

# Kaye Kye-Sung Chon

## I. EDUCATION

Ph.D., (Hospitality and Tourism), Virginia Tech, 1990; co-supervisors for Ph.D. dissertation: Professor Michael D. Olsen, Department of Hospitality and Tourism Management and Professor M. Joseph Sirgy, Department of Marketing

M.Sc. (Hotel Administration), University of Nevada, Las Vegas, 1985, Recipient of James F. Adams Graduate Fellowship; supervisor for master's thesis: Professor David J. Christianson

B.Sc. (Hotel Administration), Georgia State University, 1984, graduation with highest distinction.

A.A. (Management), University of Maryland, 1982, graduation with distinction.

## II. PROFESSIONAL EXPERIENCE

### *July 2000 to Present:*

Chair Professor of Hotel & Tourism Management, Walter and Wendy Kwok Family Foundation Professor in International Hospitality Management, and Dean (Previously Head until 2004; Director until 2011) of School of Hotel and Tourism Management, The Hong Kong Polytechnic University

### *1991 to present:*

Guest Professor, Visiting Professor, Honorary Professor or Adjunct Professor in the following institutions:

- Wuhan University, China
- Hainan University, China
- Shanghai Normal University, China
- Huaqiao University, China
- Universite d'Angers, France
- Hotel School Vatel, France
- Prince of Songkla University, Thailand
- Siam University, Thailand
- Rikkyo University, Japan
- Hallym University, Korea
- University of Houston, USA
- University of Delaware, USA
- Kansas State University, USA
- Management Center Innsbruck, Austria

### *1995 to 2000:*

Professor, Director of Tourism Industry Institute and Director of Research Programs, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston

### *1991 to 1994:*

Associate Professor, Director of Graduate Programs, William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas

### *1986 to 1991:*

Faculty member, Department of Hospitality and Tourism Management, Virginia Tech;  
Started as an Instructor in 1986, promoted to Assistant Professor in January 1991 and was  
immediately granted tenure and promotion to Associate Professor in March 1991.

1986:

Lecturer, William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas.

1985 to 1986:

Market Research Associate, R & R Advertising Company, Ltd., Las Vegas

1984 to 85:

Research and Teaching Assistant, William F. Harrah College of Hotel Administration, University of  
Nevada, Las Vegas.

1983 to 84:

Hotel Manager, Heart of Decatur Hotel, Decatur, Georgia.

1982:

Corporate Management Trainee, Holiday Inn Hotels

### III. PROFESSIONAL ACTIVITIES

#### A. Editorial Activities:

Editor-in-Chief, *Journal of Travel & Tourism Marketing*, 1991 to present.

Editor-in-Chief, *Asia Pacific Journal of Tourism Research*, 1996 to present.

Editor-in-Chief, *Journal of Hospitality & Tourism Research*, 1995 to 2008.

Editor-in-Chief, *Journal of Teaching in Travel & Tourism*, 1999 to 2002

Editor-in-Chief, The Haworth Hospitality Press, Binghamton, New York, 1997 to 2007.

Consulting Editor, *Journal of Convention and Event Tourism*, 1996 to present.

Consulting Editor-in-Chief, *Journal of China Tourism Research*, 2005 to present.

Editor-in-Chief, The Haworth Press Book Series on Hospitality and Tourism, 1997 to 2007.

Associate Editor (Hospitality), *Annals of Tourism Research*, 2003 to present.

Founding Editor, *UNLV Gaming Research and Review Journal*, 1994

Associate Editor, *SECHRIE Research and Review Journal*, 1990 to 1991.

Editor of Published Proceedings, ISTTE Annual Conference, 1989 to 1995 (6 volumes).

International Consultant Editor, *Tourism Tribune*, 2014 to present.

Current Editorial Board Membership:

*Tourism Recreation Research*

*International Journal of Tourism*

*Journal of Vacation Marketing*

*ACTA Turistica Nova*

*UNLV Gaming Research and Review Journal*

*Journal of Quality Assurance in Hospitality and Tourism*

*EHLITE, The Magazine of the Ecole Hoteliere de Lausanne*

*International Journal of Tourism and Travel*

*UTMS Journal of Economics*

*Tourism and Hospitality Management: An International Journal of Multidisciplinary Research for South-Eastern Europe*

*Tourism and Hospitality Prospects*

- Guest Editor, *Tourism Recreation Research Journal*, Special Issue on "Contemporary Issues in Hospitality Management/Research," Volume 21, Issue 2, 1996.
- Guest Editor, *Journal of Business Research*, Volume 22, 1998, Special Issue on "Quality of Life and Tourism/Hospitality" and Volume 65, 2012, Special Issue on "Work, Leisure, and Tourism in the Pacific Rim"
- Guest Editor, *Pacific Tourism Review*, Volume 3, 1998, Special Issue on "Tourism in Taiwan and South Korea."
- Founder and Conference Chairman, Asia Tourism Forum held biennially since 1993 in Vietnam, Thailand, Hong Kong, Korea, France, Taiwan, and Indonesia.
- Founder of Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism, held annually since 1996.
- Founder of Annual Asia Pacific Forum for Graduate Students Research in Tourism held annually since 2001.
- Conference Program Chairman, 8<sup>th</sup> Annual Asia Pacific Tourism Association Conference, August 2002, Dalian, China.
- Conference Programs Chairman. International Conference on Services Management. University of Angers, France, May 2001.
- Conference Program Chair and Conference Proceedings Editor, First Pan-American Conference on Latin American Tourism in Next Millennium: Education, Investment and Sustainability, May 18-20, 1999, Panama.
- Chair of Research Paper Review Committee, Chair of Research Paper Presentation Session, and Editor of Conference Proceedings, Annual Conference of the Society of Travel and Tourism Educators, 1989 to 1995.
- Conference Track Chair for "Quality of Life and Travel/Tourism Section" in the Third International Conference on Quality of Life Issues and Marketing," November 1989, Virginia Tech; Fourth International Conference on Quality of Life Issues and Marketing, November 1992, Washington, D.C.; Fifth International Conference, December 1995, Williamsburg, Virginia.

