

Myung Ja Kim, Ph.D. (김명자; 金明子)



Kyung Hee Fellow Professor (Top 1%)

Department of Smart Tourism Education Platform

College of Hotel & Tourism Management, Kyung Hee University

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https://hot.khu.ac.kr/hot20_kor/user/bbs/BMSR00047/list.do?menuNo=10900025

<https://scholar.google.com/citations?user=MZGa7W8AAAAJ&hl=en>

<https://www.linkedin.com/in/myung-ja-kim-a6192440/>

https://www.researchgate.net/profile/Myung_Ja_Kim

<https://www.facebook.com/myungja.kim.9/>

PROFESSIONAL EXPERIENCES

2025.2.12- Distinguished Professor
School of Business
Sejong University, Seoul Korea

2024.7.26 - Founding Director
AirStas
The AI Research Center for Space Tourism and Sustainability



- 2022.1.1 – Kyung Hee Fellow Professor
Department of Smart Tourism Education Platform
College of Hotel & Tourism Management
Kyung Hee University, Seoul Korea
- 2024.11.1- Visiting Professor
School of Tourism
College of Social Sciences
Hanyang University, Seoul Korea
- 2007 – *Senior Researcher*
The Center for Tourism Industry Research, Kyung Hee University
Seoul, Korea
- 2002 - *Executive Director*
Restaurant business “Midam” Corporation (family company),
Seoul, Korea
- 2013 – 2023 Assistant Professor
Tourism Department, College of Hotel & Tourism Management,
Kyung Hee University
- 2011-2013 *Research Professor*
Tourism Department, College of Hotel & Tourism Management,
Kyung Hee University
- 2002 - 2011 *Lecturer*
College of Hotel & Tourism Management, Kyung Hee
University
- 2004 - 2011 *Director*
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Tourism and Entertainment Research Institute, Hanyang University,
Seoul, Korea

2005 - 2010 *Secretary-General*
International Committee of the Senior Citizens' Culture Association
Korea Senior Citizens Association (KSCA)
Seoul, Korea

2002 - 2006 *Lecturer*
Department of Tourism, Seoul Korea, Seoul, Korea
& Sukmyung Women's University, Seoul, Korea

1995 - 2005 *Senior Researcher*
Korean Institute of Gerontology, Seoul, Korea

1994 - 1996 *Visiting Scholar*
The Tourism Studies of Graduate School of Public and Business
The George Washington University, Washington, DC, USA.

1989 - 1944 *Senior Researcher*
Global Management Institute, Seoul, Korea
Research Follow (2002-2004)

1987 - 1988 *Researcher*
The Project on Turnover Rate of the Organization for Economic
Corporation and Development & Korea Development Institute
Seoul, Korea

1983 - 1986 *Teaching Assistant*
Graduate Institute of Peace and Welfare Studies
Kyung Hee University, South, Korea

1981 - 1982 *Teacher*
Dongyang Institute, Gwangju, Korea
In charge of physics and English lectures as well as academic advising

JOURNAL EDITORIAL BOARDS

- 2024.12.13 - Associate Editor for the *Journal of Hospitality and Tourism Management (JHTM)*. An SSCI journal with 7.6 impact factor and Q1
A two-year term (from 1 January 2025 to 31 December 2026)
Renewable for another term subject to performance & the needs of JHTM
- 2024.12 - Co-chair a track for R&D conference 2025 “Track 1.1: "The paradoxical relationship between Biodiversity and Tourism & Hospitality Industry: Exploring regenerative innovation practices for sustainable development and resilience””
<https://www.conftool.com/rdmanagement2025>
<https://rnd2025.org/list-of-tracks/>
2024. - A member of the Editorial Board of the *Journal of Travel Research (JTR)* (SSCI)
2024. 4. 22. Speaker, Hybrid Webinar of Emerald Publishing
Editorial, *International Journal of Contemporary Hospitality Management*
Editorial, *Journal of Hospitality and Tourism Insights*
Emerald Research & Publication on Tourism & Hospitality
- 2024 - A member of the Editorial Board of the *International Journal of Contemporary Hospitality Management (IJCHM)* (SSCI)
- 2024 - A member of the Editorial Board of the *Journal of Sustainable Tourism (JST)* (SSCI)
- 2024 - A member of the Editorial Board of the *Journal of Hospitality and Tourism Technology (JHTT)* (SSCI)
- 2024 - A member of the Editorial Board of the *International Journal of Tourism Research (IJTR)* (SSCI)
- 2024 Guest editor for the special issue on “Ethical and Political Consumerism in Tourism” in “Tourism Recreation Research” journal.
- 2023 Co-chair a track for R&D conference 2024 “Transforming industries through technology”
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<https://rnd2024.org/submission/list-of-tracks/>

P4. “Cybersecurity in the tourism and hospitality industry. Critical issues and possible scenarios”

2023 – A member of the Editorial Board of *Journal of Hospitality and Tourism Management* (JHTM) (SSCI)
<https://www.sciencedirect.com/journal/journal-of-hospitality-and-tourism-management/about/editorial-board>

2023.5-12 Nov 2023 Scientific Committee Member of the 3rd conference from the Global Congress of Special Interest Tourism & Hospitality Conference supported by International Journal of Tourism Research (www.glosith.net)

2023 Guest editor for the special issue on “Influencer Marketing for the Greater Good: How to Encourage Sustainable and Prosocial Behavior” in “Psychology & Marketing” journal (SSCI).

2021 – Editorial Advisory Board of the Journal of Hospitality and Tourism Insights (JHTI) in the Emerging Citation Index

2020 – Editorial board of “Journal of Smart Tourism”

2019 – Editorial board of “Journal of Risk and Financial Management”

2018 – Editorial board of “Visions in Leisure and Business”

2020 Guest editor for the special issue on Ethical and Political Consumerism in Tourism in *Tourism Recreation Research* journal

AWARDS

2025.1.16 Best Paper Awarded to Sung-Eun Kang, Stuart John Barnes and Myung Ja Kim (2025). “The Effects of Human-Robot Workforce Advertisements on Job Pursuit Intentions Across Racial Groups.” Presented at the 97th TOSOK International Tourism Conference, held from January 15 to 16, 2025 at Kyung Hee University in Seoul Korea.

