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Hospitality and Sport Business Management  
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## **EDUCATION**

|      |        |   |
|------|--------|---|
| 2005 | Ph.D.  | Hotel and Tourism Management<br>The Hong Kong Polytechnic University, Hong Kong SAR, China      |
| 1998 | M.B.A. | Business Administration (Concentration in Tourism Management)<br>Griffith University, Australia |
| 1994 | B.A.   | German Language and Literature<br>Ewha Womans University, South Korea                           |

## **PROFESSIONAL QUALIFICATION**

Certified Hospitality Educator (CHE), American Hotel and Lodging Association

## **GRANTS AND SCHOLARSHIPS**

|           |   |
|-----------|---|
| 2018      | 2018 PCMA (Professional Convention Management Association) Faculty<br>Scholarship   |
| 2016      | “Perceptions of Korea as a Medical Destination”<br>Korea Health Industry Development Institute USA  |
| 2016      | “Effects of Destination Image and Event Characteristics on Sport Tourists’<br>Behavioral Intentions”<br>Department Interdisciplinary Research Grant |
| 2015      | “City of Milford Tourism Feasibility Study”<br>USDA Rural Development and City of Milford, Delaware   |
| 2014      | “Economic Contributions of Firefly Music Festival”<br>Delaware Economic Development Office (DEDO)   |
| 2008      | University of Houston New Faculty Research Grant  |
| 2001-2005 | The Hong Kong Polytechnic University Research Scholarship   |
| 1996-1998 | Australian Government Postgraduate Research Scholarship   |

## **PROFESSIONAL EXPERIENCE**

|           |   |
|-----------|---|
| 2022      | Visiting Scholar, UiT The Arctic University of Norway, Norway   |
| 2022      | Visiting Scholar, Jeju National University, South Korea   |
| 2018-     | Associate Chair, Department of Hospitality and Sport Business Management, Lerner College of Business and Economics, University of Delaware, USA             |
| 2016-     | Tenured Associate Professor, Department of Hospitality and Sport Business Management, Lerner College of Business and Economics, University of Delaware, USA |
| 2014-2015 | Associate Director, Center for Applied Business and Economic Research, Lerner College of Business and Economics, University of Delaware, USA                |
| 2010-2016 | Assistant Professor, Department of Hospitality Business Management, Lerner College of Business and Economics, University of Delaware, USA                   |
| 2007-2010 | Assistant Professor, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, USA  |
| 2008      | Faculty Internship, Grand Hyatt San Francisco, USA  |
| 2005-2006 | Assistant Director, Strategic Intelligent Centre, Pacific Asia Travel Association (PATA), Thailand  |
| 2006      | Adjunct Professor, Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand   |
| 2002-2005 | Graduate Instructor, The Hong Kong Polytechnic University, Hong Kong  |
| 1998-2001 | Lecturer, School of Tourism Studies, Tamna University, Jeju-Do, South Korea   |
| 1994-1995 | In-flight Interpreter, KLM Royal Dutch Airlines, The Netherlands  |

## **CLASSES TAUGHT**

|   |   |
|---|---|
| Event, Meeting and Convention Management          | Introduction to Hospitality Management  |
| Data Analysis in the Hospitality Industry         | Intercultural Management and Etiquettes |
| Service Quality Management                        | Foundations of Tourism Management       |
| Cultural Intelligence in the Hospitality Industry | Research Methods                        |

## **RESEARCH EXPERTISE**

|                                   |                       |
|-----------------------------------|-----------------------|
| Convention and Event Management   | Consumer Behavior     |
| Tourism and Hospitality Marketing | Destination Marketing |
| Supply Chain Management           | Sustainability        |

