



MACAU UNIVERSITY
OF SCIENCE AND TECHNOLOGY
澳門科技大學

Faculty of
Hospitality and Tourism Management
酒店與旅遊管理學院

Taehyee Um
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
● Sharing economy and peer-to-peer accommodation ● Smart tourism and ICT impacts on destinations ● Tourism economics, demand modeling, and policy evaluation ● Big data analytics and machine learning in hospitality and tourism ● Online reviews and digital marketing in the lodging industry ● Consumer behavior with service technologies	● Hospitality and tourism information systems ● Tourism and hospitality data analytics ● Quantitative research methods and statistical analysis ● Smart tourism service design ● Digital business and platform economy in hospitality ● Introduction to tourism and hospitality business

Qualifications

[Academic Qualifications]

Ph.D. in Hospitality Management, Kyung Hee University, Smart Tourism Education Platform, Korea
(March 2018 to February 2022)

M.S. in Hospitality and Tourism, Kyung Hee University, Department of Hotel Management, Korea
(March 2016 to February 2018)

B.S. in Business Administration, Dankook University, Department of Business Administration, Korea
(March 2009 to February 2016)

[Teaching Experience]

Spring 2026

- Hospitality Management Information System, Undergraduate, Kyung Hee University
- Statistical Analysis 1, Graduate, Kyung Hee University

Fall 2025

- Tourism Data Analysis, Undergraduate, Kyung Hee University
- Smart Tourism Service Design Study, Graduate, Kyung Hee University

Spring 2025

- Hospitality Management Information System, Undergraduate, Kyung Hee University
- Tourism Big Data Analysis, Undergraduate, Gachon University

Fall 2024

- Hospitality Information Technology Application, Undergraduate, Kyung Hee University
- Smart Tourism Service Design Study, Graduate, Kyung Hee University

September 2016 to February 2020

- Teaching Assistant, Department of Culture and Tourism Industry, Kyung Hee University

[Editorial Experience]

Managerial editor, Journal of Smart Tourism (Scopus, published in partnership with Sage), 2022 to present

Organizing Committee, World Conference on Smart Tourism (WCST), 2025 to present

Ad hoc reviewer for Journals

- Cities (2026 to present), International Journal of Hospitality Management (IJHM) and Electronic Markets (EM) (2025 to present), Tourism Economics (TE) (2024 to present), Journal of Hospitality and Tourism Management (JHTM) (2023 to present), Journal of Vacation Marketing (JVM) and Journal of Smart Tourism (JST) (2022 to present), Internet Research (IR) and Journal of Hospitality and Tourism Technology (JHTT) (2021 to present)

Research & Publications

[Journal Articles]

