

PROCEEDINGS

2025 THEREPS

Tourism, Hospitality, and Event Conference for
Researchers, Educators, Practitioners, and Students

APRIL 11-12
Sheraton LaGuardia East Hotel
NEW YORK CITY



Organized by

KAHTEA
The Korea America Hospitality & Tourism
Educators Association

Message from the THEREPS Conference Board of Directors

Welcome to the 2025 THEREPS Conference in New York City! We are thrilled to gather at the heart of one of the world's most vibrant cities to continue our journey of academic exchange, professional development, and community building.

The tradition of symposiums dates back to Ancient Greece, where scholars, philosophers, and leaders gathered to share ideas, debate, and deepen their understanding of the world. The word “symposium” itself means “a gathering for discussion and learning,” which is a tradition we proudly carry forward through THEREPS. Like those early gatherings, our symposium serves as a space where hospitality and tourism scholars, educators, students, and industry professionals come together to exchange knowledge, spark meaningful conversations, and build lasting connections.

Building on the success of the KAHTEA annual conference since 2011, the branded annual symposium, THEREPS, continues to provide a collaborative platform for sharing completed research, works-in-progress, case studies, and open discussions. Participants engage through stand-up presentations, poster sessions, and the undergraduate research forum, reflecting diverse voices and talents in our field.

We extend a warm welcome to researchers, educators, practitioners, students, sponsors, and industry partners. This year, we are excited to host Drs. Minwoo Lee, Woojin Lee, and Jeong-Yeol Park for the special research keynote speeches, and Drs. Hunter Kim and Jichul Jang for the professional development session. The executive director of the Korea Tourism Organization NY Office, Heejin Cho, delivers an insightful speech about the current destination marketing trends and practices. Before the award ceremony, we are proud to invite two former conference attendees, John Kelton and Lilly Nguyen, who earned student research awards at past conferences and are thriving as industry leaders now in NYC.

We appreciate the support through the conference sponsorship and the annual “Giving Heart to KAHTEA” campaign. The success of THEREPS 2025 is only possible because of the countless contributions of our members, reviewers, organizers, and volunteers. We hope you find this year's symposium enriching, inspiring, and filled with opportunities to reconnect with old friends and build new collaborations.

With your ongoing participation, we look forward to a memorable and successful conference.

Respectfully,

Seunghyun “Brain” Park., Co-chair of THEREPS, President of KAHTEA
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