yoo, I. Y., & **Lee, T. J.** (2015). Influence of cultural diversity on effective management in the hotel industry: The case of Japan. (pp. 425–433). The 77th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. Dongguk University in Seoul, South Korea. 6 February 2015.
53. **Lee, T. J.** (2014). Current issues of medical tourism industry: The case of South Korea (pp. 15–18). The International Conference on Medical tourism in Asia: Current trends and issues. Rikkyo University in Tokyo, Japan. From 17 to 19 July 2014.
52. Han, J. W., & **Lee, T. J.** (2014). Conflict analysis of tourism-based community development: A case study of Harie District, Japan (pp. 745–758). The 76th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. 2018 Winter Olympic Games and sports tourism promotion. Gangneung-Wonju National University in Gangneung, South Korea. From 2 to 4 July 2014.
51. **Lee, T. J.**, Bui, H., & Morishita, M. (2014). UNESCO World Heritage Sites: Social and managerial perspectives in a comparative context (pp. 663–664). The 76th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. 2018 Winter Olympic Games and sports tourism promotion. Gangneung-Wonju National University in Gangneung, South Korea. From 2 to 4 July 2014.
50. Wang, L., & **Lee, T. J.** (2014). Analysis on the post-event usage of Olympic venues after 2008 Beijing Olympic Games (pp. 391–392). The 76th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. 2018 Winter Olympic Games and

- sports tourism promotion. Gangneung-Wonju National University in Gangneung, South Korea. From 2 to 4 July 2014.
49. Lee, M. H., & **Lee, T. J.** (2014). Cases of marketing strategy of the Nagano Winter Olympics (pp. 211-212). The 76th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. 2018 Winter Olympic Games and sports tourism promotion. Gangneung-Wonju National University in Gangneung, South Korea. From 2 to 4 July 2014.
 48. Min, K. H., & **Lee, T. J.** (2014). Perceptions and preferences for Asian ethnic foods. The 4th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference. University of Mauritius in Mauritius. From 25 to 27 June 2014.
 47. Lim, H. S., **Lee, T. J.**, & Park, H. P. (2014). Relationship between motivation to travel and quality of medical services. The 4th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference. University of Mauritius in Mauritius. From 25 to 27 June 2014.
 46. Han, J. S., & **Lee, T. J.** (2014). Health-contributing travel factors: Case of package trip participants in Korea. The 4th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference. University of Mauritius in Mauritius. From 25 to 27 June 2014.
 45. Fei, Q., & **Lee, T. J.** (2014). Assessing feasibility of film-induced tourism in Singapore. The 4th Advances in Hospitality & Tourism Marketing and Management (AHTMM) Conference. University of Mauritius in Mauritius. From 25 to 27 June 2014.
 44. **Lee, T. J.**, & Zheng, Z. (2014). Employee empowerment from different values in the globalized hotel industry. Global Tourism & Hospitality Conference and the 11th Asia Tourism Forum. Hong Kong Polytechnic University in Hong Kong SAR, China. From 18 to 20 May 2014.
 43. **Lee, T. J.**, & Nguyen, L. H. N. (2014). Comparative study of medical tourism industry of Vietnam, Japan, & Thailand. Global Tourism & Hospitality Conference and the 11th Asia Tourism Forum. Hong Kong Polytechnic University in Hong Kong SAR, China. From 18 to 20 May 2014.
 42. Bui, H. T., & **Lee, T. J.** (2014). UNESCO World Heritage Sites and tourism development: The case of Vietnam. (pp. 774–778). The 24th Annual Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference. Tourism and hospitality in contemporary world: Trends, challenges and complexity. University of Queensland in Brisbane, Australia. From 10 to 13 February 2014.
 41. **Lee, T. J.**, & Kang, N. Y. (2014). Brand equity of Seoul as a tourist destination. (pp. 233–241). The 75th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. Muju Resort in Muju, South Korea. From 6 to 7 February 2014.
 40. Lee, I. S., & **Lee, T. J.** (2013). Perceived value and satisfaction of the ‘Working Holiday’ program in Australia. (pp. 441–451). The 23rd Annual Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference. Tourism and global change: On the edge of something big. Lincoln University in Christchurch, New Zealand. From 11 to 14 February 2013.
 39. **Lee, T. J.** (2012). Strategic development of the medical tourism industry in Japan. (p. 23). The 4th International Conference on Destination Branding and Marketing (DBM). Cardiff, United Kingdom. From 5 to 7 December 2012.
 38. Lee, K. H., & **Lee, T. J.** (2012). Current issues in the health tourism industry: A case of Taiwan. (pp. 225–232). The 6th Tourism Institute of Northeast Asia (TINA) Conference. Jeonju University, Jeonju, South Korea. From 22 to 24 August 2012.
 37. Lee, I. S., Arcodia, C., & **Lee, T. J.** (2012). Visitor benefits from festival experiences: Proposing a conceptual framework. The 5th Global Event Congress. University of

- Stavanger, Stavanger, Norway. From 13 to 15 June 2012.
36. **Lee, T. J.** (2012). The effect of health and wellness values on festival motivation. (pp. 1499–1521). The 71st Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. Pohang University of Science and Technology (Postech), Pohang, South Korea. From 3 to 4 February 2012.
 35. **Lee, T. J.**, Yoon, D. H., & Moon, S. I. (2012). Complex industrialization of local festivals through brand extension: The case of the Cheongdo Bullfighting Festival, Korea. The 2nd International Tourism Conference: Tourism, Culture and the Creative Industries: Exploring the Linkages. University of West Indies in St. Augustine, Trinidad and Tobago. From 18 to 21 January 2012.
 34. Min, K., & **Lee, T. J.** (2012). A study of perception and preference on Asian foods: Case of Australia. The 2nd International Tourism Conference: Tourism, Culture and the Creative Industries: Exploring the Linkages. University of West Indies in St. Augustine, Trinidad and Tobago. From 18 to 21 January 2012.
 33. Alonso-Vazquez, M., **Lee, T. J.**, & Tkaczynski, A. (2012). Key characteristics of green festivals: A critical review of the music and arts festival. The 2nd international Tourism Conference: Tourism, Culture and the Creative Industries: Exploring the Linkages. University of West Indies in St. Augustine, Trinidad and Tobago. From 18 to 21 January 2012.
 32. Kang, E. J., & **Lee, T. J.** (2011). Impact of local residents' proactive involvement on tourism ventures: A case of a small island in Korea. The 1st World Research Summit for Tourism and Hospitality. Hong Kong Polytechnic University in Hong Kong SAR, China. From 10 to 13 December 2011.
 31. **Lee, T. J.**, & Han, J. S. (2011). Analysis of the "Slow City" as a tourist attraction: The case of Korea. The 1st World Research Summit for Tourism and Hospitality. Hong Kong Polytechnic University in Hong Kong SAR, China. From 10 to 13 December 2011.
 30. Lee, I., & **Lee, T. J.** (2011). South Korean 'Working Holiday' makers in Australia: Their experience, satisfaction and future intention to revisit as a tourist. The 1st World Research Summit for Tourism and Hospitality. Hong Kong Polytechnic University in Hong Kong SAR, China. From 10 to 13 December 2011.
 29. **Lee, T. J.**, & Zheng, Z. (2011). Confucianism and the Generation Y: How the two contrary value sets influence the employees and employers in the hospitality industry. The 1st World Research Summit for Tourism and Hospitality. Hong Kong Polytechnic University in Hong Kong SAR, China. From 10 to 13 December 2011.
 28. **Lee, T. J.**, & Lee, K. H. (2011). Service quality in the airline industry. The 1st World Research Summit for Tourism and Hospitality. Hong Kong Polytechnic University in Hong Kong SAR, China. From 10 to 13 December 2011.
 27. Lee, K. H., Arcodia, C., & **Lee, T. J.** (2011). Slow food group members' involvement and vacation travel. The 1st World Research Summit for Tourism and Hospitality. Hong Kong Polytechnic University in Hong Kong SAR, China. From 10 to 13 December 2011.
 26. Cheng, Z., & **Lee, T. J.**, & Lim, B. (2011). Segments in the wellness tourism: The case of Queensland, Australia. (p. 68). The 10th Australian and New Zealand Association of Leisure Studies (ANZALS) Biennial Conference. University of Otago in Dunedin, New Zealand. From 6 to 8 December 2011.
 25. Lee, K. H., & **Lee, T. J.** (2011). Conflict among stakeholders in spa development with deep sea water in Taiwan. (p. 58). The 10th Australian and New Zealand Association of Leisure Studies (ANZALS) Biennial Conference. University of Otago in Dunedin, New Zealand. From 6 to 8 December 2011.

