



January 4-6,  
2024

The 29th Annual  
Graduate Education &  
Graduate Student Research  
**Conference**  
in Hospitality and Tourism



Conrad N. Hilton College of  
Global Hospitality Leadership  
UNIVERSITY OF HOUSTON



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

Kovens Conference Center  
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Chaplin School of  
Hospitality & Tourism  
Management

FLORIDA INTERNATIONAL UNIVERSITY



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@FIUHospitality

# SCHEDULE AT-A-GLANCE

## THURSDAY, JANUARY 4, 2024

7:00 am - 7:30 pm

### **Registration Open**

Kovens Conference Center Front Desk

9:00 am

### **Technical Visits (optional)**

- Exploring the Wonders of the Florida Everglades: An Eco-Adventure Tour
- Discovering South Beach: An Educational Expedition into Art, Culture, and History

1:30 pm - 4:30 pm

### **Concurrent Workshops and Meetings**

#### **STR Workshop**

Kovens Conference Center 128

#### **CHIA Workshop**

Kovens Conference Center 126

#### **Journal Editorial Panel**

Kovens Conference Center 114

- Host: Dr. Andrew Moreo (FIU)
- IHR: Dr. Andrew Moreo (FIU)
- JTMM and APJTR: Dr. Kaye Chon (HKPU)
- JHTT: Dr. Cihan Cobanoglu (USF)
- IJCHM: Dr. Fevzi Okumus (UCF)
- JHTE: Dr. Po-Ju Chen (Texas A&M)
- CQ: Dr. Robert Kwortnik (Cornell University)

## THURSDAY, JANUARY 4, 2024

2:30 pm - 3:30 pm

### **Mistakes Made in Quantitative Research & How to Avoid Them**

Hosted by Dr. Faizan Ali,  
Associate Professor, University of South  
Florida

4:00 pm - 5:30 pm

### **Deans and Directors Meeting Sponsored by STR**

Kovens Conference Center 110

5:30 pm - 7:30 pm

### **Welcome Reception Sponsored by FIU Chaplin School of Hospitality & Tourism Management and the FIU Bacardi Center of Excellence**

Kovens Conference Center  
Ballrooms & Terrace



## **FRIDAY, JANUARY 5, 2024**

7:00 am - 7:30 pm

### **Registration Open**

Kovens Conference Center Front Desk

7:30 am - 8:30 am

### **Continental Breakfast**

Kovens Conference Center Terrace

9:00 am - 10:00 am

### **General Session 1**

**David Whitaker, CEO, Greater Miami  
Convention & Visitors Bureau**

*Miami "The Magic City" – Selling Paradise*

Kovens Conference Center Ballroom

10:00 am - 10:30 am

### **Cafecito Time Sponsored by Café Bustelo**

Kovens Conference Center Lobby

10:30 am - 12:00 pm

### **Paper Presentation I (concurrent sessions)**

Kovens Conference Center 110

*Consumer Behavior in Hospitality*

Kovens Conference Center 117

*Consumer Behavior in Tourism*

Kovens Conference Center 120

*Finance & Economics*

Kovens Conference Center 124

*Human Resources & Leadership Education*

Kovens Conference Center 126

*IT Adoption & Application*

Kovens Conference Center 128

*IT Adoption & Application;*

*Lodging Management & Service Quality*

## **FRIDAY, JANUARY 5, 2024**

12:00 pm - 1:30 pm

**Networking Lunch Break**  
Food trucks on the terrace

1:00 pm - 1:30 pm

**Poster Session A**  
Kovens Conference Center 1st Floor Gallery

1:30 pm - 2:30 pm

**Paper Presentation II (concurrent sessions)**  
Kovens Conference Center 110  
*Consumer Behavior in Hospitality*

Kovens Conference Center 117  
*Consumer Behavior in Tourism*

Kovens Conference Center 120  
*Human Resources & Leadership & Education*

Kovens Conference Center 124  
*IT Adoption & Application*

Kovens Conference Center 126  
*Marketing*

Kovens Conference Center 128  
*Tourism & Sustainability*



## **FRIDAY, JANUARY 5, 2024**

2:30 pm - 3:00 pm

### **Poster Session B**

Kovens Conference Center 1st Floor Gallery

### **Cafecito Time Sponsored by Café Bustelo**

Kovens Conference Center Lobby

2:30 pm - 5:00 pm

### **Power Up Snack Bar**

**Sponsored by Robert's Exquisite Catering**

Create Your Own Trail Mix

3:10 pm - 4:40 pm

### **Paper Presentation III (concurrent sessions)**

Kovens Conference Center 110

*Consumer Behavior in Hospitality*

Kovens Conference Center 117

*Consumer Behavior in Tourism + Tourism & Sustainability*

Kovens Conference Center 120

*Marketing + Restaurant & Foodservice*

Kovens Conference Center 126

*Human Resources & Leadership & Education*

Kovens Conference Center 128

*IT Adoption & Application*

Kovens Conference Center 130

*Tourism & Sustainability*

## **FRIDAY, JANUARY 5, 2024**

4:45 pm - 5:45 pm

**Panel I: On the Path to an Academic Career**  
Kovens Conference Center 114

6:00 pm - 7:30 pm

**School & Career Fair**  
**Light Bites & Beverages sponsored by**  
**Texas A&M University**  
Kovens Conference Center Ballroom

Enjoy the evening in Miami!

**Miami's Gastronomic Renaissance – find out why it is the next culinary mecca**

*Discover the diverse flavors of Miami's culinary scene by visiting our FIU alumni-owned restaurants*

Bring your conference registration badge for special discounts!

**Temple Street Eatery: 10% off your entire bill**  
416 N Federal Hwy, Fort Lauderdale, FL 33301  
<https://www.templestreeteatery.com>

**Kush Hospitality: Buy One Get One (BOGO) draft beers at all Kush Hospitality Restaurants**  
<https://kushhospitality.com>

**Grazianos: 15% off your entire bill at Graziano's Aventura location**  
2920 NE 207th St #107 Aventura, FL 33180  
<https://www.grazianosgroup.com/mercado-aventura/>

**Perl by Chef IP: 1 free cocktail or glass of house red/white wine**  
2420 NE 186th St Suite 100, North Miami Beach, FL 33180  
<https://www.perlrestaurant.com>



## **SATURDAY, JANUARY 6, 2024**

7:00 am - 7:30 pm

### **Registration Open**

Kovens Conference Center Front Desk

8:00 am - 9:00 am

### **Continental Breakfast**

Kovens Conference Center Terrace

9:00 am - 10:00 am

### **General Session 2**

**Adam Stewart, CD, Hon LLD,  
Executive Chairman,  
Sandals Resorts International**

*The Future of All-Inclusives and Tourism  
in the Caribbean*

Kovens Conference Center Ballroom

10:00 am - 10:30 am

### **Cafecito Time Sponsored by Café Bustelo**

Kovens Conference Center Lobby

10:30 am - 11:50 am

### **Paper Presentations IV**

Kovens Conference Center 110

*Consumer Behavior in Hospitality*

Kovens Conference Center 117

*Tourism & Sustainability*

Kovens Conference Center 120

*Restaurant & Foodservice*

Kovens Conference Center 124

*Human Resources, Leadership, and  
Education*

Kovens Conference Center 126

*IT Adoption & Application*

Kovens Conference Center 128

*Tourism & Sustainability*

## SATURDAY, JANUARY 6, 2024

12:00 pm - 1:00 pm

**Lunch Break**  
Lunch on the terrace

1:00 pm - 1:30 pm

**Poster Session C**  
Kovens Conference Center 1st Floor Gallery

1:30 pm - 2:30 pm

**Paper Presentations V**  
Kovens Conference Center 110  
*Consumer Behavior in Hospitality*

Kovens Conference Center 117  
*IT Adoption & Application*

Kovens Conference Center 120  
*Restaurant & Foodservice*

Kovens Conference Center 124  
*Tourism & Sustainability*

2:30 pm - 3:00 pm

**Poster Session D**  
Kovens Conference Center 1st Floor Gallery

**Cafecito Time Sponsored by Café Bustelo**  
Kovens Conference Center Lobby

**Power Up Snack Bar sponsored by  
Southern Glazer's Wine & Spirits**  
Create Your Own Trail Mix



## **SATURDAY, JANUARY 6, 2024**

3:10 pm - 3:40 pm

**Panel 2: Business Intelligence by M3**  
**Sponsored by the University of South Florida**

Kovens Conference Center 114

4:00 pm - 5:30 pm

**Paper Presentations VI**

Kovens Conference Center 110  
*Consumer Behavior in Hospitality;*  
*Consumer Behavior in Tourism*

Kovens Conference Center 117  
*IT Adoption & Application*

Kovens Conference Center 120  
*Tourism & Sustainability*

Kovens Conference Center 124  
*Tourism & Sustainability;*  
*Finance & Economics;*  
*Consumer Behavior in Tourism*

5:45 pm - 6:20 pm

**Sponsors Meeting**

Kovens Conference Center 114

6:30 pm - 7:00 pm

**Interactive Mixology Demonstration**

Sponsored by FIU Chaplin School of  
Hospitality & Tourism Management and  
the FIU Bacardi Center of Excellence

7:00 pm - 9:30 pm

**Awards Dinner**

Sponsored by FIU Chaplin School of  
Hospitality & Tourism Management  
Kovens Conference Center Ballrooms

# MESSAGE FROM THE FOUNDER

## Welcome to the 29th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism!

We are very honoured to have your participation in the Conference. To be able to welcome you all in person is extremely gratifying.

Founded in 1996, the Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism has been instrumental in promoting academic and research exchange and furthering research development in the hospitality and tourism field for more than two decades. The Conference has four specific objectives: **(1) providing a platform for the exchange of cutting-edge research in the field of hospitality and tourism; (2) fostering healthy research culture in the field of hospitality and tourism; (3) providing a forum for networking among and between graduate students and faculty members in hospitality and tourism; and (4) serving as a career mart for graduate students who are completing their terminal degrees.** Over the years, the Conference has developed into an important research and networking forum for graduate students and faculty in hospitality and tourism.

The Annual Graduate Conference is administered by a Standing Committee chaired by myself as the Founding Chairman. Members of the Standing Committee consist of representatives from all sponsoring institutions who are responsible for soliciting and selecting the destination of the Conference each year. I am grateful to the following institutions which have hosted the Conference during the past 28 years.

1st Conference in 1996, in Houston, hosted by University of Houston

2nd Conference in 1997, in Las Vegas, hosted by University of Nevada, Las Vegas

3rd Conference in 1998, in Houston, hosted by University of Houston

4th Conference in 1999, in Las Vegas, hosted by Kansas State University

5th Conference in 2000, in Houston, hosted by University of Houston

6th Conference in 2001, in Atlanta, hosted by Georgia State University

7th Conference in 2002, in Houston, hosted by University of Houston

8th Conference in 2003, in Las Vegas, hosted by Oklahoma State University



9th Conference in 2004, in Houston, hosted by University of Houston

10th Conference in 2005, in Myrtle Beach, hosted by Purdue University and University of South Carolina

11th Conference in 2006, in Seattle, hosted by Washington State University

12th Conference in 2007, in Houston, hosted by University of Houston

13th Conference in 2008, in Orlando, hosted by University of Central Florida

14th Conference in 2009, in Las Vegas, hosted by University of Nevada, Las Vegas

15th Conference in 2010, in Washington, hosted by The Pennsylvania State University and Virginia Tech

16th Conference in 2011, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

17th Conference in 2012, in Auburn, hosted by Auburn University

18th Conference in 2013, in Seattle, hosted by Washington State University

19th Conference in 2014, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

20th Conference in 2015, in Tampa, hosted by University of South Florida

21st Conference in 2016, in Philadelphia, hosted by Temple University

22nd Conference in 2017, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

23rd Conference in 2018, in Fort Worth, hosted by Texas Tech University and Iowa State University

24th Conference in 2019, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

25th Conference in 2020, in Las Vegas, hosted by University of Nevada, Las Vegas

26th Conference in 2021, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

27th Conference in 2022, in Houston, hosted by University of Houston and The Hong Kong Polytechnic University

28th Conference in 2023, in Anaheim, hosted by California State Polytechnic University, Pomona

29th Conference in 2024, in Miami, hosted by Florida International University

I wish also to thank our sponsors and partners for their generous support. As the Founding Chairman of the Conference, I look forward to the role the Annual Graduate Conference will continue to play in promoting academic and research exchange and furthering the research development in our field of hospitality and tourism.

May I wish you all a successful and rewarding Conference.



## Kaye Chon, Ph.D., CHE

Founding Chairman

Dean and Chair Professor  
Walter and Wendy Kwok Family  
Foundation Professor in International  
Hospitality Management

School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University



# MESSAGE

## FROM THE PLANNING COMMITTEE & PAPER CHAIRS

On behalf of The Chaplin School of Hospitality & Tourism Management at Florida International University, welcome to the 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. We are delighted and honored to have you in our beautiful city, Miami!

We especially thank Dean Kaye Chon from The Hong Kong Polytechnic University for his vision as the founding chair of this conference. We would also like to acknowledge Dr. Ki-Joon Back from the University of Houston's Conrad N. Hilton College of Global Hospitality Leadership. Thank you to all our friends at The Hong Kong Polytechnic University and the Conrad N. Hilton College of Global Hospitality Leadership for their continued support of the conference through the past nearly 30 years.

We appreciate the support from our fellow university and industry sponsors. Without you, this conference would not be possible. We are grateful for the service of our speakers, panelists, and moderators.

Above all, we extend a heartfelt thank you to the graduate students who will be presenting their research findings. Your commitment not only enriches this conference but also signifies your preparation to become future leaders in the hospitality industry. Wishing everyone a productive and enjoyable conference! Make the most of the next two days!



