Seonjin Lee, M.A.

Doctoral Student

Richardson Family SmartState Center for Excellence in Tourism and Economic Development
School of Hospitality and Tourism Management
College of Hospitality, Retail and Sport Management
University of South Carolina

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RESEARCH INTERESTS

- Impact of tourism on tourists, environment, and local society
- Spatiotemporal data analysis of tourism
- Tourism-related risks and destination community resilience
- Tourism experience and tourist behavior

ACADEMIC RECORDS

2023–Present

Doctoral Student

School of Hospitality and Tourism Management, University of South Carolina

- Presidential Fellow

2021–2023

Master of Arts in Tourism Studies

Department of Tourism and Convention, Pusan National University

- Thesis: Demystifying tourists' authenticity perception: Attribute substitution of perceived authenticity with image congruency
- Award: Alumni Scholarship of Excellence

2015–2021

Bachelor of Tourism and Convention

Department of Tourism and Convention, Pusan National University

- Honors: Summa Cum Laude

2016–2021

Bachelor of International Studies (dual major)

Department of Global Studies, Pusan National University

TEACHING EXPERIENCE

Dec 2022

Special Seminar Lecturer

Department of Tourism and Convention, Pusan National University

- Title: Let's Python
- Course content: Basic Python syntax, using Jupyter notebook for analysis, Pandas for data structures and operations, Plotly for data visualization, introduction to web scraping.

Fall 2022

Co-Lecturer

Department of Tourism and Convention, Pusan National University

- Subject: TC3500285–Tourism Resources (undergraduate level)
- Primary lecturer: Ph.D. Kim, Hany
- Project-based learning course for Korean and international students

Jan 2022

Special Seminar Lecturer

Department of Tourism and Convention, Pusan National University

- Title: Statistics zero to hero
- Introductory statistics seminar for master's and doctoral students
- Course content: confidence interval, chi-square test, T-test, ANOVA, regression, EFA, CFA, and SEM

2021–2023

Teaching Assistant

Department of Tourism and Convention, Pusan National University

- Assisting instructors with the delivery of lectures, use of online learning tools, classroom preparation, and exam supervision
- Helping undergraduate and graduate students with course registration
- Working closely with the department assistant on administrative work

HONORS AND AWARDS

2023-Present   Presidential Fellowship ($40,000)

Graduate School, University of South Carolina

- University-wide awards for students who have shown track record of significant accomplishments and special interests, exceptional creativity, commitment to improving the lives of others, and capacity for leadership.
- 2023-2024 Cohort

2023   Alumni Scholarship of Excellence ($5,000)

Pusan National University Faculty Alumni Association

- Given to the outstanding future doctoral student who completed undergraduate and graduate studies at Pusan National University

2021   Best Big Data Research Award ($1,000)

90th Annual Tourism Society of Korea International Conference

- Given to the best research presented at the Big Data Research Session
- Title: Use of event technologies in the era of MICE 5.0: Social media sentiment analysis approach.

2021   3 Minute Thesis Runner-up

51st Annual TTRA International Conference

- Given to the second-best presenter at the Graduate Student Colloquium
- Title: What Does the Landscape of Tourist Safety Videos on Social Media Look Like? Exploring the Presence of Tourist Safety Videos on YouTube.

2021   Summa Cum Laude

Pusan National University

- Cumulative GPA greater than 4.10 on a scale of 4.50 (1st out of 44)
- Ranked 1st out of a class of 44 students

2021   Award of Excellence

Hana Financial Group

- Given to the student who set a positive example for other students and showed outstanding academic performance

2018   Award of Excellence

ASEAN-Korea Centre

- Given to the team who showed outstanding performance and a high level of dedication toward the final presentation assignment
- Topic: Community-based tourism in Mae Kampong Village for locals and creating better experiences for tourists

2017   Award Winner ($4,500)

Department of Global Studies, Pusan National University

- Given to the best team presented at the Global Competitiveness Program
- Topic: Sustainable clothing and the notion of 'rentable fashion'

PEER-REVIEWED PUBLICATIONS

Refereed Journal Articles (Accepted or In Press)

2023   <u>Lee, S.</u> & Kim, H.
Four shades of Airbnb and its impact on locals: A spatiotemporal analysis of Airbnb, rent, housing prices, and gentrification
Tourism Management Perspectives.