24. Uthayan, C., **Lee, T. J.**, & Tkaczynski, A. (2011). Opportunities and challenges in medical tourism: The case of Thailand. (p. 69). The 10th Australian and New Zealand Association of Leisure Studies (ANZALS) Biennial Conference. University of Otago in Dunedin, New Zealand. From 6 to 8 December 2011.
23. **Lee, T. J.**, & Lim, B. (2011). Strategies for the spa hotel industry: Comparisons between Italy and Australia. (p. 68). The 10th Australian and New Zealand Association of Leisure Studies (ANZALS) Biennial Conference. University of Otago in Dunedin, New Zealand. From 6 to 8 December 2011.
22. Lee, K. H., Arcodia, C., & **Lee, T. J.** (2011). Slow food tourists: An emerging special interest group. (p. 45). The 10th Australian and New Zealand Association of Leisure Studies (ANZALS) Biennial Conference. University of Otago in Dunedin, New Zealand. From 6 to 8 December 2011.
21. **Lee, T. J.**, & Lim, B. (2011). Analysis of spa facilities between *ryokan* in Japan and hotels in Australia. International Conference: From Villes Thermales to Sustainable Health and Wellness Destinations. Chaves in Portugal. From 13 to 15 October 2011.
20. **Lee, T. J.** (2011). Critical analysis of Australian spa hotel industry. International Conference: From Villes Thermales to Sustainable Health and Wellness Destinations. Chaves in Portugal. From 13 to 15 October 2011.
19. Hsieh, M. T., & **Lee, T. J.** (2011). Segment of spa tourism: A case of mature travellers in Taiwan. International Conference: From Villes Thermales to Sustainable Health and Wellness Destinations. Chaves in Portugal. From 13 to 15 October 2011.
18. Lee, K. H., Arcodia, C., & **Lee, T. J.** (2011). A cross-cultural study of slow food member's ethnocentrism and vacation destination. (pp. 100–101). The 4th Advances in Tourism Marketing Conference (ATMC): Transforming experiences tourism marketing from both sides of the counter. Maribor in Slovenia. From 6 to 8 September 2011.
17. Lee, I., & **Lee, T. J.** (2011). South Korean 'Working Holiday' makers in Australia. (pp. 1–21). The 70th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. Kyonggi University in Suwon, South Korea. From 4 to 6 July 2011.
16. Lee, I., Arcodia, C., & **Lee, T. J.** (2011). Transformational benefits from a visit to a multicultural festival: The case of South Korea. (pp. 1–10). The 21st Annual Council for Australasian University Tourism and Hospitality Education (CAUTHE) Conference. Tourism: Creating a brilliant blend. University of South Australia in Adelaide, Australia. From 8 to 11 February 2011.
15. Lee, I., Arcodia, C., & **Lee, T. J.** (2010). The key characteristics of multicultural festivals: A critical review of the literature. (pp. 1–10). The 4th Global Event Congress. Events and Festivals Research: State of the Art. Leeds Metropolitan University in Leeds, United Kingdom. From 13 to 16 July 2010.
14. Lee, I., Arcodia, C., & **Lee, T. J.** (2010). The role of multicultural festivals for social integration. The New Minorities and Tourism Conference. European Academy Bolzano/Bozen in Bolzano/Bozen, Italy. From 22 to 23 January 2010.
13. Lee, I., & **Lee, T. J.** (2009). The failure of using festivals for destination branding: Inconsistency between the destinations and the festival. (pp. 250–259). The 3rd International Conference on Destination Branding and Marketing. Institute for Tourism Studies Macao in Macao SAR, China. From 2 to 4 December 2009.
12. **Lee, T. J.** (2009). Political involvement and influence in heritage tourism development. (pp. 198–207). The 2nd Asian Academy for Heritage Management Conference. Urban Heritage and Tourism: Challenges and Opportunities. Institute for Tourism Studies Macao in Macao SAR, China. From 1 to 3 December 2009.
11. Lee, I., & **Lee, T. J.** (2009). The success factors of using events in destination branding:

- A case study of Woodford Folk Festival. (pp. 645–657). The 8th Asia Pacific Forum for Graduate Students Research in Tourism: Role of Hospitality and Tourism in Globalization. Sejong University in Seoul, South Korea. From 7 to 9 July 2009.
10. Jung, J., & Lee, T. J. (2008). Cultural sustainability & community-based collaboration in tourism: The case of Jeju Island. (pp. 857–879). International Tourism Conference on Cultural and Event Tourism: Issues & Debates. Alanya in Turkey. From 5 to 9 November 2008.
 9. Sohn, D., & Lee, T. J. (2008). The sustainable development of the Korean cultural entertainment industry with the Korean Wave (Hallyu). (pp. 1–13). The 3rd Global Event Congress & the 3rd China Event Education Conference. Sun Yat-sen University in Guangzhou, China. From 17 to 19 November 2008.
 8. Jung, K., & Lee, T. J. (2008). The international short-haul routes: The PESTE analysis of operating low-cost airlines in Korea. (pp. 155–165). EIGTUR 2008 Conference. Ouro Preto in Minas Gerais, Brazil. From 25 to 29 March 2008.
 7. Lee, T. J. (2006). The role of hotel design development in strengthening regional/national destination image. (pp. 1–7). The Association for Tourism and Leisure Education (ATLAS) Asia Pacific Conference: Tourism after oil. University of Otago in Dunedin, New Zealand. From 3 to 5 December 2006.
 6. Lee, T. J., Byun, W. H., & Han, S. H. (2006). An evaluation model for the efficient budget control of cultural tourism events. (pp. 135–142). The 1st Global Event Congress & Event Educators' Forum. University of Queensland in Brisbane, Australia. From 27 to 29 September 2006.
 5. Kim, J. Y., & Lee, T. J. (2006). Development of resort tourism in a small island: Case study of Jeju Island, Korea. (p. 41). The 12th Asia Pacific Tourism Association (APTA) and the 4th Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APac-CHRIE) Conference. Taiwan Hospitality & Tourism College in Hualien, Taiwan. From 26 to 29 June 2006.
 4. Lee, T. J. (2005). Residents' perceptions of tourism in the historic city of York, England. (pp. 349–359). The 11th Asia Pacific Tourism Association (APTA) Conference. Goyang in South Korea. From 7 to 10 July 2005.
 3. Lee, T. J. (2004). Tension and collaboration of stakeholders for successful destination development on heritage tourism in Korea. (pp. 557–574). The Association for Tourism and Leisure Education (ATLAS) Annual Conference. Naples in Italy. From 3 to 6 April 2004.
 2. Lee, T. J. (2003). Critical issues in developing heritage tourism in Asia. (p. 3). The 2nd De Haan Tourism Management Conference. Nottingham University Business School in Nottingham, United Kingdom. 16 December 2003.
 1. Lee, T. J. (2003). Successful Korean hotels as conference venues. (pp. 171–182). The 53rd Tourism Sciences Society of Korea (TOSOK) Conference. Korea Tourism College in Icheon, South Korea. From 13 to 14 February 2003.

G. TEACHING ACHIEVEMENTS

G-1. Licenses, philosophy, and activities in teaching

- I am the Associate Fellowship in the Higher Education Academy (HEA) & Foundations of University Teaching.

- I work to initiate and encourage students to proactively participate in class with peer discussion groups, in-class quizzes, feedback opportunities, etc.
- I also regularly bring actual materials to class to help students understand and appreciate the real world (audio-visual materials, brochures about tourist destinations, travel agencies, information sheets, etc. from many countries) and I have found these very popular. I have taught tourism/hospitality/event-related courses.
- I have taught postgraduate and undergraduate courses every year since 2005 at both the University of Queensland (UQ) in Australia, the Ritsumeikan Asia Pacific University (APU) in Japan, and University of the Sunshine Coast in Australia.
- I have supervised 20 Bachelor, 4 Honours, 40 Masters, and 25 Doctoral Degree students. Currently two more students are applying for the PhD program and have asked me to supervise.
- My average teaching evaluation scores in the last four years at the APU are higher than 4.2 (out of a possible 5.0), which is in the top 20% in the university. My average teaching evaluation scores in the seven years at University of Queensland was higher than 4.1 (out of 5.0), which could be in the top 20% in the School.

G-2. Teaching achievements at the Macau University of Science & Technology (MUST), Macao. (2020 - Present)

- I have taught postgraduate and undergraduate courses (subjects) as a course coordinator since 2020 at the Macau University of Science & Technology (MUST).
- The following table shows my comprehensive teaching achievements at MUST:
 - Semester 1 runs (15 weeks) from September to December &
 - Semester 2 runs (15 weeks) from January to May.
 - UG: Undergraduate / PG: Postgraduate.

Year/ Semester	Role as the course coordinator and lecturer, Course (Subject) title.	Credit points/ Units	Contact hours in a semester by teaching mode, Number of enrolled students, Percentage of contribution.	Teaching evaluation score from enrolled students (5.0 max).
2025/2	'Term Project of MICE & Events'.	3 units	45 hours of lecture for 26 Master's degree students. 100%.	
2025/2	'MICE Marketing'.	3 units	45 hours of lectures for 126 UG students in 3 classes. 100%.	
2025/1	'Strategic Tourism Management'.	3 units	30 hours of lectures for 37 PhD students in 2 classes. 100%.	

