



# 2025 WF CHRIE CONFERENCE PROGRAM

FEB 27 - MAR 1, 2025

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**“Elevate your Hospitality Game”**

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Hosted by: University of North Texas - Frisco



**COLLEGE OF MERCHANDISING,  
HOSPITALITY & TOURISM**  
Department of Hospitality,  
Event & Tourism Management

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## FRIENDS & AWARDS



# WELCOME TO FRISCO!



February 27, 2025

Dear WF CHRIE Conference Attendees,

On behalf of the City of Frisco, it is my pleasure to extend a warm Texas welcome to all of you attending the 2025 Western Federation CHRIE Annual Conference, hosted by the University of North Texas. We are honored to have hospitality and tourism educators, researchers, and industry professionals gather in our dynamic city to collaborate, learn, and elevate the future of hospitality education.

Frisco is proud to be recognized as **Sports City USA**, a vibrant hub for innovation, entertainment, and world-class hospitality. As you engage in thought-provoking discussions and professional development, I invite you to take time to experience all that our city has to offer. From premier dining and entertainment at The Star and Legacy West to our award-winning hotels and event venues, Frisco showcases the very best of hospitality in action.

This conference presents a unique opportunity to advance industry knowledge and foster meaningful connections. The work you do in shaping the future of hospitality and tourism education is vital, and we are proud to host such an esteemed group of professionals dedicated to excellence in this field.

Thank you for choosing Frisco as your destination for this important gathering. I wish you a productive and inspiring conference and hope you enjoy your time in our city.

Best regards,

A handwritten signature in blue ink, appearing to read "Jeff Cheney".

**Jeff Cheney**  
Mayor, City of Frisco

# WEST FEDERATION CHRIE BOARD OF DIRECTORS 2024 - 2025

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## WEST FEDERATION CHRIE CONFERENCE ORGANIZING COMMITTEE 2025

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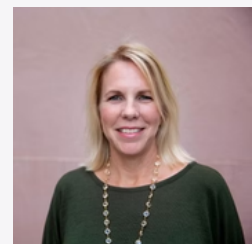
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# GENERAL SESSIONS

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## KEYNOTE ADDRESS - FEB 28, 9:00 - 10:00 AM

DANIEL CUFFE, VICE PRESIDENT & GENERAL MANAGER,  
UNIVERSAL KIDS RESORT



## PANEL PRESENTATION - FEB 28, 10:15 - 11:15 AM

*Panelists will discuss how they navigate challenges, seize opportunities, and set strategic directions to ensure their programs remain at the forefront of academic excellence and industry relevance.*

- **Moderator: Cece Leung, Ph.D.** - Associate professor and graduate coordinator, Department of Hospitality, Event, & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas
- **David Cardenas, Ph.D.** - Dean, William F. Harrah College of Hospitality, University of Nevada, Las Vegas
- **Jean Hertzman, Ph.D.** - Director, School of Hotel, Restaurant, and Tourism Management, College of Agricultural, Consumer and Environmental Sciences, New Mexico State University
- **Zhenxing (Eddie) Mao, Ph.D.** - Department Chair, The Collins College of Hospitality Management, Cal Poly Pomona
- **Kim H. Williams, Ph.D.** - Chair, The Robert Dedman Chair in Club Management, Department of Hospitality, Event, & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas

## PANEL PRESENTATION - FEB 28, 1:30 - 2:15 PM

*Artificial Intelligence (AI) is reshaping industries worldwide, and hospitality education is no exception. Panelists will discuss AI's potential to revolutionize curriculum design, teaching methodologies, student engagement, and research while also addressing ethical considerations and challenges in adoption.*

- **Moderator: Todd A. Uglow, JD** - Sr. Lecturer, Department of Hospitality, Event, & Tourism Management, College of Merchandising, Hospitality & Tourism, University of North Texas
  - **Godwin-Charles Ogbeide, Ph.D.** - Professor of Strategy, Leadership, & Hospitality, School of Hospitality, Metropolitan State University-Denver
  - **Tania P. Heap, Ph.D., MBA** - Sr. Director, Learning Research & Accessibility, DSI Learning Research, University of North Texas
  - **Laura De La Cruz, Ed.D.** - Professor and Department Chair, Business and Department Chair - Hospitality Services, Doña Ana Community College
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# FEBRUARY 27, 2025