**Michael Cheng, Ph.D., CHE**  
Dean & Committee Chair  
Chaplin School of Hospitality & Tourism Management  
Florida International University



**Fang Shu, Ph.D.**  
Assistant Teaching Professor & Paper Review Chair  
Chaplin School of Hospitality & Tourism Management  
Florida International University



**Andrew Moreo, Ph.D.**  
Associate Professor & Committee Co-Chair  
Chaplin School of Hospitality & Tourism Management  
Florida International University



**Miranda Kitterlin-Lynch, Ph.D.**  
Associate Professor & Committee Co-Chair  
Chaplin School of Hospitality & Tourism Management  
Florida International University



**Lisa Cain, Ph.D.**



**Yulitza Sosa**



**Dale Gomez**



**Ivonne Yee-Amor**



**Olivia Catasús**



# AWARDS

## FOUNDER'S AWARD

At the 10th anniversary conference held in Myrtle Beach, South Carolina in January 2005, the co-hosts of the conference, Purdue University and University of South Carolina, presented an award to Professor Kaye Chon, Founding Chairman of the Conference, in recognition of his vision in creating the Conference and contributions to graduate students' research and scholarship in hospitality and tourism. Subsequently, the "Founder's Award" was formally created in the name of the conference founder Professor Kaye Chon. The award each year recognises one world-class scholar in the field of hospitality and tourism for his/her significant contributions in research, scholarship and development of graduate programs/students.

### *Past Recipients of Founder's Award:*

2005 – **Professor Kaye Chon**, The Hong Kong Polytechnic University  
2006 – **Professor Michael D. Olsen**, Virginia Tech  
2007 – **Professor John Bowen**, University of Houston  
2008 – **Professor Abraham Pizam**, University of Central Florida  
2009 – **Professor Carol Shanklin**, Kansas State University  
2010 – **Professor Anna Mattila**, The Pennsylvania State University  
2011 – **Professor Bob Bosselman**, Iowa State University  
2012 – **Professor Hailin Qu**, Oklahoma State University  
2013 – **Professor Terry Umbreit**, Washington State University  
2014 – **Professor Barbara Almanza**, Purdue University  
2015 – **Professor Muzaffer Uysal**, Virginia Tech  
2016 – **Professor Richard Perdue**, Virginia Tech  
2017 – **Professor James Busser**, University of Nevada, Las Vegas  
2018 – **Professor Dennis Reynolds**, University of Houston  
2019 – **Professor Zvi Schwartz**, University of Delaware  
2020 – **Professor Billy Bai**, University of Nevada, Las Vegas  
2023 – **Professor Ki-Joon Back**, University of Houston

## THE UNIVERSITY OF DELAWARE MICHAEL D. OLSEN RESEARCH ACHIEVEMENT AWARD

This award is given to honor the accomplishments of Dr. Michael D. Olsen, professor at Virginia Tech and the Wise Executive-in-Residence at the University of Delaware. Dr. Olsen has distinguished himself by his research and publishing in the area of strategy and hospitality management, as well as mentoring Virginia Tech students and supporting professional growth for young scholars around the world. The award recognizes scholars who have concentrated in hospitality to a higher level. Each recipient represents serious scientific endeavors that go beyond descriptive inquiry and enter into the realm of new knowledge contribution. Past award winners have conducted focused, high-quality research in hospitality and are known for their commitment to graduate education and mentoring.

## 2024 DR. PATRICK J. MOREO GRADUATE MENTORSHIP AWARD

The Patrick J. Moreo Graduate Mentorship Award honors the memory of Dr. Pat through supporting faculty mentorship and graduate scholarship. The recipients of this award will have a demonstrated commitment to the field of hospitality and tourism graduate education and mentorship, with a pay-it-forward mind set. This mindset will manifest through their ongoing commitment to the development of hospitality graduate students. This commitment to students should extend from their time in academia together, into their future careers.

## BEST PAPER AWARDS

**Asia Pacific Journal of Tourism Research** | Editor-in-Chief, Dr. Kaye Chon  
**Cornell Hospitality Quarterly** | Editor-in-Chief, Professor Chris Anderson  
**Journal of Travel and Tourism Marketing** | Editor-in-Chief, Dr. Kaye Chon  
**International Hospitality Review** | Editor-in-Chief, Dr. Andrew Moreo

# KEYNOTE SPEAKER

## David Whitaker

President & CEO,  
Greater Miami Convention & Visitors Bureau



For more than three decades, David Whitaker has distinguished himself as a respected industry leader, both in the communities he has served, and on a global travel, tourism and convention industry stage.

Named President and CEO of the Greater Miami Convention & Visitors Bureau in 2021, the appointment was a homecoming for Whitaker, who previously held GMCVB leadership positions from 1990 to 2007. As Executive Vice President and Chief Marketing Officer, he is credited with accelerating the GMCVB's efforts to build and execute successful marketing strategies, each year growing domestic and international travel to the destination.

As a veteran of the destination's tourism and hospitality industry, Whitaker has been at the forefront of attracting renowned events and marquee initiatives to Greater Miami and Miami Beach, from helping Miami secure and host Super Bowls in 1995, 1999 and again in 2007, to hosting two U.S. Travel Association IPW Global Conferences in 1994 and 1999.

More recently, Miami was named a host city for the 2026 World Cup, and the destination was featured with its first-ever Michelin Guide and in April, Bon Appétit named Miami as their "Food City of the Year" – all this, underscoring his commitment and the GMCVB's role in positioning Miami-Dade County as a true "live, work, and play" destination for visitors and residents alike. Upon his return, the GMCVB has also taken on a significantly increased responsibility to successfully market and book future conventions and events at the newly imagined and expanded Miami Beach Convention Center.

Miami-Dade County as a destination has enjoyed one of the fastest recoveries from the travel and event challenges associated with the pandemic. In 2023, Greater Miami and Miami Beach hotels enjoyed the third highest ranking nationally in terms of "Revenue Per Available Room" which is a combination of occupancy and average daily rate.

# KEYNOTE SPEAKER

Previously, the industry veteran served as President & CEO of Choose Chicago, President & CEO of Tourism Toronto, and Chief Marketing Officer for Brand USA. He began his professional career in Miami serving on the Executive Staff of the United Way of Miami-Dade.

Throughout his career, he's been honored for many accomplishments, and more importantly, those of the destinations he represented: in Chicago, where he promoted and sold the largest convention center in the U.S., the destination was named in the prestigious Condé Nast Traveler Readers' Choice Awards as "Best Big City" to visit an unprecedented five consecutive years; in Toronto, both the visitors bureau and convention center were voted North America's best.

Committed to both his community and industry, Whitaker currently serves or has served in leadership roles on the boards of US Travel, the Greater Miami and the Beaches Hotel Association (GMBHA), Miami-Dade Beacon Council, Greater Miami Chamber of Commerce (GMCC), Camillus House, Orange Bowl Committee, Florida TaxWatch and Neat Streets Miami.

A graduate of the University of South Florida with a bachelor's degree in Mass Communication & Public Relations, the avid boater and long-time supporter of the performing arts resides in South Miami with his wife Lily.

# KEYNOTE SPEAKER

## Adam Stewart

CD, Hon LLD, Executive Chairman,  
Sandals Resorts International



Adam Stewart is a graduate and also a board member of The Chaplin School of Hospitality & Tourism Management at Florida International University in Miami. He is the dynamic Executive Chairman of Sandals Resorts International (SRI), the parent company of the world's most recognized super brands of luxury all-inclusive resorts, including adults only Sandals® Resorts and family-friendly Beaches® Resorts.

Born in 1981, the same year his late father Gordon "Butch" Stewart purchased his first hotel in Jamaica, Adam grew alongside the Sandals Resorts chain which today, is one of the Caribbean's largest employers with over 18,500 team members and 24 resorts across four brands and nine islands.

An avid adventurer and lover of the sea, just like his father, Adam was inspired to share his passion for the Caribbean, its natural beauty and authentic lifestyle. Thus the region's premier tour company, Island Routes Caribbean Adventures, was born offering countless unique and exciting tour and adventure experiences.

In 2009, he launched the Sandals Foundation which seeks to unite the Caribbean region under one common goal: to uplift its people through education and protect its delicate ecosystems. Adam is also Executive Chairman of the family-owned ATL Group comprising retail outlets and media.

Additionally, as master distributors for eight automotive brands, ATL Automotive provides unmatched service with world class facilities and amazing team members. ATL, the only Jamaican master dealer, is the Caribbean's master dealer for BMW, Mini and also the world's leading New Energy Vehicle, BYD.



# KEYNOTE SPEAKER

Adam oversaw the introduction of Starbucks® to Jamaica, Cayman, Barbados, Turks & Caicos and Panama under a licensing agreement with the Starbucks Coffee Company. In 2016, he received one of Jamaica's national honours, the Order of Distinction (Commander Class) for outstanding contribution to tourism and the hotel industry.

In 2015, he was also named the Caribbean Hotel and Tourism Association's Hotelier of the Year and in 2017, the Caribbean Tourism Organization honored Adam with the Jerry Award for his demonstrated passion in developing the Caribbean region. In November 2022, Adam was conferred with an Honorary Doctorate of Laws degree (LLD) by the University of the West Indies for his contribution to Caribbean communities and elevating the region. A few months later, in May 2023, he was appointed ambassador/special investment envoy by the Prime Minister of Jamaica to assist with driving economic growth based on his extensive expertise in innovation and investment. Adam was also presented with the prestigious Executive of the Year Award at the top travel industry supplier event, the Annual Travvy Awards Gala held in November 2023.

# TRACK CHAIRS

Track	Chairperson	Affiliation
Consumer Behavior, Hospitality	Dr. Laurie Wu	Temple University
Consumer Behavior, Tourism	Dr. Joan Su	Iowa State University
Finance & Economics	Dr. Agnes DeFranco	Univ. of Houston
Human Resources, Leadership, & Education	Dr. Cass Shum	Uni. Of Nevada, Las Vegas
Lodging Management & Service Quality	Dr. David Kwun	Univ. of Central Florida
Marketing	Dr. Wan Yang	Cal Poly Pomona
Restaurant & Food Service	Dr. Yee Ming Lee	Auburn University
IT Adoption & Application	Dr. Thomas Schrier	Iowa State University
Tourism & Sustainability	Dr. Nicholas Thomas	The Hong Kong Polytechnic University



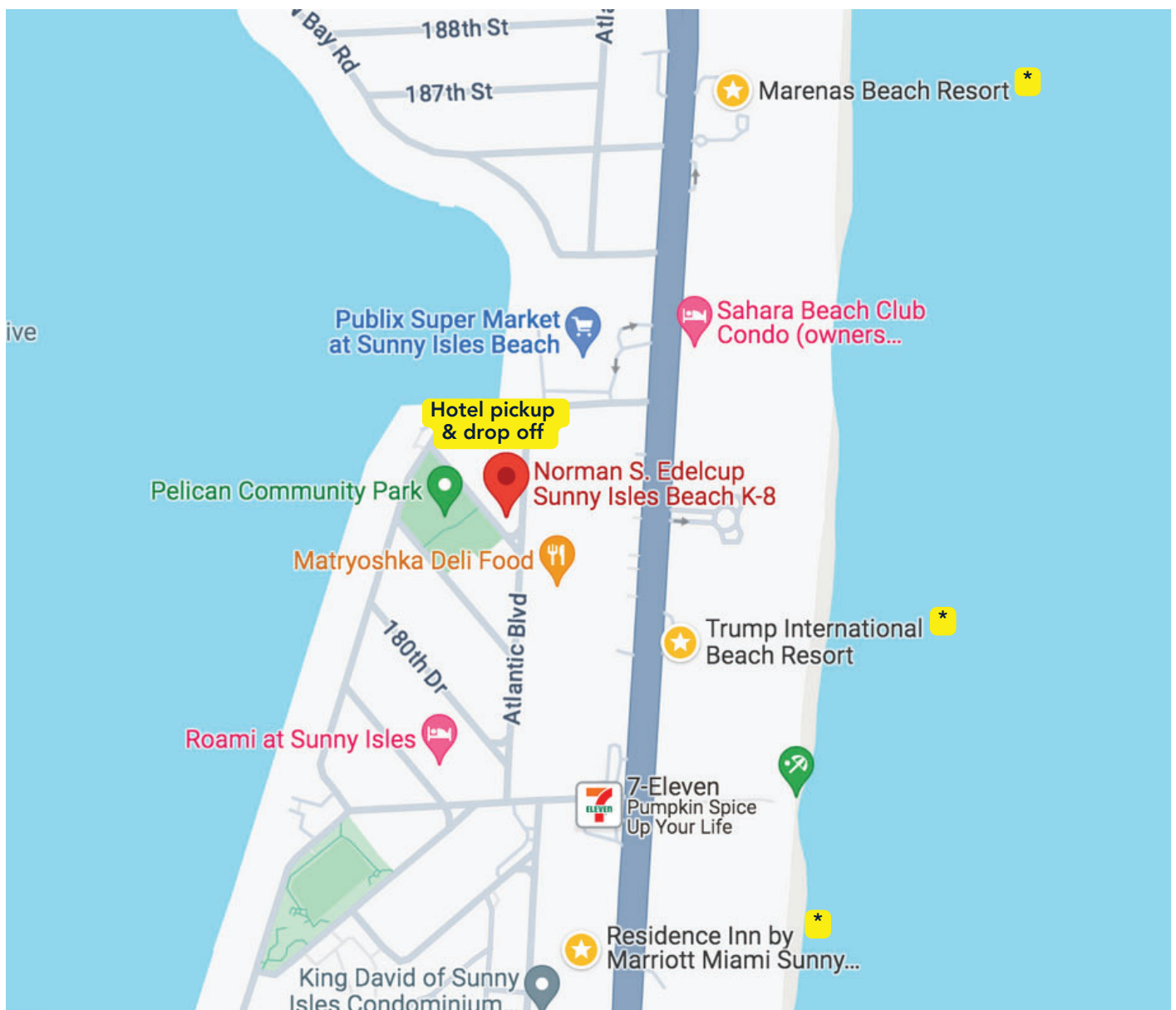
# SHUTTLE SCHEDULE

## Hotel Pickup & Drop Off Location

East side of Norman S. Edelpcup/Sunny Isles Beach K-8, located at 201 182nd Dr, Sunny Isles Beach, FL 33160

