**Biographical Sketch**

**󠇛 Sungwoo Sim Ph. D.**

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**󠇛 Introduction**

*My field of study is hospitality. In particular,* *researching on the tourism industry in general.*

*<A field of research interest>*

*- Hotel & Casino.*

*- Tourism.*

*- MICE*

*- Tourism Motivation.*

*- Convergence of hospitality and other industries*

**󠇛 Academic degrees**

*\*B.A. University of Nevada, Las Vegas, United States, Bachelor of Science. Hotel Administration.*

*\*M.A. Kyunghee University, South Korea, Master of Tourism Management*

*\*Ph.D. Sejong University, South Korea, Doctor of Philosophy, Hotel & Tourism Management.*

**󠇛 Honors**

*\*Received the Best Pape Award at Korea Hotel Resort Association (2018). Seoul, Korea.*

*\* Received the Best Paper Reviewer Award at Korea Hotel Resort Association (2017). Seoul, Korea .*

**󠇛 Academic Activities**

*\*2020 - present :The Association of Korean Photo-Geographers, General Director.*

*\*2020 - present: Korean Hospitality and Tourism Academe, General Director.*

*\*2020 – present: The Academy of Korea Hospitality & Tourism, Academic Director.*

*\*2020 - present: Korean Tourism Research Association. Director*

**󠇛 Books**

*\*Baek UI & Sim SW & Cho IH. Tourism Resource Management. Daewang Press (2014). [ISBN 978-89-456-8976-4]*

*\*Son SJ & Sim SW & Cho IH. Travel Agency Management & Practical Use . Daewang Press (2012). [ISBN 978-89-456-8862-8]*

*\*Cho IH & Sim SW & Kim JH. English for Hospitality and Tourism. Baeksan Publishing (2010). [ISBN 978-89-6183-257-1]*

**󠇛 Journal articles**

*\*Park SG & Sim SW & Shin CY. Effect of the relationship between festival visitors' motivation and city brand equity : focused on mediation effect of festival satisfaction* [*International journal of tourism and hospitality research*](https://dl.nanet.go.kr/search/searchInnerDetail.do?controlNo=SERL1000010090)*, 34(2), 127-143 (2020).*

*\*Sim SW & Park SG & Shin CY.  A study on the structural relationship among exhibition experience, service quality, and positive behavioral intention: focused on Jeju Citrus Expo.* [*International journal of tourism and hospitality research*](https://dl.nanet.go.kr/search/searchInnerDetail.do?controlNo=SERL1000010090)*. 33(8), 157-167 (2019).*

*\*Park SG & Sim SW. A Study on Positive Psychological Capital as Antecedent of Intrinsic Learning Motivation: Focusing on College Student Majoring in Tourism. Journal of Hotel & Resort. 16(3), 147-164 (2017).*

*\*Park SG & Sim SW.  The Mediating Effect of College Students' Self-Esteem on the Relationship between Job Seeking Stress and Psychological Well-Being. Journal of Hospitality & Tourism Studies, 18(5), 502-520 (2016).*

*\*Baek Ul &Park SG & Sim SW. Study on festival evaluation attributes and festival satisfaction: Focus on Korean Wine Festival. Foodservice industry journal, 11(2), 67-79 (2015).*

*\*Park SG & Sim SW & Choi JA. The effect of ethical management climate perceived by hotel staff on subjective career success: Focusing on the mediating effect of organizational commitment. Journal of Tourism Science, 37(4), 305-330 (2013).*

*\*Sim SW & Jeong UY & Chung KY. A Study on the Job Satisfaction Factors by Types of Emotional Labor for Tour Conductor. Journal of Hospitality and Studies, 15(1), 34-50 (2013).*

*\*Lee KT & Sim SW & Kwon HJ. A Study on Effect of Mentoring on Organizational Commitment Moderated by Emotional Intelligence. Journal of Hotel & Resort, 10(2), 281-300 (2011).*

*\*Sim SW & Lee CK & Song HJ. Market Segmentation and Value of Foreign Visitors to the Korean DMZ. Korean Journal of Hospitality Administration,, 18(3), 191-210 (2009).*

*\*Baek UI & Lee DJ & Sim SW. A Study on its determinants of Small Bar Visitor's Expenditure. Journal of Marketing Studies, 16(4), 153-170 (2008).*

*\*Chung KY & Lee SH & Sim SW. Effect of Service Unfairness on Customer Badness Intention in Casual-dining Restaurants. Korean Journal of Hospitality Administration, 17(2),57-70 (2008).*

*\*Park SG & Sim SW & Min JA. A Study on an Effect of Psychological Ownership on Organizational Effectiveness. Journal of Hospitality and Studies, 10(4), 226-239 (2008).*