



WEST
CHRIE
Council on Hotel, Restaurant,
and Institutional Education

*The Hospitality &
Tourism Educators*

NAU
**NORTHERN
ARIZONA
UNIVERSITY**

School of Hotel
and Restaurant
Management

Thursday-Saturday Feb 18-20, 2021

WF CHRIE CONFERENCE PROCEEDINGS

Editors: Dr. Sandra Ponting & Dr. Saehya Ann



"Hospitality Stronger, Together"

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"Hospitality Stronger. Together"

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Director of Research	Sandra Ponting	San Diego State University	sandra.ponting@sdsu.edu
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Director of Education	Britt Mathwich	Colorado Mesa University	bmathwic@coloradomesa.edu

WEST FEDERATION CHRIE CONFERENCE ORGANIZING COMMITTEE 2020 - 2021



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Priyanko Guchait

University of Houston



Vice President

SaeHya Ann

California State University, East Bay



Director of Networking

Xi (CeCe) Leung

University of North Texas



Director of Technology

Muhittin (Tim) Cavusoglu

Northern Arizona University



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CONFERENCE AWARDS

Sponsored by University of Houston

BEST PAPER AWARD: FOR APPLIED RESEARCH TRACK

Exploring perceived risks in ordering online food deliveries during COVID-19

Xi Leung, University of North Texas

Ruiying Cai, Colorado Mesa University

BEST PAPER AWARD: FOR EDUCATION TRACK

Changing what we teach in restaurant management and culinary labs in response to COVID-19

Jean Hertzman, New Mexico State University

Andrew Moreo, Florida International University

Patrick Moreo, University of South Florida

BEST POSTER AWARD

Excuse me, could you please put on your mask?: An investigation into the influence of face covering regulations on restaurant customer attitudes and behaviours

Jamie Levitt, Fresno State University

BEST REVIEWER AWARD

Shiang-Lih Chen McCain, Colorado Mesa University

INNOVATIVE AWARD FOR THE MOST IMPACTFUL RESEARCH PROPOSAL

(Sponsored by Northern Arizona University)

Investigating differences in group travelers repurchase intentions to stay at short-term rentals

Yang Zhou, Texas Tech University

Matthew Bauman, Purdue University Northwest

Jessica Yuan, Texas Tech University

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HOUSTON

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HOTEL and RESTAURANT MANAGEMENT

CONFERENCE AWARDS (CONT.)

Sponsored by Northern Arizona University

INNOVATIVE AWARD FOR THE MOST IMPACTFUL RESEARCH PROPOSAL

Investigating differences in group travelers repurchase intentions to stay at short-term rentals

Yang Zhou, Texas Tech University

Matthew Bauman, Purdue University Northwest

Jessica Yuan, Texas Tech University



The W. A. Franke
College of Business

CONFERENCE AWARDS: UNDERGRADUATE RESEARCH COMPETITION

Sponsored by University of North Texas

First Place

How Airlines Respond to the Pandemic on Twitter: An Application of Situational Crisis Communication Theory

Montserrat Díaz Reyes, Marthina Orso Tondo, Natalie Tran, & Le Bich Ngoc Jennifer Vo, University of North Texas

Faculty advisor: Dr. Xi Yu Leung

Second Place

Recovery of hotels in Hong Kong from the protests: Evidence from tourist' emotional changes

Chenxi Yu, Xuehan Wu, Murong Mei, & Yuanlei Wang, The Hong Kong Polytechnic University

Faculty advisor: Mimi Li

Third Place

Millennials' Perceptions of Staycation in Hong Kong Under Covid-19: A Qualitative Approach

Hauyan Chan, The Hong Kong Polytechnic University

Faculty advisor: Hyoungeun Moon

Honorary Award 1

AN INVESTIGATION ON FACTORS THAT INFLUENCE CUSTOMER SATISFACTION IN THE RESTAURANT INDUSTRY

Nicolas Weckerly, Adalyn Ray, & Max Schecht, Colorado Mesa University

Faculty advisor: Shiang-Lih Chen McCain

Honorary Award 2

Blame it on the Virus: Effect of COVID-19 message on the relationship between layoff and survivors' prosocial rule-breaking behaviors

Yuang-Sheng Ken Chiu, University of Nevada, Las Vegas

Faculty advisor: Cass Shum



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

Industry Panel: The Future of Hospitality and the Hospitality of the Future



Panelist
Sean Callin

Executive Principal, Ricca Design Studios



Panelist
Barak Hirschowitz

President, International Luxury Hotel Association



Panelist
Steve Hood

SVP, Research and Director, Smith Travel Research



Panelist
Anne Larcade

President & CEO, Sequel Hotels & Resorts, and co-founder of Women in Tourism and Hospitality.org



Panelist
Chris Romer

CEO, Vail Valley Partnership & An Expert in Destination Management



Panelist
Holly M. Weberg

Business Strategist and Luxury Resorts and Cruise Lines Expert



Moderator
Angelo Camillo, Ph.D.

Assistant Professor, Sonoma State University

Education Panel - Reshaping Hospitality Education



Panelist
Alison Green, Ph.D.

Associate Dean of Academics and Accreditation & Associate Professor, University of West Florida



Panelist
Robert J. Harrington, Ph.D., MBA

Director and Professor, Washington State University



Panelist
John Marshall

Vice President for Student Services, Colorado Mesa University



Panelist
Stowe Shoemaker, Ph.D.

Dean, University of Nevada, Las Vegas



Panelist
Kim H. Williams, Ph.D.

Chair and Professor, University of North Texas



Moderator
Britt Mathwich

Associate Professor, Colorado Mesa University

Diversity Panel - Diversity and Inclusion in the Hospitality Industry



Panelist
Brian Bechel

Director of Human Resources, Lake Arrowhead Resort and Spa, Lake Arrowhead, CA



Panelist
Kim Dunbar

Vice President of Human Resources & Risk Management, Pacific Hospitality Group, Irvine, CA



Panelist
Passion Graham

Clubhouse Manager, Desert Mountain Club, Scottsdale, AZ



Panelist
Andy Ingraham

President, Founder, & CEO, National Association of Black Hotel Owners, Operators & Developers, Miami, FL



Panelist
Silvano Merlo

General Manager, Courtyard by Marriott, Long Beach, CA



Moderator
Ryan Giffen, Ph.D.

Assistant Professor, California State University, Long Beach

General Session - NAU School of Hotel and Restaurant Management Isbell Ethics Lecture



Speaker
Lee Cockerell

Former Executive Vice President of Operations (Retired and Inspired) Walt Disney World®Resort in Lake Buena Vista, Florida



Speaker
Dan Cockerell

Former Vice-President of the Magic Kingdom Walt Disney World, Florida

General Session - An Emerging Career Track for Hospitality School Graduates: Healthcare Hospitality



Panelist
Adel Eldin, MD, FACC, FACP, MBA, GGA

Board Certified Cardiologist, Founder/CEO Pronto Care and Florida Medical Tourism, Global Healthcare Leader, Entrepreneur, Speaker, Consultant



Panelist
A.J. Singh, Ph.D.

Business and Tourism Research Center Vackar College of Business and Entrepreneurship The University of Texas Rio Grande Valley



Moderator
Frederick De Micco, Ph.D.

Executive Director & Professor, School of Hotel and Restaurant Management, The W. A. Franke College of Business, Northern Arizona University

Professional Development Session 1: Career Planning & Development



Panelist
Mary Dawson, Ed.D.

Associate Dean for Academic Affairs and Donald H. Hubbs Professor, Conrad N. Hilton College, University of Houston



Panelist
Alecia Douglas, Ph.D.

Associate Professor, Nutrition, Dietetics & Hospitality Management, College of Human Sciences, Auburn University



Panelist
Richard Ghiselli, Ph.D.

Professor & Head, School of Hospitality & Tourism Management Marriott Hall, Purdue University



Panelist
Tony Henthorne, Ph.D.

Professor and Associate Dean of Graduate and International Programs, Claudine Williams Distinguished Chair, Harrah College of Hospitality, University of Nevada at Las Vegas



Panelist
Haragopal "HG" Parsa, Ph.D.

Professor, Barron Hilton Professor of Lodging Management and Fritz Knoebel School of Hospitality Management, Endowed Chair, Daniels College of Business, University of Denver



Moderator
Kim Williams, Ph.D.

Chair and Professor, Robert Dedman Chair of Club Management, Department of Hospitality and Tourism Management, University of North Texas

Professional Development Session 2: Research Design & Analysis



Panelist
Ki-Joon Back, Ph.D.

Associate Dean for Research & Graduate Studies, Eric Hilton Distinguished Chair, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston



Panelist
Jenny Kim, Ph.D.

Professor and Craig Schafer Fellow, School of Hospitality Business Management, Carson College of Business, Washington State University



Panelist
Maria Stafford, Ph.D.

Professor and Executive Associate Dean of Academic Affairs, William F. Harrah Distinguished Chair, William F. Harrah College of Hospitality, University of Nevada at Las Vegas



Panelist
Karen Xie, Ph.D.

Associate Professor and Betty and Fritz Knoebel Fellow, Daniels College of Business, University of Denver



Panelist
Wan Yang, Ph.D.

Associate Professor, Collins College of Hospitality Management, Cal Poly Pomona



Moderator
Billy Bai, Ph.D.

Professor and Associate Dean of Research, William F. Harrah College of Hospitality, University of Nevada at Las Vegas

Professional Development Session 3: Teaching Techniques



Panelist
Theresa Bierer

Assistant Professor of Practice, W. A. Franke College of Business, Northern Arizona University



Panelist
Agnes DeFranco, Ed.D.

Professor, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston



Panelist
Allen Reich, Ph.D.

Professor, School of Hotel and Restaurant Management, The W. A. Franke College of Business, Northern Arizona University



Panelist
Besty Stringam, Ed.D.

Besty Stringam, Professor, School of Hotel, Restaurant and Tourism Management, New Mexico State University



Moderator
Galen Collins, Ph.D.

Professor, School of Hotel and Restaurant Management, The W. A. Franke College of Business, Northern Arizona University

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HIGHWAY 12

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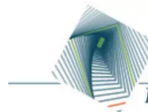
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CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
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Hospitality Management

PROGRAM SCHEDULE

**FEBRUARY 18, 2021
THURSDAY**

1:00 PM - 1:50 PM

RESEARCH HACKATHON PRE-MEETING

2:00 PM - 2:50 PM

CONCURRENT NETWORKING SESSIONS

Consortia/networking for early stage doctoral students
Consortia/networking for late stage doctoral students
Consortia/networking for junior faculty

2:00 PM - 5:00 PM

UNDERGRADUATE RESEARCH COMPETITION

Sponsored by University of North Texas

5:00 PM - 6:00 PM

WELCOME RECEPTION



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FEBRUARY 19, 2021

FRIDAY

8:00 AM - 8:50 AM **GENERAL SESSION: HOSPITALITY ETHICS**

Sponsored by Northern Arizona University

9:00 AM - 9:50 AM **ACADEMIC SESSION 1**

Education 1 (Moderator: Dr. Jean Hertzman)

- #1 The Role of Socioeconomic Status and Prior Industry Exposure on the Career Decision Self-Efficacy of Hospitality Undergraduates
Laura Shroder, San Jose State University
- #47 Challenges and Opportunities During the COVID-19 Pandemic Hospitality Virtual Internships: Program Preparedness and Student's Reflections
Gina Fe Causin, Stephen F. Austin State University
Mary Olle, Stephen F. Austin State University

Human Resource Management and Leadership 1 (Moderator: Dr. Xi Leung)

- #14 Is Career Adaptability Always Good? The Joint Impact of Career Adaptability and Work Support on Employees' Turnover Intentions
Wan Yang, California State Polytechnic University, Pomona
Patrick Lee, California State Polytechnic University, Pomona
Ship Xu, University of Surrey
- #25 Racial Differences in the Impact of COVID-19 Pandemic on Restaurant Supervisors Work Hours, Paranoid, and Depletion
Anthony Gatling, University of Nevada, Las Vegas
Cass Shum, University of Nevada, Las Vegas
Jaimi Garlington, University of Nevada, Las Vegas
- #8 Hotel CSR Amid COVID-19: Another Way to Attract Generation Z Employees
Jie Sun, California State Polytechnic University, Pomona
Xi Leung, University of North Texas
Huiying Zhang, University of Nevada, Las Vegas
Kim Williams, University of North Texas

Travel & Tourism 1 (Moderator: Dr. Michelle Millar)

- #15 The Role of Tourists' Mindfulness on Storytelling
Solbi Lee, University of Nevada Las Vegas
James Busser, University of Nevada Las Vegas
Minji Kim, University of Nevada Las Vegas
- #35 Tourism Development in the Golden State Capital, a Case Study in Sacramento, California, a Developmental Paper
Chelsea Anderson, Sonoma State University
Angelo A. Camillo, Sonoma State University
Armand Galinsky, Sonoma State University
- #40 Insight of the Travel Motivations: The Study of the Generation Y Chinese and Taiwanese Tourists visiting Thailand
Sitanan Wannasan, Mahidol University International College

9:00 AM - 9:50 AM **PROFESSIONAL DEVELOPMENT 1. CAREER PLANNING AND DEVELOPMENT**

10:00 AM -10:50 AM **ACADEMIC SESSION 2**

Travel and Tourism 2 (Moderator: Dr. Sandra Ponting)

#18 Investigating differences in group travelers repurchase intentions to stay at short-term rentals

Yang Zhou, Texas Tech University

Matthew Bauman, Purdue University Northwest

Jessica Yuan, Texas Tech University

***INNOVATIVE AWARD FOR THE MOST IMPACTFUL RESEARCH PROPOSAL**

#24 Love Boat Adrift: Using A Cruise Based Case Study to Increase Awareness of Tourism, Hospitality, and Recreation Management in the Context of Allied Health

Veda Word, California State University, Northridge

Cindy Lucio, California State University, Northridge

#17 Temple Staycation: Opportunities During and Beyond Pandemic

JungYun Christine Hur, California State University, Sacramento

Susan L. Ross, San Jose State University

Jamie Hoffman, California State University, Sacramento

Food and Beverage 1 (Moderator: Dr. Angelo Camillo)

#3 The Impact of Soil on Crop Health and Planet Resilience

Libby Gustin, California State University, Long Beach

#9 Perceived Barriers to the Adoption of Non-GMO Products: Strategic Implications for the U.S.

