

# Soo Kang, Ph.D. C.H.E.

**Associate Professor**  
**Hospitality Management**

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## **Research Interests:**

- Consumer behaviors and marketing, hospitality education and learning
- Cross cultural tourism behaviors and management
- DMO (Destination Marketing Organization) management and marketing
- QOL (Quality of Life) issues in the hospitality and tourism arenas

## **Education:**

### **Doctorate in Hospitality Management and Marketing**

- Kansas State University, Manhattan, KS
- Graduated May, 2002

### **Master of Science in Hospitality Management**

- Kansas State University, Manhattan, KS
- Graduated August, 1999

## **Professional Experience:**

- Editorial Board, Asia Pacific Journal of Tourism Research, (2008 - present)
- Journal of Quality Assurance in Hospitality and Tourism Ad Hoc Reviewer (2006-Present)
- The Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism Reviewer (2006-Present)
- North America Advisory Board of Korean Academic Society of Hospitality Administration, (2006-Present)
- Asia Pacific Journal of Tourism Research Paper Ad Hoc Reviewer (2007-Present)
- Tourism Review International Ad Hoc Reviewer (2005 - Present)
- Journal of Hospitality and Tourism Research Ad Hoc Paper Reviewer (2004 - Present)
- Asia Pacific Tourism Association Annual Conference Ad Hoc Paper Reviewer (2004 - Present)
- Annual International CHRIE Conference Ad Hoc Paper Reviewer (2001 - Present)

## **Professional Services:**

- Tourism Review International Ad Hoc Reviewer (2005 - Present)
- Journal of Hospitality and Tourism Research Ad Hoc Paper Reviewer (2004 - Present)
- Asia Pacific Tourism Association Annual Conference Ad Hoc Paper Reviewer (2004 - Present)
- Annual International CHRIE Conference Ad Hoc Paper Reviewer (2001 - Present)

### **Honors and Awards:**

- CHE (Certified Hospitality Educator) designation since January 2007
- Vice President of the Rocky Mountain CHRIE Chapter since August 2006
- Listed in 2007 Edition of Marquis Who's Who in America, August 2006
- Recipient of the 2006 Marriott Faculty Internship -June- August 2006
- Wolfe, K., Hsu, C.H.C., & Kang, S.K. (2000). Travel agents' changing role in the distribution channel. American Society of Travel Agents (ASTA) Foundation.
- Visiting Scholar in the School of Hotel and Tourism Management at the Hong Kong Polytechnic University, June - July, 2004
- Scholarship Advancement Award (\$500) from the College of Health & Human Sciences. Colorado State University, January, 2004
- The 2003 Outstanding I-CHRIE Refereed Paper Reviewer, Nov. 2003
- Annual CHRIE Conference - Best Paper Award, Toronto, Canada, July 25-28, 2001
- College of Human Ecology Scholarship, KSU, 2001-2002
- Elizabeth Perry Miles Memorial Scholarship, KSU, 2001-2002
- Grace D. Brill Scholarship, KSU, 2001-2002

### **Current Classes Taught:**

- Resort Operations
- Restaurant and Resort Marketing
- Capstone Senior Seminar

### **Publications:**

- **Kang, S.K.**, Lee, C.K., Yoon, Y.S., & Long, P.T. (2008). Resident perception of the impact of limited stakes community-based casino gaming in mature gaming communities. *Tourism Management*, 29(4), 681-694.
- Lee, C.K., & **Kang, S.K.** (2008). International Comparison of Residents' perceptions towards casino impacts: A case of Kwangwon Land and Colorado. *International Journal of Tourism Sciences*, 32(1), 53-71.
- Lee, C.K., & **Kang, S.K.** (2008) Examining Relationships between Community Attachment, Casino Impacts, and Support Level in Gaming Communities. *Journal of Korean Academic Society of Hospitality Administration*, 17(1), 235-248.
- Hsu, C.H.C. & **Kang, S.K.** (2007). CHAID-based segmentation: International visitors' trip characteristics and perceptions. *Journal of Travel Research*, 46(2), 154-163.
- **Kang, S.K.**, Wie, S. & Smith, K. (2007) College students' perceptions of a smoking ban in restaurants and bars. *Journal of Foodservice Business Research*, 10(3), 57-72.

