

THEREPSf CONFERENCE SCHEDULE

APRIL 11-12, 2025

THURSDAY, APRIL 10

Time	Event	Room
10:00AM – 12:00PM	KAHTEA Scholarship Committee Meeting	Boardroom West
2:00PM – 5:00PM	Board Member Meeting	Boardroom West
6:00PM – 8:00PM	Executive Advisory Board Meeting	Boardroom West

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FRIDAY, APRIL 11

Time	Event	Room
8:00AM – 3:00PM	Registration Open	7F Lobby
9:00AM – 11:10AM	Undergraduate Student Research Forum I – Proposal & Full Paper Moderator: Dr. Jaesung An, <i>California State University, East Bay</i> (Presentation 20-min & Q&A 5-min) Role of Metaverse Virtual Agents in Tourism and Hospitality: AI-Based Companionship and Resultant Outcomes <i>Drew Severtson & Wooyang Kim</i> <i>Minnesota State University, Moorhead</i> Experiential Marketing and Social Media Engagement in Food Travel Vlogs: A Comparative Analysis of Leading YouTube Channels <i>Julia Cerverizzo & Seunghyun Brian Park</i> <i>St. John's University</i> Drivers and Barriers in Young Travelers' Adoption of AI-Powered Travel Planning <i>Eleanor Burrows, Josephine Paolucci, & HyeRyeon Lee</i> <i>Wilkes University</i> Exploring Motivators, Challenges, and Institutional Support for Students' Short-Term Study Abroad Program Engagement <i>Nora Simondet & Wooyang Kim</i> <i>Minnesota State University Moorhead</i> Beyond the Glass Ceiling: How Women in Hospitality Leadership Navigate Work-Life Balance <i>Caity Cline, Parker Oliver, Jenna Doran, & Jichul Jang</i> <i>Kansas State University</i>	Diamond
11:10AM – 11:30AM	Refreshment	Lobby
11:30AM – 12:00PM	Korea Tourism Insights: Trends & Opportunities Keynote Speaker: Heejin Cho, Executive Director for the Americas & New York Office of Korea Tourism Organization	Gallery

12:00PM – 1:00PM	Opening Ceremony & Luncheon	Gallery
1:00PM – 2:30PM	Special Keynote Speech Session: Global AI Trends, Empirical, Insights, and Innovative Methods in Hospitality and Tourism Research and Education Moderator: Dr. Sojung Lee Keynote Speakers: Drs. Woojin Lee, Jeong-Yeol Park, & Minwoo Lee	Boardroom East
2:30PM – 4:00PM	Stand-up Presentation I Moderator: Dr. Woynag Kim, <i>Minnesota State University, Moorhead</i> (Presentation 20-min & Q&A 5-min) Exploring Consumer Experience with Robotaxi Services Using Text-Mining Approaches Rui Yang & Woojin Lee <i>Arizona State University</i> A Study on the Tourists' Behavior of Global Consumers for Hallyu Fandom ¹ Kyung Yur Lee & ² Sang-Hyeon Park ¹ Hanyang University, ² Hanyang Cyber University The 'Coolness' in Tourism: How K-Pop and Video Content Shape Travel Desires Na Young Mun, Jeong-Yeol Park, & Xiaoxiao Fu <i>University of Central University</i>	Diamond
2:30PM – 4:00PM	Stand-up Presentation II Moderator: Dr. Joong-won Lee, <i>California State University, Northridge</i> (Presentation 20-min & Q&A 5-min) Enhancing Association Member Loyalty: The Roles of Motivation, Psychological Ownership, Attachment, and Local Chapter Involvement Darwin Mann, Soyeon You, & SoJung Lee <i>Iowa State University</i> Eco Appeal, Customer Experience, and Visit Intentions: The Role of Inclusion of Nature in Self ¹ Jungkeun Kim & ² Eun Yeong Choe ¹ Texas A&M University, ² The Hong Kong Polytechnic University	Boardroom East
Experience NYC: Explore the City Your Way		

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SATURDAY, APRIL 12		
Time	Event	Room
8:00AM – 3:00PM	Registration Open	7F Lobby
8:00AM – 9:00AM	Poster Presentation & Refreshment Exploring Psychological Mechanisms of Discounting: Integrated Promotions, Effortful Discounts, and Customer Perceptions in Luxury Hospitality ¹ Esther Kim, ² Jihye Min, ³ Tiffany Legendre, & ⁴ Cindy Heo ¹ Montclair University, ² University of North Texas, ³ University of Houston, & ⁴ EHL Hospitality Business School Exploring Senior Citizens' Acceptance of Self-Service Technology: The Role of Physical Condition and Technology Self-Efficacy ¹ Jooyeon Ha & ² Kwangsoo Park ¹ San Jose State University, ² Purdue University Northwest	Gallery

