



**WEST FEDERATION CHRIE CONFERENCE
PROCEEDINGS**

Editors: Dr. Saehya Ann & Dr. Jean Hertzman

FEBRUARY 6-8, 2020

**The Collins College of Hospitality Management
Cal Poly Pomona**



*The Hospitality &
Tourism Educators*

UNIVERSITY of
HOUSTON
CONRAD N. HILTON COLLEGE



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The Collins College of
Hospitality Management



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ECOLAB

EthicsGAME
Ethics Education Transformed

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CONFERENCE AWARDS

BEST PROPOSAL AWARD:

APPLIED RESEARCH

Timothy Self, Laura Book, Sarah Tanford

BEST PROPOSAL AWARD:

EDUCATION/TEACHING/PEDAGOGY

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MOST INNOVATIVE PROPOSAL

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Cass Shum

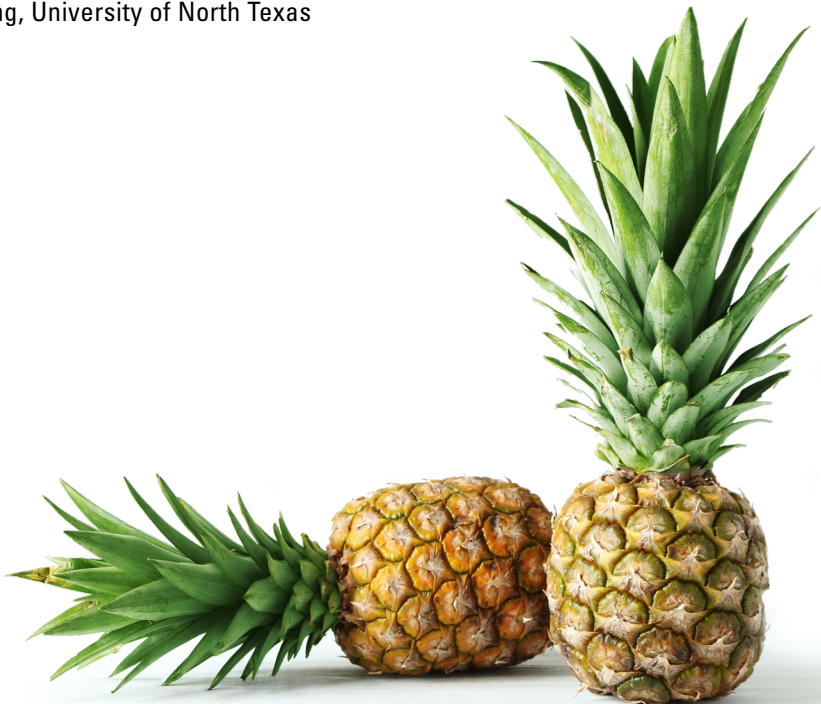
CONFERENCE SCHOLARSHIPS

STUDENT SCHOLARSHIP

Jaimi Garlington, University of Nevada, Las Vegas

FACULTY SCHOLARSHIP

Xi Leung, University of North Texas



PROGRAM SCHEDULE

THURSDAY, FEBRUARY 6

WELCOME RECEPTION

RESTAURANT AT KELLOGG RANCH, BLDG. 79

FRIDAY, FEBRUARY 7

REGISTRATION: 7:00 AM-4:00 PM

BLDG. 80 LOBBY

BREAKFAST: 7:00 AM-8:00 AM

RESTAURANT AT KELLOGG RANCH, BLDG. 79

GENERAL SESSION: 8:00 AM-8:30 AM

WINE AUDITORIUM, 79A-1263

ACADEMIC SESSION 1: 8:45 AM-9:45 AM

EDUCATION (50-MINUTE SESSION)

ROOM 1: HANDLERY HOTEL LAB, 79-113

- #24 Roundtable Discussion of On-Campus Experiential Learning Programs
Britt Mathwich, Colorado Mesa University

FINANCE (20-MINUTE PRESENTATIONS)

ROOM 2: DEMONSTRATION AUDITORIUM, 79-147

- #6 Competitive Intelligence in the Hospitality Industry. Perspectives of Las Vegas Revenue Managers. A Pilot Study
Tevfik Demirciftci, University of Nevada, Las Vegas
Amanda Belarmino, University of Nevada, Las Vegas
- #11 The Economics of 'All Inclusive': Beyond the tip of the iceberg
Anastasios Zopiatis, Cyprus University of Technology
Christos Sawa, Cyprus University of Technology
- #14 Priming Risk-Tolerance to Reduce Risk of Cancellation
Eun Joo Kim, University of Nevada, Las Vegas
Sarah Tanford, University of Nevada, Las Vegas

TOURISM (10-MINUTE PRESENTATIONS)

ROOM 3: PANDA EXPRESS CLASSROOM, 79B-1230

- #17 A New Segment of Special Interest Tourism: Understanding Contraflow Pop-culture Tourism
Jungyun Christine Hur, California State University Sacramento
Tony Kim, James Madison University



- #37 Perceptions of Tourism by Residents in Three Different Regions of a Small Central American Country
Tanya Ruetzler, University of Mississippi
- #41 Local Food Consumption Values of Leisure Travelers
Matthew Stone, California State University, Chico
Roberta Garibaldi, University of Bergamo
- #62 Bi-Nations Pilgrimage Tour Mobility in Tourism Industry
Ajay Khadka, Lincoln University, Malaysia

MARKETING (20-MINUTE PRESENTATIONS)

ROOM 4: CONRAD N. HILTON FOUNDATION GREAT ROOM, 79B-1235

- #35 Corporate Social Responsibility and Idiosyncratic Risk in the Restaurant Industry: Does Brand Diversification Matter?
Ozgur Ozdemir, University of Nevada, Las Vegas
Ezgi Erkmen, Istanbul Bilgi University
Minji Kim, University of Nevada, Las Vegas
- #43 Social Media Influencer and Event Endorsement: The Model of Attitude Change
Jie Sun, California State Polytechnic University, Pomona
Billy Bai, University of Nevada, Las Vegas
Xi Yu Leung, University of North Texas
- #57 Examining the effects of cause-related marketing on purchase behavior: The role of perceived authenticity, product type, and message appeal.
Zhenxian Piao, University of Nevada, Las Vegas
Billy Bai, University of Nevada, Las Vegas

