

JOONG-WON LEE, Ph.D.
Curriculum Vitae

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Northridge, CA 91325
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Joongwon.lee@csun.edu

EDUCATION

- 2008 Doctor of Philosophy, Hospitality and Tourism Management, University of Utah.
Dissertation title: *The influence of culture and service quality dimensions on positive affect, negative affect, and delightedness (hotel service)*
- 2003 Master of Science, Hospitality and Tourism Management, University of Utah.
Thesis Title: *The influence of signage and proximity of recycling bins on the volume of recycling material generated at a hotel*
- 1998 Bachelor of Arts, Tourism, Kwangju University, South Korea.
Emphasis area: Tourism and Hospitality Management.

EXPERIENCE

- 2011 – present
Assistant Professor of Recreation and Tourism Management, California State University, Northridge
- 2008 – 2011
Assistant Professor of Tourism and Hospitality Management, University of St. Francis
- 2007 – 2008
Post-Doctoral Research Associate for Dr. Linda S. Ralston, Department of Parks, Recreation, and Tourism, University of Utah
- 2005 – 2008
Assistant Director and lecturer, International Tourism and Hospitality Management, Department of Parks, Recreation, and Tourism, University of Utah

2006 – 2008
Contracted Instructor, Department of Parks, Recreation, and Tourism, University of Utah

2002 – 2006
Graduate Teaching Assistant for Linda S. Ralston, Ph.D., Department of Parks, Recreation, and Tourism, University of Utah

2004 – 2006
Graduate Teaching Assistant for Gary D. Ellis, Ph.D., Department of Parks, Recreation and Tourism, University of Utah

1996 – 1998
Research Assistant for Hu-Suk Lee, Ph.D., Department of Tourism, Kwangju University, South Korea

Other hospitality and tourism related experience:

2004- 2005	Front desk operation at University of Utah Guest House.
2000-2004	Food service operation at Over the Counter
1997-1997	Songwon Travel Agency, Kwangju, South Korea

COURSES TAUGHT and TEACHING ASSISTANT ROLES

Instructor of Record

Graduate Curriculum

RTM 510 - Trends and Issues in Hospitality and Tourism – CSUN
RTM 530 - Cultural Aspects and Global Perspectives in Tourism – CSUN
RTM 540 - Human Resources in Recreation Sport and Tourism – CSUN

Undergraduate Curriculum

RTM 314 - Leisure Aspects of the Hospitality Industry – CSUN
RTM 480 - Recreational Tourism: Issues and Trends – CSUN

Other institutions

RADM 100 - Introduction to Leisure and Recreation Services – U of St. Francis
RADM 205 - Commercial Recreation Enterprises – U of St. Francis
RADM 314 - Tourism and Destination Management – U of St. Francis
RADM 315 - Resort and Hospitality Management – U of St. Francis
RADM 399 - Research Methods – U of St. Francis
RADM 494 - Tourism and Hospitality Sales and Marketing – U of St. Francis
RADM 498 - Internship – U of St. Francis
PRT 3198 - Customer Service Training (3) - Shanghai Normal University and U of Utah.

- PRT 3206 - Hospitality Law (3) - University of Utah
PRT 3208 - Food and Beverage Management (3) - Shanghai Normal University
PRT 3440 - Entrepreneurial Recreation, Tourism, and Hospitality (4) - U of Utah
PRT 5960 - Special topics: Special Event Management (3) - Shanghai Normal University

Teaching Assistant

Undergraduate Curriculum

- PRT 3203 - Hospitality Accounting (3) - University of Utah
PRT 3210 - Convention Management and Service (3) - University of Utah
PRT 5960 - Special topics: Sustainable Tourism (3) – University of Utah
PRT 3310 - Leisure Behavior and Human Diversity (3) - University of Utah

Graduate Curriculum

- PRT 6460 - Electronic Marketing for PRT (3)
PRT 6470 - International Tourism (3)
PRT 7103 - Behavioral Science Process in PRT II (3)
PRT 7104 - Behavioral Science Process in PRT III (3)