2022   <u>Lee, S.</u>, Kim, M., & Kim, H.
Relationality of objective and constructive authenticities: Effects on existential authenticity, memorability, and satisfaction.
Journal of Travel Research.

2022   Hur, D., <u>Lee, S.</u>, & Kim, H.
Are we ready for MICE 5.0? An investigation of technology use in the MICE industry using social media big data.
Tourism Management Perspectives, 43, 100911.

2022   <u>Lee, S.</u> & Kim, H.
Understanding tourism related risk factors and risk response strategies: Application of meta-analysis and content analysis in tourism crisis management.
Journal of Tourism and Leisure Research.

2022	Choe, Y., <u>Lee, S</u>., & Kim, H. Role of tourists' expectations in congruency on forming authenticity perception and memorable tourism experience *Journal of MICE and Tourism Research, 22(4), 201-222.*

2022	Hur, D., <u>Lee, S.</u>, & Kim, H. Are we ready for MICE 5.0? An investigation of technology use in the MICE industry using social media big data. *Tourism Management Perspectives,* 43, 100911.

Refereed Journal Articles (In Progress)

Under Review	<u>Lee, S.</u>, & Pennington-Gray, Lori. Changing source credibility and its impact on affective risk perceptions *Tourism Management*

Under Review	<u>Lee, S.</u>, & Pennington-Gray, Lori. The demand for safety measures in the hospitality industry: Changes over three phases of a pandemic *International Journal of Hospitality Management*

Under Review	An, J., Hur, D., <u>Lee, S.</u>, & Kim, H. Will metaverse forever change the meeting industry? A qualitative study on industry experts' perspective. *Journal of Travel and Tourism Marketing*

In progress	<u>Lee, S.</u>, Schroeder, A., & Kim, H. Using automated video content analysis to explore factors that affect salience of agenda on travel and travel risk. Manuscript in preparation. To be submitted in Winter 2023 to *Journal of Travel Research.*

Other Publications

In Press	Pennington-Gray, L., <u>Lee, S.</u>, & Ballouli, K. Stakeholder Sentiment of SDGs of the Beijing Olympics 2020 *In Sharma, A., Lesjak, M., & Borovcanin, D. (Eds.) Sport Tourism, Events and Sustainable Development Goals: An Emerging Foundation*

REFEREED PRESENTATIONS (INTERNATIONAL)

2022   <u>Lee, S.</u>, Yeom, Y., & Kim, H.
              Quantifying the effect of Airbnb on renters: Spatial analysis of San
              Francisco residents' rental spending
              92nd Annual Tourism Society of Korea International Conference.

2022   <u>Lee, S.</u>, Kim, M., & Kim, H.
              Effect of perceived authenticity on tourism experience, satisfaction, and
              memorability: Differences between settings and authenticity orientations.
              52nd Annual Travel and Tourism Research Association International Conference.

2022   Kim, H., <u>Lee, S.</u>, Hur, D., & An, J.
              Will metaverse forever change the meeting industry? A qualitative study
              on industry experts' perspective.
              52nd Annual Travel and Tourism Research Association International Conference.

2021   Hur, D., <u>Lee, S.</u>, & Kim, H.
              Use of event technologies in the era of MICE 5.0: Social media sentiment
              analysis approach.
              90th Annual Tourism Society of Korea International Conference.

2021   <u>Lee, S.</u>, Gong, Y., Kim, H., & Schroeder, A.
              What does the landscape of tourist safety videos on social media look like?
              Exploring the presence of tourist safety videos on YouTube.
              51st Annual Travel and Tourism Research Association International Conference.