- Hsu, C.H.C., **Kang, S.K.**, & Lam, T. (2006). Reference group influences among Chinese travelers. *Journal of Travel Research*, 44(4), 474-484.
- Cho, M.H. & **Kang, S.K.** (2005). Past, Present, and Future of Tourism Education: The South Korean Case. *Journal of Teaching in Travel and Tourism*, 5(3), 225-250.
- **Kang, S.K.**, Wu, E., & Gould, R (2005). An Exploratory Study: Student's perceptions of academic faculty and industry practitioner instruction. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 4(2), 44-53.
- **Kang, S.K.**, Hsu, C.H.C., & Wolfe, K. (2005). College students' gaming behavior profile based on perceptions of legalized gaming. *Praxis - The Journal of Applied Hospitality Management*, 7(1), 16-33.
- Wolfe, K., **Kang, S.K.**, & Hsu, C.H.C. (2005). Identifying travel agent user segments. *Journal of Hospitality and Leisure Marketing*, 12(4), 73-92.
- **Kang, S.K.**, & Hsu, C.H.C. (2005). Dyadic consensus on family vacation destination selection. *Tourism Management*, 26(4), 571-582.
- Wolfe, K., Hsu, C.H.C., & **Kang, S.K.** (2004). Buyer characteristics among users of various travel intermediaries. *Journal of Travel and Tourism Marketing: Special Issue of Ecommerce in Hospitality and Tourism* 17(2/3), 50-62. *Handbook of Consumer Behavior, Tourism, and the Internet* (2004). Mills, J.E., & Law, R. (Eds.). The Haworth Hospitality Press.
- **Kang, S.K.**, & Hsu, C.H.C. (2004). Spousal conflict level and resolution in family vacation destination selection. *Journal of Hospitality and Tourism Research*, 28(4), 408-424.
- Litvin, S.W., Gang, X., & **Kang, S.K.** (2004). Spousal vacation-buying decision making revisited across time and place. *Journal of Travel Research*, 43(2), 193-198
- Hsu, C.H.C., Wolfe, K, & **Kang, S.K.** (2004). Image assessment of a destination with limited comparative advantages. *Tourism Management*, 25(1), 121-126.
- **Kang, S.K.**, Hsu, C.H.C., & Wolfe, K. (2003). Family traveler segmentation by vacation decision-making patterns. *Journal of Hospitality and Tourism Research*, 27(4), 448-469.
- Hsu, C.H.C., & **Kang, S.K.** (2003). Profiling Asian and Western Family Independent Travelers (FITs): An exploratory study. *Asia Pacific Journal of Tourism Research* 8(1), 58-71.
- **Kang, S.K.**, Hsu, C.H.C., Cho, M.H., & Kim, T.H. (2003). Outlook for the Asian Pacific casino industry after the Asian economic crisis and the handover of Macau to China. *Journal of Korea Tourism and Leisure Research*, 15(1), 319-337.
- **Kang, S.K.**, & Gould, R. (2002). Hospitality graduates' employment status and job satisfaction. *Journal of Hospitality and Tourism Education*, 14(4), 11-18.
- Hsu, C.H.C., **Kang, S.K.**, & Wolfe, K. (2002). Psychographic and demographic profiles of niche market leisure travelers. *Journal of Hospitality and Tourism Research*, 26(1), 3-22.
- **Kang, S.K.**, & Hsu, C.H.C. (2000). University students' gaming activities and casino gaming behavior. *The Consortium Journal of Hospitality and Tourism*, 5(1), 1-5.

### Book Chapters:

- **Kang, S.K.** (2007). Chapter 8: Other Jurisdiction - Land based Casino Gaming: Case of Colorado and South Dakota. *Casino Management: A Strategic Approach* edited by Kathy Hashimoto. New York: Prentice Hall.

### Current Research Projects:

- International Tourism in Central Asian Destinations
- North Dakota Heritage tourism - Investigating family decision making (FDM)

- Mature Chinese travel motivations and behaviors
- Cross-cultural comparisons of rural tourism development communities