Restaurant Industry

Byron Marlowe, Washington State University

Wally Rande, Northern Arizona University

Joe Askren, University of South Florida

John Deflieze, University of Delaware

#12 Vegetable Consumption and MSG: A Culinary Education Pilot Study

Michelle Alcorn, Texas Tech University

Shannon Galyean, Texas Tech University

Allison Childress, Texas Tech University

Consumer Behavior (Moderator: Dr. Michelle Millar)

#13 The Impact of Impulsivity on the Process of Online Purchasing Decision Making in Restaurants

Minji Kim, University of Nevada, Las Vegas

Billy Bai, University of Nevada, Las Vegas

#16 Restaurants Matter During Black Lives Matter Movement: Crowdfunding for Restaurants Affected by Protests

Ryan P Smith, San Francisco State University

Susan J Roe, San Francisco State University

#31 The Effect of Customer-to-Customer Interactions on Diner's Experiential Value and Behavioral Intentions: An Examination of the Difference Between Solo Diners and Social Diners

Wenjia Han, University of Nevada, Las Vegas

Wen Jiang, University of Nevada, Las Vegas

Carola Raab, University of Nevada, Las Vegas

Anjala Krishen, University of Nevada, Las Vegas

10:00 AM -10:50 AM **SPONSOR INFORMATION SESSION: ROUXBE**

10:00 AM -10:50 AM **FUN ACTIVITY: TRIVIA** (Host: Dr. Thomas Padron)

- 11:00 AM - 12:30 PM **INDUSTRY PANEL:**
The Future of Hospitality and the Hospitality of the Future
- 12:30 PM - 1:10 PM **LUNCH BREAK (ON YOUR OWN)**
- 12:40 PM - 1:00 PM **STR PRESENTATION:** Global Hotel Industry Recovery: Bright Spots?
- 1:10 PM - 2:00 PM **GRADUATE PROGRAM INFORMATION SESSION AND ACADEMIC CAREER FAIR**
- 1:10 PM - 2:00 PM **SPONSOR INFORMATION SESSION: KNOWLEDGEMATTERS**
- 1:45 PM - 2:20 PM **FUN ACTIVITY: SCAVENGER HUNT** (Host: Dr. Thomas Padron)
- 2:30 PM - 3:30 PM **EDUCATIONAL PANEL: Reshaping Hospitality Education**
- 3:40 PM - 4:30 PM **ACADEMIC SESSION 3**
Marketing and Consumer Behavior (Moderator: Dr. Angelo Camillo)
- #43** Exploring Guests' Perceptions of Safety in the COVID-19 Era
Hilmi Atadil, University of West Florida
Qiulin Lu, Southeast University
Alison Green, University of West Florida
- #45** Hospitality Customers' Perceptions of COVID-19 Emergency Relief Funds for Hospitality Employees
Eric Olson, Iowa State University
- #51** Sharing the Pain: The Role of Ethical Idealism and Firm Responses to the COVID-19 Pandemic
YeonJung Alice Kang, University of Massachusetts Amherst
Tiffany Legendre, University of Houston
Seon Jeong, Ally Lee, Kent State University
Melissa Bake, University of Massachusetts Amherst
- Human Resource Management and Leadership 2 (Moderator: Dr. Hyounae (Kelly) Min)**
- #4** Stealing Thunder and Performance Evaluation: Impact on Trust, Task Performance, and Citizenship Performance Evaluations
Renata F. Guzzo, Missouri State University
Xingyu Wang, The Hong Kong Polytechnic University
Priyanko Guchait, University of Houston
Jeanna Abbott, University of Houston
- #32** A Close Examination of Cross-Cultural and Multi-Generational Hospitality Labor Force: Work-Life Satisfaction and Turnover Intention during the Probationary Period
Mohammed Lefrid, Grand Valley State University
Scott Richardson, University of Central Florida
Claire Donnelly, University of Britol
- #74** Complaining as a Coping Mechanism after a Discriminatory Service: The Role of Race
Hyounae (Kelly) Min, California State Polytechnic University, Pomona

Food & Beverage 2 (Moderator: Dr. Michelle Millar)

#5 Can Hospitality & Tourism Educators Assist in Preserving and Promoting Local Food & Drink Heritage?

Matthew Stone, California State University, Chico

#41 Sustainable Food Waste Management: The Comparative Cases of Buffet Restaurants in Thailand

Chandy Loeurng, Mahidol University International College

#44 Toward the Development of a Predictive Model on Future Challenges and Opportunities in the Restaurant Industry

Angelo A. Camillo, Sonoma State University

3:40 PM - 4:30 PM **PROFESSIONAL DEVELOPMENT 2.TEACHING TECHNIQUES**

4:40 PM - 5:30 PM **VIRTUAL WINE TASTING**

"Wine Time"

F E B R U A R Y 2 0 , 2 0 2 1
S A T U R D A Y

8:00 AM - 8:50 AM **GENERAL SESSION:**
AN EMERGING CAREER TRACK FOR HOSPITALITY
SCHOOL GRADUATES: HEALTHCARE HOSPITALITY

Sponsored by Northern Arizona University

9:00 AM - 9:50 AM **ACADEMIC SESSION 4**

Human Resource Management and Leadership 3 (Moderator: Dr. Cass Shum)

#6 An Experimental Study of VR Training Effectiveness Applying CATLM

Xi Leung, University of North Texas

Han Chen, University of New Orleans

Wen Chang, Dongbei University of Finance and Economics

#21 Prosocial Rule-Breaking to Help Customers Among Hospitality Employees: The Moderating Role of Depletion

Ankita Ghosh, University of Nevada Las Vegas

Cass Shum, University of Nevada Las Vegas

Anthony Gatling, University of Nevada Las Vegas

Billy Bai, University of Nevada Las Vegas

Travel and Tourism 3 (Moderator: Dr. Britt Mathwich)

#48 Perceptions of Tourism Development by Residents of Belize

Tanya Ruetzler, University of Mississippi

Jangwoo Jo, University of Mississippi

Hayeon Choi, University of Mississippi

Jim Taylor, University of Mississippi

#52 Rural Landscapes, Culture and Wine Tourism: Marketing to Multiple Segments

Keith Mandabach, New Mexico State University

#19 SLOWFOOD in SLOWCITIES?

Michael Vieregge, Western Colorado University

Education 2 (Moderator: Dr. Michelle Alcorn)

#11 Keeping Them Engaged: Discussing Asynchronous Online Courses

Michelle Alcorn, Texas Tech University

#46 **Changing What We Teach in Restaurant Management and Culinary Labs in Response to COVID-19**

Jean Hertzman, New Mexico State University

Andrew Moreo, Florida International University

Patrick Moreo, University of South Florida

***BEST PAPER FOR EDUCATION TRACK**

9:00 AM - 9:50 AM

**PROFESSIONAL DEVELOPMENT 3.
RESEARCH DESIGN & ANALYSIS**

10:00 AM - 10:50 AM

ACADEMIC SESSION 5

Marketing and Technology (Moderator: Dr. Xi Leung)

#56 Creating Desirable Hotel Experience for LGBT Customers

Isara Tanadumrongsak, Mahidol University International College

Walanchalee Wattanacharoensil, Mahidol University International College

#39 Can We Spot Fake Restaurant Reviews? Classification Model Development Using Artificial Intelligence

Minwoo Lee, University of Houston

Kyung Young Lee, Dalhousie University

Lin Li, Kyung Hee University

Sung-Byung Yang, Kyung Hee University

#7 **Exploring Perceived Risks in Ordering Online Food Deliveries During COVID-19**

Xi Leung, University of North Texas

Ruiying Cai, Colorado Mesa University

***BEST PAPER FOR RESEARCH TRACK**

Food & Beverage 3 (Moderator: Dr. Jean Hertzman)

#30 How Product Quality and Servers' Performance Influence Customers' Alcoholic Beverage Purchase

Yu Li, Widener University

Shiang-Lih Chen McCain, Colorado Mesa University (*BEST REVIEWER AWARDEE)

Joy Dickerson, Delaware County Community College

#54 Alcohol-Related Lifestyle Scale: Latent Variable Model of Consumer Alcohol Choices

Joseph Kleypas, Texas Tech University

Shane Blum, Texas Tech University

Michelle Alcorn, Texas Tech University

#29 Factors Influencing Dietary Choice in Japan

Dan Walters, Widener University

Shiang-Lih Chen McCain, Colorado Mesa University

Jeff Lolli, Widener University

Management - Tourism Organizations (Moderator: Dr. Sandra Ponting)

- #2 The Cultural Impact of Globalization
Dariel Masson, Florida International University
Lisa Cain, Florida International University
- #10 Does Board Diversity Affect Firm Risk-Taking in the Tourism Sector? Moderating Effects of Board Independence, CEO Duality and Free Cash Flows
Ozgur Ozdemir, University of Nevada, Las Vegas
Ezgi Erkmen, Istanbul Bilgi University
Fatemeh Binesh, University of Nevada, Las Vegas

Posters (Moderator: Dr. Hyeongjin Jeon)

- #23 Why Employees Write Online Employee Reviews: Insights From the Theory of Planned Behavior
Yunxuan Zhang, University of Nevada, Las Vegas
Cass Shum, University of Nevada, Las Vegas
- #34 Sales Employee Perception Toward Practicing Up-selling and Cross-selling Strategies Based on IPARTheory: Mixed-Method Study
Homa Choubtarash Abardeh, Texas Tech University
Shane Blum, Texas Tech University
- #37 The Effects of Artificial Intelligence Message Customization and Moral Reminder on Pro-environmental Behavior
Rachel Hyunkyung Lee, University of Houston
Tiffany Legendre, University of Houston
- #42 Effect of Role Ambiguity on Event Volunteers' Job Satisfaction and Performance: Role of Social Exchange Qualities
Hyunghwa Oh, Ryerson University
Hyeongjin Jeon, North Dakota State University
Juwon Choi, North Dakota State University
Tom Griffin, Ryerson University
- #50 **"Excuse me, Could You Please Put on Your Mask?: An Investigation Into the Influence of Face Covering Regulations on Restaurant Customer Attitudes and Behaviours**
Jamie Levitt, Fresno State University
***BEST POSTER PROPOSAL**

10:00 AM - 10:50 AM **SPONSOR INFORMATION SESSION: ETHICSGAME**

11:00 AM - 12:15 PM **RESEARCH HACKATHON**
Supported by IJCHM & CQ

11:15 AM - 12:00 PM **FUN ACTIVITY: PET TIME** (Host: Dr. Thomas Padron)

12:20 PM - 12:50 PM **VIRTUAL LUNCH**
Check your registered email for a Grubhub coupon.

1:00 PM - 1:50 PM **DIVERSITY PANEL: Diversity and Inclusion in Hospitality**

2:00 PM - 2:50 PM **ACADEMIC SESSION 6**

COVID-19 - Hospitality (Moderator: Dr. Xi Leung)

- #20** Exploring the Impacts of COVID-19 on Hotel Booking Intentions: An Application of the Protection Motivation Theory
Araceli Hernandez Calderon, University of North Texas
Xi Y. Leung, University of North Texas
Jiyoung Kim, University of North Texas
Lisa Kennon, University of North Texas
- #22** Don't Call it a Comeback: A Grounded Theory of Hospitality Employees' Professional Identity Construction During COVID-19
Sandra Sun-Ah Ponting, San Diego State University
Miranda Kitterlin-Lynch, Florida International University
- #53** Impact of Covid-19 on Casino Retail: The Case of MGM Las Vegas Strip Casinos
Michael Vieregge, Western Colorado University
Jessica Knutson, Western Colorado University

Technology (Moderator: Dr. Ryan Giffen)

- #28** Robots in Hospitality
Harrison Preusse, New Mexico State University
Rebecca Skulsky, New Mexico State University
Betsy Stringam, New Mexico State University
- #36** Utilizing Facebook and Google to Promote a New Hospitality Management Program in Southern California
Joseph Tormey, California State University San Bernardino
Eric Newman, California State University San Bernardino
- #38** Guest Behavior and Attitudes Toward Hotel Branded Mobile Apps: An Extended Technology Acceptance Model
Mawufemor Amuzu, Texas Tech University
Shae Blum, Texas Tech University

Human Resource Management and Leadership 4 (Moderator: Dr. Britt Mathwich)

- #55** How Authentic Leadership, Leader-Follower Value Congruence, and Trust in Leader Matters for Restaurant Employees' Organizational Commitment and Performance
Taylor Peyton, Boston University
Huy Robert Gip, University of Houston
Do The Khoa, University of Houston
Priyanko Guchait, University of Houston
Ayşın Paşamehmetoğlu, Ozyegin University
- #49** Examining Standpoint Theory in the Context of Women's Workplace Advancement in the Hospitality Industry
Andrea Arrigucc, New Mexico State University
Jean Hertzman, New Mexico State University
- #27** Seeing Your Supervisors Being Mistreated by Your Customers: Effects of Customer Mistreatment on Third-Party Observers
Wen Jiang, University of Nevada, Las Vegas
Cass Shum, University of Nevada, Las Vegas

2:00 PM - 2:50 PM

FUN ACTIVITY: SCHOOL SPIRIT (Host: Dr. Thomas Padron)

3:00 PM - 3:45 PM

AWARDS CEREMONY

Sponsored by University of Houston

4:00 PM - 5:00 PM

FAREWELL RECEPTION

”Hospitality
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ABSTRACTS: TABLE OF CONTENTS

CSR IN THE AGE OF COVID-19: ANOTHER WAY TO ATTRACT GENERATION Z EMPLOYEES	22
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COMPLETED RESEARCH

CSR IN THE AGE OF COVID-19: ANOTHER WAY TO ATTRACT GENERATION Z EMPLOYEES

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Introduction

Generation Zs can offer the hotel and lodging industry a pipeline of workers. However, anxiety and confusion generated by COVID-19 might discourage these potential employees. Although corporate social responsibility (CSR) serves as a strategic tool to improve the organization's image for external stakeholders and engage internal employees, the impact of CSR initiatives on future employees, particularly future Generation Z employees, received scant attention (Rhou & Singal, 2020).

