

# JAE HO LEE, Ph.D.

Associate professor  
Department of Landscape Architecture  
College of Urban Sciences, University of Seoul  
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## RESEARCH INTERESTS

Dr. Jae Ho Lee is a researcher focusing on rural development and revitalization, particularly in transforming underutilized rural assets into resilient community resources. He combines advanced data analytics, deep learning, and participatory research methods to propose evidence-based solutions that enhance rural distinctiveness and socio-ecological sustainability.

His scholarly work spans multiple refereed journal articles examining rural planning, shared facility optimization, and stakeholder perception analysis—contributions that have led to actionable insights for both policymakers and community leaders. These efforts have been supported by substantial national research grants, reflecting his commitment to interdisciplinary approaches that integrate technology, social sciences, and design thinking.

Dr. Lee's projects emphasize the co-creation of knowledge with local communities, ensuring that innovations in data-driven rural policy are ethically grounded and contextually relevant. By bridging theory and practice, he continually seeks to refine practical frameworks that can adapt to diverse rural contexts in Korea and beyond. Through these initiatives, his research not only advances academic discourse but also offers pragmatic pathways for sustainable rural revitalization.

## EDUCATION

**Ph.D. Recreation, Park, and Tourism Sciences**, Aug 2018

**Community Development Area of Interest**

Department of Recreation, Park, and Tourism Sciences  
College of Agriculture and Life Sciences, Texas A&M University, College Station, TX, U.S.A.

Dissertation: "The Influence of Emotional and Conditional Factors on Gardeners' Participation in Community Gardens"

(Supervisor: Dr. David Matarrita-Cascante)

**Master of Landscape Architecture**, Aug 2011

Department of Landscape Architecture  
Graduate School of Environmental Studies, Seoul National University, Seoul, Korea.

**Bachelor of Landscape Architecture**, Feb 2009

Department of Architecture  
Urban Planning, and Landscape Architecture, University of Seoul, Seoul, Korea

## ACADEMIC APPOINTMENTS

**Associate Professor**, Mar 2024 – Present  
Department of Landscape Architecture  
College of Urban Sciences, University of Seoul

**Assistant Professor**, Mar 2020 – Feb 2024  
Department of Landscape Architecture  
College of Urban Sciences, University of Seoul

**Lecturer**, Sep 2019 – Feb 2020  
Department of Environmental Science and Ecological Engineering  
College of Life Sciences and Biotechnology, Korea University

**Research Associate**, Jan 2019 – Aug 2019  
Department of Recreation, Park, and Tourism Sciences  
College of Agriculture and Life Sciences, Texas A&M University  
(Supervisor: Dr. Scott Shafer)

**Instructor**, Sep 2017 – May 2018  
Department of Recreation, Park, and Tourism Sciences  
College of Agriculture and Life Sciences, Texas A&M University

**Teaching Assistant**, Sep 2015 – May 2017  
Department of Recreation, Park, and Tourism Sciences  
College of Agriculture and Life Sciences, Texas A&M University

**Research Assistant**, Sep 2013 – Nov 2014  
Department of Recreation, Park, and Tourism Sciences  
College of Agriculture and Life Sciences, Texas A&M University

## PUBLICATIONS

### *Refereed Journal Articles*

Lee, T.G. & **Lee, J.H.** (2024). Comparative Insights on Workcation Providers: Applying Japanese Models to Korean Islands. *Journal of Marine and Island Cultures*, 13(3), 52-66.

Lee, S.M., Choi, J.Y. & **Lee, J.H.** Identifying Green Space Deficient Areas through Analysis of Green Space Accessibility in Southwestern Seoul Metropolitan City - Utilizing SK T-map Route Guidance API -. *Journal of the Korea Landscape Council*, 16(2), 21-34.

Lee, S.M., Choi, J.Y. & **Lee, J.H.** A Case Study on Community-led Management of Unused Rural Facilities - Focusing on Taean County -. *Journal of the Korea Landscape Council*, 16(2), 54-66.

Lee, J.Y. & **Lee, J.H.** Multidimensional Analysis of Urban Green Space Supply and Utilization in Seoul : Enhancing Park Equity. *Journal of Korea Planning Association*, 59(6), 186-194.

Lee, D.Y. & **Lee, J.H.** Evaluating the Impact of Walkability Environments on Leisure Walking Using Google Street View and Deep Learning - A Case Study of

Yongsan District, Seoul -. Journal of the Korean Institute of Landscape Architecture, 52(4), 45-55.