## Conference Pickup & Drop Off Location

Kovens Conference Center Entrance  
3000 NE 151st St North Miami, FL 33181



**\*Partner Hotels**

# SHUTTLE SCHEDULE

## **Thursday, January 4th**

12:45 PM- Hotel pickup location to FIU Kovens Conference Center  
4:30 PM - Hotel pickup location to FIU Kovens Conference Center  
4:45 PM - Hotel pickup location to FIU Kovens Conference Center  
5:00 PM - Hotel pickup location to FIU Kovens Conference Center  
5:30 PM - Hotel pickup location to FIU Kovens Conference Center  
7:30 PM - FIU Kovens Conference Center to hotel drop off  
8:00 PM - FIU Kovens Conference Center to hotel drop off

## **Friday, January 5th**

6:30 AM - Hotel pickup location to FIU Kovens Conference Center  
6:45 AM - Hotel pickup location to FIU Kovens Conference Center  
7:00 AM - Hotel pickup location to FIU Kovens Conference Center  
7:30 AM - Hotel pickup location to FIU Kovens Conference Center  
8:30 AM - Hotel pickup location to FIU Kovens Conference Center  
5:00 PM - FIU Kovens Conference Center to hotel drop off  
7:00 PM - FIU Kovens Conference Center to hotel drop off  
7:30 PM - FIU Kovens Conference Center to hotel drop off

## **Saturday, January 6th**

6:30 AM - Hotel pickup location to FIU Kovens Conference Center  
6:45 AM - Hotel pickup location to FIU Kovens Conference Center  
7:00 AM - Hotel pickup location to FIU Kovens Conference Center  
7:30 AM - Hotel pickup location to FIU Kovens Conference Center  
8:30 AM - Hotel pickup location to FIU Kovens Conference Center  
4:30 PM - FIU Kovens Conference Center to hotel drop off  
5:00 PM - FIU Kovens Conference Center to hotel drop off  
5:45 PM - Hotel pickup location to FIU Kovens Conference Center  
6:00 PM - Hotel pickup location to FIU Kovens Conference Center  
6:30 PM - Hotel pickup location to FIU Kovens Conference Center  
9:30 PM - FIU Kovens Conference Center to hotel drop off



# FULL SCHEDULE

## THURSDAY

### Registration Open 7:00 AM - 7:30 PM

Kovens Conference Center Front Desk

### Technical Visits (optional) 9:00 AM

- Exploring the Wonders of the Florida Everglades: An Eco-Adventure Tour
- Discovering South Beach: An Educational Expedition into Art, Culture, and History

### Concurrent Workshops and Meetings 1:30 PM - 4:30 PM

STR Workshop

Kovens Conference Center 128

CHIA Workshop

Kovens Conference Center 126

Journal Editorial Panel

Kovens Conference Center 114

- Host: Dr. Andrew Moreo, Florida International University
- *International Hospitality Review*: Dr. Andrew Moreo, Florida International University
- *Journal of Travel & Tourism Marketing and Asian Pacific Journal of Tourism Research*: Dr. Kaye Chon, Hong Kong Polytechnic University
- *Journal of Hospitality & Tourism Technology*: Dr. Cihan Cobanoglu, University of South Florida
- *International Journal of Contemporary Hospitality Management*: Dr. Fevzi Okumus, University of Central Florida
- *Journal of Hospitality & Tourism Education*: Dr. Po-Ju Chen, Texas A&M University
- *Cornell Quarterly*: Dr. Robert Kwortnik, Cornell University

### Mistakes Made in Quantitative Research & How to Avoid Them 2:30PM - 3:30 PM

Kovens Conference Center 124

Hosted by Dr. Faizan Ali,

Associate Professor, University of South Florida

### Deans and Directors Meeting 4:00 PM - 5:30 PM

Sponsored by STR

Kovens Conference Center 110

### Welcome Reception 5:30 PM - 7:00 PM

Sponsored by FIU Chaplin School of Hospitality & Tourism Management and the FIU Bacardi Center of Excellence

Kovens Conference Center Ballrooms & Terrace

# FRIDAY

## Registration Open 7:00 AM - 7:30 PM

Kovens Conference Center Front Desk

## Continental Breakfast 7:30 AM - 8:30 AM

Kovens Conference Center Terrace

## General Session 1 9:00 AM - 10:00 AM

David Whitaker, CEO, Greater Miami Convention & Visitors Bureau

Miami "The Magic City" – Selling Paradise

Kovens Conference Center Ballroom

## Cafecito Time Sponsored by Café Bustelo 10:00 AM - 10:30 AM

Kovens Conference Center Lobby

## Paper Presentation I 10:30 AM - 12:00 PM

(concurrent sessions)

## Consumer Behavior in Hospitality

KCC 110

### **8 Unveiling the role of congruity in service robot design and deployment**

Chang Ma (Purdue University), Alei Fan (Purdue University) and Seonjeong Lee (Purdue University).

### **36 Whimsical Whispers: How Anthropomorphic Prompts Boost Plant-Based Palates in Restaurants**

Zhenxian Piao (University of Central Florida), Wei Wei (University of Central Florida) and Lu Zhang (Michigan State University).

### **39 The Influence of Sustainable Marketing Symbols and Message Types on Perceived Corporate Social Responsibility and its Impact on Pride**

Ahmin Kwon (University of Tennessee, Knoxville) and Dan Jin (University of Tennessee, Knoxville).

### **41 Sippin' the Lone Star Loyalty: Exploring Consumer Ethnocentrism in Texas**

Oleksandra Hanchukova (Texas Tech University), Natalia Velikova (Texas Tech University) and Bonhak Koo (Texas Tech University).

## **Consumer Behavior in Tourism**

KCC 117

### **57 Exploring Travel Motivation Post-COVID: Insights from Means-End Chain Theory**

Swetchcha Subedi (University of South Carolina), Lali Odosashvili (University of South Carolina) and Marketa Kubickova (University of South Carolina).

### **62 Residents Perception of Online Gambling: Are We Doing the Right Thing Now?**

Lali Odosashvili (University of South Carolina), Swetchcha Subedi (University of South Carolina) and Drew Martin (University of South Carolina).

### **71 Beyond Beliefs: A Comprehensive Approach to How Religious Beliefs Impact Travel to Gaming Destinations**

Omid Oshriyeh (University of South Carolina), Ercan Sirakaya-Turk (University of South Carolina) and Dawood Al Jahwari (German University of Technology in Oman).

### **75 Becoming a Digital Nomad: Exploring the Happiness of Remote Work Tourists**

Xinying Xu (The Hong Kong Polytechnic University (PolyU)), Haiyan Song (The Hong Kong Polytechnic University) and Qijie Jiang (Shenzhen University).

## **Finance & Economics**

KCC 120

### **42 The effect of women empowerment on household tourism expenditure**

Di Judy Zhu (Washington State University) and Ming-Hsiang Chen (Washington State University).

### **263 The Double-Edged Sword of CEO Power: Implications for Restaurant Firm Performance**

Woojin Lee (Purdue University), Soochong Shawn Jang (Purdue University) and Hong Soon Kim (University of Delaware).

### **161 Climate disaster and hotel demand**

Yoonyoung Nam (Temple University) and Yang Yang (Temple University).

### **164 The effect of popular culture on tourism market value: an event study approach**

Yelim Kim (Hospitality and Tourism Management, Virginia Tech) and Juan Luis Nicolau (Hospitality and Tourism Management, Virginia Tech).

## **Human Resources & Leadership & Education**

KCC 124

### **27 Quiet Quitting in Hospitality: Unveiling the Mechanism of Maladaptive Coping Behavior**

Aili Wu (University of Central Florida) and Wei Wei (University of Central Florida).

### **38 Women in hospitality leadership: The influence of storytelling in the classroom**

Lourdes Gomez (Florida International University) and Lisa Cain (Florida International University).

### **45 Narrative Analysis of Work–Family Spillovers among Generation Z Employees in the Chinese Hospitality Industry**

Tianjian Liu (Auburn University) and Yee Ming Lee (Auburn University).

### **54 Employees' new perspective of work and family after crisis and the needed support from a SHRM perspective**

Misun Sunny Kim (University of Massachusetts - Amherst) and Emily Ma (University of Surrey).

## **IT Adoption & Application**

KCC 126

### **16 The Pen is Mightier than AI? Investigating the Relative Impact of Generative AI vs. Humans on Online Review Quality**

Shizhen Jasper Jia (University of Florida) and Oscar Hengxuan Chi (University of Florida).

### **30 Virtual reality experience's impact on the likelihood to plan an in-person visit**

Tahereh Latifi (Hospitality and Retail Management College of Human Sciences, Texas Tech University), Dr. Jing Li (Hospitality and Retail Management College of Human Sciences, Texas Tech University), Dr. Shane Blum (Hospitality and Retail Management College of Human Sciences | Texas Tech University) and Dr. Deborah Fowler (Hospitality and Retail Management College of Human Sciences Texas Tech University).

### **35 Extending the TAM for a guestroom voice assistant**

Boran Kim (University of Nevada Las Vegas), Jungsun Kim (University of Nevada Las Vegas) and Mehmet Erdem (University of Nevada Las Vegas).

### **43 Traveling on Blockchain**

Mahala Geronasso (University of Central Florida Rosen College of Hospitality Management) and Murat Kizildag (University of Central Florida Rosen College of Hospitality Management).



## **IT Adoption & Application + Lodging Management & Service Quality**

KCC 128

### **289 Robots in crowded spaces: How robot-personality and crowd dynamics shape adoption intention at events**

Jijun Chen (Purdue University), Pei Zhang (California Polytechnic State University), Dan Jin (University of Tennessee) and Shinyong Jung (Purdue University).

### **296 Unraveling the Effects of Food Sourcing Information Disclosure using Extended Reality on Local Farm-to-table and Chain Restaurants**

Jiyoon Jennifer Han (Washington State University), Soobin Seo (Washington State University) and Elizabeth Howlett (Washington State University).

### **298 Beyond Robot Interaction: Understanding Flow Experiences' Impact on Loyalty, Word-of-Mouth, and Co-Creation Intentions**

Ahmet Hacikara (University of Central Florida), Tingting Zhang (University of Central Florida) and Nan Hua (University of Central Florida).

### **205 Trust-Building Pillars in Peer-to-Peer Stays and its Impact on Prosocial Behavior**

Md Zaker Hossin (Oklahoma State University) and Yeasun K Chung (Oklahoma State University).

## **Networking Lunch Break 12:00 PM - 1:30 PM**

Food trucks on the terrace

**Poster Session A 1:00 PM - 1:30 PM**

KCC First Floor Gallery

**Consumer Behavior in Hospitality**

**13 Customer Service Evaluations of Winery Tasting Room Employees With Disabilities**

Kristen Rinck (University of Houston) and D. Christopher Taylor (University of Houston).

**102 Investigating Smart Hotel Purchase Intention: Application of Expectancy Theory**

Pengsongze Xue (University of Guelph) and Woo Mi Jo (University of Guelph).

**196 The Daily Dance: Exploring Culture and Training at Fine Dining Restaurants**

Katheldra Alexander (University of South Carolina) and Scott Taylor Jr. (University of South Carolina).

**245 Elevating Branding for Luxury Hotels through Artification and Pricing Strategies**

Mahima Hingoraney (University of Houston), Wenfang Liu (University of Houston), Carl Boger (University of Houston) and Jaewook Kim (University of Houston).

**5 Do Wine Flaws Really Matter to Wine Consumers' Intention to Purchase Wine? Experimental Auction Approach.**

Kristen Rinck (Conrad N. Hilton College of Global Hospitality Leadership at the University of Houston) and D. Christopher Taylor (University of Houston).

**32 From Awe to Action: Unraveling the Exhibition Stand's Influence on Brand Appeal and Visitor Attraction**

Mive Hojageldiyeva (University of South Florida), Luana Nanu (University of South Florida) and Cihan Cobanoglu (University of South Florida).

## **Consumer Behavior in Tourism**

### **24 Space Tourism's Post-Launch Literature Review**

Christopher Slaney (Iowa State University), Nuri Choi (Iowa State University) and SoJung Lee (Iowa State University).

### **78 Examining the influence of online UGC sources on tourists' satisfaction in the context of a Chinese destination**

Tingjun Chen (University of Florida), Jianfa Shen (Chinese University of Hongkong) and Svetlana Stepchenkova (University of Florida).

### **97 Deciphering Digital Nomad Decision Triggers: A Holistic Examination**

Hwijin Baldick (Purdue University) and Soocheong Shawn Jang (Purdue University).

### **112 The impact of social media influencers on destination visit intention**

Jillian Panganiban (California State Polytechnic University, Pomona) and Neha Singh (California State Polytechnic University, Pomona).

### **174 I'm a Tourist Too! Tourism Experiences of TEFL Teachers**

Brianna Morman (University of Central Florida), Audra Skukauskaite (University of Central Florida) and Valeriya Shapoval (University of Central Florida).

## **Finance & Economics**

### **77 A Qualitative Assessment on Vacation Rentals Performance and Professional Property Management: An Insight from Industry Professionals**

Marcos Medeiros (University of Central Florida), Denver Severt (University of Central Florida), Nan Hua (University of Central Florida) and Peng Liu (Cornell University).

### **255 Is Your Firm Prepared? The Impact of Cybersecurity Risk on Corporate Financial Performance and the Composition of CEO Compensation in the Hospitality Industry**

Tianyu Pan (University of Florida), Wuzhen Zhou (University of Florida) and Rachel J.C. Fu (University of Florida).

## **Human Resources & Leadership & Education**

### **34 Study on the Work-Family Balance of Key Employees in Enterprises against the Backdrop of Involution**

Wei Xia (Shanghai University Of Engineering Science) and Ling Qiu (Shanghai University Of Engineering Science).

### **67 The relationship between formative and summative assessments and students' performance on a certification exam**

Maryam Oluwafunmilayo Ajasa (Iowa state University), David Johnson (Iowa State University) and Susan Wohlsdorf-Arendt (Iowa State University).

### **72 Examining the impact of learning styles on anxiety coping mechanisms for hospitality students: A case study of future and current golf professionals**

Junghoon Lee (University of Nevada, Las Vegas), Christopher Cain (University of Nevada, Las Vegas) and Amanda Belarmino (University of Nevada, Las Vegas).