RESEARCH PROJECTS

2023–Present   **Richardson Family SmartState Center for Excellence in Tourism and**
                   Economic Development
                   School of Hospitality and Tourism Management, University of South Carolina
                   • Director: Ph.D. Pennington-Gray, Lori

2023–Present   **University of South Carolina Institute for Clean Water**
                   University of South Carolina
                   • Director: Ph.D. Richardson, Tammi

2023–2023	**Decision to host under uncertainties: Prospects of short-term rental hosts and their impact on local economy**
	Global Fellowship funding of Graduate School, Pusan National University ($5,000)
	• Research team: Shim, M., <u>Lee, S.</u>, Schroeder, A., & Kim, H.

2021–2023	**Specialized global marine tourism and convention city development**
	Funded by the Ministry of Education of the Republic of Korea BK21 FOUR (Fostering Outstanding Universities for Research)
	• Project supervisor: Ph.D. Kim, Insin

2021–2023	**Conceptualizing and developing scales for 'Fear of Missing Out(FOMO)' and 'Joy of Missing Out(JOMO)'**
	Funded by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea
	Project supervisor: Ph.D. Kim, Hany

2020–2021	**Understanding tourism related risk factors and risk response strategies: Application of meta-analysis and content analysis in tourism crisis management**
	Funded by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea
	• Project supervisor: Ph.D. Kim, Hany

WORK EXPERIENCE

2020–2022	Interpreter and Translator
	• Interpreter and translator for American International School Chennai
	• Listed translator at APlus Translations Inc., Cadence Translate Inc, and WhizWordz International Pte. Ltd.
	• Consecutive interpretation for virtual meetings
	• Translated publications and documents in Korean, English, and Japanese
	• Localization of the website and mobile application

2018–2020	Navy Interpreter (Enlisted, Petty Officer Second Class)
	Commander Third Fleet, Republic of Korea Navy
	• On–the–bridge interpreter
	• Facilitating 2019 ASEAN Defense Minister's Meeting-Plus (ADMM-Plus)
	• Consecutive interpretation for Commander, Maritime Battle Group 3 (Capt.)
2016–2018	Interpreter and Designated Liaison Officer
	• Provided interpretations and liaison services for government officials
	• Designated Liasson officer assigned to minister of finance of Niger during 2018 African Development Bank Annual Meeting
	• Designated Liasson officer assigned to minister of foreign affairs of Brunei during 2017 Forum for East Asia–Latin America Cooperation

ADDITIONAL ACTIVITIES

2018	ASEAN Community–Based Tourism Program
	ASEAN-Korea Centre
	• Korean representative
	• Community-based tourism in Mae Kampong Village, Thailand
2017	Global Competitiveness Program
	Department of Global Studies, Pusan National University
	• Research topic: Sustainable clothing and the notion of 'rentable fashion'
2016–2017	Service Monitor
	BEXCO (Busan Exhibition & Convention Center)
	• Participated in exhibitions held in BEXCO and gave feedback for improving facility operation and visitor experience
2015	ASIA–Pacific College Program
	Pusan National University, Kyushu University, Seinan Gakuin University
	• Pusan National University representative
	• Commemorating and discussing the Korea-Japan relationship

COMMUNITY SERVICES

2017   **Student Ambassador**

Department of Global Studies, Pusan National University

- Helped students with credit requirements and planning
- Provided answers related to Global Studies Program from potential applicants of the program

2017   **Student Tutor**

Pusan National University

- Helped freshmen students with studying introductory course
- Subject: TC16185–Introduction to Accounting

2016–2017   **Department of Tourism and Convention Representative**

Open Campus Program, Pusan National University

- Organized tours of the campus for high school students
- Hosted information and Q&A sessions for potential applicants

2015–2016   **President**

Amazing Busan City, Tourism and Convention Students' Club

- Served as the representative of the students' club
- Planning and organizing activities related to tourism in Busan, Korea
- Worked with International NPO AIESEC on hosting cross-cultural events in Busan

RESEARCH SKILLS

- Programming languages
  – *Python, R, Go, and Rust*
- Statistical analysis
  – *Stata, Jamovi, SPSS, AMOS, SmartPLS,* and *MATLAB*
- Geographic information system (GIS) software for spatial analysis
  – *QGIS, ArcGIS, Geoda,* and *MGWR*
- Data visualization
  – *Tableau*