Research outcomes of Prof. Timothy Lee since 2021

A. 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

A-1. Guest editorship in academic journals

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

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: 5.9; 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).

A-2. Published academic journal articles

Listed in order of the most recent first (out of 189 in total)
Lee, T. J. underlined means he is the corresponding author:

189. Wang, H, **Lee, T. J.**, Lee, J. H., & Lou, C. K. (2026). Urban popular eventscape and destination image: Scale development and testing an emotion-based mechanism. *Journal of Retailing and Consumer Services*. https://doi.org/10.1016/j.jretconser.2026.105047 (SSCI Q1-listed; Impact factor: 13.1).
188. Zhou, M. Z., & **Lee, T. J.** (2026). Helpful or hollow? Fit-to-feel alignment in proactive AI travel communication. *Journal of Retailing and Consumer Services*. https://doi.org/10.1016/j.jretconser.2026.104999 (SSCI Q1-listed; Impact factor:

13.1).

187. Choi, H., **Lee, T. J.**, & Park, E. (2026). Impact of social media communication types on brand knowledge and behavioral intention. *Current Issues in Tourism*. https://doi.org/10.1080/13683500.2026.2687846 (SSCI-Q1 listed; Impact Factor: 4.6).
186. Li, X., Li, J., Zheng, Z., Kim, D. K., & **Lee, T. J.** (2026). Influence of ethnic minority performing arts activities on tourism consumption behavior based on the moderating role of cultural identity. *International Journal of Tourism Research*, *28*(3), e70359. https://doi.org/10.1002/jtr.70359 (SSCI Q1-listed; Impact factor: 5.9).
185. Cai, Y., & **Lee, T. J.** (2026). Sustaining mobile payment habits abroad: Merchant warmth, competence, and the socio-technical foundations of cross-border continuance. *Journal of Retailing and Consumer Services*. https://doi.org/10.1016/j.jretconser.2026.104881 (SSCI Q1-listed; Impact factor: 13.1).
184. Wang, H., & **Lee, T. J.** (2026). Tourism as narrative therapy: Unpacking the emotional and identity mechanisms of affective recovery. *Journal of Hospitality and Tourism Management*. https://doi.org/10.1016/j.jhtm.2026.101458 (SSCI-Q1 listed; Impact Factor: 7.8).
183. Wen, C., Cai, Y., & **Lee, T. J.** (2026). Beyond green value: Functional thresholds and expertise-contingent effects on the trial-to-repurchase gap for sustainable personal care products. *Sustainability*, *18*(9), 4331. https://doi.org/10.3390/su18094331 (SSCI Q1-listed; Impact factor: 3.3).
182. Liu, B., **Lee, T. J.**, & Hyun, S. S. (2026). Conceptualizing wellness hospitality: A culturally grounded framework of Chinese wellness hotels. *Current Issues in Tourism*, 1–22. https://doi.org/10.1080/13683500.2026.2657922 (SSCI-Q1 listed; Impact Factor: 4.6).
181. Wang, H., Moyle, B., & **Lee, T. J.** (2026). When parents become guests and staff become guardians: A dual-path mechanism model. *Journal of Retailing and Consumer Services*. https://doi.org/10.1016/j.jretconser.2026.104823 (SSCI Q1-listed; Impact factor: 13.1).
180. Yin, Y., Fu, X., Zhang, Y., **Lee, T. J.**, Li, Z., Tao, J.-F., & Liang, L. (2026). Young consumers' cool gaze on luxury hotels: Comparative analysis using SEM and fsQCA. *Tourism and Hospitality Research*, https://doi.org/10.1177/14673584261429843.
179. Zhang, Y., Yin, Y., Ye, Q., **Lee, T. J.**, & Hyun, S. S. (2026). Perceived risks for Chinese female tourists' visits to Islamic countries. *International Journal of Tourism Research*, *28*(2), e70244. https://doi.org/10.1002/jtr.70244 (SSCI-Q1 listed; Impact Factor: 5.9).
178. Wang, H., **Lee, T. J.**, & Hyun, S. S. (2026). Conspicuous vs. inconspicuous travel consumption displays on social media: Emotional arousal through self-evaluation maintenance lens. *Journal of Retailing and Consumer Services*. https://doi.org/10.1016/j.jretconser.2026.104757 (SSCI Q1-listed; Impact factor: 13.1).
177. Wang, H., & **Lee, T. J.** (2026). From restorative perception to behavior: The role of servicescape in postpartum recovery. *International Journal of Contemporary Hospitality Management*, *38*(4), 1192–1211. https://doi.org/10.1108/IJCHM-06-2025-0888 (SSCI Q1-listed; Impact factor: 9.0).
176. Kim, J. S., Wang, J., & **Lee, T. J.** (2026). Experiential co-branding and revisit intention: an extension experience economy and consumer value theory. *Current Issues in Tourism*, *29*(16), 3216–3224. https://doi.org/10.1080/13683500.2025.2612075 (SSCI-Q1 listed; Impact factor: 4.6).
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*. https://doi.org/10.1108/JHTT-09-2025-0755 (SSCI-Q1 listed; Impact factor: 8.2).

