

2014 KAHTEA Conference Schedule (4/24 – 4/26) – Subject to change

Time	Thursday, April 24, 2013	Room
3:00 PM – 6:00 PM	Board Meeting	TBD
Time	Friday, April 25, 2013 UNLV, College of Hotel Administration Building Frank and Estella Beam Hall (BEH)	Room
12:00 PM – 5:00 PM	Registration Open	BEH Building Boyd Dining Hall
12:30 PM – 1:50 PM	<p align="center">Undergraduate Student Research Forum – USRF</p> <ul style="list-style-type: none"> • What Factors Make e-WOM More Trustworthy?: Online User-Generated Travel Websites (<i>Katharina Barthel & Chang Huh</i>) • Exploring the Economic Impact of the University of Hawaii on Oahu’s Tourism (<i>Chelsey-Mei Borge & Kwanglim Seo</i>) • A Profile of Luxury Hotel Guests in Sustainable Green Services: A Posteriori Market Segment Approach (<i>Eileen Roehrle & Chang Huh</i>) • An Investigation of Perceived Value on Authentic Attributes of Korean BBQ (<i>Jeehun “James” Kim & Howook “Sean” Chang</i>) 	Boyd Dining Hall (Moderator: Dr. Kwangsoo Park)
1:50 PM – 3:00 PM	<ul style="list-style-type: none"> • The Contribution of Serious Leisure Involvement to Happiness and Life Satisfaction: A Structural Equation Model (<i>Junhyoung Kim, Jun Kim, Jinmoo Heo, Dvorak Robert</i>) • Benefits of Leisure Activities for Health and Life Satisfaction among Western Immigrants (<i>Jungsu Ryu, Junhyoung Kim, Jinmoo Heo, Aruem Han</i>) • The Effects of Safety & Security and Place Attachment on Tourists’ Intention to Visit Destinations Facing Natural or Political Crisis (<i>Salar Owrang, Joong-won Lee, Veda Ward</i>) 	Boyd Dining Hall (Moderator: Dr. Youngsoo Choi)
3:00 PM - 4:30 PM	Field trip The QUAD Resort & Casino (http://www.thequadlv.com)	The QUAD Resort & Casino

5:00 PM – 6:00 PM	Welcome Reception	Boyd Dining Hall
6:00 PM –	Dine around (on your own)	

Time	Saturday, April 26, 2013 UNLV Stan Fulton Building	Room
8:30 AM – 5:00 PM	Registration Open	UNLV Stan Fulton Building Main Lobby
9:00 AM – 10:30 AM	Panel discussion “Giving and Getting Career Development Tips and Advice” Seunghee Wie, Ph.D. <i>California State University, Sacramento</i> Myong Jae Lee, Ph.D. <i>California State University-Pomona</i> Yen-Soon Kim, Ph.D. <i>University of Nevada - Las Vegas</i> Chang Huh, Ph.D. <i>Niagara University</i>	Room B Moderator (Dr. Chihyung “Michael” Ok)
10:30 AM – 11:00 AM	Coffee Break Silent auction	
11:00 AM – 12:00 PM	Keynote speaker “Managing experiences with systems thinking” David Compton, Ph.D., <i>University of Utah</i>	Room B
12:00 PM – 12:30 PM	Luncheon	Room C
12:30 PM – 1:30 PM	Industry speaker #1 “The STR SHARE Center and the Certification in Hotel Industry Analytics” Mr. Duane Vinson, Assistant Director SHARE Center (Supporting Hotel-related Academic Research and Education), STR (Smith Travel Research)	Room A

1:30 PM – 3:00 PM	<ul style="list-style-type: none"> • Thematic coding of event management research: Intercoder reliability indices (<i>Seunghyun Park & Kwangsoo Park</i>) • Examining the relationships among pop-star fans' self-expansion, involvement, and travel motivation (<i>SoJung Lee & Jing Yang</i>) • Brand loyalty: Utilizing systems dynamics in managing customer hospitality experiences (<i>Kiboum Kim & David M. Compton</i>) 	Room B (Moderator: Dr. Jinmoo Heo)
1:30 PM – 3:00 PM	<ul style="list-style-type: none"> • The effects of the social media application, Instagram, on customer-to-customer interactions, business-to-customer interactions, and return on investment of business in the hospitality industry (<i>Jordan Helo, Henry Zenger, Joong-Won Lee, Jin Young Chung</i>) • Brand Loyalty in the Hotel Industry- Generation Y (<i>Nancy E. Alonzo, Ashley Adan, Joong-won Lee, JoungKoo Park</i>) • Customer share of wallet: a measure of customer relationship (<i>Jooa Baek, Chihyung "Michael" Ok</i>) 	Room A (Moderator: Dr. MiRan Kim)
3:00 PM – 3:30 PM	Coffee Break Silent auction	
3:00 PM – 3:30 PM	<p style="text-align: center;">Poster Presentation</p> <ul style="list-style-type: none"> • Wetlands visitors' decision-making process from the sustainable tourism perspectives: An extended model of goal-directed behavior (<i>Eunyoung Park & SoJung Lee</i>) • Food Tours in Korea: An Investigation of Tourists' Perceptions of Food Tour Service Attributes (<i>Sanha Ko, Soojin Lee, Myong Jae Lee</i>) • Rethinking Heritage Site FFNHA: The Role of Destination Loyalty (<i>Joowon Choi, Hyeongjin Jeon, Chihyung "Michael" Ok</i>) • An analysis of hotel employee exit survey data (<i>Youngsoo Choi</i>) • U.S. Consumers' Favored Taste of Bibimbap: Consumer Preference Test (<i>Seunghye Wie, Eun-Mi Kim, Kathryn Giebler</i>) • The Impact of Face Concern on ESL Consumers' Responses to Service Failure (<i>Ellen Eun Kyoo Kim</i>) 	TBD
3:30 PM – 4:30 PM	<ul style="list-style-type: none"> • Lease VS. Purchase of Properties in Lodging Industry: Its Effect on Firm Performance (<i>John Jin, Kyung Joo Lee, Myong Jae Lee</i>) • Relationships among Pricing Policy, Pricing Practices, and Actual Prices for Same Day Arrival Hotel Guests: An Exploratory Study of Pricing Practices (<i>MiRan Kim, Jeffrey A. Beck, Raymond S. Schmidgall</i>) 	Room B (Moderator: Dr. Ellen Eun Kyoo Kim)

3:30 PM – 4:30 PM	<ul style="list-style-type: none"> • Comparing the Level of Involvement across the Gambler Types Depending on the Level of Addiction (<i>Jaeseok Lee, Chih-Chien Chen, Choong-Ki Lee</i>) • The impact of smoke-free policies on casino gambling revenues (<i>Kwangsoo Park & Brent Hill</i>) 	Room A (Moderator: Dr. Kwanglim Seo)
4:30 PM – 5:20 PM	All KATHEA members: Business Meeting	Room B
5:20 PM - 6:00 PM	Industry speaker #2 “How to success Motel Business in Las Vegas Strip” Mr. James Cotter, General Manager Super 8 Motel in Las Vegas	Room A
6:00 PM – 8:00 PM	Dinner Best Paper Award	Room C