

2022 THEREPS

Tourism Hospitality Event Conference
for Researchers Educators Practitioners Students

April 15-16

The Notary Hotel Autograph Collection
Philadelphia, PA, USA

THE
NOTARY
HOTEL

HOSTED BY



KAHTEA

The Korea America Hospitality & Tourism
Educators & Industry Professionals Association

THEREPS CONFERENCE SCHEDULE (APRIL 15-16, 2022)

THURSDAY, APRIL 14

Time	Event	Room
2:00PM – 5:00PM	Board Member Meeting	William Penn Board Room



FRIDAY, APRIL 15

Time	Event	Room
9:00 – 10:00AM	KAHTEA Executive Board Meeting	William Penn Board Room
9:00AM – 3:00PM	Registration Open	Foyer
9:30 – 10:45AM	Undergraduate Student Research Forum I – Proposal-1 Moderator: Dr. Sangguk Kang (Presentation 20-min & Q&A 5-min)	Salon2

Club employees' value co-creation: Engagement, trust, and relationship

*Jazmine Edwards, Benjamin Pellizzari, & SoJung Lee
Iowa State University*

Friend or foe?: Contactless service impacts on hotel employees' attitudes and behaviors

*Sharon Cruz, Sakura Grant, & Hyeryeon Lee
Wilkes University*

Club members' value co-creation: Psychological ownership, satisfaction, and group identity

*Benjamin Pellizzari, Jazmine Edwards, & SoJung Lee
Iowa State University*

Undergraduate Student Research Forum I – Proposal-2

Moderator: Dr. Hyeongjin "Harry" Jeon

(Presentation 20-min & Q&A 5-min)

Salon3&4

How has the COVID-19 pandemic affected hospitality students on post-secondary education?

*Mckenzee Lazore & Chang Huh
Niagara University*

The role of message norms, culture, and consciousness on diners' willingness to pay for restaurants' sustainable practices

*Jihye Min, Xingyi Zhang, & Le Bich Ngoc Vo.
University of North Texas*

Looking forward: Pay equality in the hospitality industry

*Sydnee Caton, Landis Beverly, Hannah Seck, & Jichul Jang
Kansas State University*

10:45AM – 12:00PM	Undergraduate Student Research Forum II – Full Paper-1 Moderator: Dr. Jaeseok Lee (Presentation 20-min & Q&A 5-min)	Salon3&4
<p align="center">Antecedents of travel styles in the pandemic era: Staycation VS digital nomad travel Linh Lilly Nguyen & Seunghyun Brian Park St. John's University</p>		
<p align="center">Perceptions of and attitude toward the application of AI service robots Kaija Dockter, Jeongdoo Park, & Kwangsoo Park North Dakota state university</p>		
<p align="center">The importance of evolving DEI policy to hospitality leaders Olivia Cannella, Miquela Ochoa, Mi Ran Kim, JaeMin Cha, & Seung Hyun Kim Michigan State University</p>		
12:10 – 1:40PM	<p align="center">Keynote speech: A Gaze Into the Crystal Ball - What Will Tourism, Hospitality and Events Look Like In the Future</p> <p align="center">Prof. Ira Rosen Associate Professor, Temple University</p> <p align="center">Luncheon</p>	Grand Ballroom Juniper
1:45 – 2:45PM	<p>Panel Discussion Moderator: Dr. Chihyung “Michael” Ok</p> <p align="center">Shaping the Post-COVID World: Future Research Challenge and Directions in Tourism and Hospitality Research Panelists: Dr. Hwansuk Chris Choi (University of Guelph); Dr. Woojin Lee (Arizona State University); Dr. Chang Huh (Niagara University); Dr. Soon-Ho Kim (Georgia State University)</p> <p>Undergraduate Student Networking & Refreshment Break Moderator: Dr. Seunghyun “Brian” Park</p> <p align="center"><i>All student attendees are encouraged to participate in this session.</i></p>	Salon2
2:45 – 3:00PM	Refreshment Break	Foyer
3:00 – 5:00PM	<p>Stand-up Presentation I: Hospitality Moderator: Dr. Joa Baek (Presentation 25-min + Q&A 5-min)</p> <p align="center">Strategic word choice in job posting: The moderating role of employee perception of company's rating Juhwan Lim & Jichul Jang Kansas State University</p> <p align="center">An assessment of indoor air pollution in a sports bar as a case study Howook Chang Florida International University</p> <p align="center">Value co-creation in the hospitality and tourism research: Trends and future Hang Cui, Seung Jeon, & So Jung Lee Iowa State University</p> <p align="center">Realizing potentials through absorptive capacity to create competitive advantage in hospitality organizations Sanggon Edward Lim, & Chihyung Michael Ok Temple University</p>	Salon3&4