ACADEMIC SESSION 2: 10:00 AM-11:00 AM

EDUCATION (50-MINUTE SESSION)

ROOM 1: HANDLERY HOTEL LAB, 79-113

- #30 Developing a Competency Based Education Model
Lynda Martin, Stephen F Austin State University
Chay Runnels, Stephen F Austin State University
Mary Olle, Stephen F Austin State University

TOURISM (20-MINUTE PRESENTATIONS)

ROOM 2: DEMONSTRATION AUDITORIUM, 79-147

- #52 Segmenting Cannabis Tourists: A Case of Denver, Colorado
Soo Kang, Colorado State University
- #60 A Methodological Review of Research on Perceived Crowding in Recreation and Tourism
Humeyra Dogru Dastan, Dokuz Eylul University



BEVERAGE, SERVICE, & LODGING (10-MINUTE PRESENTATIONS)

ROOM 3: PANDA EXPRESS CLASSROOM, 79B-1230

- #7 Do Local Craft Beverages Taste Better? An Investigation into the Halo Effect
Jamie Levitt, Fresno State University
Scott Taylor, University of Houston
- #54 An analysis of wine list engineering of Three Michelin Star U.S. Restaurants: a preliminary study
Angelo A. Camillo, Sonoma State University
Marianna Claps, Independent Wine Consultant
- #28 Effectuating Value in Intercultural Service Encounters (ISE): A Grounded Theory on the Multilevel Nature of ISE Effectiveness (ISEE)
Sun-Hwa Kim, Montana State University
Angela Sebby, Western Carolina University
Paul Jin, George Mason University
- #34 Determinant Factors of Users' Continuous Usage of Hotel Booking Mobile App
Nasim Binesh, University of Nevada, Las Vegas

LODGING & HUMAN RESOURCES (20-MINUTE PRESENTATIONS)

ROOM 4: CONRAD N. HILTON FOUNDATION GREAT ROOM, 79B-1235

- #15 Unexpected Discount and Unplanned Hotel Add-on Purchase Online
Esther Kim, University of Nevada, Las Vegas
Sarah Tanford, University of Nevada, Las Vegas
- #20 The reciprocal relationship between abusive supervision and service performance: Can coworker support stop the spiral effect?
Cass Shum, University of Nevada, Las Vegas
- #31 Nevada Resorts' Food and Beverage Labor After the Great Recession
Toni Repetti, University of Nevada, Las Vegas
Liheng Zhang, University of Nevada, Las Vegas

KEYNOTE SPEAKER: 11:15 AM-12:15 PM

MICHELE GENDREAU - DISNEY

WINE AUDITORIUM, 79A-1263

LUNCH: 12:15 PM-1:15 PM

RESTAURANT AT KELLOGG RANCH, BLDG. 79



ACADEMIC SESSION 3: 1:15 PM-2:15 PM

EDUCATION (50-MINUTE SESSION)

ROOM 1: HANDLERY HOTEL LAB, 79-113

- #9 Using Structured Flexibility in the Online Classroom
Scott Smith, Johnson and Wales University

FOOD & BEVERAGE (20-MINUTE PRESENTATIONS)

ROOM 2: DEMONSTRATION AUDITORIUM, 79-147

- #29 Craft Beer: Three forms of "Three-Tier"
Joseph Kleypas, Texas Tech University
Danny Choi, Texas Tech University
- #32 Exploring the Impact of Background Music on Customers' Perceptions of Ethnic Restaurants: The Moderating Role of Dining Companions
Han Wen, University of North Texas
Xi Leung, University of North Texas

EDUCATION AND FOOD & BEVERAGE (10-MINUTE PRESENTATIONS)

ROOM 3: PANDA EXPRESS CLASSROOM, 79B-1230

- #40 What Influences Behavioral Intentions to use Third-Party Meal Delivery Apps?
Wenja Han, University of Nevada, Las Vegas
Amanda Belarmino, University of Nevada, Las Vegas
Carola Raab, University of Nevada, Las Vegas
- #42 Online Discussion Boards Using Social Education Platforms: Hospitality Students Case Study
Michelle Alcorn, Texas Tech University
- #44 Hospitality Industry Professional Perceptions of Online Masters Degrees
Rebekah Dudley, New Mexico State University
Keith Mandabach, New Mexico State University;
Betsy Stringam, New Mexico State University
Dawn Vanleeuwen, New Mexico State University
Jean Hertzman, New Mexico State University
- #45 Do Restaurant Consumers Care About Food Waste?
Susan Roe, San Francisco State University
Ezekiel Nwaigwe, San Francisco State University

HM BOOKSTORES INFORMATION SESSION (50-MINUTE SESSION)

