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Tourism Sustainability

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JOURNAL PAPER

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- **Choe, J.Y.J*.,** & Si Tou, C.F (2024), Tourist Consumption Values and Perceived Risks of Using Smart Technologies: A Market Segmentation Approach, Journal of China Tourism Research,1-28.[Q3]DOI:https://doi.org/10.1080/19388160.2024.2305744
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- **Choe, J. Y. J*.,** & Kim, S. S. (2019). Development and validation of a multidimensional tourist's local food consumption value (TLFCV) scale. International Journal of Hospitality Management, 77, 245-259. [SSCI, Q1]DOI: https://doi.org/10.1016/j.ijhm.2018.07.004
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- **Choe, J. Y.,** & Cho, M. S. (2012). Investigation of dietary behaviors according to residence status and ethnicity of university students in Yanbian, China, The Korean Society of Food Culture, 27(1), 38-48. [KCI]DOI: https://doi.org/10.7318/KJFC.2012.27.1.038
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◇ BOOK CHAPTER

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- **Choe, J. Y. J** ., Chen, Z., Kang J. S. E., & Paek, S. (2025, May 27-30). Understanding workation balance and satisfaction [Paper presentation]. 2025 ApacCHRIE, Thailand.
- Si Tou, C. F. R., **Choe, J. Y. J**., So, S. I. A., & Law, R. (2023, December 1-4). Understanding visitors' virtual reality experience in museums [Paper presentation]. Travel And Tourism Research Association Asia Pacific Chapter 2023, Korea.

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- Si Tou, C.F., **Choe, J. Y. J.,** So, S. I. A., & Law, R. (2023, July 5–8). Influence of social media travel photos on future destination choice: Mediating role of celebrity-generated content [Paper presentation]. Asia Pacific Tourism Association, Thailand.
- Fan, P. K. T., & **Choe, J. Y. J*.** (2023, May 25–27). Hierarchical value maps of casino restaurants in Macau [Paper presentation]. 2023 ApacCHRIE, Philippines.
- Fong, L. H. N., **Choe, J. Y. J*,** Agyeiwaah, E., & Lei, S. I. (2023, May 25–27). Insolation and unserved food in hotel staff canteens [Paper presentation]. APacCHRIE, Philippines.
- Zhang, J. **Choe, J. Y**., & Lim, C. (2023, May 25–27). Film-induced tourism [Paper presentation]. APacCHRIE, Philippines.
- Paek, S., **Choe, J. Y. J**, & Lee D. (2021, July 7–9). Green consumers and social influence: Attitude of inconvenience and behavioral intentions in green coffee shops [Paper presentation]. TOSOK International Tourism Conference, Korea.
- **Choe, J. Y. J*,** & Kim, S. S. (2019, July 4–6). Understanding tourists' local food consumption value according to socio-demographics [Paper presentation]. Pan Asia International Tourism Conference (PAITOC), Korea.
- **Choe, J. Y. J*** (2019, June 26–29). Food neophobia and tourists' local food experiences [Paper presentation]. International Conference on Tourism (ICOT), Portugal.
- **Choe, J. Y. J*,** & Oh, M. H. (2018, June 27–30). Understanding food tourists' hierarchical consumption value maps [Paper presentation]. International Conference on Tourism (ICOT), Greece.
- **Choe, J. Y.** (2017, November 3–5). Tourists' typology based on local food experience [Paper presentation]. Asian Food Study Conference (AFSC), Korea.
- **Choe, J. Y. J*,** & Kim, S. S. (2017, June 22–24). Effects of local food consumption value on attitudes toward local food, food destination image, and behavioral intention [Paper presentation]. 16th Asia Pacific Forum for Graduate Students Research in Tourism, Korea.
- **Choe, J. Y*.,** & Kim, S. S. (2016, December 3–5). The comparison of the ethnic restaurant performances, food attributes and cultural factors among ethnic restaurants in Hong Kong [Paper presentation]. 6th Asian Food Study Conference (AFSC), Japan.

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- **Choe, J. Y**., & Kim, S. S. (2016, August 2–6). Effects of national food video clip and their implications on food business stakeholders [Paper presentation]. International Research Symposium in Service Management (IRSSM), Thailand.
- **Choe, J. Y*.,** & Kim, S. S. (2016, July 13–15). A study of local food consumption value in the food tourism context [Paper presentation]. Tourism Sciences Society of Korea (TOSOK) International Conference, Korea.
- Kim, S. S., **Choe, J. Y**., & Han, H. (2016, June 29–July 2). Role of video clips in promoting food tourism [Paper presentation]. International Conference on Tourism (ICOT), Italy.
- Kim, J. H., & **Choe, J. Y.** (2016, May 16–18). Comparative study of government mobile application for incorporating food tourism [Paper presentation]. 2nd Global Tourism & Hospitality Conference and 15th Asia Pacific Forum for Graduate Students Research in Tourism, Hong Kong.
- Moon, J., Kim, S. S., & **Choe, J. Y.** (2015, May 20–22). Comparison of brand equity models of competitive convention cities in East Asia [Paper presentation]. World Conference on Hospitality, Tourism, and Event Research & International Convention and Expo Summit (WHTER & ICES) Conference, Korea.
- **Choe, J. Y*.,** Kim, S. S., & Lee, J. (2015, May 20–22). Competitiveness of Asian ethnic restaurants in Hong Kong [Paper presentation]. World Conference on Hospitality, Tourism, and Event Research & International Convention and Expo Summit (WHTER & ICES) Conference, Korea.
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- Cho, M. S., Yoon, H. R., & **Choe, J. Y*.** (2008, July 9–12). Food Neophobia Scale (FNS) as a predictor of ethnic food experiences [Paper presentation]. 14th Asia Pacific Tourism Association (APTA) Annual Conference, Thailand.

◇ RESEARCH PROJECT

- Workation post-COVID-19: Theoretical approach and practical applications; multi-year research grant funded by the University of Macau, 2023–2024. (Principal Investigator)
- Smart Tourism Destination Attributes and Consumption Value; research grant funded by the Asia-Pacific Academy of Economics and Management at the University of Macau, 2020–2021. (Principal Investigator)

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- Research on tourists' food consumption in Macau: An application of big data; start-up research grant funded by the University of Macau, 2018–2020. (Principal Investigator)

◇ CERTIFICATES AND AWARDS

- FBA Young Scholar Award – Faculty of Business Administration, University of Macau (April, 2020).
- Young Scientist Award – International Conference on Tourism (ICOT) 2019 in Portugal (June, 2019).
- Best Paper Award – International Conference on Tourism (ICOT) 2018 in Greece (June, 2018).
- 2016 Highly Commended Award – Journal of Service Management, International Research Symposium in Service Management (IRSSM) 7 in Thailand (August, 2016).
- Excellent Paper Award – World Conference on Hospitality, Tourism, and Event Research & International Convention and Expo Summit (WHTER & ICES) 2015 in South Korea (May, 2015).
- Silver Prize Award – 2014 World Hospitality and Tourism Forum in South Korea (June, 2014).
- Grand Prize – Idea Contest: Daily Food Product Development, Ewha Womans University, South Korea (November, 2008).