

Last update: July 2026

## SEULGI LEE

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### RESEARCH INTERESTS

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- Consumer/Tourist Experience, Behavioral Economics
- Sustainable Tourism
- Destination Marketing

### EDUCATION

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**Temple University, Philadelphia, United States** Aug. 2026 - Present

*Ph.D. in Business Administration with a concentration in Tourism*

• Advisor: Dr. Laurie Wu

**Hanyang University, Seoul, South Korea** Sep. 2023 – Aug. 2025

*M.S. in Tourism*

- Thesis: Ulterior motives and skepticism inferences regarding hotel green practices: The moderating effects of consumer participation and psychological empowerment (Excellence Award for Master's Thesis)
- Advisor: Dr. Hakseung Shin

**University of Augsburg, Augsburg, Germany** Fall 2011

*Exchange Student, Germanistik*

**Ewha Womans University, Seoul, South Korea** Mar. 2008 – Feb. 2014

*B.S. in German Language and Literature & Business Administration*

### SCHOLARSHIPS

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**Presidential Fellowship Award** Sep. 2026 – Aug. 2027

*Temple University*

**Research Assistant Scholarship (USD 3,000)** 1<sup>st</sup> Semester 2024

*Hanyang University*

**Honors Scholarship (USD 500)** 2<sup>nd</sup> Semester 2012

*Ewha Womans University*

**Honors Scholarship (50% of Tuition)** 1<sup>st</sup> Semester 2009

*Ewha Womans University*

### HONORS AND AWARDS

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#### Conference Best Paper

1<sup>st</sup> Best Paper Award, *Asia Pacific Tourism Association (APTA)* Jul. 2025

3<sup>rd</sup> Best Paper Award, *The 95<sup>th</sup> TOSOK Seoul International Tourism Conference* Feb. 2024

#### Other Awards

Excellence Award for Master's Thesis, Hanyang University Aug. 2025

## **RESEARCH EXPERIENCES**

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### **Publication**

Shin, H., Dosumbaeva, A., **Lee, S.**, Kang J. (2026). Paying for carbon: CO<sub>2</sub>-based pricing mechanisms and pro-environmental behavior in tourism. *Annals of Tourism Research*, 119, 104209.  
<https://doi.org/10.1016/j.annals.2026.104209>

Shin, H., Jo, Y., **Lee, S.**, Park, J., Cho, J., & Kim, H. (2025). ESG for Sustainability in Hospitality and Tourism: A Theoretical and Practical Review With a Future Research Agenda. *Journal of Travel Research*, 1-34.  
<https://doi.org/10.1177/00472875251363629>

Joo, H., **Lee, S.**, Lee, J., & Chung, C. (2024). Research on revitalizing island tourism through analysis of tourist perception - Focusing on Baengnyeong Island, Daecheong Island, and Yeonpyeong Island, and Yeonpyeongdo. *Research Institute of Korean Traditional Dance*.

### **Papers in Progress**

**Lee, S.**, Shin, H. Are hotels truly green? Exploring skeptical inferences and the moderating effects of consumer participation and psychological empowerment. Under revision at *International Journal of Hospitality Management*.

### **Conference Presentations**

Shin, H. S., Dosumbaeva, A., **Lee, S.G.** (2026 July)  
Toward a Carbon-Priced Tourism Economy: CO<sub>2</sub>-Based Dynamic Pricing as a Transformative Green Capitalism Mechanism. Presented at the 2026 Asia Pacific Tourism Association Conference (APTA). Fukuoka, Japan.  
**[Nominated for the Best Paper Award]**

**Lee, S. G.**, Shin, H. S. (2025 July)  
Green or Greedy? How Consumer Inference of Ulterior Motives Shapes Responses to Hotel Sustainability Initiatives. Presented at the 2025 Asia Pacific Tourism Association Conference (APTA). Busan, South Korea.  
**[1<sup>st</sup> Best Paper Award]**

**Lee, S. G.**, Shin, H. S. (2025 July)  
Exploitation or co-production? Hospitality consumer's motive inference process of hotel eco-friendly practices. Presented at the 2025 Asia Pacific Tourism Association Conference (APTA). Busan, South Korea.

Shin, H. S., Jo, Y. J., **Lee, S. G.**, Park, J. R., Cho, J. H., Kim, H. B. (2025 June)  
Reframing ESG in Hospitality and Tourism: a critical review of concepts, practices, and theoretical pathways. Presented at the 97th Tourism Sciences Society of Korea (TOSOK) International Conference. Seoul, South Korea.

Ro, H.W., Lee, J.H., **Lee, S.G.** (2024 July)  
Does the Atmosphere of Night Tourism Influence Perceived Authenticity? Focusing on Nighttime Tourism at Historic Palaces. Presented at the 97<sup>th</sup> Tourism Sciences Society of Korea (TOSOK) International Conference. Jeonnam·Yeosu, South Korea.

Ju, H.J., **Lee, S. G.**, Lee, J. H., Roh, J. C. (2024 February)  
Language Network Analysis for Tourism Development in the Five West Sea Islands: Focusing on Baengnyeongdo, Daecheongdo, and Yeonpyeongdo. Presented at the 95<sup>th</sup> Tourism Sciences Society of Korea (TOSOK) International Conference. Seoul, South Korea.  
**[3<sup>rd</sup> Best Paper Award]**

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### Research Projects

#### **2025 Evaluation of Special Tourist Zones**

**Feb. – Jun. 2026**

Commissioned by *the Ministry of Culture, Sports and Tourism*

*Tourism Industry Research Division, Korea Culture & Tourism Institute (KCTI), Seoul, South Korea*

#### **The Development of ESG Tourism Strategies to Promote Local Tourism and Cope with Local Extinction**

**Mar. – Aug. 2025**

Funded by *National Research Foundation of South Korea*

*ESG Tourism Innovation Center, Hanyang University, Seoul, South Korea*

### Research Assistantships

#### **Full-time Student Researcher, ESG Tourism Innovation Center**

**Jul. 2024 – Aug. 2025**

*Hanyang University, Seoul, South Korea*

#### **Full-time Student Researcher, Tourism Information Management Research Center**

**Oct. 2023 – Jun. 2024**

*Hanyang University, Seoul, South Korea*

### INDUSTRY EXPERIENCES

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#### **Research Associate (Contract)**

**Feb. – Jun. 2026**

*Korea Culture and Tourism Institute (KCTI), Seoul, South Korea*

#### **Administrative Officer in Corporate Strategy Office and Global Marketing Group**

**May. 2021 – May. 2023**

*Jeju Tourism Organization (JTO), Jeju, South Korea*

#### **Assistant Manager in Mideast & Southeast Asia team**

**Feb. 2016 – Apr. 2021**

*Kim's M&T Co., Ltd, Seoul, South Korea*

#### **Internship, Marketing & Research**

**Apr. – Jul. 2011**

*10 Magazine, Seoul, South Korea*

### SKILLS & CERTIFICATES

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#### Research Skills

##### **Quantitative Research Methods/ Analysis Tools**

- SPSS: Basic statistical analysis, Advanced regression analysis
- AMOS: Confirmatory factor analysis (CFA), Path analysis, Structural equation modeling (SEM), Multigroup SEM

##### **Qualitative Research Methods**

- Systematic literature review, Thematic analysis

#### Language Skills

Korean (Native); English, Japanese (Advanced)