ROOM 4: CONRAD N. HILTON FOUNDATION GREAT ROOM, 79B-1235

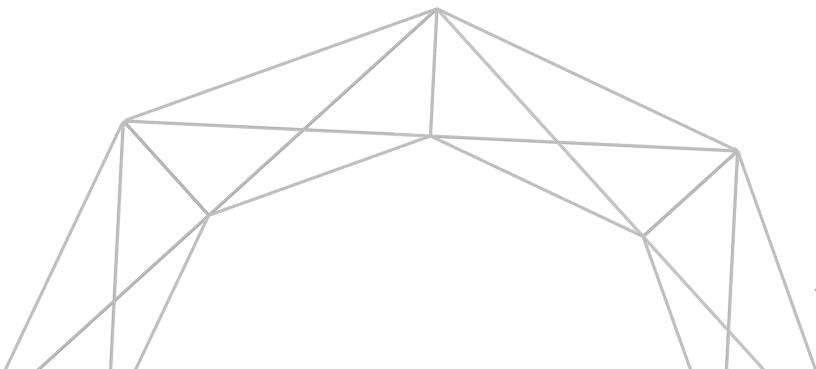
Molly Milliken, HM Bookstores



POSTER SESSION: 2:15 PM-3:00 PM

ROOM 1: FREEBURG LECTURE ROOMS, 80-100/102

- #21 Examining Service Quality at an Independent Living Facility
Erick Kong, California State University East Bay
Annie Farley, California State University East Bay
Heekyung Sung, California State University Northridge
Sae Hya Ann, California State University, East Bay
- #25 Leadership Skills in Event Management Courses
Thomas Padron, California State University, East Bay
Matthew Stone, California State University Chico
- #36 Why do travelers prefer Airbnb or hotels? Different perceived importance of lodging attributes
Sungsik Yoon, California State Polytechnic, Pomona
Michelle Yoo, California State University Polytechnic Pomona
- #51 Why People Attend Historical Reenactment Festivals: A Motivation-based Segmentation
Hyeongjin 'Harry' Jeon, North Dakota State University
Juwon Choi, North Dakota State University
Hyunsuk Choi, Black Hills State University
Saehya Ann, California State University, East Bay
- #53 Can coffee reduce the relationship among abusive supervision, relational energy, and emotional exhaustion? Insights from the resource perspective
Cass Shum, University of Nevada, Las Vegas
Wen Jiang, University of Nevada, Las Vegas
- #55 Funding Hospitality Innovation: The Social Judgment of Competence and Warmth In Crowdfunding
Hyounae Kelly Min, California State Polytechnic University, Pomona
Nara Jeong, San Francisco State University
- #61 The Role of Slow Tourism Motivation on Place Authenticity, Engagement and Thriving
Solbi Lee, University of Nevada, Las Vegas
James Busser, University of Nevada, Las Vegas



ACADEMIC SESSION 4: 3:15 PM-4:15 PM RESEARCH & ARCHITECTURE (50-MINUTE SESSION)

ROOM 1: HANDLERY HOTEL LAB, 79-113

- #50 Research Design & Design Research: Extending hospitality studies into architectural analyses
Glenn Nowak, University of Nevada, Las Vegas
Courtney Suess Rasenaviche, Texas A & M University
Ray Cho, Rutgers University

EDUCATION (20-MINUTE PRESENTATIONS)

ROOM 2: DEMONSTRATION AUDITORIUM, 79-147

- #4 **Passion and Grit – At the Heart of Students’ Career Adaptability**
Ning-Kuang Chuang, Kent State University
Patrick Lee, California State Polytechnic University Pomona
Sungsik Yoon, California State Polytechnic University Pomona
BEST EDUCATION/PEDAGOGY PROPOSAL

- #38 Service-Learning Inclusion in the Hospitality and Tourism Curriculum
Abhijeet Shirsat, California State University, Sacramento
Angel González, California State University, Monterey Bay

TOURISM (20-MINUTE PRESENTATIONS)

ROOM 3: PANDA EXPRESS CLASSROOM, 79B-1230

- #16 Segmentation by Travel Constraints in Destination Choice Process: A Case Study of Chinese Independent Outbound Travelers to Gyeonggi in Korea
Sung-Eun Kim, University of Nevada, Las Vegas
Hyelin Kim, University of Nevada, Las Vegas;
- #18 How to Promote Sustainable Travel Decisions through Cause-Related Marketing
Minji Kim, University of Nevada, Las Vegas
Sarah Tanford, University of Nevada, Las Vegas
Eun Joo Kim, University of Nevada, Las Vegas;
- #22 The case of Nero Wolfe tourism: Inspired by para-social interaction theory or co-creation?
Amanda Belarmino, University of Nevada, Las Vegas



SHUTTLE BUS DEPARTURE:

4:45 PM-5:45 PM

FROM THE COLLINS COLLEGE TO DOWNTOWN DISNEY

DINNER:

6:00 PM-8:00 PM

NAPLES RESTAURANTE E BAR, DOWNTOWN DISNEY

FREE TIME AT DOWNTOWN DISNEY:

8:00 PM-9:00 PM

DOWNTOWN DISNEY

SHUTTLE BUS DEPARTURE:

9:00 PM-10:00 PM

FROM DOWNTOWN DISNEY TO THE COLLINS COLLEGE

DEPART TO HOTELS:

10:00 PM-11:00 PM

FROM THE COLLINS COLLEGE TO HOTELS

(La Quinta and DoubleTree DO NOT have shuttles)

SATURDAY, FEBRUARY 8

BREAKFAST: 7:00 AM-8:00 AM

RESTAURANT AT KELLOGG RANCH, BLDG. 79

ACADEMIC SESSION 5: 8:15 AM-9:15 AM

EDUCATION (50-MINUTE SESSION)

ROOM 1: HANDLERY HOTEL LAB, 79-113

- #5 Optimizing the Use of Industry Resources: In the Classroom and Beyond
Miranda Kitterlin Lynch, Florida International University
Carl Winston, San Diego State University

LODGING (20-MINUTE PRESENTATIONS)

ROOM 2: DEMONSTRATION AUDITORIUM, 79-147

- #39 Impact of the U.S. Federal Government Shutdown on Hotel Demand in New Mexico
Betsy Stringam, New Mexico State University
Viktor Pimentel, New Mexico State University
- #48 How Business Travelers and Leisure Travelers Differ in Their Perception of Core Hotel Room Attributes
Fred Parker, Iowa State University
So Jung Lee, Iowa State University

- #49 Hotel Booking Mobile Apps: An Importance-Performance Analysis of Utilitarian, Hedonic and Social Attributes
Saeed Hasanzadeh, University of Nevada, Las Vegas
Deniz Baloglu, University of Nevada, Las Vegas
Seyhmus Baloglu, University of Nevada, Las Vegas

HUMAN RESOURCES & MARKETING (10-MINUTE PRESENTATIONS)

ROOM 3: PANDA EXPRESS CLASSROOM, 79B-1230

- #12 The Power of Brand Alliances for Amenities: Does it Matter for Hotels?
Eun Joo Kim, University of Nevada, Las Vegas
Seyhmus Baloglu, University of Nevada, Las Vegas

- #47 **Placing women in the hospitality workforce: An exploratory sequential mixed methods approach to within-gender professional identity construction**

