

PROCEEDINGS

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T H E R E P S

TOURISM, HOSPITALITY, AND EVENT CONFERENCE  
FOR RESEARCHERS, EDUCATORS, PRACTITIONERS, AND STUDENTS

LOS ANGELES, USA

APRIL 17-18



## **Message from the THEREPS Conference Board of Directors**

Welcome to the 2026 THEREPS Conference in Los Angeles! We are very happy to meet at the Sonesta Redondo Beach & Marina for our 14th annual conference. Today, we live in a world of major technological changes and the fast-growing age of AI. While there are many challenges worldwide, the hospitality and tourism industry remains a powerful force for good. Our research does more than just share data. It provides the industry with innovative ideas and helps educate talented future leaders. We strive to help travelers find true happiness, offer residents a sense of hope for life, and bring new vitality to local communities. Most importantly, we hope to foster the spirit that “the world is one” through cultural understanding and global peace.

To support this mission, our theme for 2026 is: “At the Intersection of K-Culture and Global Tourism: Shaping the Future of Guest Experiences.” We have prepared diverse and meaningful programs to explore this theme, including research presentations, special sessions, and a tourism marketing idea challenge for our students. We are truly grateful for these programs, as they offer a valuable platform for professors, researchers, industry experts, and students to solve real-world problems and pursue professional paths. We strongly encourage you to participate in these presentations and offer your warm support and encouragement to all the researchers. Your active engagement is what drives our field forward and makes this community thrive.

We give our sincere thanks to our sponsors: College of Charleston, Iowa State University, California State University Northridge, California State University East Bay, and Boston University. We also thank the Korea Tourism Organization Los Angeles Office for their participation and support. We also thank our board members, reviewers, and volunteers for their hard work in making this conference possible. We hope this conference inspires everyone to build a more connected and peaceful world through the power of hospitality, tourism, and events.

Respectfully,

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

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**Thank You**

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