The primary purpose of this study is to examine how CSR activities influence Generation Z's intention to join the hotel industry in the era of COVID-19. Two CSR types are most practiced by hotels during this pandemic: in-kind and cause-related marketing (CRM). As indicated by the signaling theory (Spence, 1973), future employees perceive CSR activities as important attributes of an organization, representing the quality of working conditions. Therefore, different CSR initiatives during the COVID-19 outbreak may influence a hotel's attractiveness as an employer.

Additionally, construal level theory (CLT) revealed that individuals' reactions to the CSR are affected by whether a person is considering the action in a concrete manner or in an abstract manner (White, MacDonnell, & Dahl, 2011). Hence, we assumed that construal-level mindsets ("why" vs. "how") affect Generation Zs' job choice. With the support of CLT, branding theory, and value theory, the current study also examined (1) the moderating effect of temporal distance, (2) the mediating role of two dimensions of brand image: warmth and competence, and (3) the moderating role of personal value.

Methods

Two 2 × 2 experiments were conducted online to examine the conceptual model. Study 1 uses a 2 (CSR type: CRM vs. in-kind) × 2 (construal mindset: "why" vs. "how") experimental design. Qualified participants are aged 18 to 25, currently out of school and unemployed. The total sample size was 180. Participants were randomly assigned to one of four conditions: CRM/why, CRM/how, in-kind/why, and in-kind/how. The "why" construal mindset scenario highlighted the reasons why M hotel is pursuing the CSR activity, whereas the "how" construal mindset scenario focuses on the steps/actions of what M hotel is doing. The measurements were adopted and modified from the previous literature to fit the context of this study. Both CSR type manipulation and construal mindset manipulation worked successfully.

Study 2 uses a 2 (construal mindset: "why" vs. "how") × 2 (temporal distance: near vs. distant) experimental design. Qualified participants are aged 18 to 25, currently out of school, and employed in an industry outside the hotel industry. A total of 203 qualified responses were collected. Participants were assigned to one of four conditions. We only used two in-kind donation CSR scenarios designed in Study 1: in-kind/why and in-kind/how. To manipulate temporal distance, participants were convinced that they were looking for a new job either as soon as possible (near temporal condition) or in 1 year from now (distant temporal condition)

(Kim, Zhang, & Li, 2008). Study 2 used the same measures as used in Study 1. Results indicated that both Construal mindset and temporal distance manipulations worked as intended.

Results/Discussion/Implication

Our research reveals that Generation Z's job pursuit intentions are significantly influenced by the type of CSR activity. Specifically, Generation Z prefers in-kind donations to CRM donations made by hotels. In addition, CSR messages framed in a "how" mindset to highlight the specific actions done by hotels work better than those framed in a "why" mindset with a focus on the reasons. Results also indicate that temporal distance significantly moderates the effect between construal mindset and job choice decision. The concrete "how" messages work better for people who are eager to change their current job. The aforementioned main effects of CSR types and construal mindset are mediated by participants' perceived brand warmth. In contrast, the mediating effect of brand competence was not detected. These findings are in line with the research of Kolbl, Arslanagic-Kalajdzic, and Diamantopoulos (2019) from the consumer's point of view, which indicated that warmth is the only predictor and critical driver of consumer-brand identification and, through it, purchase intentions. Our results further uncover that personal value significantly moderates the mediating effect of warmth on job pursuit intention. In particular, those Generation Z who care more about personal needs and self-interests are impacted more by warmth image, which in turn positively affects their job decisions.

Findings of the current study extend the existing literature on CSR by addressing the research gap of future employees and examining CSR as a response to the COVID-19 pandemic. The study results also provide recommendations for hotel executives to resolve practical dilemmas by prioritizing CSR areas that facilitate Generation Z's intention to work in the hotel industry.

References are available upon request.

INSIGHT OF THE TRAVEL MOTIVATIONS: THE STUDY OF THE GENERATION Y CHINESE AND TAIWANESE TOURISTS VISITING THAILAND

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Introduction

As tourism played a significant role in stimulating economic growth, Chinese Mainland tourists and Taiwanese tourists were the two important tourist arrivals for Thailand tourism. Tourism played a significant role in stimulating Thailand's economic growth where Chinese Mainland tourists were amongst the major sources of income for Thailand tourism industry since 2012 (Tourist Arrivals to Thailand by Nationality, 2019). Moreover, Taiwanese tourists also showed from the statistics by Tourism Authority of Thailand (TAT, 2014) with the increasing trend in traveling to Thailand. Hence, understanding the Chinese Mainland and the Taiwanese tourists and their motivations were the keys to capture these target markets.

In understanding the tourist motivation, push and pull motivation theory (Crompton, 1979; Dan, 1977) had been broadly applied in tourism research incorporated with the psychological model of tourism motivation developed by Iso Ahola (1980). The theories presented a framework of customers' motivations in choosing to visit specific locations by examining two broad aspects: factors that pushed customers via internal forces such as fulfilling prestige, gaining knowledge and factors that pull customers, such as the attributes of the destination.

However, there was limited research, particularly in the studies relating to Generation Y Chinese Mainland and Taiwanese tourists. Previous studies addressed the different motivations of Generation Y comparing to the former generations (Ng, Schweitzer, & Lyons, 2010). The characteristics of this specific market segmentation and travel motivation of Generation Y tourists were not specifically addressed, especially within Thailand context. Since there had been the lack of research related to the travel motivation of Generation Y Chinese Mainland and Taiwanese tourists, understanding travel motivations between them would help in marketing strategies and tourism products development for these markets. Hence, the researchers raised the following research objectives in order to 1) identifying the push and pull factors influenced on motivations to travel to Thailand among Generation Y Chinese Mainland and Taiwanese travelers; 2) examining whether there were any similarities and differences in the push and pull factors between generation Y Chinese Mainland and Taiwanese travelers to Thailand.

Methods

This study employed qualitative methodology applying in-depth interviews to explore the motivations of Taiwanese and Chinese Mainland Generation Y tourists. Fifteen Chinese Mainland and Fifteen Taiwanese tourists who were born between years 1980-1994 were selected as the interview participants. Fifteen interviewees from each nationality were considered adequate for this research since the interview reached data saturation. Data was collected at the arrival area of Bangkok International Airport, and from the tourist attractions during the time when the participants visited to Thailand during January 2020 to April 2020. Content analysis was conducted to derive the meaningful information. Researcher transcribed all interviews using coding and analyzed data according to the motivation framework comprising factors adapted from Crompton (1979), Dan (1977) and Iso-Ahola (1980) as shown in Figure 1 hereunder. The

researcher identified the passages of text recorded from interviews by a common theme or idea. The analysis adopted the following stages: coding for categorizing data according to theoretical concepts and notes taking to facilitate for the analytical thinking and insights on the motivational of Generation Y Chinese Mainland and Taiwanese visiting to Thailand.

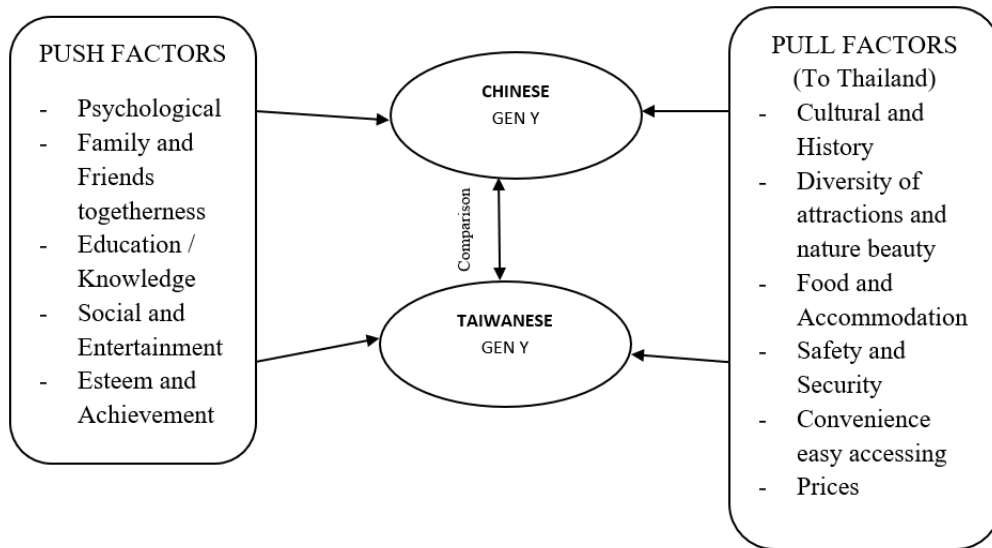


Figure 1. The conceptual framework

Results

A comparison on push travel motivations between Chinese Mainland and Taiwanese Generation Y tourists shows that the top three push motivations for the Chinese Mainland Generation Y were social and entertainment (S&E), psychological, and education dimensions. For S&E, the majority of the Chinese Mainland participants, and similar to Taiwanese Generation Y participants, came to Thailand for ‘fun & enjoyment’ and to ‘spend money for shopping’. For psychological motivation, both the Chinese Mainland and Taiwanese participants mainly came to Thailand to ‘rest and relax’ and to ‘get away from everyday environment’. However, the Taiwanese participants tended to focus more on ‘self-exploration’, which received little intention by the Chinese Mainland Generation Y, who put more focuses on having more freedom and ‘doing things in their own way’. For education/knowledge dimension, the Taiwanese Generation Y participants put a much higher focus on this dimension, compared to their Chinese Mainland counterparts. Despite different in degrees, both groups were interested in ‘exploring new places’, and ‘experiencing new things’. The Taiwanese also mentioned about their interest in ‘exploring culture’ during their visit to Thailand.

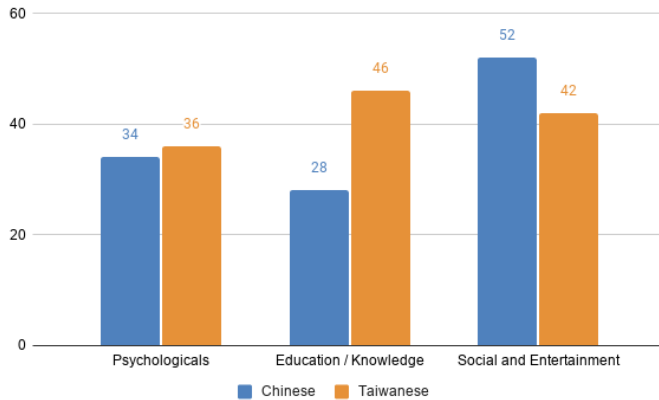


Figure 2. Comparison of frequency on push factors between Chinese Mainland and Taiwanese tourists

A comparison on pull travel motivations between Chinese Mainland and Taiwanese Generation Y tourists shows that for the pull factors, both Chinese Mainland and Taiwanese participants were highly interested in shopping facilities and food dimensions as they both were mentioned with highly frequency on these factors. However, when it comes to the specific item, Chinese tourists were more interested in the brand name stuffs than the Taiwanese in a large extent (21% versus 8% of the interviewees). Moreover, the Chinese Mainland Generation Y participants were more impressed by the ease of ‘access’ and ‘the transportation to commute within the country’. On other aspects, the results from the interview’s content analyse and the frequency counts find that the Taiwanese participants found that culture was the source of education and knowledge and they gave more attention to it rather than the Chinese Mainland Gen Y tourists. (Detail elaboration of the findings will be presented in the presentation session).

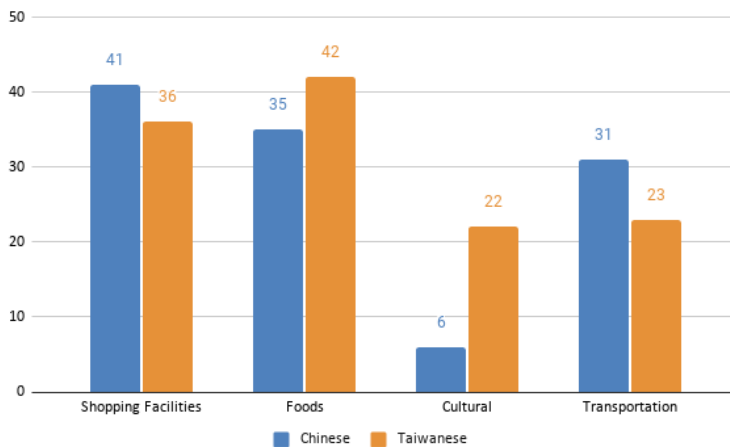


Figure 3. Comparison of frequency of pull factors between Chinese Mainland and Taiwanese

Conclusion and Implications

The destination managers should pay attention to tourists’ travel motives and needs in order to appeal to tourists’ internal motives to travel. The review of literature highlighted that for the achievement of marketing destinations the destination managers have to consider the pull motivators or the destination attributes with the intention of improve the tourist’s satisfaction with positive travel experiences. Since the destinations offer the similar travel products and

services the destination managers have to think about the significant of push motivators and their relationships with the destination loyalty in order to develop destination competitiveness. It is highlighted that the tourist motivation, satisfaction and destination loyalty are interrelated. For that reason, the destinations managers require to take steps to improve the tourist satisfaction which leads to attract the positive post-purchasing tourist in order improve the destination competitiveness.

The current study of Generation Y Chinese Mainland and Taiwanese tourists reflected some similar notions to the previous studies (e.g., Baloglu & Uysal, 1996) indicating that tourists with different demographic characteristics and nationalities might have differences in their travel motivations, even though in this case the two nations shared similar history and cultural background. The destination managers should pay a lot attention on tourists' travel motives and needs in order to appeal to tourists' internal motives to travel. As the current results indicated similarities of these groups in terms of shopping and enjoyment, Thailand as a shopping destination could also be promoted to both groups with appealing products to Generation Y, together with portraying the places for resting & relaxation as this was appeared as the second and significant motives to both Chinese Mainland and Taiwanese tourists. However, to attract the Taiwanese Generation Y tourists, cultural elements should be added and promoted to this group in a nice and attractive way, due to the strong educational interest. The study hoped to bring more understanding on these two key target groups with better insight. Moreover, further quantitative analysis on these two selected markets to investigate the effect of motivation factors on other outcome variables, e.g., intention to visit, positive word-of-mouth is recommended.

