

Chang Lee, PhD, CHA

Yolo Hall 192, Chico, CA 95929-0560

Office (530) 898-3286

E-mail: clee93@csuchico.edu

EDUCATION

- | | | |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| August 2003 | Oklahoma State University
Doctor of Philosophy in Human Environment Sciences | Stillwater, OK |
| | Concentrations: Hotel and Resort Operation, Transportation, & Alternative Tourism | |
| | Dissertation: A study of diversified hospitality workers: Factors affecting employee job satisfaction and its relationship to employee retention in the hotel industry | |
| December 2000 | University of Central Missouri
Education Specialist in Human Services | Warrensburg, MO |
| | Concentration: Resort Operation, Airline Operation, and International Tourism | |
| | Thesis: The comparison of selected aviation factors and level of tourism for international travelers in selected states: Montana, North Dakota, South Dakota, Wyoming, Tennessee, Texas, Colorado, and Louisiana | |
| December 1999 | Delta State University
Master of Commercial Aviation in Commercial Aviation Management | Cleveland, MS |
| | Concentration: International Airline Management and Airport Operation | |
| December 1998 | Black Hills State University
Bachelor of Science in Tourism and Hospitality Management | Spearfish, SD |
| December 1996 | Miles City College
Associate of Science in Wildlife Management | Miles City, MT |

ACADEMIC EXPERIENCE

- | | | |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| August 2015
-Present | Associate Professor
Department of Recreation, Hospitality, and Parks Management
California State University Chico | Chico, CA |
| | <ul style="list-style-type: none">• Budget and Finance in Recreation, Hospitality, Park Management (Classroom & Online)• Resort and Lodging Management (Classroom & Online)• Resort/Lodging Planning and Design (Classroom)• Resort/Lodging Senior Seminar (Classroom & Online)• Internship in Parks/Recreation/Hospitality (Classroom & Online) | |

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August 2011
-August 2015

Assistant Professor

Department of Recreation, Hospitality, and Parks Management
California State University Chico

Chico, CA

- Intro. to Hospitality (Classroom)
- Resort and Lodging Management (Classroom)
- Resort/Lodging Planning and Design (Classroom)
- Resort/Lodging Senior Seminar (Classroom)
- Internship in Parks/Recreation/Hospitality
- Finance and Budget in Hospitality and Recreation (Classroom)

January 2008
-May 2011

Assistant Professor

School of Restaurant, Hotel & Meetings Management
The University of Alabama

Tuscaloosa, AL

- Advanced Meeting Plan (Classroom)
- Hotel/Motel Security Management (Classroom)
- Lodging Operations & Management I & II (Classroom)
- Graduate Seminar (Classroom)

May 2004
-December 2007

Assistant Professor

School of Hotel, Restaurant & Tourism Management
New Mexico State University

Las Cruces, NM

- Introduction to Hospitality and Tourism (Classroom & Online)
- Hospitality and Tourism Marketing (Classroom)
- Hotel Conference Management (Classroom)
- Hotel Operations Management I (Classroom & Online)
- Hotel Operations Management II (Classroom)
- Event Planning (Classroom)

August 2003
-May 2004

Assistant Professor

Department of Tourism and Hospitality
Black Hills State University

Spearfish, SD

- Advanced Computer Applications (Classroom)
- Eco-tourism (Classroom & Satellite)
- Research Design (Graduate, Classroom & Online)
- Service Marketing
- Casino Management

July 2003
-May 2004

Research Fellow

The Center for Tourism Research
Black Hills State University

Spearfish, SD

- Conducted research on visitor profile for the city of Deadwood, SD
- Feasibility studies on IMAX in City of Hot Spring and 1880 Train in Hill City, SD
- George Michelson Trail development plan, Lead, SD
- South Dakota Destination Image

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January 2002

-May 2003

Teaching Associate

School of Hotel & Restaurant Administration

Oklahoma State University

Stillwater, OK

- Hospitality Information Technology (Classroom)
- International Travel and Tourism (Classroom)
- Speaker Series (Classroom)

January 2001

-December 2002

Research Associate

School of Hotel & Restaurant Administration

Oklahoma State University

Stillwater, OK

- Conducted qualitative research on the role of music in tourism development: Reggae music and Jamaican tourism
- Conducted quantitative research on job satisfaction in the hospitality industry
- Conducted research on tourism and transportation in the Northwest region in the U.S.