**Bibliographic Study on Sport Tourism Articles Published in
SSCI Journals: Trends Comparison between Research
Disciplines**

¹Seunghyun Brian Park, ²Seobgyu Song, ³Jaemin Cha, & ³Seung Hyun Kim
¹St. John's University, ²Kyungpook National University, ³Michigan State University

**Identifying Service Attributes that Affect Residents'
Perception of Restaurants in Assisted Living Facilities in
the U.S.**

¹Erick Kong, ²Saehya Ann, ³Hyunsuk Choi, & ⁴Jaesung An
^{1,2,4}California State University, East Bay, ³Sacramento State University

**Why Do People Develop a Sense of Achievement and Loyalty
Toward Luxury Gastronomic Experiences?**

¹Jooa Baek, ²Juwon Choi, ³Hyeongjin Jeon, & ⁴Jaeseok Lee
¹Jeju National University, ²Empire State University, ³Temple University, Japan Campus, ⁴Gangneung-
Wonju National University

**Beyond Youth: "What Encourages Senior Consumers to Embrace
Fashion AR/VR?"**

Heekyung Sung, Hira Cho and Joong-Won Lee
California State University, Northridge

**The Struggle for Work-Life Balance: Examining Travel
Constraints in Professional Settings**

Saerom Wang
Dong-Eui University

**Too Innovative to Fund? Examining the Moderating Effect of
Reward Types on Innovative Restaurant Crowdfunding Outcomes
in the US**

Ngoc Tran Nguyen, Hyoung Ju Song, & Jeong-Yeol Park
University of Central Florida

**Scale Development for Transformative Learning Theory
Measurements in Volunteer Tourism**

Nikol Lopez Llantuy & Sojung Lee
Iowa State University

**Service Quality and Customer Complaints in the Airline
Industry: Trends, Rankings, and Insights**

Kunsoo Park
South Dakota State University

**Navigating the Impact of Contactless Service Technologies:
A Nuanced Perspective on Frontline Employees in Hospitality**

Yejin Jeon & Melissa Baker
University of Massachusetts Amherst

**Managing Environmental Conflicts for Sustainable Tourism
Development: A Case of Tourism Destination across a Border**

¹Harold Lee, ²Howook Chang, ³Chang Huh, & ⁴Myong Jae Lee
¹University of North Texas, ²Florida International University, ³Niagara University, ⁴California State
Polytechnic University, Pomona

**Beyond the Narrative: How Storytelling Strategies Influence
Tourist Attachment and Pro-Environmental Behavior in
Terroir Wine Tourism**

Soyeon You, Aleksandra A Selenic, Sojung Lee, & Eunha Lena
Jeong
Iowa State University

**Enhancing Senior Medical Tourism through Virtual Reality: A
Presence-Involvement-Flow Framework (PIFF) and Uncertainty
Reduction Theory (URT)**

Nuri Choi, Nikol Lopez Llantuy, Soyeon You, Sojung Lee &
Eunha Lena Jeong
Iowa State University

**A Thematic Analysis of Mission Statements of U.S.
Hospitality Programs**

¹Chihyung Ok, ²Kwangsoo Park, ³Kunsoo Park, & ⁴Seunghyun Kim
¹ Temple University, ²Purdue University Northwest, ³South Dakota State University, ⁴Michigan State University

**Shrinkflation vs. Price Increases: Examining Customer
Reactions in Restaurants**

David Yehchan Lee
University of Massachusetts

Digital Well-being among Hospitality and Tourism College students

¹Jaemin Cha, ²Seung Hyun James Kim and ³Chang Huh
^{1,2}Michigan State University, ³Niagara University

9:00AM – 10:40AM

Stand-up Presentation III

Moderator: Dr. Joa Baek, *Jeju National University*

Diamond

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

Local Food Purchase During and After Local Food Festivals

Hyungsuk Choo
Bowling Green State University

**Wine Pairings with Local Cuisine: A Study on Customer Perceptions, Sensory
Experiences, and Place Attachment in Malaysian Fine Dining Restaurants**

¹Aleksandra Aja Selenic, ²Sojung Lee, ³Eunha Jeong, &
⁴Joaquim Miguel Dias Soeiro
^{1,2,3}Iowa State University, ⁴Sunway University

