

KAHTEA

2018 KAHTEA Conference Schedule



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The Korea America Hospitality & Tourism
Educators Association

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**Golden Nugget Las Vegas
Las Vegas, Nevada, U.S.A.**

April 20 - 21, 2018

2018 KAHTEA Conference Schedule (4/19/2018–4/21/2018)

Time	Event	Room
Thursday, April 19, 2018		
1:00 PM–4:00 PM	Board Meeting	TBA
4:00 PM–5:00 PM	Pre-convention Meeting	Conference Desk Center
Friday, April 20, 2018 Golden Nugget Las Vegas		
11:00 AM–5:00 PM	Registration Open	Conference Lobby
12:30 PM–1:30 PM	Undergraduate Student Research Forum I - Proposal	Oakmont Moderator Dr. Jumyong “Stephen” Lee
	<p>What matters to Hospitality Business International Undergraduate Students? <i>Pak Hin “Kenneth” Lee, Lingyun “Sherry” Xiao, & Miran Kim, Michigan State University</i></p> <p>Consumer Education on Beef Quality Grades <i>Jamie Dennis, Surani Appukuttan, Holly Austin, Tessa Woodard, & Seungsuk Lee, Arkansas Tech University</i></p> <p>The effects of reward types on customer loyalty in integrated resorts <i>Hsiang-Wen Su, Jihye Min, Harold Lee, & Micah Culpepper, University of North Texas</i></p>	
	Undergraduate Student Research Forum I - Proposal	
12:30 PM–1:30 PM	<p>Restaurant Customers’ Perceptions of Mobile Coupons <i>Andrew Hansen, Malik Oliver, Tristan Salazar, Seungsuk Lee, & Dong-Soo Lee, Arkansas Tech University</i></p> <p>Importance of Employee Wellness Programs to Millennials Entering the Hospitality Industry <i>Taylor Kearly, Mackenzie Sappe, Natalie Villarreal, JaeMin Cha, & SeungHyun “James” Kim, Michigan State University</i></p> <p>A Model of Hotel Customers’ Behavior, Hotel Loyalty Programs, and Booking Behavior <i>Anh Phan & Chang Huh, Niagara University</i></p>	Hillcrest Moderator Dr. Minwoo Lee
	Undergraduate Student Research Forum II - Full Paper	Oakmont Moderator Dr. Sungsik Yoon
	<p>Millennial College Students’ On-campus Dining Experience: DINESERV again <i>Thomas Lu Jacqueline Suratos, Karissa Turney, Saehya Ann, & Zach Hallab, California State University East Bay; Hyunsuk Choi, Black Hills State University</i></p> <p>Do Online Reviews Affect a Hotel’s RevPAR? It Depends <i>John Saiki, Hunter Clark, & Jichul Jang, Kansas State University</i></p> <p>Impacts of New Technologies on Future Hotel Management Operations: Using Article Review Analysis and Expert Survey <i>John Kelton, Samil Parikh, Seunghyun “Brian” Park & Anthony Quinn, St. John’s University</i></p> <p>Rewarding Meeting Planners for Choosing a Sustainable Venue <i>Mitch Mattix & Shinyong “Shawn” Jung, Metropolitan State University of Denver</i></p>	
Undergraduate Student Research Forum II - Full Paper		
1:30 PM–1:40 PM	Refreshment Break	St. Andrews
1:40 PM–3:00 PM	Undergraduate Student Research Forum II - Full Paper	Oakmont Moderator Dr. Sungsik Yoon
	<p>Millennial College Students’ On-campus Dining Experience: DINESERV again <i>Thomas Lu Jacqueline Suratos, Karissa Turney, Saehya Ann, & Zach Hallab, California State University East Bay; Hyunsuk Choi, Black Hills State University</i></p> <p>Do Online Reviews Affect a Hotel’s RevPAR? It Depends <i>John Saiki, Hunter Clark, & Jichul Jang, Kansas State University</i></p> <p>Impacts of New Technologies on Future Hotel Management Operations: Using Article Review Analysis and Expert Survey <i>John Kelton, Samil Parikh, Seunghyun “Brian” Park & Anthony Quinn, St. John’s University</i></p> <p>Rewarding Meeting Planners for Choosing a Sustainable Venue <i>Mitch Mattix & Shinyong “Shawn” Jung, Metropolitan State University of Denver</i></p>	
	Undergraduate Student Research Forum II - Full Paper	
3:00 PM–3:30 PM	Golden Nugget Hotel Tour	Meet at Lobby