September 2000

-December 2000

Adjunct Instructor

Consumer Services Management

University of Central Missouri

Warrensburg, MO

- Financing Recreation and Tourism Enterprises (Classroom)

January 2000

- December 2000

Graduate Assistant

Consumer Services Management

University of Central Missouri

Warrensburg, MO

- Organized and updated resources in the Gehlken Resource Center
- Developed program brochures
- Prepared and delivered guest lectures on tourism and related areas as needed in the department
- Assisted recruiting potential students in high schools and vocational schools
- Missouri Hospitality Institute: Planning, marketing, and program management
- Worked with student organizations

January 1999

- December 1999

Graduate Assistant

Department of Commercial Aviation

Delta State University

Cleveland, MS

- Performed as the professional support personnel in academic in aviation department and administrative in the library, and graduate study and continuing education office

September 1999

- December 1999

Computer Lab Technician

College of Business

Delta State University

Cleveland, MS

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- Assisted Business College computer LAB operations
- Assisted students and faculty members using research database
- Assisted lab class lectures

INDUSTRY EXPERIENCE

- May 1998
- September 2002
- Assistant General Manager**
Custer State Park Resort Company Custer, SD
Engaged in resort business operating four resorts (summer operations)
- Managed all resort activities: Room reservations, food and beverage, marketing, customer service, night audits, catering service, and maintenance
 - Monitored daily business activities: Ordering, purchasing, inventory control, food preparation, and customer service
 - Daily meetings with supervisors
 - Responsible for troubleshooting
 - Supervised and positioned employees
 - Coordinated group meetings, conventions, banquets, and seminars
 - Maintained comfortable working environments for employees
- April 1994
- May 1996
- General Manager**
URI Co. Saipan, Commonwealth of Northern Mariana Islands
Engaged in resort business operating a hotel, club, restaurants, shops, and travel agency
- Performed all duties as a line-employee
 - Managed and monitored daily business activities: Hotel operation, ordering, purchasing, inventory control, food preparation, and customer service
 - Reviewed complains and followed up
 - Daily meetings with supervisors
 - Promoted events including singing contests on TV shows
 - Marketing and advertising
 - Recruited and trained qualified performers: Interviewed and evaluated their performances
 - Organized and planned tourist activities
 - Coordinated official and professional activities: Organized holiday events with communities
- June 1992
-March 1994
- Field Manager**
Parkphil Inc. Mindanao, the Philippines
Engaged in mining business
- Managed all related activities in the mining sites
 - Planned for meetings and events for business partners
 - Performed other works as directed by CEO
 - Responsible for employees and clients safety

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October 1989

- May 1992

General Manager

New Century Co. Saipan, Commonwealth of Northern Mariana Islands

Engaged in hospitality business: Resort, club, restaurants, shops, and travel agency

- Recruited entertainers, professional stage performers, and staffs
- Delegated numerous tasks: Inventory ordering food service and scheduling of personnel
- Trained staff to be sensitive to cultural differences with international customers and domestic clients
- Maintained healthy customer relations on a day-to-day basis
- Developed international and domestic marketing and advertising strategy
- Contracted with foreign tour operators

SCHOLARSHIP

Journal Publications-Referred

Lee, C. (2013). What Curriculum Differences Exist Between Hospitality Programs: A Case Study of Selected Hospitality Programs in the U.S. *International Journal of Hospitality and Tourism Systems*, 6(2).

Lee, C. (2013). Gap Analysis: Comparison of Job-Related Attributes Between Importance and Satisfaction. *International Journal of Hospitality and Tourism Systems*, 6(1).

Lee, C. & Lee, J.W. (2012). Analysis of the Relationships Between the Hospitality Workforce and Job-Satisfaction Factors According to Age, Gender, Native Language and Racial-Ethnicity. *Journal of Tourism and Hospitality*, 1(5).

Lee, M., Olds, D., & Lee, C. (2010). Why Students Choose A Hospitality And Tourism Program: A Pilot Study of U.S. Undergraduate Students. *Journal of Hospitality and Tourism Education*, 22(3), 20-27.

Lee, C. (2010). Which Dine-Out Variables are Important in the Restaurant Selection Procedure for Business Purposes: Case Study of University Community Members, *Asean Journal on Hospitality and Tourism*, 9(1), 41-53.

Lee, C. (2010). Analysis of Social Dine-Out Preferences of the University Members According to Personal Characteristics: A Case Study of the University in the Southwestern Region in the U.S. *Journal of Tourism, Hospitality & Culinary Arts*, 2(2), 81-97.

Lee, C. & Way, K. (2010). Individual Employment Characteristics of Hotel Employees that play a role in Employee Satisfaction and Work Retention. *International Journal of Hospitality Management*, 29(3), 344-353.