Lee, D.Y., Park, S.E. & **Lee, J.H.** Study of the Application of VQA Deep Learning Technology to the Operation and Management of Urban Parks - Analysis of SNS Images -. Journal of the Korean Institute of Landscape Architecture, 51(5), 44-56.

Kim, E.S. & **Lee, J.H.** A Study on Assessing the Actual Conditions through the Establishment of a Utilization Criteria System for Shared Facilities in Rural Development Projects. Journal of Korean Society of Rural Planning, 29(3), 53-67

Lee, T.G., Kim, E.S. & **Lee, J.H.** (2024). Analysis of Pedestrian Environment Status and Characteristics Using User Participation Techniques: A Study on the Walking Paths in Hoegi-dong, Dongdaemun-gu, Seoul. *GRI Review*, 25(3), 159-178.

Kim, E.S. & **Lee, J.H.** Comparing Stakeholder Perceptions on the Reasons for Rural Underutilization of Common Facilities. Journal of Korean Society of Rural Planning, 29(1), 59-68

Kim, H., **Lee, J. H.**, & Lee, S. (2023). A hybrid image segmentation method for accurate measurement of urban environments. *Electronics*, 12(8), 1845.

**Lee, J.H.**, Joo, D.O., Lee, C.K, Park, Y.N., & Kwon, Y.J. (2022). The role of residents' sustainable intelligence in agricultural heritage site management: Insights from PLS-SEM and Fs/QCA. *Journal of Hospitality and Tourism Management*, 52, 65-74.

Kim, E.S. & **Lee, J.H.** Assessing Community Resilience in Rural Regions Using the Analytic Hierarchy Process Method. Journal of Korean Society of Rural Planning, 28(1), 37-47

Hong, S.H., **Lee, J.H.**, & An, M.Y. (2022). Socio-ecological Restoration of Cultural Forests: The Case of the Gyeongju Historic Areas in South Korea. *Urban Forestry & Urban Greening*, 127516.

Xu, Y., **Lee, J.H.**, & Matarrita-Cascante, D. (2021). Profiling Attached Residents in an Urban Community in the U.S.: An Empirical Study of Social-Landscape Interactions within a Park. *Social sciences*. 11(1): 5.

Lee, S.H., Kim.H & **Lee, J.H.** The Analysis of Urban Park Catchment Areas - Perspectives from Quality Service of Hangang Park -. Journal of the Korean Institute of Landscape Architecture, 49(6), 27-36

Yoo, J.S. & **Lee, J.H.** A Comparative Study on Willingness to Manage Urban Parks by Age - Focusing on the Case of Incheon City Park -. Journal of the Korean Institute of Landscape Architecture, 49(6), 16-26

Yang, J.E., Noh, Y.J., & **Lee, J.H.** A Method of Selecting Priority Support Villages by Establishing an Post Evaluation System for Rural Development

Projects - In the Case of Rural Development Projects of Taean-gun -. Journal of Korean Society of Rural Planning, 27(4), 71-82

Matarrita-Cascante, D., **Lee, J.H.** & Ji Won Nam. (2020). What elements should be present in any community development initiative? Distinguishing community development from local development. *Local Development & Society*. 1(2): 95-115.

Xu, Y., Matarrita-Cascante, D., **Lee, J.H.**, & Luloff, A.E. (2019). Incorporating Physical Environment-Related Factors in an Assessment of Community Attachment: Understanding Urban Park Contributions. *Sustainability*. 11(20): 5603.

**Lee, J.H.** & Matarrita-Cascante, D. (2019). Gardeners' Past Gardening Experience and Its Moderating Effect on Community Garden Participation. *Sustainability*. 11(12): 3308.

**Lee, J.H.** & Matarrita-Cascante, D. (2019). The Influence of Emotional and Conditional Motivations on Gardeners' Participation in Community (allotment) Gardens. *Urban Forestry and Urban Greening*. 42: 21-30.

**Lee, J.H.**, Hong, S.H., & Kim, D.W. (2019). The Effectiveness of the Conservation of Korean Village Groves (Maeulsoop) based on an Assessment of Tree Ages. *Urban Forestry and Urban Greening*. 39: 26-34.

- Recognized for outstanding research in "Urban Forestry & Urban Greening" and included in the edition of Research Insights.

**Lee, J.H.**, **Matarrita-Cascante, D.**, Xu, Y., & Schuett, M.A. (2018). Examining the Conflicting Relationship between U.S. National Parks and Host Communities: Understanding Community's Diverging Perspectives. *Sustainability*. 10(10): 3667.