- 2024.09. Featured among the top 2% most cited scientists around the world according to the latest author database that was published by Elsevier since 2021.
<https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/7>
 Ioannidis, John P.A. (2024), "August 2024 data-update for "Updated science-wide author databases of standardized citation indicators"", Elsevier Data Repository, V7, doi: 10.17632/btchxktzyw.7
- 2023.11.11 Best Paper Awarded to Jinwook Han, Myung Ja Kim, & Namho Chung (2023). 'The Effect of Authenticity at Pilgrimage Sites on the Spiritual Well-Being and Quality of Life of Pilgrims: Examining the Moderating Effect of Pilgrimage Experiences.' Presented at the 3rd Global Congress of Special Interest Tourism & Hospitality Conference, held from November 10 to 12, 2023, in Macau SAR, China.
- 2023.10. Featured among the top 2% most cited scientists around the world according to the latest author database that was published by Elsevier
<https://elsevier.digitalcommonsdata.com/data.../btchxktzyw/4>
- 2023.7.11- 2014.4: The 4th ranking in Korea from all academic fields as per P-ranking database (including ABDC Journal Quality List Ranking)
 (https://www.publicationranking.net/index.html?ranking=19&countries=KR).
- 2023.4.28. Selected as an outstanding paper (top 1% of Kyung Hee University) in the 2022 FWCI (Field Weighted Citation Impact): Her two papers were selected.
2023. 2. Two publications that are featured in the World Health Organization (WHO)'s COVID-19 Research Database (<https://search.bvsalud.org/global-literature-on-novel-coronavirus-2019-ncov/?lang=en&q=au%3A%22Kim%2C%20Myung%20Ja%2C%20Bonn%2C%20Mark%2C%20Hall%2C%20C.%20Michael%22&fbclid=IwAR1zPTmRIWDJbzR4WK0Ilc06nFw3sGtjb4abi4sbog9FVW-YhapJdVY2lds>).
- 2022.11. Selected as the Outstanding Academic Achievement Faculty with outstanding research achievements from the president of Kyung Hee University
- 2022.10. Featured among the top 2% most cited scientists around the world according to the latest author database that was published by Elsevier
<https://elsevier.digitalcommonsdata.com/data.../btchxktzyw/4>
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2021. 11. Named on the World's Top 2% scientists in the broader field of Sport, Leisure & Tourism. Stanford University has recently released the newest list of the World's Top 2% of the most-cited scientists in various disciplines based on citation data from 2020.
https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/3?fbclid=IwAR2mccEbZ_-Z6X7IoHdpgzVR22q9OJwg-m6226mu-A_klzRgejSMGvixbYs
- 2021.9 - Her paper has been selected as one of the most cited, read, and downloaded articles by Journal of Travel Research (IF=10.982), which is the top journal in the hospitality, leisure, and tourism sector [Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring consumer behavior in virtual reality tourism using an extended stimulus-organism-response model. *Journal of Travel Research*, 59(1), 69–89].
<https://journals.sagepub.com/home/jtr>
- 2021.06.15. The 2nd ranking in Korea from all academic fields as per P-ranking database (including ABDC Journal Quality List Ranking)
<https://www.publicationranking.net/index.html?ranking=19&countries=KR>.
- 2018.11.17. Selected for 2019 Albert Nelson Marquis Lifetime Achievement Award.
- 2018.11.17. Listed on Marquis “Who’s Who in the World” in 2019.
- 2017.12.27. Selected for 2018 Albert Nelson Marquis Lifetime Achievement Award.
- 2017.08.31. Listed on Marquis “Who’s Who in the World” in 2018.
- 2015.03. One of the most cited articles in Tourism Management (top tier journal), “The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea.”
- 2011.10. Her paper was selected as one of the most cited, read, and downloaded articles in Tourism Management (SSCI journal), which was the top journal in the hospitality, leisure, and tourism area [Kim, M. J., Chung, N., & Lee, C. K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea. *Tourism Management*, 32(2), 256–265].
<https://www.sciencedirect.com/journal/tourism-management>
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Myung Ja Kim CV

- 2006.06. A letter of thanks for promoting seniors' leisure and recreation activities,
Korea Athletics Promotion Association
- 1985.03. Scholarship for the Honor Student, Graduate Institute of Peace Studies (GIPS)
Kyung Hee University
- 1983.03. Scholarship for the Honor Student, Graduate School of Kyung Hee
University
- 1980.03. Scholarship for the Honor Student, Chonnam University

GRANT

- 2024.6.1- As a Principal Investigator (PI), on “Risk and commercial human presence in space: Focusing on space tourism” by National Research Foundation of Korea, Grant total over 813,000,000 Korean Won (equivalent to more than half a million USD), including indirect expenses for 3 years (NRFK NO.: 2024S1A5C3A02042730).
https://www.nrf.re.kr/biz/info/info/view?menu_no=378&biz_no=590
- 2023.12.1 “Digitalization to solve, mitigate, and adapt climate crisis: Applying advanced technologies of AI, GIS, VR, and metaverse” by Kyung Hee University, Grant 13,400, 000 Korean Won for 3 months.
https://www.nrf.re.kr/biz/info/info/view?menu_no=378&biz_no=590
- 2023.3.1- 2024.2.29: Selected as Kyung Hee Fellow for research accomplishments, Kyung Hee University, Reward 30,000,000 Korean Won (Grant No.: KHU_20230626) (Title: Intentions to use metaverse for sustainable tourism), researchers: Myung Ja Kim (PI), Kyunghwa Hwang, Ohbyung Kwon, and C Michael Hall.
- 2023.3-2024.2: Selected as the PI of the research grant on “Building a sustainable space tourism industry model” by Kyung Hee University, Grant 9,600,000 Korean Won for a year (Grant No.: KHU_20230794), researchers; Myung Ja Kim, Kyunghwa Hwang, Ohbyung Kwon, and C Michael Hall.
- 2022.8.23.-2023.2.28: Selected the research grant on “How can artificial intelligence help the sustainability of space tourism?” by Kyung Hee University, Grant 10,600,000
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Korean Won for six months (Grant No.: KHU_20221996), researchers; Myung Ja Kim, Ohbyung Kwon, C Michael Hall, and Kwonsang Sohn.

2022.3.1. Selected the research proposal on “What are the constraints for adopting sustainable mobility technologies and practices in tourism-related sectors?” by Kyung Hee University, Grant 20,000,000 Korean Won for a year (Grant No.: KHU_20220778).

2022. 01. Selected as Kyung Hee Fellow for research accomplishments in 2021, Kyung Hee University, Reward 30,000,000 Korean Won (Grant No.: KHU_20212246) (Topic: Intentions to use metaverse for sustainable tourism).

2021.9 ~ Policy advisory on strengthening the accessibility of use by seniors, who are digitally vulnerable groups. Korea Culture and Tourism Institute (consulting fee: 160,000 Korean Won)

2020. 09 – 2027. 08: Ministry of Education and National Research Foundation of Korea. Participating in Stage 4 Brain Korea (BK) 21 for Sustainable Smart Tourism Hospitality Education Platform. Grant 1,000,000,000 Korean Won per year. Total grant: 7,000,000,000 Korean Won (Grant No.: 20202386).

2018. 05 - 2021. 04: National Research Foundation of Korea, “The effect of motivation and deterrent on perceived trust and risk for crowdfunding participation in tourism-related fields: Focusing on the moderating role of funders’ herding behavior” Grant 76,572,000 Korean Won, Principal investigator (Grant No.: NRF-2018S1A5A8026985).

2017.05 01. National Research Foundation of Korea, “Exploring an extended stimulus-organism-response model on virtual reality tourism and the moderating role of big five personality traits” Grant 25,644,000 Korean won, Principal investigator (Grant No.: NRF- 2017S1A5A8020242).

2015.12.08. Selected as an excellent paper by National Research Foundation of Korea: Kim, M. J., Lee, C. K., Chung, N., & Kim, W. G. (2014). Factors Affecting Online Tourism Group Buying and the Moderating Role of Loyalty. *Journal of Travel Research*, 53(3) 380-394 (SSCI), Award: 5,000,000 Korean won, Principal investigator (Grant No.: NRF-2015S1A5A2A02047254).

2015.11.17. National Research Foundation of Korea, “Effects of intrinsic and extrinsic motivation on flow experience of social network sites for seniors and the

moderating role of anxiety attachment,” Grant: 57,005,000 Korean won, Principal investigator (Grant No.: NRF-2015S1A5A2A03049328).

