

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

EDUCATIONAL BACKGROUND

2023-Present	Doctoral Student School of Hospitality and Tourism Management, University of South Carolina <ul style="list-style-type: none">• Remarks: Presidential Fellowship
2021-2023	Master of Arts in Tourism Studies Department of Tourism and Convention, Pusan National University <ul style="list-style-type: none">• Thesis: Demystifying tourists' authenticity perception: Attribute substitution of perceived authenticity with image congruency• Remarks: Alumni Scholarship of Excellence
2015-2021	Bachelor of Tourism and Convention Department of Tourism and Convention, Pusan National University <ul style="list-style-type: none">• Remarks: Summa Cum Laude
2016-2021	Bachelor of International Studies (dual major) Department of Global Studies, Pusan National University

ACADEMIC AFFILIATIONS

University of South Carolina

2023-Present **Richardson Family SmartState Center for Excellence in Tourism and Economic Development**

School of Hospitality and Tourism Management

- Position: Student researcher
- Director: Dr. Lori Pennington-Gray

2023-Present **Institute for Clean Water**

University of South Carolina

- Position: Student researcher
- Director: Dr. Tammi Richardson

Pusan National University

2021-2023 **Specialized Global Marine Tourism and Convention City Development Research Team**

Department of Tourism and Convention

- Position: Student researcher
- Director: Dr. Insin Kin

HONORS AND AWARDS

Paper Awards

2021 Hur, D., Lee, S., & 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.
• Best big data research award (\$1,000)

2021 Lee, S., 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.
• 3 Minute Thesis (3MT) runner-up

Honors/Other Awards

- 2023 **Alumni Award of Excellence (\$5,000)**
Pusan National University Alumni Faculty Association
- Given to the outstanding future doctoral student who completed undergraduate and graduate studies at Pusan National University
- 2021 **Summa Cum Laude**
Pusan National University
- Cumulative GPA greater than 4.10 on a scale of 4.50 (ranked 1st out of 44)
- 2021 **Award of Excellence (\$1,000)**
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
 - Topic: Community-based tourism in Mae Kampong Village for locals and creating better experiences for tourists
- 2017 **Best Student Tutor Award (\$500)**
Center for Teaching and Learning, Pusan National University
- 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’

Fellowships/Scholarships

- 2023-Present **Presidential Fellowship (\$40,000)**
Graduate School, University of South Carolina
- University-wide fellowship 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.

- 2021-2023 **Graduate Scholarship for Excellence (\$2,500)**
Graduate School, Pusan National University
- University-wide scholarship for graduate students who have shown track record of academic excellence.

PUBLICATIONS (N=7)

Peer Reviewed Journal Articles (Accepted or In Press; N=6)

- 2024 **Lee, S.**, Kim, M., & Kim, H.
Relationality of objective and constructive authenticities: Effects on existential authenticity, memorability, and satisfaction.
Journal of Travel Research, 63(1), 195-214.
- 2023 Sim, M., **Lee, S.**, Schroeder, A., & Kim, H.
Decisions and prospects of short-term rental hosts under uncertainties
Current Issues in Tourism, Online First.
- 2023 **Lee, S.** & Kim, H.
Four shades of Airbnb and its impact on locals: A spatiotemporal analysis of Airbnb, rent, housing prices, and gentrification
Tourism Management Perspectives, 49, 101192.
- 2022 Hur, D., **Lee, S.**, & 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 **Lee, S.** & 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, 34(12), 5-25.
- 2022 Choe, Y., **Lee, S.**, & 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.

Book Chapters (N=1)

In Press Pennington-Gray, L., **Lee, S.**, & 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*

Publications In Progress

Under Review **Lee, S.**, Schroeder, A., & Kim, H.
Uncovering the Forces Shaping Travel Risk Perception: How Traditional
Media and Real-World Indicators Shape the Public Agenda on YouTube
Tourism Management

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

In progress **Lee, S.**, & Pennington-Gray, L.
Theorizing Tourist Movement at Macro-level: Universal Forces Theory and
Herding Among Tourists
To be submitted in Spring 2024

In progress Stepchenkova, S., **Lee, S.**, & Kim, H.
Experiencing Authenticity in Four Touristic Situation
To be submitted in Spring 2024

In progress **Lee, S.**, & Pennington-Gray, L.
Do Hospitality Businesses Have Greater Adaptive Capacities Than a Decade
Ago? Measuring Changes in Dynamic Capabilities
To be submitted in Spring 2024