## PUBLICATIONS

### Journal Articles

1. Trang, N. T., Yoo, J., Joo, D., and Lee, G (2023), Incorporating senses into destination image, *Journal of Destination Marketing and Management*, Accepted. (A Journal)
2. Jang, H., Yoo, J. J., and Cho, M. (2023), Resistance to blockchain adoption in the foodservice industry: Moderating roles of public pressures and climate change awareness, *International Journal of Contemporary Hospitality Management*, Accepted. (A Journal)
3. Jang, E., Yoo, J., & Cho, M. (2022). Particulate matter source attribution and restaurant mitigation behavioral intentions: An application of attribution theory. *International Journal of Contemporary Hospitality Management*, Vol. ahead-of-print No. ahead-of-print. (A Journal)
4. Beldona, S., Yoo, J., & Baiomie, A. (2022). Cross-cultural differences in home hospitality: An exploratory study, *Tourism, Culture and Communication*, Forthcoming.
5. Yoo, J., Park, J., & Cho, M. (2022). Cocreation of gastronomy experience through cooking classes, *International Journal of Contemporary Hospitality Management*, 34(9): 3230-3252. (A Journal)
6. Cho, M., & Yoo, J. (2021). Customer pressure and restaurant employee green creative behavior: Serial mediation effects of restaurant ethical standards and employee green passion, *International Journal of Contemporary Hospitality Management*, 33(12): 4505-4525. (A Journal)
7. Yoo, J., & Cho, M. (2021). Supply chain flexibility fit and green practices: Evidence from the event industry, *International Journal of Contemporary Hospitality Management*, 33(7): 2410-2427. (A Journal)
8. Bonn, M., Chun, Y., Yoo, J., & Cho, M. (2021). Green purchasing by wine retailers: Roles of individual values, competences, and organizational culture, *Cornell Hospitality Quarterly*, 62(3): 324-336. (A Journal)
9. Yoo, J., Newland, B., & Lee, W. (2021). Influencing active sport event tourists' loyalty to event and destination, *Event Management*, 25(3), 297-309. (A Journal)
10. Newland, B., & Yoo, J., (2021). Active sport event participants' behavioral intentions: Leveraging outcomes for future attendance and visitation, *Journal of Vacation Marketing*, 27(1): 32-44. (B Journal)
11. Mair, J., Jin, X., & Yoo, J. (2016). Exploring the site selection decisions of incentive travel planners, *Event Management*, 20(3): 353-364. (A Journal)
12. Yoo, J., Kim, T., & Lee, G. (2015). When customers complain: The value of customer orientation in service recovery, *Cornell Hospitality Quarterly*, 56(4): 411-426. (A Journal)
13. Basoglu, A., & Yoo, J. (2015). Soon or later? Effect of time distance on travel decisions, *Journal of Travel & Tourism Marketing*, 32(1): S62-S75. (A Journal)

14. Yoo, J., Zhou, Y., Lu, T., & Kim, T. (2014). The moderating effects of resident characteristics on perceived gaming impacts and gaming industry support: The case of Macao, *Journal of Travel & Tourism Marketing*, 31(2):229–250. (A Journal)
15. Zhou, Y., Lu, T., & Yoo, J. (2014). Residents' perceived impacts of gaming development in Macau: Social representation perspectives, *Asia Pacific Journal of Tourism Research*, 19(5): 579-599. (B Journal)
16. Kim, T., Yoo, J., Lee, G., & Kim, J. (2012). Emotional intelligence and emotional labor acting strategies among hotel frontline employees, *International Journal of Contemporary Hospitality Management*, 24(7): 1029 – 1046. (A Journal)
17. Beldona, S., Lin, K., & Yoo, J. (2012). The roles of personal innovativeness and push vs. pull delivery methods in travel-oriented location-based marketing services, *Journal of Hospitality and Tourism Technology*, 3(2): 86 – 95. (B Journal)
18. Kim, T., Yoo, J., & Lee, G. (2012). Post-recovery customer relationships and customer partnerships in a restaurant setting, *International Journal of Contemporary Hospitality Management*, 24(3): 381-401. (A Journal)
19. Hua, Y. & Yoo, J. (2011). Travel motivations of mainland Chinese travelers to US, *Journal of China Tourism Research*, 7(4): 355-376.
20. Kim, T., Yoo, J., & Lee, G. (2011). The HOINCAP scale: Measuring intellectual capital in the hotel industry, *Service Industries Journal*. 31(13): 2243-2272.
21. Yoo, J., & Zhao, X. (2010). Revisiting determinants of convention participation decision-making, *Journal of Travel & Tourism Marketing*. 27(2): 179-192. (A Journal)
22. Koh, S., Yoo, J., & Boger, C. (2010). Importance-Performance Analysis with benefit segmentation of spa goers, *International Journal of Contemporary Hospitality Management*. 22(5): 718-735. (A Journal)
23. Yoo, J., & Chon, K. (2010). Temporal changes in factors affecting convention participation decision, *International Journal of Contemporary Hospitality Management*. 22(1): 103-120. (A Journal)
24. Yoo, J., & Chon, K. (2008). Factors affecting convention participation decision-making: Developing a measurement scale, *Journal of Travel Research*. 47(1): 113-122. (A Journal)
25. Koldowski, J., & Yoo, J. (2006). Seven dominant forces affecting Asia Pacific travel and tourism industry, *Journal of Travel & Tourism Marketing*. 20(2): 75-78. (A Journal)
26. Yoo, J., Shin, S., & Yang, I. (2005). Key attributes of internal service recovery strategies as perceived by frontline food service employees, *International Journal of Hospitality Management*. 25(3): 496-509. (A Journal)
27. Yoo, J., & Weber, K. (2005). Progress in convention tourism research, *Journal of Hospitality & Tourism Research*. 29(2): 194-222. (A Journal)