2025/1	'MICE Logistics and Site Management'.	3 units	45 hours of lectures for 146 UG students in 3 classes. 100%.	
2024/2	'Term Project of MICE & Events'.	3 units	45 hours of lecture for 32 Master's degree students. 100%.	
2024/2	'MICE Marketing'.	3 units	45 hours of lectures for 110 UG students in 3 classes. 100%.	
2024/1	'Strategic Tourism Management'.	3 units	30 hours of lectures for 36 PhD students in 2 classes. 100%.	
2024/1	'MICE Logistics and Site Management'.	3 units	45 hours of lectures for 120 UG students in 3 classes. 100%.	
2023/2	'Term Project of MICE & Events'.	3 units	45 hours of lecture for 17 Master's degree students. 100%.	
2023/2	'MICE Marketing'.	3 units	45 hours of lectures for 140 UG students in 3 classes. 100%.	
2023/1	'Strategic Tourism Management'.	3 units	30 hours of lectures for 24 PhD students in 2 classes. 100%.	
2023/1	'MICE Logistics and Site Management'.	3 units	45 hours of lectures for 160 UG students in 4 classes. 100%.	
2022/2	'Term Project of MICE and Events'	3 units	45 hours of lectures for 30 Master's degree students. 100%.	
2022/2	'Term Project of International Tourism and Hotel Management'	3 units	45 hours of lectures for 30 Master's degree students. 100%.	
2022/2	'Financial Management and Cost Control for Tourism Organizations'.	3 units	45 hours of lectures for 30 Master's degree students. 100%.	
2022/2	'MICE Marketing'.	3 units	45 hours of lectures for 40 UG students. 100%.	
2022/1	'Strategic Tourism Management'.	3 units	30 hours of lectures for 18 PhD students. 100%.	
2022/1	'Data Process and Research Method in Hotel Industry'.	3 units	45 hours of lectures for 90 Master's degree students in 2 classes. 100%.	
2022/1	'MICE Logistics and Site Management'.	3 units	45 hours of lectures for 170 UG students in 4 classes. 100%.	

2022/1	'Research Methods in Tourism'.	3 units	45 hours of lectures for 45 UG students. 100%.	
2021/2	'MICE Marketing'.	3 units	42 hours of lectures for 84 UG students in 2 classes. 100%.	
2021/2	'Financial Management and Cost Control for Tourism Organizations'.	3 units	36 hours of lecture for 80 Master's degree students in 2 classes. 100%.	
2021/2	'Planning and Operation Management of MICE & Events'.	3 units	36 hours of lecture for 42 Master's degree students. 100%.	
2021/2	'Term Project of MICE & Events'.	3 units	36 hours of lecture for 40 Master's degree students. 100%.	
2021/1	'Research Methods in Tourism'.	3 units	45 hours of lectures for 95 UG students in 2 classes. 100%.	4.33
2021/1	'Contemporary Issues in Cultural Tourism'.	3 units	45 hours of lectures for 12 UG students. 100%.	4.56
2021/1	Course coordinator and lecturer of 'Macro Tourism Economics Analysis'.	3 units	45 hours of lectures for 15 PhD students. 100%.	4.34
2021/1	'Strategic Tourism Management'.	3 units	45 hours of lectures for 15 PhD students. 100%.	4.76
2021/1	'Global Trends and Issues in Hotel Industry'.	3 units	45 hours of lectures for 42 Master's degree students. 100%.	4.30
2021/1	'Data Process and Research Method in Hotel Industry'.	3 units	45 hours of lectures for 90 Master's degree students in 2 classes. 100%.	4.25
2021/1	'MICE Logistics and Site Management'.	3 units	45 hours of lectures for 85 UG students in 2 classes. 100%.	4.28
2020/2	'MICE Marketing'.	3 units	45 hours of lectures for 60 UG students in 2 classes. 100%.	4.35
2020/2	'Banquet Planning & Management'.	3 units	45 hours of lectures for 95 UG students in 2 classes. 100%.	4.55
2020/2	'Planning and Operation Management of MICE & Events'.	3 units	36 hours of lecture for 30 Master's degree students. 100%.	4.67
2020/2	'Term Project of MICE & Events'.	3 units	36 hours of lecture for 30 Master's degree students. 100%.	4.45

2020/1	‘Strategic Tourism Management’.	3 units	45 hours of lectures for 10 PhD students. 100%.	4.75
2020/1	‘Contemporary Issues in Cultural Tourism’.	3 units	45 hours of lecture for 8 UG students. 100%.	4.32
2020/1	‘Research Method in Tourism’.	3 units	45 hours of lecture for 96 UG students in 2 classes. 100%.	4.25

G-3. Teaching achievements at the University of the Sunshine Coast (UniSC), Australia. (2018 - 2019)

- I have taught postgraduate and undergraduate courses (subjects) as a course coordinator at the South Bank campus in University of the Sunshine Coast (UniSC), Australia.
- The following table shows my comprehensive teaching achievements at UniSC:
 - Semester 1 runs (13 weeks) from late February to late May, &
 - Semester 2 (13 weeks) from late July to late October.
 - UG: Undergraduate / PG: Postgraduate.

Year/ Semester	Role as the course coordinator and lecturer, Course (Subject) title.	Credit points/ Units	Contact hours in a semester by teaching mode, Number of enrolled students, Percentage of contribution.	Teaching evaluation score from enrolled students (5.0 max).
2019/2	‘Managing Research’.	2 units	36 hours of lectures and workshops for 25 Master’s degree students. 100%.	4.28
2019/2	‘Global Business Management’.	2 units	24 hours of lectures and workshops for 36 Master’s degree students. 100%.	4.72
2019/1	‘Managing across Global Cultures’.	2 units	24 hours of lecture for 21 Master’s degree students. 100%.	4.27
2019/1	‘Marketing Management’.	2 units	36 hours of lecture for 20 Master’s degree students. 100%.	4.39
2018/2	‘Managing Research’.	2 units	36 hours of lecture for 36 Master’s degree students. 100%.	4.20
2018/1	‘Marketing Management’.	2 units	36 hours of lecture for 25 Master’s degree students. 100%.	3.96
2018/1	‘Tourism, Leisure, and Special Interests’.	2 units	39 hours of lecture for 25 UG students. 100%.	3.81

2018/1	‘Managing Research’.	2 units	36 hours of lecture for 20 Master’s degree students. 100%.	3.95
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G-4. Teaching achievements at the Ritsumeikan Asia Pacific University (APU), Japan (2012 – 2017).

- I have taught a postgraduate and four undergraduate courses (subjects) per year as a course coordinator and lecturer-in-charge since 2012 at the Ritsumeikan Asia Pacific University (APU) in Japan. Most of the undergraduate courses had more than 200 enrolled students in each class.
- As the APU is the largest international university in Japan, all my teaching activities were conducted in English. More than half of students and faculty members are from outside Japan at APU.
- In addition to the five conventional courses with a large number of students noted above, I have also taught a couple of seminar courses for the 3rd and 4th year students every year. The average number of students in these seminar courses was 12.
- The following table shows my comprehensive teaching achievements at APU:
 - Semester 1 runs (14 weeks) from mid-April to late July &
 - Semester 2 (14 weeks) from early October to late January.
 - UG: Undergraduate / PG: Postgraduate.

Year/ Semester	Role as the course coordinator and lecturer, Course (Subject) title	Credit points/ Units	Contact hours in a semester by teaching mode, Number of enrolled students, Percentage of contribution.	Teaching evaluation score from enrolled students (5.0 max).
2017/2	‘Medical, Spa, Health, & Wellness Tourism’.	2 units	30 hours of lecture for 4 UG students. 100%.	4.75
2017/2	‘Tourism Policy’.	2 units	30 hours of lecture for 245 UG students. 100%.	4.22
2016/2	‘Impacts and opportunities of the health and food tourism’.	2 units	30 hours of lecture for 7 UG students. 100%.	4.75
2016/2	‘Health & Wellness Tourism’.	2 units	30 hours of lecture for 6 Master’s degree students. 100%.	4.50
2016/2	‘Hospitality Management’.	2 units	30 hours of lecture for 234 UG students. 100%.	4.27
2016/1	‘Business Tourism Industry’.	2 units	30 hours of lecture for 240 UG students. 100%.	4.48
2016/1	‘Destination Marketing & Branding’.	2 units	30 hours of lecture for 10 UG students. 100%.	4.69
2016/1	‘Tourism Policy’.	2 units	30 hours of lecture for 230 UG students. 100%.	4.57

2016/1	‘Opportunities from cultural resources to the tourism industry: the case of UNESCO World Heritage Sites’.	2 units	30 hours of lecture for 10 UG students. 100%.	4.85
2015/2	‘Hospitality Management’.	2 units	30 hours of lecture for 230 UG students. 100%.	4.33
2015/2	‘Health & Wellness Tourism’.	2 units	30 hours of lecture for 15 Master’s degree students. 100%.	4.28
2015/2	‘Alternative Accommodation Industry’.	2 units	30 hours of lecture for 12 UG students. 100%.	4.75
2015/1	‘Business Tourism Industry’.	2 units	30 hours of lecture for 240 UG students. 100%.	4.30
2015/1	‘Tourism Policy’.	2 units	30 hours of lecture for 215 UG students. 100%.	4.35
2015/1	‘Destination Marketing & Branding’.	2 units	30 hours of lecture for 235 UG students. 100%.	4.28
2015/1	‘Contribution of Tourism Industry for Quality of Life’.	2 units	30 hours of lecture for 14 UG students. 100%.	4.85
2014/2	‘Hospitality Management’.	2 units	30 hours of lecture for 230 UG students. 100%.	4.48
2014/2	‘Health & Wellness Tourism’.	2 units	30 hours of lecture for 12 Master’s degree students. 100%.	4.90
2014/2	‘UNESCO World Heritage Sites and Tourism Management’.	2 units	30 hours of lecture for 12 UG students. 100%.	4.75
2014/1	‘Business Tourism Industry’.	2 units	30 hours of lecture for 180 UG students. 100%.	4.55
2014/1	‘Destination Marketing & Branding’.	2 units	30 hours of lecture for 225 UG students. 100%.	4.35
2014/1	‘Tourism Policy’.	2 units	30 hours of lecture for 200 UG students. 100%.	4.44
2014/1	‘Medical, Spa, Health, & Wellness Tourism’.	2 units	30 hours of lecture for 13 UG students. 100%.	4.77
2013/2	‘Destination Marketing & Branding’.	2 units	30 hours of lecture for 185 UG students. 100%.	4.35
2013/2	‘Hospitality Management’.	2 units	30 hours of lecture for 220 UG students. 100%.	4.50
2013/2	‘Culture & Tourism in the Asia Pacific’.	2 units	30 hours of lecture for 10 Master’s degree students. 100%.	4.28
2013/2	‘Health, Tourism, & Festival’.	2 units	30 hours of lecture for 13 UG students. 100%.	4.36