2014. 05. National Research Foundation of Korea, “What makes seniors loyal to social network sites? Focusing on social network theory,” Grant: 24,635,000 Korean won, Principal investigator (Grant No.: NRF- 2014S1A5A8012589).

2010.02. Kyung Hee University, “Investigating the role of trust and gender in online tourism shopping in South Korea,” 16,000, 000 Korean won, (Grant No.: KHU-20100681), Collaborator.

External Grant Submissions Declined

1. 2024 Technological Innovations for Sustainable Space Tourism: Space medicine, space weather, and the development of advanced AI-based solutions (National Research Foundation of Korea). Kim, M. J. (PI), Ivanov, S., Seyitoglu, F., Webster, C., Seyfi, S., Barnes, S. J., Petrick, J. F., Kwon, O., Kim, M. S., Shin, H., Park, J., Lee, H., & 8 Ph.D. students. Proposal number: RS-2024-00511749. 25,000,000 Korean Won. https://www.nrf.re.kr/biz/info/notice/view?menu_no=378&page=&nts_no=225987&biz_no=294&target=&biz_not_gubn=result&search_type=NTS_TITLE&search_keyword1=
 2. 2024 Creating solutions for sustainable space tourism in the new space era (National Research Foundation of Korea). Kim, M. J. (PI), Hall, C. M., Lee, H., Jo, Y., Lee, C., & Kim, S. Proposal number: RS-2024-00466643. 20,000,000 Korean Won.
 3. 2024 Establishing a spatiotemporal monitoring system for assessing and predicting SDGs achievement linked with tourism (National Research Foundation of Korea). Yang, E. (PI), Kim, M. J., Olya, H., Chung, N., Han, K., & Jo, Y.. Total grant: 240,000,000 Korean Won for three years.
 4. 2023 Creating solutions for sustainable space tourism in the new space era (National Research Foundation of Korea). Kim, M. J. (PI) & Kwon, O. Proposal number: 2023098677. 2,000,000 Korean Won. 300,000,000 Korean Won.
 5. 2023 Research on new governance as an educational platform for future, global, and local convergence era (National Research Foundation of Korea). Kim, M. J. (PI),
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- Koo, C., Chung, N., & Shin, S. Proposal number: 2023095182. 394,000,000 Korean Won.
6. 2023 Building a model of sustainable space industries: Creating solutions for space tourism in the new space era (National Research Foundation of Korea). Kim, M. J. (PI), Hall, C. M., & Kwon, O. Proposal number: 2023083422. 300,000,000 Korean Won.
 7. 2022 Increasing climate resilience in tourism by utilizing positive technologies, multi-sourced data, and longitudinal approaches (National Research Foundation of Korea). Kim, M. J. (PI), Hall, C. M., Olya, H., Kim, N., & Lim, X. J. Proposal number: 2022089221. 437,500,000 Korean Won.
 8. 2022 How will the metaverse lead to greater sustainability in tourism-related sectors? Motivations, constraints, and interventions (National Research Foundation of Korea). Kim, M. J. (PI), Chung, N., & Hall, C. M. Proposal number: 2022049988. 92,800,000 Korean Won.
 9. 2021 Developing a livable sustainability city index: Focusing on leisure life and wellbeing utilizing big data analytics and artificial intelligence (National Research Foundation of Korea). Kim, M. J. (PI), Kim J., Hall, C. M., & Choi, I. Proposal number: 2021063939. 295,800,000 Korean Won.
 10. 2016 What big data and text analytics imply on privacy and security with purchase intention in social network sites (National Research Foundation of Korea). Kim, M. J. (PI), Lee, C. K., & Contractor, N. Proposal number: 2016926968. 50,000,000 Korean Won.
 11. 2016 Examining the users and non-users' gap of tourism mobile payment on privacy and security: Extending the unified theory of acceptance and use of technology (National Research Foundation of Korea). Kim, M. J. (PI). Proposal number: 2016019163. 20,000,000 Korean Won.
 12. 2015 The effects of intrinsic and extrinsic motivation on flow experience of senior smart shoppers with the moderating roles of attachment styles (National Research Foundation of Korea). Kim, M. J. (PI). Proposal number: 2015011065. 19,990,000 Korean Won.
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13. 2013 Factors influencing usage intention of mobile near field communication related to tourism; A building process of reciprocal altruism to mobile social network site related to tourism: An attachment theory perspective (National Research Foundation of Korea). Kim, M. J. (PI), Lee, C. K., Han, H., & Kim, H. Proposal number: 2013044188. 60,000,000 Korean Won.
14. 2023 Factors affecting seniors' usage intention of smartphone: Focusing on leisure and tourism (National Research Foundation of Korea). Kim, M. J. (PI). Proposal number: 2013028117. 40,000,000 Korean Won.
15. 2012 Factors affecting mobile tourism shopping in social network context (National Research Foundation of Korea). Kim, M. J. (PI), Lee, C. K., & Chung, N. Proposal number: 2013028117. 89,950,000 Korean Won.
16. 2012 The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea (National Research Foundation of Korea). Kim, M. J. (PI), Lee, C. K., & Chung, N. Proposal number: 2012012197. 5,000,000 Korean

PROFESSIONAL INTERESTS

Tourism and hospitality marketing; tourist behavior; healthy food & well-being; senior tourism market; online and mobile tourism commerce; social network sites; attachment and personality theory; responsible tourism; slow tourism; VR tourism; open innovation; crowdfunding for the environment; waste reduction for sustainability; resilience and transformation for sustainable tourism in the post pandemic era; mitigating climate change and fine dust using artificial intelligence and data analytics; tourist biosecurity behavior; air pollution and quality; developing liveable sustainability cities focusing on leisure life and well-being; metaverse; sustainable space tourism; generative AI; GeoAI; Blockchain; Web 3.0; Digitalization; ESG; SDGs; Aerospace complexity destination development.