Stand-up Presentation II: Tourism

Moderator: Dr. JaeMin Cha

Salon2

(Presentation 25-min + Q&A 5-min)

Volunteers' motivation, engagement, and satisfaction: A moderator of community commitment

*Seung Jeon, Heejin Shin, & So Jung Lee
Iowa State University*

The impact of perceived risk, travel restrictions, and non-pharmaceutical interventions on tourists' travel intention during the COVID-19 epidemic

*¹Anna Dai, ²Chen-Kuo Pai, ³Sangguk Kang, & ⁴Jaeseok Lee
¹⁻²Macau University of Science and Technology, ³⁻⁴Gangneung-Wonju National University*

Access to exercise opportunities, physical inactivity and community health in the United States: A community-level approach

*Innhoo Back & Jinwon Kim
University of Florida*

5:00 – 6:00PM

Keynote Speech: Career Milestones and Lessons Learned

Dr. Carol Shanklin

Retired Dean and Professor Emeritus, Kansas State University

Grand Ballroom
Juniper

6:00 – 8:00PM

Dinner & Award Ceremony



SATURDAY, APRIL 16

Time	Event	Room
8:45 – 11:00AM	Registration Open	Foyer
9:00 – 10:00AM	Poster Presentation & Refreshment	Foyer

For a happy life: Self-reward through conspicuous consumption in luxury restaurants

¹Jooa Baek, ²Juwon Choi, ³Hyeongjin Jeon, & ⁴Chihyung Michael Ok
¹Goldey-Beacom College, ²⁻³North Dakota State University, ⁴Temple University

“What do you want from luxury dining experiences?” Exploring experiential consumption at luxury restaurants

¹Jooyeon Ha, ²Kwangsoo Park, & ³Esther Kim
¹San Jose State University, ²North Dakota State University, ³Montclair State University

A comparison of service quality for five major US airlines

¹Hyunsuk Choi, ²Saehya Ann, ³Hyeongjin (Harry) Jeon, & ⁴Kunsoon Park
¹University of San Francisco, ²California State University, East Bay,
³North Dakota State University, ⁴South Dakota State University

Food safety violations: Exploring the roles of geographical and hotel restaurants’ characteristics

¹JaeMin Cha, ²Seunghyun Kim, & ³Jin-Won Kim.
¹⁻²Michigan State University, ³University of Florida

Urban parks and economic vitality of local businesses in the era of COVID-19 pandemic: Evidence from Seoul, South Korea

¹Jieun Park, ²Jae In Oh, & ³Jinwon Kim
¹Seoul National University, ²North Carolina State University, ³University of Florida

What hinders the desire to dine out for families of children with autism spectrum disorder?