- Um, T., Koo, C., & Chung, N. (2026). Evaluating the Effects of Smart Tourism City Policy on Tourism Demand: Evidence from South Korea Using Difference-in-Differences Analysis. *Journal of Destination Marketing and Management*. [First Author, SSCI, IF=7.4, Q1]. <https://doi.org/10.1016/j.jdmm.2025.101081>
- Um, T., Lee, M., Roh, T., & Chung, N. (2025). Do digital disruptors turn the lodging industry into a battleground? Exploring the impact of Airbnb on small accommodations. *Journal of Hospitality and Tourism Technology*. [First Author, SSCI, IF=6.9, Q1]. <https://doi.org/10.1108/JHTT-01-2025-0065>
- Lee, M., Koh, Y., Hernandez, A., & Um, T. (2025). AI-powered predictive modeling for food-service crowdfunding success: An integrated approach with business intelligence and supervised machine learning for smart business ecosystem. *Electronic Markets*, 35(1), 76. [Corresponding Author, SSCI, IF=6.8, Q1]. <https://doi.org/10.1007/s12525-025-00824-5>
- Um, T., Lee, M., Back, K. J., & Dogru, T. (2025). Professionalization and performance of multi-unit Airbnb hosts: The effect of geographical distance and geographical diversification. *International Journal of Hospitality Management*, 131, 104315. [First Author, SSCI, IF=8.3, Q1]. <https://doi.org/10.1016/j.ijhm.2025.104315>
- Um, T., Lee, M., Back, K. J., & Chung, N. (2025). Does Airbnb matter to the domestic tourism market? Empirical evidence from Airbnb supply and tourism demand in South Korea. *Tourism Management Perspectives*, 58, 101381. [First Author, SSCI, IF=6.9, Q1]. <https://doi.org/10.1016/j.tmp.2025.101381>
- Um, T., Lee, Y., & Koo, J. (2025). Economic impacts of digital home-sharing platform: Creative destruction in the hospitality industry. *Tourism Economics*, [First Author, SSCI, IF=4.4, Q1]. <https://doi.org/10.1177/13548166241253888>
- Um, T., & Chung, N. Attitude Change Towards Self-Service Technology Adoption Using Latent Growth Modeling. (2023). *Journal of Smart Tourism*, 2(3), 5-15. <https://doi.org/10.52255/smarttourism.2022.2.3.2>
- Um, T., Chung, N., & Stienmetz, J. (2023). Factors affecting consumers' impulsive buying behavior in tourism Mobile commerce using SEM and fsQCA. *Journal of Vacation Marketing*, 29(2), 256-274. [First Author, SSCI, IF=5.1, Q1]. <https://doi.org/10.1177/13567667221090991>
- Um, T., Kim, H., Rhee, J., & Chung, N. (2022). A Mixed-Method Approach to Explore the Motivations and Constraints of Kiosks Consumers. *Asia Pacific Journal of Information Systems*, 32(1), 92-124. [First Author, Scopus, IF=0.48, Q3]. <http://dx.doi.org/10.14329/apjis.2022.32.1.92>
- Um, T., & Chung, N. (2021). Does smart tourism technology matter? Lessons from three smart tourism cities in South Korea. *Asia Pacific Journal of Tourism Research*, 26(4), 396-414. [First Author, SSCI, IF=4.3, Q2]. <http://dx.doi.org/10.1080/10941665.2019.1595691>
- Um, T., Jia, J., Xiaorui, T., & Chung, N. (2021). Technology Readiness as Moderator for Satisfaction and Destination Loyalty in Augmented Reality Environments. *Asia Pacific Journal of Information Systems*, 31(2), 220-235. [First Author, Scopus, IF=0.48, Q3]. <http://dx.doi.org/10.14329/apjis.2021.31.2.220>
- Um, T., Kim, T., & Chung, N. (2020). How does an Intelligence Chatbot Affect Customers Compared with Self-Service Technology for Sustainable Services?. *Sustainability*, 12(12), 5119. [First Author, SSCI, IF=3.6, Q2]. <http://dx.doi.org/10.3390/su12125119>
- Han, H., Joun, Y., Um, T., Koo, C., & Chung, N. (2019). The Role of Creativity, Altruism, and Social Relationship in Sharing Travel Information Using Social Networking Services. *Asia Pacific Journal of Information*

[Conference Papers]