PUBLICATIONS

Referred Journal Articles

96. Kim, M. J., Barnes, J. S., & Kang, S. (2025). Embracing sustainable diversity climates in hospitality and tourism: Insights from prospective employees on human-robot collaboration, *Journal of Sustainable Tourism*, in press.
<https://doi.org/10.1080/09669582.2025.2459628> (SSCI, Q1).
95. Seyfi, S., Kim, M. J., Nazifi, A., Murdy, S., & Vo-Thanh, T. (2025). Understanding tourist barriers and personality influences in embracing generative AI for travel planning and decision-making. *International Journal of Hospitality Management*, 126, 104105.
<https://doi.org/10.1016/j.ijhm.2025.104105>
94. Kim, M. J., Hall, C. M., Chung, N., Jo, Y.*, & Kim, J. S. (2024). Comparing urban and rural residents' sustainable tourism mobility, *Journal of Smart Tourism*, 4(4), 35-46.
DOI: <https://doi.org/10.52255/smarttourism.2024.4.4.5>
93. Kang, S., Kim, M. J., Olya, H., & Kim, J. S. (2024). Can I trust GenAI to plan my next trip? A multi-method approach to optimizing media mix. *Journal of Travel Research*, in press. DOI: 10.1177/00472875241305630;
<https://journals.sagepub.com/.../3KFMCIFNNBZCP42YHGXV/full> (SSCI, Q1).
92. Kim, M. J., Barnes, J. S., & Kang, S. (2024). Robots and humans working together: Factors influencing job pursuit intentions in sustainable diverse hospitality environments, *Current Issues in Tourism*, <https://doi.org/10.1080/13683500.2024.2427770>. in press (SSCI, Q1).
91. Yang, E., Kim, M.J. and Hall, C.M. (2024). Tourism challenges within a high cost of living crisis, *Tourism Economics*, DOI: 10.1177/13548166241300724. in press (SSCI, Q1).
90. Chung, C., Kim, M. J., Olya, H., & Chung, N. (2024). Motivations to Reuse Smart Mobility: Unpacking Behavioral Dynamics through a Multi-Analytical Approach. *Journal of Hospitality and Tourism Technology*, Accepted. DOI: 10.1108/JHTT-03-2024-0206 (SSCI, Q1)
89. Han, S., Olya, H., Kim, M. J., & Kim, T. (2024). Generative-based community sustainable tourism development: From conceptualization to practical framework. *Journal of Hospitality and Tourism Management*, 61, 34–44.
<https://doi.org/10.1016/j.jhtm.2024.09.009>
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88. Chung, C., Kim, M. J., Chung, N., & Olya, H. (2024). Gendered motivations on smart mobility reuse: Unpacking behavioral dynamics through a multi-analytical approach. *Journal of Hospitality and Tourism Technology*, Proofread (SSCI, Q1).
87. Kang, S., Erul, E., Chung, N., Kim, M. J., & Koo, C. (2024). Hyperloop's role in tourism and hospitality: challenges and opportunities, *Tourism and Hospitality Research*. in press. <https://doi.org/10.1177/14673584241270848> (Scopus).
86. Kim, M. J., Hall, C. M., Kwon, O., Hwang, K., & Kim, J. S. (2024). AI's role in making space tourism more sustainable: Applying mixed methods to compare on-Earth, sub-orbital, and orbital space tourism. *Journal of Smart Tourism*. 4(3), 9-21.
85. Kim, T., Kim, M. J., & Promsivapallop, P. (2024). Investigating the influence of generative AI's credibility and utility on travel consumer behavior and recommendations through the lens of personal innovativeness. *Current Issues in Tourism*, DOI - 10.1080/13683500.2024.2364764. in press (SSCI).
84. Kim, M. J., Kang, S., Hall, C. M., Kim, J. S., & Promsivapallop, P. (2024). Unveiling the impact of ChatGPT on travel consumer behavior: Exploring trust, attribute, and sustainable-tourism action. *Current Issues in Tourism*, in press. <https://doi.org/10.1080/13683500.2024.2355556> (SSCI).
83. Olya, H., Kim, N. H., & Kim, M. J. (2023). Climate change and pro-sustainable behaviors: Application of nudge theory. *Journal of Sustainable Tourism*, 32(6), 1077–1095. <https://doi.org/10.1080/09669582.2023.2201409> (SSCI).
82. Kim, M. J., Hall, C. M., Chung, N., Kim, M., & Sohn, K. (2024). Does using public transport affect tourist subject well-being and behavior relevant to sustainability? VAB theory and AI benefits. *Current Issues in Tourism*, 27(10), 1666–1682. <https://doi.org/10.1080/13683500.2023.2214721> (SSCI).
81. Kim, M. J., Hall, C. M., Kwon, O., Hwang, K., & Kim, J. S. (2024). Orbital and sub-orbital space tourism: Motivation, constraint, and artificial intelligence. *Tourism Review*, 79(2), 392-407. DOI: 10.1108/TR-01-2023-0017 (SSCI).
80. 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).
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79. Han, J. W., Kim, M. J., Chung, N., & Kim, J. S. (2024). The effect of the authenticity of the Seoul Catholic pilgrimage route on spiritual well-being and quality of life of pilgrims. *International Journal of Tourism Research*, <https://doi.org/10.1002/jtr.2634> (SSCI).
78. Kim, M. J., Hall, C. M., Kwon, O., & Sohn, K. (2024). Space tourism: Value-attitude-behavior theory, artificial intelligence, and sustainability, *Journal of Retailing and Consumer Services*, *77*, 103654, <https://doi.org/10.1016/j.jretconser.2023.103654> (SSCI).
77. Kim, M. J., Hall, C. M., & Chung, N. (2024). The influence of AI and smart apps on tourist public transport use: Applying mixed methods, *Information Technology & Tourism*, *26*(2024), 1-26. <https://doi.org/10.1007/s40558-023-00272-x> (Q1: SSCI).
76. Kim, M. J., Hall, C. M., Kwon, O., & Sohn, K. (2024). Effects of Value-Belief-Norm theory, ESG, and AI on space tourist behavior for sustainability with three types of space tourism. *Journal of Travel Research*, *63*(6), 1395–1410. <https://doi.org/10.1177/00472875231191514> (SSCI).
75. Kim, M. J., Hall, C. M., Chung, N., Kim, M., & Sohn, K. (2024). What makes tourists use public transport? Value-belief-norm theory, environmental, social, and governance factors, and the sustainable development goals. *Journal of Travel Research*, *63*(6), 1426–1441. <https://doi.org/10.1177/00472875231191708> (SSCI).
74. Kim, M. J., Hall, C. M., & Kwon, O. (2023). Space tourism: Do age and gender make a difference in risk perception? *Journal of Hospitality and Tourism Management*, *57*(1), 13-17. <https://doi.org/10.1016/j.jhtm.2023.08.019> (SSCI).
73. Kim, M. J., Hall, C. M., Chung, N., Kim, M., & Sohn, K. (2023). Why do tourists use public transport in Korea? The roles of artificial intelligence knowledge, environmental, social, and governance, and sustainability, *Asia Pacific Journal of Tourism Research*, *28*(5), 467-484 (SSCI).
72. Zhang, J., Hall, C. M., & Kim, M. J. (2023). eSports fan identity consumer and live game watching behavior: Professional player fan identity perspective. *Journal of Smart Tourism*, *3*(1), 9–21. <https://doi.org/10.52255/smarttourism.2023.3.1.2>
71. Han, S., Ramkissoon, H., You, E., & Kim, M. J. (2023). Support of residents for sustainable tourism development in nature-based destinations: Applying theories of
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- social exchange and bottom-up spillover. *Journal of Outdoor Recreation and Tourism*, 43, 100643 (SSCI).
70. Zhang, J., Kim, M. J., & Koo, C. (2023). How to measure the intention of watching offline eSports games: From the eSports fan-centric perspective. *Asia Pacific Journal of Information Systems*, 33(1), 227–260 (Scopus).
69. Kim, M. J., Hall, C. M., & Kim, M. (2023). What is significant for engagement in cycling and walking in South Korea? Applying value-belief-norm theory. *Travel Behaviour and Society*, 32, 100571 (SSCI).
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Articles under the review and/or revision

1. Choi, S., Kim, M. J., Chung, N., & Olya, H. (2024). Promoting sustainable events engagement: A cross-country analysis. *Journal of Hospitality and Tourism Research*, Under 1st review (SSCI, Q1).
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Papers under the development and/or writing