2013/1	‘Business Tourism Industry’.	2 units	30 hours of lecture for 185 UG students. 100%.	4.35
2013/1	‘Tourism Policy’.	2 units	30 hours of lecture for 125 UG students. 100%.	4.20
2012/2	‘Destination Marketing & Branding’.	2 units	30 hours of lecture for 125 UG students. 100%.	4.35
2012/2	‘Hospitality Management’.	2 units	30 hours of lecture for 120 UG students. 100%.	4.23
2012/2	‘Culture & Tourism in the Asia Pacific’.	2 units	30 hours of lecture for 8 Master’s degree students. 100%.	4.80
2012/2	‘Japanese Ryokan and its Impact to the Tourism Industry’.	2 units	30 hours of lecture for 6 UG students. 100%.	4.77
2012/1	‘Business Tourism Industry’.	2 units	30 hours of lecture for 75 UG students. 100%.	4.35
2012/1	‘Destination Marketing & Branding’.	2 units	30 hours of lecture for 100 UG students. 100%.	4.35
2012/1	‘Tourism Policy’.	2 units	30 hours of lecture for 65 UG students. 100%.	4.17

G-5. Teaching achievements at the University of Queensland (UQ) in Australia (2005 – 2011).

- I have taught both postgraduate and undergraduate students at least 3 courses (subjects) per year as a course coordinator and lecturer-in-charge since 2005 at the St. Lucia campus and Ipswich campus in the University of Queensland (UQ), Brisbane, Australia.
- I was awarded as one of top three lecturers/professors with highest teaching evaluation scores in the School of Tourism and Leisure Management, UQ (out of more than 40 teaching staff) in 2008.
- My average teaching evaluation scores in the seven years at University of Queensland was higher than 4.2 (out of 5.0), which was in the top 20% in the School.
- The following table shows my comprehensive teaching achievements at UQ:

Semester 1 at UQ runs for 13 weeks from late February to late May,
Semester 2 at UQ runs for 13 weeks from late July to late October.
UG: Undergraduate / PG: Postgraduate.

Year/ Semester	Role as the course coordinator and lecturer, Course name, & Campus of teaching.	Credit points/ Units	Contact hours by teaching mode, Number of enrolled students, Percentage of contribution.	Teaching evaluation score from enrolled students (5.0 max)
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2011/2	Gaming & Casino Management, St. Lucia campus.	2 units	26 hours of lecture & 13 hours of tutorial for 96 UG students. 100%.	4.18
2011/2	Gaming & Casino Management, Ipswich campus.	2 units	26 hours of lecture & 13 hours of tutorial for 15 UG students. 100%.	4.45
2011/1	International Hotel Strategic Planning, St. Lucia.	2 units	26 hours of lecture for 67 Master's degree students. 100%.	4.32
2011/1	Hotel Management Operations, St. Lucia.	2 units	26 hours of lecture & 13 hours of tutorial for 47 UG students. 100%.	4.35
2011/1	Hotel Management Operations, Ipswich.	2 units	26 hours of lecture & 13 hours of tutorial for 15 UG students. 100%.	4.35
2010/ Summer	Hotel Management Operations, St. Lucia.	2 units	26 hours of lecture for 36 UG students as an intensive summer course for a week. 100%.	4.14
2010/ Summer	International Gaming Management, St. Lucia.	2 units	26 hours of lecture for 24 UG students as an intensive summer course for a week. 100%.	4.77
2010/2	International Gaming Management, St. Lucia	2 units	26 hours of lecture for 88 UG students. 100%.	4.29
2010/2	International Gaming Management, Ipswich.	2 units	26 hours of lecture for 18 UG students. 100%.	4.68
2010/1	International Hotel Strategic Planning, St. Lucia.	2 units	26 hours of lecture for 67 Master's degree students. 100%.	4.25
2010/1	Hotel Management Operations, St. Lucia.	2 units	26 hours of lecture & 13 hours of tutorial for 47 UG students. 100%.	4.40
2010/1	Hotel Management Operations, Ipswich.	2 units	26 hours of lecture & 13 hours of tutorial for 15 UG students. 100%.	4.38
2009/ Summer	International Gaming Management, St. Lucia.	2 units	26 hours of lecture for 48 UG students as an intensive summer course for a week. 100%.	4.22
2009/2	International Gaming Management, St. Lucia.	2 units	26 hours of lecture for 80 UG students. 100%.	4.43
2009/2	International Gaming Management, Ipswich.	2 units	26 hours of lecture for 20 Master's degree students. 100%.	4.75

2009/1	International Hotel Management & Operations, St. Lucia.	2 units	Developed this new course. 26 hours of lecture for 38 UG students. 100%.	4.67
2009/1	Hotel Management Operations, Ipswich.	2 units	26 hours of lecture for 28 Master's degree students. 100%.	4.25
2009/1	International Hotel Strategic Planning, St. Lucia.	2 units	26 hours of lecture for 28 Master's degree students. 100%.	4.32
2008/ Summer	International Gaming Management, St. Lucia.	2 units	26 hours of lecture for 25 UG students as an intensive course for a week. 100%.	4.35
2008/2	International Gaming Management, Ipswich.	2 units	26 hours of lecture for 15 UG students. 100%.	4.65
2008/2	International Gaming Management, St. Lucia.	2 units	26 hours of lecture for 105 UG students. 100%.	4.60
2008/1	Hotel Management Operations, St. Lucia.	2 units	26 hours of lecture for 225 UG students. 100%.	4.37
2008/1	Hotel Management Operations, Ipswich.	2 units	26 hours of lecture for 20 UG students. 100%.	4.45
2008/1	International Hotel Development, St. Lucia.	2 units	26 hours of lecture for 45 Master's degree students. 100%.	4.55
2007/2	International Gaming Management, Ipswich.	2 units	26 hours of lecture for 20 UG students. 100%.	4.43
2007/2	International Gaming Management, St. Lucia.	2 units	26 hours of lecture for 115 UG students. 100%.	4.42
2007/1	Hotel Management Operations, Ipswich.	2 units	26 hours of lecture for 16 UG students. 100%.	4.35
2007/1	Hotel Management Operations, St. Lucia.	2 units	26 hours of lecture for 170 UG students. 100%. 52 hours of tutorial for 50 UG students. 100%.	4.15
2007/1	International Hotel Development, St. Lucia.	2 units	26 hours of lecture for 27 Master's degree students. 100%.	4.38
2006/ Summer	International Hotel Development, St. Lucia.	2 units	26 hours of lecture for 7 Master's degree students as an intensive course for a week. 100%.	N/A
2006/2	International Gaming Management), Ipswich.	2 units	26 hours of lecture for 16 UG students. 100%.	4.10

2006/2	International Gaming Management, St. Lucia.	2 units	26 hours of lecture for 135 UG students. 100%.	4.10
2006/1	International Hotel Management, St. Lucia.	2 units	26 hours of lecture for 135 UG students. 100%. 26 hours of tutorial for 25 UG students. 100%.	4.20
2006/1	International Hotel Management, Ipswich.	2 units	26 hours of lecture for 15 UG students. 100%.	4.50
2006/1	International Hotel Development, St. Lucia.	2 units	Developed this new course alone. 26 hours of lecture for 27 Master's degree students. 100%.	4.30
2005/2	International Gaming Management, Ipswich.	2 units	26 hours of lecture for 22 UG students. 100%.	4.15
2005/2	International Gaming Management, St. Lucia.	2 units	26 hours of lecture for 145 UG students. 100%.	3.90
2005/2	International Hotel Management, Ipswich.	2 units	26 hours of lecture for 23 UG students. 100%.	4.20
2005/2	International Hotel Management, St. Lucia.	2 units	26 hours of lecture for 115 UG students. 100%. 26 hours of tutorial for 25 UG students. 100%.	4.10
2005/1	International Hotel Management, St. Lucia.	2 units	104 hours of tutorial for 100 UG students. 100%.	N/A
2005/1	International Gaming Management, St. Lucia.	2 units	104 hours of tutorial for 100 UG students. 100%.	N/A

H. INVITED GUEST LECTURES OR KEYNOTE SPEECHES

Listed in order of the most recent first (of 165 occasions):

No.	Country & Date	Host institution & City	Duration	Topic & Audience
165	Thailand, 9 Jan 2026	National Institute of Development Administration (NIDA), Bangkok	3 hours	Invited to give a lecture to 40 postgraduate students and academic staff on publishing academic papers to top-tier journals across social sciences.
164	South Korea, 12 Dec 2025	Jeju National University, Jeju	2 hours	Invited to give a research seminar on 'Publishing in leading journals and cooperating on research projects' to 25 academic staff and postgraduate students.