28. Jogaratnam, G., Chon, K., McCleary, K., Mena, M., & Yoo, J. (2005). An analysis of institutional contributors to three major academic journals: 1992-2001, *Tourism Management*. 26(5): 641-648. (A Journal)
29. Jogaratnam, G., McCleary, K., Mena, M., & Yoo, J. (2005). An analysis of hospitality and tourism research: institutional contributions, *Journal of Hospitality & Tourism Research*. 29(3): 356-371. (A Journal)
30. Yoo, J., McKercher, B., & Mena, M. (2004). A cross-cultural comparison of trip characteristics: international visitors of Hong Kong from Mainland China and USA, *Journal of Travel & Tourism Marketing*. 16(1): 63-75. (A Journal)
31. Yoo, J. (2004). Development of convention industry in Korea, *Journal of Convention & Event Tourism*. 6(4): 81-94.

### **Book Chapters**

- Yoo, J. (2006) Strategies for regional tourism marketing in Asia, In Jayawardena, C. (ed.) *International Trends & Challenges in Tourism & Hospitality Business*, Colombo: Vijitha Yapa Bookshop Ltd.
- Yoo, J. (2006) Success of service quality of Asian airlines, In Jayawardena, C. (ed.) *International Trends & Challenges in Tourism & Hospitality Business*, Colombo: Vijitha Yapa Bookshop Ltd.

### **Invited Book Reviews**

- Yoo, J. (2007). Event Management & Event Tourism (Donald Getz). *Tourism Analysis*. 12(3): 229-230.

### **Conference Proceedings**

- Boo, S. & Yoo, J. (2022). Corporate social marketing and expo consumer behavior: An integrated model of attribution and costly signal theories, IMEX America, October 17-19, 2022, Las Vegas, USA.
- Yoo, J. & Newland, B. (2018). Creating Sport Event Tourists' Experience Value and Loyalty, Proceedings of the 8<sup>th</sup> Global Event Congress, July 10-13, 2018, Warsaw, Poland.
- Newland, B. & Yoo, J. (2017). Event Characteristics' Effect on Sport Tourists' Behavioral Intentions, Proceedings of the 25<sup>th</sup> Annual EASM Conference, September 5-8, 2017, Bern and Magglingen, Switzerland.
- Lee, W., Sung, H., & Yoo, J. (2015). Conference Attendees' Satisfaction with Convention Facility Services; An Integrated Model of Individual & Shared Experiential Value. IMEX America, October 13-15, 2015, Las Vegas NV, USA.
- Yoo, J. (2015). Learning style preferences of association convention attendees: Cross-cultural approach, Proceedings of the 2015 International Convention and Expo Summit, May 20-22, Seoul, Korea.