Sandra Sun-Ah Ponting, San Diego State University

Nikki Gonzales, San Diego State University

MOST INNOVATIVE PROPOSAL

- #58 She won't break rules for guests: Effects of gender and gender identity on prosocial rule-breaking to promote service
Ankita Ghosh, University of Nevada, Las Vegas
Wai Sun Shum, University of Nevada, Las Vegas
Jaimi Garlington, University of Nevada, Las Vegas

- #63 Smartphone users' attitude and impulse buying behavior
Sungpo Yi, Tennessee Tech University

- #64 Exploring Important Service Quality Attributes for Millennials at Boutique Budget Hotels
Heena Sikand, California State Polytechnic University, Pomona
Neha Singh, California State Polytechnic University, Pomona

KEYNOTE SPEAKER: 9:30 AM-10:30 AM

JAVIER CANO - MARRIOTT

WINE AUDITORIUM, 79A-1263

ACADEMIC SESSION 6: 10:30 AM-11:30 AM

HUMAN RESOURCES (20-MINUTE PRESENTATIONS)

ROOM 1: HANDLERY HOTEL LAB, 79-113

- #26 **The Role of Employee Reviews and Pay on Job-Seeking Perceptions and Intentions**

Timothy Self, University of Nevada, Las Vegas

Laura Book, University of Nevada, Las Vegas

Sarah Tanford, University of Nevada, Las Vegas

BEST RESEARCH PROPOSAL



- #27 Career or Baby? An Investigation of Maternity Leave Policies in the U.S. Lodging Industry
Wan Yang, California State Polytechnic University, Pomona
Jintao Mao, University of Massachusetts, Amherst
Laurie Wu, Temple University

MARKETING & HUMAN RESOURCES (20-MINUTE PRESENTATIONS)

ROOM 2: DEMONSTRATION AUDITORIUM, 79-147

- #19 The Influence of Angry Rumination, Distraction, and Brand Loyalty on Consumer Complaining Behavior
Jungyun Christine Hur, California State University Sacramento
Soocheong Shawn Jang, Purdue University
- #46 'What do I do for work?' A narrative inquiry of meeting and event planners' professional identity construction
Sandra Sun-Ah Ponting, San Diego State University
- #59 Does Job Candidates' Social Media Profiles Affect Hospitality Managers' Hiring Decisions: A Qualitative Inquiry
Linchi Kwok, Antonio Muñiz, and Belinda D-Villa Lopez, California State Polytechnic University, Pomona

LODGING (20-MINUTE PRESENTATIONS)

ROOM 3: PANDA EXPRESS CLASSROOM, 79B-1230

- #13 Viewpoint from Conducting Infectious and Communicable Disease Education in Hospitality Businesses
Brandon Howell, Indiana University, Bloomington
- #23 J-1 Programs in the Resort Industry: A Qualitative Exploratory Study
Joseph Kleypas, Texas Tech University
Michelle Alcorn, Texas Tech University

LUNCH & AWARDS CEREMONY: 11:45 AM-1:30 PM

RESTAURANT AT KELLOGG RANCH, BLDG. 79

SHUTTLE DEPARTURE: 1:45 PM-2:00 PM

FROM THE COLLINS COLLEGE TO INNOVATION BREW WORKS FOR FAREWELL RECEPTION

FAREWELL RECEPTION: 2:00 PM-3:00 PM

BEER & DESSERTS AT INNOVATION BREW WORKS

DEPARTURE: 3:00 PM-4:00 PM

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Heena Sikand & Neha Singh (California State Polytechnic University, Pomona)
- 29 A Methodological Review of Research on Perceived Crowding in Recreation and Tourism
Humeyra Dogru-Dastan (Dokuz Eylul University)

COMPETITIVE INTELLIGENCE IN THE HOSPITALITY INDUSTRY. PERSPECTIVES OF LAS VEGAS REVENUE MANAGERS. A PILOT STUDY.

Tevfik Demirciftci¹, Amanda Belarmino²

^{1,2}UNLV, Las Vegas, Nevada, USA, demircif@unlv.nevada.edu, amanda.belarmino@unlv.edu

Introduction

Knowledge about the business environment is essential for maximizing revenue because of the dramatic political, social, and economic issues. This knowledge can be obtained by hotels from several resources such as STR reports, social media accounts of competitors, websites, and networking events of professional organizations (Ola, 2017). Hence, hotels have many resources for competitive intelligence (CI) activities.

Since CI applications are critical for the hospitality industry, several studies have been conducted about it by hospitality scholars. These studies are related to environmental scanning (Okumus, 2004; Olsen & DeNoble, 1981; Olsen, Murthy, & Teare, 1994), competitor identification (Kim & Canina, 2011), text mining for competitive identification (Lau, Lee, & Ho, 2005) and big data (Mariani et al. 2018). However, to the best of the authors' knowledge, there is no study about the perspectives of revenue managers about CI. The current study seeks to find out how revenue managers utilize CI to make decisions in Las Vegas.

Methods

The purpose of this study is to investigate CI efforts in the hotel industry in Las Vegas. Views of revenue managers as practitioners are essential since every day, they deal with the competition. They make their pricing decisions according to CI activities that they conduct. Since sales data is a sensitive issue for business executives (Kunle, Akanb, and Ismail, 2017), a qualitative method was adopted. An online, open-ended, qualitative survey was conducted in Qualtrics. Eighteen people were contacted. Only ten people completed the online survey. First descriptive statistics and frequencies were investigated to recognize the respondents. Then, respondents were asked seven open-ended questions.

Results/Discussion/Implication

The current study seeks to begin the conversation regarding how revenue managers utilize CI to make decisions and focused on Las Vegas. As shown above, revenue managers who work in Las Vegas had a sophisticated understanding of CI. All of them monitored public information and used CI tools to monitor the market. They utilized all social media channels to have both information about their guests and competitors. Furthermore, revenue managers who work in Las Vegas stress importance on location and customer demographics while determining their competitive set. Finally, employee turnover might cause ethical challenges in Las Vegas. C-level executives can share critical information taken from previous employers and use it as a competitive advantage for their new employers.