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).
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).
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).
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).
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*, 1-13. https://doi.org/10.1080/10963758.2025.2605308.
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).
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).
167. Wang, H., **Lee, T. J.**, & Hyun, S. S. (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).
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).
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: 8.2).
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).
163. Wang, H., & **Lee, T. J.** (2026). Shared farmlands as therapeutic spaces: exploring restorative experience, identity, attachment, and co-creation in rural tourism. *Journal of Sustainable Tourism*, *34*(7), 1767–1792. https://doi.org/10.1080/09669582.2025.2566732 (SSCI-Q1 listed; Impact factor: 7.8).
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).

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: 8.2).
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).
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: 5.9).
157. Yan, L., Qin, Z., & **Lee, T. J.** (2026). Reconceptualizing the dimensionality of abusive supervision in the Asian airline industry. *International Journal of Hospitality & Tourism Administration*, 27(3), 479–502. https://doi.org/10.1080/15256480.2025.2486452.
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: 5.9).
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.** (2026). The role of tourism in healthy aging: Interdisciplinary perspectives on well-being, accessibility and their policy implications. *Asia Pacific Journal of Marketing and Logistics, 38*(1), 126-147. https://doi.org/10.1108/APJML-08-2024-1209 (SSCI-Q1 listed; Impact factor: 3.9).
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/10.1080/13683500.2025.2481156 (SSCI-Q1 listed; Impact factor: 4.6).
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: 5.9).
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).
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: 5.9).
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*, 104107. https://doi.org/10.1016/j.ijhm.2025.104107 (SSCI Q1 Top-listed; Impact factor: 9.9).

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).
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.
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).
145. Qin, Z., Yan, L., & **Lee, T. J.** (2024). Surviving in temporary aircrew workplaces: Coping with intermittent abusive supervision in dynamic supervisor-subordinate relationships. *Journal of Hospitality & Tourism Research*, *49*(3), 498-512. https://doi.org/10.1177/10963480241237114 (Original work published 2025) (SSCI Q1-listed; Impact factor: 4.4).
144. Cha, J., Jo, M., **Lee, T. J.**, & Hyun, S. S. (2024). Characteristics of market segmentation for sustainable medical tourism. *International Journal of Tourism Research*, *26*(1), e2626. https://doi.org/10.1002/jtr.2626 (SSCI Q1-listed; Impact factor: 5.9).
143. Xia, L., **Lee, T. J.**, & Kim, D.-K. (2024). Relationships between motivation, service quality, tourist satisfaction, quality of life, and spa and wellness tourism. *International Journal of Tourism Research, 26*(1), e2624. https://doi.org/10.1002/jtr.2624 (SSCI-Q1 listed; Impact factor: 5.9).
142. Madhyamapurush, W., Jittithavorn, C., **Lee, T. J.**, & Pariwongkhuntorn, N. (2023). The behaviour of long stay foreigners as tourists in Thailand during the COVID-19 pandemic. *Journal of International and Thai Tourism*, *19*(2), 117-135.
141. Zhang, Y., **Lee, T. J.**, & Cheng, H. (2024). Can traditional festivals held during pandemics induce happiness for residents? Testing four alternative models. *Journal of Hospitality and Tourism Management*, *58*(March), 164-173. https://doi.org/10.1016/j.jhtm.2023.12.006 (SSCI Q1-listed in Q1; Impact factor: 7.6).
140. Deng, Y., Lee, H. M., **Lee, T. J.**, & Hyun, S. S. (2024). Co-creation of the tourism experience: A systematic assessment scale. *Tourism Management Perspectives*, *51*(March), 101212. https://doi.org/10.1016/j.tmp.2023.101212 (SSCI Q1-listed; Impact factor: 7.3).
139. Bai, W. (B.), **Lee, T. J.**, Wu, F., & Wong, J. W. C. (2025). How effective are user-generated travel short videos in promoting a destination online? *Journal of Vacation Marketing*, *31*(3), 578-595. https://doi.org/10.1177/13567667231221816 (SSCI Q1-listed; Impact factor: 5.0).
138. Wondirad, A., Wu, K., Teshome, E., & **Lee, T. J.** (2023). What drives the consumption of cruise ship tourism? Analyzing factors that motivate visitors to participate in cruise ship holidays through a content analysis of selected journal publications. *Cogent Social Sciences*, *9*(2), 2282411. https://doi.org/10.1080/23311886.2023.2282411
137. Zhang, Y., Zheng, Q., Huang, L., **Lee, T. J.**, & Hyun, S. S. (2023). Alienation and authenticity in intangible cultural heritage tourism. *Journal of Sustainable Tourism*, *32*(12), 2459–2478. https://doi.org/10.1080/09669582.2023.2284642 (SSCI Q1-listed; Impact factor: 6.9).
136. Qin, Z., & **Lee, T. J.** (2023). Unraveling abusive supervision climate in aircrew workplaces: The roles of temporary organizational features, trust, and gender dynamics. *Behavioral Sciences*, *13*, 656. https://doi.org/10.3390/bs13080656