#### B. Professional Affiliation and Membership:

- Institute of Hospitality, Fellow, 2007 to present.
- International Council on Hotel, Restaurant and Institutional Education (I-CHIRE); Director, 2002-2006.
- Asia Pacific CHRIE (APacCHRIE); Founding Chairman, President and Board member 2002 to present.
- Pacific Asia Travel Association (PATA) Education Committee, Chairman, 2004 to 2007; 2009-2010; Executive Board Director, 2012-2014.
- United Nations World Tourism Organization Affiliate Members Council, Vice Chairman, 2001 to 2007; Member of Steering Committee, 2008 to 2010; Member of Knowledge Network, 2012 to present.
- International Society of Travel & Tourism Educators (ISTTE), President, Chairman, Board member and Member, 1987 to 2002.
- International Academy for the Study of Tourism, Fellow; First Vice President, 2005 to 2007; Director of Secretariat, 2002 to present.
- China Hotels Association, Advisor, 2002 to present.
- Southeast CHRIE, Treasurer and Board member, 1993 to 1996.

Quality of Life and Management/Marketing Studies, Board member, 1993 to 1996.  
Hospitality Sales and Marketing Association International (HSMIAI) Foundation Scholarship  
Committee member, 1998; HSMIAI Foundation Board of Trustees, Member, 1992-1995.  
National Tour Foundation, Educational Advisory Board, Member, 1993-1996.  
Association of Travel Marketing Executive (ATME), Professional Certification Committee, Co-  
Chair, 1991 to 1993.  
Eta Sigma Delta Hospitality Honor Fraternity, Treasurer/Secretary, 1983-84.  
Association of International Scientific Experts in Tourism (AIAEST), Member, 1990 to present.  
International Academy of Hospitality Research, Member, 1990 to present.  
Asia Pacific Tourism Association, National Representative and Executive Committee member, 1995  
to present.  
Institute of Hospitality, Fellow (FIH), 2009 to present.  
American Hotel & Lodging Educational Institute, Certified Hospitality Educator (CHE), 1995 to  
present.

#### **IV. SCHOLARLY CONTRIBUTIONS**

##### **A. Books, Chapters of Books & Edited Proceedings:**

Chen, Athena Lele, and Kaye Chon (2016). "The Transferability of Asian Paradigm in Hospitality Management to Non-Asian Countries," in Kozak, Metin and Kozak, Nazmi (Eds) *Tourism and Hospitality Management*. London: Emerald, 2016, pp. 143-158.

Schuckert, Markus, Philip Wassler and Kaye Chon (2016). "China travels—Remarks on the development of tourism in China," in H. Siller and A. Zeher (Eds.)

Chon, Kaye and Wang, Lin (Eds.) *Tourism and Sustainable Development -The Seventh China Tourism Forum Conference Proceedings*, 2011.

Chon, Kaye and Tom Maier. *Welcome to Hospitality – an Introduction*, 3<sup>rd</sup> Edition. New York, Delmar Cengage Learning, 2009.

Chon, Kaye (Ed.) *Proceedings of 2<sup>nd</sup> International Conference on Impact of Movies and Television on Tourism*, 21-23 May 2009, Hong Kong.

Chon, Kaye (Ed.) *Proceedings of 3<sup>rd</sup> International Convention & Expo Summit*, 18-20 May 2009, Hong Kong.

Song, Haiyan and Chon, Kaye (Eds.) *Experiencing China: Travel Stories by Tourism Experts*. The Hong Kong Polytechnic University School of Hotel & Tourism Management.

Chon, Kaye and Violier, Philippe (Eds.) *Asia Tourism 2008: Proceedings of 8<sup>th</sup> Biennial Conference on Tourism in Asia*, Angers, France, 2-4 July 2008.

Prideaux, Bruce, Timothy, Dallen J., and Chon, Kaye (Eds.) *Cultural and Heritage Tourism in Asia and the Pacific*. London: Routledge, 2008.

Chon, Kaye “Giving Exemplary Service to Our “Customers”: Bringing the Service Aspect of the Hospitality Industry Alive in the School” in Leung, T.P. (Ed.) *Innovations in Professional Education: Practices and Reflections*. Singapore: Pearson, Prentice Hall, 2007.

Chon, Kaye (Ed.) *Knowledge-based Development through Tourism*. UNWTO Ulysses Conference 2007 Proceedings. Madrid, Spain: UNWTO, 2007.

Weber, Karin and Chon, Kaye (Eds.) *Convention Tourism: International Research and Industry Perspectives*. Translated into Korean and published by Serim Publishing Company, Seoul, 2007.