In progress **Lee, S.**, & Pennington-Gray, L.
The Demand for Safety Measures in the Hospitality Industry: Changes Over
Three Phases of a Pandemic
To be submitted in Spring 2024

In progress **Lee, S.**, & Pennington-Gray, L.
Affect Heuristic Evolution over the Course of a Pandemic
To be submitted in Spring 2024

INTERNATIONAL REFEREED PRESENTATIONS

- 2024 **Lee, S.**, & Pennington-Gray, L.
Anthropogenic impact of tourism on water: Spatiotemporal analysis of lake water quality
29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism
- 2023 Stepchenkova, S., **Lee, S.**, & Kim, H.
Existential authenticity in four touristic situations: A case of original and reproduced cultural attractions
53rd Annual Travel and Tourism Research Association International Conference.
- 2022 **Lee, S.**, 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 **Lee, S.**, 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., **Lee, S.**, 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., **Lee, S.**, & 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 **Lee, S.**, 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.

REGIONAL NON-REFEREED PRESENTATIONS

- 2024 **Lee, S.**, & Pennington-Gray, L.
Value beyond money: Health benefits of recreational water accessibility
9th biennial University of Florida Water Institute Symposium

RESEARCH PROJECTS

Funded Research (External)

- 2023-Present **Measuring the Economic Value of South Carolina Open Spaces**
State of South Carolina
• PI: Dr. Paul Gayes & Dr. Lori Pennington-Gray
- 2021-2023 **Conceptualizing and developing scales for ‘Fear of Missing Out(FOMO)’ and ‘Joy of Missing Out(JOMO)’ (\$50,000)**
Ministry of Education of the Republic of Korea and the National Research Foundation of Korea
• PI: Dr. Hany Kim
- 2020-2021 **Understanding tourism related risk factors and risk response strategies: Application of meta-analysis and content analysis in tourism crisis management (\$25,000)**
Ministry of Education of the Republic of Korea and the National Research Foundation of Korea
• PI: Dr. Hany Kim

Funded Research (Internal)

- 2023-2023 **Decision to host under uncertainties: Prospects of short-term rental hosts and their impact on local economy (\$5,000)**
Global Fellowship funding of Graduate School, Pusan National University
• PI: Miyeong Shim

TEACHING EXPERIENCE

Academic Courses Taught

- Fall 2022 **Tourism Resources (TC3500285)**
Co-Lecturer
- Undergraduate course
 - Primary lecturer: Dr. Hany Kim
 - Course content: Project-based course for junior-level Korean and international students

Special Seminars

- Dec 2022 **Use of Python Language for Tourism Research**
Department of Tourism and Convention, Pusan National University
- Introductory programming seminar for master's and doctoral students
 - Course content: Basic Python syntax, using Jupyter notebook for analysis, Pandas for data structures and operations, Plotly for data visualization, introduction to web scraping.

- Jan 2022 **Foundational Statistical Methods**
Department of Tourism and Convention, Pusan National University
- Introductory statistics seminar for master's and doctoral students
 - Course content: confidence interval, chi-square test, T-test, ANOVA, regression, EFA, CFA, and SEM

Other Experience

- 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

RESEARCH SKILLS

- Statistical analysis
 - Stata, Jamovi, SPSS, AMOS, SmartPLS, MATLAB
- Programming language
 - Python, R, Go, Rust
- Geographic information system (GIS) software
 - QGIS, ArcGIS, Geoda, MGWR
- Data visualization
 - Plotly, Matplotlib, Tableau

INDUSTRY EXPERIENCE

- 2020-2022 **Freelance 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
 - Facilitated 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

SERVICES

- 2023-Present **Advisory Council Member**
Presidential Fellowship, University of South Carolina
- 2023-2024 cohort representative
- 2024 **Rising Star Fellows Mentorship**
Graduate School, University of South Carolina
- Participated in mentorship session about doctoral program application
- 2017 **Student Ambassador**
Department of Global Studies, Pusan National University
- Outreach role for Global Studies Program
- 2017 **Student Tutor**
Pusan National University
- Assisted freshmen students with studying introductory course
 - Subject: TC16185–Introduction to Accounting
- 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
- 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

INTERNATIONAL ACTIVITIES

- 2018 **ASEAN Community-Based Tourism Program**
ASEAN-Korea Centre
- Korean representative
 - Improving community-based tourism in Mae Kampong Village, Thailand