References are available upon request

DO LOCAL CRAFT BEVERAGES TASTE BETTER? AN INVESTIGATION INTO THE HALO EFFECT

Jamie Levitt¹, Scott Taylor Jr.²

¹Fresno State, Fresno, California, USA, jlevitt@csufresno.edu

²University of Houston, Houston, Texas, USA, sttaylo3@central.uh.edu

Introduction

In the United States (U.S.) many consumers actively seek out food and beverages which are locally produced (Shortridge, 1996). This behavior is exemplified by increased interest in restaurants using local ingredients (Schnell, 2013). The process of consumers seeking out more local goods is part of the neolocalism movement, which is an active effort by consumers to develop local ties, local identities, and local economies (Shortridge, 1996). One sector which has witnessed marked growth in the production of local products is craft beverages. However, even as it has become very popular, researchers have been slow to investigate consumers' perceptions of these beverages. In particular it is not clear that they actually taste better than their larger competitors or are simply beneficiaries of the halo effect (Robbins & Judge, 2013). Based on this gap in the literature, the current study asks the following questions: (1) To what extent do individuals prefer a local craft beverage to a non-local craft beverage product? (2) Are individuals' preferences significantly influenced by a halo effect? The following will review literature relevant for this study.

Methods

First, participants will be given an introduction into the beverages they will be consuming: (1) a control beer; (2) a craft beer; and (3) a local craft beer. For each of these beers, participants will then be asked to complete a set of survey items related to their taste expectations. During the second phase of data collection, participants will taste three beers labeled as the aforesaid types of beer. As a means of avoiding confounding variables, and only measure the halo effect, each sample will actually contain the same exact beer. Participants will then complete survey items related to their taste perceptions. After data collection, mean expectation factor scores will be subtracted from perception factor scores to calculate satisfaction levels and a two-way ANOVA test will be conducted between each beer sample's satisfaction score.

Results/Discussion/Implication

This study has clear implications for researchers and practitioners. Firstly, both can increase their understanding of consumers' perceptions and behaviors with regard to local craft beverages. For researchers, this study can shed light on the efficacy of the halo effect on local craft beverages and allow them to obtain greater theoretical awareness as to whether certain monikers, specifically if a craft local beverage is marked as "local", influence perceptions and satisfaction. Practitioners can obtain a greater understanding of whether taste or neolocalism have a stronger impact on customers' taste perceptions and satisfaction. This will allow them to more precisely tailor and market their offerings.

References are available upon request

THE CASE OF NERO WOLFE TOURISM: INSPIRED BY PARA-SOCIAL INTERACTION THEORY OR CO-CREATION?

Amanda Belarmino ¹

¹University of Nevada Las Vegas, Las Vegas, Nevada, USA, amanda.belarmino@unlv.edu

Introduction

The emergence of the experience economy (Pine & Gilmore, 1998), has led consumers to seek meaning-making activities as a part of their tourism experiences (Carnegie & McCabe, 2008). Literary tourism, in particular, allows consumers to experience in “real life” the settings and experiences of the fictional characters they admire (van Es, & Reijnders, 2016). Much of the previous research into literary tourism has been qualitative and taken a grounded theory approach (van Es & Reijnders, 2016). The current study sought to compare the applicability of two theories that are incorporated into the experience economy to literary tourism: para-social interaction theory and co-creation theory. Para-social interactions describe the relationship developed between the audience and mass media (Horton & Wohl, 1956) and has been applied to the Internet (Ballantine & Martin 2005), social media (Labrecque, 2014), and sports fandom (Frederick, Lim, Clavio, & Walsh 2012), and its antecedents are found in works related to fan-driven and film tourism. Co-creation is a cornerstone of experience driven tourism (Campos, Mendes, Valle, & Scott, 2018). Hospitality researchers have found it to be applicable to tourism experiences, experience design, resorts, and destinations (Campos, et al., 2018).

Methods

This was a mixed-methods study. To examine hypotheses related to para-social interaction theory, an anonymous online survey was conducted of the members of the Wolfe Pack, and distributed via Facebook, email, and the Wolfe Pack website. A total of 109 completed surveys were gathered, 20.2% of the population. The survey was designed to measure the behavioral intentions for consuming fan-based consumption of hospitality products using multiple regression. These questions were taken from Auter and Palmgreen (2000) who created and validated a scale for para-social interaction.

To examine hypotheses related to co-creation, an ethnographic study was conducted. The author attended a Wolfe Pack dinner in New York City in June 2019 to conduct an ethnographic study of the participants. The researcher took notes during the dinner, which was attended by 24 members of the Wolfe Pack (excluding the researcher). The event was held in Astoria, New York, a part of the borough of Queens in New York City, New York.

Results/Discussion/Implication

This study found that para-social interaction theory was not applicable to this group. Only interest in Nero Wolfe and length of membership in the Wolfe Pack were significant. The qualitative study, however, suggests that value derived from co-creation had a significant impact on the participation of members of the Wolfe Pack in literary tourism. All elements of Busser and Shugla’s (2017) scale of co-creation value were observed during the Night in Egypt dinner held in June 2019. The study indicates that co-creation is the appropriate theory for studying literary tourism. Practically, the results of this study suggest that destinations should be aware of their appeal to consumers based on their place in different literary and cultural phenomena.

References are available upon request

EXPLORING THE IMPACT OF MUSIC ON ETHNIC RESTAURANTS' PERCEPTIONS: THE MODERATING ROLE OF DINING COMPANIONS

Han Wen¹, and Xi Y. Leung², ¹University of North Texas, Denton, Texas, USA, han.wen@unt.edu

²University of North Texas, Denton, Texas, USA, xi.leung@unt.edu

Introduction

According to hospitality scholars, customers who dine in ethnic restaurants are not only interested in ethnic foods but also seeking an authentic cultural experience (Sukalakamala & Boyce, 2007). Researchers identified that the décor of the ethnic restaurant, the costumes, the music played, as well as the service style, all contributed to the authentic dining environment of ethnic restaurants (Ebster & Guist, 2005). Among these atmospheric factors, music was identified as a representative of ethnic culture and had been found to positively influence consumers' perceptions of the service environments (George, 2000). The purpose of this study was to examine the impact of background music on customers' perceptions of ethnic restaurants in the U.S. by applying cue utilization and consumer socialization theory.