Laws, Eric, Prideaux, Bruce, and Chon, Kaye (Eds.) *Crisis Management in Tourism*. London: CABI, 2007.

Laws, Eric, Prideaux, Bruce, and Chon, Kaye. “Crisis Management in Tourism: Challenges for Managers and Researchers” in Laws, Prideaux and Chon (Eds.) *Crisis Management in Tourism*. London: CABI, 2007; pp. 1-12.

Chon, Kaye, and Chan, Amy (Eds.) International Conference on the Impact of Movies and Television on Tourism: Conference Proceedings. Hong Kong, 7-9 September 2006.

Chon, Kaye, and Im, Hyung-Jung Holly (Eds.) Tourism, Hospitality & Foodservice Industry in Asia: Development, Marketing & Sustainability – Proceedings of the 7<sup>th</sup> Biennial Conference on Tourism in Asia. Jeonju, Korea, 11-14 May 2006.

Chon, Kaye. Proceedings of 2006 PATA Education & Training Forum. Pattaya, Thailand, 22 April 2006.

Chon, Kaye and Weber, Karin. International Convention & Expo Summit Proceedings, Hong Kong, 7-9 February, 2006.

Chon, Kaye. 3<sup>rd</sup> Global Summit on Peace through Tourism – Education Forum Proceedings. One Earth One Family: Travel & Tourism – Serving a Higher Purpose, Pattaya, Thailand, October 2-5, 2005.

Chon, Kaye, Hsu, Cathy, and Okamoto, Nobuyuki (Eds.) Globalization and Tourism Research: East Meets West, 10<sup>th</sup> Annual Asia Pacific Tourism Association Conference Proceedings, Nagasaki, Japan, July 4-7, 2004, 1250 pages.

Chon, Kaye, and Tan, Amy. Hospitality, Tourism & Foodservice Industry in Asia: Development, Marketing and Sustainability, Proceedings of 2<sup>nd</sup> APacCHRIE Conference and 6<sup>th</sup> Biennial Conference on Tourism in Asia, Phuket, Thailand, May 27-29, 2004, 1014 pages.

Weber, Karin, and Kaye Chon. Convention Tourism. New York: The Haworth Hospitality Press, 2002.

Weber, Karin, and Kaye Chon. “Trends and Key Issues for the Convention Industry in the Twenty-first Century,” in Weber, Karin and Chon, Kaye (Eds.) Convention Tourism. New York: The Haworth Hospitality Press, 2002; pp. 203-312.

Chon, Kaye, and Ogle, Alfred. First Asia Pacific Forum for Graduate Students Research in Tourism: Proceedings, 2002. 627 pages.

Chon, Kaye, Heung, Vincent CS and Wong, Kevin KF. Tourism in Asia: Development, Marketing & Sustainability: Fifth Biennial Conference, 2002, 671 pages.

Chon, Kaye and Zhang, Hanqin (Eds.) Tourism Development in the Asia Pacific Region: Worldwide Views & Multidimensional Perspectives: The 8<sup>th</sup> Annual Asia Pacific Tourism Association Proceedings. Dalian, China, July 10-13, 2002; 991 pages.

Chon, Kye-Sung, and Raymond Sparrowe. Welcome to Hospitality, 2<sup>nd</sup> Edition. Albany, New York: Delmar Publishers, 2000.

Chon, Kye-Sung, and Raymond Sparrowe. Atencion al Clente en Hosteleria. Madrid, Spain: International Thomson, 2001.

Chon, Kaye. Tourism in Southeast Asia: A New Direction. New York: The Haworth Press, 2000. ISBN 0-7890-0732-0.

Chon, Kaye, Inagaki, Tsutomu and Ohashi, Taiji. Japanese Tourists: Socio-economic, Marketing and Psychological Analysis. New York: The Haworth Press, 2000. ISBN 0-7890-0970-6.

Chon, Kye-Sung (Ed.). Practice of Graduate Research in Hospitality & Tourism. New York: The Haworth Press, 1999.

Oppermann, Martin, and Kye-Sung Chon. Tourism in Developing Countries. London: International Thompson Business Press, 1997.

Chon, Kye-Sung and Raymond Sparrowe. Welcome to Hospitality: An Introduction, Southwestern Publishing Company, Cincinnati, Ohio; 1995.

Chon, Kye-Sung (Ed.) The Management of Hotel Sales and Marketing, Washington, D.C.: The Foundation of Hospitality Sales and Marketing Association International, 1991.

Chon, Kye-Sung. Instructor's Manual for The Management of Hotel Sales and Marketing, Washington, D.C.: The Foundation of Hotel Sales and Marketing Association International, 1991.

Chon, Kaye. "Articulation, Programme" in Jafar Jafari (Ed.) Encyclopedia of Tourism. London: Routledge, 2000, pp. 31-32.

Chon, Kaye. "Distance Education" in Jafar Jafari (Ed.) Encyclopedia of Tourism. London: Routledge, 2000, pp. 31-32.

Chon, Kaye "International Society of Travel & Tourism Educators" in Jafar Jafari (Ed.) Encyclopedia of Tourism. London: Routledge, 2000, pp. 31-32.

Chon, Kaye "Journal of Hospitality & Tourism Research" in Jafar Jafari (Ed.) Encyclopedia of Tourism. London: Routledge, 2000, pp. 31-32.