- Um, T.,** Chun, J., Koo, C., & Chung, N. (2026, February). Exploring Spatiotemporal Market Expansion Patterns of Short-Term Rentals Using Machine Learning Approaches. *The 2026 International Conference on Culture, Tourism, and Hospitality (ICCTH)*, Macao, China.
- Um, T.,** Koo, C., & Chung, N. (2025, December). Exploring the Impact of Spatial Justice on Tourism Demand: Evidence from the Spatial Durbin Model. *The 3rd World Conference on Smart Tourism (WCST)*, Macao, China.
- Um, T.,** Lee, M., Chung, N., & Yang, S. B. (2024, June). Machine Learning Based Predictive Modeling for Hotel Survival During the COVID-19 Pandemic. *International Hospitality Information Technology Association 2024 (iHITA)*, Charlotte, NC, USA.
- Um, T.,** Hernandez, C. Araceli., Lee, M., Back, K. J., & Dogru, T. (2024, January). The degree of professionalism and listing performance of multi-unit Airbnb hosts: The effect of geographical distance and diversification. *The 29th Annual Graduate Student Research Conference in Hospitality and Tourism*, Miami, FL, USA.
- Um, T.,** Lee, Y., & Koo, J. Economic impacts of digital home-sharing platform on regional hospitality market through the process of creative destruction. (2023, December). *The 2023 Aisa Pacific TTRA International Conference*, Seoul, Republic of Korea.
- Hernandez, C. Araceli., **Um, T.,** DeFranco, Agnes., & Lee, M. (2023, July). Revisiting Hotel Operating Performance through Supervised Machine Learning Algorithms: A Predictive Modeling Approach. *The 2023 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)*, Phoenix, AZ, USA.
- Um, T.,** Lee, M. & Chung, N. (2023, June). Does a Digital Disruptor Make Hotel Businesses Battlegrounds? Exploring the Impact of Airbnb on Small Accommodations Through a Panel Data Analysis. *International Hospitality Information Technology Association 2023 (iHITA)*, Toronto, ON, Canada.
- Um, T.,** & Lee, M. (2023, April). Does a disruptor threaten an incumbent in the lodging market? Exploring the impact of home-sharing business on small accommodation through a panel data analysis. *THEREPS 2023*, Las Vegas, NV, USA.
- Um, T.,** Lee, M., Chung, N., & Yang, S. B. (2023, January). Developing a prediction model for hotel survival during the COVID-19 pandemic. *The 28th Annual Graduate Student Research Conference in Hospitality and Tourism*, Orange, CA, USA.
- Um, T.,** Kim, H., Kim H., Lee, J., & Chung, N., (2022, January). Travel Incheon as a Metaverse: Smart Tourism Cities Development Case in Korea. In *ENTER 2022*, Virtual.
- Um, T.,** Koo, C., & Chung, N. (2021, June). How can home-sharing platform affect open and closure of traditional lodging properties. In *2021 Asia-Pacific CHRIE*, Virtual.
- Um, T.,** Chung, N., & Stienmetz, J. (2019, July). Investigating the Product Impulsive Buying in Tourism Mobile Commerce. *The 23rd Pacific Asia Conference on Information Systems (PACIS)*, X'ian, China.
- Um, T.,** Lee, H., Chung, H. C., & Chung, N. (2019, January), The Effects of Technology Readiness and Application Quality on Impulse Buying at an Online Travel Agency. In *ENTER 2019* (Ph.D workshop), Nicosia, Cyprus.
- Han, H., **Um, T.,** Koo, C., & Chung, N. (2017, January), Image Transfer in Corporate Sponsored Museum: The Role of Smart Technology Mediated Experience. In *ENTER 2017 Conference on Information and*

[Research Projects Funded]

Period	Project	Funder / Role
2023 to present	Hospitality Analytics and Innovation Lab	Conrad N. Hilton College of Global Hospitality Leadership, University of Houston (Researcher)
2021	Study of Seoul Smart Tourism Content Utilization	Seoul Tourism Organization (Researcher)
2020 to 2022	[BK21] Sustainable Smart Tourism Hospitality Education Platform Business Group	National Research Foundation of Korea
2020 to 2021	Analysis of Airbnb accommodation sharing platform data to predict changes in accommodation paradigm	Airbnb Korea (Project manager)
2019 to 2022	[SSK] Practice and Issues for Sustainable Development of Smart Tourism City	National Research Foundation of Korea
2019	Basic concept research for smart tourism city creation	Seoul Tourism Organization (Researcher)
2019	Development of big data platform content service according to the development of persona type in Children's Grand Park	Ezppmp (Research assistant)
2017 to 2018	Analysis of the performance and establishment of promotion strategy of the global doctoral training program	National Research Foundation of Korea (Research assistant)
2017	Development of a safety information provision B2B platform for domestic walking tour	Korea Culture and Tourism Institute (Research assistant)
2016 to 2019	[SSK] Creating Shared Value through Smart Tourism Ecosystems	National Research Foundation of Korea
2016	[GRN] Research on Korea and China smart tourism competitiveness index development	National Research Foundation of Korea
2016	Smart tourism content education program using virtual reality	Korea Creative Content Agency