## THURSDAY

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10:00 AM - 12:00PM

**ANNUAL WFCHRIE BOARD MEETING PART 1**  
HYATT REGENCY FRISCO, DENTON HOUSE - 3RD FLR

12:00 PM - 1:00 PM

**LUNCH (ON YOUR OWN)**

1:00 PM - 3:00 PM

**ANNUAL WFCHRIE BOARD MEETING PART 2**  
HYATT REGENCY FRISCO, DENTON HOUSE - 3RD FLR

4:30 PM - 7:00 PM

**REGISTRATION AND SPONSORSHIP TABLING**  
HYATT REGENCY FRISCO, TRINITY FOYER - 3RD FLR

5:00 PM - 7:00 PM

**WELCOME RECEPTION**  
HYATT REGENCY FRISCO, TRINITY FOYER - 3RD FLR  
Sponsored by: HM Bookstore



KICK OFF THE CONFERENCE BY NETWORKING WITH YOUR COLLEAGUES WHILE LISTENING TO THE UNT JAZZ QUARTET. ENJOY FUN PHOTOS IN FRONT OF THE GREEN SCREEN EXPERIENCE, OR GET A PROFESSIONAL HEAD SHOT.



**F E B R U A R Y 2 8 , 2 0 2 5**  
**F R I D A Y**

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**8:15 AM - 4:00 PM**      **REGISTRATION**  
UNT Frisco Landing Foyer

**8:15 AM - 4:00 PM**      **"SNOOZE AM" FULL BREAKFAST**  
FL 130

**9:00 AM - 10:00 AM**      **KEYNOTE SPEAKER - DANIEL CUFFE**  
VICE PRESIDENT & GENERAL MANAGER, UNIVERSAL KIDS  
RESORT  
FL 130

**10:15 AM - 11:15 AM**      **ELEVATING HOSPITALITY EDUCATION: LEADERSHIP  
AND THE FUTURE OF UNIVERSITY PROGRAMS -  
PANEL PRESENTATION**  
FL 130

**11:15 AM - 11:35 AM**      **NETWORKING BREAK**  
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**11:35 AM - 12:35 PM**      **CONCURRENT SESSION 1**

**Food & Beverage - Room FL 310 (Moderator: Jean Hertzman)**

From Virtual to Local: Exploring Social Capital's Role in Tourists' Local Food Consumption by Han Wen, Lawrence Hoc Nang Fong & Xingyi Zhang

How Co-Branding Affects Consumer Quality Assurance of Upcycled Food: Investigating Mechanisms Through Perceived Benefits & Risks Yoonhyung Huh, Yang Xu & Eunha Lena Jeong

**Event Management - Room FL 260 (Moderator: Jing Li)**

Independent vs. Interdependent Mindsets: The Impact of Self-Construal on Preferences for Business Event Types by Xiaolong Shao, Xingyi Zhang, Jing Li and Eric Olson

Building Community Through Support: Exploring the Effects of Emotional & Information Support at a Business Event by Jing Li, Xingyi Zhang, Xiaolong Shao, Forest Ma and Heesu Han

Fostering Emotional Ownership: The Impact of Collective Psychological Ownership and Community on eSports Event Loyalty and Social Return by Reynolds Kusi, Xiaolong Shao, Xingyi Zhang, Jing Li & Birendra Kc

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## 11:35 AM - 12:35 PM CONCURRENT SESSION 1 (CONTINUED)

### **Sustainability - Part 1 - Room FL 280 (Moderator: Harold Lee)**

Assessing the Impacts of Residents Commitment and Prosocial Behavior on Sustainable Tourism Development and Quality of Life at the Cape Coast Destination in Ghana by Christian Okofo Atta Anokye

SDG Impact on Food Waste Management in On-Site Foodservice: Integrating Process Eco-Innovation via Sustainable Technology by Tiffany S. Legendre, Anni Ding, Dustin Maneethai and Yeeun Park

Rural Economic New Mexico Sustainable Development by Keith Mandabach

## 12:35 PM - 2:15 PM **TEX-MEX LUNCH & PANEL PRESENTATION - HARNESSING AI: TRANSFORMING HOSPITALITY EDUCATION FOR THE FUTURE**