- Li, Q., & Yoo, J. (2014). Chinese customers' perception and satisfaction with Chinese and Western restaurants, Proceedings of the 20<sup>th</sup> Asia Pacific Tourism Association Annual Conference, July 1-4, 2014, Ho Chi Minh, Vietnam.
- Xin, J., Pineda, S., & Yoo, J. (2014). Motives of visitors attending regional events: The case of 2014 Taste of Newark, Proceedings of the 2014 NENA Research and Professional Development Conference, March 29-30, 2015, Atlantic City, NJ, USA.
- Yoo, J. (2013). The effect of time construal on convention participation decision, Proceedings of the 2013 International Convention and Expo Summit, May 24-29, 2013, Bangkok, Thailand.
- Basoglu, A., & Yoo, J. (2012). For business or pleasure: Effect of time horizon on travel decisions, Proceedings of the 2012 International Society of Travel and Tourism Educators Conference, October 16-18, 2012, Freiburg, Germany.
- Yoo, J., & Madera, J. (2011). Social stigma and international tourism, Proceedings of the 2011 CHRIE Conference, July 27-30, 2011, Denver, USA.
- Beldona, S., Lin, K., & Yoo, J. (2011). Location based marketing services in a tourism context: The impact of personal travel innovativeness and pull vs. push delivery method, Proceedings of the Advances in Hospitality and Tourism Marketing and Management Conference, June 19 – 24, 2011, Istanbul, Turkey.
- Hua, Y., & Yoo, J. (2009). Understanding travel motivations of Chinese travelers to the USA, Proceedings of the 2009 International Society of Travel and Tourism Educators Conference, October 15-17, 2009, San Antonio, USA.
- Kim, Y., & Yoo, J. (2009). Green practices: Restaurant customers' perceptions, Proceedings of the 2009 Asia Pacific Tourism Association Conference, July 9-12, 2009, Incheon, Korea.
- Lee, S., Boger, C. A., & Yoo, J. (2009). The impact of service quality and customer satisfaction on spa-goers' intention to revisit, Proceedings of the 2009 Graduate Education and Graduate Student Research in Hospitality and Tourism Conference, January 4-6, 2009, Las Vegas, USA.
- Koh, S., Boger, C. A., & Yoo, J. (2008). Importance-Performance Analysis with benefit-based segmentation in a spa setting, Proceedings of the 2008 Graduate Education and Graduate Student Research in Hospitality and Tourism Conference, January 3-5, 2008, Orlando, USA.
- Yoo, J., & Chon, K. (2006). Determinants of association convention participation decision-making, Proceedings of the 2006 International Convention & Expo Summit, February 7-9, 2006, Hong Kong.
- Yoo, J., & Chon, K. (2005). Development of a measurement scale for attitude towards convention participation, Proceedings of the 2005 Graduate Education and Graduate Student Research in Hospitality and Tourism Conference, January 5-7, 2005, South Carolina, USA.
- Yoo, J., & Chon, K. (2004). Applying the concept of involvement to convention tourism decision-making, Proceedings of the 2004 Asia Pacific Tourism Association Annual Conference, July 4-7, 2004, Nagasaki, Japan.

Yoo, J., & Chon, K. (2004). What drives convention participation? An exploratory study, Proceedings of the 2<sup>nd</sup> Asia Pacific CHRIE Conference & The 6<sup>th</sup> Biennial Conference on Tourism in Asia, May 27-29, 2004, Phuket, Thailand.

Yoo, J., & Chon, K. (2003). What drives convention participation? A critical review of the convention tourism literature and research directions for the future, Proceedings of the 2<sup>nd</sup> Asia Pacific Forum for Graduate Students Research in Tourism, October 2-4, 2003.

Jogaratnam, G., Chon, K., Mena, M., Yoo, J., & McCleary, K. (2003). Institutional contributions to tourism research: An evaluation of three tourism journals, Proceedings of the 1<sup>st</sup> Asia Pacific CHRIE Conference, May 21-23, 2003.

Yoo, J., & Weber, K. (2002). Progress in convention tourism research: A content analysis, Proceedings of the 8<sup>th</sup> Asia Pacific Tourism Association Annual Conference, July 10-13, 2002, Dalian, China.

Yoo, J., & Chon, K. (2002). Development of a conceptual framework for decision-making process in convention participation, Proceedings of the 1<sup>st</sup> Asia Pacific Forum for Graduate Students Research in Tourism, May 22, 2002.

