

**2017 KAHTEA Conference Schedule (4/20 – 4/22)**

<b>Time</b>	<b>Event</b>	<b>Room</b>
<b>Thursday, April 20, 2017</b>		
1:00 PM – 5:00 PM	<b>Board Meeting</b>	TBA
4:30 PM - 5:00 PM	<b>Pre-convention Meeting</b>	Conference Desk Center (FedEx Center)
<b>Friday, April 21, 2017</b>		
<b>Tropicana Las Vegas Casino Hotel Resort</b>		
11:00 AM – 5:00 PM	<b>Registration Open</b>	Conference Lobby
12:30 PM – 2:00 PM	<b>Undergraduate Student Research Forum (Full paper)</b>	Trinidad 8 (Moderator: Dr. Jумыong “Stephen” Lee)
	<b>Food waste perceptions among college students in university foodservices</b> <i>Amber Light, Megan Spivey, Seungsuk Lee, &amp; Dong-Soo Lee, Arkansas Tech University</i>	
	<b>Exploring differences in consumer perceptions and behavioral intention between LEED certified and non-LEED certified hotels</b> <i>Alex Trompke, JaeMin Cha, &amp; Miran Kim, Michigan State University</i>	
	<b>Dimensionality of excellence in tour guiding of heritage sites: A case of Macao</b> <i>Yi Lok (Quiana) Leung, Hio Fong (Hilda) Fok, &amp; Suh-hee Choi, Institute for Tourism Studies, Macao</i>	
2:00 PM – 2:15 PM	<b>Refreshment Break</b>	Trinidad 10
2:15 PM –3:30 PM	<b>Undergraduate Student Research Forum (Proposal)</b>	Trinidad 8 (Moderator: Dr. Howook “Sean” Chang)
	<b>Student’s on-campus dining experience in major northern California universities</b> <i>SaeHya Ann, Hyunsuk Choi, Zach Hallab, Juanisha Elder, Thomas Lu, &amp; Jacqueline, California State University East Bay</i>	
	<b>Understanding loyalty program effectiveness of Emirates airline through Generation Y’s perception of program value</b> <i>Hussain Alrumaym, Adnan Salamah, John DeLaplaine, &amp; HyeRyeon Lee: Wilkes University</i>	
	<b>Factors that Influence private club members to remain loyal</b> <i>Faith Moenich &amp; Chang Huh, Niagara University</i>	
3:30 PM –4:00 PM	Transport to Caesars Palace Hotel	Meet at Lobby
4:00 PM – 5:00 PM	<b>Field Trip Caesars Palace Hotel</b>	Caesars Palace
5:00 PM - 5:30 PM	Transport from Caesars Palace to University of Nevada Las Vegas	
5:30 PM – 8:00 PM	<b>Welcome Reception (Formal Attire) Keynote Speaker: Mr. Chris Meyer, CEM, CMP Las Vegas Convention and Visitor Authority</b>	Boyd Dining UNLV
8:00 PM – 8:30 PM	Back to Tropicana Hotel	

Time	<p style="text-align: center;"><b>Saturday, April 22, 2017</b></p> <p style="text-align: center;"><b>Tropicana Las Vegas Casino Hotel Resort</b></p>		Room
8:00 AM – 5:00 PM	<b>Registration Open</b>		Conference Lobby
8:00 AM – 9:00 AM	<b>Poster Presentation &amp; Refreshment</b>		Trinidad 10
	<p><b>Exploring the spill-over effect of visiting experience: Would the tourists communicate about the region as much as its tourism?</b>  <i>Suh-hee Choi, Institute for Tourism Studies; Jinkyung Choi, Woosong University, Yunseon Choe, Texas A&amp;M University</i></p> <p><b>Effects of hotel smartphone apps on tech-savvy hotel guests</b>  <i>Hyeongmin Kim, Soojin Lee, &amp; Myong Jae Lee, California State Polytechnic University</i></p> <p><b>Who spend more in a marathon event?</b>  <i>Kwangsoo Park, North Dakota State University; Jeong-Yeol Park, University of Central Florida</i></p> <p><b>The impact of convention visitors' experiences for convention service on city branding: the case of Deagu, South Korea</b>  <i>Kwang-Woo Lee, Daegu University; Hyunsuk Choi &amp; SaeHya Ann, California State University East Bay</i></p> <p><b>Relationships of cultural intelligence with core self-evaluation, emotional intelligence, and intercultural communication apprehension</b>  <i>Annaliese Gillette &amp; JungHoon "Jay" Lee, East Carolina University</i></p> <p><b>Big data analytics in social media: analyzing tweets at Disneyland</b>  <i>Seunghyun "Brian" Park, University of Central Missouri; Kwangsoo Park, North Dakota State University</i></p> <p><b>Transfer student success: an exploration of outdoor experiences as high impact practices</b>  <i>Kira Paczkowski, Joong-won Lee, &amp; Veda E. Ward, California State University, Northridge</i></p> <p><b>Country image, food image, and intention to consume ethnic foods</b>  <i>Jooyeon Ha, San Jose State University</i></p> <p><b>Antecedents of cultural intelligence among hospitality students: effect of ethnocentrism</b>  <i>JungHoon "Jay" Lee, Alleah Crawford, &amp; Mel Weber, East Carolina University</i></p>		
9:00 AM – 10:00 AM	<b>Stand-up Presentation I: Tourism</b>		Trinidad 8 (Moderator: Dr. Suh-hee Choi)
	<p><b>Is access to urban open spaces equitable for social minority groups? A case study of Seoul, South Korea</b>  <i>Duhui Lee &amp; Jinwon Kim, University of Florida</i></p> <p><b>The credibility link between familiarity and destination image.</b>  <i>Heelye Park &amp; SoJung Lee, Iowa State University</i></p>		
9:00 AM – 10:00 AM	<b>Stand-up Presentation II: Foodservice</b>		Trinidad 9 (Moderator: Dr. SaeHya Ann)
	<p><b>An assessment of temperature variations in a glass and in a bottle of white wine at chain-operated restaurants</b>  <i>Howook "Sean" Chang &amp; Jumyong "Stephen" Lee, Florida International University</i></p> <p><b>In-flight foodservice: Passengers' ranked importance of the attributes and their willingness to pay</b>  <i>Eunmin Hwang, Yen-Soon Kim, &amp; Sungsik Yoon, University of Nevada, Las Vegas</i></p>		
10:00 AM – 10:15 AM	<b>Refreshment Break</b>		Trinidad 10

