

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

THEREPS CONFERENCE SCHEDULE (APRIL 14-15, 2023)

THURSDAY, APRIL 13

Time	Event	Room
2:00PM – 5:00PM	KAHTEA Board Member Meeting	TBD



FRIDAY, APRIL 14

Time	Event	Room
8:00 – 9:00AM	THEREPS Conference Board Meeting	TBD
8:30AM – 3:00PM	Registration Open	Conference Lobby
9:00 – 9:50AM	<p>Undergraduate Student Research Forum I – Proposal-1 Moderator: Dr. Dong-Soo Lee (Presentation 20-min & Q&A 5-min)</p> <p>Will they become actual ghosts?: Understanding customers' preferences toward ghost kitchens Sharon Cruz, Brenda Arias, & HyeRyeon Lee Wilkes University</p> <p>Preparing for generation Z with cultural intelligence in the hospitality industry Lukas Biermann, Tyler Dahms, Alice Kim, Diana Talamantes-Valles, JaeMin Cha, & Seunghyun "James" Kim Michigan State University</p>	Gramercy Park A
	<p>Undergraduate Student Research Forum I – Proposal-2 Moderator: Dr. Chihyung Michael Ok (Presentation 20-min & Q&A 5-min)</p> <p>What strategies can the hospitality industry use to create a sustainable and fulfilling career path for Gen Z professionals? Joshua Marchese, & Chang Huh Niagara University</p> <p>Solid food waste management on university campuses Hannah Seck, Chipso Kambarami, & Jichul Jang Kansas State University</p>	Gramercy Park B
9:50 – 11:30AM	<p>Undergraduate Student Research Forum II – Full Paper-1 Moderator: Dr. Saehya Ann (Presentation 20-min & Q&A 5-min)</p> <p>The influence of message framing on restaurant customers' intention to reduce plate waste: An investigation of gender effect ¹ Nicky Wanfeng Xu, ² Eunha Lena Jeong, ³ Yang Xu, ⁴ Nhu Melanie Cao, & ⁵ SoJung Lee ^{1-2, 4-5} Iowa State University, ³ University of Hawaii</p>	Gramercy Park A

Impact of self-service technology quality on satisfaction from the perspective of MZ generation: A case of leisure activity reservation app

*Yeongseo Yoon, Yujin Kim, Semi Kim, & Jaeseok Lee
Gangneung-Wonju National University*

Exploring the phenomenon of boredom in the context of leisure among older adults

*Jennifer Tuttle, & Jaesung An
California State University, East Bay*

Revisit the forecasting of the loss and recovery of inbound tourists : The case of Covid-19 pandemic in Korea

*Myeongjun Shin, Chaeun Yoon, & Jaeseok Lee
Gangneung-Wonju National University*

Undergraduate Student Research Forum II – Full Paper-2

Moderator: Dr. Jeongdo Park

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

Gramercy
Park B

Immersive experience in travel decision making

*Kennedy Foss, Hyeongjin Jeon, & Juwon Choi
North Dakota state university*

User engagement analysis of YouTube travel destination videos: Comparison between urban city and national park videos

*Bryan Miller, Seunghyun Brian Park, & Katelyn Kim
St. John's University*

Effective celebrity endorsement for destination promotion: A case of BTS

*Suh-In Lee, SoJung Lee, Eunha Jeong, & Emerson Kane
Iowa State University*

11:30AM – 1:00PM

Keynote speech: Korean Wave (Hallyu) and Travel Trend

Dr. You Hyun Jang, Executive Director
Miss. Bora Youn, Marketing Coordinator
Korea Tourism Organization, Los Angeles Branch

Park
Terrace

Luncheon

1:00 – 2:30PM

Research Collaboration (Only for faculty)

Moderators: KAHTEA Research Development Team

Gramercy
Park A

KAHTEA Collaborative Research Development

Educational Workshop & Networking (Only for undergraduate students)

Guest Speaker: Dennis Baloglu

Gramercy
Park B

An Introduction to Data Science: A Roadmap to a Career in Analytics

(All undergraduate student attendees are encouraged to attend.)

Graduate Student Networking (Only for graduate students)

Park
Terrace

Graduate Student Life and Research

(All graduate student attendees are encouraged to attend.)

