

Joanne Jung-Eun Yoo, Ph.D., CHE

Professor

Department of Hospitality and Sport Business Management

Lerner College of Business and Economics

University of Delaware

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EDUCATION

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

PROFESSIONAL QUALIFICATION

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

TEACHING EXPERIENCE

University of Delaware, USA

Full Professor	2025-Present
Associate Professor with Tenure	2016-2025
Assistant Professor	2010-2016
Department of Hospitality Business Management, Lerner College of Business and Economics	

University of Houston, USA

Assistant Professor	2007-2010
Conrad N. Hilton College of Hotel and Restaurant Management	

The Hong Kong Polytechnic University, Hong Kong SAR, China

Graduate Instructor	2002-2005
School of Hotel and Tourism Management	

Tamna University, South Korea

Instructor	1998-2001
School of Hotel and Tourism Management	

Additional Positions

Visiting Scholar, UiT The Arctic University of Norway, Norway	2022
Visiting Scholar, Jeju National University, South Korea	2022

ADMINISTRATIVE & LEADERSHIP EXPERIENCE

University of Delaware, USA	
Department Associate Chair	2018-2025
Department of Hospitality and Sport Business Management, Lerner College of Business and Economics	
Associate Director	2014-2015
Center for Applied Business and Economic Research, Lerner College of Business and Economics	

PROFESSIONAL EXPERIENCE

Grand Hyatt San Francisco, USA	
Faculty Intern	2008
Pacific Asia Travel Association (PATA), Thailand	
Assistant Director, Strategic Intelligent Centre	2005-2006
KLM Royal Dutch Airlines, The Netherlands	
In-flight Interpreter	1994-1995

HONORS, GRANTS AND SCHOLARSHIPS

Authorized Instructor for CAHTA (Certification in Advanced Hospitality and Tourism Analytics), CoStar Group SHARE Center	2025
Best Paper Award, The NENA CHRIE Conference	2025
Lerner College Research Grant, University of Delaware – Principal Investigator	2024
Best Poster Presentation Award, The NETTRA Conference	2024
Professional Convention Management Association (PCMA) Faculty Scholarship	2018
Research Grant, Korea Health Industry Development Institute – Principal Investigator	2016
Department Interdisciplinary Research Grant, University of Delaware – Principal Investigator	2016
Research Grant, City of Milford, Delaware – Principal Investigator	2015
Research Grant, Delaware Economic Development Office – Principal Investigator	2015
New Faculty Research Grant, University of Houston – Principal Investigator	2008
The Hong Kong Polytechnic University Research Scholarship	2001-2005
Australian Government Postgraduate Research Scholarship	1996

PUBLICATIONS

Journal Articles

1. Tabatabaei, F., Yoo, J. J. E., Kim, H. S., & Webb, T. (2025). Objective data and geospatial analysis of event impact on community wellbeing: The Masters Golf Tournament. *Tourism Management*, 110: 105200.
2. Jang, H., Yoo, J., and Cho, M. (2024), Resistance to blockchain adoption in the foodservice industry: Moderating roles of public pressures and climate change awareness, *International Journal of Contemporary Hospitality Management*, 36(5): 1467-1489.
3. Trang, N. T., Yoo, J., Joo, D., and Lee, G (2023), Incorporating senses into destination image, *Journal of Destination Marketing and Management*, 27: 100760.
4. Jang, E., Yoo, J., & Cho, M. (2023). Particulate matter source attribution and restaurant mitigation behavioral intentions: An application of attribution theory. *International Journal of Contemporary Hospitality Management*, 35(5): 1901-1921.
5. Beldona, S., Yoo, J., & Baiomie, A. (2023). Make yourself at home: Cross-cultural differences in home hospitality, *Tourism, Culture and Communication*, 23: 29-44.
6. Yoo, J., Park, J., & Cho, M. (2022). Cocreation of gastronomy experience through cooking classes, *International Journal of Contemporary Hospitality Management*, 34(9): 3230-3252.
7. 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.
8. 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.
9. 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.
10. Yoo, J., Newland, B., & Lee, W. (2021). Influencing active sport event tourists' loyalty to event and destination, *Event Management*, 25(3), 297-309.
11. 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.
12. Mair, J., Jin, X., & Yoo, J. (2016). Exploring the site selection decisions of incentive travel planners, *Event Management*, 20(3): 353-364.
13. 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.