**Topic Modeling Analysis of Customer Reviews: Comparing the
Experiencescape in Korean and Mediterranean Restaurants**

¹Yu-Rim Kang, ²Dahye Kim, ³Joohwan Lim, & ⁴Youngjoon Choi
^{1,4}Ewha Womans University, ²Kyonggi University, ³Kyungsung University

**Enhancing F&B Satisfaction in Private Clubs: Insights from Machine Learning
Models**

Nuri Choi & Sojung Lee
Iowa State University

9:00AM – 10:40AM

Stand-up Presentation IV

Moderator: Dr. Jaeseok Lee, *Gangneung-Wonju National University*

Boardroom
East

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

**(Tip) Minimum Wage Policies and Employee Well-Being: Evidence from the U.S.
Tourism & Hospitality Industry**

Gyusang Hwang & Yang Yang
Temple University

**Why Does Workplace Ostracism Diminish Service Recovery Performance in
Restaurants?**

Israt Linda & Hyunghwa Oh
Toronto Metropolitan University

**What Gun Violence Does to the Local Lodging Market: Quantifying the
Economic Ripple Effects of Mass Shootings on Short-Term Rental Market**

¹Hanna Lee, ²Bingjin Xue, ³Yifei Wang, & ⁴Jinwon Kim
^{1,2,3}University of New Hampshire, ⁴University of Florida

Spatial Spillover Effect of Climate Hazard on Peer-to-Peer Accommodation

¹Jiwoo Jung, ²Jinwon Kim, & ³Yoo Ri Kim
^{1,2}University of Florida, ³University of Central Florida

10:40AM – 11:00AM

Refreshment

Lobby

11:00AM – 12:00PM	Faculty Professional Development Session: A Good Balance in Teaching, Research, Service, and Administration		Diamond
	Moderator: Dr. Chang Huh Speakers: Drs. Young Hoon (Hunter) Kim & Dr. Jichul Jang		
	Pre-Meeting for Undergraduate Networking & Engagement		Boardroom East
12:00PM – 1:00PM	Luncheon		Gallery
1:00PM – 2:00PM	Graduate Student Networking		Diamond
	Research Social		Boardroom East
1:00PM – 5:00PM	Undergraduate Student Networking & Engagement		
2:00PM – 4:00PM	Stand-up Presentation V Moderator: Dr. Myong Jae Lee, <i>California State Polytechnic University, Pomona</i>		Diamond
	(Presentation 20-min & Q&A 5-min)		
	Beyond DEI: Rethinking Workplace Accessibility for True Inclusion and Belonging <i>Demetrius Scott, Fernanda Siufi, Shai Fahoum, Lily Tucker, Eugene Guillermo, Jenna Kilty, Edwin Lauren</i> <i>California State University - Northridge</i>		
	Spatial Justice in Public Beach Access: Accessibility and Equity for People with Ambulatory Difficulty <i>¹Won Ji Chung, ²Jinwon Kim, & ³Ji Youn Jeong</i> <i>^{1,2}University of Florida, ³Hanyang University</i>		
	Death, Travel, and Space: A Geo-Psychological Approach <i>¹Jinwon Kim, ²Jiwoo Jung, ³Seongsoo Jang, & ⁴Ji Youn Jeong</i> <i>^{1,2}University of Florida, ³Cardiff Business School, ⁴Hanyang University</i>		
	The Impact of Algorithmic Management on Hotel Housekeeping Workers: Benefits, Challenges, and Opportunities <i>¹Somang Min, ²Betsy Stringam, ³Grace Sarfo, ⁴Franchesca Spector, ⁵Sarah Fox, ⁶Christine Riordan, ⁷Hye Jin Rho, ⁸Ben Begleiter, & ⁹Jodi Forlizzi</i> <i>^{1,2,3}UNew Mexico State University, ^{4,5,9}Carnegie Mellon University, ⁶University of Illinois Urbana-Champaign, ⁷Michigan State Universit, ⁸UNITE HERE</i>		
4:00PM – 4:30PM	KAHTEA Business Meeting		Boardroom East
4:30PM – 5:30PM	Social Mix		Lobby
5:30PM – 6:00PM	From Research to Recognition: Alumni Success Stories in Hospitality Leadership Speakers: John Kelton, iHeartMedia & Lilly Nguyen, The Peninsula New York		Gallery
6:00PM – 8:00PM	Dinner & Award Ceremony		Gallery

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SUNDAY, APRIL 13

Time	Event	Room
9:00AM – 12:00PM	Conference Review Meeting (All board members)	Board Room