### **269 Integration of Bloomberg Terminal as an Experiential Learning Tool into Tourism and Hospitality Education**

Ayşegül Acar (University of South Florida & Karabuk University, Turkey), Muhittin Çavuşoğlu (University of South Florida), Frederic De Micco (Northern Arizona University), Murat Kizildag (University of Central Florida Rosen College) and Mahala Geronasso (University of Central Florida Rosen College).

### **284 Unveiling the Impact of Affect-Driven Factors and Work Meaningfulness on Hospitality Employee Retention Through the Lens of Affective Events Theory**

Umma Tanila Rema (Texas Tech University), Bonhak Koo (Texas Tech University) and Julie Chang (Texas Tech University).

### **15 The Perceived Values of Professional Certification to Hospitality Workers: A Value-Attitude-Behavior (VAB) Model**

Vidyanidhi Rege (Iowa State University), Eric Brown (Iowa State University) and Chin-Hsun Tsai (Iowa State University).

### **28 Generational Theory, Leadership, and Retention in the Hospitality Industry**

Vanessa Rieger (Florida International University) and Miranda Kitterlin (Florida International University).

### **55 Employees' Emotional Reactions to Mobile Application Ordering using Cognitive Appraisal Theory of emotions (CAT)**

Misun Sunny Kim (University of Massachusetts - Amherst) and Melissa A. Baker (University of Massachusetts - Amherst).

## **IT Adoption & Application**

### **125 Employees' Perceptions of Service Robots in the Hospitality Industry: A Cognitive Appraisal Theory Approach**

Halyna Horpynich (Muma College of Business, University of South Florida), Trishna G. Mistry (School of Hospitality and Tourism Management, Muma College of Business University of South Florida) and Seden Dogan (Ondokuz Mayıs University).

### **167 Find Events that Matter for Short-Term Rentals: An Anomaly Detection Approach Rachel**

Rachel Yueqian Zhang (Purdue University) and Charlene Chen (Beyond).

### **224 Development of customer co-destruction behavior scale in smart service encounters**

Yurou Kong (Dedman college of Hospitality, Florida State University; School of Management, Xiamen University), Woody Kim (Dedman college of Hospitality, Florida State University), Xing Zhou (School of Management, Xiamen University) and Yang Yang (School of International Tourism & Culture, Guizhou Normal University).

### **260 Collaboration or complaint? The joint effect of communication focus and organizational identity on employees' responses to service robots**

Yidan Huang (The Pennsylvania State University), Amit Sharma (The Pennsylvania State University) and Heyao Yu (The Pennsylvania State University).

### **276 Virtual Reality for Assessing Biophilic Environments in Restorative Spaces: A Systematic Review**

Arpit Shah (Texas A&M University) and Courtney Suess (Texas A&M University).

### **291 The Evolution of Smart Tourism: A thematic Analysis and Systematic Review**

Hongyan Hu (Oklahoma state university) and Kevin Kam Fung So (Oklahoma state university).

### **9 Are Tourism Employees Willing to Collaborate with ChatGPT? An Empirical Study Based on the Expanding Information Systems Success Model**

Haoran Chen (Faculty of Hospitality and Tourism Management, Macau University of Science and Technology), Jinlin Zhao (Chaplin School of Hospitality & Tourism Management, Florida International University), Chen Kuo Pai (Faculty of Hospitality and Tourism Management, Macau University of Science and Technology) and Tianqi Chen (Faculty of Hospitality and Tourism Management, Macau University of Science & Technology).



## **Lodging Management & Service Quality**

### **70 Beyond Design: IoT Integration and Emotional Well-being among Minimalist Hotel Guests**

Hwijin Baldick (Purdue University) and Soocheong Shawn Jang (Purdue University).

### **106 The art of illusion: Cultural design attributes of luxury hotel lobbies in Las Vegas and their influences on perception, sensation, and cognition**

Qingrou Lin (Iowa State University), Diane Al Shihabi (Iowa State University) and SoJung Lee (Iowa State University).

## **Marketing**

### **6 Histamine Content in Natural Wine: Impact on the Wine Market**

Kristen Rinck (Conrad N. Hilton College of Global Hospitality Leadership at the University of Houston) and D. Christopher Taylor (University of Houston).

### **10 A Systematic Review of the Latest Research on Greenwashing in the Hospitality and Tourism Industry**

Tong Yin (Auburn University), Furkan Arasli (Auburn University) and Imran Rahman (Auburn University).

## **Restaurant & Food Service**

### **140 Am I ready to use self-driving robot food delivery? A comparison between countries using Extended UTAUT model**

Hanjin Lee (Rosen College of Hospitality Management, University of Central Florida), Jeong-Yeol Park (Rosen College of Hospitality Management, University of Central Florida), DongHee Kim (Department of Culture, Tourism and Hospitality Management, Sookmyung Women's University) and Jinsoo Hwang (The College of Hospitality and Tourism Management, Sejong University).

### **163 Alcohol Use Disorder Among Back of the House Food Service Workers – How do workers access Treatment? Food Service Managers Perspective**

Ericka Bauer (Kansas State University), Dr. Jichul Jang (Kansas State University), Miranda Kitterlin Lynch (Florida International University), Amber Vennum (Kansas State University) and Yue Teng Vaughan (Kansas State University).

### **20 Designing Messages That Reduce Food Waste In Dining Halls: A Literature Review**

Opemipo Alaba Ijose (Department of Hospitality, Event and Tourism Management, University of North Texas) and Priscilla Connors (Department of Hospitality, Event and Tourism Management, University of North Texas).

### **40 How to promote upcycled food: The effectiveness of visual and textual message types on attitude and electronic Word-of-Mouth**

Ahmin Kwon (University of Tennessee, Knoxville) and Junehee Kwon (University of Tennessee, Knoxville).

## Tourism & Sustainability

### **11 Explaining customer satisfaction via hotel reviews: A case of European Hotels Review**

Tahereh Nabizadeh (Biostatistics master's student), Jing Li (Assistant Professor Department of Hospitality and Retail Management College of Human Sciences Texas Tech University) and Ryan Maloney (Assistant Professor of Hospitality Thomas More University).

### **76 Game-induced Tourism: A Literature Review and Bibliometrics Research**

Seung Jeon (Iowa State University) and SoJung Lee (Iowa State University).

### **109 Short-term Stays, Long-term Impacts: How Airbnb Shapes Home Value Dynamics**

Dohyung Bang (Purdue University) and Soochong Jang (Purdue University).

### **221 The trade-off between perceived risks and rewards of a regenerative tourism initiative. Evidence from South Carolina 7**

Alex Arhin (University of South Carolina) and David Cardenas (University of South Carolina).

### **236 Leveraging Big Data and Geo-spatial Analysis on the Impact of Mega-event on Community Well-being: A Case of The Masters Golf Tournament**

Farhad Tabatabaei (University of Delaware, Newark, DE), Joanne Jung-Eun Yoo (University of Delaware, Newark, DE) and Hong Soon Kim (University of Delaware, Newark, DE).

## Paper Presentation II 1:30 PM - 2:30 PM

(concurrent sessions)

## Consumer Behavior in Hospitality

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### **12 How To Tailor An Apology As A Signal Of Sincerity To Foster Customer Forgiveness?**

Zhenxian Piao (University of Central Florida), Ngoc Tran Nguyen (University of Central Florida), Hyoung Ju Song (University of Central Florida) and Jeong-Yeol Park (University of Central Florida).

### **59 How political ideology shapes consumers' responses to novel foods**

Barbara Atanga (The Pennsylvania State University), Lavi Peng (The Pennsylvania State University), Alice Nguyen (The Pennsylvania State University) and Anna Mattila (The Pennsylvania State University).

### **63 "I don't know how I feel!" The mediating role of emotional complexity between customer incivility intensity and restaurant customers' reactions**

Dongwon Yun (University of Nevada, Las Vegas) and James Busser (University of Nevada, Las Vegas).

### **69 For the move beyond the present: The role of temporal proximity in enhancing customers' ESG engagement.**

Yun-Na Park (Conrad N. Hilton College of Global Hospitality Leadership, University of Houston), Minjung Shin (Conrad N. Hilton College of Global Hospitality Leadership, University of Houston) and Ki-Joon Back (Conrad N. Hilton College of Global Hospitality Leadership, University of Houston).

## **Consumer Behavior in Tourism**

KCC 117

### **190 Exploring natural wonders through social media analytics: Visitors' motivations for traveling to nature-based tourism destinations**

Md Zaker Hossin (Oklahoma State University) and Chen-Wei Tao (Oklahoma State University).

### **259 The Impact of Consumers' Health Beliefs and Mental Readiness on Their Behavioral Intention: An Investigation within A Product-Harm Crisis**

Tianyu Pan (University of Florida), Rachel J.C. Fu (Dept. of Tourism, Hospitality and Event Management @ the University of Florida) and Wuzhen Zhou (University of Florida).

### **232 Memorable Tourism Experiences and Online Reviews: Analyzing Trip Advisor's Top Three Travel Experiences 2022 Reviews on MTE**

Ece Zivrali (University of Central Florida) and Heather Julie Gibson (University of Florida).

### **249 An application of the Health Belief Model to understand the perceived severity of pollution, respiratory health risks, and travelers' willingness to choose biophilic hotels**

Leah Nganga (Texas A & M University), Courtney Suess-Raeisinafchi (Texas A & M University) and Tiffany Legendre (University of Houston).

## **Human Resources & Leadership & Education**

KCC 120

### **64 Assessing the Impact of the Experience Economy: Volunteer Engagement**

Yuze Ji (University of Nevada, Las Vegas), Catelin Matijevich (Florida International University), Lisa Cain (Florida International University) and Miranda Kitterlin (Florida International University).

### **91 Extending the Job-Demands-Resource Theory: The Role of Wellness Program and Sense of Calling on Employee Loyalty**

Jianwen Li (University of Central Florida), Yunying Zhong (University of Central Florida) and Valeriya Shapoval (University of Central Florida).

### **100 Supervisor Nosiness: Influence on knowledge sharing behavior among restaurant workers**

Richard A. Currie (School of Hospitality Administration, Boston University), Jennet Achyldurdyeva (Institute of Human Resource Management, National Sun Yat-Sen University), Priyanko Guchait (Conrad N. Hilton College of Global Hospitality Leadership, University of Houston), Juseob Lee (Department of Psychology, University of Tulsa) and Wonjae Lee (Conrad N. Hilton College of Global Hospitality Leadership, University of Houston).

### **122 Imposter Syndrome and Women's Career Advancement in the Hospitality and Tourism Industry.**

Mavis Adjoa Forson (Hong Kong Polytechnic University, and Ho Technical University, Ghana), Fei Hao (Hong Kong Polytechnic University) and Catherine Cheung (Hong Kong Polytechnic University).

## **IT Adoption & Application**

KCC 124

### **52 The impact of AI-triggered job replacement threats on the well-being of hospitality employees: A systematic review of the literature**

Selim Bakir (Auburn University), Baker Ayoun (Auburn University), Tarik Dogru (Florida State University) and Ali Iskender (Western Carolina University).

### **60 How Curvature Shapes User Experience on Hotel Websites**

Jun Chen (Purdue University) and Xinran Lehto (Purdue University).

### **82 Thinking Fast or Slow: Heuristic vs Systematic Cognitive Processing of Generative AI vs. Human Hotel Online Review**

Shizhen Jasper Jia (University of Florida) and Oscar Hengxuan Chi (University of Florida).

### **105 Crafting Electronic Word-of-Mouth (eWOM) in an Age of Robotics: The Influence of Robot Social Cues and Companion Emotions**

Cheng Yusi (University of Central Florida), Wei Wei (University of Central Florida) and Lu Zhang (Michigan State University).

## **Marketing**

KCC 126

### **44 Exploring the impact of celebrity endorsement on the promotion of upcycled food**

Jiyeon Jeon (Iowa State University), Heejin Shin (Iowa State University), Eunha Jeong (Iowa State University) and Xingyi Zhang (University of North Texas).

### **99 Operational Transparency in Platform Service Businesses: Unraveling Its Influence on Customer Dissatisfaction**

Peihao Wang (Temple University) and Laurie Wu (Temple University).

### **111 What makes influencer generated contents congruent/incongruent in the eyes of viewers?**

Mehrnaz Alizadeh (PhD Candidate, School of Hotel and Tourism Management, The Hong Kong Polytechnic University) and Daniel Leung (Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University).

### **162 Navigating the Digital Winescape: Wineries' Positioning, Visitor Perceptions, and Expectations in Wine Tourism**

Oleksandra Hanchukova (Texas Tech University) and Natalia Velikova (Texas Tech University).

## **Tourism & Sustainability**

KCC 128

### **145 The influence of moral emotions on tourists' pro-environmental behavior: A scoping review**

Omar Youssef (Texas A&M University) and Courtney Suess (Texas A&M University).

### **194 Anthropogenic Impact of Tourism on Water: Spatiotemporal Analysis of Lake Water Quality**

Seonjin Lee (University of South Carolina) and Lori Pennington-Gray (University of South Carolina).

### **235 Death, travel, and space: Geographic patterns in a mortality salience-based travel intention in the United States**

Jiwoo Jung (University of Florida), Jinwon Kim (University of Florida) and Ji Youn Jeong (Kyungpook National University).

### **254 Beyond the Moment: How Extraordinary Travel Experiences Inspire Tourists' Pro-Environmental Choices**

Nan Iris Xue (The Chinese University of Hong Kong), Elisa Chan (The Chinese University of Hong Kong) and Lisa Wan (The Chinese University of Hong Kong).

## **Poster Session B 2:30 PM - 3:00 PM**

KCC First Floor Gallery



## **Consumer Behavior in Hospitality**

### **66 How K-pop agency's YouTube brand channel affects Korea's national image and intention to visit**

Hyojun Jung (Virginia Tech) and Juan Luis Nicolau (Virginia Tech).

### **84 Virtual reality vs. Travel vlogs: Two types of interactions on consumer behavior**

Soo Yeon Kwak (Purdue University) and Seonjeong Ally Lee (Purdue University).

### **115 Would You Trust AI-Generated Prices?**

Sung Lee (The Pennsylvania State University), Amit Sharma (The Pennsylvania State University) and Seoki Lee (The Pennsylvania State University).