References are available upon request.

SUSTAINABLE FOOD WASTE MANAGEMENT: THE COMPARATIVE CASES OF BUFFET RESTAURANTS IN THAILAND

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Introduction

Food and beverage sector continues to grow impressively all over the world, so too in the Kingdom of Thailand. The food service business is continuously increasing due to the development of customer behavior and changes in population structure. According to statistics from Euromonitor, restaurant businesses in Thailand still continuously generate revenue growth by 4% a year from 2013 to 2018. The advancement from the same duration is 2.4% higher than the moderate private consumption, which directs the market share to grow in 2018 to around roughly 880 billion baht. Therefore, there is a prediction that the food service industry will continue to increase up to 4-5% in 2019 and 2020 (Pranida, 2019). Despite the growth, there is still existing demand that the industry cannot escape from its responsibility in contributing to protecting the environment from degradation and climate change (Chou, Chen, & Wang, 2012; Kasim, 2009). The sector is often subsumed into the tourism and hospitality industry as it is one of the core services that are in high demand by tourists and local consumers. Moreover, according to a wide-ranging search, there are countless of articles, blogs, and even the marketing fan pages writing about the best restaurants in terms of foods, quality, uniqueness, ambience, prices, service, and so on. Nevertheless, there is almost no article elaborating about the restaurant's strategies or management on how they keep their restaurant clean and sustainable to help the society, so the issue will open an opportunity for this research paper.

Method

This study applied qualitative methodology through self-observation and face-to-face interviews with the participants comprised of restaurant's owner/manager (to find out the operation process and information according to their experience, standard management, and understanding of the organization's overall standard operating procedure), main chef and servers (for practical details in their department which aligned with the restaurant's policies, standard, and operating procedure). The interview questions were divided into 3 sessions: personal information, interviewee's perspective, and their work ethic. Furthermore, the study also supported by secondary data: local newspapers, articles, and blogs that introduce/raise awareness about the issues related to food waste management in the industry. Thailand was the target area of this research with the case study of well-structured buffet restaurants (Krau Luang -KL and Suan Sampran - SS) in Bangkok. Content analysis was carried out in order to classify categorization and derive to meanings according the proposed Food Wasted Management Framework derived from the analysis of the literature, which is shown in Figure 1 hereunder.

Step 1	Process dimension Identify waste generated
	Pre-serve: Storage/Preparation/Serving Post-serve: Consumption
Step 2	Identify wastage hierarchy
	Reduce – Reuse – Recycle Landfill

Figure 1. Conceptual Framework: Food Waste Management of Buffet Restaurant

Results

According to each step of food waste management, for step 1, our findings support the possible causes of food waste which are the inefficient estimation of food production/purchasing, customer behavior, large portion size and menu design, unskilled cutting/cooking, improper staff communication, and food safety standard. Following Baldwin & Shakman (2012), there are two stages that cause food waste from the stakeholder: pre-consumption (kitchen) and post-consumption (customer). The findings support the literature in the sense that the two causes generate three types of waste: properly avoidable, avoidable, and unavoidable (Cuglin, Petljak, & Naletina, 2017). As food waste is harmful to the environment and the business revenue, it is important for the food service business to find out the root causes of the waste and learn about its categories before finding the approach to deal with the issue. The findings also indicate that the two restaurants have the same serving of buffet concept – 3 meals serving per day focusing on the 4 stars hotel standard; however, the menus and their style of operation are varied. For this reason, the two restaurants have tried different approaches to learn about their customer's preference and produce foods according to the nationality and preference of their customers. For step 2 on wastage hierarchy which is a tool for all business industries to study and classify their wastes, so that the effective solutions will be able to be figured out later after the discussion. The two restaurants sorted out their food wastes and were able to find out what type of wastes to be recycled which is beneficial to the restaurant financially. The two restaurants have some similarity and differences in their technique of the 3 Rs (reduce, reuse, recycle), while both enterprises have a similar approach to wastes that are sent to landfill. The two restaurants have provided their answers and ways of dealing with waste similarly, as both have practiced the 3 Rs, however, the degree of implementation is different. KL buffet restaurants has been practicing 3 Rs following a brand standard and operating procedure from Seefah Lumpini Co., Ltd. Despite the current operational focus on food waste, the restaurant is still working on better processes of Reduce (to reduce too much food waste), and Recycle (to recycle waste as much as they can on their property). On the other hand, SS buffet restaurant appears to give more focused on the sustainable development, which has been practiced in their entire organization, as well as from all departments. Therefore, they are able to handle and put their full efforts in practicing 3 Rs from all aspects, as shown in the amount of food waste being reduced around 50 kgs per day). This gives SS the benefit to cut down costs, and the wastes that are left to the landfill are only toxic waste and some general waste.

Furthermore, the finding has shown a new strategy from the literature review of the previous study which include: improve cutting and cooking skill by following the standard of the cooking, choosing quality and organic products to ensure food safety; at the same time, branch chefs from both restaurants also mentioned about their knowledge in cooking and making use of the all products before disposing to the trash bin. One key difference between KL and SS is how managers/owners perceive the food waste issue: whether it is perceived in response to the fundamental values of the business, or it is seen as a good and desirable practice one should have. The core values that each enterprise uphold has reflected in the degree of practices, and waste reduction goals, along with the number of involved stakeholders in the food management process.

Besides, the nature and focus of the business has led the management level to conduct certain SOP to the business's operation. Also, the nature of KL restaurant is under a business management level that focus on standard and service quality, so sustainable development does not raise as an important topic for the associates to learn or trained for; therefore, their motivation to practice 3Rs serves by their interest and benefit. Likewise, SS has position themselves as an academy or learning center - not only have they practiced and received positive results, but also sharing their knowledge journey as a story and learning program; for this reason, practicing sustainable development has served their interest, as well as their business as brand awareness and marketing.

Conclusion and Implications

Food waste is one of the most challenging and complicated issue in the hospitality industry, restaurant business, and especially to buffet restaurant businesses. Even though Thailand is one of leading countries in Southeast Asia, the management and awareness of the issue is still not in a range of discussion in the industry. At the same time, food waste has giving many affects and bad impacts: such as the pollution to the environment, the threat to the natural resources and hunger in the society, as well as giving high cost to the business; however, the issues have left many obstacles for the business and service provider to manage, which might consider as additional work that cause them to neglect. The study benefits the restaurant industry and sheds light on how food waste take places within the buffet restaurant processes by providing the elaborations from the selected two buffet restaurant cases in Thailand. This study adds on the academic literature regarding to the food waste management in the buffet restaurant context of Thailand which is still limited, and also benefit the buffet restaurant industry and particularly those restaurants that wish to undertake the process of food waste management within the business. In fact, food waste management should be applied in all kind of food service industries as it is not only a method to prevent foods from being wasted, but it also benefits other aspects in business. By looking into each step of process and taking note on the possibility to categorise waste from the food waste hierarchy, restaurants have a chance to increase efficient food production and to have better cost and expense management on food raw materials. Moreover, the restaurants also improve on the food waste management by increasing staff and supplier's communication, and promoting staff good practices. The practices could also be used as a positive message to attract more customers and increase positive brand image. As the study has shown that the factors that pushes the organization to take further actions toward the food waste issues are: the understanding of the matter, the benefit of the approach, nature and focus the business, Standard of Operating and Procedure (SOP), as well as the experience and perspective of the employees, it is not wrong to emphasise the important roles of management,

who can strongly set vision and influence collective actions toward sustainable practices in the restaurants.

One major limitation was the limited number of selected cases studied due to time and resource limitation and the future research is recommended to further investigate other restaurant cases in different contexts. Future research to explore on the motivation factors on what make some restaurants switch from normal practices to conduct food waste management are recommended.

References are available upon request.

CHALLENGES AND OPPORTUNITIES DURING THE COVID-19 PANDEMIC HOSPITALITY VIRTUAL INTERNSHIPS: PROGRAM PREPAREDNESS AND STUDENTS REFLECTIONS

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Introduction

Experiential learning incorporated into hospitality and tourism education in the form of a practical placement has long been accepted as important. However, it is not always possible for students to undertake a traditional internship because of constraints associated with the CDC guidelines of physical distancing due to the COVID-19 pandemic.

Advances in technology, including high-speed internet connections and low-cost portable devices, have made the virtual workplace a reality (Franks & Oliver, 2012). This virtual workforce is expected to grow. Institutions of higher education are beginning to recognize the value of virtual internships as valid experiential learning opportunities to acquire professional skills and competencies. Columbia University's Virtual Internship Program web site provides compelling rationale, stating that over 8 million people are working virtually across the USA (Columbia University, 2012).

According to van Dorp (2011), virtual internships offer the same benefits as place-based internships, but they offer additional benefits as well. In fact, virtual internships add particular value to traditional education, as well as to distance education. Virtual interns learn to employ current information and communication technology to conduct their work and collaborate with their site supervisor and co-workers. Virtual interns are required to exhibit a high level of independent and critical thinking, because they receive fewer and/or more infrequent directions (Franks & Oliver, 2012).

The purpose of this research was to determine the challenges and opportunities of implementing a hospitality and tourism virtual internships in the context of the program preparedness and students' reflections.

Methods

This study utilized the quantitative survey research design. The items/measures used in the survey were adopted from the technology trainings that the investigators attended and applied to this study. The data collection procedure was using a survey to the students who completed the virtual internship class. Descriptive frequencies via Statistical Package for Social Sciences (SPSS, 2027) was utilized for data analysis.

Results/Discussion/Implication

Stephen F. Austin State University's Hospitality Administration program requires an internship of 300 hours of industry-related experience. The objective of the internship is to give the students reality-based experience to balance the theoretical knowledge acquired in the classroom. As a culminating experience, students are encouraged to serve their internships between their junior and senior academic years. In preparing for their internships, students meet with their supervising professor to discuss future goals and plans and potential placements; once the students have secured an internship site and receive approval; a permit to enroll in the

internship course submitted. Students may serve their internships during the fall, spring, or summer semesters, with most serving their internship during the summer.

While serving their internship, students also complete assignments related to their learning experience. Hospitality interns post to their weekly online journal describing the routine tasks they are performing, new tasks learned, and specific events or issues that have occurred during the week. They also report their weekly and accumulative hours. In addition to weekly journals, students complete assignments that include an Orientation Paper, describing their initial training and reflections from assigned readings related to customer service application. At the end of their internship, they submit a power point depicting their workplace environment including pictures of them “on the job”, a hand-written thank you note to their supervisor(s), and documentation confirming the completion of the required 300 hours. In addition, their supervisors complete a mid-term and end of internship evaluations of the student; the students also complete a self-evaluation.

Program Preparedness: Virtual internship procedures under pandemic conditions

During the summer 2020 semester, most, if not all of the face-to-face internships the students had accepted were cancelled due to the COVID-19 pandemic. Students who were graduating in the summer and fall of the 2020 semesters needed a virtual internship in order to meet requirement for graduation. Therefore, there was a need to develop a virtual internship course for approximately 20 students.

Utilizing the current face-to-face framework for internships, which includes interacting and working with industry professionals, keeping abreast of current and relevant information in the industry, and the application of theoretical knowledge and professional development, a virtual internship was developed using various forms of technology. Technology used throughout the course included: Synchronous livestreaming with alumni currently in the field, via ZOOM; reflecting on recorded webinars from ICHRIE speaker series using One Pagers; updating LinkedIn profiles by the Center for Career and Professional Development; summarizing current career and industry related articles using Flipgrid, as well as the application of activities in the assignment text over customer service.

In the beginning, both program and students were adjusting to the content and technology used in the virtual internship. However, at the completion of the virtual internship, the students were able to adjust to the content and technology. Furthermore, the virtual internship was beneficial to the students who needed them to graduate. The hospitality program also realized that it is better to be prepared in case another pandemic will happen.

References are available upon request.

CREATING DESIRABLE HOTEL EXPERIENCE FOR LGBT CUSTOMERS

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Introduction

In the experience economy where products and services have been commoditized, and experiences are now more valued by consumers, businesses as well as hotels should aim to create a desirable experience. Thailand, a country where tourism is a big part of the GDP, emphasizes the importance of supporting businesses like the hotel industry. In terms of the tourist make up, LGBT tourists may represent 21.6% of the tourism sector in Thailand, an important market segment which cannot be overlooked. The research department of Thailand further found a high spending power from LGBT tourists as 75% of them have as their relationship status, DINK (Double income no kids) which allows them to travel more often and spend more (TAT Review, 2018). In the United States, gay men and lesbian couples earn respectively USD 17,000 and USD 11,000 more than opposite sex couples according to the U.S. Treasury department (Zane, 2018).

Pink washing is associated with organisations that appeal to Lesbian, Gay, Bisexual, and Transgenders)LGBTs(while masking internal democratic issues to promote themselves as LGBT friendly)Fem Newsmagazine, 2019(. Thus, it is not a term brands would like to associate themselves with. LGBT tourists' market segment is valued at USD 3.6 trillion worldwide representing 5-10% of the world population)LGBT Capital, 2019(. In Thailand their spending makes up 15.9% of the country's employment)Bangkok Post Republic Company Limited, 2019(. These statistics attract brands to portray themselves as LGBT friendly)Berezan et al., 2015(. As of date, there are many different resources providing guidelines how to be more LGBT friendly i.e., CMI LGBT Tourism. Nevertheless, many of these sources do not address the LGBT friendliness in terms of aspects of the hotel experience, leaving a gap in research on such topic. The focus on market segment can, therefore, deflect losses in terms of customers and profit of the hotel (Albayrak, Caber & Bideci, 2016). In this current study, the target group of study are LGBT tourists, where L stands for lesbians, G for gays both men and women, B for bisexuals and T for transsexuals. The study adapted Walls et al.'s (2011) framework as a fundamental concept for investigation. The framework includes some key components for experience enhancement. Human interaction and physical components of the environment are core intangible and tangible dimensions of consumer experience (Ritchie & Hudson, 2009). Environmental cues such as colour and design of the physical decoration of the hotel are tangible components that can affect customer experience. Intangible components such as behavior of and interaction with staff are also crucial for experience of guests (Walls et al., 2011). Moreover, personal factor, including personality differences in terms of type of consumption, such as their hedonic or utilitarian motivation of participants can be affected by atmospheric cues as well (Ballotine, Jack & Parsons, 2010). These create framework for the adapted Walls et al. 2011 later used by the study.