Oppermann, M., McKinley, S., and Chon, K.S. "Marketing Sex and Tourism Destinations," in M. Oppermann (Ed.) Sex Tourism and Prostitution: Aspects of Leisure, Recreation, and Work. New York: Cognizant Communication Corporation, 1998; pp. 20-29.

Chon, Kye-Sung, Mayer, Karl J., and Meyer, C.S. "International Tourism and Olympic Games as Hallmark Events," in Zafar U. Ahmed (ed.) The Business of International Tourism. Minot, North Dakota: International Business Institute, 1996; pp. 2-34.

Chon, Kye-Sung, Martin Oppermann and Bonnie Farber Canziani. "Service Quality in the Hospitality Industry: The Process and Promise of Guest Satisfaction," in Richard Teare, Bonnie Farber Canziani, and Graham Brown (eds.) Global Directions: New Strategies for Hospitality and Tourism. London: Cassell Publishing Company, 1997; pp. 247-264.

Chon, Kye-Sung and Amrik Singh. "Environmental Challenges and Influences on Tourism: The Case of Thailand's Tourism Industry," in C.P. Cooper and A. Lockwood (Eds.) Progress in Tourism, Recreation and Hospitality Management, Volume Six, 1994, London: John Wiley & Sons, pp. 82-91.

Harrell, Howard, and Chon, Kye-Sung. "Hotel and Resort Industry Trends in Asia-Pacific," in Martin Oppermann (ed.) Pacific Rim Tourism, London: CAB International, 1997, pp. 45-59.

Chon, Kye-Sung. "Conference Centers," a chapter in Encyclopedia of Hospitality and Tourism, Michael D. Olsen, Mahmood A. Khan, and Turgut Var (eds.), New York: Van Nostrand Reinhold Publishing Company, 1993.

Chon, Kye-Sung. "The Role of Destination Image in Tourism: Toward An Integration of Cognitive Theories," Tourism Research, Volume 5, Kyunggi University Press, Seoul, Korea, 1988, pp. 197-211.

Chon, Kye-Sung. "International Tourism Marketing," a book chapter in Lewis, Robert C., Chambers, Chacko. Marketing Leadership in Hospitality: Foundations, 2nd edition, New York: Van Nostrand Reinhold, 1995.

#### B. Refereed Journals:

Chon, Kye-Sung, and Zoltan, Judit (2019). "Role of servant leadership in contemporary hospitality," *International Journal of Contemporary Hospitality Management*, 31(8), pp. 3371-3394.

Tung, Vincent Wing Su, Law, Rob and Kye Chon (2018). "Changing Proxies for Evaluating Research Performance: What Matters to University Program Heads?" Tourism Recreation Review, 43 (3), pp. 346-355.

Kim, C.S., Bai, Hui, Kim, P.B., and Chon, K. (2018) Review of reviews: A systematic analysis of review papers in the hospitality and tourism literature, International Journal of Hospitality Management 70, 49-58.

Kozak, M., Kim, S.S., and Chon, K. (2017) Competitiveness of overseas pleasure destinations: A comparison study based on choice sets, International Journal of Tourism Research, Volume 19 (5), pp. 569-583

Oktadiana, Hera and Kaye Chon (2017). Vocational Versus Academic Debate on Undergraduate Education in Hospitality and Tourism: The Case of Indonesia, Journal of Hospitality & Tourism Education, 29(1).

Oktadiana, H. and Chon, K. (2017). Why do we teach what we teach? Perspectives from Asia's hospitality and tourism program directors, Journal of Teaching in Travel & Tourism 17(4), pp. 281-299

Oktadiana, Hera and Kaye Chon (2016). "Educational philosophy: Grounding the tourism curriculum," Annals of Tourism Research, 2016, vol. 57, issue C, pages 236-239

Chen, Yong, Markus Schuckert, Haiyan Song and Kaye Chon (2016). "Why Can Package Tours Hurt Tourists? Evidence from China's Tourism Demand in Hong Kong," Journal of Travel Research, vol. 55 no. 4 427-439

Zibin Song, Kaye Chon, Geng Ding, and Cao Guc (2015)." Impact of organizational socialization tactics on newcomer job satisfaction and engagement: Core self-evaluations as moderators," International Journal of Hospitality Management, 46, 180-189.

Kim, S., Elliot, S., Law, R., and Chon, K. (2014). Differences in expectations and perceptions between hospitality providers and international customers: The case of Korean and Japanese group tourist in Thai hotels. International Journal of Hospitality and Tourism Administration, 15(2), 121-149.

Kim, S., Agrusa, J., and Chon, K. (2014). The effects of a food-themed TV drama on perceptions of national image and intention to visit a country: A comparison of three national groups. Journal of Travel & Tourism Marketing, 31(3)

Song, Zibin, Prakash Chathoth and Kaye Chon (2012) "Measuring Employees' Assimilation-Specific Adjustment," Annals of Tourism Research, 39(4), pp. 1968-1994.

Song, Zibin, and Kaye Chon (2012) "General Self-efficacy's Effect on Career Choice Goals via Vocational Interests and Person-Job Fit: A Mediation Model," International Journal of Hospitality Management, 31, pp. 798-808.

Chon, Kaye, Huan, T.C., and Hsu, Chih-Hsieu (2012). "Work, Leisure, and Tourism in the Pacific Rim," Journal of Business Research, 65(1), pp. 1-3.