¹Jooyeon Ha & ²Kwangsoo Park
¹San Jose State University, ²North Dakota State University

Does location matter? Identifying locational determinants of hotel guest satisfaction in the United States

¹Jinwon Kim & ²Minwoo Lee
¹University of Florida, ²University of Houston

Luxury experience in hospitality industry: Trends of research agenda and future research directions

Seunghyun Kim & JaeMin Cha
 Michigan State University

Investigating international tourists’ perceptions of Myanmar tourism

¹Ted Shi, ²Myong Jae Lee, ³Chang Huh & ⁴Joong Won Lee
¹⁻²California State Polytechnic University Pomona,
³Niagara university, ⁴California State University, Northridge

Exploring factors that influence millennial consumer behavior related to foodie activities

¹Gina Lopez, ²Joong-Won Lee, ³Heekyung Sung, ⁴Veda Ward, & ⁵Joungkoo Park
¹⁻⁴California State University, Northridge, ⁵Dongguk University

Is brand coolness part of brand personality?: Focusing on its impact on behavioral intentions

Marco Nutta, Jeong-Yeol Park, Robin Back, & Diego Bufquin
 University of Central Florida

Optimal pricing strategies for imperfect foods at retail stores

Eunha Jeong, Young-Woong Park, Miyoung Oh, & SoJung Lee
 Iowas State University

10:00 – 11:30AM

Stand-up Presentation I: Tourism

Moderator: Dr. Jichul Jang

Salon2

(Presentation 25-min + Q&A 5-min)

The role of volunteer’s psychological ownership in forming attachment and loyalty to rural festivals

*Heejin Shin, Seung Jeon, & SoJung Lee
Iowa State University*

Residents’ perception on the impacts of under-tourism

*¹Xinyu Zhu, ²Chen-Kuo Pai, ³Sangguk Kang, & ⁴Jaeseok Lee
¹⁻²Macau University of Science and Technology, ³⁻⁴Gangneung-Wonju National University*

Race, class, and space: A spatial intersectional approach to recreation equity of urban park access in the Detroit Metropolitan area

*Seungji Lee & Jinwon Kim
University of Florida*

Stand-up Presentation II: Technology

Moderator: Dr. Chang Huh

Salon3&4

(Presentation 25-min + Q&A 5-min)

Gamification and smart exercise travel

*¹Jinwon Kim & ²Seongsoo Jang
¹University of Florida, ²Cardiff University*

Impacts of social media on travel destination decision-making process: Young American’s perception

*Aleyah Fettig, Wooyang Kim, & Hyun Sang An
Minnesota State University Moorhead*

Exploring consumers' ethical perceptions of autonomous service robots in hospitality

*¹Boyu Lin, ²Woojin Lee, ³Nicholas Wise, & ⁴Hwan-Suk Choi
¹⁻³Arizona State University, ⁴University of Guelph*

11:30AM – 1:00PM

KAHTEA Business Meeting

Salon3&4

President Election

1:00 – 2:30PM

Luncheon

Reading
Terminal
Market

3:00 – 5:00PM

Conference Review Meeting

(All conference board members)

William
Penn Board
Room

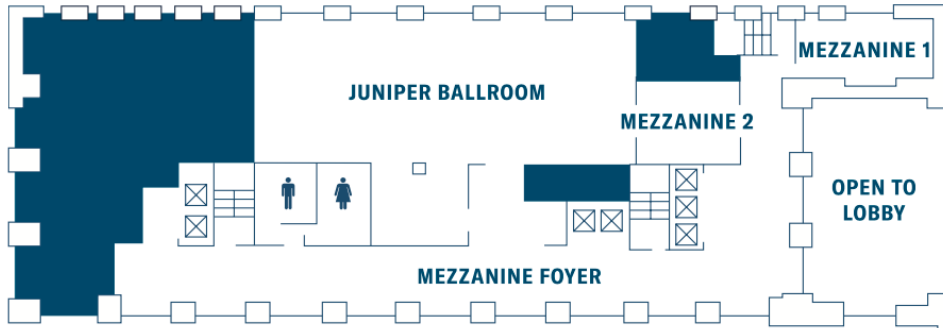
THE ROTARY HOTEL

FLOOR PLANS

LOBBY LEVEL



MEZZANINE LEVEL



FIRST FLOOR