### **126 The impact of industry stigma and consumer cynicism on brand attitudes: The mediating role of CSR attitude in casinos**

Alice Nguyen (Pennsylvania State University), Anna Mattila (Pennsylvania State University) and Seoki Lee (Pennsylvania State University).

### **129 The Effect of Anticipated Regret on the Purchase of Luxury Hotel Ancillary Services**

Taehyun Suh (University of Houston), Minjung Shin (University of Houston) and KiJoon Back (University of Houston).

### **151 The impact of online review tags on the change of consumers' willingness to book hotels – the role of confirmation bias**

Meiying Liu (University of Delaware) and Srikanth Beldona (University of Delaware).

## **Consumer Behavior in Tourism**

### **50 The intersection of Durkheimian theory, ethnography, and the culture of Big Ears Festival**

Jack Babb (The University of Tennessee - Knoxville) and Stefanie Benjamin (The University of Tennessee - Knoxville).

### **68 The Experience Economy in a Nostalgia Sport Tourism Context**

Matthew Checchio (Pennsylvania State University) and Anna Matilla (Pennsylvania State University).

### **88 The impact of AI route recommendation on traveler's intention to visit an overcrowded theme park**

Xiaochen Liu (University of Florida), Oscar Chi (University of Florida) and Jasper Jia (University of Florida).

### **104 Pop star fans' involvement, group identity, co-creative behaviors, and group travel intention: A moderating role of parasocial relationship**

Nhu Cao (Iowa State University) and SoJung Lee (Iowa State University).

### **117 Game Player's Visit Intention: The impacts of Players' Flow, Presence, Place attachment, and Trait**

Seung Jeon (Iowa State University) and SoJung Lee (Iowa State University).

### **123 Evaluation of the Gravity Model Within a Tourism Attraction Context**

Gentry Leonard (Texas A&M University) and James Petrick (Texas A&M University).

## **Finance & Economics**

### **133 Comparison Of The Effect Of Esg Within The Hospitality Sector: Based On The Materiality Framework**

Da Hyun Hwang (The Pennsylvania State University), Sungbeen Park (Dong-A University) and Seoki Lee (The Pennsylvania State University).

### **146 Impact of financial literacy on prospective entrepreneurs' likelihood of seeking informal versus formal sources of funding**

Durun Barruah (Pennsylvania State University) and Amit Sharma (Pennsylvania State University).

## **Human Resources & Leadership & Education**

### **58 Comparative Analysis of Job Stress and Mental Wellbeing Between Outdoor and Urban Hospitality Sectors: The Therapeutic Role of Nature**

Emily Beeland (University of Central Florida) and Murat Hancer (University of Central Florida).

### **95 Uncorking the wine industry's secret: Barriers for women in the wine industry.**

Scarlett Baughman (University of Nevada, Las Vegas) and Cass Shum (UNLV).

### **101 Factors Affecting Employees' Intentions to Stay in Senior Living: The Power of Psychological Well-being**

Jianwen Li (University of Central Florida), Nan Hua (University of Central Florida) and Abraham Pizam (University of Central Florida).

### **116 Perceived corporate justice and aggressive behavior relationship: Moderating role of personality types**

Halima Isayeva (Karabuk University), Seza Zerman (KARABUK UNIVERSITY) and Aysegul Acar (University of South Florida).

### **124 Development and Validation of the Supervisor Support in Sexual Harassment Experience (SHE) Scale**

Grace Kim (Global Hospitality Leadership Conrad Hilton College, University of Houston) and Dustin Maneethai (Conrad N. Hilton Global Hospitality Leadership College, University of Houston).

### **135 Impact of Employee Quality of Work Life on Customer Experiencers in Hospitality Industry**

Akshay Kumar Reddy Thuppagudem (University of South Florida), Anilreddy Yendapalli (University of South Florida), Luana Nanu (University of South Florida) and Trishna G. Mistry (University of South Florida).

### **147 J-1 Student Interns– Labor Force Or Future Leaders? Maximizing The Potential Of J-1 Student Interns In The American Hotel Industry**

Adam Parish (University of Memphis), Rui Qi (University of Memphis) and Linh Le (University of Memphis).

## **IT Adoption & Application**

### **18 Perceived Benefits, Risks and Continuous Intention of Using Mobile Payment among Chinese Tourists**

Jinlin Zhao (Florida International University), Tianqi Chen (Macau University of Science and Technology), Chen-Kuo Pai (Macau University of Science and Technology) and Haoran Chen (Macau University of Science and Technology).

### **29 Smart Hotels: Studying Impact of Smart Customer Experience on Behavioral Intentions**

Ilayda Zeynep Niyet (University of South Florida), Faizan Ali (University of South Florida) and Cihan Cobanoglu (University of South Florida).

### **56 Affective Communication in Service Robots: Analyzing Its Impacts on Hotel Guests Emotion Responses and eWOM Across Cultural Context**

Hong Ngoc Nguyen (University of Central Florida) and Murat Hancer (University of Central Florida).

### **127 The Impact of AR-Enhanced Experiential Marketing on Hotel Guests' Willingness to Pay: The Mediating Effect of Customer Engagement**

Badr Badraoui (University of South Carolina) and Scott Smith (University of South Carolina).

### **134 Service Robots for Luxury Hotel Service? : Investigation of Barriers from Hotel Guests**

Jaewan Heo (University of Central Florida) and Xiaoxiao Fu (University of Central Florida).

### **143 Rethinking Higher Education in the Artificial Intelligence Era: An Institutional Technology Adoption Perspective**

Ahmet Hacikara (University of Central Florida), Youcheng Wang (University of Central Florida) and Murphy Kevin (University of Central Florida).

### **171 Adapting to Altered Environments and the Use of AI: The Resilience of Event Professionals**

Charlotte Miller (High Point University), Jessica Wiitala (High Point University), Brianna Clark (High Point University) and Marisa Ritter (High Point University).

## **Lodging Management & Service Quality**

### **257 Just Another Karen: The Impact of Warmth Perception on Customer Compensation**

Iuliana Popa (University of Houston) and Juan Madera (University of Houston).

### **240 A Qualitative Investigation Into Customer Stereotyping Behavior Among Employees**

Iuliana Popa (University of Houston) and Juan Madera (University of Houston).

## **Marketing**

### **21 Innovative Tourism Marketing Strategies for Jamaica - A Data-Driven Approach to Enhancing the Country's Tourism Industry**

Siamoy Stewart (University of Guelph) and WooMi Jo (University Of Guelph).

### **49 Using Travel Photographs to Attract Visitors: A Social Identity Perspective**

Xiaoxu Wang (Texas A&M University) and James Petrick (Texas A&M University).

## **Restaurant & Foodservice**

### **47 Exploring Restaurant Mangers' Prospectives of Implementing Plant-Based Meat Menu**

Hang Cui (Iowa State University), Eunha Jeong (Iowa State University), Heejin Shin (Iowa State University) and Jiyeon Jeon (Iowa State University).

### **65 Examining Restaurant Managers' Perceived Benefits and Challenges in Food Waste Management: The Impact of the 'Too Good To Go' App - A Qualitative Study**

Soyeon You (Iowa State University), Eunha Lena Jeong (Iowa State University) and Nikol Lopez (Iowa State University).

### **73 Metaverse Marketing Strategy in Food Service Industry**

Setyo Utami Wisnusanti (Ewha Womans University) and Sunhee Seo (Ewha Womans University).

### **74 The effect of restaurant innovativeness on customers' social commerce intention: the role of customer emotions.**

Minghao Xie (Macau University of Science and Technology) and Jingyi Bai (Macau University of Science and Technology).

## **Tourism & Sustainability**

### **17 The effects of travel motivation on tourists' personal growth - The mediation effect of tourists' satisfaction**

Woomi Lee (Incheon National University) and Kyungmi Kim (Incheon National University).

### **37 Are Sustainability Pledges Effective in Driving Sustainable Behavior? An Initial Study**

Faizan Ali (School of Hospitality and Tourism Management University of South Florida), Usman Khan (School of Hospitality and Tourism Management University of South Florida), Tugce Uner (School of Hospitality and Tourism Management University of South Florida) and Kashif Ali Khan (School of Hospitality and Tourism Management University of South Florida).

### **83 Collaboration, communication, and education: Developing sustainable event strategy**

Dahye Jung (University of Florida), Heather Gibson (University of Florida) and Ying-Chen Chen (University of Florida).

### **107 The influence of green servicescape on customer green word-of-mouth: The mediating role of green perceived value.**

Boyang Huang (Macau University of Science and Technology) and Jingyi Bai (Macau University of Science and Technology).

**108 Ensuring Sustainable Rural Tourism Development through Knowledge Management: The Case of Cang Jia Chong Village**

Christina Chi (Washington State University), Greg Denton (Washington State University), Yingwei Xu (Washington State University) and Zou Rong (Zhongnan University of Economics and Law).

**Cafecito Time Sponsored by Café Bustelo 2:30 PM - 3:00 PM**

Kovens Conference Center Lobby

**Power Up Snack Bar 2:30 PM - 5:00 PM**

Sponsored by Robert's Exquisite Catering  
Create Your Own Trail Mix

**Paper Presentation III 3:10 PM - 4:40 PM**

(concurrent sessions)

**Consumer Behavior in Hospitality**

KCC 110

**86 What customer experience and value dimension(s) mostly drive luxury hotel brand purchase intention?**

Inyoung Jung (University of Nevada, Las Vegas) and Seyhmus Baloglu (University of Nevada, Las Vegas).

**96 Sustainability In Sporting Events: The Effect Of Message Framing Strategies On Food Waste**

Seonwoo Ko (Virginia Tech), Chen-Wei Willie Tao (Oklahoma State University) and Eojina Kim (Virginia Tech).

**121 A Bibliometric Analysis of the Literature Concerning the Pandemic's Impact on Hospitality and Tourism**

Jongwon Lee (Rosen College of Hospitality Management - University of Central Florida), Jihye Park (Rosen College of Hospitality Management - University of Central Florida), Jeong-Yeol Park (Rosen College of Hospitality Management - University of Central Florida) and Robin Back (Rosen College of Hospitality Management - University of Central Florida).

**130 Chatbot in customer complaint handling – Exploring the role of social presence and humor**

Jae Eun Park (Purdue University) and Alei Fan (Purdue University).



## **Consumer Behavior in Tourism + Tourism & Sustainability**

KCC 117

### **198 The influence of TV drama series on viewers' attitudes and intentions toward destinations: The role of audience emotional involvement and appraisal**

Yuze Ji (University of Nevada, Las Vegas), Joseph Lema (University of Nevada, Las Vegas), Seyhmus Baloglu (University of Nevada, Las Vegas) and Billy Bai (University of Nevada, Las Vegas).

### **253 From fans to tourists: Investigating the impact of celebrity involvement on general country image and destination image**

Na Young Mun (University of Central Florida), Xiaoxiao Fu (University of Central Florida) and Chul Jeong (Hanyang University).

### **266 Text Vs. Images: Shaping Travelers' Response To Innovative Tourism Offerings In The Age Of Social Media**

Yeonseo Jo (University of Florida) and Svetlana Stepchenkova (University of Florida).

### **61 Quality of life differentials in two governance systems for rural tourism – Evidence from China**

Qian Chen (School of Public Administration, China University of Geosciences), Liping Cai (School of Hospitality and Tourism Management, Purdue University) and Jijun Chen (School of Hospitality and Tourism Management, Purdue University).

## **Human Resources & Leadership & Education**

KCC 126

### **179 Communal and Agentic? The Impression Management of Gay Men in the Hospitality Industry**

Alberto Beiza (Conrad N. Hilton College of Global Hospitality Leadership) and Juan Madera (Conrad N. Hilton College of Global Hospitality Leadership).

### **181 The engine of the service performance: emotional energy and deep acting on the daily bases**

Shashan Bao (Pennsylvania State University School of Hospitality Management), Phillip Jolly (Pennsylvania State University School of Hospitality Management), Heyao Yu (Pennsylvania State University School of Hospitality Management), Ziang Zhang (Nanjing Normal University) and Xiaoyan Chen (Jiangsu University of Technology).

### **184 Using machine-learning approach to predict Big-five personality traits based on communication types**

Juhwan Lim (Kansas State University) and Jichul Jang (Kansas State University).

### **209 The Impact of Racial Group-guilt and Racial Code-switching on Employees' Anxiety and Burnout**

Jaimi Garlington (University of Nevada, Las Vegas), Cass Shum (University of Nevada, Las Vegas) and Gloria Wong-Padoongpatt (University of Nevada, Las Vegas).

## **IT Adoption & Application**

KCC 128

### **118 Generational perspectives on luxury hotel technologies: An importance-performance analysis.**

Shenee Douglas (Auburn University), Lisa Cain (Florida International University), Trishna Mistry (University of South Florida), Andrew Moreo (Florida International University) and Imran Rahman (Auburn University).

### **144 From one-size-fits-all to customized chatbots: The role of conversation types and interaction mechanisms**

Ghazal Shams (University of South Carolina) and Kawon Kim (University of South Carolina).

### **148 Impact of chatbots communication styles on service recovery satisfaction: Moderating role of brand equity and service failure severity**

Ghazal Shams (University of South Carolina) and Kawon Kim (University of South Carolina).

### **251 Event planners' intentions to use advanced information and communication technology (ICT): A case of augmented reality presentations (ARP)**

Jihye Park (University of Central Florida), Jeeyeon Jeannie Hahm (University of Central Florida) and Jeong-Yeol Park (University of Central Florida).

## **Marketing + Restaurant & Foodservice**

KCC 120

### **237 Luxury experience in hospitality and tourism and business literature: Systematic review and research agenda**

Hang Cui (Iowa State University), Inyoung Jung (University of Nevada at Las Vegas), SoJung Lee (Iowa State University), Christopher P. Cain (University of Nevada at Las Vegas) and Billy Bai (University of Nevada at Las Vegas).

### **306 Lead or Lag: Leveraging Knowledge Management for Successful Internationalization of Asian Hotel Companies**

Wai Sun (University of Nevada, Las Vegas), Carol Raab (University of Nevada, Las Vegas) and Cass Shum (University of Nevada, Las Vegas).