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## 2:30 PM - 3:30 PM CONCURRENT SESSION 2

### **Consequences of Bias - Room FL 310 (Moderator: Sandra Ponting)**

Combating Bias with Bias: Reducing Racial Bias in Airbnb Through Availability Bias by Soona Park and Jiyun Kang

From Silent Suffering to Retaliation: Exposing How Discrimination Leads Restaurant Employees to Service Sabotage by Chia-Yun Tsai and Donald Kluemper

### **Tourism- Room FL 260 (Moderator: Hailey Choi)**

Identity Transition in Young Women's Solo Travel Journey by Zhihui Wang and Xi Leung

Social media usage and successful aging: The role of senior travel by Jiaying Lyu, Xi Leung, Zhenxing Eddie Mao & Yao Li

Mindfulness and Slow tourism: Unpacking the Tourist Experiences & Outcomes by Eunkyeong Jung and Sejin Ha

### **Consumer Behavior - Room FL 280 (Moderator: Scott Smith)**

Passenger Insights on Crowding Experiences Aboard Large and Mega Cruise Ships by Becky Liu-Lastres and Stephan Pratt

Mapping the Landscape of Restaurant Research: A Bibliometric Analysis of Consumer Behavior Studies by Yan Cao, Carola Raab and Christine Bergman

Utilizing Bert and Lims for Analyzing Hospitality Data: Insights from a Pilot Study of Reddit Posts by Rui Qi, Pei Zhang & Haigang Liu



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**3:30 PM - 3:45 PM**

**NETWORKING BREAK**

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**3:45 PM - 4:45 PM**

**CONCURRENT SESSION 3**

**AI & Robotics - Room FL 310 (Moderator: Janet Mansinne)**

AI vs. Human Ethical Recommendations: Ethics & Consumer Trust in Travel Decisions by Jungkeun Kim, Seunghoon Lee, Garim Lee & Jeong Hyu Kim

Introducing Robots to Employees: Protecting Employees & Fostering Engagement by Yidan Huang and Amit Sharma

AI-Empowered MICE: Perspectives from Leading AI Technologies by Cho Tin Tun Kirkpatrick and Craig Webster

**Organizational Behavior - FL Room 260 (Moderator: Michelle Alcorn)**

Job Demands-Resources Theory & Algorithmic Management Housekeeping: A Qualitative Exploration by Somang Min, Grace Sarfo, Betsy Stringam, Franchesca

Spektor, Sarah E. Fox, Christine Riordan, Hye Jin Rho, Ben Begleiter & Jodi Forlizzi

Motivating Foodservice Employees Toward Voluntary Proenvironmental Behavior in Demanding Work Environments by Nohema Garcia Castaneda, Kiyan Shafieizadeh & Willie Tao

Family dynamics and culture: An exploration of work-life balance in family-owned hospitality businesses by Hasib Chowdhury, Shane C. Blum, Michelle Alcorn and Bonhak Koo

**Education & Teaching - FL Room 280 (Moderator: Jangwoo "JJ" Jo)**

Faculty Preparedness for AI Integration in Hospitality & Business Education: A Systematic Review by Cho Tin Tun Kirkpatrick, Laura De La Cruz & Wendy Kaaki

Enhancing the Understanding of Adult Learners in an Online Classroom by Scott Smith and Cho Tin Tun Kirkpatrick

Hospitality Management Bachelor Degrees Online vs Face-to-Face by Lisa Andrus and Jacob Fait

**4:45 PM - 6:15 PM**

**RETURN TO HOTEL**

**6:15 PM**

**BUS TO PUTTERY**

Hyatt Regency Lower Level

**6:30 PM - 9:30 PM**

**PAR - TEE ON THE GREEN: NETWORKING NIGHT AT PUTTERY**

Puttery - Grandscape – Bus will run continually from Puttery to Hyatt Regency

**9:15 PM**

**LAST PICK UP AT PUTTERY**

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# PAR - TEE ON THE GREEN!

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STEP INTO AN EVENING WHERE CAMARADERIE MEETS COMPETITION. CHALLENGE YOUR PEERS ON STATE-OF-THE-ART INDOOR MINI-GOLF COURSES FEATURING INNOVATIVE AUTO-SCORING TECHNOLOGY. BETWEEN SWINGS, INDULGE IN GOURMET BITES IN A VIBRANT SETTING. THIS EVENT IS DESIGNED TO FOSTER CONNECTIONS AND CREATE MEMORABLE EXPERIENCES IN A RELAXED, YET EXHILARATING SETTING.