163	China, 22 Nov 2025	Jinan University, Zhuhai	2 hours	Invited to give a lecture on ‘What you need to know to publish in leading tourism journals’ to 25 academic staff and postgraduate students.
162	China, 3 Nov 2025	Shanghai Normal University, Shanghai	2 hours	Invited to give a lecture on ‘Smart technology and tourism’ & ‘publication in leading tourism journals’ to 20 academic staff.
161	Australia, 6 Aug 2025	Griffith University, Brisbane	2 hours	Invited to give a lecture on publication in leading tourism journals and lead a research workshop to 15 academic staff and postgraduate students.
160	China, 12 July 2025	Anhui University of Technology, Maanshan	2 hours	Invited to give a lecture on publication in leading tourism journals to 25 academic staff and postgraduate students.
159	South Korea, 1 to 2 July 2025	Youngsan University, Busan	8 hours in total	Invited to give a lecture on publication in leading tourism journals and lead a research workshop to 50 academic staff and postgraduate students.
158	South Korea, 26 June 2025	Kyungsung University, Busan	2 hours	Invited to give a lecture and lead a workshop on publishing a quality paper in leading tourism journals to 30 postgraduate students and early career researchers.
157	Philippines, 18 June 2025	Lyceum of the Philippines University (LPU) Manila; Polytechnic University of the Philippines (PUP), Cavite	30 minutes	Invited to give a keynote speech in the 5th International Conference on Responsible Tourism and Hospitality (ICRTH) 2025.
156	China, 13 June 2025	Guangxi Normal University, Guilin	2 hours	Invited to give a lecture and lead a workshop on publishing a quality paper in leading tourism journals to 25 postgraduate students and researchers.
155	China, 13 June 2025	Guilin University of Technology, Guilin	2 hours	Invited to give a lecture and lead a workshop on publishing a quality paper in leading tourism journals to 50 postgraduate students and researchers.
154	China, 12 June 2025	Guilin Tourism University, Guilin	2 hours	Invited to give a lecture and lead a workshop on publishing a quality paper in leading tourism journals to 30 postgraduate students and researchers.
153	China, 27 May 2025	Xiamen University, Xiamen	2 hours	Invited to give a lecture to 25 postgraduate students on publishing a

				quality paper in leading tourism journals.
152	China, 23 May 2025	Southwestern University of Finance and Economics, Chengdu	2 hours	Invited to give a lecture and lead a workshop on publishing a quality paper in leading tourism journals to 80 postgraduate students and early career researchers.
151	China, 22 May 2025	Sichuan Tourism University, Chengdu	2 hours	Invited to give a lecture and lead a workshop on publishing a quality paper in leading tourism journals to 50 postgraduate students and early career researchers.
150	China, 22 May 2025	Chengdu University of Technology, Chengdu	2 hours	Invited to give a lecture and lead a workshop on publishing a quality paper in leading tourism journals to 50 postgraduate students and early career researchers.
149	China, 4 May 2025	Hangzhou City University, Hangzhou	3 hours	Invited to give a lecture and lead a workshop on publishing a quality paper in leading tourism journals to 25 postgraduate students and early career researchers.
148	Azerbaijan, 24 April 2025	Azerbaijan State University of Economics (UNEC), Baku	30 minutes	Invited to give a speech at the 30 th Forum for Advanced Training in Education and Research (FATER) Academy of India (FAI) to 45 delegates. (<i>On-line</i>)
147	Thailand, 14 March 2025	National Institute of Development Administration (NIDA), Bangkok	2 hours	Invited to give a lecture to 40 postgraduate students and academic staff on publishing academic papers to top-tier journals across social sciences.
146	China, 18 Jan 2025	Hangzhou City University, Hangzhou	3 hours	Invited to give a lecture and lead a workshop on publishing a quality paper in leading tourism journals to 25 postgraduate students and early career researchers.
145	China, 27 Dec 2024	Guangdong Polytechnic Normal University, Heyuan	90 minutes	Invited to give a lecture on ‘Tourism and health: Can they marry happily?’ to 5 researchers and 200 students.
144	China, 23 Dec 2024	Huaqiao University, Quanzhou	90 minutes	Invited to give a lecture on ‘Tourism and health: Can they marry happily?’ to 80 researchers and postgraduate students. (<i>On-line</i>)
143	China, 16 Dec 2024	Hainan University, Haikou	90 minutes	Invited to give a lecture on ‘Tourism and health: Can they marry happily?’ to 30 researchers and postgraduate students.

142	Macao SAR, 12 Nov 2024	Macau University of Science and Technology, Macao	40 minutes	Invited to give a keynote speech in the 2024 MAG (Marketing in Asia) Scholar Conference.
141	China, 4 Nov 2024	Xiamen University, Xiamen	60 minutes	Invited to give a special lecture to 40 academic staff and postgraduate students on ‘Tips for writing a competitive manuscript to a top academic journal’.
140	Macao SAR, 1 Nov 2024	Macau University of Science and Technology, Macao	45 minutes	Invited to give a speech on ‘Trends and concerns of the tourism industry in Macao’ to 25 professors and students from Sejong Cyber University, Seoul, Korea.
139	China, 11 Oct 2024	Sun Yat-sen University, Zhuhai	2 hours	Invited to give a lecture on ‘Tourism and health: Can they marry happily?’ to 30 researchers and postgraduate students.
138	Thailand, 24 to 25 Aug 2024	Suan Dusit University, Bangkok	4 hours in total	Invited to give a keynote speech in the 1 st International Symposium on Gastronomy and Sustainable Tourism to the conference delegates. Invited to give comments in public to 10 presented conference papers.
137	China, 2 Aug 2024	Henan Normal University, Xinxiang	60 minutes	Invited to give a special lecture on ‘Tips for writing a competitive manuscript to a top academic journal’. Invited to promote the International Journal of Tourism Research’ to 30 academic researchers and PhD students.
136	Australia, 12 July 2024	Griffith University, Australia	60 minutes	Invited to give a special lecture on ‘Tips for writing a competitive manuscript to a top academic journal’. Invited to promote the International Journal of Tourism Research’ to 30 academic researchers and PhD students.
135	China, 30 June 2024	Guangdong Polytechnic Normal University, Guangzhou	2 hours	Invited to give a special lecture on ‘Tips for writing a competitive manuscript to a top academic journal’ to 100 researchers and postgraduate students. (On-line)
134	China, 28 June 2024	Jiangsu University of Technology, Changzhou	2 hours	Invited to give a special lecture on ‘What you need to know to write a competitive manuscript to a top

				academic journal' to 30 researchers and postgraduate students.
133	Thailand, 24 & 25 June 2024	National Institute of Development Administration (NIDA), Bangkok	12 hours in total	Invited to lead a research workshop on 'Tips for writing a quality manuscript to a top academic journal' to 20 researchers and postgraduate students.
132	Macao SAR, 18 June 2024	Macau University of Science and Technology (MUST), Macao	50 minutes	Invited to give a speech on 'Trends and concerns of the tourism industry in Macao' to 40 Korea Casino Association (KCA) members.
131	The Netherlands, 6 June 2024	Hotelschool The Hague, Amsterdam	15 minutes	Invited to promote the International Journal of Tourism Research' and discuss the current trends of the leading journals to 80 conference delegates in the 'Editor's Corner' at the Tourism, Hospitality, and Events International Conference (THE InC).
130	Switzerland, 3 June 2024	Cesar-Ritz Colleges, Brig	30 minutes	Invited to give a special lecture to introduce and promote the International Journal of Tourism Research to 14 academic researchers.
129	South Korea, 30 May 2024	Dong-Eui University, Busan	2 hours	Invited to give a special lecture on 'Tourism and casino industry in Macao' to 70 undergraduate students.
128	South Korea, 29 May 2024	Jeju National University, Jeju	2 hours	Invited to give a special lecture on 'Tips for writing a quality manuscript to a top academic journal' to 60 students and researchers.
127	South Korea, 28 May 2024	Kyungsung University, Busan	30 minutes	Invited to give a special lecture on 'How to be a successful and influential leader in the global tourism academia?' to 30 researchers and PhD students.
126	China, 22 May 2024	Jimei University, Xiamen	2 hours	Invited to give a special lecture on 'Tips for writing a quality manuscript to a top academic journal' to 450 students and researchers.
125	China, 17 May 2024	China Outbound Tourism Research Institute, Guangzhou	30 minutes	Invited to give a special speech on 'Opportunities for wellness tourism development in Macao' to 70 delegates of the conference.
124	Macao SAR, 24 April 2024	Macau University of Science and Technology (MUST), Macao	70 minutes	Invited to give a special lecture on 'Tourism and Health: Can they marry happily?' to 50 researchers and postgraduate students in the Medical Sciences Division at MUST (in-person & on-line).
123	South Korea, 28 March 2024	Kyung Hee University, Seoul	2 hours	Invited to give a special lecture on 'How to write a competitive

