

Prof Sam Kim

Professor

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Areas of Research Expertise

- Tourism Impacts
- Destination Marketing
- Convention/Event Tourism
- Film Tourism / Celebrity Marketing
- Psychology of Pricing
- Medical Tourism
- Tourism Culture
- Tourist Behavior
- Sustainable Tourism
- Leisure, Recreation and Park

Areas of Teaching Expertise

- Research Methods
- Event Tourism
- Convention Management
- Destination Management
- Tourism and Hospitality Marketing

Personal Introduction

Prof Seongseop (Sam) Kim achieved his MSc and PhD in Recreation, Park & Tourism Sciences from the Texas A&M University in 1996 and 1999, respectively. Dr Kim served as Professor at the Sejong University, Seoul, Korea and then joined the School of Hotel and Tourism Management at The Hong Kong Polytechnic University as Associate Professor in August 2012. Then he was promoted to Professor as of 1 July, 2018. He is a board member of APacCHRIE Association and serves on the editorial board of a few international journals.

Prof Kim's main research interests include tourist behavior, film tourism, tourism impacts, convention/event management, destination marketing, economic psychology, and research methodology. He has published more than 200 papers on refereed international journals. He was a recipient of research excellence awards from academic associations (TTRA, AAPRA, Journal of Service Management, International Journal of Contemporary Hospitality Management etc.), university, and conference organizations.

Qualifications

[Academic Qualifications]

- PhD (1999) Texas A&M University
- MSc (1996) Texas A&M University
- BA (1994) Gyeongju University

[Professional Qualifications]

- CHE

Publications

[Journal Articles: Selected]

- Kim, J., Park, J., and Kim, S. (2022. 1). Evolutionary aspects of scarcity information with regard to travel options: The role of childhood socioeconomic status. *Journal of Travel Research*, 61(1), 93–107.
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- Errmann, A., Kim, J., Lee, D., Seo, Y., Lee, J., Kim, S. (2021. 8). Mindfulness and pro-environmental hotel preference. *Annals of Tourism Research*, 90(September), 103263.
- Cui, S., Kim, S., and Kim, J. (2021. 8). Impact of preciseness of price presentation on the magnitude of compromise and decoy effects. *Journal of Business Research*, 132(August), 641-652.

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- Otoo, F., Kim, S., and King, B. (2021. 6). African diaspora tourism - how motivations shape experiences. *Journal of Destination Marketing and Management*, 20, 100565.
- Jang, S., Kim, J., Kim, J., and Kim, S. (2021. 6). COVID-19 and peer-to-peer accommodation: A spatial and experimental approach to Airbnb consumption. *Journal of Destination Marketing and Management*, 20, 100563.
- Otoo, F., Kim, S., Agrusa, J., and Lemma, J. (2021.5). Classification of senior tourists according to personality traits. *Asia Pacific Journal of Travel Research*, 26(5), 539-566.
- Kim, S., Oh, M., Choe, J., and Choi, Y. (2021. 3). Influence of local food attributes and perceived benefits on post-tasting responses through tourists' local food consumption. *International Journal of Tourism Research*, 23(2),164–177.
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[Books and Book Chapters]

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- Hwang, H., & Kim, S. (2005). *Convention management* (In Korean). 500 pages. Seoul: Baeksan. 2,000 books sold.
- Go, T., & Kim, S. (2005). *Modern leisure and recreation* (In Korean). 520 pages. Seoul: Hyunhak Publishing.

Research Grants (Selected)

- 1 July 2020-30 June 2022. Principal Investigator. “Efficacy of Communication Messages in Alleviating Perceived Threat of Coronavirus and Increasing Consumption Activities”. Departmental General Research Fund (DGRF) 2019/20. SHTM Medium-size Grant.
- 1 August 2020- 31 July 2021. Hotel ICON Project. “Hotel ICON Staff’s Reactions to Newly Adopted Hygienic Practices and New Working Environment due to the COVID-19 Pandemic”.
- April 1 2018-March 30 2020. Principal Investigator. “The effects of the development of a casino tourism destination on the local community.” SHTM Small Grant.
- May 1 2016-April 30 2018. Principal Investigator. “Destination image is stable or fluctuating? Three-points in time measurement.” SHTM Small Grant.
- January 2017-December 2018. Collaborator. Principal Investigator: Dr Suna Lee (SHTM). ECS. “Developing a new CSR performance measure for the Hong Kong hotel industry: an application of the fuzzy analytic hierarchy process.”
- November 2015-January 2018. Principal Investigator. “A quasi-experimental study of the effect of transformational leadership on hotel employees’ work attitude and behavior: A moderating role of work environment”. Collaborative Research.

- January 2016-December 2017. Principal Investigator. RCG-GRF 2015/2016 Grant. “Strategic Efforts to Establish Hong Kong as a Global Culinary Tourism Destination.”
- April 1 2015-March 31 2017. Principal Investigator. “Determinants of Destination Competitiveness as Perceived by Mainland Chinese Tourists.” SHTM Small Grant.
- October 1 2014-September 30, 2017. Principal Investigator. Start-up Fund. “Measuring the effects of TV drama on tourism using TV drama consumption model.”
- January 2015-December 2016. Principal Investigator. RCG-GRF 2014/2015 Grant. “Assessment of the competitiveness of Hong Kong as a global film-induced tourism destination and the development of an optimal film-induced tourism program.”
- September 1 2014-December 31 2015. Principal Investigator. “Willingness to Pay for an Upscale Hotel Restaurant Menu Price According to Hedonic Variables.” Hotel ICON Project.
- April 1 2014-March 31 2016. Principal Investigator. Departmental General Research Funds. “Destination Brand Equity of Switzerland Tourism as Perceived by Hong Kong Tourists.”
- May 1 2014-April 30 2016. Principal Investigator. “Enhancement of Hong Kong’s competitiveness as a global film tourism destination through assessment reasons for preferring Hong Kong films and behavioral intention, their effects, positioning, and the most preferred film tourism program development.”
- January 2012-June 2012. Project Team Member. Korea Food Institution. Analyses of Korean cuisine restaurants and eating-out markets.
- May 2011-April 2012. Project Team Leader. Korea Research Institute. Analyses of the resources exchange networks among medical tourism stakeholders and case studies of advanced medical tourism countries to encourage high value-added industry, medical tourism.

Consultancies

[Consultancies and Professional Practice]

- Involved with more than 40 projects including film tourism, cuisine, sustainable tourism, celebrity marketing, tourism impacts, medical tourism, pricing, and convention/event.
- Supervised over 40 doctoral students.

Additional Information