**Lee, J.H.** & Matarrita-Cascante, D. (2013). Rethinking 'Place' in Tourism Development: A Conceptual Framework for Tourism Planners and Sociologists. *International Journal of Tourism Sciences*. 13(2): 102-123.

## RESEARCH AND PROJECTS

Spring 2025 – Spring 2028. **Lee, J.H.** (PI). Integrated Assessment Framework for Urban Green Spaces and Development of Equity-based Policy Support System, *National Research Foundation of Korea (Science & Engineering)*. (\$160,000/year \* 3 = total \$480,000).

Spring 2025 – Fall 2025. **Lee, J.H.** (PI). Selection of a Study on the Development of Performance Indicators and the Establishment of an Implementation System for Realizing Gyeonggi-do Type Rural Distinctiveness, *Gyeonggi Agricultural and Fisheries Promotion Agency*. (\$73,000/ 8months).

Spring 2023 – Spring 2025. **Lee, J.H.** (PI). A Study on Research Methods for Establishing Basic Directions for Urban Park Renewal, *University of Seoul*. ). (\$15,000/year \* 2 = total \$30,000).

Fall 2022 – Spring 2025. **Lee, J.H.** (PI). An analysis of Google Street View images using deep learning to improve access to Yongsan Park, *National Research*

*Foundation of Korea (Science & Engineering). (\$22,000/year \* 3 = total \$66,000).*

Spring 2022 – Spring 2025. **Lee, J.H.** (PI). A Study of Revitalizing Idle Facilities in Rural Regions, *National Research Foundation of Korea (Humanities & Social Sciences)*. (\$15,000/year \* 3 = total \$45,000).

Spring 2022 – Winter 2026. **Lee, J.H.** Development of Environmental Grading and Evaluation Systems for Organic Farming Areas, *Rural Development Administration*. (\$350,000/year \* 5 = total \$1,750,000; my share is \$120,000)

Spring 2022 – Winter 2022. **Lee, J.H.** (PI). Analyzing park equity using big data and improving quality services during COVID-19, *Seoul Metropolitan Government*. (\$8,000)

Fall 2021 – Winter 2022. **Lee, J.H.** Improvements in the utilization of idle and low-use facilities in rural areas, *Presidential Committee on Agriculture, Fisheries and Rural Policy*.

Spring 2021 – Winter 2021. **Lee, J.H.** The provision of post-management activation services for general agricultural and fishing village development projects, *Tae-an-gun County Office*

Fall 2020 – Winter 2020. Lee, T.G. & **Lee, J.H.** Local data construction for the Hoegi Station-Kyunghee University pedestrian environment with local residents, *Kyunghee University*

Summer 2017 – Spring 2018. Examining the Relationship Between National Parks and Adjacent Communities: Understanding Stakeholders' Perspectives, Proposed a framework for analysis and analyzed interviews.

Fall 2016 – Spring 2017. The Influence of Emotional and Conditional Factors on Gardeners' Participation in Community Gardens. Study design, survey administration, and data analysis – community gardeners in Sunshine, Festival Beach, and Adelphi Acre Community Garden, Austin, TX.

Fall 2014 – Winter 2014. Enhancing Public Space in Downtown Waco (the 2nd phase). Data collection through reports and articles, developed and proposed ideas for infrastructure investments, and presented results to the Eastern Public Improvement District (PID), Waco, TX including graphics.

Fall 2013 – Summer 2014. Enhancing Public Space in Downtown Waco (the 1st phase). Conducted site inventory and site analysis, led stakeholders' participative meetings, developed design strategies for how to enhance Western PID, Waco, TX including graphics.

**PRESENTATIONS** **Lee, J. H.** (Mar. 2023). An analysis of Google Street View images using deep learning to improve access to Yongsan Park. Oral Presentation: *Council of Educators in Landscape Architecture Conference* – San Antonio, Texas.

Joo, D. O., **Lee, J. H.**, Woosnam, M. K., & Denley, J. Tara. (Jul. 2022). Destination residents' reactions to post-pandemic tourism: Findings from FsQCA. Oral Presentation: *Tourism Society of Korea (TOSOK) International Tourism Conference* – Busan International Convention Center (BEXCO) Convention Hall, Busan.

**Lee, J. H.** & Hong, S.H. (Nov. 2019). Resilient management of past cultural landscape: focused on Oreung (five tomb) forests, Gyeongju in South Korea. Oral Presentation: *Asia Resilience Center* – Korea University, Seoul.