PUBLICATIONS

Published

- Park, J. K., & Lee, J. W. (2010). Visitors' perceived crowding and their preference toward the method of visitor dispersion and entrance fee system: A case of the Bulguksa Temple, *Journal of Tourism Sciences*, 34(6). pp. 211-230.
- Lee, J.W. (2009). Culture and tourism for all. *Blue Sky*, 23, pp. 14-19.
- Compton, D. M., Ralston, L. S., Ellis, G. D., & Lee, J. W. (2007). Staging memorable events and festivals: An integrated model of service and experience factors. *International Journal of Event Management Research*, 3(2), pp. 24 -38.
- Lee, J. W., Ralston, L. S., & Lee, H. (2003). The influence of location and moral appeal messages on voluntary participation in a recycling program. *Korean Journal of Hospitality Administration*, 12(3), pp. 115-131.

Works in process

Lee, J. W., Ralston, L. S., & Ellis, G. D. (accepted). Psychometric evaluation of a single-item, Kano-based measure of delightedness with service experiences, *Tourism Analysis*.

Lee, J. W., Ralston, L. S., & Ellis, G. D., Park, J. K. (in progress). The influence of nationality and service quality dimensions on positive affect, negative affect, and delightedness.

Haefner, J., Rosenbloom, A., Lee, J.W., Haefner, M. (in progress). *Global Brands in China: Recession or Resurgence?*.

King, C., Heo, J., Lee, J.W., & Kim, H M, (submitted). Learning Outcomes of Intergenerational Service Learning: A Case Study of Event Tourism Students in a Midwest College,

PRESENTATIONS AND SPECIAL LECTURES

Rudloff, B., Lee, J.W., & Huh, C. (2012). *The relationship between customer-to-customer interactions, customer-to-employee interactions and themed cruisers' experience*, The Korea America Hospitality and Tourism Educators Association Conference (KAHTEA), Las Vegas

Kim, H., Chang, H., Lee, J.W., & Huh, C. (2012). *Hotel Technology: Views from Guests*, Graduate Research Conference in Hospitality and Tourism, Auburn, AL.

Rosenbloom, A., Haefner, J., & Lee J.W. (2011). *Global Brands in China: Expanding Our Insights into Chinese Consumers*, Academy of Business Research, Atlantic City, NJ

Lee, J.W., Ralston, L., Ellis, G., & Park, J.K. (2011). *The Influence of Nationality and Service Quality on Positive Affect, Negative Affect and Delightedness*, International CHRIE Conference, Denver, Co.

King, C., Heo, J., Lee, J.W., & Kim, H-M, (2011). *Learning Outcomes of Intergenerational Service Learning: A Case Study of Event Tourism Students in a Midwest College*, International CHRIE Conference, Denver, Co

Haefner, J., Rosenbloom, A., Lee, J.W., Haefner, M. (2011). *Global Brands in China: Recession or Resurgence?*. Academy of Marketing Society, Reims, Champagne, France.

Park, J. K., Kim, H.Y., Lee, J.W., & Huh, C. (2011). *A Hierarchical Regression Analysis of Determinants on Prosocial Behavior at Tourist Destinations*, The Korea America Hospitality and Tourism Educators Association Conference (KAHTEA), Las Vegas,

NV.