2:30 – 2:45PM

Refreshment Break

Park
Terrace

2:45 – 3:45PM

Research Workshop: Certificate Session

Presenter: Dr. Jeong-Yeol Park

Gramercy
Park B

Statistical Analysis in Social Science
(All student attendees are encouraged to attend)

RSVP is required to join:

https://wilkesbusiness.co1.qualtrics.com/jfe/form/SV_bjb50qeYZEuXHIY

Stand-up Presentation I

Moderator: Dr. Minwoo Lee

Gramercy
Park A

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

Spatial hedonic approach for estimating housing prices in clubs: A perspective of community capital framework

¹ Jinwon Kim, & ² SoJung Lee

¹ University of Florida, ² Iowa State University

Exploring well-being of travelers with disabilities: A framework based on PERMA

¹ Chen-Kuo Pai, ² Haoran Chen, ³ Sangguk Kang, & ⁴ Jaeseok Lee

^{1,2} Macau University of Science and Technology, ^{3,4} Gangneung-Wonju National University

3:45 – 5:15PM

Stand-up Presentation II

Moderator: Dr. Jinwon Kim

Gramercy
Park A

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

Navigating consumer ambivalence towards plant-based foods

¹ Xingyi Zhang, ² Xiaolong Shao, ³ Eunha Lena Jeong, & ⁴ Soocheong Shawn Jang

¹ University of North Texas, ^{2,3} Iowa State University, ⁴ Purdue University

Revving up revenue: Unlocking the power of cancellation policies on booking intentions

Le Bich Ngoc Jennifer Vo, Jihye Min, & Harold Lee

University of North Texas

Club members' trust in board of directors: Group identity, satisfaction, and loyalty

SoJung Lee, Seung Jeon, Hang Jennifer Cui, & Eunha Lena Jeong

Iowa State University

Stand-up Presentation III

Moderator: Dr. Jichul Jang

Gramercy
Park B

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

Regional pre-disposition towards hotel stay satisfaction: Focusing on customer location through spatial analysis

¹ Quincy Reynolds, ² Minwoo Lee, ³ Jaewook Kim, ⁴ Agnes Defranco, & ⁵ Cathy Cheatham

¹ Hanover Company, ²⁻⁵ University of Houston

Serious leisure, social capital, self-efficacy, and life satisfaction of senior park golfers

Kang Lee, Sua Im, Jae Won Min, & Jinmoo Heo

Yonsei University

Framing effect to Gen Zers on promotion strategies of online reservations of accommodations: Monetary promotion vs. non-monetary promotion

Rachel Schumacher, Hyun Sang An, & Wooyang Kim

Minnesota State University Moorhead

5:15 – 5:30PM

Refreshment Break

Park
Terrace

5:30 – 6:00PM

Keynote Speech: Journey with Students

Park
Terrace

Dr. Chihyung Michael Ok, *Arthur F. McGonigle Research Fellow, Associate Professor, Director of PhD Programs, Temple University*

Dr. Saehya Ann, *Associate Professor, Chair of the Department of Hospitality, Recreation & Tourism, WFCHRIE Former President, California State University, East Bay*

6:00 – 8:00PM

Dinner & Award Ceremony

Park
Terrace

CONFERENCE SCHEDULE (APRIL 14-15, 2023)