Methods

Participants were recruited via Amazon Turk (MTurk), a platform in which researchers can recruit qualified participants to complete the online survey. A total of 346 completed survey responses were collected. A three-step PLS-SEM process was employed in this study to validate the models and the inner (structural) model.

Results/Discussion/Implication

The results revealed that both music enjoyment and congruency had significant impacts on the perceived authenticity of the restaurant. Specifically, the congruency between ethnic music and the restaurant theme showed a more significant effect on perceived authenticity than the enjoyment of the music itself. Perceived authenticity had significant impacts on both satisfaction and behavioral intention. Although perceived authenticity showed a more significant effect on satisfaction than on behavioral intention, it may be caused by the significant effect between satisfaction and behavioral intention. Multigroup analysis identified three differences in path coefficients between the two groups: family diners and friend diners. The effect of music enjoyment on perceived authenticity was significantly higher for family diners, while the effect of music congruency on perceived authenticity was significantly higher for friend diners. Besides, the effect of perceived authenticity on behavioral intention was significantly higher for customers whose dining companions were family.

The results of this study provide important implications to owners and managers of ethnic restaurants. First, managers or operators of ethnic restaurants are encouraged to play music that related to the cultural themes of the origin of the cuisines to further provide a cultural experience for customers. Second, the differences found between customers dining with families and customers dining with friends has provided further recommendation for restaurant managers or operators. For those ethnic restaurants that cater mostly to family groups, music enjoyment seems to satisfy the needs of customers better. Therefore, restaurants may correctly select music that can create an enjoyable and pleasant mood to their customers. For those ethnic restaurants that cater mostly to social groups or business diners, music with obvious cultural indications may help customers perceive the "authentic" aspects of the restaurant and further create a cultural experience for them.

References are available upon request

DETERMINANT FACTORS OF USERS' CONTINUOUS USAGE OF HOTEL BOOKING MOBILE APP

Nasim Binesh¹

¹Univeristy of Nevada, Las Vegas, Nevada, USA, binesh@unlv.nevada.edu

Introduction

More than 40% of travelers own a smart phone with cellular and/or Wi-Fi internet access (Lai, 2015), and there are millions of mobile applications (app for short), many of which are hospitality related. Users' continuous usage is a critical factor in concept of mobile app adoption, as many users stop using an app within 90 days of initial use. Considering the millions of dollars spent on design and launch of a mobile app, understanding the user's intention to continue using an app becomes eminent. While Technology Acceptance Model (TAM) has been a prolific subject in various disciplines, such as social media, online shopping, and healthcare, the number of studies focusing on the application TAM in mobile apps focused on tourism and hospitality industry remains limited (Lai, 2015). In particular, to the best knowledge of the author of this paper, there is no empirical research investigating the role of TAM on hotel booking app users' continuous usage.

Proposed Methods

In order to test the relationship between variables in the model, self-administered survey will be used. The subjects of study are adults (over 18 years old) who have made a hotel booking via mobile app in the past 6 months. Survey will be administered through stratified systematic random probability sampling using guests list of 3 hotels in strip randomly chosen from the hotel's directory (1 low range, 1 mid-range, and 1 luxury hotels). A 35 items survey was developed, and a pilot study will be performed to test the reliability of questionnaire items. The purpose of each question in the questionnaire is to give the respondents the opportunity to express their opinion and view concerning the importance of each factor in their decision to continue using a hotel booking mobile app. Based on the research model, structural equation modeling (SEM) is the proposed statistical analysis. Moreover, descriptive analysis such as mean, standard deviation, percentage, and correlation will also be reported.

Implication

The findings of this study not only contribute to body of knowledge on application of TAM in hospitality, but also provides insight to better understand consumer behavior and customize hotel booking app based on their preferences.

References are available upon request

WHY PEOPLE ATTEND HISTORICAL REENACTMENT FESTIVALS: A MOTIVATION-BASED SEGMENTATION

Hyeongjin “Harry” Jeon¹, Juwon Choi², Hyunsuk Choi³, Saehya Ann⁴

^{1,2} North Dakota State University, Fargo, North Dakota, USA, hyeongjin.jeon@ndsu.edu; juwon.choi@ndsu.edu

³ Black Hills State University, Spearfish, South Dakota, USA, hyunsuk.choi@bhsu.edu

⁴ California State University, East Bay, Hayward, California, USA, saehya.ann@csueastbay.edu

Introduction

Historical reenactment festivals, which focus on reenacting past periods in history, have been the popular experience-based festivals (Johnson, 2010). Despite the popularity of the festivals, many of the festivals face a challenge to develop effective marketing strategies, which make them difficult to achieve the greater success in the long term (Lee & Kyle, 2014). Thus, it is crucial that festival organizers identify specific target markets because it contributes to obtaining more repeat visitors by offering customized services (Schiffman & Kanuk, 2007). Previous work has viewed attendees as a homogeneous group by using their characteristics, such as gender, age, education, and income level (Tkaczynski & Rundle-Thiele, 2011). However, critics pointed out its limited ability to provide meaningful insights and contended that it is worthwhile to determine the way festival attendees are segmented based on their reasons to attend in order to develop adequate marketing communications (Crompton & McKay, 1997; Huang & Hsu, 2009). To address this gap, this study will investigate motivations to attend historical reenactment festivals and identify groups segmented according to those motivations. A better understanding of the motivations to visit these festivals and the way the market is segmented via motivations will provide festival managers with valuable marketing insights.

Methods

The sample in this study will be attendees who have visited a Renaissance Festival during the previous 12 months. Participants will be recruited via travel-themed Facebook pages, Twitter feeds, and the website Reddit by posting messages that invite them to complete a self-administered questionnaire. The questions used to assess festival attendees' motivations will be derived from a previous study (Savinovic, Kim, & Long, 2012). Motivation will be measured on a five-point Likert-type scale. Three tourism faculty members will review the survey instrument first to ensure its reliability and validity. The data collected will be analyzed with SPSS v.17.0. An exploratory factor analysis will be undertaken on motivation items using the principal component method to identify the underlying factors. The two-stage cluster approach, including hierarchical cluster analysis and k-means clustering analysis, will be conducted to determine the number of clusters based on the motivation factors.