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Lee, C (2008). Music in the Caribbean Island: Role of Reggae Music and Touristic Culture in Jamaica. *Asean Journal on Hospitality and Tourism*, 7(1).

Lee, C & Moreo, P. (2007). What do seasonal lodging operators need to know about seasonal workers? *International Journal of Hospitality Management*, 26(1), 148-160.

Kim, W & Lee, C, & Hiemstra, S. (2004). Effects of an online virtual community on customer loyalty and travel product purchases, *Tourism Management*, 25(3), 343-355.

Journal Publications in Progress/Review-Referred

Lee, C. (2014). The Comparison of Selected Aviation Factors and Level of Tourism for International Travelers In Selected States, *International Journal of Hospitality and Tourism Systems*

Conference Papers and Presentations-Referred

Coplin, A. & Lee, C. (2010). A role of labor cost in analyzing revenues according to characteristics of club, Southeast CHRIE (International Council on Hotel, Restaurant, and Institutional Education) Conference, Beaufort, SC

Kim, Y., Thomas, T., Kim, M., & Lee, C. (2010). A study of sport tourists' motivation: A case study of the southeast conference football game attendees, Southeast CHRIE (International Council on Hotel, Restaurant, and Institutional Education) Conference, Atlanta, GA

Lee, C. (2009). Analysis of social dining-out preferences of college students, faculty, and staff according to characteristics: A case study of a university in the southwest region, Southeast CHRIE (International Council on Hotel, Restaurant, and Institutional Education) Conference, Oxford, MS

Lee, C (2009). Business dine out variables students, staff and faculty members would consider: case study of the university in the U.S. Fifteenth Annual APTA (Asia Pacific Tourism Association) Conference, Pusan, Korea

Lee, C (2009). Analyzing social dining out preference of students, staff, and faculty in colleges and universities according to individual dining out characteristics: a case study of a university in the southwestern region of the U.S.: Part 1. Seventh Asia Pacific CHRIE (International Council on Hotel, Restaurant, and Institutional Education) Conference, Singapore

Olds, D, Lee, M., & Lee, C. (2007). Why students choose a hospitality and tourism program: A study of U.S. undergraduate students. Twelveth Annual Graduate Education and Graduate Student Research Conference. Houston, TX.

Mandabach, K., Lee, C., Blanch, G., Siddiqui, M., & VanLeeuwen, D. (2006). Factors contributing to viability of restaurants in New Mexico. Twelveth Asia Pacific Tourism Association & Fourth Asia Pacific CHRIE, Hualien, Taiwan

Lee, C (2005). What do diversified lodging workers need from works? Eleventh Asia Pacific Tourism Association, Goyang, Korea.

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- Kim, W. & Lee, C. (2004) INVITATION, The effects of a sense of virtual community on customer loyalty and purchasing travel products in the electronic market, Summer 2004 American Marketing Association Conference, Boston, MA
- Lee, C. & Moreo, P. (2004). Factors affecting employee retention in the hotel industry. 2004 Ninth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.
- Lee, C. (2004). Case Study, A relationship between tourism products and visitor characteristics within in the tourism oriented destination. Deadwood Chamber of Commerce, Deadwood, SD.
- Lee, C. & Moreo, P. (2003). Study of factors affecting the level of a seasonal employee job satisfaction and relationship between each factor and overall job satisfaction in summer resorts. Eighth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
- Lee, C. (2003). Role of music and touristic culture in Jamaican tourism: The way reggae music has been experienced in process of tourism development in Jamaica. Eighth Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV.
- Kim, W. & Lee, C. (2002) The effects of a sense of virtual community on customer loyalty and purchasing travel products in the electronic market, 2002 International CHRIE Conference, Orlando, FL.
- Lee, C. & Moreo, P. (2002). The role of transportation in tourism development in the Western Plain States: Montana, North Dakota, South Dakota, And Wyoming. 2002 Seventh Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX.

Conference Journal Presentation Review-Referred

- Lee, C. (2012) Comparison of job related attributes between importance and satisfaction. California Society of Park and Recreation Education Annual Conference.
- Lee, C. (2012). Curriculum Differences Between Ranked And Non-Highly Ranked Hospitality Programs: A Case Study of 37 Hospitality Programs In The U.S., The 2012 TOSOK International Tourism Conference.

Grant Proposals

- Active and Collaborative Learning Grant, The University of Alabama, 2010
- Active and Collaborative Learning Grant, The University of Alabama, 2009
- The Mary A. Crenshaw Endowed Research Fund, The University of Alabama, 2009
- FIPSE, U.S. Department of Education, United States/European Union Education Collaboration, 2004.
- South Dakota Destination Image and Visitor Profile, Department of Tourism and State Development, South Dakota, 2003. The 1880 Train. Visitor profile, customer/employee satisfaction, and product development. Hill City, South Dakota, 2003.