Methods

Due to scarcity of information in the LGBT hotel experience, an interview led applied research has been carried out to explore both the physical aspects and the human aspects of a

desirable hotel experience of the LGBT context. Eighteen participants were included in this research for in-depth interviews. To be able to explore thoroughly the hotel experience of LGBT tourists', the author has adjusted Walls et al.'s (2011) model of hotel experience to fit the topic. As aforementioned, the framework offers both the physical factors and human interaction factors, thus, is suitable for an explorative research approach on finding preferred elements of hotel experience for LGBT tourists. The adapted framework is explained in the results section. The process of data saturation is used to signal when to stop the investigation.

Exploratory research requires a qualitative approach; thus, open ended interview questions were created using the model to avoid leading bias. Exploring participants' perspectives through past experiences in hotels from moment of arrival to moment of departure is a phenomenological approach on the phenomenon of LGBT friendliness. To reach the participants, snowballing sampling method was used to ensure research ethics for a fragile population.

Results and Conclusion

Through interpretation and manual transcription of interview dialogues, the summary of results is elaborated. Regarding the physical environment component, on the aspect of mood & tone, LGBT guests are generally seeking for comfortable, modern, relaxed and private atmosphere, and many do prefer natural elements. The common physical theme found is nature and relaxation whether it be nature from hotel design or the view and landscape, as the main purpose of their trips found are mostly to relax. On the aspect of space, LGBTs prefer it if the hotel provides a good hang-out space for them, including variety of facilities. The finding also notes that LGBT guests are hedonic consumers, as multisensory elements are highly mentioned and relating to the hotel experience. They prefer the hotel with good view and landscape, warm and natural atmosphere, warm lightings, light music and soft sense, with not too extreme elements. Dhar and Wertenbroch (2000) has also found similar results with regards to the fact that consumers are more likely to value their hedonic experiences more than utilitarian ones as many elements were mentioned in the mood and tones that reflect in the customer emotional set. And in the case of LGBT participants in this current study, the emotional set that represents 'warmness' are dominant evoking emotions. Thus, this can be inferred to the vibe that LGBTs prefer. Sentimental objects, the feelings of love as derived from CES (Richins 1997) are also what LGBTs are looking to experience, which can be represented by caring and welcoming. LGBT spaces such as unisex toilets and gay bars are expected to attract LGBTs, however, unexpectedly it is not the LGBT specific spaces that attract them but instead it is the fact that most LGBTs like to hang out and socialise. Thus, some participants go to gay spaces but it most likely is not an attraction on its own.

A specific piece of information is also found during interviews. From 18 participants, many of LGBTs prefer not to define themselves into the specific type of LGBT implying their need to feel free and not being labeled by anyone. The results show that labeling a hotel too strongly as LGBT friendly as a result will backfire and drive away LGBT customers. With the need for privacy and freedom, LGBT customers prefer gender-neutral honorifics. Regarding the staff interaction, LGBT guests prefer staff who has professionalism, with friendly and warm attitude, but with comfortable looking appearance whose look should align well with the hotel's theme and values. The staff should be knowledgeable and be able to recommend LGBT guests

some authentic surroundings (so-called local gems) within the hotel vicinity and a destination. Staff should have positive attitude towards LGBTs and do not necessarily need to emphasize or focus on the specific gender type of LGBT customers as a large number of them prefer gender-neutral honorifics. Hence, in order to obtain the vibes and to enhance LGBT hotel experience, the hotel should focus on creating a warm-feeling environment and having warm and friendly staff who understand the specific preference of LGBT guests as aforementioned.

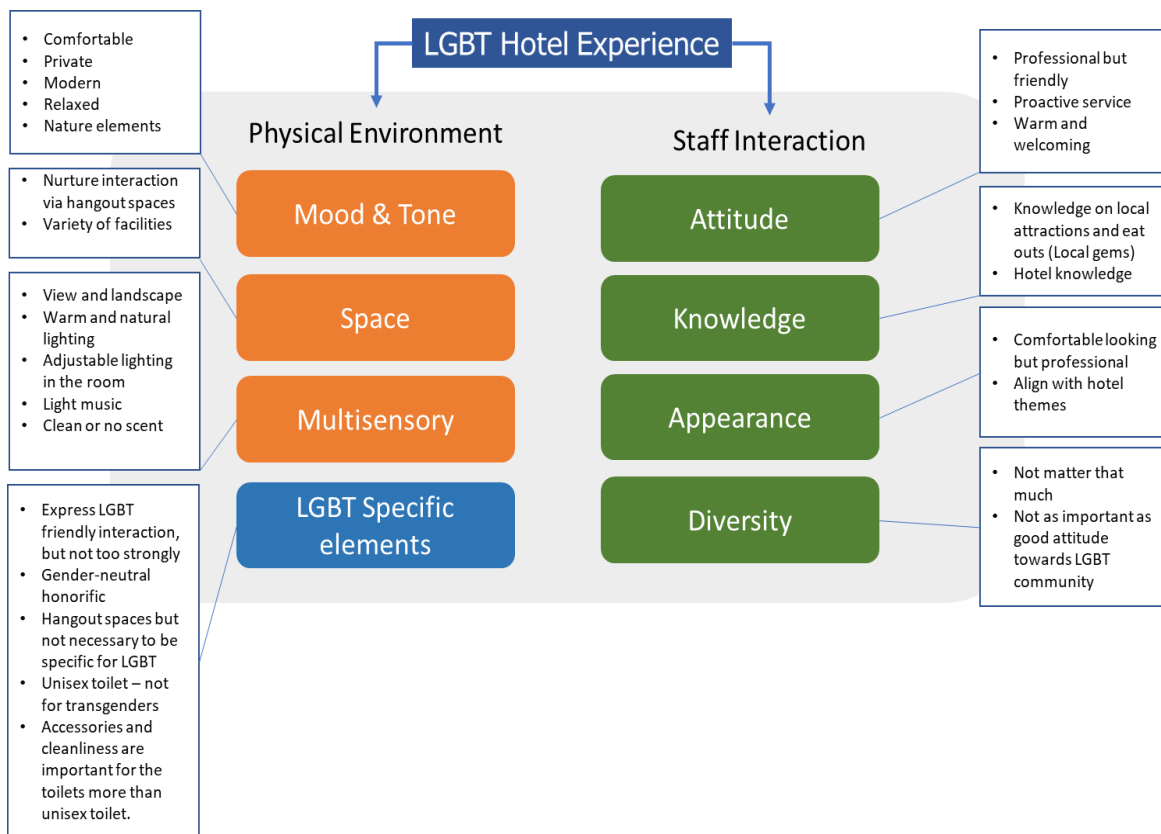


Figure 1. Interpretations from overall hotel experience for LGBT participants of study

Research Implications

Since LGBT tourists’ preferences are determined, it can then be used with many businesses that would like to attract the LGBT segment. Participants being LGBT tourists of age 20 to 45 years old, with motivation for their holidays being to experience and to relax. Knowing this is especially useful for the tourism industry not just the hotel industry. To be more specific on the practical contributions, the hotel industry now can focus their investments in the design of their physical and staff-guest interaction with more focus. The focus being mood and tone of the environment and the staff vibe. As LGBTs are hedonic consumers, the significant attention of hotel should be given to mood & tone and multisensory elements to ensure positive and warm aesthetic experience. For the hotel to provide LGBT guests with those experiences that they are looking for, emotions of “love”, a warm-hearted feeling, a comfortable and relaxing vibe matches with their purpose of travel being to learn and experience as well as to relax. The hotel

owner can design the place to be natural, using natural and warm lighting. The design layout can also create the environment that nurtures guest-to-guest interactions since LGBTs like to hang out and socialise. Nevertheless, on the socialising spaces, a gay bar could be perceived as not appropriate or negative for LGBT couples. Some key points regarding the interaction with LGBT and the way they would like to be neutrally addressed and perceived should be emphasized. Findings can also be used by hotels for staff recruitment and training in order to seek for the right staff and train them to pose desirable traits and vibes. Benefits of this study are not limited to hotel industry only but also the hospitality industry as a whole. To increase trustworthiness and data richness, a greater number of LGBT participants in different geographical contexts are recommended. To increase the validity and generalizability of research, quantitative research method with more participants will strengthen the validity of results. Time limitation however, has prevented the use of triangulation to increase validity of research. Results of this study gives insights for later researches.

References are available upon request.

RESEARCH PROPOSALS

THE CULTURAL IMPACT OF GLOBALIZATION

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Introduction

Globalization is described as the process of expanding to foreign markets to increase operations (Frink, 2009). The process of globalization involves the interaction with the economic, legal, and political aspects of a country (Parker, 2005). Managerial decisions on the global scale require a deeper understanding of the unique structure and processes of a nation (Parker, 2002). Because managers play an essential role in the interpersonal interactions that occur in a global market (Parker, 2005), the focus of the research study is on the influence that global managers can have on cultural identity, with the primary aim to further explore the role of global managers in cultural interactions. Specifically, the study will examine the difficulties, current efforts, and future for cultural preservation. Thailand has been selected due to its high volume of tourism, despite it being a less developed country. The research will also collect sociological data to support the effect of global industries on undeveloped countries.

Methods

The data will be collected from 400 participants (200 local managers and 200 nonlocal managers) located in Bangkok, Thailand. A combination of qualitative and quantitative methods will be used to analyze the impact of managerial techniques on the way of life in Thailand. The questionnaire will consist of Likert type questions ranging from 1 “strongly disagree” to 5 “strongly agree” regarding the difficulties, current efforts, and future decisions that involve the society of Bangkok. The survey will be distributed randomly among the two groups. Open-ended questions will ask the participants to elaborate on their responses. The survey will be administered through Qualtrics. To avoid biases from Westernized forms of research methodologies, an indigenous cross-cultural management study will be performed to consider the cultural differences that exist (Parker, 2002). In addition, to assess the validity of each question presented in the survey the Index of Item-Objective Congruence (IOC) will be calculated (Dulyadaweessid & Sirisunhirun, 2018). The result of the IOC will indicate how relevant the questions will be to the topic of cultural impact. Exploratory factor analysis will be used.

Anticipated Results/Discussion/Implication

It is anticipated that the level of awareness of cultural influence by global managers will be superficial and that most of the knowledge will be generalized rather than based on actual interactions. In comparison with nonlocal managers, local managers will demonstrate a higher level of understanding of the local culture and awareness of the cultural impact. It is anticipated that the results of the written portion of the survey will demonstrate that the nonlocal manager will describe mostly the financial aspects of their managerial decisions. In general, the results will indicate that there is a need for global managers to understand the importance of their role when it comes to the cultural impact of their decisions.

References are available upon request

THE IMPACT OF SOIL ON CROP HEALTH AND PLANET RESILIENCE

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Introduction

Human life depends on the capacity of soil to support food production (Gomiero, 2016). Soil, a finite resource, is degrading due to unsustainable land uses and management practices that have caused erosion, salinization, compaction, acidification and chemical pollution (Food and Agriculture Organization of the United Nations, 2015). As a result of industrial farming practices soil is lacking micronutrients critical to food nutrition and crop yield. In some areas of the world, soil losses are up to 100 times faster than the rate of soil formation, which is a serious threat to the extinction of soil (Banwart, 2011). Soil degradation reduces fertility, requires ever increasing inputs, and may eventually lead to soil abandonment (Gomiero, 2016). Soil health has been defined by The Food and Agricultural Organization of the United States (FAO) as: “the continued capacity of the soil to function as a vital living system, within ecosystem and land-use boundaries, to sustain biological productivity, promote the quality of air and water environments, and maintain plant, animal and human health.” Worldwide, humans obtain more than 99.7% of their food (calories) from the land (Pimentel & Burgess, 2013). Soil deficiency is a threat to food security, impacting access to nutritious food and stabilization of the continued production of food.

Soil is essential to the health of humans and to the health of the planet. Mineral and organic nutrients in soil are processed by microbes into forms useful for plants and to help retain sufficient moisture for biological growth, facilitate drainage and allow oxygen to reach plant roots. One study found dry matter content (evaluation of the quality of nutritional value) in organic crops was 7–20% higher than that of conventional food (Yu, Guo, Jiang, Song, & Abdimuratovich, 2018). In addition, no pesticide residues and less heavy metals were found which indicate lower chemicals and toxicity levels. Another study comparing food from 1951 to today found that today, double the servings of broccoli is needed to supply a male’s daily Vitamin A requirement. Likewise, two peaches would supply a female’s daily Vitamin A requirement in 1951 and today, 53 peaches would be required (Ramberg & Mcanalley, 2002). Plants grown in fertile soil have more nutrients in the edible parts of the plant than those grown in infertile soil (Lauer et al., 2014; Miller & Welch, 2013; Zuo & Zhang, 2011). Studies have found that soils deficient in zinc, iron and selenium lead to deficiencies in the edible parts of the plant. For example, peas grown in fertile soil contained three times more zinc than those grown in infertile soil, and wheat contained five times more selenium (Miller & Welch, 2013; Welch & Graham, 2002; Zuo & Zhang, 2011).

This study is part of The Real Food Campaign (RFC) established by the Bionutrient Food Association (BFA), whose goal is to make the nutritional density of food easily detectible. RFC is a nationwide study that includes correlating nutrient density to environmental conditions. Specifically, this study is surveying the quality of soil and food samples throughout North America to create a large, public, high quality and well referenced dataset. The study will test soil minerals, organic matter, biological activity, pH, and food and soil quality markers. The direct purpose of this study is to test soil health in relation to the nutrient health of the crop

growing in the soil. The long-term goal is to connect soil, plant and human health to farm viability, and ecosystem regeneration.