# MARCH 1, 2025

## SATURDAY

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### 8:30 AM - 9:45 AM FULL BREAKFAST AND POSTER SESSIONS

Frisco Landing Foyer & FL 130

**P#1** ELEVATING DISTILLERY INSTITUTES THROUGH BRANDING: A CASE STUDY OF THE JAMES B. BEAM INSTITUTE FOR KENTUCKY SPIRITS' ANNUAL INDUSTRY CONFERENCE

by Maria Paula Barrantes Castillo and Yeonjung Kang

**P#2** INFLUENCE OF PARENTAL PERCEPTIONS ON HIGH SCHOOL STUDENTS' ENROLLMENT IN HOSPITALITY PROGRAMS AT THE HIGER EDUCATION

By Harold Lee, Saehya Ann, Junghoon Song, Hyunsuk Choi and Myong Jae Lee

**P#3** THE USE OF SENSORY LANGUAGE IN AI RECOMMENDATIONS: A CASE FROM MACAU

By Zesheng Liu, Xi Yu and Yizhi Li

**P#4** UNLOCKING CUSTOMER ENGAGEMENT THROUGH AI QUALITY AND SATISFACTION: A MIXED METHOD APPROACH

By Hyunrae Kim, Annemarie Williams and Po-Ju Chen

**P#5** CULTURAL ROOTS INFLUENCE EMPLOYEE FOOD SAFETY BEHAVIOR IN DINING HALLS

By Monica Odey Appiah and Priscilla Connors

**P#6** LET'S BE REAL: HOW DOES DEEP-LEVEL DIVERSITY AFFECT HOSPITALITY EMPLOYEES?

By Yejoo Yoon, Renata Guzzo and Cass Shum

**P#7** COMMUNITY PERSPECTIVES ON CASINO DEVELOPMENT: A MIXED-METHODS ANALYSIS OF SOCIOECONOMIC AND ENVIRONMENTAL IMPACTS IN A RURAL SETTING

By Seungsuk Lee, Dongsoo Lee, Christopher Redwine and Borham Yoon

**P#8** THE EVOLUTION OF SEO STRATEGIES IN THE ERA OF AI-POWERED SEARCH ENGINES

by Jangwoo Jo and Camille Rawinski

**P#9** ENHANCING SUCCESS IN REWARD-BASED CROWDFUNDING FOR RESTAURANTS: THE INFLUENCE OF SIGNAL STRENGTH AND CONSISTENCY

by Hengsong Ye and Billy Bai

**P#10** AN EXPLORATION OF PRIVATE DINING AS A DISTINCT RESTAURANT REVENUE MANAGEMENT TACTIC

By William Short

**P#11** HOW MUCH DO WE PAY? ANALYZING MOTIVATIONAL FACTORS FOR CHOICE OF PRESENCE FOR A HYBRID ACADEMIC CONFERENCE

By Fiona Quarshie and Lisa Kennon

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## Poster Session (Continued)

**P#12** CONSTRAINTS OF LGBTQ+ LEISURE TRAVEL THROUGH LEARNED HELPLESSNESS

By Yizhi Li, Xi Yu and Han Chen

**P#13** AI ADOPTION, STRESSOR APPRAISAL, AND LEARNING BEHAVIOR: ENHANCING AI LITERACY IN ORGANIZATIONS

By Kelly Min, Yaou Hu and Jie Sun

**P#14** UNDERSTANDING CUSTOMERS' PRIVACY CONCERNS: THE IMPACT OF INFORMATION TRANSPARENCY ON BEHAVIORAL INTENTION

By Kelly Min, Yaou Hu and Jie Sun

**P#15** IS ANGER ALWAYS DESTRUCTIVE? INVESTIGATING ANGER'S POSITIVE EFFECT UNDER PARADOXICAL AND ETHICAL LEADERSHIP

By Younes Bordbar, Wen Chang and Brian King

**P#16** ANALYZING SOCIAL MEDIA'S ROLE IN ENHANCING GASTRONOMIC TOURISM: AN EXAMINATION OF MARKETING STRATEGIES IN MICHELIN-STARRED RESTAURANTS