1. Ahn, J., Olya, H., Li, H. & Kim, M. J.* (2024). Food fandom on K-food: Personality differences and cross-cultural approach. Target journal: *International Journal of Hospitality Management*, Under development (SSCI, Q1).
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 27. Han, S., Kim, M. J., Kang, S., & Cho, H. D. (2024). Tentative title: Do residents support aerospace complex city and tourism development? Quantitative and qualitative approaches_2, Target journal: *Annals of Tourism Research*, Under the development (SSCI).
 28. Kim, M. J., Kang, S., Cho, H. D. & Sin, H. (2024). Tentative title: Developing KASA location as an international sustainable space tourism destination, considering three perspectives of residents, employees, and tourists (e.g., Houston) _2, Target journal: *Journal of Travel Research*, Under the development (SSCI).
 29. Shin, K., Han, S., & all research team members. (2024). Tentative topic: Why medicine is necessary for space tourism, Target journal: *Annals of Tourism Research*, Under the development (SSCI).
 30. Kim, Y., Choi, H., & all research team members. (2024) Tentative topic: Space tourism research using medical data, Target journal: *Tourism Management*, Under the development (SSCI).
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31. Lee, H., Jo, Y., Choi, H., Han, S., & all research team members. (2024). Tentative topic: Space tourism using VR, Target journal: *Annals of Tourism Research*, Under the development (SSCI).
32. Choi, H., Kim, Y., & all research team members. (2024) Tentative topic: Space tourism research using medical data: Applying mixed methods, Target journal: *Tourism Management*, Under the development (SSCI).
33. Jo, Y., Park, J., Jo, H., & all research team members. (2024). Tentative topic: Predicting Risks of space tourism through chaos theory, Target journal: *Annals of Tourism Research*, Under the development (SSCI).
34. Jo, H., Park, J., Jo, Y., & all research team members. (2024). Tentative topic: The necessity of space tourism and space climate: Applying multi-sourced data, Target journal: *Annals of Tourism Research*, Under the development (SSCI).
35. Kim, M. J., Lee, H., Jo, Y., Choi, H., Han, S., & all research team members. (2024). Tentative topic: Space tourism using VR: Applying multi-sourced data, Target journal: *Annals of Tourism Research*, Under the development (SSCI).
36. Lee, H. J., Petrick, J. F., & Kim, M. J. (2024). The impact of In-flight Wi-Fi availability on customer value, airline selection, service satisfaction, and repurchase intention among MZ generations, Target journal: *Tourism Management*, Under development (SSCI, Q1).
37. Lee, H. J., Petrick, J. F., & Kim, M. J. (2024). The impact of In-flight Wi-Fi availability on customer value, airline selection, service satisfaction, and repurchase intention among MZ generations applying mixed methods, Target journal: *Annals of Tourism Research*, Under development (SSCI, Q1).
38. Yoon, Y. H., Huang, A., & Kim, M. J. (2024). MICE (Meetings; Incentives; Conventions; & Exhibitions) and AI with expert interviews, Target journal: *Annals of Tourism Research*, Under development (SSCI, Q1).
39. Yoon, Y. H., Huang, A., & Kim, M. J. (2024). MICE and ESG (Environmental, Social, and Governance), developing a CO2 emission measurement tool, Target journal: *Tourism Management*, Under development (SSCI, Q1)

Grant projects under the preparation in 2024 and 2025

1. Target organizations: United Nations (UN) and WTO, “Applying GeoAI (GIS) for solving climate crisis, over-tourism, environment issues, and/or better visiting tourist destinations and living places relevant to UN 17 Sustainable Development Goals (SDGs) and Environmental, Social, and Governance (ESG).” Research team: Prof. Myung Ja Kim (principal investigator, specialty: ESG and digitalization), Prof. Dae-Kwan Kim (specialty: tourism policymaker), Prof. Michael Hall (specialty: SDGs and ESG), Dr. Ho-Young Lee (specialty: sustainable technology and tourism), Ms. Yunkyong Jo (project manager, specialty: hospitality and tourism economy), Mr. ChangKyung Lee (specialty: GeoAI and spatiotemporal geography), and Ms. Subin Kim (specialty: Big data analytics and spatiotemporal geography). 200,000,000 Korean Won for three years.
https://youtu.be/SCBNd7zenJI?si=4_wiBMol2GKTY7GG
https://www.youtube.com/live/fqF_3HEvWVo?si=r91IBCiJBWtdDUVf
2. Grant Project for Global Research Collaboration between New Zealand and South Korea, Tentative title: “Creating Optimal Path Solutions Based on Urban Micro-climate for Sustainable Urban Tourism,” *National Research Foundation of Korea*. Grant: 20,000,000 Korean Won for a year. Research team: Professors Myung Ja Kim (PI), C Michael Hall, Dr. Ho-young Lee (project manager), Ms Yunkyong Jo, Mr ChangKyu Lee, and Ms Subin Kim
https://www.nrf.re.kr/biz/info/info/view?menu_no=378&biz_no=208:
[https://www.nrf.re.kr/biz/info/notice/view?menu_no=378&page=1&nts_no=201334&biz_no=208&target=&biz_not_gubn=guide&search_type=NTS_TITLE&search_key_word1=\)](https://www.nrf.re.kr/biz/info/notice/view?menu_no=378&page=1&nts_no=201334&biz_no=208&target=&biz_not_gubn=guide&search_type=NTS_TITLE&search_key_word1=)).
3. Target organization: U.S. Department of Defense (DOD); Tentative topic: Space weather and solar wind: The necessity of space tourism and space climate; Research team: Myung Ja Kim, Yong-Jae Moon, James F. Petrick, Jinhae Park, Ho-young Lee, Yuni Jo, Syliva Choi, and Sinhee Han, Total grant: USD 3,000,000 for 5 years.
<https://www.defense.gov/>
4. Target organization: National Aeronautics and Space Administration (NASA); Tentative topic: “Why medicine is necessary for space tourism and space tourism research using medical data”; Myung Ja Kim, James F Petrick, Man S Kim, Yea Kim, Sinhee Han, and Juyung Kang; Total grant: USD 3,000,000 for five years.
<https://www.nasa.gov/>

5. Quacquarelli Symonds (QS) & Times Higher Education (THE); Consulting universities in the globe to increase their ranking of QS and THE by retired presidents from top tier universities from the world. Recruiting retired former presidents. Research team: Members from AirStas
<https://www.topuniversities.com/university-rankings>
<https://www.timeshighereducation.com/>

 6. In January 2025, Writing and publication Project, Tentative title: “AI and sustainability in tourism and hospitality: Issues and cases,” *National Research Foundation of Korea*. Grant: 20,000,000 Korean Won for two years without indirect expenses; Research team: Prof. Myung Ja Kim (PI), foreign advisor (Professor Michael Hall), Korean advisor (professor Ohbyung Kwon), a research assistant (Ms. Kyungwha Hwang: project manager). Publishing a book in Routledge Publisher.
https://www.nrf.re.kr/biz/info/info/view?menu_no=378&biz_no=160;
[https://www.nrf.re.kr/biz/info/notice/view?menu_no=378&page=&nts_no=191871&biz_no=160&target=&biz_not_gubn=guide&search_type=NTS_TITLE&search_keyword1=\)](https://www.nrf.re.kr/biz/info/notice/view?menu_no=378&page=&nts_no=191871&biz_no=160&target=&biz_not_gubn=guide&search_type=NTS_TITLE&search_keyword1=)).

