



• Field Hotel & Tourism Marketing, Service Management and Korean Wave Tourism  
• Name Kim, Do-Hee  
• Title Associate professor

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## Education background

- Virginia Tech (Doctor of Business Administration - Department of Hospitality and Tourism Management)
- Hanyang University (Doctor of Literature - The Department of Tourism)

## Major careers

- Head Professor of AMP and MBA of Graduate Business School, Hallym University
- Consultant and a Board of Examiner of the Korea Tourism Organization
- Consultant of the Research Institute for Gangwon
- Committee of the Regulation & Reform Commission for Gangwon
- Executive Director of the Korean Journal of Business Administration
- Head Professor of the Major in Convention Tourism Management, Hallym University
- Professor of the Department of Tourism Management, Korea Tourism College
- Assistant Manager of Korea Tourism Organization
- Part-time Instructor of Hanyang University
- Part-time Instructor of Virginia Tech
- Director of the Tourism Sciences Society of Korea
- Executive Director of the Korean Journal of Business Administration

## Studies & Books

-논문

1. 브랜드 경험이 브랜드 지식, 소비자 만족, 충성도에 미치는 영향: 스타벅스를 중심으로 [관광레저연구, 2015]
2. 브랜드 개성이 소비자-브랜드 관계와 소비자만족 및 브랜드 충성도에 미치는 영향 [관광학연구, 2014]
3. 한류가 한식이미지, 한식선호도, 한식만족도 및 한국방문의도에 미치는 영향 [외식경영연구, 2013]
4. Web Marketing of Destination Marketing Organizations (DMOs) in the APEC Region [관광레저연구, 2013]
5. 에스닉 레스토랑 선택속성이 만족도에 미치는 영향: 음식 신품포종의 조절역할을 중심으로 [호텔경영학연구, 2013]
6. 호텔체류경험이 고객감정, 만족 및 행동의도에 미치는 영향 [대한경영학회지, 2013]
7. 공유가치창출(CSV) 관점에서 본 CJ제일제당의 동반성장 추진 사례 [KBR(Korea Business Review), 2013]
8. The effects of cognitive, affective, and sensory attributes on hotel choice [International Journal of Hospitality Management, 2013]
9. The effect of brand popularity statements on consumers' purchase intentions: The role of instrumental attitudes toward the act [International Journal of Hospitality Management, 2013]
10. 호텔고객의 인지적, 감정적, 감각적 경험속성이 재방문의도에 미치는 영향 [호텔경영학연구, 2012]
11. The Effects of Customers' Perception of Brand Personality in Casual Theme Restaurant [International Journal of Hospitality Management, 2011]
12. The Influence of Image on Destination Attractiveness [Journal of Travel and Tourism Marketing, 2011]

-저서

1. 관광산업론 (2016), 백산출판사