

**1st Annual Korea America Hospitality & Tourism
Educators Conference
UNLV International Gaming Institute Stan Fulton Building
Las Vegas, Nevada
May 8-10, 2011**

Seungsuk Lee, Ph.D.
Professional Development Grant Report

Restatement of problem researched, creative work or professional enhancement

opportunity:

I attended the 1st Korea America Hospitality & Tourism Educators Conference in Las Vegas, NV from May 8 to May 10, 2011. This conference was held for the first time for Hospitality and Tourism educators and professionals in Korea and America. The theme of the conference was “Globalization of Korean Food”. The conference provided me an opportunity to present a paper of “Explore the Phenomenon of Buddhism Temple Stay in South Korea for Tourists” and to find out current research trends and network with other professionals in hospitality fields.

Brief review of the professional enhancement opportunity, creative work, or research

procedure:

The Korea America Hospitality & Tourism Educators Conference encourages academic and professional collaboration and networking with hospitality industry professionals and educators in Korea and America. This conference provides educator and marketplace sessions to hospitality educators to facilitate the exchange of knowledge, research ideas, and industry trends.

The purpose of this trip was to attend the 1st Korea America Hospitality & Tourism Educators Conference and attend all education and marketplace sessions. Once I submitted the paper, I could have opportunities to have the stand-up presentation and a lot of feedbacks from other professors. Based on the comments from the paper presentation, I was able to revise and update the paper and could share more ideas with collaborators in the research. I also had the opportunity to network with hospitality industry professionals and was able to have internship opportunities for hospitality and culinary students from marketplace sessions.

Summary of findings, outcomes or experiences had:

There were several reasons that I wanted to attend at the Korea American Hospitality & Tourism Educators Conference. First, I was working on a collaborative research of “Explore the Phenomenon of Buddhism Temple Stay in South Korea for Tourists” and had an opportunity to have the stand-up presentation and I was able to update more literature reviews in order to provide detailed information about temple stay based on comments from the paper presentation. Secondly, I had the opportunity to meet industry professionals and could have more information about new technology, products, and services in the hospitality fields. I was also able to bring back more internship opportunities to hospitality and culinary students who wanted to have their internships in other states.

I shared much of the information and knowledge that I gained at the conference with my colleagues when we had faculty meetings and I also shared the knowledge and information with students in the classroom.

Conclusion and Recommendations:

Through this conference, I had the excellent opportunities to present the paper and network with hospitality industry professionals and professors from other institutions of higher education. Since the professional development grant allowed me to attend the conference, I was able to represent not only Arkansas Tech University but also the ATU Parks, Recreation, and Hospitality Administration Department. I am looking forward to attend the Korea America Hospitality & Tourism Educators Conference next year.