(SSCI-listed; Impact factor: 2.5).

135. Lee, K., Lee, N., & **Lee, T. J.** (2023). Korean tourists' experience of intercultural communication through English as a Lingua Franca (ELF) in overseas travel: A grounded theory approach. *Tourism Management Perspectives*, *48*(September), 101145. https://doi.org/10.1016/j.tmp.2023.101145 (SSCI Q1-listed; Impact factor: 7.3).
134. Soonsap, P., Ashton, A. S., & **Lee, T. J.** (2023). The role of slow food in destination image development. *Asian Journal of Business Research*, *13*(1), 101-120. https://doi.org/10.14707/ajbr.230144
133. Kim, J. S., **Lee, T. J.**, & Kim, M. J. (2024). The effect of pandemic-related stress on the decision-making process for individual outdoor leisure activities. *Journal of Leisure Research*, *55*(1), 139-158. https://doi.org/10.1080/00222216.2023.2193195 (SSCI-listed; Impact factor: 2.5).
132. Pai, C. K., Chen, H., **Lee, T. J.**, Hyun, S. S., Liu, Y., & Zheng, Y. (2024). The impacts of under-tourism and place attachment on residents' life satisfaction. *Journal of Vacation Marketing*, *30*(4), 694-712. https://doi.org/10.1177/13567667231164807 (Original work published 2024) (SSCI Q1-listed; Impact factor: 5.0).
131. Lee, S., Lee, N., & **Lee, T. J.**, & Hyun, S. S. (2024). The influence of social support from intermediary organizations on innovativeness and subjective happiness in community-based tourism. *Journal of Sustainable Tourism*, *32*(4), 795-817. https://doi.org/10.1080/09669582.2023.2175836 (SSCI Q1-listed; Impact factor: 6.9).
130. Phonkaew, S., Jittithavorn, C., Madhyamapurush, W., Li, X., & **Lee, T. J.** (2022). The push-pull motivation factors of generation Y tourists and their travel intentions towards Thainess tourism. *Journal of Sustainable Tourism Development*, *4*(2), 78-93.
129. Lee, N., Lee, S., & **Lee, T. J.** (2022). Resident reactions to a pandemic: The impact on community-based tourism from social representation perspective. *Asia Pacific Journal of Tourism Research*, *27*(9), 967-985. https://doi.org/10.1080/10941665.2022.2131441 (SSCI Q1-listed; Impact factor: 4.3).
128. Hsu, F. C., Zhang, S., Zhang, Y., & **Lee, T. J.** (2022). Decision-making behavior in the sustainable development of intangible cultural heritage tourism. *International Journal of Tourism Research*, *24*(6), 800-812. https://doi.org/10.1002/jtr.2546 (SSCI Q1-listed; Impact factor: 5.9).
127. Praesri, S., Meekun, K., **Lee, T. J.**, & Hyun, S. S. (2022). Marketing mix factors and a business development model for street food tourism. *Journal of Hospitality and Tourism Management*, *52*(6), 123-127. https://doi.org/10.1016/j.jhtm.2022.06.007 (SSCI Q1-listed; Impact factor: 7.6).
126. Chatkaewnapanon, Y., & **Lee, T. J.** (2022). Planning sustainable community-based tourism in the context of Thailand: Community, development, and the foresight tools. *Sustainability*, *14*(12), 7413. https://doi.org/10.3390/su14127413 (SSCI-listed; Impact factor: 3.3).
125. Chen, X., & **Lee, T. J.** (2022). Potential effects of green brand legitimacy and the biospheric value of eco-friendly behavior on online food delivery: A mediation approach. *International Journal of Contemporary Hospitality Management, 34*(11), 4080-4102. https://doi.org/10.1108/IJCHM-07-2021-0892 (SSCI Q1-listed; Impact factor: 9.1).
124. Li, J., **Lee, T. J.**, Chen, N., & Park, K.-S. (2022). Pro-environmental behaviour of the residents in sensitive tourism destinations. *Journal of Vacation Marketing, 29*(2), 291-308. https://doi.org/10.1177/13567667221101406. (SSCI Q1-listed; Impact factor: 5.0).

