

PROCEEDINGS

THEREPS 2023

Tourism, Hospitality, and Event Conference
for Researchers, Educators, Practitioners, and Students

APRIL 14-15

**New York-New York Hotel
& Casino Las Vegas, USA**

Hosted by



KAHTEA

The Korea-America Hospitality & Tourism
Educators Association

Message from the THEREPS Conference Board of Directors

Welcome to the 2023 THEREPS Conference at The New York-New York Hotel & Casino in Las Vegas! In 2011, the KAHTEA association was founded to promote academic and professional collaborations and networking opportunities between hospitality educators and industry professionals in Korea and the United States. Following the success of the KAHTEA annual conference since 2011, the board members of KAHTEA are pleased to rebrand our annual conference as THEREPS. THEREPS aims to share participants' knowledge, business know-how, and valuable experiences. Conference attendees will share their expertise through completed research, research-in-progress, case studies, and/or open discussion in stand-up presentation, poster presentation, or undergraduate symposium format. We would like to extend a hearty welcome to researchers, educators, practitioners, students, sponsors, and industry partners.

We have invited prominent speakers and panels to discuss the academic career lessons and the future of the hospitality and event industry, and learn cutting-edge techniques. These experts are Dr. Chihyung Michael Ok, Arthur F. McGonigle Research Fellow, Director of Ph.D. Programs at Temple University; Dr. Saehya Ann, Chair of the Department of Hospitality, Recreation & Tourism at California State University, East Bay, WFCHRIE Former President; Dr. Yen-Soon Kim, Associate Professor at University of Nevada, Las Vegas; Dr. Hwansuk Chris Choi, Professor at University of Guelph; Dr. Jeong-Yeol Park, Associate Professor at University of Central Florida; Dr. You Hyun Jang, Executive Director at Korea Tourism Organization, Los Angeles Branch; Ms. Bora Youn, Marketing Coordinator at Korea Tourism Organization, Los Angeles Branch; Mr. Dennis Baloglu, Instructor at University of Nevada, Las Vegas.

We owe the success of this year's conference to many people and organizations. We would not be here without their kind assistance and unconditional support. We would also like to acknowledge the conference sponsors and donors for their generosity and support.

In conclusion, our sincere thanks go to the authors, the paper review committee, and the best paper selection committee. This proceeding is the outcome of their quality work and their contributions to academics and the industry. We hope that your attendance at this conference will be productive, educational, and enjoyable. With your continuous support and presence, we are looking forward to another great conference in 2024.

Respectfully,

Kwangsoo Park, Ph.D., Co-chair of THEREPS, President of KAHTEA
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