 7. In January 2025; Target organization: Korea AeroSpace Administration (KASA); Title: “Developing KASA location as an international sustainable space tourism destination (e.g., Kennedy Space Center), considering perspectives of residents, employees, and tourists;” Research team: Members of AirStas, Myung Ja Kim (Principal Investigator), Ohbyung Kwon, Namho Chung, Alan Fyall, Hakseung Shin, Ho-Young Lee, Sungeun Kang, Hyo Dan Cho, and Sinhee Han (Project Manager); Total grant: 2,000,000,000 Korean Won for five years.
<https://kasa.go.kr/eng/web/main.do>

 8. In February 2025, General Joint Research Project (Overseas type), Title: “Establishing a spatiotemporal monitoring system for assessing and predicting Sustainable Development Goals (SDGs) achievement linked with tourism,” *National Research Foundation of Korea*. Research team: Prof. Eunjung Yang (PI: Principal investigator), Prof. Myung Ja Kim, Prof. Hossein Olya, Prof. Namho Chung, and two research assistants [Ms. Kwanhee Han (project manager) and YunKyoung Jo]. Total grant: 240,000,000 Korean Won for three years
https://www.nrf.re.kr/biz/info/info/view?menu_no=378&biz_no=246).

 9. In February 2025, Social Sciences Korea (SSK) Project, Tentative title: “Top-down topics relevant to international and national types of 6 projects will be selected”
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National Research Foundation of Korea. Grant: 960,000,000 Korean Won for three years not including indirect expenses, Research team: Professors Myung Ja Kim, Yong-Ki Lee (PI: principal investigator), Michael Hall, Hakseung Shin, and post-doc Dr Ho-Young Lee (PM: project manager), Dr. Jae-Jang Yang, and research assistant Ms. Yungkyoung Jo and Mr. Sinhee Han
(https://www.nrf.re.kr/biz/info/info/view?menu_no=378&biz_no=237).

10. In March 2025, Target Organization: Horizon Europe, European Commission (European Union); Tentative starting date: March 2025; Tentative proposed research areas: “**Enhancing sustainable space tourism via advanced technologies: AI, VR, robots, and space medicine**”; Research team: Key members of AirStas in Kyung Hee University, Hanyang University (Prof. Hakseung Shin: Digital tourism), South Korea, University of Oulu (Prof. Siamak Seyfi: AI usage), Finland, Texas A&M University (Prof. James F Petrick: Tourist behavior and autonomous vehicles), University of Central Florida (Prof. Phil Metzger: Space robots; Prof. Arthur Huang: Computer engineer), USA, Newcastle University (Prof. Stuart J Barnes: Digital marketing), UK, Varna University (Prof. Stanislav Ivanov: AI and Robot tourism), Bulgaria, and a national space company (<https://staco.kr/>; from the globe and South Korea; Estimated Grant: €20,000,000 (equivalent to 29,275,921,180 Korean Won) over three years.
<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/horizon>

UNIVERSITY SERVICES

- 2023 - Search committee member for new professor positions
Department of Smart Tourism Education Platform, Kyung Hee University
- 2022 - Thesis/dissertation defense committee member for master's and doctoral students
College of Hotel and Tourism Management
- 2022 - Committee member of Environmental, Social and Governance (ESG)
Kyung Hee University
- 2021 – Committee members of K-space working group at Kyung Hee University
Charges for Sustainable Space Tourism Areas
-

REVIEWER SERVICES (over 40 SSCI journals)

- 2024 - *Journal of Retailing and Consumer Services (JRCS); Journal of Travel Research; Tourism Review; Tourism and Hospitality Research; Tourism Recreation Research*
- 2023-Present *Tourism in Marine Environments; Journal of Leisure Research; Journal of Outdoor Recreation and Tourism; Information Technology & Tourism; Space Policy; Psychology & Marketing*
- 2022-Present *Sustainable Development; Journal of Strategic Marketing; International Journal of Consumer Studies*
2022. 11. Evaluation of Brain Korea 21 fourth stage for selection of candidates for outstanding participation in the BK21 project, and 15 tasks were reviewed and evaluated (Appointed as an evaluation committee member).
2022. 4. Evaluation of four grant proposals for Mid-Career Researcher Program from National Research Foundation for Korea (Appointed as an evaluation committee member)
- 2021-Present *International Journal of Environmental Research and Public Health; Journal of Smart Tourism*
- 2020-present *Tourism Management Perspectives; Telematics and Informatics; Industrial Management & Data Systems; Electronic Markets; Journal of Sustainable Tourism; Sustainability*
- 2019-present *Behaviour & Information Technology; Journal of Hospitality and Tourism Management; Journal of Risk and Financial Management*
- 2018-present *The Service Industries Journal; Journal of Vacation Marketing*
- 2017-present *International Journal of Information Management*
-

Myung Ja Kim CV

- 2016-present *Computers in Human Behavior; International Journal of Tourism Hospitality Research; International Journal of Tourism Research; Korea Service Management Society; Korea Tourism Research Association*
- 2015-present *Scandinavian Journal of Hospitality and Tourism; Tourism Geographies; Current Issues in Tourism*
- 2014-present *Information Development; Journal of Hospitality Marketing & Management*
- 2013-present *International Journal of Hospitality Management; International Journal of Contemporary Hospitality Management; Journal of Tourism Sciences*
- 2012-present *Journal of Travel & Tourism Marketing; Asia Pacific Journal of Tourism Research*
- 2011-present *Cornell Hospitality Quarterly; Journal of Hospitality & Tourism Research*
- 2010-present *Tourism Management; Annals of Tourism Research*

Book reviews

Dr. Subhra R Mondal; Dr. Vasiliki Vrana; & Dr. Subhankar Das (2024). *Pioneering the New Space Economy through AI and Immersive Technologies*, Springer publisher.

Hall, C.M., & Prayag, G. (Eds.) 2024, *Tourism, Cyclones, Hurricanes, and Flooding*. Bristol: Channelview. ISBN 978-1-84541-947-9 (hbk), ISBN 978-1-84541-946-2 (pbk).

BOOKS AND RESEARCH PAPERS (17)

17. 2010.02. Collaborate a book on “An introduction to tourism,” Hyungseul publishing, Write the chapter of tourism industry for seniors, ISBN: 978-89-472-4349-0 (authors: Kim, J. M. & Kim, M. J.)
-

16. 2005.09. "Analysis of traditional Korean food culture and healthy longevity," *Tourism & Entertainment Journal*, vol. 3, pp. 7-22.
 15. 2004.12. "A study on the silver event and the formation of the elderly leisure culture," *Tourism & Entertainment Journal*, vol. 2, pp. 71-83.
 14. 2004.04. "Segmentation of the leisure travel market for the senior citizens," *Tourism & Entertainment Journal*, vol. 1, 71-85
 13. 2003.12. "New trends of leisure and travel market for the senior citizens," *Journal of Culture & Tourism Research*, vol. 5, no. 2, pp. 423-443.
 12. 2002.12. "Planning leisure and recreation services for senior citizens in the future", Hanyang University Press, vol. 14, pp. 245-260.
 11. 2002.12. "Delivery of leisure and recreation program to senior citizens based on the community", *Korean Academic Society of Hospitality Administration*, vol. 11, no. 3, pp. 25-52.
 10. 2002.12. "A study on senior citizens' events and improving the senior citizens' leisure culture," *Korea Convention Sciences Society*, pp. 133-145.
 9. 2002.12. "Leisure and recreation services for the senior citizens in the nursing home," *Journal of Culture Tourism Research*, vol. 4, no. 2, pp. 137-161.
 8. 1997.07. "Leisure services for senior citizen in the future," *The Tourism Studies of Graduate School of Public and Business The George Washington University, Washington, DC, USA.*
 7. 1995.01. *The handbook on retirement living facilities (ed. Korean Institute of Gerontology) Seoul Korea: Culture Center of Judicial Administration, Charge of senior living facilities, pp. 201-253.*
 6. 1994.02. *A study on leisure life of the aged in the future," Hanyang University Press, vol. 6, pp. 29-48.*
 5. 1994.03. *Doctoral dissertation: A study on the leisure activity and happy life of the aged, Seoul, Korea: Hanyang University*
-

