

**2016 KAHTEA Conference Schedule (4/20, 4/21 – 4/22) – Subject to Change**

1:00 PM – 5:00 PM	<b>Board Meeting (April 20, 2016)</b>	TBD	
<b>Time</b>	<b>Thursday, April 21, 2016</b> <b>Treasure Island - TI Hotel &amp; Casino</b>	<b>Room</b>	
11:00 AM – 5:00 PM	<b>Registration Open</b>	Conference Lobby	
1:00 PM - 2:00 PM	<b>Field Trip - Treasure Island</b> <b>Ms. Lina Ducasses</b> <b>(Hotel Sales Manager, Treasure Island Hotels &amp; Casino)</b>	Meet at Registration	
1:00 PM - 5:00 PM	Coffee and light snacks are available in Mediterranean Room	Mediterranean Room	
2:00 PM – 3:00 PM	<b>Research Stand-up Presentation</b>	Caribbean A (Moderator: Dr. Jaemin Cha)	
	<p><b>Development of a Deserted Place as a Competitive Tourism Destination: The Case Study of Dokdo and East Sea in South Korea</b> Jumyong “Stephen” Lee, Florida International University, Jichul Jang, Kansas State University, &amp; Bomi Kang, Coastal Carolina University</p> <p><b>Pop-Culture Tourists’ Decision Making Process: An Integrative Framework with AIDA And MGB</b> SoJung Lee, Iowa State University, Choong-Ki Lee, Kyung Hee University, South Korea, &amp; Kak Jun Song, Pai Chai University, South Korea</p>		
3:00 PM –5:00 PM	<b>Undergraduate Student Research Forum – USRF</b>	Caribbean A (Moderator: Dr. Howook “Sean” Chang)	
	<p><b>Evaluation of Social Media Marketing of Limited-service-Restaurants: Cases of Starbucks, McDonald’s, and Chipotle</b> Presley Wehrle, Rebecca Krebel, &amp; Seunghyun “Brain” Park, University of Central Missouri</p> <p><b>Music Festival Loyalty: Influence of Experience Economy, Service Quality, Fandom, and Place Attachment</b> Vanessa Phoebe Cooper &amp; SoJung Lee, Iowa State University</p> <p><b>Young Tourists’ Attitude towards Agritourism and Slow Food Movement</b> Soojeen Heo &amp; Kwangsoo Park, North Dakota State University</p> <p><b>Evaluation of Customers’ Behavior in Wineries</b> Audrey Wilson, Jacob Rowe, Katherine Cockmon, Saul Beltran, Dong-Soo Lee, &amp; Seung Suk Lee, Arkansas Tech University</p> <p><b>To Return, or Not to Return: Retention Factors among Seasonal Employees</b> Fabian Lehmann &amp; Chang Huh, Niagara University</p> <p><b>Visitor Motivation and Satisfaction at the Ruins of St Paul’s Area, Macao</b> Hongyu “Meka” Chen &amp; Suh-hee Choi, Institute for Tourism Studies, Macao, S.A.R., China</p>		
	<b>Welcome Reception</b> <b>(Founding President’s House – Formal Attire)</b>		Dr. Yen-Soon Kim’s House

Time	Friday, April 22, 2016 Treasure Island- TI Hotel & Casino		Room
8:00 AM – 5:00 PM	Registration Open		Conference Lobby
8:00 AM – 9:00 AM	<b>Poster Presentation and Coffee Break</b>		Mediterranean Room
	<b>An Experimental Investigation of Online Persuasion Implements in Hotel Booking</b> Kwangsoo Park, North Dakota State University, Jooyeon Ha, San Jose State University, & Jeongyeol Park, University of Central Florida		
	<b>Gaming Destination Image, Satisfaction and Loyalty: A model and Test of Differences between Male and Female Travelers</b> Woody G. Kim & Jun “Justin” Li, Florida State University		
	<b>Outcomes of American Hospitality Students’ Cultural Competence</b> JungHoon “Jay”Lee, Mel Weber, & Dori Dennison, East Carolina State University		
	<b>A Study of Convention Participants Satisfaction in Busan</b> Haesang Kang, Dong-Seo University & Songyi Lee, Busan Tourism Organization, South Korea		
	<b>Motivating Senior Staff in the Hospitality Industry: Group Comparison based on Generation</b> Saehya Ann, Shane C. Blum, California State University, East Bay, & Hyunsuk Choi, Texas Tech University		
	<b>Comparing Effects of Leader - Member Exchange and Team - Member Exchange on Work Outcomes</b> Jaemin Cha & Olivia Greening, Michigan State University		
	<b>Leverage, Competition, and Firm Value in the U.S. Casino Industry</b> Kanglim Seo, University of Hawaii at Manoa & Ellen Eunkyoo Kim, California State University, Fullerton		
<b>Why are Bully Japanese Sushi Chefs and Restaurants So Successful?</b> Howook “Sean” Chang & Dahye Kang, Florida International University			
<b>Cultural/Heritage Tourism in the Niagara Falls (USA): a Psychographic Baseline Analysis</b> Youngsoo Choi, Niagara University			
8:00 AM - 5:00 PM	Coffee and light snacks are available in Mediterranean Room		Mediterranean Room
9:00 AM – 11:00 AM	<b>Research Stand-up Presentation</b>		Caribbean A (Moderator: Dr. Jumyong “Stephen” Lee)
	<b>Investigation of Attendees’ Intention to Use Mobile Event App as a Substitute of Paper</b> Shinyong “Shawn” Jung & Sungsik Yoon, University of Nevada at Las Vegas		
	<b>Destination Attitude Through the Lens of Similarity as Social Distance</b> HeeLye Park & SoJung Lee, Iowa State University		
	<b>DMO Website Visitors’ Flow Experience: An Application of Plog’s Allocentric-Psychocentric Dimension of Personality</b> HyeongJin Jeon, Kansas State University, Chihyung “Michael” Ok, Temple University, & Juwon Choi, University of Southern Mississippi		
<b>Exploring Perceptions of Generation Y and their Willingness to Use a Smartphone as an Alternative to Casino Loyalty Cards</b> Eun Min Hwang, Yen-Soon Kim, University of Nevada at Las Vegas, & Kisang Ryu, Sejong University, South Korea			
9:00 AM – 11:00 AM	<b>Research Stand-up Presentation</b>		Caribbean B