### **169 The Impact of Selective Exposure-Induced Memory on Consumer Information Processing in Foodservice Industry: Cognitive Dissonance Perspective on GMO-related Messages**

Rachel Hyunkyung Lee (University of Houston), Tiffany S. Legendre (University of Houston), Dustin Maneethai (University of Houston), Ki-joon Back (University of Houston) and Laurie Wu (Temple University).

### **218 Unlocking the Potential: Leveraging Comments in Food-service Crowdfunding Success**

Wenfang Liu (University of Houston), Yoon Koh (University of Houston) and Jaewook Kim (University of Houston).

## **Tourism & Sustainability**

KCC 130

### **264 Influence of childhood socioeconomic status and sociospatial distance on sustainable tourism activity participation**

Joo Young Kim (Kyung Hee University) and Chulmo Koo (Kyung Hee University).

### **270 Understanding the effects of fear-appeal interventional media on emotions and willingness to act on coral reef conservation during a vacation**

Omar Youssef (Texas A&N University), Courtney Suess (Texas A&M University) and Connor Clark (Texas A&M University).

### **278 An Investigation of Health and Wellbeing of Hotel Guestrooms After the Pandemic and the Wildfire: A Case Study of Indoor Air Quality in Multiple Guestrooms at an Upscale Hotel in NYC.**

Adolfis Pimentel (Florida International University), Soon-Ho Kim (Georgia State University) and Howook Sean Chang (Florida International University).

### **280 Developing an integrated resort's (IR) environmental, social, and corporate governance (ESG) measurement scale**

Yae Na Park (Rural Development Administration, National Institute of Agricultural Sciences, Wanju-gun, Jeollabuk-do, South Korea), Simon Hahn (Conrad N. Hilton College of Global Hospitality Leadership, University of Houston), Choong-Ki Lee (College of Hotel & Tourism Management, Kyung Hee University, Seoul, South Korea), Jaewook Kim (Conrad N. Hilton College of Global Hospitality Leadership, University of Houston) and Ki-Joon Back (Conrad N. Hilton College of Global Hospitality Leadership, University of Houston).

## **Panel I: On the Path to an Academic Career 4:45 PM - 5:45 PM**

Kovens Conference Center 114

Moderator: Associate Professor and Director of Research, Dr. Andrew Moreo, Florida International University

- Jay Peterson, Graduate Student, University of Nevada
- Yusi Cheng Graduate Student, University of Central Florida
- Dr. Fang Shu, First Year Asst Professor, Florida International University
- Dr. Trishna Mistry, First Year Asst Professor, Trishna Mistry, University of South Florida

## **School & Career Fair 6:00 PM - 7:30 PM**

**Light Bites & Beverages sponsored by  
Texas A&M University**

Kovens Conference Center Ballroom

# SATURDAY

## Registration Open 7:00 AM - 7:30 PM

Kovens Conference Center Front Desk

## Continental Breakfast 8:00 AM - 9:00 AM

Kovens Conference Center Terrace

## General Session 2 9:00 AM - 10:00 AM

Adam Stewart, CD, Hon LLD, Executive Chairman, Sandals Resorts International  
The Future of All-Inclusives and Tourism in the Caribbean  
Kovens Conference Center Ballroom

## Cafecito Time Sponsored by Café Bustelo 10:00 AM - 10:30 AM

Kovens Conference Center Lobby

## Paper Presentation IV 10:30 AM - 11:50 AM

(concurrent sessions)

## Consumer Behavior in Hospitality

KCC 110

### **120 A Novel Approach to Online Review Analysis: Integrating Theory of Planned Behavior and Machine Learning Techniques**

Jongwon Lee (Rosen College of Hospitality Management - University of Central Florida), Jeong-Yeol Park (Rosen College of Hospitality Management - University of Central Florida), Wookjae Heo (White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management - Purdue University) and Shinyong Jung (White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management - Purdue University).

### **131 Exploring The Impact of Travel Distance on Length of Stay: An Analysis of Guest Behavior in a Timeshare Resort**

Jeff Kreeger (Central Connecticut State University), Scott Smith (University of South Carolina) and Badr Badraoui (College of Hospitality, Retail and Sport Management / University of South Carolina).

### **138 When influencers recommend and their followers disagree: The effects of race and vicarious dissonance**

Bobbie Rathjens (Michigan State University), Lu Zhang (Michigan State University) and Nancy Rhodes (Michigan State University).

### **191 Hindsight 2020? Assessing Perceptions of Customers for Modified Dining if another Pandemic were to occur**

Katheldra Alexander (University of South Carolina) and Scott Taylor Jr. (University of South Carolina).

## Human Resources & Leadership & Education

KCC 124

### **272 Do we screen out pride applicants? The effect of LGBTQ+ gender identity expression on job interview opportunities**

Dongwon Yun (University of Nevada, Las Vegas), Renata Guzzo (University of Nevada, Las Vegas) and Cass Shum (University of Nevada, Las Vegas).

### **275 Spa service employees' demands, resources, and organizational commitments during COVID-19: A qualitative approach**

Emily Walker (The University of Alabama), Haemi Kim (The University of Alabama), Yeon Ho Shin (The University of Alabama), Maura Mills (The University of Alabama) and Kimberly Severt (The University of Alabama).

### **281 The mediating role of authentic living: Exploring emotional labor with coworkers in the hospitality industry**

Yoko Negoro (The Pennsylvania State University), Sydney Pons (The Pennsylvania State University), Thomas A. Little (The Pennsylvania State University) and Michael Tews (The Pennsylvania State University).

### **300 Aligning Leadership Styles to Generational Values: A Millennial Perspective**

Laur-Ann Daley (University of South Florida) and Trishna G. Mistry (University of South Florida).

## IT Adoption & Application

KCC 126

### **150 Can ChatGPT Replace Human Managers? Exploring the efficacy of Generative AI in responding to online reviews**

Huihui Zhang (Virginia Tech), Florian J. Zach (Virginia Tech) and Zheng Xiang (Virginia Tech).

### **155 Beasts or Fantasies: Exploring the Trust impact of Real and Imaginary Zoomorphic Service Robots in Hotels**

Hong Ngoc Nguyen (University of Central Florida), Ngoc Tran Nguyen (University of Central Florida - Rosen College of Hospitality Management) and Tingting Zhang (University of Central Florida - Rosen College of Hospitality Management).

### **173 Hospitality Customer's Value Propositions of Self-check-in Kiosks Affecting Transcendent Customer Experiences and Re-use Intention**

Jiyoung Hwang (University of Nevada, Las Vegas) and James Busser (University of Nevada, Las Vegas).

### **185 AI-based Information Processing Model: Uncover Travel Planning Using ChatGPT**

Liyu Yang (University of North Texas) and Xi Yu Leung (University of North Texas).



## **Restaurant & Foodservice**

KCC 120

### **31 "Our lives got better when the food got better:" Examining the benefits of enhancing dining programs in a long-term healthcare facility**

Shawn Bucher (University of Tennessee) and Junehee Kwon (University of Tennessee).

### **48 Exploring Perceived Value in Pet-Friendly Dining: Scale development and Validation**

HeeJin Shin (Iowa State University), Xiaolong Shao (Metropolitan State University of Denver), Xingyi Zhang (University of North Texas), EunHa Jeong (Iowa State University) and Jing Li (Texas Tech University).

### **81 Hand hygiene practices among restaurant consumers: A quasi-experimental study**

Lucheng Wang (Purdue University), Karen Byrd (Purdue University), Theresa Hamilton (Purdue University) and Quinn Phillips (Purdue University).

### **90 Enhancing Customers an Experience in Sustainability: The Impact of Monetary Incentives and Visual Complexity in Sustainable Products.**

Suhyun Jeon (The Ohio State University), Xi Yu (City University of Macau) and Stephanie Liu (The Ohio State University).

## **Tourism & Sustainability**

KCC 117

### **19 Research on China's Development Potential of Independent Cruise Design and Building**

Wenqin Zhao, Guodong Yan, Hui Li, Qinxuan Ren and Xuejing Ren

### **23 Sustainable hospitality consumption value and its effect on customers' green satisfaction and subjective well-being**

Nancy Grace Baah (School of Hotel and Tourism Management, The Hong Kong Polytechnic University) and Sam Kim (School of Hotel & Tourism Management, The Hong Kong Polytechnic University).

### **25 Mindful Community in Agritourism: A Value Co-Creation Perspective on Cases of Coffee and Tea Farms in the Philippines and China**

Yue Darcy Lu (University of Florida), Allison M. Causing (University of Florida) and Yao-Chin Wang (University of Florida).

### **33 Foreign Tourists' Perceptions of Food Safety in Lahore's Local Food Streets**

Sheza Akhtar (Forman Christian College), Imran Ahmad (Florida International University), Dr. Sharoon Hanook (Forman Christian College) and Dr. Muhammad Bilal Sadiq (Forman Christian College).

## **Tourism & Sustainability**

KCC 128

### **299 From Values to Actions: Sustainable Decision-Making in the Tourism Industry**

Omid Oshriyeh (University of South Carolina), Ercan Sirakaya-Turk (University of South Carolina) and Yuksel Ekinci (University of Portsmouth).

### **301 Have Social Media Influencers Empowered Tourism Sustainability? : A Content Analysis of Travel Influencers on Instagram**

Mina Kim (University of South Carolina) and Lori Pennington-Gray (University of South Carolina).

### **302 Sleeping beauties in sustainable tourism**

Hyei Rin Joo (Iowa State University), Joan Su (Iowa State University), Yuhsiang Yang (Sanming University) and Ken Tsai (Iowa State University).

### **242 Exploring important elements for survival of Professional Convention Organization**

Nuri Choi (Iowa State University) and Insin Kim (Pusan National University).

## **Lunch Break 12:00 - 1:00 PM**

Lunch on the terrace

## **Poster Session C 1:00 PM - 1:30 PM**

KCC First Floor Gallery

### **152 The examination of antecedents of over-ordering behavior in full-service restaurant dining: The application of prospect theory**

Asma Azad Akhi (Texas Tech University), Tahereh Latifi (Texas Tech University) and Julie Chang (Texas Tech University).

### **153 Exploring Social Media Influencers' Impacts on Tourists' Pro-environmental Consumption Behaviors**

Zixuan Xu (University of Florida) and Andrei Kirilenko (University of Florida).

### **159 Exploring the impact of AI-powered assistance on customer engagement and loyalty in the hospitality industry: A mixed-methods approach**

Niloufar Moshiri (Texas Tech University) and Bonhak Koo (Texas Tech University).

### **201 Can Responsible Gaming Initiatives Stop Suseptical, Young, Educated, Sport-Team-Affiliated Males From Sports Betting?**

Ronald Evans (University of Nevada, Las Vegas) and Cass Shum (University of Nevada, Las Vegas).

### **204 Digital Disruption in Gratuity: The Effects of Delivery Options and Empathy on Online Food Delivery Tipping Behaviors**

Philomena Maleto (Oklahoma State University) and Jinyoung Im (Oklahoma State University).

### **213 Corporate and Personal Purchase Motivations in Sport Luxury Hospitality Suites: A Division I Basketball Perspective**

Evelina Avleeva (University of Central Florida), Murat Hancer (University of Central Florida) and Mehmet Altin (University of Central Florida).

## **Consumer Behavior in Tourism**

### **137 Transformation through Acculturation: An Evaluation of Sojourners**

Brianna Morman (University of Central Florida, Rosen College of Hospitality Management) and Nan Hua (University of Central Florida, Rosen College of Hospitality Management).

### **139 Memory distortion: negative festival experiences leading to positive reactions**

Jae Eun Park (Purdue University), Hhye Won Shin (University of Alabama) and Alei Fan (Purdue University).

### **141 Identifying antecedents and consequences of mental imagery: The use of SOR theory in the context of immersive digital exhibitions**

Yeonjae Kim (University of Central Florida), Juhee Kang (University of Central Florida) and Jeeyeon Hahm (University of Central Florida).

### **158 The Effect of Fear of Missing Out on Generation Z's Travel Behavior**

Quan Han (Texas A&M University) and James Petrick (Texas A&M University).

### **165 Travel Envy: How travel envy on social media drives destination visit intention**

Hyejin Shin (Texas A&M University) and James F. Petrick (Texas A&M University).

### **170 Consumer Perception of Green Tourism and its Impact on Actual Behavior: The Mediating Role of Destination Satisfaction**

Mohammed Albader (University of South Florida) and Afnan Asiri (University of South Florida).

## **Finance & Economics**

### **186 The impact of celebrity CEOs on corporate social responsibility and firm performance in the U.S. restaurant industry: The moderating role of CEO power**

Ngoc Tran Nguyen (University of Central Florida), Bora Kim (University of Surrey) and Hyoungju Song (University of Central Florida).

### **187 Does a Matching Response Destroy Value? Impact of Action-Reaction Dyads on Cruises and Airlines**

Rohan Karri (Howard Feiertag Department of Hospitality & Tourism Management, Virginia Polytechnic Institute & State University) and Manisha Singal (Howard Feiertag Department of Hospitality & Tourism Management, Virginia Polytechnic Institute & State University).

## **Human Resources & Leadership & Education**

### **168 How does organizational identification impact employees' perception of diversity and equity at the workplace?**

Thais Guisard (Conrad N. Hilton College of Global Hospitality Leadership, University of Houston) and Juan Madera (Conrad N. Hilton College of Global Hospitality Leadership, University of Houston).

### **176 Perceptions of Employees with Disabilities in the Hospitality Industry**

Raven Seno (Kansas State University) and Jichul Jang (Kansas State University).

### **177 Burnout in Hospitality: A Comprehensive Analysis of Management Challenges**

Sonali Shard (Florida International University, Chaplin School of Hospitality and Tourism Management) and Robin Jones (Florida International University, Chaplin School of Hospitality and Tourism Management).

## **182 Empowering the Bengal Tiger: Hospitality and Tourism Workforce Development in Bangladesh**

Kahkasha Wahab (Department of Hospitality, Hotel Management and Tourism, Texas A&M University, College Station, USA), Md Kamruzzaman (Department of Hospitality, Hotel Management and Tourism, Texas A&M University, College Station, USA) and Po-Ju Chen (Texas A&M University, College Station).