123. Chen, X., **Lee, T. J.**, & Hyun, S. S. (2022). How does a global coffeehouse chain operate strategically in a traditional tea-drinking country? The influence of brand authenticity and self-enhancement. *Journal of Hospitality and Tourism Management*, *51*, 176-186. https://doi.org/10.1016/j.jhtm.2022.03.003 (SSCI Q1-listed; Impact factor: 7.6).
122. Chen, X., Hyun, S. S., & **Lee, T. J.** (2022). The effects of parasocial interaction, authenticity, and self-congruity on the formation of consumer trust in online travel agencies. *International Journal of Tourism Research*, *24*(4), 563-576. https://doi.org/10.1002/jtr.2522 (SSCI Q1-listed; Impact factor: 5.9).
121. Choi, S., **Lee, T. J.**, & Hong, W. (2022). Home meal replacement (convenience food) consumption behavior of single-member households in Vietnam by food consumption value. *Sustainability*, *14*, 1031. https://doi.org/10.3390/su14021031 (SSCI-listed; Impact factor: 3.3).
120. Choi, S., **Lee, T. J.**, & Hong, W. (2022). Effect of food consumption values of Vietnamese consumers on the reliability and purchase intention of Korean home meal replacements. *Sustainability*, *14*(2), 736. https://doi.org/10.3390/su14020736 (SSCI-listed; Impact factor: 3.3).
119. Zhang, Y., Xu, X.-H., **Lee, T. J.**, & Li, Z.-X. (2022). Assessing the impact of perceptions of hygiene on tourists' attitudinal loyalty to ethnic food. *British Food Journal*, *124*(12), 4847-4867. https://doi.org/10.1108/BFJ-05-2021-0543 (SCI-listed; Impact factor: 3.4).
118. Hua, Y., Jittithavorn, C., **Lee, T. J.**, & Chen, X. (2021). Contribution of TV dramas and movies in strengthening sustainable tourism. *Sustainability*, *13*(22), 12804. https://doi.org/10.3390/su132212804 (SSCI-listed; Impact factor: 3.3).
117. Qiu, L., I, A., **Lee, T. J.**, & Kim, J. S. (2021). How sustainable social media advertising affect visitors' decision to attend a festival event? *Sustainability*, *13*(17), 9710. https://doi.org/10.3390/su13179710 (SSCI-listed; Impact factor: 3.3)
116. Qiu, L., Chen, X., & **Lee, T. J.** (2021). How can celebrity endorsement effect help consumer engagement? A case of the CEO of an online travel agency promoting tourism products through live streaming. *Sustainability*, *13*(15), 8655. https://doi.org/10.3390/su13158655 (SSCI-listed; Impact factor: 3.3).
115. Kim, J., Lee, N., Jo, M., & **Lee, T. J.** (2023). The professional characteristics and networks of third-generation migrant returnees. *Journal of Tourism and Cultural Change*, *21*(2), 148-168. https://doi.org/10.1080/14766825.2021.1962895 (SSCI-listed; Impact factor: 2.2).
114. Li, X., Kim, D., & **Lee, T. J.** (2021). Contribution of supportive local communities to sustainable event tourism. *Sustainability*, *13*(14), 7853. https://doi.org/10.3390/su13147853 (SSCI-listed; Impact factor: 3.3).
113. Li, X., Kim, J. S., & **Lee, T. J.** (2021). Collaboration for community-based cultural sustainability in island tourism development: A case in Korea. *Sustainability*, *13*(13), 7306. https://doi.org/10.3390/su13137306 (SSCI-listed; Impact factor: 3.3).
112. Zhang, Y., & **Lee, T. J.** (2022). Alienation and authenticity in intangible cultural heritage tourism production. *International Journal of Tourism Research*, *24*(1), 18-32. https://doi.org/10.1002/jtr.2478 (SSCI Q1-listed; Impact factor: 5.9).
111. Chen, X., You, E. S., **Lee, T. J.**, & Li, X. (2021). The influence of historical nostalgia on a heritage destination's brand authenticity, brand attachment, and brand equity. *International Journal of Tourism Research*, *23*(6), 1176-1190. https://doi.org/10.1002/jtr.2477 (SSCI Q1-listed; Impact factor: 5.9).
110. Zhang, Y., **Lee, T. J.**, & Xiong, Y. (2022). The contribution of animal-based cultural ecosystem services to tourist well-being at cultural heritage sites. *Journal of Travel*