				manuscript to leading tourism journals?’ to 15 postgraduate students and researchers (On-line).
122	China, 22 March 2024	Guangxi Normal University, Guilin Guilin Municipal Government, Guilin	15 minutes	Invited to give a special speech on ‘Cultural heritage resources to Tourism: Analysis of tourism development strategies in Salzburg, Austria for Guilin’ to 100 academics, and tourism industry practitioners in Guilin area.
121	Thailand, 11 Jan 2024	National Institute of Development Administration (NIDA), Bangkok	60 minutes	Invited to give a special lecture on ‘Overview and trends of the global top academic journals’ to 10 top-ranked researchers including the President of the NIDA and the Research Centre Director.
120	China, 3 Jan 2024	Guangxi Normal University, Guilin	4 hours	Invited to give a special lecture on ‘Tips for writing a quality manuscript to a top academic journal’ to 20 academic researchers and postgraduate students.
119	China, 19 to 22 Dec 2023	Guangdong Polytechnic of Water Resources and Electric Engineering, Guangzhou	12 hours	Invited to give lectures on ‘Provide Service to Customers’ to 25 undergraduate students.
118	China, 15 Dec 2023	Lingnan Normal University, Zhanjiang	4 hours	Invited to give a special lecture on ‘Trends of the current global tourism industry’ to 50 international postgraduate students.
117	South Korea, 17 Nov 2023	Jeju National University, Jeju	90 minutes	Invited to give a special lecture on ‘Tips for writing a quality manuscript to a top academic journal’ to 20 academic researchers and international postgraduate students.
116	China, 5 Nov 2023	Jinan University, Shenzhen	90 minutes	Invited to give a keynote speech at the 12th International Conference on Tourism and Hospitality between China and Spain (ICT 2023), and act as a panel in the research forum.
115	China, 27 Oct 2023	Liangxi District Government, Wuxi	30 minutes	Invited to give a keynote speech at the 2023 China Tourism City Gastronomy Culture Development Forum to 100 delegates.
114	South Korea, 19 Oct 2023	Kyungsung University, Busan	2 hours	Invited to give a special lecture on ‘How to submit a competitive paper to top academic journals?’ to 40

				academic staff and postgraduate students’.
113	South Korea, 18 Oct 2023	Dong-A University, Busan	90 minutes	Invited to give a special lecture on ‘Trends of the current global tourism industry’ to 50 international postgraduate students.
112	South Korea, 18 Oct 2023	Donggeui University, Busan	90 minutes	Invited to give a special lecture on ‘Tourism industry in Macau’ to 70 undergraduate students.
111	The United Kingdom, 12 Oct 2023	Leeds Buckett University, Leeds	50 minutes	Invited to give a special lecture on ‘Opportunities of food tourism in Asia’ to 50 academic staff and postgraduate students’. (On-line)
110	China, 28 Sept 2023	Zhuhai University of Science and Technology, Zhuhai	90 minutes	Invited to give a special lecture on ‘How to submit a competitive paper to top academic journals?’ to 20 academic staff and postgraduate students’.
109	Thailand, 11 Sept 2023	Srinakharinwirot University, Bangkok	5 hours	Invited to give a special lecture on ‘How to submit a competitive paper to top academic journals?’ to 10 academic staff and postgraduate students’.
108	Thailand, 18 July 2023	International Joint Conference of Hospitality and Tourism (IJCHT), Bangkok	20 minutes	Invited to make a keynote speech on ‘Global trends in the tourism studies: Comparison by continents’ to 70 delegates in the conference.
107	South Korea 6 July 2023	Kyungsung University, Busan	3 hours	Invited to give a special lecture on ‘How to submit a competitive paper to top academic journals?’ to 30 academic staff and postgraduate students’. (on-line)
106	China, 15 June 2023	Guangxi Normal University, Guilin	5 hours	Invited to give a special lecture on ‘How to submit a competitive paper to top academic journals?’ to 50 academic staff and postgraduate students’.
105	China, 14 June 2023	Guilin Tourism University, Guilin	3 hours	Invited to give a special lecture on ‘How to submit a competitive paper to top academic journals?’ to 50 academic staff and postgraduate students’.
104	South Korea, 25 April 2023	Hanyang University, Seoul	2 hours	Invited to give a special lecture on ‘Opportunities and threats of the current tourism industry of Macau’ to 70 academic postgraduate students’.
103	Macau, China 14 April 2023	Macau University of Science and	2 hours	Invited to give a special lecture on ‘How to submit a competitive paper to

		Technology, Macao		top academic journals?’ to 200 academic staff and postgraduate students’.
102	Australia, 15 March 2023	Griffith Institute for Tourism, Brisbane	50 minutes	Invited to give a special lecture on ‘Local food as a catalyst of tourism destination marketing: As a case of Japanese food’ to 125 researchers (On-line)
101	South Korea, 27 Feb 2023	Korea Research Institute for Human Settlements, Seoul	20 minutes	Invited to give a keynote speech on ‘How to develop a religious site to a popular cultural heritage and wellness tourism attraction’ to 50 academia and practitioners (On-site)
100	Thailand, 21 Feb 2023	National Institute of Development Administration (NIDA), Bangkok	30 minutes	Invited to give lectures on ‘How to successfully submit a competitive paper to top journals? Application and practice’ to 40 academic staff and postgraduate students (On-line)
99	Thailand, 3 Feb 2023	Thammasat University, Bangkok	3 hours	Invited to give lectures on ‘How to successfully submit a competitive paper to top journals?’ to academic staff and postgraduate students (On-line)
98	Thailand, 16 Jan 2023	Thammasat University, Bangkok	3 hours	Invited to give lectures on ‘All you need to know in submitting a manuscript to a top academic journal’ to 40 academic staff and postgraduate students (On-site & on-line)
97	China, 1 to 9 Dec 2022	Guangdong Polytechnic of Water Resources & Electric Engineering, Guangzhou	12 lectures of 45 minutes each	Invited to give lectures on ‘Business Relationship’ to 22 undergraduate students. (On-line)
96	China, 28 Nov to 6 Dec 2022	Guangdong Polytechnic of Water Resources & Electric Engineering, Guangzhou	12 lectures of 45 minutes each	Invited to give lectures on ‘Global Hotel & Resort Development’ to 25 undergraduate students. (On-line)
95	China, 27 June to 5 July 2022	Sichuan University, Sichuan	10 hours in 4 days	Invited to give lectures on ‘Event marketing’ to 58 undergraduate students. (On-line)
94	China, 13 to 17 Dec 2021	Guangdong Polytechnic of Water Resources & Electric	9 hours in total in 5 days	Invited to give lectures on ‘Provide advice on foods’ to 26 undergraduate students. (On-line)

		Engineering, Guangzhou		
93	China, 6 to 10 Dec 2021	Guangdong Polytechnic of Water Resources & Electric Engineering, Guangzhou	9 hours in total in 5 days	Invited to give lectures on ‘Provide service to customers’ to 26 undergraduate students. (On-line)
92	Portugal, 28 July 2021	Southeast Asia Research Academy (SEARA), Lisbon	30 minutes	Invited to give a speech in the Seminar with case studies by the members (PhD students and practitioners in SE Asia) to 45 members. (On-line)
91	Japan, 22 July 2021	Toyo University, Tokyo	20 minutes	Invited to give a keynote speech in the 1 st Joint Conference of Toyo University and Macau University of Science and Technology (MUST) on ‘Problem gamblers and prevention policy in Australia’ to 20 attendees. (On-line)
90	China, 22 April 2021	Zhongshan Polytechnic College, Zhongshan	90 minutes	Invited to give a special lecture on ‘Cultural tourism marketing’ to 16 academic staff. (On-line)
89	China, 15 April 2021	Zhongshan Polytechnic College, Zhongshan	90 minutes	Invited to give a special lecture on ‘International hotel management’ to 80 undergraduate students. (On-line)
88	Japan, 8 to 12 Feb 2021	Ritsumeikan Asia Pacific University (APU), Beppu	12 times of 95- minute lectures	Invited to teach a full course to 13 postgraduate students on ‘Health & Wellness Tourism’. (On-line)
87	China, Oct & Nov 2020	Zhejiang Financial College, Hangzhou	14 hours in total in 10 days	Invited to teach a full course to 50 undergraduate students on ‘Sports and Event Marketing’. (On-line)
86	The Philippines, 9 July 2020	University of Santo Tomas, Manila	30 minutes	Invited to give a keynote speech on ‘Qualitative research design in an on- line environment’ in an international webinar. (On-line)
85	China, 24 to 30 June 2020	Guangdong Polytechnic of Water Resources & Electric Engineering, Guangzhou	10 hours in total	Invited to teach a full course to 39 undergraduate students on ‘International Event Management’. (On-line)
84	China, 22 to 24 June 2020	Guangdong Polytechnic of Water Resources & Electric	10 hours in total	Invited to teach a full course to 39 undergraduate students on ‘Hotel Operations and Management’. (On-line)