Results/Discussion/Implication

This study will expand the body of literature by identifying and profiling distinct motivation-based segments of attendees, which has been neglected in previous studies. Another contribution will be providing an advanced understanding of festival attendees' motivations. The findings will help festival marketers/organizers build better products that meet the attendees' needs and wants. This study's findings also will provide practitioners with a better understanding of the market segmentation criteria of the reenactment festivals.

References are available upon request

AN ANALYSIS OF WINE LIST ENGINEERING OF THREE MICHELIN STAR U.S. RESTAURANTS: A PRELIMINARY STUDY

Angelo A. Camillo¹, Steve Cuellar², Marianna Claps³

¹Sonoma State University, Rohnert Park, California, USA, Camillo@sonoma.edu

²Sonoma State University, Rohnert Park, California, USA, Cuellar@sonoma.edu

³Independent Wine Researcher, Napa, California, USA, mcm.claps@gmail.com

Introduction

This study investigates wine list engineering, wine costing and pricing using data from thirteen U.S. “Three Michelin Stars” restaurants. Specifically, we seek to understand the underlying strategies hospitality operators apply in regards to planning, designing and executing a wine list including engineering, pricing strategies and mark-up scale. In restaurant pricing strategy, it is crucial to not only, understand the product purchased at a specific price point for resale with a specific mark-up, but also to understand how the producer determined the price point. Based on the U.S. three-tier pricing system, we introduce the reader to the wine industry, and how wine arrives to the end-consumer. More importantly, it is crucial to understand that the end-consumer will make the final determination whether to buy a specific wine at a specific price level thus, generating a demand. The level of demand will influence the final price.

According to Yang & Lynn (2009), Wine lists can be powerful merchandising tools that should be thoughtfully designed. Davis and Charter (2006) posit that creating a wine list is a challenging undertaking. The wine list is, in most cases, the profit generation for most full-service licensed restaurants. In a Michelin starred restaurant, wine revenues represent a higher ratio compared to food revenues although the main factors for attracting customers are the unique foods exclusively prepared by a professional and famed chef. The wine list however, is always considered complementary to the overall restaurant offerings and it contributes to the customer experience that if positive, converts into return visits. Hence, a well-designed wine list, with an easy to follow chronology of the wines presented and a well-complemented typology enables restaurant customers to have clear choice of the wines being offered. Lastly, appropriate marketing strategies will mitigate the consumers’ decision as to which wine to buy to complement the meal. Therefore, understanding the consumer is crucial in constructing and marketing an effective wine list (Groves, Charters & Reynolds, 2000; Hall, Lockshin & O’Mahony, 2001; Demoissier, 2004).

Methods

For this research, we collect, summarize, analyze the data gathered through written requests from restaurant operators, producers, distributors, retailers and customers as it applies. We collect preliminary data from readily available online platforms and through electronic communication with restaurant operators and alcoholic beverage distributors. For the analysis, we employed qualitative and quantitative methods. We use cross-references and operations’ information from complementary companies that are either affiliated or suppliers of those operations. We then extrapolate relevant quantitative and qualitative data, summarize the findings, and synthesize the results. The aim is to use various methods to obtain quality data that can be used as a reference for future wine lists’ engineering. The results will complement the strategic planning and execution in hospitality business operations and contribute to the body of knowledge of wine and beverage strategic marketing management.

Results

Preliminary results show the mark-up percentage of four main wine categories: Standard \geq 350%; Premium \geq 300%, Luxury \geq 200%, Prestigious \geq 150%. Wine lists' content ranges from 35 to 192 pages. Wines offered range from 800 to 4,900; total inventory up to 22,000 bottles and selling price ranging from \$50.00 to \$15.500 for a 750 ml. bottle. Wine pricing is affected by brand, place of origin, availability, accessibility, quality of product, level of service, restaurant classification, menu and professional staff.

References are available upon request

EXAMINING THE EFFECTS OF CAUSE-RELATED MARKETING ON PURCHASE BEHAVIOR: THE ROLE OF PERCEIVED AUTHENTICITY, PRODUCT TYPE, AND MESSAGE APPEAL

Zhenxian Piao¹, Billy Bai²

¹ University of Nevada, Las Vegas, Las Vegas, NV, USA, piao@unlv.nevada.edu

² University of Nevada, Las Vegas, Las Vegas, NV, USA, billy.bai@unlv.edu

Introduction

Motivational attributions suggest that the choice of consumers to cause-related marketing (CRM) promotion can be conscious depending on product types (utilitarian and hedonic) (Chang & Liu, 2012; Strahilevitz & Myers, 1998; Subrahmanyam, 2004). Documented literature suggests that CRM is more effective in promoting frivolous products than promoting practical products (Strahilevitz & Myers, 1998). In addition, consumers infer the suspicion of corporate societal marketing when the corporation identifies itself as a sponsor of a social message (Belch & Belch, 1997) because the message expresses a clear motive to sell more products. Given that consumers are more likely to purchase a hedonic product offering a donation (Chang & Liu, 2012) and that consumers may discredit socially-oriented message (Szykman, Bloom, & Blazing, 2004), the study hypothesizes that a CRM campaign that promotes hedonic products leads to a higher perceived authenticity than a campaign linked to utilitarian product and that CRM promotion would be perceived more authentic if the message is not identified as a sponsor. Further, the study proposes that perceived authenticity, as a mediator, is an underlying mechanism explaining the moderating effects of product type and message appeal on purchase intention.

Methods

A 2 (product type: utilitarian/hedonic) × 2 (message appeal: absence/presence) between-subjects factorial design was conducted with Qualtrics panels (N=400). Considering the CRM applicability in the restaurant setting, participants were asked to imagine that they were dining at a casual/fine dining restaurant and saw a CRM promotion flyer that has either a message or not with different products (steak or alcoholic beverages). Measurements of utilitarian and hedonic dimensions varying product categories were used for product selection (Voss, Spangenberg, & Grohmann, 2003). After reading the flyer, the participants rated the extent to which how authentic the CRM promotion is perceived and which product they are willing to purchase.