By Xitlalic Rodriguez and Jangwoo Jo

**P#17** EMERGING BENEFITS AND CHALLENGES FOR RESTAURANT SERVICE ROBOTS USING EMPLOYEES' PERCEPTIONS: FROM BEHAVIOR REASONING AND SOCIAL EXCHANGE PERSPECTIVE

By Jueer Wang, Eunmin Hwang and Yen-Soon Kim

**P#18** CONSUMER VALUE IN THE METAVERSE: A STUDY ON THE INFLUENCING FACTORS OF VIRTUAL SERVICE PURCHASE INTENTION

By Ziyi Wu, Humberto Abraham Flores Lecea and Po-Ju Chen

**P#19** THE IMPACT OF SEASONAL EVENTS ON TEXAS THEME PARKS AND HOTEL ROOM OCCUPANCY: AN ANALYSIS USING STR-COSTAR DATA

By Humberto Abraham Flores Lecea, Ziyi Wu and Po-Ju Chen

## 9:45 AM - 10:45 AM CONCURRENT SESSION 4

### Education - Room FL 310 (Moderator: Moderator – Godwin-Charles Ogbeide

Do NSHE postsecondary students have the same return on education - a linear mixed effects model exploration by Niansong Zhang and Xue Xing

Bridging Reality and Virtuality: Student Perspectives on the Role of Metaverse Technology in Hospitality Education by Kiyam Shafieizadeh and Smita Singh

The “Degree in Three” (Di3) Culinary Management Program at MSU Denver by Michael Wray, Godwin-Charles Ogbeide, Jangwoo Jo, Jennifer Watson and Jay Lee

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## 9:45 AM - 10:45 AM      **CONCURRENT SESSION 4 (CONTINUED)**

### **Sustainability - Part 2 - Room FL 260 (Moderator: Jean Hertzman)**

Leveraging AI for Sustainability in Hospitality & Tourism: A Systematic Review by Cho Tin Tun Kirkpatrick

Virtual experiences for promoting sustainability messages: Using eye-tracking technology, surveys and interviews by

Ye Shen, Jinah Park and Yeqiang Lin by Revitalizing Heritage Preservation: The Role of Sustainable Marketing in Balancing Commodification and Authenticity at Cape Coast Castle

### **Travel, Tourism, & Hospitality - Room FL 280 (Moderator: Somang Min)**

Advancing Netnography in Tourism Research: Methodological Applications by Yanyan Zheng and Wei Wei

Awareness of Artificial Intelligence in Hospitality Industry: Using Social Network Analysis (SNA) by Sudeshana Paramita Ghose, Kim Williams and Roja Katabatthula

Towards Sustainable Tourism: Unifying Global Destination Rankings Using Principal Component Analysis by Natalie Hudson, Yen-Soon Kim, Rhonda Montgomery, Ashok Singh and Seung Suk Lee

## 10:55 AM - 11:55 PM      **CONCURRENT SESSION 5**

### **AI & Technology - Room FL 280 (Moderator: Cho Tin Tun Kirkpatrick)**

Development & Validation of an AI Literacy Assessment for Hospitality Employees by Bonhak Koo and Sohee Kim

The Hotel Robot Debate on Twitter: A Social Network & Epistemic Network Analysis by Liyu Yang and Xi Yu Leung

Digital Literacy in the Hospitality Industry: A Study of Technology Adoption Among Hotel Housekeepers by Grace Sarfo and Betsy Stringam

### **Hospitality Industry Development - Room FL 260 (Moderator: Shane Blum)**

Assessing the Cultural Intelligence of Hotel Employees in the United States by Shane Blum and Jing Li

National Labor Relations Board's Final Rule on Joint Employer Status: Its Impact on US Lodging Firms' Shareholder Wealth by James Drake and Eunjoo Kang

Strategies for Survival: How Family-Owned Independent Hotels Navigate & Compete in the Modern Industry by Philip Bonney and Jean Hertzman

**12:05 PM - 1:30 PM**

**BBQ LUNCH**

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**AWARDS CEREMONY**

**1:30 PM - 2:30 PM**

**CLOSING - MEMBERSHIP MEETING**

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