3:30 PM–4:00 PM	Transportation from Golden Nugget to UNLV	Chartered Bus
4:00 PM–5:00 PM	UNLV William F. Harrah College of Hospitality Tour	UNLV
5:00 PM–8:00 PM	<p>Welcome Reception (Formal Attire)</p> <p>Keynote Speaker: Ms. Kelly Messina Las Vegas Convention and Visitor Authority</p>	Boyd Dining UNLV
8:00 PM–8:30 PM	Back to Golden Nugget Hotel	Chartered Bus

Time	Saturday, April 21, 2018 Golden Nugget Las Vegas	Room
8:00 AM–5:00 PM	Registration Open	Conference Lobby
8:00 AM–9:00 AM	Poster Presentation & Refreshment	St. Andrews
	<p>Relationship between Emotional Intelligence and Intercultural Communication Apprehension: A Perspective of Cultural Dispositions <i>JungHoon “Jay” Lee, East Carolina University</i></p>	
	<p>Understanding Senior Veterans’ Motivation and the Factors that Influence Choosing their Destinations <i>Emma Montana McElroy, Joong-won Lee, California State University, Northridge; Jinmoo Heo, Yonsei University; HeeKyung Sung, Weda Ward; California State University, Northridge</i></p>	
	<p>Identity, Intended Image, Construed Image, and Perceived Image: A Case of Macao <i>Suh-hee Choi, Institute for Tourism Studies, Macau; Yeongbae Choe, University of Macau; Sung-hun Choi, University of Ulsan; Heqing “Vera” Li, Lao Hang Hang “Kitty” Lao, Institute for Tourism Studies, Macau</i></p>	
	<p>Exploring P2P Accommodation Sharing Attributes <i>Kwangsoo Park, North Dakota State University; Bona Kim, Mount Saint Vincent University; Yoonjeong Cindy Heo, Ecole Hoteliere Lausanne</i></p>	
	<p>Exploring Students' Perceptions of Hands-on Attributes in Hospitality Management Education in US Higher Education <i>Myong Jae Lee, Sungsik Yoon, & Hyounae Min, California State Polytechnic University, Pomona</i></p>	
	<p>Modern Travel with Social Media in Tow: The Role of Social Media Self-Efficacy <i>HeeLye Park & SoJung Lee, Iowa State University</i></p>	
	<p>Solo-Dining: A Starting Point of Binge Eating <i>Jeong-Yeol Park, University of Central Florida; JooYeon Ha, San Jose State University</i></p>	
<p>Is Disneyland Really the Happiest Place on Earth?: Mapping Emotional Places for Tourism Management <i>Seunghyun “Brain” Park, St. Johns University; Jinwon Kim, University of Florida</i></p>		
	GPS-based Mobile Application: A New Dataset for Exploring the	