Research Design

Soil sample kits will be used to extract soil samples from different farms around North America. Two soil samples will be taken near each crop (plant) being analyzed and 3 samples per crop type per farm. A soil sample depth of 4 inches and 6 inches around each crop will be analyzed to determine soil health. Specifically, minerals, soil fertility and contamination of the soil will be used to measure soil health. Moisture, antioxidants, phenolic content and contamination will be analyzed to determine the nutrient profile of the crop. A profile of each soil and crop sample based on the following test will determine soil health and nutritional outcomes of crops:

Soil health: Loss on Ignition (LOI), Respiration, and X-Ray Fluorescence (XRF)
Crop Nutrients: Moisture Content, Ferric ion reducing antioxidant power (FRAP),
Folin-Ciocalteu (F-C) Total Polyphenolas Antioxidants, and XRF

The following hypothesis will be tested:

H1: There is no significant difference in crop nutrients grown in different mineral compositions of soil.

H2: There is no significant difference in crop nutrients grown in different fertility of soil.

H3: There is no significant difference in crop nutrients grown in different contamination levels of soil.

Anticipated Outcomes

The anticipated outcome of this research project is both academic and practical. The practical outcome is to develop a public database of food and soil quality to inform consumers and to impact farming viability, human and planet health. The academic outcome provides useful data to inform the need and path toward an important shift for growing higher nutrient dense food, soil preservation and sustainable management practices in the agriculture system in the United States.

References are available upon request.

KEEPING THEM ENGAGED: DISCUSSING ASYNCHRONOUS ONLINE COURSES

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Introduction

Online learning has become commonplace for all schools nationwide. With the onset of the global pandemic of COVID-19, universities have been forced to transition classes typically in-person to various online learning environments, including synchronous, asynchronous, and hybrid learning environments. As more students are required to take most of their courses online, instructors must ensure that students stay motivated and engaged in the content (Ryznar & Dutton, 2019). Promoting interactions is one strategy to promote learning through intellectual stimulation and the exchange of ideas (Agudo-Peregrina et al., 2014). This strategy is typically easily implemented within in-person classes; however, interactions within online learning environments can be perceived as manufactured and without value, especially within asynchronous online courses (Dyment et al., 2020).

Asynchronous online discussion forums are among the most commonly used means for promoting collaborative knowledge construction in online classes (Schrire, 2006). Unfortunately, instructors often are required to grade discussion forums to measure student engagement, and students often see these assignments as busy work (Dyment et al., 2020). Therefore, instructors must find innovative methods to promote interactions in online classes while fostering student engagement and motivation in the course, such as instructor-facilitated discussions, teacher-student interactions on wikis, and simulations (Alghasab et al., 2019; Nulden & Scheepers, 2001; Rovai, 2002).

Methods

This discussion session will focus on how instructors keep students engaged and motivated in asynchronous online courses. The discussion's primary emphasis will be on student-to-student and student-to-faculty interactions and their impact on student engagement and motivation.

References are available upon request

VEGETABLE CONSUMPTION AND MSG: A CULINARY EDUCATION PILOT STUDY

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Introduction

Most Americans consume excessive amounts of sodium and inadequate amounts of vegetables in their daily diet (Centers for Disease Control and Prevention, 2017; U.S. Department of Health and Human Services and U.S. Department of Agriculture). Knowing how to prepare and cook various vegetables can increase vegetable consumption and result in a healthy diet (Hutchinson et al., 2016). Therefore, one strategy for increasing vegetable consumption among adults is to provide experiential culinary education sessions, which increase cooking knowledge and confidence. Furthermore, Monosodium glutamate (MSG) can reduce excess sodium in the diet and add sensory properties to food, making it more palatable. Due to outdated research and common misconceptions about perceived symptoms from eating Chinese food, MSG has been portrayed as a villain that causes detrimental health effects such as palpitations and brain damage (Olney, 1969). However, well-controlled studies have failed to demonstrate the correlation between MSG and these damaging health effects (Tarasoff & Kelly, 1993). Therefore, educating individuals about interesting ways to include vegetables in the diet by using MSG as a flavor enhancer can also encourage increased vegetable consumption.

Therefore, the purpose of this study is to test the acceptability of using MSG to reduce sodium while encouraging the intake of vegetables after providing an experiential culinary education session. One primary objective of the study is to test the various data collection methods used.

Methods

The target population will include 12 adults aged 18 years and above with no food allergies, the ability to cook and have access to a kitchen. Participants will be recruited using a university announcement system. This randomized controlled intervention study will include a culinary education session, vegetable intake questionnaire, and sensory evaluation to test the acceptability of using MSG to reduce sodium while encouraging increased vegetable consumption. Twelve participants will be randomly assigned to one of three groups (a) vegetables prepared with MSG to replace some of the NaCl content (MSG group); (b) vegetables prepared with only NaCl (NaCl group); (c) vegetables prepared with no seasoning (control group).

Prior to the culinary education session, participants will complete a vegetable intake questionnaire. Participants will receive an experiential cooking class in a culinary educational lab. The cooking class will include the preparation of three recipes highlighting three different cooking techniques. While streaming a video of the instructor station to projectors and screens throughout the lab, an instructor will prepare the recipes at the front of the lab and provide culinary education. Participants will prepare the three recipes at individual culinary stations simultaneously with the instructor.

A total of 17 vegetable servings (carrots, sweet potatoes, red peppers, broccoli, and green beans), 13 recipes, and all recipe ingredients according to their treatment group (MSG, NaCl, or control) will be sent home with participants to prepare a recommended 2-3 servings daily of

vegetables. Upon completing the seven days, participants will complete a sensory evaluation of the five vegetables with no seasonings, NaCl only, and a NaCl/MSG mixture to assess the appearance, color, odor, texture, flavor, and acceptability of the vegetables. In addition, participants will complete the post-intervention vegetable intake questionnaire and will be offered advice on the use of the MSG cooking method to increase vegetable consumption. One month following the intervention, participants will complete the long-term vegetable intake questionnaire to assess the continuing impact.

Data analyses will evaluate the changes in outcomes within and between groups using either paired t-tests or paired Wilcoxon tests; the latter will be used if the study outcomes are found to violate the assumptions of the former broadly. As this is a pilot study, the emphasis will be on utility and effect size estimation rather than powered comparisons or controlling the family-wise error-rate to adjust for multiple comparisons, although those will also be examined.

Conclusions

This study's findings will be essential to inform the promotion of MSG as a component of a healthy diet and the effectiveness of experiential culinary education. This pilot study may not provide a meaningful effect size due to the pragmatics of a pilot grant. However, this data can motivate larger-scale studies to promote better evidence of efficacy when using MSG to increase vegetable consumption while reducing sodium intake and test the use of culinary education programs in increasing vegetable consumption.

References are available upon request

SLOWFOOD IN SLOWCITIES?

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Introduction

Deloitte (2020) reports that domestic and here rural tourism will continue to grow accelerated by the Corona epidemic. In rural destinations, travelers seek authentic experiences connecting them with local cultures which are often provided by local food (Hatipoglu, 2015; Sims, 2009). Graft (2019) reports that 35% of tourists want to try local delicacies. Local food and gastronomy enhance travelers' experiences and form the image of destinations upon which recommendations and return intentions are based (Kutschera, 2018; Redstrom, 2014; Hussain, Lema & Agrusa, 2012; Yartseven & Kaya, 2011). The UNWTO (2017) recognized the importance of local food and gastronomy and included this in its mission mentioning organizations like Eurotoques and SlowFood for the advancement of rural tourism.

Italian Carlo Petrini started the SlowFood movement in 1986. SlowFood promotes local food and traditional cooking (Miele, 2008), and has over 1,600 food communities (convivia) in over 160 countries (SlowFood, 2018). The SlowCity or 'Cittaslow' label developed from the SlowFood movement and was started in 1999 in Orvieto, Italy, and today includes 264 Cittaslow towns in 30 countries (Cittaslow, 2020). Both concepts promote culinary traditions and local cuisine as a means to sustain authenticity for tourism in rural destinations with less than 50,000 inhabitants. Evidence of SlowFood in Cittaslow towns should then be a substantial driver in rural tourism, Cittaslow towns should be home to more SlowFood restaurants than non-Cittaslow ones. The Cittaslow label suggests 'localness' of food experience which potential guests might use as the base for their destination selection (D'Souza, Taghian & Lamb, 2006). Yet, to the author's knowledge, no empirical study has investigated this relationship between Cittaslow and SlowFood.

Based on this close relationship established in the literature, the following research question is: Do Cittaslow towns have more SlowFood-certified restaurants than Non-Cittaslow towns? The author expects that towns with the Cittaslow label offer more SlowFood eateries.

Methods

Archival research was used in this pilot study. Purposefully sampling used the records of Cittaslow (2020) to identify Cittaslow towns in 19 European countries. This list of towns (N=200) was compared with SlowFood listings and data was only complete for n=27 towns in Italy and n=21 towns in Germany (e.g. Genussfuehrer). Hence these cities in the two countries were chosen for a case study. These towns (n=48) were paired with similar size non-Cittaslow towns in their respective regions to allow comparisons. Much back-ground analysis was applied to ensure that towns were indeed compatible. The author entered the data into Excel to explore the relationship between both concepts with descriptive statistics. Generalization was not an objective, the goal for this pilot case study was to uncover evidence of an underlying relationship that could be addressed in a larger study and could provide suggestions to rural town officials regarding local and SlowFood presence.

Data Analysis and Discussion

Concerning the population of the sampled Cittaslow towns, the German towns (n=21) were on average slightly larger than those in Italy (n=27). German Cittaslow towns had a population average of 12,431 versus 8,914 in Italy, and the German non-Cittaslow towns had 14,711 inhabitants versus 9,621 in Italy. In both countries, the paired towns were larger than the Cittaslow towns. Data suggests that the towns in Italy are located in more rural and less densely populated areas, with distances between Cittaslow and non-Cittaslow towns being larger in Italy with 27 miles versus 10 miles in Germany. For SlowFood, Italy has the most convivia (350), most of any country, while Germany has 85 convivia. By comparison, the USA has 250 convivia.

The Cittaslow and SlowFood movements originated both in Italy and so, not surprisingly, the number of Cittaslow towns with SlowFood restaurants is much higher in Italy than in Germany (96.3% versus 23.8%). This is also true for non-Cittaslow towns where each sampled town in Italy has a SlowFood eatery compared to 38.1% in Germany. Additionally, each Italian town on average had two SlowFood restaurants while each sampled German town had one. German towns have room to improve their number of SlowFood restaurants offering authentic food experiences.

The data to answer the research question showed that non-Cittaslow had actually higher percentages of SlowFood restaurants. In Italy, 26 of 27 sampled Cittaslow towns (96.3%) were home to SlowFood restaurants compared to 27 of 27 or 100% in non-Cittaslow towns. The same results for Germany indicated that 5 of 21 (23.8%) Cittaslow towns had SlowFood eateries compared with 8 of 21 or 38.1% in non-Cittaslow towns. The difference between Cittaslow and non-Cittaslow in Germany is much larger than in Italy where almost every town has SlowFood restaurants. These results might be explained by the fact that Italian cuisine and dining experiences are truly global and local food and dining experiences are demanded by residents and guests alike in rural towns.

Summary and Recommendations

In summary, the Cittaslow label suggests to visitors more SlowFood eateries, but as shown by this case study, the opposite is true. Particularly in Germany, many more non-Cittaslow towns are home to SlowFood certified restaurants. A large-scale study should investigate if these case study findings can be generalized.

Cittaslow-label towns should focus on and encourage more SlowFood restaurants since their guests expect these offerings based on the label and since this should be their competitive advantage over non-Cittaslow towns.

References are available upon request.

EXPLORING THE IMPACTS OF COVID-19 ON HOTEL BOOKING INTENTIONS: AN APPLICATION OF THE PROTECTION MOTIVATION THEORY

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Introduction

Given the current global scenario, hotel guests' perceptions of cleaning and safety measures are critical. Atherton and Atherton (1998) indicated that service providers are expected to behave responsibly and protect travelers' safety during a health crisis. According to OECD (2020), hotel industry efforts need to focus on recovering travelers' confidence by introducing new safe and clean programs or seals. However, there is a lack of guidelines regarding which hotel safety/cleaning programs and communication strategies are more effective when approaching guests. This study aims to address this gap by exploring changes in hotel guests' perceptions due to COVID-19 through an experimental design. Specifically, it applies the protection motivation theory (Rogers, 1975) in investigating the effects of different messages (hope vs. fear) along with different types of hotel safety/cleaning programs (internal vs. third-party) on guests' booking intentions. Finally, the moderating role of risk propensity will be explored.

Protection motivation theory (PMT) proposes that behavioral intentions are the outcome of the measurement of threat and coping appraisals (Fisher et al., 2018). Threat appraisals involve perceived severity and perceived vulnerability, while the coping appraisal includes self-efficacy, response efficacy, and response cost (Burns et al., 2017). In addition, message framing will be employed to examine the effects of fear and hope appeal messages on hotel booking intentions. Within the context of the COVID-19 pandemic, people's appraisals are significantly associated with the way information is presented in media.

Methods

This study will use a 2 (COVID-19 message type: fear appeals vs. hope appeals) × 2 (hotel safety/cleaning program type: internal vs. third-party) between-subject experiment design. Two COVID-19 framed messages, a mock hotel brand, and two mock types of hotel safety/cleaning programs are developed to provide a realistic scenario approach for participants. A web-based survey is developed to check manipulation, assess threat appraisals, coping appraisals, booking intention, and risk propensity. The instrument consists of three main sections. The first section includes screening questions. The following section contains 38 items to measure the constructs. The last section gathers demographic information. The sample will be collected in a public university located south of the U.S. ANOVA and PROCESS will be employed to analyze data.

Expected Implications

The results of this study will be helpful for hotel industry managers by providing evidence of the most effective safety/cleaning programs and communication strategies to approach travelers. Similarly, this study will contribute to the existing literature by combining the PMT with hope and fear appeals as well as the moderating role of risk propensity.