		Engineering, Guangzhou		
83	Russia, 10 March 2020	Saint Petersburg	40 minutes	Invited from a local TV company as a special guest to talk about ‘How well-being consumer trend detoxes and revives tourism’. This program is also recorded in YouTube at https://m.youtube.com/watch?v=ynDUSFb8DO4
82	Macao, China, 17 Feb to 30 March 2020	Macau University of Science and Technology (MUST), Macao	40 hours in total	Invited to teach a full course to 25 postgraduate students on ‘Term Project of MICE & Events’. (On-line)
81	Macao, China, 17 Feb to 9 April 2020	Macau University of Science and Technology (MUST), Macao	40 hours in total	Invited to teach a full course to 20 postgraduate students on ‘Planning and Operation Management of MICE & Events’. (On-line)
80	Japan, 8 to 11 Feb 2020	Ritsumeikan Asia Pacific University (APU), Beppu	22 hours in total	Invited to teach a full course to 15 postgraduate students on ‘Health & Wellness Tourism’.
79	China, 16 Nov 2019	Guangxi Normal University, Guilin	2 hours	Invited to give a special lecture to 90 undergraduate students & academic staff on ‘Experience industry’.
78	China, 9 Nov 2019	Zhejiang University, Hangzhou	3 hours in total	Invited to give two special lectures to 15 PhD students and academic staff on ‘Food as a destination and tourism marketing resource’ (in the morning) and ‘How to write a competitive academic journal manuscript?’ (in the afternoon).
77	China, 4 to 15 Nov 2019	Guangdong Women’s Polytechnic College, Guangzhou	40 hours in total	Invited to teach a full course to 51 undergraduate students on ‘Special Interest Tourism’.
76	Australia, 27 Sept 2019	The Calile Hotel, Brisbane	30 minutes	Invited to give a keynote speech to 100 industry practitioners on ‘Strategic tourism marketing plans for Brisbane’.
75	Japan, 1 to 4 Aug 2019	Ritsumeikan Asia Pacific University (APU), Beppu	22 hours in total	Invited to teach a full course to 150 undergraduate students on ‘Business Tourism Industry’.
74	Australia, 28 July 2019	University of the Sunshine Coast Southbank Campus, Brisbane	2 hours	Invited to give a presentation to 10 undergraduate students and 2 professors from Kyungsoong University, South Korea on ‘Trends of the Australian hospitality industry’

				and provided general information on studying in Australia’.
73	China, 27 June 2019	Leshan Normal University, Leshan	40 minutes	Invited to give a presentation of research proposal to 10 academics in the School of Tourism and Leisure at the Leshan Normal University on ‘Who has real benefits from the UNESCO World Heritage Sites in China and Australia?’.
72	China, 23 April 2019	Guangxi Normal University, Guilin	2 hours	Invited to give a special lecture to 300 undergraduate students & 5 academic staff on ‘Global health-oriented tourism and the opportunities for China’.
71	South Korea, 14 to 18 April 2019	Hanyang Cyber University, Seoul	24 hours in total	Invited to teach a full course to 50 undergraduate students on ‘Wellness Tourism’ on-line (in Korean, on-line).
70	China, 12 April 2019	The 7 th Shanghai International Private Hospital Management Exhibition, Shanghai	30 minutes	Invited to give a keynote speech to 80 hospital industry practitioners on ‘Global health and wellness tourism’.
69	China, 12 April 2019	The 11 th World Health & Medical Tourism Conference and Expo, Shanghai	30 minutes	Invited to give a keynote speech to 200 medical and tourism industry practitioners on ‘Trends on the global health-oriented tourism’.
68	Macao, China, 20 Jan 2019	Macau University of Science and Technology (MUST), Macao	2 hours	Invited to present a lecture to 20 PhD and master’s degree students on ‘How to write competitive manuscripts to top-tier academic journals in the tourism and hospitality?’.
67	Macao, China, 14 to 26 Jan 2019	Macau University of Science and Technology (MUST), Macao	40 hours in total	Invited to teach a full course to 21 postgraduate students on ‘Term Project of MICE & Events’.
66	Macao, China, 14 to 26 Jan 2019	Macau University of Science and Technology (MUST), Macao	40 hours in total	Invited to teach a full course to 23 postgraduate students on ‘Planning and Operation Management of MICE & Events’.
65	South Korea, 8 Dec 2018	Kyung Hee University, Seoul	30 minutes	Invited to give a keynote speech on ‘Current trends in the food and beverage industry in Japan’ at the 41 st conference of the Foodservice Management Society of Korea (FMSK).
64	South Korea, 27 Sept 2018	Eulji University, Seongnam	50 minutes	Invited to give a special lecture on ‘Wellness and Health’ to 30

				undergraduate students majored in the Health Sciences & 10 residents.
63	Australia, 7 Aug 2018	Central Queensland University (CQU), Rockhampton	2 hours	Invited to give a special lecture on 'Growth of the global health-oriented tourism industry and opportunities for Queensland, Australia' to academic faculty members in four campuses (<i>Simultaneously video-conferenced to three other cities in Australia</i>).
62	Macao, China, 17 Jan 2018	Macau University of Science and Technology (MUST), Macao	2 hours	Invited to present a lecture to 12 PhD and master's degree students on 'How to write competitive manuscripts to top tier academic journals in the discipline of tourism and hospitality?'.
61	Macao, China, 15 to 27 Jan 2018	Macau University of Science and Technology (MUST), Macao	40 hours in total	Invited to teach a full course to 21 postgraduate students on 'Term Project of MICE & Events'.
60	Macao, China, 15 to 27 Jan 2018	Macau University of Science and Technology (MUST), Macao	40 hours in total	Invited to teach a full course to 23 postgraduate students on 'Planning and Operation Management of MICE & Events'.
59	The Philippines, 6 Dec 2017	University of Santo Tomas (UST), Manila	50 minutes	Invited to give a special lecture to 120 undergraduate students on 'Growth of global tourism industry and opportunities on the health/wellness tourism'.
58	South Korea, 17 Nov 2017	The University of Suwon, Hwaseong	30 minutes	Invited to give a speech on 'Background of the growth in the global wellness tourism industry' in the international forum of wellness & welfare tourism.
57	Japan, 9 Nov 2017	Ritsumeikan Asia Pacific University (APU), Beppu	90 minutes	Invited to give a lecture on 'Healing and wellness tourism industry in Beppu, Japan' to 20 Master's Degree students enrolled at Hallym University in Korea who visited Japan for taking a special international exchange course.
56	South Korea, 11 Oct 2017	Pusan National University, Busan	2 hours	Invited to give a lecture to 15 Master and Doctoral Degree students on 'Overview of the global wellness tourism industry'.
55	South Korea, 25 Aug 2017	The University of Suwon, Hwaseong	2 hours	Invited to give a special presentation on 'The growth and issues of the global health and wellness tourism' and lead a seminar to 30 researchers, postgraduate students, and industry leaders in the service industry.

54	South Korea, 11 July 2017	The National Institute of Agricultural Sciences, Wanju	2 hours	Invited to give a special lecture on 'Case studies of agricultural heritage in Japan' and lead a seminar to 20 researchers on the Japanese agricultural tourism.
53	South Korea, 12 June 2017	Honam University, Gwangju	2 hours in total	Invited to teach two courses to 50 undergraduate students each on 'Comparative standards in the global service industry focused on the airline service'.
52	South Korea, 8 June 2017	Halla University, Wonju	50 minutes	Invited to teach a course to 50 undergraduate students on 'Global trends and opportunities in the hospitality studies'.
51	South Korea, 22 March 2017	Pusan National University, Busan	2 hours	Invited to give a lecture to 20 postgraduate students on 'Research approaches and methods in the hospitality studies'.
50	South Korea, 22 March 2017	Pusan National University, Busan	90 minutes	Invited to give a lecture to 50 undergraduate students on 'Psychological factors and analysis in the Food & Beverage management'.
49	South Korea, 20 March 2017	Sookmyung Women's University, Seoul	2 hours	Invited to teach a course to 60 undergraduate students on 'Global trends and opportunities in the hospitality studies'.
48	Macao, China, 9 Feb to 4 March 2017	Macao University of Science and Technology (MUST), Macao	40 hours in total	Invited to teach a full course to 17 postgraduate students on 'Term Project of MICE & Events'.
47	Macao, China, 7 Feb to 4 March 2017	Macao University of Science and Technology (MUST), Macao	40 hours in total	Invited to teach a full course to 27 postgraduate students on 'Planning and Operation Management of MICE & Events'.
46	South Korea, 29 Nov 2016	Jeonju University, Jeonju	2 hours	Invited to give a lecture in English to 12 undergraduate students on 'Operation of food and beverage'.
45	South Korea, 10 Nov 2016	Jeonju University, Jeonju	2 hours	Invited to give a lecture in Korean to 45 undergraduate students on 'Food & wine tourism in Australia and opportunities for Jeonju'.
44	South Korea, 8 Nov 2016	Daegu University, Gyeongsan	50 minutes	Invited to give a lecture in Korean to 50 undergraduate students on 'Trends of global tourism industry and opportunities for employment'.
43	South Korea, 27 Oct 2016	Sooncheonhyang University, Asan	2 hours	Invited to give a lecture in Korean to 60 undergraduate students on 'Opportunities of recruitment overseas: Australia & Japan'.