Jones, David, Lee, Amy and Chon, Kaye (2011) "Future Issues in Sales, Marketing and Revenue Management in Greater China: What Keeps You Up at Night?" Journal of Travel and Tourism Marketing. Vol. 28, No.6, 598-614.

Peters, Mike, Markus Schukert, Kaye Chon and Clarissa Schatzmann (2011) "Empire and Romance: Moved-Induced Tourism and the Case of the Sissi Movies," Tourism Recreation Research, 36(2), 2011, pp. 169-180.

Kim, S., Prideaux, Bruce, and Chon, K. (2010) "A comparison of results of three statistical methods to understand the determinants of festival participants' expenditures," International Journal of Hospitality Management, 29, 2010, 297-307.

Yoo, Joanne Jung-Eun, and Chon, Kaye (2009). "Temporal changes in factors affecting convention participation decision," *International Journal of Contemporary Hospitality Management*, 22(1), 2009, 103-120.

Yoo, Joanne Jung-eun and Chon, Kaye (2008). "Factors Affecting Convention Participation Decision-Making: Developing a Measurement Scale," *Journal of Travel Research*, 47, 2008, 113-122.

Kim, S., Lee, M, and Chon, K. (2008). Students' study motivations and preferences: A study of the Korean hospitality and tourism field. *Journal of Marketing in Higher Education*, 18(2), 2008, 216-239.

Kim, S., Han H., and Chon, K (2008). Estimating the determinants of festival participants' expenditures. *Tourism Analysis*, 13 (4)

Kim, S., and Chon, K. (2008). Economic impact study of the Korean exhibition industry. *International Journal of Tourism Research*

Kim, Samuel Seongseop, Agrusa, Jerome, Chon, Kaye and Cho, Youngshin "The Effects of Korean Pop Culture on Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination." *Journal of Travel & Tourism Marketing*, 24(2/3), 2008, pp. 163-184.

Im, Holly Hyunjung and Chon, Kaye. "An Exploratory Study of Movie-Induced Tourism: A Case of the Movie The Sound of Music and Its Locations in Salzburg, Austria." *Journal of Travel & Tourism Marketing*, 24(2/3), 2008, pp. 229-238.

Pan, Steve, Chon, Kaye and Song, Haiyan "Visualizing Tourism Trends: A Combination of ATLAS.ti and BiPlot," *Journal of Travel Research*, 46(3), 2008, pp. 339-348.

Law, Rob and Chon, Kaye. "Evaluating Research Performance in Tourism and Hospitality: The Perspective of University Program Heads" in *Tourism Management*, Vol. 28, 2007, pp. 1203-1211.

Tsai, Henry, Chon, K.S., and Tse, Tony. "Che-woo Lui: A Man with Vision and Determination," *Journal of Hospitality & Tourism Education*, 19 (1), 2007, pp. 5-9.

Um, Seoho, Chon, Kaye, and Roh, Younghee. "Antecedents of Revisit Intention." *Annals of Tourism Research*, Volume 33, Issue 4, 2006, pp. 1141-1158.

Wong, Kevin K.F., Song, Haiyan, and Chon, Kaye. "Bayesian Models for Tourism Forecasting Models," *Tourism Management*, Vol. 27, Issue 5, 2006, 773-780.\

Chathoth, Prakash K. and Chon, Kaye. "Rai Bahadur Mohan Singh Oberoi: Father of the Indian Hotel Industry," *Journal of Hospitality & Tourism Education*, Volume 18, Issue 1, 2006, 7-10.

McKercher, Robert, and Kaye Chon. "The Overreaction to SARS and the Collapse of Asian Tourism," *Annals of Tourism Research*, Vol. 31, Issue 3, 2004, 716-719.

McKercher, Robert, and Kaye Chon. "La exsesiva reaction al SARS y el colapso del turismo en Asia," *Annals of Tourism Research en Espana*, 6(2), 2005, 400-403 (English version of the same paper was published in *Annals of Tourism Research*, 31(3), 2004.)

Jogaratnam, Giri, Chon, Kaye, McCleary, Ken, Mena, Miguela, and Yoo, Joanne. "An Analysis of Institutional Contributors to Three Major Academic Tourism Journals." Tourism Management, Volume 26, Issue 4, 641-648.

Mena, Mike and Kaye Chon. "Discovering the Potentials of Domestic Tourism in Southeast Asia from the Perspectives of Regional Demography," Tourism Recreation Research, Volume 29, Issue 2, 2004, pp. 13-19.

Song, Haiyan, Kevin Wong and Kaye Chon. "Modeling and forecasting the demand for Hong Kong tourism," International Journal of Hospitality Management, 22 (4), 2003, 435-451.

Kim, Seongseop, Kaye Chon, and Kyu Yoop Chung. "Convention Industry in South Korea: an Economic Impact Analysis," Tourism Management, 24, 2003, pp. 533-541.

Kim, Woo Gon, and Kaye Chon. "Survivorship in International Chain Restaurants in Korea," FIU Hospitality Review, 21(1), 2003, pp. 22-31.

Lee, Changwook, Kye-Sung Chon. "Multicultural Training in Restaurants: A Training Cycle Approach," International Journal of Contemporary Hospitality Management, 12 (2/3), 2000, 126-134.

