

THEREPS CONFERENCE SCHEDULE

APRIL 17-18, 2026

THURSDAY, APRIL 16

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

FRIDAY, APRIL 17

Time	Event	Room
8:00AM – 3:00PM	Registration Open	Promenade Foyer
9:00AM – 10:30AM	Undergraduate Student Research Forum Moderator: Dr. Jichul Jang, Kansas State University	Ocean Room

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

**Learning Versus Earning: An Examination of Influences
Shaping Hospitality Students' Educational Pathway Decisions**

¹Nicole Gomez & ²Jaesung An

^{1,2}California State University, East Bay



Extending the Experience: How K-pop Fan Motivation Drives Post-Concert Travel to Destinations

*¹Ayele Kouevi, ²Tahiya Tahsin & ³HyeRyeon Lee
^{1,2,3}Wilkes University*

A Preliminary Study of Tipping Controversy, Transparency, and Fairness: An Integrated Perspective from Paradox and Sensemaking Theories

*¹Madilynn Moen, ²Ralf Mehnert-Meland & ³Wooyang Kim
^{1,2,3} Minnesota State University, Moorhead*

10:40AM –
12:00PM

Stand-up Presentation I

Moderator: Dr. Eunkyong Jung, Colorado Mesa University

Bay
Room

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

Restaurant Availability and Adult Obesity in the United States

*¹Jiwoo Jung & ²Jinwon Kim
^{1,2}University of Florida*

Soundscape Design for Healing Tourism: Synthesizing Evidence-Based Approaches and Future Directions

*¹Eunju Jeong & ²HeeKyung Sung
¹Ewha Womans University, ²California State University, Northridge*

Conceptualizing Fan Pilgrimage Tourism Experience: An Integrative Framework of Tourism, Fan, and Pilgrimage—Insights from BTS Fans

*¹Nuri Choi & ²Sojung Lee
^{1,2}Iowa State University*

12:00PM –
1:00PM

Opening Ceremony & Luncheon

Supported by Iowa State University

Promenade

1:00PM –
2:00PM

Special Session

Crafting a Story in Research: K-pop Tourism

Ocean
Room

Speaker: Dr. SoJung Lee, Iowa State University



2:00PM –
3:00PM

Stand-up Presentation II

Moderator: Dr. Bonhak Koo, University of Nevada, Las Vegas

Bay
Room

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

Building Brand Love Over Time: A Dynamic Perspective on Employee and Peer Interactions in Membership-Based Services

¹Soyeon Kim, ²Miran Kim & ³Lae Choi

¹Western Kentucky University, ²Michigan State University, ³Colorado State University-Pueblo

Back-of-House Sustainability in Commercial Kitchens: Feasibility of Recovering Condensate and Grease Aerosols to Improve Operations and Compliance

¹Anna Quezada & ²Jaesung An

^{1,2}California State University, East Bay

Experience LA

SATURDAY, APRIL 18

Time	Event	Room
8:00AM – 3:00PM	Registration Open	Promenade Foyer
8:00AM – 9:00AM	Refreshment Supported by California State University, Northridge	Promenade Foyer

Poster Presentation

Beyond Arrivals: Heterogeneous Effects of K-Culture and K-Festival on Tourist Length of Stay and Expenditure

¹Hyoungh Ju Song & ²Eunjung Yang

^{1,2}Kyung Hee University



Community Identification with Local Restaurants and Community Quality of Life: The Moderating Role of Perceived Greenwashing

¹Jaemin Cha, ²Seunghyun James Kim, ³Jinwon Kim, ⁴Muhammad Murtza & ⁵Won Ji Chung

^{1,2}Michigan State University, ^{3,5}University of Florida, ⁴The Islamia University of Bahawalpur

Consumer Segmentation for AI Personalization in Tourism: Behavioral Profiles Based on Trust, Privacy Preference, and Travel Style

Jooyeon Ha

San Jose State University

Examine the Impact of Mindfulness Education on Hospitality, Tourism, and Recreation Therapy Students

¹Erick Kong, ²Sae Hya Ann, ³Jaesung An & ⁴Keelin Jardin

^{1,2,3,4}California State University, East Bay

From K-Culture to K-Wellness: Designing Restorative Retreat Experiences for Healthy Retirees

Ji-Eun Lee

Kyungpook National University

Geographic Rigidity and Segment Inversion: A Difference-in Differences Analysis of K-pop Induced Demand Shocks

¹Esther Kim & ²Dong Hee Kim

¹Montclair State University, ²Sookmyung Women's University

Mission and Vision Statements of Hospitality Firms: A Thematic Content Analysis

¹Chihyung Ok, ²Kwangsoo Park, ³Hyojung Jung & ⁴Kunsoon Park

¹Temple University, ²Purdue University Northwest, ³University of Georgia, ⁴South Dakota State University

Strengthening Frontline Service Competencies for Hospitality Recovery: A Competency-Based Human Resource Perspective

¹Seunghyun Kim, ²Joong-Won Lee, ³Myong Jae Lee & ⁴Chang Huh

¹Michigan State University, ²California State University Northridge, ³California State Polytechnic University Pomona, ⁴Niagara University

The Value of Tranquility: How Urban and Natural Environments Asymmetrically Shape Attention Restoration in Luxury Hotels

¹Seunghyun Park, ²Seobgyu Song, ³Katelyn Kim, ⁴Heekyung Sung, ⁵Haeok Liz Kim & ⁶Hyeongjin Jeon