Research, *61*(7), 1631-1647. https://doi.org/10.1177/00472875211037743 (SSCI Q1-listed; Impact factor: 8.0).

109. Kim, J., Lee, J., & **Lee, T. J.** (2021). The sustainable success and growth of social ventures: Their internal and external factors. *Sustainability, 13*, 5005. https://doi.org/10.3390/su13095005 (SSCI-listed; Impact factor: 3.3).
108. Han, S. H., Chen, C.-H. S., & **Lee, T. J.** (2021). Interaction between the individual cultural values and the cognitive and social processes of global restaurant brand equity. *International Journal of Hospitality Management*, *94*, April 2021, 102847. https://doi.org/10.1016/j.ijhm.2020.102847 (SSCI Q1-listed; Impact factor: 9.9).
107. Rybina, L., & **Lee, T. J.** (2021). Travelers' motivations and destination loyalty for visiting sacred places in Central Asia. *Tourism & Hospitality*, *2*(1), 1-14. https://doi.org/10.3390/tourhosp2010001
106. Kim, J. S., **Lee, T. J.**, & Hyun, S. S. (2021). Estimating the economic value of urban forest parks: Focusing on restorative experiences and environmental concerns. *Journal of Destination Marketing & Management*, *20*, June 2021, 100603. https://doi.org/10.1016/j.jdmm.2021.100603 (SSCI Q1-listed; Impact factor: 8.9).
104. Walker, T. B., **Lee, T. J.**, & Li, X. (2021). Sustainable development for small island tourism: Developing slow tourism in the Caribbean. *Journal of Travel and Tourism Marketing*, *38*(1), 1-15. https://doi.org/10.1080/10548408.2020.1842289 (SSCI Q1-listed in Q1; Impact factor: 8.2).
103. Zhang, Y., Li, Z.-X., & **Lee, T. J.** (2021). Wellness-oriented seasonal tourism migration: A case of China with a field relationship approach. *International Journal of Tourism Research*, *23*(4), 491-503. https://doi.org/10.1002/jtr.2420. (SSCI Q1-listed; Impact factor: 5.9).
101. Kim, J. S., **Lee, T. J.**, & Kim, N.-J. (2021). What motivates people to visit an unknown tourist destination? Applying an extended model of goal-directed behaviour. *International Journal of Tourism Research*, *23*(1), 13-25. https://doi.org/10.1002/jtr.2388. (SSCI Q1-listed; Impact factor: 5.9).
100. Zhang, Y., Shi, K.-X., & **Lee, T. J.** (2021). Chinese girlfriend getaway tourism in Buddhist destinations: Towards the construction of a gendered spirituality dimension. *International Journal of Tourism Research*, *23*(1), 1-12. https://doi.org/10.1002/jtr.2386. (SSCI Q1-listed; Impact factor: 5.9).
99. Zhang, Y., Xiong, Y., **Lee, T. J.**, Ye, M., & Nunkoo, R. (2021). Socio-cultural sustainability and the formation of social capital from community-based tourism. *Journal of Travel Research*, *60*(3), 656-669. https://doi.org/10.1177/0047287520933673 (SSCI Q1-listed in Q1; Impact factor: 8.0).
98. Walker, T. B., & **Lee, T. J.** (2021). Contributions to sustainable tourism in small islands: Analysis of the Cittaslow movement. *Tourism Geographies*, *23*(3), 415-435. https://doi.org/10.1080/14616688.2019.1654539 (SSCI Q1-listed; Impact factor: 4.1).