Chon, Kye-Sung, Martin Oppermann, and Brad Elgin. "Malaysia's Tourism Planning and Marketing," Journal of International Hospitality, Leisure, and Tourism Management, 1 (1), 1997, pp.

Kim, Woo-Gon, Shin, Hyun-Ju, and Chon, Kye-Sung. "Korea's Hotel Industry: Profitability, Performance, and Problems," Cornell H.R.A. Quarterly, February 1998.

Chon, Kye-Sung and Myers, Christa S. "Recommendation to Destination Marketers about Brochures and Word of Mouth Advertising," Tourism and Hotel Trends, a quarterly publication from Bilkent University, Turkey, Autumn, 1997, pp. 11-17.

Oppermann, Martin, and Kye-Sung Chon. "Convention Participation Decision-Making Process," Annals of Tourism Research, 24 (1), 1997, 178-191.

Chon, Kye-Sung. "Contemporary Issues in Hospitality Management and Research," Tourism Recreation Research, 21 (2), 1996, pp. 5-6.

Sirgy, M. J., D. Grewal, T.F. Mangleburg, J.O. Park, K.S. Chon, C.B. Claiborne, J.S. Johar, and H. Berkman. "Assessing the Predictive Validity of Two Methods of Measuring Self-Image Congruence," Journal of the Academy of Marketing Science, 25 (3), 1997, pp.

Mikula, James, and Kye-Sung Chon. "International Hotel Marketing in the Age of Globalization," International Journal of Contemporary Hospitality Management, 9 (1), 1997, pp. 31-33.

Bosselman, Robert H., Chon, K.S., Teare, Richard, and Costa, Jorge. "A Review of Graduate Education and Research in Hospitality and Tourism Management," International Journal of Contemporary Hospitality Management, 8 (4), 1996, pp. 37-40.

Chon, Kye-Sung, and Oppermann, Martin. "Tourism Development and Planning in Philippines," Tourism Recreation Research, 21 (1), 1996, pp. 35-43.

Chon, Kye-Sung. "Some Thoughts on Research Agenda for Tourism," published on Internet for a Virtual Academy of Hospitality Research, 1996,  
<http://www.mcb.co.uk/service/conferen/liblink/ijchm/backgd31.htm>

Chon, Kye-Sung, and Mayer, Karl J. "Destination Competitiveness Models in Tourism and Their Application to Las Vegas," Journal of Tourism Systems and Quality Management, 1(2), 1995, pp. 227-246.

Chon, Kye-Sung. "Odmorisni Centri Buducnosti Izazovi I Nove Mogucnosti (Tomorrow's Resort Industry: Challenges and New Opportunities)," Turizam, 18 (9-10), 1995, pp. 159-163.

Chon, Kye-Sung, and Singh, Amrik. "Marketing Resorts to 2000: Review of Trends in the USA," Tourism Management, 16 (6), 1995, pp. 463-469.

Koenen, John, Chon, Kye-Sung, and Christianson, David J. "Effects of Tourism Growth on Air Quality: The Case of Las Vegas," Journal of Sustainable Tourism, 3 (3), 1995, pp. 135-142.

Oppermann, Martin, and Chon, Kye-Sung. "Time-Series Analysis of German Outbound Travel Patters," Journal of Vacation Marketing, 2 (1), 39-52.

Hobson, J.S. Perry, Vincent C.S. Heung, and Kye-Sung Chon. "Vietnam's Tourism Industry: Can It Be Kept Afloat?," The Hotel Management (A Japanese journal), February 1995, pp. 184-190; a translation of an article originally published in The Cornell H.R.A. Quarterly, 35 (5), October 1994, pp. 42-49.

Chon, Kye-Sung, David J. Christianson, and Lee-Chih Lin. "Tourist Satisfaction with Hotel Stay: The Case of Japanese Visitors to Taiwan," Australian Journal of Hospitality Management, 2 (1), 1995, pp. 1-6.

Pyo, Sung-Soo and Kye-Sung Chon. "Considerations of Management Objectives in Hotel Feasibility Studies: An Empirical Assessment," International Journal of Hospitality Management, 14 (2), 1995, pp. 151-156.

Singh, Amrik, and Kye-Sung Chon. "Marketing of National Tourism: A Case Study of Singapore," Journal of Vacation Marketing, 2 (3), June 1996, pp. 239-257.

J.S. Perry Hobson, Vincent Heung, and Kye-Sung Chon. "Tourism Industry in Vietnam: Can It Be Kept Afloat?," the Cornell H.R.A. Quarterly, 35 (5), October 1994, pp. 42-49.

Zafar Ahmed and Kye-Sung Chon. "Korean Outbound Tourism," the Cornell H.R.A. Quarterly, 35 (3), April 1994, pp.

Chon, Kye-Sung, Amrik Singh, and James R. Mikula. "Thailand's Tourism and Hotel Industry," Cornell H.R.A. Quarterly, 34 (3), June 1993, pp. 43-49.

Chon, Kye-Sung, and Amrik Singh. "Current Economic Issues Facing the U.S. Lodging Industry," International Journal of Contemporary Hospitality Management, 5 (3), 1993, 3-9.

Chon, Kye-Sung, and Yang H. Huo. "Environment for Future Conference Centers: Perceptions of Managers," FIU Hospitality Review, 11 (1), Spring 1993, pp. 25-30.