## **192 Are hospitality employer brands offering the people what they want?**

Susan Varga (University of Central Florida) and Fevzi Okumus (University of Central Florida).

## **199 The Influence of Cultural Values on Organizational Commitment: An Examination of Influential Factors on Turnover Intent.**

Mariana Palero Estrada (Florida International University) and Fang Shu (Florida International University).

## **206 Assessing the Impacts of Internal CSR on Employees' Citizenship Behavior in the Hotel Industry: The Mediating Role of Psychological Ownership and Organizational Commitment**

Christian Okofo Atta Anokye (Texas Tech University), Jing Li Ph. D. (Texas Tech University) and Shane Blum Ph. D. (Texas Tech University).

## **215 A Longitudinal Analysis of Ethical Decision-Making Trends among Hospitality Students**

Jihye Park (University of Central Florida), Chang Huh (Niagara University), Chanhong Song (California State University, San Bernardino) and Myong Jae Lee (California State Polytechnic University Pomona).

## **IT Adoption & Application**

### **172 Are Third-Party Delivery Services Friend or Foe to the Restaurant Worker?**

Jared Bischoff (University of Nevada, Las Vegas), Mehmet Erdem (University of Nevada, Las Vegas) and Jiyoung Hwang (University of Nevada, Las Vegas).

### **195 Determinants of Stickiness to Restaurant Finder Mobile Apps**

Atefeh Charmchian Langroudi (Auburn University) and Imran Rahman (Auburn University).

### **223 Clicking instead of Learning: How Cyberslacking Impacts Hospitality and Tourism Education**

Qingxiang An (Rosen College of Hospitality Management, UCF), Susan Varga (Rosen College of Hospitality Management, UCF), Fevzi Okumus (Rosen College of Hospitality Management, UCF) and Ahmet Ozturk (Rosen College of Hospitality Management, UCF).

### **244 Investigating the intentions of heavy MMORPG users: Real-world tourism or virtual world immersion**

Na Young Mun (University of Central Florida) and Xiaoxiao Fu (University of Central Florida).

### **261 Virtual Gaming Worlds as Cultural Destinations: Understanding the 'Sense of Place' in MMORPGs**

Na Young Mun (University of Central Florida) and Murat Hancer (University of Central Florida).

## **271 Cross-Cultural Adoption of Japanese Service Robots: A Comparative Study Between the U.S. and Thailand**

Ahmad Mujafar Syah (University of Florida) and Nasim Binesh (University of Florida).

## **Lodging Management & Service Quality**

### **252 From Boutique to Lifestyle: Unpacking the Nuances of Modern Hotel Categories**

Yeon Soo Choi (Purdue University) and Soochong Shawn Jang (Purdue University).

## **Marketing**

### **89 Do user overrides of machine-recommended prices affect the hotel's performance?**

Xuan Liu (University of Delaware) and Zvi Schwartz (University of Delaware).

### **229 Destination Renaissance: Unveiling the Power of Corporate Rebranding**

Md Kamruzzaman (Graduate Student, Department of Hospitality, Hotel Management and Tourism, Texas A&M University, College Station, USA), Kahkasha Wahab (Graduate Student, Department of Hospitality, Hotel Management and Tourism, Texas A&M University, College Station, USA), Po-Ju Chen (Texas A&M University, College Station) and Babak Taheri (Texas A&M University, College Station).

## **Restaurant & Food Service**

### **87 Increasing Consumers' Intention to Order Sustainable Meat through an Experimental Study with Restaurant Consumers**

Qianni Zhu (University of Missouri), Pei Liu (University of Missouri) and Lu Lu (Temple University).

### **113 The Impact of Food Healthiness Cues on Trust and Intention to Visit Healthy Restaurant**

Minji Kim (Ewha Womans University) and Sunhee Seo (Ewha Womans University).

### **160 What is a Sommelier? An Exploratory Search for the Definition, Path, and Metrics**

Andrew Bell (University of South Florida) and Adam Carmer (University of South Florida).

### **166 Investigating the impacts of restaurant virtual queue apps on customers' waiting behaviors**

Hwirim Jo (University of Florida), Oscar Hengxuan Chi (University of Florida) and Jinwon Kim (University of Florida).

### **Tourism & Sustainability**

#### **180 The Efficacy of a Tool Used for Behavioral Change: The Travel Care Code**

Filza Armadita (Purdue University), Ailin Fei (Purdue University) and Jonathon Day (Purdue University).

#### **189 Identifying factors affecting decision-making of American Muslim entrepreneurs in Hospitality and Tourism**

Aida Aminifar (School of Hospitality and Tourism Management, Oklahoma State University) and Jinyoung Im (School of Hospitality and Tourism Management, Oklahoma State University).

#### **193 Understanding Touristification: The mediating role of peer-to-peer accommodation on the relationship between tourism and community gentrification**

Jiwoo Jung (University of Florida), Jinwon Kim (University of Florida) and Soyoung Park (Florida Atlantic University).

#### **200 What Fuels Pro-Conservation Behavior of Tourists?: A Meta-Analysis in Cultural Heritage Tourism**

Hyunrae Kim (Texas A&M University) and Seunghoon Lee (Texas A&M University).

#### **203 Restaurant Industry and Adult Obesity in the United States**

Jiwoo Jung (University of Florida), Jinwon Kim (University of Florida) and Hanna Lee (University of New Hampshire).

### **Paper Presentations V 1:30PM - 2:30 PM**

Concurrent Sessions

### **Consumer Behavior in Hospitality**

KCC 110

#### **207 Evaluation of consumers' buying behavior of meal kits by using the stimulus-organism-response framework**

Damla Sonmez (University of South Carolina), Miyoung Jeong (University of South Carolina) and Scott Taylor (University of South Carolina).

#### **211 Ban on gas stoves: how do consumers and restaurants respond to it?**

Lavi Peng (The Pennsylvania State University), Heyao Yu (The Pennsylvania State University) and Anna Mattila (The Pennsylvania State University).

#### **225 Unlocking the Minds of Potential Customers Utilizing Smart Hotel Systems: A Comprehensive Framework Integrating IT Mindfulness, Individual-Technology Fit (ITF), and Task-Technology Fit (TTF)**

Yifeng Liang (University of Massachusetts at Amherst), Yao-Chin Wang (University of Florida), Hengxuan Chi (University of Florida), Lu Zhang (Michigan State University) and Yue Lu (University of Florida).



## **IT Adoption & Application**

KCC 117

### **212 Breaking the mold: Is there a gender stereotype when served by a robot?**

Hui Jiang (University of South Carolina) and Fang Meng (University of South Carolina).

### **220 A Systematic Review: Opinion Mining Studies from Hospitality and Tourism Management**

Yeji Guo (Auburn University) and Baker Ayoun (Auburn University).

### **226 Social Loafing in Hospitality and Tourism Education: Why Do Students Slack off in Teamwork Projects?**

Qingxiang An (Rosen College of Hospitality Management, UCF), Susan Varga (Rosen College of Hospitality Management, UCF), Fevzi Okumus (Rosen College of Hospitality Management, UCF) and Ahmet Ozturk (Rosen College of Hospitality Management, UCF).

### **234 An Exploratory Investigation of Concert Experience Design Attributes in Metaverse**

Yoon Joo Lee (Purdue University), Jijun Chen (Purdue University), Yue Zhu (Purdue University) and Xinran Lehto (Purdue University).

## **Restaurant & Foodservice**

KCC 120

### **93 Identifying challenges with F&B operations in the club business**

YoonHyung Huh (Iowa State University), Nuri Choi (Iowa State University), SoJung Lee (Iowa State University) and Eunha Jeong (Iowa State University).

### **156 Sustainable Food Traceability on Blockchain: Understanding Consumer Decisions in Restaurants using the Uncertainty Reduction Approach**

Qianni Zhu (University of Missouri), Song-Yi Youn (University of Missouri) and Pei Liu (University of Missouri).

### **178 Exploring Factors Shaping the Online Food Delivery Experience: A Service Ecosystem Perspective**

Philomena Maleto (Oklahoma State University) and Jinyoung Im (Oklahoma State University).

### **277 The effect of workplace ostracism on restaurant frontline employees' service recovery performance: The parallel mediation role of perceived outsider status and emotional irritation**

Israt Linda (Toronto Metropolitan University) and Hyunghwa Oh (Toronto Metropolitan University).

## **Tourism & Sustainability**

KCC 124

### **7 Innovativeness, Virtual Reality Travel Experience, and Quality of Life**

Ruiping Ren (Indiana University Bloomington), Joseph S. Chen (Indiana University Bloomington) and William Dominic Ramos (Indiana University Bloomington).

### **46 Tourism and Climate Change: the Impacts on Economy, Society, and Environment**

Yingwei Xu (Washington State University) and Dogan Gursoy (Washington State University).

### **79 Predicting Tourist Co-Creative Pro-Environmental Behaviors, influenced by Place Attachment based on the VIP model: A Case of Act of the Promotion of Saving and Recycling of Resources in Jeju Island**

Soyeon You (Iowa State University), Seung Jeon (Iowa State University) and SoJung Lee (Iowa State University).

## **Poster Session D 2:30 PM - 3:30 PM**

KCC First Floor Gallery

## **Consumer Behavior in Hospitality**

### **214 Generation Z and Sustainable Hospitality: Assessing the Viability of a 'Pay-as-You-Use' Energy Management Model in Hotels and the moderating role of social media usage**

Lan Lu (Florida International University), Chengyou Shao (University of California, Berkeley) and Michael Hall (University of Canterbury).

### **216 Enhancing Luxury Perception of the Restaurant: Utilizing Plate Shape and Perceived Food Healthiness**

Sungyeon Ryoo (University of Houston), Minjung Shin (University of Houston) and Ki Joon Back (University of Houston).

### **217 The Interplay of Information Providers, Textual Concreteness, and Hotel Brand Familiarity on User Willingness to Accept Hotel Information: A Construal Level Theory Approach**

Min-sung Kim (Kyung Hee University), Joo Young Kim (Kyung Hee University) and Chulmo Koo (Kyung Hee University).

### **233 Understanding Heterogeneous Preferences in Restaurant Choice Attributes: What Do Customers Really Seek?**

Ju Yeon Shin (Virginia Tech), Eojina Kim (Virginia Tech) and Manisha Singal (Virginia Tech).

### **250 Enhancing CSR Engagement and Brand Equity through Gamification on Hospitality Sharing Economy Platforms**

Setareh Alibakhshi (School of Hospitality Business Management, Washington State University) and Hyun Jeong Kim (School of Hospitality Business Management, Washington State University).

**309 The impact of table technology on consumer tipping in a full-service restaurant**

Jasmine Chavez (University of North Texas) and Jihye Min (University of North Texas).

**Consumer Behavior in Tourism**

**188 Consumer Behavior in Tourism: Emerging Trends in Travel Booking Behavior and Their Impact on the Tourism Industry**

Karen Levy (Florida International University).

**267 The Road not Taken: Exploring the Impacts of Tourist Missing-out Experience on Revisit Intention and Tourist Involvement**

Huimin Liu (Temple University) and Xiang Li (Temple University).

**283 The Impact of Short Videos on Tourists' Risk Perceptions in Internet Celebrity Travel Destinations**

Zhang Wei (Center for Energy and Environmental Policy Research, Beijing Institute of Technology), Zeng Jinjin (The Hong Kong Polytechnic University) and Lu Yunhua (City University of Macau).

**285 Misleading Photos as a Source: Its Effects on Behavioral Intention towards Destination**

Kashif Ali Khan (School of Hospitality and Tourism Management, Muma College of Business, University of South Florida), Osman Sesliokuyucu (School of Hospitality and Tourism Management, Muma College of Business, University of South Florida), Faizan Ali (School of Hospitality and Tourism Management, Muma College of Business, University of South Florida) and Cihan Cobanoglu (School of Hospitality and Tourism Management, Muma College of Business, University of South Florida).

**292 How Will Smart Tourism Technology Affect Tourists' Travel Intentions? -An empirical study using extended TAM**

Jiayi Gao (Hokkaido University).

**Finance & Economics**

**311 Examining the Spillover Effect of Tourism Industry Agglomeration on High-Quality Tourism Economy Development**

Akm Mohsin (Lanzhou University), Md. Golam Mostofa (School of Hospitality Administration, Georgia State University) and Soon-Ho Kim (School of Hospitality Administration, Georgia State University).

## **Human Resources & Leadership & Education**

### **241 Impacts of leadership styles on organizational commitment and job stress to change restaurant employees' turnover intention: the moderating effect of motivating language**

Lu-Ping Lin (University of Missouri-Columbia) and Seonghee Cho (University of Missouri-Columbia).

### **246 Impacts of Compulsive Technology Use on Technostress, Sleep Quality, and Academic Performance in Hospitality Students**

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### **286 Do social cues of artificial intelligence-powered voice assistants make a difference?**

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### **305 Building Interpersonal Attraction to Facilitate Human-Robot Interaction**

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### **310 Consequences of "Burnout": Its Effect on the Operational Standards Within the South Florida Lodging Industry**

Leonardo Paez (Florida International University), Olivier Adé (Florida International University) and Kazi Abu Sayeed (Florida International University).

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### **197 The strategic integration process of food waste management technology innovation : On-site foodservice management companies' perspectives**

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**Consumer Behavior in Hospitality + Consumer Behavior in Tourism**

KCC 110

**231 Revisiting the Theory of Memorable Dining Experiences Using Machine Learning and Text Mining**

Gopi Nath Vajpai (Department of Hospitality and Sport Business Management, University of Delaware, Newark, Delaware, USA), Timothy Webb (Department of Hospitality and Sport Business Management, University of Delaware, Newark, Delaware, USA) and Srikanth Beldona (Department of Hospitality and Sport Business Management, University of Delaware, Newark, Delaware, USA).

**295 What Happens When a Service Robot Messes Up? Understanding the consequences of robotic service failure in the hotel industry**

Halyna Horpynich (University of South Florida), Faizan Ali (School of Hospitality & Tourism Management Muma College of Business, University of South Florida) and Cihan Cobanoglu (School of Hospitality & Tourism Management Muma College of Business, University of South Florida).