4. 1992.03. A book on the study on international competition of freight transportation for import and export,” Korea Transport Institute Project.
3. 1991.05. “Study on the law and regulation of tourism,” Hanyang University Press, pp. 401-413.
Special issue for Dr. Joungyoon An’s 60 birthday.
2. 1988.06. “A study on the turnover rate of skilled employees,” Korean Development Institute OECD.
1. 1986.02. Master’s thesis Business Administration, title: Job satisfaction of female employees in hotel, Kyung Hee University.

PROCEEDINGS

24. Sung-Eun Kang, Stuart John Barnes, Myung Ja Kim (2025). The effects of human-robot workforce advertisements on job pursuit intentions across racial groups. *The 97th TOSOK International Tourism Conference: The Tourism Sciences Society of Korea (TOSOK)*, January 15-16, 2025, Kyung Hee University, Seoul Korea.
 23. Ho-Young Lee, Sinhee Han, Hakseung Shin, & Myung Ja Kim (2025). Immersive insights: Virtual reality’s dual role in space tourism risk assessment and promotion. *The 97th TOSOK International Tourism Conference: The Tourism Sciences Society of Korea (TOSOK)*, January 15-16, 2025, Kyung Hee University, Seoul Korea.
 22. Invited presentation: Kim, M. J., Hall, C. M., Kwon, O., Barnes, J. B., Hwang, K., & Kim, J. S. (2024). AI’s role in making space tourism more sustainable: Applying mixed methods to compare on-Earth, sub-orbital, and orbital space tourism. The 2nd world conference on smart tourism on The Era of AI for Hospitality and Tourism, July 9th, 2024, #202, Building of Hotel and Tourism Management, Kyung Hee University, Seoul, Korea. <https://astworld.org/>. <https://bit.ly/The2ndWorldConferenceonSmartTourism>.
 21. Kim, T., Hwang, K., & Kim, M. J. (2024). Integrating ICT for Sustainable and Smart Tourism Development: A Comprehensive Framework for Leveraging Artificial Intelligence Technologies. Travel and Tourism Research Association’s 54th Annual International Conference from June 11 to 13, 2024, Burlington, Vermont, VA.
-

20. Jo, Y., Hall, C. M, Yoon, Y. S., & Kim, M. J. (2024). Green growth of tourism through technological innovation. *APacCHRIE 2024 Conference* (24-26 May 2024). Yonsei University, Seoul Korea. <https://apacchrie2024.org/>
 19. Lee, C., Kim, S., Kim, M. J., & Choi, J. (2024). Identifying areas of interest for urban heat island effect in places with high concentration of tourists, *American Association of Geographers (AAG) Annual Meeting* (April 16-20). Honolulu, USA. <https://aag.secure-platform.com/aag2024/gallery/rounds/74/details/56344>
 18. Jo, Y., Kim, M. J., & Hwang, K. (2024). Can innovative technologies reduce carbon emissions in the tourism industry? *ENTER24 E-Tourism Conference*, Poster. <https://enter-conference.org/>. Izmir, Türkiye. January 17- 19, 2024.
 17. Kim, N., Lee, W., Sung, H., & Kim, M. J. (2023). How to encourage responsible travel behavior in a natural heritage destination: Applying DSR and value-belief-norm theory. *Asia Pacific Tourism Association Annual Conference*, 763–767. Chiang Mai, Thailand. July 05 - July 08, 2023. <https://www.apta2023.org/>
 16. Kim, M. J., Kwon, O., Hwang, K., & Hall, C. M. (2023.06.30). AI's role in making space tourism more sustainable: Comparing on-Earth, sub-orbital, and orbital types in South Korea. The Korean Society for Aeronautical and Space Sciences. *The 1st Space Academic Conference*. Sono Calm Yeosu, South Korea. <https://ksas.or.kr/Conference/ConferenceRegistration.asp?AC=0&CODE=CC20230201&CpPage=R#CONF%0A>
 15. Kim, M. J., Kwon, O., Hall, C. M., Sohn, K. (2022) Presentation on “Can AI help space tourism become more sustainable?” in K-Space Working Group at Kyung Hee University
 14. Kim, M., Kim, M. J., & Koo, C. (2022). The effect of 360° VR on hotel rebooking intentions. *Korea Society of Management information Systems 2022 Fall Conference*. 1-7.
 13. Kim, M., Kim, M. J., & Koo, C. (2022). Intention to use metaverse for sustainable tourism. *Korea Internet e-Commerce Association 2022 fall conference*, 1-11.
 12. Kim, M., Kim, M. J., & Koo, C. (2022). Effects of Semiotics on Sustainable Tourism Destinations: Modified Place Branding Model. *ENTER22 E-Tourism Conference, Nankai*, 1–6. January 11, 2022. <https://enter-conference.org/>
-

11. Kim, M. S, Kim, M. J, & Koo, C. (2021). The effect of virtual reality content provided by online travel agencies on hotel reservation intention. *Korea Internet e-Commerce Association 2021 fall conference*, November 5-6, 2021. Jeju National University, South Korea.
 10. Kim, M. S, Kim, M. J, & Koo, C. (2021). The effect of semiotics on the smart experience of tourism destinations: Focusing on the modified IS success model. *Korea Tourism Research Association 2021 spring conference*, July 2, 2021. Kyung Hee University, Seoul Korea.
 9. Kim, M. J., Lee, C. K., Chung, N., & Preis, M. W. (2012). Customer satisfaction for shoppers for tourism products using mobile devices. *Korean Scholars of Marketing Science Fall International Conference*, December 1, 2012, Yonsei University, Seoul Korea.
 8. Kim, H. J., Lee, C. K., Kim, M. J., & Ryu, K. (2011). Restaurant healthy food quality, perceived value, and revisit intention: Testing a moderating role of green customers in South Korea. *2011 ICHRIE Conference*, July 27-30. Denver, Colorado, USA.
 7. 2005.07.22. "Korean ferment food and wellbeing longevity," Green Campaign of People's Action for Globe, Seoul Women's Foundation in Korea, Seoul Women's Plaza.
 6. 2003.12.05. "New trends of leisure and travel market for the senior citizens," the Journal of Culture & Tourism Research, Sukmyung Women's University, pp. 491-504.
 5. 2002.12.07. "A study on the senior citizens' events and improving the senior citizens' leisure culture," Korea Convention Sciences Society, Kyung Hee University, pp. 165-172.
 4. 2002.10.19. "Segmentation of the leisure travel market for the senior citizens," Korean Consumption Culture Association, Busan Beach Hotel, pp. 379-390.
 3. 2002.09.05. "Leisure and recreation program to senior citizens based on the community," the Journal of Culture & Tourism Research, Daegu University, pp. 555-580.
-

2. 2002.08.23. “The planning of the senior citizens’ leisure industry for the aged society,”
Journal of Tourism Sciences, Buyeo Gun, pp. 151-160.
1. 1996.07.15 “Leisure services for senior citizen in the future,” International
Institute of the Tourism Studies of Graduate School of Public and
Business, the George Washington University, Washington, DC,
USA.