- Heo, J., Kim, J., Won, Y.S., & Lee, J.W. (2011). *Exploring the Relationship between the Internet Use and Leisure Satisfaction among Older Adults*. The Korea America Hospitality and Tourism Educators Association Conference (KAHTEA), Las Vegas, NV.
- Kim, H., Chang, H., Lee, J.W., & Huh, C. (2011). *Exploring Gender Differences on Generation Y's Attitudes towards Green Practices in a Hotel*, Graduate Research Conference in Hospitality and Tourism, Houston, TX.
- Park, J. K., and Lee, J.W. (2010). *Visitors' perceived crowding and their preference toward the method of visitor dispersion and entrance fee system: A case of the Bulguksa Temple*. The Tourism Sciences Society of Korea (TOSOK) International Conference, Buan, Jeonbuk, South Korea.
- Lee, J. W., Ralston, L. S., & Ellis, G. D. (2009). The influence of culture and service quality on positive affect, negative affect, and delightedness. Travel and Tourism Research Association (TTRA) Conference, Honolulu, HI.
- Lee, J.W., and Ralston, L.S. (2009). *Customer Service Training at Public Recreation*, Frankfort Park District. Frankfort, IL.
- Lee, J. W., Ralston, L. S., & Ellis, G. D. (2008). *Psychometric Evaluation of a Single-Item, Kano-based Measure of Delightedness with Service Experiences*, International Conference on Service Management, College Station, PA.
- Ralston, L. S., Lee, J. W., & Newton, C. (2007). *Effective web design*. URPA (Utah Recreation Park Association) Annual Conference, St. George, UT.
- Compton, D. M., Ralston, L. S., Ellis, G. D., & Lee, J. W. (September 2006). *Staging memorable events and festivals: An integrated model of service and experience factors*. Global Events Congress, Brisbane, Australia. (Invited Keynote Address).
- Lee, J. W., & Ralston, L. S. (2004). *Prediction of the selection of a recreation related facility based on their environmental reputation (Belief and intention)*, Utah Recreation Park Association Annual Conference, St. George, UT
- Tran, X., Ralston, L. S., & Lee, J. W. (2003). *Attitude, satisfaction and intention of international travel*, The Second A-PAC CHRIE Conference, Seoul, South Korea. (Refereed)
- Lee, J. W., Ralston, L. S., & Ellis, G. D. (March 2003). *The influence of signage and proximity of recycling bins on the volume of recycling material generated at a hotel*,

Utah Recreation Parks Association Annual Conference, Ogden, UT.

COMMITTEE SERVED

Korea America Hospitality and Tourism Educator Association (Executive Board Member)
College Commencement Committee at California State University, Northridge
College Curriculum Committee at University of St. Francis – previous institute
Food Service Advisory Committee at University of St. Francis
Diversity Council at University of St. Francis.
Bookstore Advisory Committee at University of St. Francis

AWARDS and HONORS

2006-2007	Anthony & Myrtle Simone Scholarship, PRT, University of Utah
2005-2006	Inspirational Student Award, PRT, University of Utah
2005-2006	Gary D. Ellis Scholarship, PRT, University of Utah
2005-2006	G. Mitchell Morris Scholarship, PRT, University of Utah
2004-2005	Anthony & Myrtle Simone Scholarship, PRT, University of Utah
2003-2004	Alta Scholarship, PRT, University of Utah
2002-2003	Anthony & Myrtle Simone Scholarship, PRT, University of Utah
2001-2002	Gayle Richards Lawrence Scholarship, PRT, University of Utah
1997 (sp/fall)	Outstanding Academic Achievement Award, Kwangju University
1996 (sp/fall)	Outstanding Academic Achievement Award, Kwangju University
1995 (fall)	Outstanding Academic Achievement Award, Kwangju University

MEMBERSHIPS

CHRIE (The International Council for Hotel, Restaurant and Institutional Education) since 2009
TTRA (Travel and Tourism Research Association) since 2009
TOSOK (The Tourism Sciences Society of Korea) since 2010
NRPA (National Recreation and Park Association) 2001-2009
RCRA (Resort and Commercial Recreation Association) 2006-2008
URPA (Utah Recreation and Park Association) 2005 - 2008
RAPS (Recreation and Park Society) 1998 - 2008
IPRA (Illinois Park Recreation Association) 2008-2009

SPECIAL SKILLS

WebCT/Blackboard

Moodle
Adobe PhotoShop
Adobe Dreamweaver
Flash
Adobe Premier
GIS (Geographic Information System)
SPSS
HLM