14. Basoglu, A., & Yoo, J. (2015). Soon or later? Effect of time distance on travel decisions, *Journal of Travel & Tourism Marketing*, 32(1): S62-S75.
15. 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.
16. 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.
17. 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.
18. 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.
19. 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.
20. Hua, Y. & Yoo, J. (2011). Travel motivations of mainland Chinese travelers to US, *Journal of China Tourism Research*, 7(4): 355-376.
21. Kim, T., Yoo, J., & Lee, G. (2011). The HOINCAP scale: Measuring intellectual capital in the hotel industry, *Service Industries Journal*. 31(13): 2243-2272.
22. Yoo, J., & Zhao, X. (2010). Revisiting determinants of convention participation decision-making, *Journal of Travel & Tourism Marketing*. 27(2): 179-192.
23. 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.
24. Yoo, J., & Chon, K. (2010). Temporal changes in factors affecting convention participation decision, *International Journal of Contemporary Hospitality Management*. 22(1): 103-120.
25. Yoo, J., & Chon, K. (2008). Factors affecting convention participation decision-making: Developing a measurement scale, *Journal of Travel Research*. 47(1): 113-122.
26. Koldowski, J., & Yoo, J. (2006). Seven dominant forces affecting Asia Pacific travel and tourism industry, *Journal of Travel & Tourism Marketing*. 20(2): 75-78.
27. 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.

28. Yoo, J., & Weber, K. (2005). Progress in convention tourism research, *Journal of Hospitality & Tourism Research*. 29(2): 194-222.
29. 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.
30. 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.
31. 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.
32. Yoo, J. (2004). Development of convention industry in Korea, *Journal of Convention & Event Tourism*. 6(4): 81-94.

Book Chapters

1. 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.
2. 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

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

Conference Presentations

1. Liu, M., & Yoo, J. (2025). Impact of regulatory focus on the effectiveness of AI-generated review summaries in online hotel booking, The NENA CHRIE Spring Conference, March 28-30, Atlantic City, NJ.
2. Nyarko, Y. P. M., & Yoo, J. (2025). From feed to feast: Exploring the power of social media food videos, The 30th Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 2-4, Houston, TX.
3. Tabatabaei, F., & Yoo, J. (2025). Unveiling the dichotomy of wellbeing: A comprehensive analysis of hosting events through subjective and objective perspectives, The 30th Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 2-4, Houston, TX.
4. Tabatabaei, F., Yoo, J. Kim, H., & Webb, T. (2025). Integrating statistical and geospatial analysis to assess the impact of hosting events on community wellbeing: Insights from the

Masters Golf Tournament, The 30th Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 2-4, Houston, TX.

5. Vajpai, G., & Yoo, J. (2025). Dining across cultures: A comparative analysis of dining experiences and online reviews, The 30th Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, January 2-4, Houston, TX.
6. Tabatabaei, F., Yoo, J., Kim, H. S. (2024). Leveraging big data and geo-spatial analysis on the impact of events on community wellbeing: A case of the Master Golf Tournament, The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, January 4–6, Miami, USA.
7. Yoo, J., Tabatabaei, F., & Khoshkam, M. (2023). Breaking boundaries: the empowering experiences of Iranian women in tourism, The 10th Advances in Hospitality and Tourism Marketing and Management Conference, July 3–7, 2023, Rome, Italy.
8. Yoo, J., Tabatabaei, F., and Khoshkam, M. (2023). Iranian Women's Perception of Empowerment through Tourism: An Exploratory Study, The 3rd Annual NETTRA Conference, April 14-16, 2023, Philadelphia, USA.
9. 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.
10. Yoo, J. & Newland, B. (2018). Creating Sport Event Tourists' Experience Value and Loyalty, The 8th Global Event Congress, July 10-13, 2018, Warsaw, Poland.
11. Newland, B. & Yoo, J. (2017). Event Characteristics' Effect on Sport Tourists' Behavioral Intentions, The 25th Annual EASM Conference, September 5-8, 2017, Bern and Magglingen, Switzerland.
12. 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.
13. Yoo, J. (2015). Learning style preferences of association convention attendees: Cross-cultural approach, The International Convention and Expo Summit, May 20-22, Seoul, Korea.
14. Li, Q., & Yoo, J. (2014). Chinese customers' perception and satisfaction with Chinese and Western restaurants, The 20th Asia Pacific Tourism Association Annual Conference, July 1-4, 2014, Ho Chi Minh, Vietnam.
15. Xin, J., Pineda, S., & Yoo, J. (2014). Motives of visitors attending regional events: The case of 2014 Taste of Newark, The NENA Research and Professional Development Conference, March 29-30, 2015, Atlantic City, NJ, USA.
16. Yoo, J. (2013). The effect of time construal on convention participation decision, The International Convention and Expo Summit, May 24-29, 2013, Bangkok, Thailand.