References are available upon request

CUSTOMER-TO-CUSTOMER INTERACTIONS, EXPERIENTIAL VALUE, AND BEHAVIORAL INTENTIONS IN CASUAL RESTAURANTS: AN EXPLORATION OF THE DIFFERENCE BETWEEN SOLO DINERS AND SOCIAL DINERS

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Introduction

As lifestyles keep changing, there is a trend for people to consume meals alone. Similar to solo travel, which has been recognized as one of the fast-growing sectors in the tourism industry, solo dining is experiencing a sharp increase in volume (Her & Seo, 2018). As restaurant owners have realized the significant purchase power of solo diners, it is critical to understand their dining experience and behavioral intentions. Hospitality researchers have explored consumers' motivations for dining alone (Choi et al., 2020), the perception of solo dining (Brown et al., 2020), the optimal restaurant layout for solo diners (Hwang et al., 2018; Moon et al., 2020), and consumers' attitudes and intentions of dining alone (Her & Seo, 2018; Chang, 2020). While prior research extensively studied solo diners' attitudes and emotions, the impact of other customers on solo diners' dining experiences and their behavioral intentions have not been fully investigated. More importantly, research exploring the differences between solo diners and social diners (who eat as a group) is lacking. This study aims to fill the gap by examining the effect of customer-to-customer interaction (CCI) on diners' consumption experiences and if the relationship differs by party size (solo vs. social).

CCI has been examined in the hospitality service context (Luo et al., 2019; Altinay et al., 2019; Lin et al., 2020), and it was found to affect customers' service experience (Yin & Poon, 2016; Luo et al., 2019). Pleasant interactions with other customers could make the service experience more enjoyable, while unpleasant interactions may be viewed as a service failure and negatively influence the experience (Zhang et al., 2010). CCI is a critical component of restaurant dining experiences as customers share time and space during service encounters (Sa & Amorim, 2017). Lin et al. (2020) found that nonverbal CCIs were positively associated with customers' positive emotions in a restaurant dining context. For example, Sa & Amorim (2017) found that in catering settings, customers have explicit expectations of other customers' characteristics and behaviors and generally do not anticipate intense interactions with strangers when dining. Wu and Liang (2009) indicated that CCI directly affected diners' experiential value (EV) at luxury restaurants. Their study applied an experiential value scale (EVS) to assess service consumption experiences (Mathwick et al., 2001). EVS measures intrinsic benefits, including aesthetics and playfulness, and extrinsic benefits, namely consumer return on investment (CROI) and service excellence (Mathwick et al., 2001). Prior research studying the restaurant business measured food and beverage excellence as one additional dimension of EV (Jalivand et al., 2017; Taylor et al., 2018). As Wu and Liang (2009) studied experiential value as one integrated construct, the current study will incorporate food and beverage excellence into the measure of EV and further investigate how CCI affects consumer behavior by influencing the dimensions of diners' EV. In this study, CCI is measured by three items inquiring into the degree to which the diner a) feels good about being around other customers, b) senses the friendliness and politeness of other customers, and c) feels in harmony with other customers.

H1: CCI quality positively impacts each of the five dimensions of restaurant customers' experiential value.

Chen et al. (2014) suggested that experiential value influences a restaurant's image. Restaurant image is determined by experience-related factors, including food quality, service quality, and physical environment (Ryu et al., 2012; Erkmén & Hancer, 2019). Since restaurant image is one of the key antecedents of customer loyalty, revisit intentions, and word-of-mouth intentions (Jin et al., 2012; Ryu et al., 2012), it mediates the relationship between experiential value and behavioral intentions (Chen et al., 2014). Therefore, the study hypothesizes:

H2: Each dimension of customers' experiential value positively impacts the restaurant image;

H3: Restaurant image positively impacts customers' behavioral intentions towards the restaurant.

Hwang et al. (2018) and Her and Seo (2018) suggested that other customers' mere presence could significantly affect the solo dining experience. Leith (2020) indicated that social interactions are critical to solo customers' dining experiences. Hwang et al. (2020) further argued that the enhancement of the solo dining experience depends on with whom solo diners interacted. For example, seating a solo diner in close proximity to social diners who eat as a group may reinforce solo diners' negative attitudes. Whereas the presence of other customers who also eat alone enhanced the favorable attitude elicited by solo diners (Hwang, 2020). The unique characteristics of solo diners motivate this study to explore if the underlying mechanism that explains the effect of CCI is different between solo diners and social diners.

H4: Party size moderates the effect of customers' experiential value in the relationship between CCI quality and restaurant image.

Methods

A questionnaire will be administered on Qualtrics to collect data on respondents' past dining experiences. Except for party size, each construct in the conceptual model is measured with a seven-point Likert scale. A structural equation modeling (SEM) approach will be applied to analyze the data in Mplus.

Implications

This study aims to fill a gap in the literature by examining the effect of customer-to-customer interaction (CCI) on five dimensions of experiential value and explores if the mediating effect of experiential value in the relationship between CCI and restaurant image is moderated by group size. This paper will add to the consumer behavior literature by exploring the mechanism for CCI in influencing diners' behavioral intentions and if the mechanism works differently for solo diners and social diners. Further, the findings will provide insights for restaurant owners on how to better accommodate solo diners. The indirect impact of CCI on behavioral intentions will also be examined, allowing managers to increase restaurant profits by providing distinct benefits for this market segment.

References are available upon request

GUEST BEHAVIOR AND ATTITUDES TOWARD HOTEL BRANDED MOBILE APPS: AN EXTENDED TECHNOLOGY ACCEPTANCE MODEL

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Introduction

The rapid growth and use of branded mobile applications (i.e., apps related to specific brands) in the hotel industry is changing and reshaping the guest experience. Guest services such as check-in and check-out, payments, digital room keys, room service, food ordering, concierge services and more can all be accessed through hotel's branded mobile apps. According to STR reports (2018), 88% of hotel guests would prefer mobile app for check-in/check-out and for personalized experiences.

Although there has been an increased use of the mobile apps in the hotel industry over the years and prior research has established the benefits of its use from hoteliers perspective (Alpar and Kim, 1990; Sintala, 2019), there still exists a need to fully understand guests' perception and changing behavior toward hotel mobile app as disruptions (e.g. COVID-19) and changes within the hotel industry are inevitable resulting in a continual shift in guests behavior. Additionally, a review of literature reveals that studies examining customer engagement through mobile apps are limited as the topic is relatively new (Rasool, Shah, & Islam, 2020). Particularly in the context of hospitality, studies in this area are almost nonexistent. Thus, while TAM has been extensively used to examine technology adoption behavior among guests, the importance of this study is the moderating impact of perceived security risk and the extension of TAM by including the customer engagement construct.

To understand the impact of guest's perception and intention to use hotel's branded mobile apps on customer engagement, this paper examines US hotel guests. The result of this study will provide useful insight to hotel managers on guest adoption and usage of branded mobile apps in their service delivery and suggest better alternatives to enhance guest perception and overall experience.

Methods

The study attempts to answer the following research questions: (1) does perceived usefulness and ease of use of hotels' mobile app impact guests' intention to use app? (2) does use/ intention to use hotel's mobile app impact customer engagement? (3) Are there differences in adoption behavior based on guests' perceived security risk and age? To answer these questions, a quantitative study will be designed on Qualtrics and distributed through Amazon Mechanical Turk as a self-administered survey. All measurement scales will be adapted from previous literature to measure the various constructs using a 7-point Likert scale. A total of 400 responses will be collected from participants who have had previous experience using hotel branded mobile apps (utilizing a screening question). CFA/SEM will be conducted to model the relationships among the variables.

Results/Discussion/Implication

The hotel industry has been moving towards self-service technology over the years and has become even more prominent in the past year. For example, Virgin Hotels is planning to relaunch its mobile app by early 2021. The hotel's app has been upgraded to be more robust to

provide services such as controlling room lights, temperature, and television. With the increasing installation and large capital investment in these technologies, hotel managers should be concerned with the willingness of guests to adopt these apps, how it can improve their service and eventually lead to a return on their investments. It is therefore important to examine the benefits of hotel's mobile app not only from the hotel's perspective, but more importantly from guests' viewpoint. The implication from this study could be beneficial to hotel managers to aid in the adoption behavior of guests and manage the change towards a more technologically enhanced hotel experience. Additionally, this study contributes to the body of knowledge by extending the TAM to include the customer engagement construct.

References are available upon request.

ALCOHOL-RELATED LIFESTYLE SCALE: LATENT VARIABLE MODEL OF CONSUMER ALCOHOL CHOICES

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Introduction

Much like food, the breadth and depth of alcohol products are vast and diverse. Kotler, Bowen, Makens, & Baloglu define lifestyle as a “person’s pattern of living as expressed in his or her activities, interest, and opinions” (2017, p.659). To better understand the process of consumer segmentation of food, Brunso, Grunert & Bredahl (1996) developed the Food-Related Lifestyle scale (FRL) using a means-end chain approach to identify relationships with consumer lifestyle behaviors and attitudes with concrete product attributes and product categories. Specific to the wine category, Bruwer, Li, & Reid (2002) adapted the FRL scale into the Wine-Related Lifestyle (WRL) approach as a multicultural and transnational approach to wine consumer segment marketing.

Brewer and Li (2007) have addressed the wine consumer market mix with beer and spirit consumption; however, the research’s scope disqualifies alcohol consumers that have happened not to have purchased wine within six-months of data collection. It is important to note that Statista’s U.S. alcohol sales data yields that wine is roughly 17% of the market revenue (Conway, 2020). Therefore, there is a gap in market surveillance research to explore the lifestyle factors involving the alcohol marketplace beyond wine consumers. This can be addressed by an inclusive adaptation of Bruwer et al.’s WRL approach to the increasing breadth of beer, wine, and spirit beverage categories.

This research will include a third adaptation of the Brunso et al. (1996) FRL scale by revising the Bruwer et al. (2002) WRL instrument to surveil the Texas alcoholic beverage marketplace. The purpose of this research is to (1) identify clustered market segments, (2) explore alcohol product norms within segments, (3) initiate the creation of a valid instrument for AIO (activities, interest, opinions) research within the alcohol product marketplace.

Literature Review

Both the Brunso et al. (1996) approach to the FRL and Bruwer et al. (2002) WRL scales are rooted in aspects of cognitive psychology as theoretical foundations. This approach of market segmentation research is grounded in the following seven assumptions (see: Anderson, 1983; Grunert, 1990; Peter & Olsen, 1993; Bruwer et al., 2002).

Within this assumption framework, Brunso et al. (1996); Bruwer et al.(2002) offers the following notions: (i) makes a distinction between lifestyles and values, (ii) suggest that lifestyles transcend individual products or brands, so we can use product categories as an alternative, (iii) abstracts that lifestyle, in a hierarchy of constructs, is intermediate between values and the perceptions/attitudes of products (Figure 1), (iv) covers both declarative and factual knowledge – based on one’s experience and perceptions – as to which products contribute to both life values, and the procedures of how to obtain, consume or dispose of products. Finally, (v) refers to lasting dispositions to behave as opposed to single behavioral acts.

In congruence with Bruwer et al.’s (2002) WRL adaptation of Brunso et al’s (1996) FRL, we offer these constructs to surveil the alcohol market:

Alcohol consumption situations: what are the environments in which alcoholic beverages are consumed? Is it consumed in social settings or privately? Is it formal or informal? Is it part of a celebration or everyday life? What is the frequency of alcohol consumption?

Ways of shopping: how and where are people shopping for alcoholic beverages? Is it a deliberate process or impulsive? Who do they rely on for information?

Quality/attributes: what qualities are sought for alcohol products? This can include product origin, alcohol content, price, flavors, awards, and attributes in packaging.

Drinking rituals: how are alcohol products “prepared” for consumption? This can include making cocktails, specific glassware for types of alcohol, or alcohol being consumed directly from packaging.

Desired consequences of alcohol consumption: what are the expectations for consuming alcohol products? What is the importance of these consequences?

Methodology

To identify and validate market segments for alcohol consumers, 350 survey questionnaires will be distributed in Texas. The questionnaire contains 59 AIO items using a 7-point Likert Scale (1 – strongly disagree, 7 – strongly agree), and 8 items concerning participant demographics and questions on product purchases/preferences. Stratified sampling will be used for the population for proportional representation of gender and age demographics in Texas. Qualtrics Panel services will be used for participant recruitment. To validate the ARL as a valid model for AIO research, a confirmatory factor analysis (Thompson, 2004) will be performed in Rstudio software. For the identification of AIO marketable segments and dynamics within groups, a latent profile analysis will be performed also using Rstudio software.

Anticipated Results

It is projected that yielded AIO marketable segment clusters from the latent profile analysis will somewhat mirror WRL findings from Bruwer & Li (2017), Bruwer & Li (2007), Johnson and Bruwer (2003), and Bruwer et al. (2002). Examples of WRL scale findings include “Involved, knowledge-seeking wine drinkers”, “Basic wine drinkers”, “Enjoyment-oriented, social wine drinkers”, and “Conservative, knowledgeable wine drinkers”. However, due to the wide-breathed spectrum of the Alcohol-Related Lifestyle scale, the reflected segments will be revised for quality. This can include “Involved, knowledge-seeking wine drinkers” and “Basic wine drinkers” to be modified to “Involved, knowledge-seeking drinkers” and “Basic drinkers” as illustrations. Product norms within the former could include smaller-scaled craft and local alcohol products, while the latter could include preferences for higher-volume, nationally distributed products.

References are available upon request.

POSTERS

EVALUATING SALES EMPLOYEES' PERCEPTION TOWARD UPSELLING AND CROSS-SELLING

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Introduction

Revenue management (RM) is an important field in the lodging industry with the aim of managing limited and perishable inventories to increase the firm's revenue; organizations should practice relationship marketing with revenue-based strategies. Two of the recent revenue-based strategies in alignment with market growth and penetration concepts are cross-selling and up-selling (Kotler, Bowen, Makens, & Baloglu, 2017). Van Doorn et al. (2010) concluded that engaged customers invest more time, effort and money for the use of a company's services and products. According to a Groove.com (2019) statistical report, highly engaged customers spend 60% more and three times the annual expenditure for each transaction in comparison to other customers.

In short, the purpose of this study is to: 1) evaluate lodging sales employees' perceptual tendencies about using up-selling and cross-selling strategies when communicating with guests based on Interpersonal Perception Theory; 2) measure sales employees' skills and abilities on understanding these two strategies, and 3) test firm performance as outcome of these relationships.

Methods

This study uses purposive sampling to collect its quantitative data. To determine sample size, G*Power software was used and reported with a parameter effect size of 0.3 and power of 0.95, which has set the minimum threshold of sample size as 136; therefore, 300 self-administered survey data will be collected from sales employees. This survey's problems will be based on a seven-point Likert scale where one is "extremely disagree," and seven is "extremely agree."