## **EDITORIAL/REVIEW ACTIVITIES**

### **Editorial Board Member**

*Cornell Hospitality Quarterly*  
*Journal of Convention and Event Tourism*

### **Ad Hoc Reviewer**

*Anatolia: International Journal of Tourism and Hospitality Research*  
*Asia Pacific Journal of Tourism Research*  
*International Journal of Contemporary Hospitality Management*  
*International Journal of Hospitality Management*  
*Journal of Hospitality and Tourism Research*  
*Journal of Travel and Tourism Marketing*  
*Journal of Vacation Marketing*  
*Service Industries Journal*  
*Tourism Management*

## **INVITED SEMINARS, LECTURES AND PRESENTATIONS**

- |      |  |
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| 2022 | Invited Lecture on Future of Event Marketing, Jeju National University, South Korea                  |
| 2022 | Invited Lecture on Cocreation of Gastronomy Tourism, UiT The Arctic University of Norway, Norway     |
| 2020 | Guest Speaker for Professional Convention Management Association (PCMA) Philadelphia Chapter Meeting |

- 2020 Guest Lecture for BUAD 415 (Principles & Practices of Global Enterprises), University of Delaware, USA
- 2019 Invited Lecture on Human Capital in Organizations, International Summer School, Shanghai University of Finance and Economics, China
- 2019 Invited Lecture on Human Capital in Organizations, International Summer School, Hankuk University of Foreign Studies, South Korea
- 2018 Invited Presentation on Cross Cultural Communication, IACC (International Association of Conference Center) Americas Connect Conference, Philadelphia, USA
- 2015 Invited Lecture on Introduction to Hospitality Management, Certificate of International Hotel Management, Fondazione Campus of the University of Pisa, Italy
- 2014 Invited Lecture on Business Communication, Certificate of International Hotel Management, Fondazione Campus of the University of Pisa, Italy
- 2014 Guest Lecture for ANTH 311 (Anthropology of Tourism), University of Delaware, USA
- 2014 Invited Presentation on International Business Etiquette at the ELI Graduate Conditional Admission Cohort Program Retreat, Philadelphia, USA
- 2008 Invited Seminar on Destination Marketing and International Convention Management, Executive Master Class for Hangzhou Government Officers, University of Houston, USA
- 2006 Invited Presentation on Regional Tourism Marketing and Promotion from PATA, Tourism Regional Development Learning Program, Mekong Institute, Khon Kaen University, Thailand
- 2006 Guest Speaker for Hotel and Catering International Management Association International Conference, Colombo, Sri Lanka
- 2006 Invited Presentation on Trends of Tourism Development and Planning in Asia Pacific, Tourism Destination Planning Seminar, Zhejiang Tourism Bureau, Hangzhou, China
- 2006 Invited Presentation on Current and Future Tourism Trends in Southeast Asia, Sustainable Tourism Forum, International Finance Corporation Mekong Private Sector Development, Siem Reap, Cambodia
- 2006 Invited Presentation on International Convention Tourism: Research and Industry Perspectives, Executive Master Class: Meetings, Incentives, Conventions, Exhibitions, and Events, Asian Overland Company and the International Congress & Convention Association (ICCA), Bangkok, Thailand



- 2006            Invited Seminar on Research in Tourism, Naresuan University, Bangkok, Thailand
- 2006            Guest Speaker for PATA Industry Council Meeting, PATA 55<sup>th</sup> Annual Conference, Pattaya, Thailand
- 2006            Invited Presentation on Networking among Airlines, Airports, Government and Tourism Bodies to Expand the Market, The 1<sup>st</sup> World's Best Airports Forum, Inchon, South Korea
- 2006            Invited Presentation on Analysts' Assessment of the Asian Online Travel Market, Travel Distribution Summit Asia 2006, Singapore
- 2006            Moderator for the 3<sup>rd</sup> Low Cost Airline Symposium, Singapore
- 2005            Invited Presentation on Human Resources Development: A Key Success for the Tourism industry in Asia and Pacific Countries, Annual Conference of Tourism Academic Association of Thailand, Bangkok, Thailand
- 2005            Invited Presentation on Asia Pacific: The New Global Epicenter for Travel and Tourism, International Travel Catering Association Asia Pacific Conference, Bangkok, Thailand
- 2005            Invited Presentation on the Chinese Travel Market, Travel Distribution Summit China 2005, Shanghai, China