	<p><b>Understanding Effects of Social Earned Media and Controlled Media in Destination Branding: An Empirical Investigation on the Influences of Customer Reviews and Management Responses</b> Jung-ho Suh, Dan MaCole, &amp; SeungHyun “James” Kim, Michigan State University</p> <p><b>The Influence of Each Attribute of Ancillary Fees on Passengers’ Negative Affect</b> Stephanie Stein, Yujia Lu, Joong-won Lee, Veda Ward, California State University, Northridge, &amp; JoungKoo Park, Dongguk University, South Korea</p> <p><b>An Expectancy-Value Approach to A Study of Prospective International Tourists in Michigan</b> Jennie Lee, Michigan State University</p> <p><b>Serious Leisure and the Sport Club Experience of Korean Immigrants in the United States</b> Junhyoung Kim, Central Michigan University, May Kim, Korea University, &amp; Se-Hyuk Park, Seoul National University of Science and Technology</p>	(Moderator: Dr. Myong Jae Lee)
11:00 AM – 11:30 PM	<p style="text-align: center;"><b>Keynote Speaker</b></p> <p style="text-align: center;"><b>“Korea Tourism Status and Marketing Strategy”</b></p> <p style="text-align: center;"><b>Mr. Tae-Shik Kim</b> (Executive Director, Korea Tourism Organization, USA)</p>	Treasure Island DE
11:30 PM – 12:30 PM	<p style="text-align: center;"><b>Lunch</b></p> <p style="text-align: center;"><b>Delta Air Lines Certificate Award</b></p> <p style="text-align: center;"><b>Mr. Sung Jeon</b> (Sales Account Executive)</p>	Treasure Island DE
12:30 PM – 1:30 PM	<p style="text-align: center;"><b>Keynote Speaker</b></p> <p style="text-align: center;"><b>“Hospitality Real Estate Investment &amp; Development”</b></p> <p style="text-align: center;"><b>Mr. Yosung Chang</b> (Director of Transactions &amp; Asset Management – IHG)</p>	Treasure Island DE
1:30 PM – 2:30 PM	<b>Research Stand-up Presentation</b>	Caribbean A (Moderator: Dr. Jichul Jang)
	<p><b>A Descriptive Study of Ambient Noise Levels in Hotel Guestrooms</b> Howook “Sean” Chang, Florida International University, Chang Huh, Niagara University, &amp; Myong Jae Lee, California State Polytechnic University, Pomona</p> <p><b>Exploring Local Variations in Hotel Room Price Modeling: A Spatial Hedonic Price Approach</b> Jin-won Kim, Antalya University, Turkey, SeungHyun “James” Kim, &amp; Jaemin Cha, Michigan State University</p>	
1:30 PM – 2:30 PM	<b>Research Stand-up Presentation</b>	Caribbean B (Moderator: Dr. Juwon Choi)
	<p><b>Attendees’ Attitudes and Intentions to Participate in Environmental Sustainability Practices in Tradeshows</b> Shinyong “Shawn” Jung, Yen-Soon Kim, Kristin Malek, University of Nevada at Las Vegas, &amp; Woojin Lee, Arizona State University</p>	

	<p><b>Outdoor Recreationists' Environmentally Responsible Behavior: Impacts of Length of Residence, Social Capital, Natural Capital, and Daily Environmental Behavior</b> Eunkyong Park &amp; SoJung Lee, Iowa State University</p>	
2:30 PM – 3:00 PM	<p><b>Coffee Break</b></p>	Mediterranean Room
3:00 PM – 4:30 PM	<p><b>Professional Workshop</b>  <b>“System Modeling and Application to the Hospitality Industry”</b>  <b>Kiboum Kim, Ph.D. Winston Salem State University</b></p>	Caribbean A
4:30 PM – 5:30 PM	<p><b>Business Meeting – All KAHTEA members</b>  Annual Business Report 2015 – 2016  Global Fermented Food Expo (G2Fe) Proposal</p>	Caribbean B
6:00 PM – 8:00 PM	<p><b>Dinner</b>  <b>Keynote Speaker</b>  <b>“Working in Big Data Analytics after Earning Degrees in Hospitality Management: A Student Perspective”</b>  <b>William Hastings, Analyst F&amp;B, Retail &amp; Labor Analytics, Enterprise Analytics, Caesars Entertainment</b>    <b>Best Paper Award Ceremony &amp; Auction</b></p>	Treasure Island DE