Results/Discussion/Implication

The findings suggest that the effect of CRM on purchase intention is mediated by perceived authenticity. Furthermore, CRM promotion is perceived as more authentic when the promotional product is utilitarian than hedonic. Contrary to the argument by Strahilevitz and Myers (1998), CRM linked to utilitarian products generates emotional arousal, the awareness of helping causes. The effect of CRM on perceived authenticity is not moderated by message appeal (either present or absent). Results also show that CRM can be perceived as more authentic by promoting utilitarian products and concealing the message. The theoretical contribution extends the CRM literature that consumer perception of authenticity in favor of CRM is reinforced in a context of product type. Practically, marketers should take product selection and message design into account when implementing CRM promotions.

EXPLORING IMPORTANT SERVICE QUALITY ATTRIBUTES FOR MILLENNIALS AT BOUTIQUE BUDGET HOTELS

Heena Sikand¹, Dr. Neha Singh²

¹California State Polytechnic, University, Pomona, CA, USA, HSikand@cpp.edu,¹; NSingh@cpp.edu²

Introduction

Service in the hotel industry is one of the most important attributes for gaining a competitive advantage in the hospitality industry (Angelova and Zekiri, 2011). It is vital that guests in hotels receive high service quality in order for the business to grow and prosper. Especially within the hotel industry, as today's generation are better traveled comparatively to the past generations and know exactly what they want (Chacko, Williams, and Schaffer, 2012). One of the market segment that has grown tremendously in the tourism industry, especially in the last few years, is 'Millennials' (Kubickova, Nusair, Parsa, Hui, 2015). Millennials have an annual spending power of \$200 billion dollars (Solomon, 2017), most of which is being contributed towards travel and tourism (From, 2017). In 2016, Millennials spent \$4,594 on vacations and had taken an average of 3.5 vacations within one year (Fromm, 2017). Research shows millennials are price sensitive (McGrath, 2015), due to which, budget hotels are targeting this market segment. As millennials increasingly travel, it is going to be important for budget hotels to explore the service quality attributes that millennials consider important. Nonetheless, boutique budget hotels fit the characteristics of millennials; they are affordable, chic, fun and technology friendly. Thus, the purpose of the study is to strengthen our knowledge on Millennials' perceptions of service quality in the boutique budget hotel sector.

Methods

This study will be a quantitative study; survey instrument will explore the service quality perceptions of millennials; and data will be collected from millennials that have experience in boutique budget hotels. A total of 300 millennial respondents' data will be collected on their ratings for important and performance of service quality attributes in four boutique budget hotels- Aloft, Moxy, Tru, and Indigo. An online close-ended question survey will be distributed through Qualtrics software. Importance Performance Analysis (IPA) will be utilized for this research. Performance of service quality attributes will be analyzed using exploratory factor analysis (EFA) to group together the characteristics. Multiple regression analysis will be utilized to see how the latent factors affect customer satisfaction. Lastly, simple regression analysis will also be used to relate how customer satisfaction affects customer loyalty. .

Results/Discussion/Implication

The objective of this research is to explore the impact of the important and performance of service quality attributes from the millennials perspective in boutique budget hotels. It is important to find what service quality attributes they find important when selecting a boutique budget hotel and the performance after their stay. By the year 2020, it is expected this number will increase to 50 percent of Millennials being hotel customers (Tabano, 2018). Thus, management in hotels should understand Millennials better to create a superior sense of experience for them. Results will help industry professionals to have a better understanding on the role of service quality elements for millennials. Nonetheless, developing better strategies to improve service quality by sustaining and attracting more customers will aid in generating great profits.

References are available upon request

A METHODOLOGICAL REVIEW OF PERCEIVED CROWDING RESEARCH IN RECREATION AND TOURISM

Humeyra Dogru-Dastan¹

¹Dokuz Eylul University, Izmir, TURKEY, humeyra.dogru@deu.edu.tr

Introduction

The tremendous increase in the world population and boost in tourism activities triggered by the technological advancements resulted in the conceptual rise of over tourism in recent years. Although perceived crowding has been central topic in tourism research for more than 30 years, the number of review studies on previous crowding literature is considerably limited. As a response to this gap, the purpose of this study is to conduct a chronological review of crowding studies and demonstrate future research areas by shedding light on the methodological gaps in the pertinent literature.

Methods

This review study covers all articles published in English in the recreation and tourism literature cited in Scopus database since early 80s. As a result, 115 empirical articles were identified in 48 academic journals cited in various electronic databases. A content analysis was performed in order to classify the authorship information and methodological approaches adopted by the articles in three time periods with a coding frame adopted from Aykol (2018).

Results/Discussion/Implication

The top five publication platforms for these empirical articles were Environmental Management (12.6%), Leisure Sciences (12.6%), Journal of Leisure Research (7.6%), Tourism Economics (5%), Journal of Outdoor Recreation and Tourism (4.2%). The majority of the articles were two-authored or three-authored, however, single-authored and four or more authored articles increased over time. The articles were dominantly published by the authors from one or two different academic institutions. A substantial majority of the studies (77.4%) were written by authors located in the same country while trends show a light increase in multi-country studies. Furthermore, the current literature was dominated by the authors from North America (46.6%) despite a sharp increase in the number of authors from Asia in last decade.

In respect of research methodology, the majority of the articles (89.6) are cross-sectional and utilized survey method as communication mode while a remarkable amount of articles (98.3%) concentrated on single country setting. Regarding the geographical region, North America (39.3%) and Asia (20.5%) constitute the most widely investigated regions by the scholars. While the studies conducted in backcountry settings (62.6%) dominated the literature, the overwhelming studies investigated the sample engaging in activities such as park visiting (17.4%), urban tours (13.9%), hiking (13%), diving/snorkelling (7.8%) and camping (7%). In respect to methodology, the vast majority of the articles (80%) adopted quantitative approach while the utilization of qualitative and mixed studies increased among scholars over time.

References are available upon request

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