B. COMPETITIVE RESEARCH PROJECTS

B-1. Granted external research projects

Listed from the most recent out of 32 projects:

32. **Lee, T. J.**, Kim, S., & Lee, S. (2026). KRW50,000,000 (US$35,000). Tourism development project of the Cheonseongsan Mountain area with the religious heritage

resources. Funded by the Yangsan Municipal Government, South Korea.

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.

B-2. Conducted industry consultancy projects:

Listed from the most recent (out of 10 in total valued AU$137,000 (U$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).

C. ACADEMIC BOOKS

C-1. Edited books

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

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.

C-2. Published refereed book chapters

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

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

D. INTERNATIONAL ACADEMIC CONFERENCES

D-1. Hosting & Charing international academic conferences

Listed in order of the most recent first (out of 20 in total):

20. The 5th International Conference on Health & Food Tourism. Guilin, China. From 4 to 6 December 2026. www.hotfoodconference.org *(projected)*
19. The 5th Global Congress of Special Interest Tourism & Hospitality (GLOSITH) Conference. Youngsan University in Busan, South Korea. From 30 October to 1 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 ISBN 979-11-6639-587-1-95980
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 ISBN: 979-11-6639-588-8-95980
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. www.glosith.net ISBN: 979-11-6639-586-4-95980
13. The 3rd International Conference on Health-Oriented Tourism & Hospitality (ICoHOTH). Thammasat University in Bangkok, Thailand. From 8 to 10 September 2023.

D-2. Presenting conference papers

Listed in order of the most recent first (out of 95 in total):

95. Yao., & **Lee, T. J.** (2025). Pet-friendly hotels externalities from the perspective of non-pets customers: How do the effects influence booking intention? (p. 264). 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 ISBN 979-11-6639-587-1-95980
94. Li, X., Chen, C., & **Lee, T. J.** (2025). The interplay of social media, risk perception, and travel intentions: An integrated TPB-TAM framework for cross-border tourism (p. 263). 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 ISBN 979-11-6639-587-1-95980
93. Hu, L.-J. Aw, E. C.-X., Nilashi, M., & **Lee, T. J.** (2025). Eudaimonic well-being for people with disabilities: Bridging accessibility and sustainability in wellness tourism (p. 254). 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 ISBN 979-11-6639-587-1-95980
92. Rashaniphon, S., Lakpetch, P., & **Lee, T. J.** (2025). Comparative analysis of factors influencing economic support for museums: Perceived usefulness of digital experiences in projector mapping and interactive displays (p. 236). 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 ISBN 979-11-6639-587-1-95980

    Awarded as one of the 'Outstanding Papers of the Conference'.

91. Lin, Z.-X., **Lee, T. J.**, & Li, Z.-X. (2025). How AI Chatbots shape revisit intention in rural tourism: The roles of perceived value, technology readiness, and tourist goals (p.

225). 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 ISBN 979-11-6639-587-1-95980

90. Yang, X. N., Chen, K. T., & **Lee, T. J.** (2025). The impact of primitive superfood tourism intentions based on SOR theory model: A combination of SEM and fsQCA approaches (p. 91). 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 ISBN 979-11-6639-587-1-95980
89. 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.
88. 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.
87. Yang, X. N., & **Lee, T. J.** (2023). Based on the Theory of Planned Behavior (TPB and Value Identity Personal Norm Model (VIP), the Impact Relationship Between Restaurant Food Culture and Pro-Environmental Behavior (p. 192). 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 ISBN: 979-11-6639-586-4-95980
86. Liu, B.-X., & **Lee, T. J.** (2023). The Luxury Paradigm in the Hotel Industry: A Comparative Analysis of Localization and Globalization Strategies (p. 146). 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 ISBN: 979-11-6639-586-4-95980
85. Yang, X. N., & **Lee, T. J.** (2023). Factors Influencing Tourists' Superfoods Preference: A Cross-Cultural Analysis (p. 65). 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 ISBN: 979-11-6639-586-4-95980
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.