¹St. John's University, ²Kyungpook National University, ³Pace University, ⁴California State University, Northridge, ⁵Kyungdong University, ⁶Temple University, Japan Campus

Travel and Quality of Life for People with Muscular Dystrophy

¹Kwangsoo Park, ²Jee-Eun Lim, ³Jaemin Cha & ³Seunghyun Kim

¹Purdue University Northwest, ²Yongsan University, ^{3,4}Michigan State University

Wine as a Glocalization Tool: International Tourists' Evaluations of Korean Food–Wine Pairing

¹Aleksandra Aja Selenic, ²SoJung Lee & ³Soyeon You
^{1,2,3}Iowa State University

9:10AM –
10:30AM

Stand-up Presentation III

Moderator: Dr. Wooyang Kim, Minnesota State University, Moorhead

Ocean
Room

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

Reversing the Flow of K-pop Tourism: Korean Fans' Transnational Mobility Following Global Tours

¹Hayeon Hailey Choi & ²Eunkyeong Jung
¹Texas Tech University, ²Colorado Mesa University

Media as a Cultural Bridge: Narrative Transportation and Bicultural Identity Integration in Black & White Chef

¹Soyeon You, ²SoJung Lee, ³Nuri Choi, & ⁴Hye-Young Kim
^{1,2,3,4}Iowa State University

From Sentiment to Sequence: Emotional Pathways in Hotel Reviews

Jeong-Yeol Park
University of Central Florida

9:10AM –
10:30AM

Stand-up Presentation IV

Moderator: Dr. Hyojung Jung, University of Georgia

Bay
Room

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

Walking toward Change: Long Distance Walking as a Transformative Tourism Experience for Delinquent Youths

¹Ha Cheong Chu & ²Chul Jeong
¹Halla University, ²Hanyang University

When Stories Spark Taste: Activating Food Curiosity through Symbolic Meaning Activation in K-Pop Demon Hunters

¹Heejin Shin, ²Yoonhyung Huh & ³Eunha Jeong
¹Iowa State University

How Sunk Cost Bias Shapes Exercise Participation During Travel

¹Hwa Ryung Lee, ²Jungkeun Kim & ³Brian King
^{1,2,3}Texas A&M University



10:00AM –
12:00PM

**Pre-Meeting for
Undergraduate Networking & Engagement**

Promenade

10:40AM –
12:00PM

Stand-up Presentation V

Moderator: Dr. Jooyeon Ha, San Jose State University

Ocean
Room

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

**Efficiency or Serendipity? Designing AI Travel Agents for K-Culture
Enthusiasts**

*Youngjoon Choi
Ewha Womans University*

GeoAI Applications in Tourism and Hospitality Management Research

*¹Wonji Chung & ²Jinwon Kim
^{1,2}University of Florida*

**Institutional Regulation and Market Adaptation: Evidence from New
York City's Short-Term Rental**

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

10:40AM –
12:00PM

Stand-up Presentation VI

Moderator: Dr. Erick Kong, California State University, East Bay

Bay
Room

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

**Developing a Terroir Attributes Scale (TAS): Measuring Tourist
Perceptions of Place-Based Value**

*¹Aleksandra Aja Selenic, ²SoJung Lee, ³Nuri Choi & ⁴Joaquim Miguel Dias Soeiro
^{1,2,3}Iowa State University, ⁴Sunway University*

**Why Mukbang Works—But Not for Everyone The Roles of Food
Acceptance and Food Neophobia in K-Food Promotion**

*¹Yoonhyung Huh, ²Eunha Lena Jeong, & ³Jewoo Kim
^{1,2,3}Iowa State University*

**Toward a New Definition of Tourism: From Spatial Displacement to
New Experience**

*Jungkeun Kim
Texas A&M University*

12:00PM –
12:30PM

Special Session
The Global Impact of K-Culture on Tourism

Promenade

Keynote Speaker: Bora Yoon, Marketing Manager, Korea Tourism Organization

12:30PM –
1:30PM

Luncheon
Supported by College of Charleston

Promenade

1:30PM –
2:30PM

Special Session
**The Academic Journey & Growth: A Multi-Stage Dialogue
on Career Development**

Ocean
Room

Moderator: Dr. Chihyung (Michael) Ok, Temple University

Panelists: Dr. Young Hoon (Hunter) Kim, College of Charleston
Dr. Eunha Jeong, Iowa State University
Dr. Jaesung An, California State University, East Bay

2:40PM –
3:30PM

Stand-up Presentation VII
Moderator: Dr. Hayeon Choi, Texas Tech University

Bay
Room

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

**Short-Term Rental Market, Community Resilience, and Gentrification:
A Community-Based Approach**

¹Wonji Chung, ²Jinwon Kim, ³Seunghyun James Kim & ⁴Jaemin Cha
^{1,2}University of Florida, ^{3,4}Michigan State University

**The impact of Greenwashing on Green Work Engagement: Mediating
Role of Trust and Person-Organization Fit**

¹Myungsuk Seo & ²Jichul Jang
^{1,2}Kansas State University

3:30PM –
4:00PM

Refreshment
Supported by California State University, East Bay

Promenade
Foyer

4:00PM –
5:00PM

KAHTEA Business Meeting

Ocean
Room

5:30PM –
6:00PM

**Undergraduate Student Presentations:
K-Tourism Global Strategy Competition 2026**

Promenade

6:00PM –
7:30PM

Dinner & Award Ceremony

Promenade

SUNDAY, APRIL 19

Time

Event

Room

9:00AM –
12:00PM

Conference Review Meeting (All board members)

Ocean
Room