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Bahare Maleki (Cal Poly Pomona University) and Neha Singh (Professor at Cal Poly Pomona University).

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Kenia Taylor (The University of Tennessee, Knoxville), James Williams (The University of Tennessee, Knoxville) and Lisa Cain (Florida International University).

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Soyeon You (Iowa State University), Seung Jeon (Iowa State University) and SoJung Lee (Iowa State University).

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Shaogui Xu (Jinan University) and Mu Zhang (Jinan University).

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Seunghoon Lee (Texas A&M University).

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### **136 Measuring the Economic Value and Social Impact of Crocodile Tourism in Tárcoles, Costa Rica**

Erica Echeverri (Florida International University) and Carolin Lusby (Florida International University).

### **132 The degree of professionalism and listing performance of multi-unit Airbnb hosts: The effect of geographical distance and diversification**

Taehyee Um (University of Houston), Araceli Hernandez Calderon (University of Houston), Minwoo Lee (University of Houston), Tarik Dogru (Florida State University) and Ki-Joon Back (University of Houston).

### **51 What Really Matters for Tourists to Japan: Customer-Based Brand Equity and Tourism Xenophilia**

Midori Yamazaki (Rosen College of Hospitality Management, University of Central Florida), Juhee Kang (Rosen College of Hospitality Management, University of Central Florida), David Kwun (Rosen College of Hospitality Management, University of Central Florida) and Tadayuki Hara (Rosen College of Hospitality Management, University of Central Florida).

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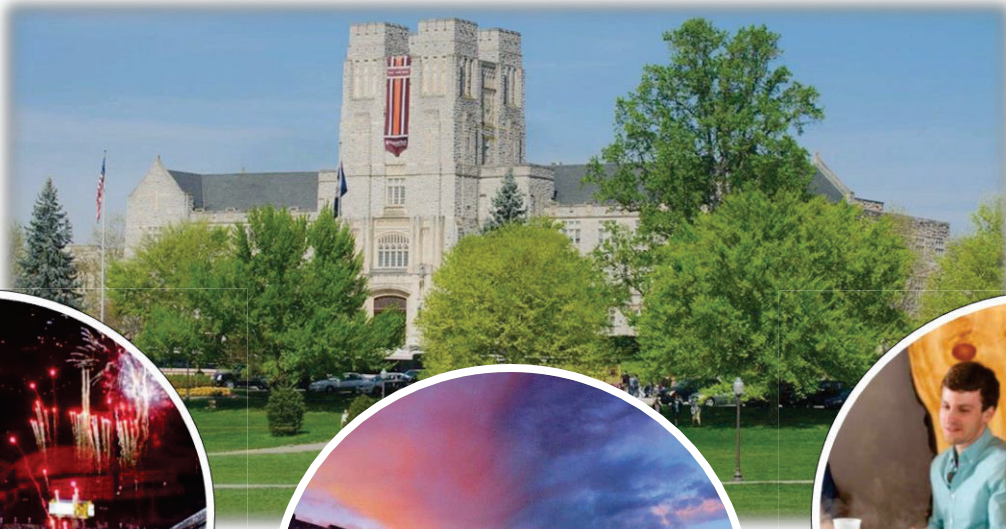
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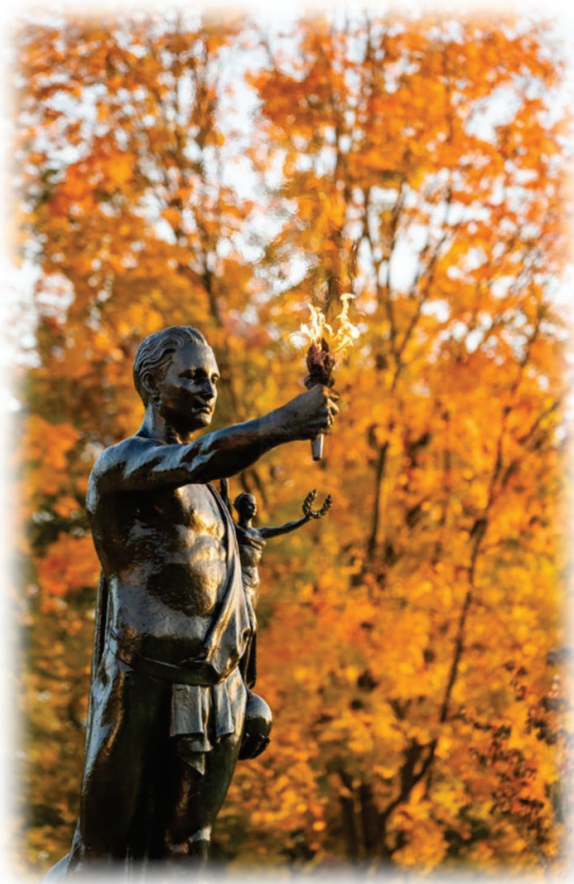
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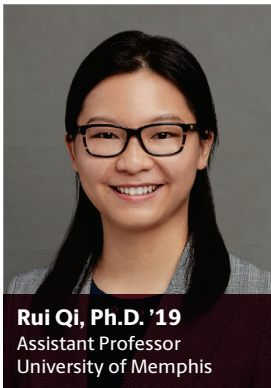
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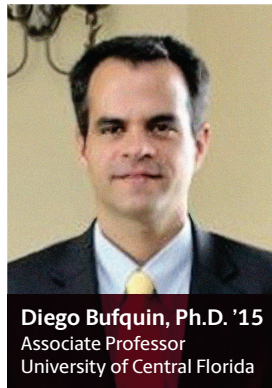
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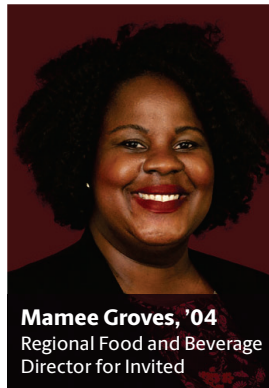
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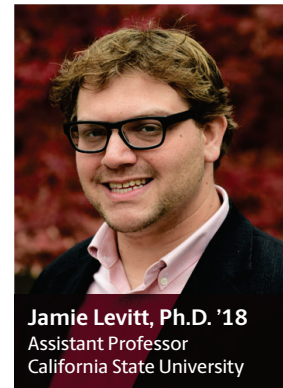
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  - International Tourism Research Institute
  - Richardson Family SmartState Center for Economic Excellence in Tourism and Economic Development
  - Wine and Beverage Institute

\*2023 ShanghaiRanking's Global Ranking of Academic Subjects



UNIVERSITY OF  
**South Carolina**

Learn more at: [sc.edu/hrsm/hrtm](https://sc.edu/hrsm/hrtm)









## GRADUATE PROGRAMS

# HOSPITALITY MANAGEMENT

### HIGHLIGHTS

2019 McCool Breakthrough Award  
International Council on Hotel, Restaurant and  
Institutional Education (ICHRIE) Iowa State  
University's Hybrid Doctoral Program in  
Hospitality Management

### INNOVATION SPACES

Club Research Lab  
Data Analytics Lab  
Culinary Creation Lab  
Foodservice Research Lab  
Joan Bice Underwood Tearoom  
SPARKS (student operated café)  
Innovate 1858 (student operated retail store)



## HOSPITALITY MANAGEMENT GRADUATE PROGRAM

### MASTER OF SCIENCE

**Thesis option:** Minimum 30 credits

**Non-thesis option:** Minimum 36  
credits

#### On Campus

- Starts in Fall
- Graduate Assistantships are  
available

### DOCTORATE OF PHILOSOPHY

**Minimum of 72 credits:** Dissertation  
credits up to 30 credits from MS  
degree might be transferable.

#### Hybrid Distance

- New cohorts start in Summer
- Short on-campus Summer course  
work sessions
- Other credits completed at a  
distance

## GRADUATE APPLICATION

### REQUIREMENTS

- ISU application
- 4 year Bachelor's degree (or equivalent)
- Copies of all transcripts
- Statement of Purpose
- 3 letters of recommendation (Must be submitted  
using ISU's letter recommendation form; the  
program will not accept any previously written  
letters)
- Resume or CV
- Proof of English proficiency if applicable
- Supporting documents (thesis, published articles,  
proceedings, etc) **HSP M PhD Only**

### APPLICATION DEADLINE

Priority Application Deadline HSPM:

- February 1st for Fall
- March 15th for Summer
- October 15th for Spring

Rolling admissions will be processed based on availability  
within the program after the priority deadline.

### AREA(S) OF EMPHASIS

Club management  
Economic Development  
Entrepreneurship  
Event  
Finance

Food Safety  
Foodservice management  
Leadership  
Hospitality education  
Human resource  
management

Marketing and consumer  
behavior  
Tourism  
School foodservice

HOSPITALITY MANAGEMENT DIRECTOR OF GRADUATE EDUCATION

Dr. SoJung Lee [sjlee@iastate.edu](mailto:sjlee@iastate.edu)

**IOWA STATE UNIVERSITY**  
Apparel, Events, and Hospitality Management



# Earn a PhD in Hospitality & Tourism Management (HTM)

At the University of Massachusetts Amherst's Isenberg School of Management, the HTM Department produces prolific researchers, learned scholars, and exceptional educators. Benefits to our PhD in HTM include:

- A degree in Management (with a concentration in HTM), which provides a strategic advantage on the job market
- Being mentored by award-winning teachers with access to Isenberg Teaching Fellows digital library, digital media lab, and behavioral innovation lab
- Collaboration with world-renowned researchers in HTM and Business (management, marketing, finance, operations and information management)
- Highly competitive financial support (stipend and benefits) for 4 years
- Teaching your own courses and a goal of 3-5 top tier publications
- Being part of top 50 Business School community (US News & World Report)
- The #1 most beautiful college campus in the U.S. (TheTravel.com)
- 100% PhD student placement rating upon graduation

#### Research areas of focus:

- Quality of Life
- Customer & Employee Wellbeing
- Impact and Performance Modeling
- Tourism Economics
- Customer Experience Management
- Service Failure & Recovery
- Information Technology
- Data Analytics & Blockchain
- Hospitality Financial Management

LEARN MORE ABOUT  
THE UMASS PH.D.  
PROGRAM





# Regynald G. Washington Master of Global Hospitality Management

**#8 in the U.S., #23 worldwide** (Eduniversal, 2022)  
**#13 in the world** (CEOWorld, 2023)

## Shape the future of hospitality.

Robinson's top ranked Regynald G. Washington Master of Global Hospitality Management program will prepare you to lead in the global hospitality field.

We've redesigned the program so you can develop relevant skills to drive innovation across all hospitality sectors. We've developed four career tracks that address the need for visionary talent who can handle constant change and spearhead strategy-backed solutions. Your career track options include: **Disruptive Innovation and Entrepreneurship, Fintech Innovation, Hotel Development or Artificial Intelligence Business Innovation.**

Offered by the **Cecil B. Day School of Hospitality Administration** in the Robinson College of Business at Georgia State University, this one-year specialized master's program delivers powerful advantages.

## Opportunities & Benefits

### **Drive innovation across the hospitality field.**

Choose one of four tracks and learn to develop forward-looking solutions to today's hospitality challenges.

**Collaborate with your cohort.** Gain team skills in a program structured to encourage peer learning.

**Connect with industry leaders.** Benefit from extensive contact with industry executives and guest speakers, and attend professional networking events.

### **Apply your market-ready skills quickly.**

Get a fast-track into the workforce with a 12-month, 3-semester master's program. Afternoon and evening classes are available.

**Get more information and apply:**  
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master-global-hospitality-management](https://robinson.gsu.edu/program/master-global-hospitality-management)



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PHD PROGRAM

# TOURISM

& SPORT

CONCENTRATION



*Prepare to lead tourism and hospitality research and pursue a life-long academic career at prestigious universities across the world.*



## ABOUT THE PROGRAM

The PhD program at the School of Sport, Tourism and Hospitality Management (STHM) is a full-time, 4-year program powered by the Fox School of Business. The course work takes approximately two years and provides students with an appropriate blend of theoretical and methodological courses to support their research program. STHM offers one of the few PhD degrees in Business Administration with a concentration in Tourism and Sport accredited by the Association to Advance Collegiate Schools of Business.

### FUNDING AND FINANCIAL SUPPORT

**\$33.5K**  
Stipend per Year



Full Tuition  
Coverage



**\$1,500/YEAR**  
for Conference  
Travel



Excellent  
Health  
Coverage

**\$800** for Laptop  
or iPad

## CONTACT US

Reach out to concentration advisor,  
**Chihyung (Michael) Ok** at [michael.ok@temple.edu](mailto:michael.ok@temple.edu)

Learn More: [sthm.temple.edu/phd](http://sthm.temple.edu/phd)

 **Temple University**  
School of Sport, Tourism  
and Hospitality Management

PERSONAL & POWERFUL

**MENTORSHIP**

*STHM formally encourages a culture of mentoring where faculty collaborate with students on joint endeavors. Our students benefit from the high-quality research produced by their mentors, while the faculty benefit from the students' fresh ideas.*

### Graduate Faculty & Research Interests

#### LINDSEY LEE

Service performance, emotional labor, training & development, research methods

#### XIANG (ROBERT) LI

Destination marketing, tourist behavior, knowledge development

#### LU LU

Consumer food & beverage decision-making, service interactions & marketing

#### CHIHYUNG (MICHAEL) OK

Service excellence, customer & employee interaction, emotional labor & intelligence

#### WESLEY S. ROEHL

Tourism impacts, strategic management, ideology & policy, gaming

#### LAURIE WU

Service experience design & marketing, service technology & innovation

#### YANG YANG

Tourism growth & demand modeling, location & real estate analysis, big data analytics





January 4-6,  
2024

We look forward  
to seeing  
you in Miami!



Conrad N. Hilton College of  
Global Hospitality Leadership  
UNIVERSITY OF HOUSTON



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

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Chaplin School of  
Hospitality & Tourism  
Management

FLORIDA INTERNATIONAL UNIVERSITY