17. Basoglu, A., & Yoo, J. (2012). For business or pleasure: Effect of time horizon on travel decisions, The International Society of Travel and Tourism Educators Conference, October 16-18, 2012, Freiburg, Germany.
18. Yoo, J., & Madera, J. (2011). Social stigma and international tourism, The International CHRIE Conference, July 27-30, 2011, Denver, USA.
19. 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, The 1st Advances in Hospitality and Tourism Marketing and Management Conference, June 19 – 24, 2011, Istanbul, Turkey.
20. Hua, Y., & Yoo, J. (2009). Understanding travel motivations of Chinese travelers to the USA, The International Society of Travel and Tourism Educators Conference, October 15-17, 2009, San Antonio, USA.
21. Kim, Y., & Yoo, J. (2009). Green practices: Restaurant customers' perceptions, The 15th Asia Pacific Tourism Association Conference, July 9-12, 2009, Inchon, Korea.
22. Lee, S., Boger, C. A., & Yoo, J. (2009). The impact of service quality and customer satisfaction on spa-goers' intention to revisit, The Graduate Education and Graduate Student Research in Hospitality and Tourism Conference, January 4-6, 2009, Las Vegas, USA.
23. Koh, S., Boger, C. A., & Yoo, J. (2008). Importance-Performance Analysis with benefit-based segmentation in a spa setting, The Graduate Education and Graduate Student Research in Hospitality and Tourism Conference, January 3-5, 2008, Orlando, USA.
24. Yoo, J., & Chon, K. (2006). Determinants of association convention participation decision-making, The International Convention & Expo Summit, February 7-9, 2006, Hong Kong.
25. Yoo, J., & Chon, K. (2005). Development of a measurement scale for attitude towards convention participation, The Graduate Education and Graduate Student Research in Hospitality and Tourism Conference, January 5-7, 2005, South Carolina, USA.
26. Yoo, J., & Chon, K. (2004). Applying the concept of involvement to convention tourism decision-making, The 10th Asia Pacific Tourism Association Annual Conference, July 4-7, 2004, Nagasaki, Japan.
27. Yoo, J., & Chon, K. (2004). What drives convention participation? An exploratory study, The 2nd Asia Pacific CHRIE Conference & The 6th Biennial Conference on Tourism in Asia, May 27-29, 2004, Phuket, Thailand.
28. Yoo, J., & Chon, K. (2003). What drives convention participation? A critical review of the convention tourism literature and research directions for the future, The 2nd Asia Pacific Forum for Graduate Students Research in Tourism, October 2-4, 2003, Busan, Korea.
29. Jogaratnam, G., Chon, K., Mena, M., Yoo, J., & McCleary, K. (2003). Institutional contributions to tourism research: An evaluation of three tourism journals, The 1st Asia Pacific CHRIE Conference, May 21-23, 2003, Seoul, Korea.

30. Yoo, J., & Weber, K. (2002). Progress in convention tourism research: A content analysis, The 8th Asia Pacific Tourism Association Annual Conference, July 10-13, 2002, Dalian, China.
31. Yoo, J., & Chon, K. (2002). Development of a conceptual framework for decision-making process in convention participation, The 1st Asia Pacific Forum for Graduate Students Research in Tourism, May 22, 2002, Macao.

CLASSES TAUGHT

University of Delaware, USA

HOSP860 Advanced Topics in Hospitality Management Research (Doctoral)

HOSP601 Hospitality Industry Foundations (Masters)

HOSP625 Cultural Intelligence in the Hospitality Industry (Masters)

HOSP648 Data Analysis in the Hospitality Industry (Masters)

HOSP180 Introduction to Hospitality (Undergraduate)

HOSP214 Foundations of Tourism Management (Undergraduate)

HOSP215 Event, Meeting and Convention Management (Undergraduate)

HOSP316 Intercultural Communication and Business Etiquette (Undergraduate)

University of Houston, USA

HRMA2365 Tourism (Undergraduate)

HRMA3372 Convention and Meeting Management (Undergraduate)