Oh, Heung-Chul, and Kye-Sung Chon. "Measures of Economic Impact in Tourism: A Review and Discussion," Journal of Hospitality and Tourism Research, 4 (1), August 1993, pp. 1-10.

Singh, Amrik and Kye-Sung Chon. "Teleconferencing Technology: Recent Developments and Implications for Hotel Industry," FIU Hospitality Review, 11 (2), Fall 1993, pp. 1-6. The same article was reprinted in December 1993 issue of Lodging Hospitality.

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Kleintop, Daniel and Kye-Sung Chon. "Communication: The Key to Successful Post-crisis Marketing," HSMIAI Marketing Review, Vol. 7, No. 2, Winter 1988/89, pp. 14-17.

Chon, Kye-Sung. "Marketing and Administration of Meetings and Conventions: Where the Information Is," HSMIAI Marketing Review, 8(1), Fall, 41-44.; the same article was used in a database for the book: A Completed Bibliography of Association Management And Affiliated Fields, Washington, D.C.: Washington Association Research Foundation, 1990.

Chon, Kye-Sung. "Excellence through International Interaction (a conference report)," Annals of Tourism Research, Winter 1989, pp. 588-589.

Chon, Kye-Sung. "Hospitality and Travel Marketing," (A book review), The Cornell H.R.A. Quarterly, 30 (1), May, 133-134.

Chon, Kye-Sung. "Marketing in the Hospitality Industry (a book review)," Journal of Travel Research, 23 (2), Fall 1989, pp. 52-53.

Chon, Kye-Sung. "Hotel and Food Service Marketing: A Managerial Approach (a book review)," Journal of Travel Research, 23 (2), Fall 1989, p. 53.

Chon, Kye-Sung. "The Extent and Limit of Innkeeper's Lien," Hotel and Casino Law Letter, 3 (4), 1986, pp. 61-66.

#### F. Research Based Monographs:

Chon, Kaye (a contributor and team member in the project). Jeff Wilks and Stewart Moore (Eds.) Tourism Risk Management for the Asia Pacific Region: An Authoritative Guide for Managing Crisis and Disasters. APEC: 2004.

Ahn, Jong-yun, Lee, Tae-hee, Lee, Jong-soo, and Chon, Kaye. "Training for Sustainable Development in the Tourism Industry," APEC Tourism Working Group, Asia-Pacific Economic Cooperation, 2002, 162 pages.

Chon, Kye-Sung. "Global Tourism, Global Service," Korea Academic Society of Tourism, 1996.

Chon, Kye-Sung and John T. Bowen. "Marketing and Management Strategies Associated with Expansion and Renovation of Seoul Plaza Hotel," Hospitality Research and Development Center, UNLV, 1994, 96 pages.

Chon, Kye-Sung. "A Tourism Marketing Study for the City of Norfolk, Virginia," Center for Hospitality Research and Service, Virginia Tech, 1989, 94 pages.

Chon, Kye-Sung. "A Study for the Development of Tourism Marketing Plan for Wise County, Virginia," Center for Hospitality Research and Service, Virginia Tech, 1989, 59 pages.

Chon, Kye-Sung. "1988 Virginia Beach Hotel Data-Base Study," Center for Hospitality Research and Service, Virginia Tech, 1989, 29 pages.

Chon, Kye-Sung. "A Telemarketing Survey of Virginia Hospitality Business Operators," Department of Hotel, Restaurant and Institutional Management, Virginia Tech, 1989, 25 pages.

Chon, Kye-Sung, and L. Taylor Damonte. "An Analysis of the Lodging Industry Occupancy Trends in the City of Norfolk, Virginia," Center for Hospitality Research and Service, Virginia Tech, 1989, 16 pages.

Chon, Kye-Sung, Michael R. Evans and Michael D. Olsen. "A Marketing Audit for Virginia Beach, Virginia," Center for Hospitality Research and Service, Virginia Tech, 1988, 87 pages.

Chon, Kye-Sung, Michael R. Evans and Michael D. Olsen. "A Study to Assess Tourism Resources And Marketing Opportunities for Wise County, Virginia," Center for Hospitality Research and Service, Virginia Tech, 1987, 72 pages.

Chon, Kye-Sung. "A Study of Perceptual Difference of Korea As a Tourist Destination Between Pre-Visit and Post-Visit American Tourists to Korea," College of Hotel Administration, University of Nevada, Las Vegas, a thesis for Master of Science degree in Hotel Administration, 1985, 161 pages.

Chon, Kye-Sung. "Consumer Satisfaction/Dissatisfaction in Tourism As Related to the Perception of Destination Images," Virginia Tech, a doctoral dissertation for Doctor of Philosophy, 1990, 160 pages.

## V. HONORS AND AWARDS

Michael D. Olsen Outstanding Alumnus Award, Virginia Tech, 2013.

Outstanding Alumni Award, Georgia State University Cecil B. Day School of Hospitality Management, 2013.

Ulysses Prize, United Nations World Tourism Organization, 2011.

Howard Meek Award for Lifetime Contribution to Hospitality Education, 2007 International Council on Hotel, Restaurant and Institutional Education.

China Hotel Industry Startlet Award for Outstanding Contributions in Hotel Industry Education, 2007.

China Hotel Forum Award as 10 Most Outstanding Tourism Educators in China, 2007.