42	Italy, 18 to 22 July 2016	UET, Milan	30 hours in 5 days in total	Invited to give lectures in English as the course coordinator to 5 postgraduate students of the intensive course on 'International tourism policy and development'.
41	South Korea, 2 June 2016	Hanyang Cyber University, Seoul	2 hours (also aired)	Invited to give a lecture in Korean to 50 mature students and few academics on 'The global expansion of Health and wellness tourism'.
40	South Korea, 1 June 2016	Sejong Cyber University, Seoul	2 hours (also recorded).	Invited to give a lecture in Korean to 30 mature students and few academics on 'The global expansion of Health and wellness tourism: The case of Japan'.
39	Macao, China, 25 April to 8 May 2016	Macau University of Science and Technology, Macao	40 hours in 12 days in total	Invited to give a lecture in English as the course coordinator to 25 postgraduate students of the intensive course on 'Term Project of MICE and Events'.
38	South Korea, 7 April 2016	Sejong University, Seoul	2 hours	Invited to give a lecture in Korean to 20 undergraduate students on 'Global trends of Tourism/hospitality studies: Continental differences'.
37	Mexico, 15 & 16 March 2016	University of Celaya, Celaya	4 hours in 2 days in total	Invited to give four lectures in English to different classes to 150 undergraduate students in total on 'Opportunities of health-related tourism industry in Mexico'.
36	South Korea, 21 & 22 Sept 2015	Pusan National University, Busan	6 hours in 2 days in total	Invited to give a lecture in Korean to 100 undergraduate students on 'Global trends of tourism studies'. Invited to give a lecture to 35 postgraduate students on 'Qualitative research methods in the tourism/hospitality studies'.
35	South Korea, 18 Sept 2015	Sooncheonhyang University, Asan	2 hours	Invited to give a lecture in Korean to 90 undergraduate students on 'Global trends of tourism studies'.
34	South Korea, 17 Sept 2015	Hallym University, Chuncheon	2 hours	Invited to give a lecture in Korean to 90 undergraduate students on 'Global trends of tourism studies'.
33	Japan, 30 May 2015	Rikkyo University, Tokyo	40 minutes	Invited to give a keynote speech in English to 300 students and industry practitioners on 'Global trends of medical tourism industry and opportunities for Japan'.
32	South Korea, 27 May 2015	Pusan National University, Busan	2 hours	Invited to give a lecture in Korean to 30 postgraduate students on 'Global

				trends of tourism and hospitality studies: Where to go, Korea?'. Invited to give a lecture in Korean to 50 postgraduate students on 'Health tourism industry in Japan'.
31	South Korea, 26 May 2015	Keimyung University, Daegu	2 hours	Invited to give a special lecture in English to 55 undergraduate students majored in Tourism and Hotel Management. The topic was 'Japanese traditional culture: Spa industry in Japan'.
30	United States, 16 March 2015	West Chester University, West Chester, Pennsylvania	50 minutes	Invited to give a special lecture in English to 50 postgraduate students and faculty members at the School of Medicine and Pharmaceutical Sciences. The topic was 'Global medical tourism: Opportunities and trends'.
29	Japan, 19 Dec 2014	Kumamoto University, Kumamoto	90 minutes	Invited to give a special presentation in Korean to 150 undergraduate students majored in Tourism & Hospitality Management. The topic was 'Opportunities of green/agricultural tourism in South Korea: Benchmarking from Japan'.
28	South Korea, 27 Nov 2014	Kyungnam University, Changwon	50 minutes	Invited as a keynote speaker to give a presentation in English to the conference delegates. The title of the conference was the 'International Conference on Medical tourism in Asia: Current trends and issues'.
27	Japan, 17 July 2015	Rikkyo University, Tokyo	40 minutes	Invited to give a special lecture in English to 100 undergraduate students majored in Health Tourism. The topic was 'Japanese traditional culture: Spa industry in Japan'.
26	Hungary, 25 March 2014	BKF Budapest, Budapest	50 minutes	Invited to give a special lecture in English (with simultaneous interpretation) to 150 postgraduate students and faculty members. The topic was 'Global trends of the tourism industry: Opportunities for Vietnam'.
25	Vietnam, 27 Febr 2014	Hue Tourism College, Hue	2 hours	

24	South Korea, 5 Dec 2013	The Korea Racing Authority of Korea, Gwacheon	40 minutes	Invited to give a keynote speech in Korean to 300 students, industry practitioners, National Assembly members, and high-ranked Korean Government servants on 'Horse-racing industry of Australia: What can Korea learn?'.
23	South Korea, 5 - 25 Sept 2013	Kyung Hee University, Seoul	10 hours in total	Gave a series of lectures in English on research methods in the tourism/hospitality studies to 100 undergraduate students. The main topics were 'Research methods in the tourism/hospitality studies'.
22	South Korea, 29 March 2013	Paichai University, Daejeon	2 hours	Invited to give a guest lecture in Korean to 150 undergraduate students on 'Medical/Health/Wellness/Healing Tourism: Start of Happiness'.
21	South Korea, 08 - 28 March 2013	Kyung Hee University, Seoul	10 hours in total	Presented a series of lectures in English to 80 undergraduate students. The topics were 'Gambling industry of Australia: Opportunities and risks'.
20	South Korea, 25 March 2013	Kyonggi University, Suwon	2 hours in total	Invited to give a guest lecture in Korean to 60 postgraduate students. The topics of the lecture were 'Medical/Health/Wellness/Healing Tourism: Start of Happiness' and 'How to be a prolific researcher: Focused on Korean scholars in the Tourism discipline'.
19	South Korea, 18 March 2013	The Rural Development Administration of Korea, Suwon	2 hours in total	Invited to give a guest lecture in Korean to 60 researchers on 'Agricultural tourism of Korea: Start of happiness'.
18	South Korea, 3 Sept 2012	Semyung University, Jecheon	2 hours in total	Invited to give a guest lecture in Korean to 100 undergraduate students on 'Role of hotel design in strengthening national destination image'.
17	South Korea, 26 Nov 2010	Kangwon National University, Dogye	2 hours	Invited to give a guest lecture in Korean to 200 undergraduate students on 'Quality of life and tourism development'.
16	United Arab Emirates, 26 Jan 2010	Skyline University College, Sharjah	2 hours	Invited to give a guest lecture in English to 45 undergraduate students on 'Strategic tourism and hotel industry development in Dubai'.

15	Thailand, 13 Dec 2009	Khon Kaen University, Khon Kaen	8 hours	Invited to give a guest lecture all day in English to 75 postgraduate students on 'Strategic planning and marketing in the tourism and hotel industry'.
14	Thailand, 8 Dec 2009	Khon Kaen University, Khon Kaen	2 hours	Invited to give a presentation in English to academic staff at the Business School on 'How to write and submit a manuscript to international journals in tourism and hospitality studies'.
13	China, 16 Nov 2008	Sun Yat-sen University, Zhuhai	2 hours	Invited to give a guest lecture in English to 200 undergraduate students on 'Asian value in the modern tourism studies'.
12	China, 16 Nov 2008	Sun Yat-sen University, Guangzhou	2 hours	Invited to give a guest lecture & lead a seminar in English to 20 postgraduate students on 'Asian value in modern tourism studies'.
11	South Korea, 14 June 2008	Kyung-Hee University, Seoul	60 minutes	Invited to give a presentation in Korean on 'Food & wine festivals in Australia' in the international symposium hosted by the Ministry of Culture, Sport & Tourism in Korea.
10	Japan, 19 Dec 2007	Tamagawa University, Tokyo	2 hours	Invited to give a guest lecture in English to 200 undergraduate students on 'Tourism marketing development of Australia'.
9	Japan, 17 Dec 2007	Yamaguchi University, Yamaguchi	2 hours	Invited to give a guest lecture in English to 35 undergraduate students on 'Cultural tourism development in Japan'.
8	South Korea, 15 Nov 2007	The Korea Tourism Industry Association, Daejeon	2 hours	Invited to give a presentation in Korean on 'Strategic planning of the wine industry in Australia' to 85 general managers in the seminar hosted by the Korea Hotel Association.
7	South Korea, 15 Nov 2007	Pai Chai University, Daejeon	50 minutes	Invited to give a guest lecture in Korean to 150 undergraduate students on 'Cultural heritage tourism development in Daejeon'.
6	South Korea, 14 Nov 2007	Keimyung University, Daegu	50 minutes	Invited to give a guest lecture in Korean to 150 undergraduate students on 'Overview of the Australian tourism industry'.
5	South Korea, 13 Nov 2007	Kyung Hee University, Seoul	50 minutes	Invited to give a guest lecture in Korean to 200 undergraduate students on 'Unique cultural heritage tourism development in Korea'.

4	Japan, 2 June 2007	Wakayama University, Wakayama	50 minutes	Invited to give a presentation in English on 'Issues of Tourism education in Australian universities' to 400 audiences in the international seminar commemorating the launch of the tourism program in Wakayama University.
3	Switzerland, 26, 27 & 28 March 2007	St. Gallen University, Chur	14 hours in 3 days in total	Invited to give guest lectures in English to 200 undergraduate students on 'Tourism in the less-developed countries', 'Island tourism development', 'Identity issues in the tourism and hospitality industry' & 'Movie-induced tourism' to different classes of students.
2	Mongolia, 25 January 2007	Chinggis Khan University, Ulan Bator	3 hours	Invited to give lectures in English to 300 undergraduate students on 'Cultural tourism development in Mongolia'.
1	Mongolia, 24 January 2007	National University of Mongolia (NUM), Ulan Bator	4 hours	Invited to give lectures in English to 250 undergraduate students on 'Cultural tourism development in Mongolia'.

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