SATURDAY, APRIL 15

Time	Event	Room
8:30 – 11:00AM	Registration Open	Conference Lobby
8:00 – 9:00AM	Poster Presentation & Refreshment Place attachment and customer well-being in neighborhood restaurants <i>¹ Seunghyun “James” Kim, ² JaeMin Cha, ³ Jinwon Kim, & ⁴ Soyeon Jung ^{1,2} Michigan State University, ³ University of Florida, ⁴ University of Nevada, Las Vegas</i> What influences willingness to pay more for sustainable restaurants? Based on the theory of virtue ethics <i>Yuna Kim, & Jihye Min University of North Texas</i> What are the locational determinants of the hotel guest satisfaction in the United States? A spatial analytical approach with hospitality big data <i>¹ Jinwon Kim, ² Minwoo Lee, & ³ Hyejo Hailey Shin ¹ University of Florida, ² University of Houston, ³ Hong Kong Polytechnic University</i> The trickle-down of emotional display: A social learning perspective <i>¹ Jeongdoo Park, & ² Kunsoo Park ¹ North Dakota State University, ² South Dakota State University</i> Examining service quality in assisted living facilities <i>¹ Erick Kong, ² Saehya Ann, ³ Hyunsuk Choi, & ⁴ MyongJae Lee ^{1,2} California State University, East Bay, ³ California State University, Sacramento, ⁴ CalPoly Pomona</i> Information accessibility in tourism and food delivery industry: Comparative investigation with state health departments in the United States <i>¹ Kwangsoo Park, ² Jooyeon Ha, & ³ JaeMin Cha ¹ North Dakota State University, ² San Jose State University, ³ Michigan State University</i> Live streaming in hospitality and tourism: A systematic review and research agenda <i>Jihwan Park, Sooyeon Lee, & Billy Bai University of Nevada, Las Vegas</i> Redefining luxury: Development of measurement scales of luxury hospitality experience index (LHEI) <i>JaeMin Cha, Seunghyun “James” Kim, & Bonnie Knutson Michigan State University</i> A study of foodservice quality (FsQ): A case of collegiate sport events <i>Sangyung Lee & Young Hoon Kim University of North Texas</i> Understanding luxury hotel users’ prioritization of their preferred values over the acceptability judgments of sustainability <i>Kim Hung Jacky Leung, Gina Lopez, Joong-Won Lee, HeeKyung Sung, & Veda Ward California State University, Northridge</i> Does a disruptor threaten an incumbent in the lodging market? Exploring the impact of home-sharing business on small accommodation through a panel data analysis <i>Taehye Um, & Minwoo Lee University of Houston</i> The impact of the pet policy on non-pet owner hotel customer attitude <i>Hang Cui, & SoJung Lee Iowa State University</i> The role of volunteerism in rural tourism: A systematic review <i>Nikol Lopez Llantuy, & SoJung Lee Iowa State University</i>	Park Terrace

A netnographic exploration of bucket list

¹ Chihyung Michael Ok, & ² Seunghyun Brian Park
¹ Temple University, ² St. John's University

Really? Is the Big Mac Index a useful indicator for international tourists?

Dong-Soo Lee, & Seungsuk Lee
Arkansas Tech University

The effective cancellation policy and the awareness campaign for the reduction of restaurant no-shows

¹ Esther Kim, & ² Minji Kim
¹ Montclair State University, ² University of Nevada, Las Vegas

An integrative approach to evaluating rural festival volunteers' motivation and satisfaction

Seung Jeon, SoJung Lee, & Linda Niehm
Iowa State University

9:00 – 11:00AM

Stand-up Presentation IV

Moderator: Dr. Seunghyun "James" Kim

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

Gramercy
Park A

An examination of the elaborated metaverse technology acceptance model in tourism

Sangyung Lee, & Young Hoon Kim
University of North Texas

The relationship between storytelling, atmosphere, mindfulness, tourist satisfaction and revisit intention

Hae Youn Min, Jae Won Min, & Jinmoo Heo
Yonsei University

Comprehensive understanding of robot delivery service: Case study of Starship

Boyu Lin, Woojin Lee, Rui Yang, & Egon Lim
Arizona State University

"Why is Gen Z crazy about leisure?" : An analysis of leisure motivation factors for Generation Z using the Q methodology

Kyung Eun Lee, Hae Youn Min, & Jinmoo Heo
Yonsei University

Stand-up Presentation V

Moderator: Dr. Jaeseok Lee

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

Gramercy
Park B

Information overload and its negative subsequences when acquiring travel destination-related information in the pre-travel stage

Christian Hustad, Hyun Sang An, & Wooyang Kim
Minnesota State University Moorhead

Identifying key attributes influencing club members' F&B services satisfaction: Does the dining period (Lunch vs. Dinner) matter?

Seung Jeon, SoJung Lee, & Eunha Lena Jeong
Iowa State University

Peer-to-peer accommodation and community gentrification

¹ Jiwoo Jung, ² Jinwon Kim, & ³ Soyoun Park
^{1,2} University of Florida, ³ Florida Atlantic University

No more heartwarming stories? A newly reshaped view of hospitality work through a transformative perspective

Misun Sunny Kim, & Melissa A. Baker
University of Massachusetts Amherst

10:00 – 11:00AM

Executive Advisory Board Meeting

Park
Terrace

11:00 – 11:10AM	Break	
11:10 – 11:55AM	Panel Discussion: <i>Challenges and Innovation in Hospitality Industry and Education</i> <i>Dr. Yen-Soon Kim, Associate Professor, University of Nevada, Las Vegas</i> <i>Dr. Hwansuk Chris Choi, Professor, University of Guelph</i>	Park Terrace
12:00 – 2:00PM	Luncheon & KAHTEA Business Meeting	Park Terrace
2:00 – 5:00PM	Conference Review Meeting (All board members)	Gramercy Park A