HRMA6365 Travel and Tourism (Masters)

ACADEMIC ADVISING

Doctoral Student

Farhad Tabatabai (University of Delaware) – Dissertation Advisor

Meiying Liu (University of Delaware) – Dissertation Advisor

Master Students

Yaa Pokua Mensah Nyarko (University of Delaware) – Thesis Advisor

Jaewon Choi (University of Delaware) – Thesis Advisor

Qian Li (University of Delaware) – Thesis Advisor

Mengzue Xia (University of Delaware) – Thesis Advisor

Linda Woo (University of Delaware) – Thesis Committee

Narda Malcolm (University of Delaware) – Thesis Committee

Nadria Buchanan (University of Delaware) – Thesis Committee

Yun Hua (University of Houston) – Thesis Advisor

Xin Zhao (University of Houston) – Thesis Advisor

Eunmin Hwang (University of Houston) – Thesis Committee

Sujin Lee (University of Houston) – Thesis Committee

Suna Koh (University of Houston) – Thesis Committee

INVITED SEMINARS, LECTURES AND PRESENTATIONS

1. Invited Speaker for International Film Society, University of Delaware, USA, 2024.
2. Invited Lecture on Construal Level Theory in Tourism, Kyung Hee University, South Korea, 2023.
3. Invited Lecture on Future of Event Marketing, Jeju National University, South Korea, 2022.
4. Invited Lecture on Cocreation of Gastronomy Tourism, UiT the Arctic University of Norway, Norway, 2022.
5. Guest Speaker for Professional Convention Management Association (PCMA) Philadelphia Chapter Meeting, 2020.
6. Guest Lecture for BUAD 415 (Principles & Practices of Global Enterprises), University of Delaware, USA, 2020.
7. Invited Lecture on Human Capital in Organizations, International Summer School, Shanghai University of Finance and Economics, China, 2019.
8. Invited Lecture on Human Capital in Organizations, International Summer School, Hankuk University of Foreign Studies, South Korea, 2019.
9. Invited Presentation on Cross Cultural Communication, IACC (International Association of Conference Center) Americas Connect Conference, Philadelphia, USA, 2018.
10. Invited Lecture on Introduction to Hospitality Management, Certificate of International Hotel Management, Fondazione Campus of the University of Pisa, Italy, 2015.
11. Invited Lecture on Business Communication, Certificate of International Hotel Management, Fondazione Campus of the University of Pisa, Italy, 2014.

12. Guest Lecture for ANTH 311 (Anthropology of Tourism), University of Delaware, USA, 2014.
13. Invited Presentation on International Business Etiquette at the ELI Graduate Conditional Admission Cohort Program Retreat, Philadelphia, USA, 2014.
14. Invited Seminar on Destination Marketing and International Convention Management, Executive Master Class for Hangzhou Government Officers, University of Houston, USA, 2008.
15. Invited Presentation on Regional Tourism Marketing and Promotion from PATA, Tourism Regional Development Learning Program, Mekong Institute, Khon Kaen University, Thailand, 2006.
16. Guest Speaker for Hotel and Catering International Management Association International Conference, Colombo, Sri Lanka, 2006.
17. Invited Presentation on Trends of Tourism Development and Planning in Asia Pacific, Tourism Destination Planning Seminar, Zhejiang Tourism Bureau, Hangzhou, China, 2006.
18. 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.
19. 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.
20. Invited Seminar on Research in Tourism, Naresuan University, Bangkok, Thailand, 2006.
21. Guest Speaker for PATA Industry Council Meeting, PATA 55th Annual Conference, Pattaya, Thailand, 2006.
22. Invited Presentation on Networking among Airlines, Airports, Government and Tourism Bodies to Expand the Market, The 1st World's Best Airports Forum, Incheon, South Korea, 2006.
23. Invited Presentation on Analysts' Assessment of the Asian Online Travel Market, Travel Distribution Summit Asia 2006, Singapore, 2006.
24. Moderator for the 3rd Low-Cost Airline Symposium, Singapore, 2006.
25. 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.
26. Invited Presentation on Asia Pacific: The New Global Epicenter for Travel and Tourism, International Travel Catering Association Asia Pacific Conference, Bangkok, Thailand, 2005.

27. Invited Presentation on the Chinese Travel Market, Travel Distribution Summit China 2005, Shanghai, China, 2005.

EDITORIAL SERVICE

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