GRADUATE STUDENT GUIDANCE/Supervision (Kyung Hee University)

Supervision

Graduated master’s students

2021. 8 - Jun Ho Kim (co-supervision), Thesis: “The effect of YouTube tourism content properties on view satisfaction, intention to continuous viewing, and intention to visit tourism Destination”
Sung Woo Bae (co-supervision), Thesis: “Effects of tourism youtube content properties on the intention of viewers' behavior
-Focusing on potential tourists wanting to visit domestic tourist attractions due to Covid-19-”
- 2023.2 - Minseong Kim, Thesis: “Participation in Metaverse Activities for Sustainable Tourism: Applying the Value-Attitude-Behavior Theory”
- 2024.2 – Jinwook Han, Thesis: “The influence of pilgrims' martyrdom values on the martyrdom spirituality experience and quality of life: Focusing on the theory of planned happenstance”

Ph.D. students

2022.3 – 2024.2 Na Kyung Kim; Yunkyeong Jo

Guidance

- 2023.3 – Two Ph.D. students (Young Sup and Tran Thi My Linh), seven master’s students (Jinwook Han, Jinyoung Lee, AyeMyat Thazin, Mengteng Xin, Joonil Yoo, Jinhee Yoon, Minseong Kim), and two Ph.D. students (Yeonwoo, Jo and Moonhae Jang).
- 2022.9 - One Ph.D. student (Na Kyung Kim) and six master’s students (Jin Wook Han, Hyungjoung Kang, Hemin Kim, Yongki Moon, Sohyun Park, and Nayoung Yang)
- 2022.6 - Two master’s students and one Ph.D. student (Jin Wook Han, Nakyung Kim, & Minseong Kim)
- 2022.1 One Ph.D. student (Yunkyoung Jo) and two master’s students (Minseong Kim & Jialing Zhang)
-

2020-2021 One Ph.D. student (Ju Hee Lee) and four master's students (Min Song Kim/ Tu Yiwei/Jun Ho Kim/Song Woo Bae) in Smart Tourism Education Platform (STEP)

COURSES TAUGHT in English

Kyung Hee University (Seoul, Korea)

SSCI Research Development Seminar, Spring semester 2024 (Student Evaluation: 100.0%) (hybrid)

Artificial Intelligence Seminar, Fall semester 2022-2023 (Evaluation: 95.8%) (hybrid)

SSCI Research Development Seminar, Spring semester 2022-2023 (Evaluation: 99.7%) (hybrid)

Big Data-based Decision-Making Algorithm Research, Spring semester 2022 (online) (Evaluation: 84.7%)

Hotel & Tourism Marketing Seminar, Graduate School, Spring term 2011 (face to face) (Evaluation: 95.0%)

Tourism Understanding, Spring & Fall terms from 2005 to 2010 (face to face)

Hospitality Industry Marketing Seminar, Graduate School, Fall terms 2009 (face to face)

Cultural Tourism, Spring terms 2004-2009 (face to face)

Tourist Behavior, Fall terms 2004-2009 (face to face)

Advertising & Promotion for Convention, Spring term 2003 (face to face)

Tourism Organizational Behavior, Spring term 2002 (face to face)

Hanyang University (Seoul, Korea)

Tourism Industry Services, Fall term 2006 (face to face)

Tourism & Leisure, Spring term 2006 (face to face)

Leisure & Life, Spring & Fall terms 2002-2005 (face to face)

Convention & Event Management, Spring term 2002 (face to face)

Tourism Management & Marketing, Spring term 1994 (face to face)

Sukmyung Women's University (Seoul, Korea)

Business Introduction for Seniors, Spring & Fall terms, 2006 (face to face)

Tourism Industry for Seniors, Spring terms 2004 – 2005 (face to face)

Leisure Product Development for Seniors, Fall terms 2004-2005 (face to face)

Understanding for Restaurant Business, Fall terms 2003 (face to face)

Cultural Tourism Services, Spring term 2003 (face to face)

OTHER ACTIVITIES

- 2006.02. Organizing the 6th International Senior citizens' cultural festival in China
- 2005.09. Organizing the 5th International Senior citizens' cultural festival in Singapore
- 2004.05. Exploring the Entertainment Industry in Japan
- 2004.09. Taking Entertainment Executive Program for Chief Executive Officer Hanyang University in Seoul, Korea
- 2000 - 2001 Taking Interpretation courses for Simultaneous and Consecutive Interpreting, inlingua School of Languages, Washington, DC, USA
- 1998 -1999 Taking Courses of English as Second Language, Kaplan Educational Centers, Washington, DC, USA
- 1997.04. Exploring the Senior Citizens' facilities in Washington DC
- 1996.04. Observation for Travel Industry National Conference Featuring the Outlook Forum in Washington, DC, Travel Industry Association of America
1995. 10 -11 Volunteer, White House Travel and Tourism Conference
"Frameworked for a national tourism strategy to create jobs, enhance export growth, and increase return on investment."
- 1995.03. Participate in International Tourism Conference for Resources & Opportunities in U.S. Department of Commerce, U.S. Travel and Tourism Administration
- 1994.02 Observation for the Senior Citizens' facilities in Japan
- 1994.04. Volunteer, Pacific Asia Travel Association 43rd Annual Conference
-

Professional Membership

Travel and Tourism Research Association in USA
 Travel Industry Association of America in USA
 Travel and Tourism Marketing Research in USA
 The Korea Society in Washington DC, USA
 The Tourism Sciences Society of Korea
 Korean Academic Society of Hospitality Administration
 Korea Academic Society of Culture & Tourism
 Korea Convention Sciences Society
 Korean Consumption Culture Association
 Journal of Tourism Management
 Korean Gerontology Association
 Korean Welfare Association
 Korean Social Welfare Association
 Korean Tourism Research Association
 The Korean Society for Aeronautical and Sciences
 Smart Tourism Academic Association

EDUCATION

Ph.D., 1994 Department of Tourism
 Hanyang University, Seoul, Korea
 Dissertation title: A study on the leisure activity and happy life of the
 aged (Advisor: Dr. Dehyun Sohn; Major: Tourism marketing)

MBA, 1986 Graduate School of Business Administration
 Kyung Hee University, Seoul, Korea
 Master's thesis title: Job satisfaction of female employees in hotels
 (Advisor: Dr. Choongho Kim; Major: Hotel and tourism management)

B.A., 1981 Physics, Chonnam University
 Gwangju, Korea (1st Major: Physics; 2nd major: Mathematics)

February 1977 Graduated from Chonnam Girls' High School

Myung Ja Kim CV

Gwangju Metropolitan City, South Korea

February 1974 Graduated from Seogwang Girls' Middle School.
Gwangju Metropolitan City, Jeollanam-do

CERTIFICATIONS

Teacher Certificate from Ministry of Education in Korea

Consecutive Interpreter between Korean and English vice versa in United States of America

Updated February 15th, 2025