**Lee, J. H.** & Matarrita-Cascante, D. (Jun. 2018). The influence of emotional and conditional factors on gardeners' participation in community gardens. Oral Presentation: *International Association for Society and Natural Resources* – Salt Lake City, Utah.

**Lee, J. H.**, Matarrita-Cascante, D., Shafer, C. S. & Wyrem, M. (Apr. 2015). Examining the effectiveness of a service-learning project using Waco, TX. Oral Presentation: *Texas A&M. Department of Recreation, Park and Tourism Sciences*, Texas A&M University.

**Lee, J. H.**, Matarrita-Cascante, D., Shafer, C. S. & Wyrem, M. (Mar. 2015). A service-learning partnership and a participatory process to enhance small urban spaces in Waco, Texas. Oral Presentation: *Council of Educators in Landscape Architecture Conference* – Manhattan, Kansas.

**Lee, J. H.** (Apr. 2014). Engaging in a Collaborative and a Participatory process to Enhance Public Space in Downtown Waco. Oral Presentation: *Texas A&M. Department of Recreation, Park and Tourism Sciences*, Texas A&M University

**Lee, J. H.** (Apr. 2014). Recommendations for the development of small public spaces, and walkable connections within the downtown Public Improvement District in Waco. Oral Presentation: *Waco City Council Meetings*, Waco, Texas

**Lee, J. H.** & Matarrita-Cascante, D. (Jul. 2013). Rethinking 'Place' in Tourism Development: A Conceptual Framework for Tourism Planners and Sociologists. Oral Presentation: *Tourism Society of Korea (TOSOK) International Tourism Conference* - Seoul, Korea. Presented by Jae Ho Lee. Paper co-authored with Dr. Matarrita-Cascante.

- Awarded the TOSOK President 'Best Paper Award'
- Received a monetary award: \$2,000

## **TEACHING EXPERIENCE**

### *Official Teaching Coursework*

**RPTS 402** - Park Planning and Design: Offers the understanding of an environmental and social ethic in planning and design, processes and products, and how planning and design of such places can influence people. Community scaled designs are executed using computer graphics (e.g., Adobe Photoshop).

- This course is designated as a C (communication) course to develop communication skills in writing and verbal presentations.

	<i>Credits</i>	<i>Semester Taught</i>	<i>Number of Students</i>	<i>Student Evaluations</i>
Undergraduate	3	Spring 2019	43	4.376 / 5
RPTS 402	3	Spring 2018	30	4.200 / 5
	3	Fall 2017	30	4.575 / 5

*Other Teaching Opportunities*

*Guest Lectures*

- The process of site design. Presented to students of RPTS 402 Park Planning and Design. April 3<sup>rd</sup> and 5<sup>th</sup>, 2017.
- Photoshop lessons. Presented to students of RPTS 402 Park Planning and Design. March 29<sup>th</sup>, April 5<sup>th</sup>, 2017.
- Sustainable development: Community garden, green roof. Presented to students of URPN 202 Building Better Cities. March 24<sup>th</sup>, 2017.
- Examples of park and trail design trends and issues. Presented to students of RPTS 402 Park Planning and Design. March 8<sup>th</sup> and 22<sup>nd</sup>, 2017.
- Process and Politics – Participation in the process. Presented to students of RPTS 402 Park Planning and Design. February 22<sup>nd</sup>, 2017.
- The components of community. Presented to students of RPTS 308 Foundations of Community, Community Development and Assessment. Jan 31<sup>th</sup>, 2017.
- Design visualization. Presented to students of RPTS 402 Park Planning and Design. November 16<sup>th</sup>, 2016.
- How to create visual collages of landscape design by using Photoshop. Presented to students of RPTS 402 Park Planning and Design. November 14<sup>th</sup>, 2016.
- Site design – Process and Analysis. Presented to students of RPTS 402 Park Planning and Design. November 7<sup>th</sup> and 9<sup>th</sup>, 2016.
- Examples of park design in Korea. Presented to students of RPTS 402 Park Planning and Design. November 2<sup>nd</sup>, 2016.
- Social impact assessment. Presented to students of RPTS 308 Foundations of Community, Community Development and Assessment. April 7<sup>th</sup>, 2016.