	<p>Seasonal Spatial Patterns of Park Visitors in a National Park <i>Jinwon Kim, Brijesh Thapa, & Eunjung Yang, University of Florida</i></p> <p>Service Sabotage: The Impact of Abusive Supervision and the Mediating Role of Psychological Contract Breach <i>Jeongdo Park, North Dakota State University; Hyun Jeong Kim, Washington State University</i></p> <p>Developing a Scale for Health-oriented Leadership in Hospitality Industry <i>Jaemin Cha, Michigan State University</i></p> <p>Analyzing Local Hospitality Services' Impacts on Community Well-being <i>SeungHyun "James" Kim, Michigan State University</i></p>	
9:00 AM–10:00 AM	Panel Discussion I	<p>Oakmont</p> <p>Moderator Dr. Howook "Sean" Chang</p>
	<p>"2018 Trends and Issues in Korea Food Industry" Presented by Dr. Kyungsoo Han, Kyonggi University, South Korea</p> <p>"Roles and Tasks of the Tourism Sciences Society of Korea (TOSOK) to Korea Tourism Industry and Academia" Presented by Dr. Byungwoong Chung, Soon Chun Hyang University, South Korea</p>	
10:00 AM–10:10 AM	Refreshment Break	St. Andrews
10:10 AM–11:10 AM	Stand-up Presentation I: Tourism	<p>Oakmont</p> <p>Moderator Dr. Hyounae Min</p>
	<p>Cultural Property Value as Antecedents of Tourist Consumption Value and Visit Intention <i>Wooyang Kim, Minnesota State University Moorhead; Kelly La Venture, Bemidji State University; Kwangsoo Park, North Dakota State University</i></p> <p>An Exploratory Study of Student-Athletes' Well-Being as the Motivational Factors of Sports Tourists <i>Drew Sannes & Wooyang Kim, Minnesota State University Moorhead</i></p> <p>The Moderating Effect of Self-efficacy in Message Framing on Recycling Goal Commitment <i>HeeLye Park, SoJung Lee, & Eunha Jeong, Iowa State University</i></p>	
	Stand-up Presentation II: Tourism	
	<p>Beyond SEM: Dynamic Segmentation of the Longitudinal Travel Frequency Trajectories Using Growth Mixture Modeling <i>Jaeseok Lee, Macau University of Science and Technology; Yeongbae Choe, University of Macau</i></p> <p>Tourism Clusters and Sharing Economy: A Spatial Econometric Approach <i>Jinwon Kim, YongJin Lee, Lori Pennington-Gray, University of Florida</i></p> <p>Investigating What Types of Leisure Contribute to Health, Life Satisfaction, and Self-Esteem Among Individuals with Visual Impairments <i>Junhyoung Kim, Areum Han, & Hyunwoo Yoon, Texas State University; Kiboum Kim, Winston Salem State University</i></p>	<p>Hillcrest</p> <p>Moderator Dr. Shinyong "Shawn" Jung</p>

11:10 AM–11:20 AM	Refreshment Break	St. Andrews
11:20 AM–12:20 PM	Panel Discussion II	Oakmont
	“The Best Practices and the Barriers of Academic Leadership” Presented by Dr. Yen-Soon Kim, University Nevada Las Vegas Dr. Woojin Lee, Arizona State University Dr. Soon-Ho Kim, Georgia State University	
12:20 AM–12:30 PM	Refreshment Break	St. Andrews
12:30 PM–1:30 PM	Lunch	Shoal Creek
1:30 PM–2:30 PM	Stand-up Presentation III: Hospitality	Oakmont Moderator Dr. Jichul Jang
	CEO Perceptions of Information Technology Strategy in the Hospitality Industry <i>Dong-Soo Lee, Arkansas Tech University; Minwoo Lee, University of Houston; Kawon “Kathy” Kim, University of South Carolina; Seungsuk Lee, Arkansas Tech University</i>	
	Motivating Senior Employees in the Hospitality Industry: Group Comparisons based on Gender <i>Saehya Ann, California State University, East Bay; Shane Blum, Texas Tech University</i>	
	Should Hotels Offer More Rewards? Effects of Reward Program on Firm’s Profitability <i>Nolan Espiritu, Jihye Min, Harold Lee, & Young Hoon Kim, University of North Texas</i>	
	Stand-up Presentation IV: Restaurant/Events	Hillcrest Moderator Dr. Jeongdoo Park
	The Detrimental Impact of Waiting Experience: Evidence from Online Reviews in a Restaurant Context <i>Jooa Baek, Temple University; Yeongbae Choe, University of Macau; Chihyung “Michael” Ok, Temple University</i>	
2:30 PM–4:30 PM	Professional Workshop	Oakmont
	Title: The Quality of Online Experience Presented by Dr. Linda Ralston, University of Utah	
4:30 PM–6:00 PM	Business Meeting – All KAHTEA members President Election	Hillcrest

6:00 PM – 8:00 PM	<p style="text-align: center;">Awards Dinner & Ceremony</p> <p style="text-align: center;">Best Paper Award</p> <p style="text-align: center;">President Lifetime Achievement Award</p>	Shoal Creek
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