Time	Saturday, April 22, 2017 Tropicana Las Vegas Casino Hotel Resort		Room
10:15 AM – 11:15 AM	<b>Stand-up Presentation III: Lodging</b>		Trinidad 8 (Moderator: Dr. Jeong Yeol Park)
	<p><b>Exploring the determinants of spatial cluster patterns of hotels in the U.S</b> <i>Kyung Hee Lee, Central Michigan University; Michael A. Schuett, Texas A&amp;M University</i></p> <p><b>Airbnb and its Impact on US hotel markets: A difference-in-differences empirical approach</b> <i>Jihwan Yeon, Seunghyun Kim, &amp; Jaemin Cha, Michigan State University</i></p>		
10:15 AM – 11:15 AM	<b>Stand-up Presentation IV: Tourism/Event</b>		Trinidad 9 (Moderator: Dr. Dong Soo Lee)
	<p><b>The effect of overcrowding in theme parks on customer's emotion</b> <i>Kevin Linares, Yiyi Ge, Joong-won Lee, HeeKyung Sung, California State University, Northridge; JoungKoo Park, Dongguk University</i></p> <p><b>Does relationship marketing strategy of destination marketing organizations work for meeting planners? An exploratory study in the United States</b> <i>Jumyong "Stephen" Lee &amp; Howook "Sean" Chang, Florida International University</i></p>		
11:15 AM – 11:30 AM	<b>Refreshment Break</b>		Trinidad 10
11:30 AM – 12:00 PM	<b>Keynote Speech: <i>The Human Element of Global Hospitality</i> Presented by Mr. Joe Khairallah, President, MARCUS Hotels &amp; Resorts</b>		Cohiba 5
12:00 PM – 1:00 PM	<b>Lunch</b>		Cohiba 5
1:00 PM – 2:30 PM	<b>Stand-up Presentation V: Technology/Social media</b>		Trinidad 8 (Moderator: Dr. Myong Jae Lee)
	<p><b>Exploring destination marketing organizations' social media efforts and traveler engagement in the context of smart tourism: Empirical evidence from big data</b> <i>Minwoo Lee, University of Massachusetts Amherst; Jung Hwa Hong, Dongseo University; Sunghun Chung, The University of Queensland</i></p>		
	<p><b>Different approaches to assess the electronic word-of-mouth effects in twitter</b> <i>Seunghyun "Brian" Park, University of Central Missouri; Kwangsoo Park, North Dakota State University</i></p> <p><b>Awareness of technology used in live entertainment shows and its impact on audiences' perceived value-for-money and behavioral intention</b> <i>Shinyong Jung, Yen-Soon Kim, Si Jung Kim, University of Nevada, Las Vegas; Ki Sang Ryu, Sejong University</i></p>		
1:00 PM – 2:30PM	<b>Stand-up Presentation VI: Human Resources</b>		Trinidad 9 (Moderator: Dr. Seunghyun Kim)
	<p><b>Customer incivility and employee service performance: a mediating role of organization-based self-esteem</b> <i>Jeongdoo Park, North Dakota University; Hyun Jeong "Jenny" Kim, Washington State University.</i></p>		
	<p><b>Deep acting and turnover intention in the hotel industry: does mindfulness decrease emotional exhaustion?</b> <i>Juhyun Kang &amp; Jichul Jang, Kansas State University</i></p> <p><b>Exploring smartphone use in the hotel industry: The antecedents and differential impacts of using smartphone functions on managerial roles and job performance</b> <i>Minwoo Lee, Kawon Kim, University of Massachusetts Amherst; Kyung Young Lee, Dalhousie University; Jung Hwa Hong, Dongseo University</i></p>		

Time	<b>Saturday, April 22, 2017</b> <b>Tropicana Las Vegas Casino Hotel Resort</b>		Room
2:30 PM – 3:00 PM	<b>Poster Presentation Revisit &amp; Refreshment Break</b>		Trinidad 10
3:00 PM – 5:00 PM	<b>Professional Workshop</b>		Trinidad 8
	<b>Theory of Structured Experience</b> <b>Dr. Gary Ellis &amp; Dr. Jingxian Jiang, Texas A&amp;M University</b>		
5:00 PM – 6:00 PM	<b>Business Meeting – All KAHTEA members</b>		Trinidad 8
6:00 PM – 8:00 PM	<b>Dinner</b>  <b>Keynote Speech: <i>How are Augmented Reality and Virtual Reality Transforming the Hospitality and Tourism Industry?</i></b> <b>Presented by</b> <b>Dr. Timothy Jung, Manchester Metropolitan University, UK</b>  <b>Best Paper Award Ceremony</b>		Cohiba 5