- Power and the environment. Presented to students of RPTS 605 Community and the Environment. April 6<sup>th</sup>, 2016. (Graduate-level course)
- The community development continuum. Presented to students of RPTS 308 Foundations of Community, Community Development and Assessment. February 25<sup>th</sup>, 2016.
- Climate change and environmental disasters. Presented to students of RPTS 605 Community and the Environment. February 24<sup>th</sup>, 2016. (Graduate-level course)
- History of community development. Presented to students of RPTS 308 Foundations of Community, Community Development and Assessment. February 23<sup>rd</sup>, 2016.
- History of United States Department of Agriculture (USDA). Presented to students of RPTS 408 Community Development and Supporting Institutions. September 22<sup>nd</sup>, 2015.
- Graphic design lessons: How to use Photoshop and Illustrator in park design. Presented to students of RPTS 402 Park Planning and Design. April 2<sup>nd</sup>. 2014.

## AWARDS

- The 2013 Tourism Society of Korea (TOSOK) International Tourism Conference, 'Best Paper Award' for the paper entitled "Rethinking 'Place' in Tourism Development: A Conceptual Framework for Tourism Planners and Sociologists." Authored by Lee, J. H. & Matarrita-Cascante, D.
- 7th Agriculture Amenity Environmental Design Competition, Honorable Mention, 2009, Title: Enjoyment – The time for walking over the memories (Amenity planning in Imjin riverside at the Balang Village), The Ministry of Food, Agriculture, Forestry and Fisheries.
- 5th National Exhibition of Korean Landscape Architecture, Honorable Mention, 2008, Title: 2008.02.10 – The South Gate in Korea, "Operating Landscaping" – Innovating the city by landscaping. Not a covered with only green Pseudo – Ecology but the element with the element, and it should be evolved ecologically between the organic network and edge city.
- 4th National Exhibition of Korean Landscape Architecture, Honorable Mention, 2007, Title: River Wall, "City Infrastructure – Meet the Landscaping" – A plan to newly change the huge and dense industrial facilities to the smooth and nice ecology by using delicate landscaping. Simply not only handling the outside view but also handling the object in the view with the dark side of system work and function, and reads modern cities of cultured circumstances and changes, and then it can be newly changed into an extension of new social uses or usefulness.



**FUNDING  
AWARDED**

**Mini-Grant, 2018**  
Recreation, Park, and Tourism Sciences, Texas A&M University.  
Total Amount Awarded: \$600. Research (funds used for attending conference).

**Population Studies & Rural Development Scholarship, 2015**  
Recreation, Park, and Tourism Sciences, Texas A&M University.  
Total Amount Awarded: \$1,000. Research.

**Office of Graduate and Professional Studies (OGAPS) Graduate Student Presentation Grant, 2015**  
Recreation, Park, and Tourism Sciences, Texas A&M University.  
Total Amount Awarded: \$500. (funds used for attending conference).

**Mini-Grant, 2015**  
Recreation, Park, and Tourism Sciences, Texas A&M University.  
Total Amount Awarded: \$400. (funds used for attending conference).

**Population Studies & Rural Development Scholarship, 2014**  
Recreation, Park, and Tourism Sciences, Texas A&M University.  
Total Amount Awarded: \$1,000. Research.

**John Crompton scholarship, 2013**  
Recreation, Park, and Tourism Sciences, Texas A&M University, Texas A&M University.  
Total Amount Awarded: \$1,300. Research.

**WORK  
EXPERIENCE**

**Researcher**, Winter 2011, Korea Environment Institute, Seoul, Korea.

**Internship**, Winter 2008, Ctopos Design', Seoul, Korea.

**Military Service**, Spring 2003 – Summer 2005

**INTERNATIONAL  
EXPERIENCES**

**Certification of American Language and Culture Program (ALC), 2009**  
Seoul National University, Seoul, Korea  
Attended Stanford University ALC program  
Completed 4 weeks English education and visited Silicon Valley, NGO etc.

**Certification of Global Leadership Program (GLP), 2007**  
University of Seoul, Seoul, Korea  
Visited public offices for research in London, Frankfurt, Rome and Paris  
Scholarship by University of Seoul

**Language Study Abroad, 2005**  
California State University, Fullerton, USA  
Completed an English course for 1 semester

**PROFESSIONAL  
AFFILIATIONS**

Member, The International Association for Society & Natural Resources (ISSRM), 2018 – Present

Member, Council of Educators in Landscape Architecture (CELA), 2015 – Present

Member, National Recreation and Park Association (NRPA), 2013 – Present

**SOFTWARE  
SKILLS**

**Graphic Tools:** Adobe software (Photoshop, Illustrator, InDesign), AutoCAD, 3D Studio MAX.

**Statistic Tools:** IBM SPSS, STATA, ATLAS.ti (Qualitative Data Analysis).

**Geospatial Systems:** ArcGIS.

**MS Office:** Microsoft Word, Excel, Power point.