President's Medal for Outstanding Achievement as an Overseas Korean Awarded by President of the Republic of Korea, 2007.

Founders Award for Outstanding Contribution to Graduate Education and Research, 2004; awarded at Annual Graduate Students Research and Graduate Education Conference in Myrtle Beach, South Carolina, January 2005.

Listed in "Who's Who In the World," 2000.

Most Outstanding Alumni in 30 Years Award, Georgia State University Cecil B. Day School of Hospitality Administration, 2003.

FTA Humanitarian Leadership Award, 2003.

Michael D. Olsen Achievement Award from University of Delaware for lifetime contribution to research, scholarship and graduate students mentorship in hospitality and tourism, 2001.

Martin Oppermann Memorial Tourism Education Services Award, International Society of Travel & Tourism Educators, 1999.

Faculty of the Year Award for Excellence in Applied Research, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, 1996.

Listed in "Who Is Who in U.S. Lodging Industry," 1995.

Sam and Boyd Distinguished Professor Award for Research, UNLV, 1994.

John Wiley & Sons Award, CHRIE, 1993; awarded in recognition of lifetime contributions to outstanding scholarship and research in hospitality and tourism.

Teaching Excellence Award, College of Human Resources, Virginia Tech, 1990.

Outstanding Faculty Member of the Year Award, Department of Hotel, Restaurant and Institutional Management, Virginia Tech, 1989.

One of 5 Finalists, Virginia's Outstanding Faculty Member Award by the Virginia State Council on Higher Education, 1989.

National Tour Foundation Luray Caverns Research Fellowship Award, 1989.

Simmons Graduate Scholarship, American Society of Travel Agents, 1989.

Virginia Hotel and Motel Association Graduate Study Scholarship, 1987.  
 "Honorary Citizen" of Wise County, Virginia (an honor awarded based on a successful completion of a tourism study for the community), 1987.  
 James F. Adams Graduate Study Scholarship, University of Nevada, Las Vegas, 1985.  
 Graduate Research Grant, University of Nevada, Las Vegas, 1985.  
 Motor Board Honor Award, Georgia State University, 1984.  
 Dean's Key Award, College of Public and Urban Affairs, Georgia State University; Honor awarded to the graduating senior with highest academic achievement, 1984.  
 Eta Sigma Delta "Graduating Senior of the Year" award, Georgia State University Department of Hotel, Restaurant and Travel Administration, 1984.  
 Omicron Delta Kappa faculty member, 1990 to present.  
 Graduation with honor, Georgia State University, 1984.  
 American Hotel Foundation Scholarship, 1983.  
 Graduation with honor, University of Maryland, 1982.

## **VI. ACTIVITIES RELATED TO GRANTS AND CONTRACTS**

Development and Validation of the Measurement Model of Visitors' Perceived Tourism Destination Image: The Case of Hainan Island, The National Science Fund of the People's Republic of China, 370,000 RMB; Co-investigators: Zibin Song and Kaye Chon

A General to Specific Econometric Approach to Modeling and Forecasting International Tourism Demand in Hong Kong (Code: PolyU 5356/03H), General Research Fund of Hong Kong Government (Dec 2003-2006 Nov), CI, HK\$289,541, Co-I.

Combination Forecasts of the Demand for Hong Kong Tourism (Code: PolyU 5337/04H), GRF (Sept 2004- Aug 2007), CI, HK\$175,709 Co-I.

Developing a Tourism Demand Forecasting System for Public Policy Research Institute of Hong Kong Government (Sept 2005 - Dec 2009), CI, HK\$1.6 million, Hong Kong (Code: 1-BB08), Co-I.

Assessing Hong Kong's Competitiveness as an International Tourism Destination Using Tourist Satisfaction Indexes (Nich Area Fund of Hong Kong PolyU (Sept 2007-Aug 2010), CI, HK\$3.6 Million, Code: 1-BB61), Co-I.

A Study to Systematically Evaluate Hotel and Catering Training Constituencies in Hong Kong; 1999-2000; Sponsored by Hong Kong Vocational Council; co-PI.

A Study to Evaluate Special Events Tourism in Houston; 1996-97; Sponsored by Greater Houston Area Convention & Visitors Bureau, PI.

A Study of Market Feasibility and Strategic Marketing Plan for Seoul Plaza Hotel, Korea, 1993.

A Study to Identify Research Needs by National Tourist Organizations in the Pacific Asian Region; 1992, College of Hotel Administration Research Grant.

A Study to Evaluate Tourism Promotion of the Norfolk Convention and Visitors Bureau; 1990, Project Director and Principal Investigator (PI).

Tourism Marketing Study for the City of Norfolk, Virginia; 1988-89, Project Director and PI.

Development of Tourism Marketing Plan for Wise County, Virginia. Wise County Virginia Chamber of Commerce; 1988, Project Director and PI.

A Study to Assess Tourism Resources in Wise County. Wise County Virginia Chamber of Commerce, through All Health, Inc.; 1987, PI.

A Marketing Audit for Virginia Beach. City of Virginia Beach Tourism Development Division; 1987-88, Co-Principal Investigator (Co-PI)

1988 Virginia Beach Hotel Data Base Study. Arthur Polizos and Associates; 1988-89, Project Director and PI

Virginia Hospitality Operators Telemarketing Study, Virginia Restaurants Association; 1989, PI.