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Book Chapters

- Sheffield, E., Geddie, M., Fu., Y., & Lee, C. (2014). Chapter: The Hospitality Industry, A Career with Meaning: Recreation, Parks, Sport Management, Hospitality, and Tourism. Sagamore Publishing.
- Lee, C (2008). Chapter 14: Places, Casino Management, Pearson Prentice Hall: Upper Saddle River, New Jersey.

Scholar Journal Reviewed

- International Council on Hotel, Restaurant, & Institution Education Conference (CHRIE)
- Southeast CHRIE Conferences
- Graduate Student Research Conference
- Journal of Tourism & Hospitality Cases
- International Journal of Contemporary Hospitality Management
- International Journal of Hospitality Management
- Cornell Hospitality Quarterly
- Tourism Management
- Journal of Food Service

LEADERSHIP AND MEMBERSHIP

Committee/Board Member

- Editorial Board Member, The Academy of Korea Hospitality & Tourism (2014-Present)
- Member, the Instructionally Related Activities Board, CSU Chico (2014-Present)
- Member, CSU Hospitality Management Education Initiative for CSU, (2013-Present)
- Editorial Board Member, Journal of Hospitality & Tourism Cases (2012-Present)
- Thesis Committee, Yeungnam University, Korea (2012)
- Dissertation Committee, Yeungnam University, Korea (2012)
- Editorial Board Member, Wine & Sommelier Society of Korea (2009-Present)
- Member, Academic Board Advisory Committee, International Association of Hispanics Meeting Planners (2006-Present)
- Industry Services Committee, ICHRIE (2010-2012)
- Education Committee, ICHRIE (2009-2012)
- Subcommittee Chair, International Symposium of Personal Spaceflight (2005-2007)

University Advisory Member

- Member, Curriculum Advisory Committee, CSU Chico (Spring 2020-Present)
- Member, Internationalization Faculty Staff Task Force (Fall 2013-Present)
- Member, Study Abroad Advisory Committee, CSU Chico (Fall 2013-Present)
- Member, Faculty Academic Senate, CSU Chico (2013-Present)
- Member, Educational Policies & Program Committee (EPPC), CSU Chico (Spring 2013-Present)
- Member, Department Curriculum Committee, CSU Chico (2013-Present)
- Chair, Faculty Search Committee, CSU Chico, (Fall 2013-Spring 2014)

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- Member, Department Scholarship Committee, CSU Chico (2012-Present)
 - Advisor, Korean Student Association, CSU Chico (2012-Present)
 - Mentor, University Housing and Food Services Transfer Students, CSU Chico (Fall 2012-Spring 2013)
 - Member, Faculty Search Committee, The University of Alabama (2010)
 - Member, International Education Committee, the University of Alabama (2008-20011)
 - Member, Faculty Search Committee, New Mexico State University (2007)
 - Advisor, National Society for Minorities in Hospitality New Mexico State University Chapter (2005-2007)
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Industry/Association/ /Committee Member

- Member, Industry Committee, The International Council on Hotel, Restaurant, and Institutional Education (2010-2012)
 - Member, Education Committee, The International Council on Hotel, Restaurant, and Institutional Education (2009-2012)
 - Subcommittee Chair, International Symposium of Personal Spaceflight (2006-2007)
-

Certification/Nomination

- Certified Hotel Administrator (CHA), American Hotel and Lodging Association (2010)
 - Nominated and Selected for Inclusions in Who is Who Among America's Teachers (2006)
 - Named as an Outstanding Hospitality Ambassador by the South Dakota Department of Tourism (1998)
-

Membership

- American Hotel and Lodging Association
 - California Hotel and Lodging Association
 - California Lodging Industry Association
 - The International Council on Hotel, Restaurant, and Institutional Education
 - International Association of Hispanics Meeting Planners
 - National Restaurant Association
 - Asia Pacific Tourism Association
 - Southeast Federation Council on Hotel, Restaurant, and Institutional Education
 - Western Federation, Council on Hotel, Restaurant, and Institutional Education
 - Hospitality Sales and Marketing Association International
 - Foodservice System Management Educational Councils
-

Guest Lecture:

- Kangwon National University, Chuncheon, Korea
- Daegu University, Daegu, Korea, 2014
- Kyungsoong University, Busan, Korea, 2014
- Pukyong National University, Pusan, Korea, 2009

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- Sejong University, Seoul, Korea, 2008
- Kangnung National University, Kangnung, Korea, 2008