Implication

This study's finding will suggest how organizations can use these two strategies to increase their performance and retain their talented employees.

References are available upon request.

EFFECT OF ROLE AMBIGUITY ON EVENT VOLUNTEERS' JOB SATISFACTION AND PERFORMANCE: ROLE OF SOCIAL EXCHANGE QUALITIES

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Introduction

Running events requires a large amount of manpower, that often includes volunteers. If volunteers feel their role unclear, it may cause them to perceive that they cannot complete their assigned duties, leading to negative feelings (Rogalsky et al., 2016). This is particularly critical in the event industry when considering volunteers as they are likely assigned novel and relatively complex tasks with unclear expectations that may make them feel overwhelmed and confused (Zievinger & Swint, 2018). To date, only a few studies have paid attention to the effect of role ambiguity of volunteers in the event setting (Tornes & Kramer, 2015). Consequently, the question of how the negative effect of role ambiguity can be mitigated is raised. The theoretical backbone for the three social exchange quality including team-member exchange (TMX), leader-member exchange (LMX), and customer-employee exchange (CEX) lies on the social exchange theory (SET). The SET explains that when an individual receives benefits from others, the given member feels obligated to reciprocate; this may be between specific individuals within a team, but also communally as one person helps another and in turn reciprocates to other team members (Blau, 1964). Drawing on the SET and the conservation of resource (COR) theory, this study 1) examines the effect of role ambiguity on volunteer job satisfaction and job performance and 2) investigates the moderating roles of social exchange qualities including TMX, LMX, and CEX in reducing the negative effect of role ambiguity on job satisfaction and job performance of volunteers of events.

Methods

Volunteers for charity events in U.S. and Canada will be the target population for this study and recruited via Amazon M-Turk. Previously validated measurements will be modified to fit the purpose of the study and answered on a seven-point Likert-type scale. Job tenure will be measured along with other control variables (e.g., gender, age) to minimize potential confounding effects on the results. SPSS and AMOS will be used for data analysis. Hierarchical multiple regression analyses will be performed to test the hypotheses.

Results/Discussion/Implication

This study's findings are expected to provide a better understanding of volunteer roles that shape their experience and contribute to the development of training programs for event volunteers. First, this study is the first study to empirically test negative effects of role ambiguity of volunteers on their job satisfaction and job performance. Furthermore, the findings of the three relational qualities mitigating the negative effect of role ambiguity contribute to the social exchange theory and the conservation of resource theory. Practically, the expected results help

event organizers realize the importance of the relational quality in attenuating the relationships between role ambiguity and job outcomes. Secondly, the interpretation of the expected results will provide event organizers with insights on how to minimize the negative effect of role ambiguity on volunteers' job satisfaction and job performance.

References are available upon request.

UNDERGRADUATE RESEARCH

EXAMINING WINE THROUGH PERSONALITY TYPES: VINOTYPE AND ENNEAGRAM

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Introduction

Wine has been around for hundreds of years, but the “rules” of wine regarding when you taste it, how you taste it, and how you pair it have only been around for nearly a century. Although wine is still a drink of enjoyment, not all wine consumers enjoy it the same way and therefore should not have to taste wine based on others’ predetermined set of wine rules (Hanni, 2013). My research will look at how wines and personalities interact with each other and then ask whether marketing wine based off of personality types would be beneficial to wine companies.

The question I am asking is “If drinking wine is looked at through a lens of enjoyment based on personality type, which wines fall into each Vinotype personality, and what wines would fall into each Enneagram personality? Is marketing wine based off of these personality types beneficial for the wine industry?”

Methods

In order to conduct research I studied the Vinotype personality which was developed by Master of Wine, Tim Hanni. I then researched the Enneagram personality type, which is a self-awareness tool that has arguably been used since ancient Greek times. I took six varietals of wine and from them chose nine wine labels from Washington State University associated wineries, and then connected each wine to a personality type. In order to do this I used the research that the Vinotype is based on and placed the varietals in each Vinotype category. Then, I ran a computer algorithm using a synonym function to match descriptor words from the nine wine labels chosen to each Enneagram type. At the end of my research I conducted a survey to see whether people would be interested in tasting wine based on personality types.

Results/Discussion/Implication

Through my research I found that wine labels share many descriptor words with personality types. The computer algorithm was able to easily match wines with Enneagram types through synonyms. The issue with using the synonym function is that some synonyms were irrelevant or caused wines to be paired with numbers that they would not have otherwise been linked with. Regardless of the flaw, the synonym feature was very helpful in the process of connecting wine with personality types. Each wine was connected to one personality type.

Survey results showed that nearly 70% of people, mainly female millennials, would be certainly interested in tasting or buying wine based on the Enneagram. Nearly 25% more people would maybe be interested in doing a personality based wine tasting. Regarding Vinotypes, although many people had never heard of them, 50% of survey participants would taste wine based on their Vinotypes. When looking at answers from participants who actually new what Vinotype was, 64.2% said yes to wanting to taste wine based off of the Vinotype and 14.2% more said maybe. Based on these numbers it is evident that implementing wine tastings based on personality types could be a beneficial new way of marketing within the wine industry.

References are available upon request.

HOW AIRLINES RESPOND TO THE PANDEMIC ON TWITTER: AN APPLICATION OF SITUATIONAL CRISIS COMMUNICATION THEORY

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Introduction

During the COVID-19 pandemic, the airline industry was hit hard with an estimated revenue loss of US \$252 billion (IATA, 2020). As the airline industry relies heavily on Twitter as a daily communication tool (SimpliFlying, 2018), it becomes vital for airlines to understand how Twitter could be optimized as a crisis management tool during the pandemic to rebuild their reputation. Therefore, applying the situational crisis communication theory (Coombs & Holladay, 2002), this study aims to understand how airlines rebuild their reputation through Twitter communications during the pandemic.

Methods

Proposed by Coombs and Holladay (2002), situational crisis communication theory (SCCT) proposes that crises represent a source of reputational threat to the organization, which can be decided by crisis type, crisis severity, and performance history (Coombs & Holladay, 2002). In addition, crisis response strategies, determined by perceptions of crisis responsibility, would protect against negative reactions to a crisis and rebuild the organizational reputation (Coombs & Holladay, 2002).

The study collected 849 tweets posted on four U.S. airlines' Twitter accounts between March 1 and October 30, 2020. The four airlines were selected based on the number of passengers in 2019 (Mazareanu, 2020): American Airlines, Delta Air Lines, Southwest Airlines, and United Airlines. Each tweet was coded by two independent raters for crisis response strategy and COVID relatedness. Based on the SCCT (Coombs, 2007), each tweet was categorized into one of the three crisis response strategies: diminish, rebuild, and bolstering. Each tweet was also coded as either COVID-related or COVID-unrelated based on the content. The data were then analyzed in Excel. Firstly, descriptive statistics were presented to show the overall picture of tweets posted by the four airlines. Secondly, multiple linear regressions were conducted to test the proposed hypotheses in the research framework.

Results/Discussion/Implication

The results indicated that primary crisis response strategy is better than secondary crisis response strategy in terms of generating more comments. The results also suggested that bolstering is the best crisis response strategy in terms of generating the number of likes. Furthermore, the findings indicate that both pandemic severity and pandemic duration have significant effects on crisis communication. The results also suggest that crisis communication is not significantly related to airlines' reputation. In addition, the results support that crisis response strategies significantly affect airlines' reputation in terms of comments and likes on Twitter.

This study provides a framework for airlines to analyze Twitter data to understand how crisis communication rebuilds organizational reputation during a crisis. In order to rebuild their reputation, it is essential for airlines to use the appropriate crisis response strategies, rather than posting a lot of tweets.

References are available upon request

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT FRANGIPANI BEACH HOTEL, LOVINA, BALI

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Introduction

Every year, Tripadvisor makes reviews of popular destinations based on customer assessment, and the fourth popular destination in the world is Bali, after London, Paris, and Crete. The tourism industry is currently showing an extraordinary development to be one that contributes significantly to national income. One of the supporting businesses that make a major contribution to the tourism industry is the hotel (Asty, 2015), and one of the hotels in Bali is Frangipani Beach Hotel. This condition is evidenced by the increase in the number of foreign tourists visiting Bali Province from 2015 to 2019. Increased tourist arrivals in Bali will certainly have an impact on the growing visitors to all hotels in Bali. In 2016-2018 there was a growth in the number of visitors to Frangipani Beach Hotel, but a decrease in 2019 occurred where it is supposed to be increasing.

At the moment there are many new villas/hotels around the Lovina Bali area and creates substantial competition with each other and the number of rooms that Frangipani Beach Hotel have. Also, based on several marketplaces, Frangipani Beach Hotel needs to add and improve more variety of services and the facilities to satisfy the customers. The researcher has made a pre-survey and proven that the five dimensions of service quality affect customer satisfaction. There are five hypotheses to be tested. Based on the background, the researchers are interested to do a research entitled "The Effect of Service Quality on Customer Satisfaction in Frangipani Beach Hotel Lovina, Bali".

Methods

The population of this research are 204 guests of Frangipani Beach Hotel as those who experienced the service of Frangipani Beach Hotel from July to August 2020. The researcher uses a purposive sampling and the Slovin technique with 0.05 error tolerance and found 135 samples. The assessment has been conducted by means of a 7-point Likert Scale. The researcher used the IBM SPSS 21 program to obtain the result.

According to Lind, D et al. (2017), multiple regression analysis can be used to examine the relationship between hotel service quality and customer satisfaction and to test the hypotheses.

The formula of the Multiple Regression Analysis is:

$$\hat{Y} = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon$$

With: X_1 = Tangibility, X_2 = Reliability, X_3 = Responsiveness, X_4 = Assurance, X_5 = Empathy

F test is used to investigate whether two samples are having equal variances and to decide whether a variable is a critical variable or not. T test is utilized to distinguish the elements of the independent variables from the dependent variable.

Coefficient of correlation (R) describes the strength of the relationship between two sets of interval-scaled or ratio-scaled variables. It is the level of closeness between the independent and dependent variables. The adjusted R^2 value can increase or decrease if one independent variable is added to the model.

The classical assumption test used consists of: Multicollinearity Test, Normality Test, Heteroscedasticity Test, and Linearity Test.

Results/Discussion/Implication

The regression equation obtained is:

$\hat{Y}=3,827+0,138X_1+0,026X_2+0,198X_3+0,072X_4+0,607X_5+\varepsilon$. It has a positive value, meaning that there is a positive effect between independent variable and dependent variable.

The F value of 220.923 with a significance P value 0.000 which is lower than $\alpha = 0.05$, this means that the model used in this research is feasible, and simultaneously the five dimensions of service quality (X_1 - X_5) have a significant effect on Customer satisfaction(Y). Based on the t-test, it shows tangible, responsiveness, and empathy dimensions have a significant effect on customer satisfaction, while reliability and assurance are partially insignificant.

The adjusted R^2 is 0.891, means that 89.1 percent of the variation in customer satisfaction can be significantly influenced by the independent variables. The value (R) is 0.946, means that the five independent variables have a very strong relationship with dependent variable.

Classical Assumption Test:

1. Multicollinearity test: the tolerance and VIF values in the analysis model showed that the presence of multicollinearity symptoms is unfound.
2. Normality test: the residual value in the regression model tested is normally distributed.
3. Heteroscedasticity test: heteroscedasticity did not occur.

Conclusion

Based on the results, X_1 and X_3 have a weak positive significant effect on Y, X_5 has strong positive significant effect on Y, while X_2 and X_4 have weak positive with no significant effect on Y.

Suggestion:

1. For the Frangipani Beach Hotel, the researcher suggests to maintain and further maximize the points of tangibility, responsiveness, and empathy. However, it is necessary to pay more attention to the points contained in the aspects of reliability and assurance. The researcher suggests to make SOP for cleaning the bath room, handling customer complaints, and serving customer, add more assistive device in service and train the staff to use it, improve the Wi-Fi quality, and do training and briefing at least once a week to ensure that all staffs have the same knowledge, skill, and attitude.
2. For future research: suggested to conduct further research on factors other than service quality variables, find a different and wider scope and population, and collect respondents over a longer period of time. According to Minh, N. H., et al. (2015), the population should be in specific period (one year). It is suggested to compare the service quality on customer satisfaction between the international and domestic hotel guests can be another interesting future research topic, and future research could be extended with a focus on comparing the level of accommodation facilities with other three stars hotels (like Hotel Melamun, Lovina Beach Club, Villa Kelapa) as well as other lodging services.

References are available upon request.

MILLENNIALS' PERCEPTIONS OF STAYCATION IN HONG KONG UNDER COVID-19: A QUALITATIVE APPROACH

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Introduction

The COVID-19 pandemic has affected the world seriously, especially on the hotel and tourism industry. To survive, the hotel industry has come up with a new idea called 'staycation'. Staycation means that people will spend their holidays in their home country instead of travelling overseas, or have a day trip to the local attractions, which is a new term that appears in recent years (James, Ravichandran, Chuang & Bolden III, 2017). Under this pandemic, the main perceptions arise in tourists' minds: safety and travel expenses. This study specifically focuses on those perceptions of millennials whose spending power is considerably high (Smith, 2012). This study is designed to investigate the emergence of staycation and millennials' perceived safety and travel expenses under the impact of COVID-19.

This research specifically aims to:

1. Examine millennials' perceptions of risk and safety under the impact of COVID-19; and
2. Identify the key factors of millennials' staycation experiences under the pandemic.

Methods

This paper adopted a qualitative approach to explore the impacts of COVID-19 on millennials' perceptions of staycation by using in-depth interviews that help researchers to understand a person's perception of a subject matter (Patton, 2015). A semi-structured interview style was used. The interview questions were generated according to the literature review and the research objectives of this study. The target interview participants were: millennials (born year range from 1980 to 2000) who travel at least once a year before the pandemic and have experienced staycation. Purposive sampling was adopted for this study to reach out to the information-rich cases (Patton, 2015). A total of 8 interviewees in their twenties participated and spent 25 minutes on average for online interviews. Content analysis was performed, which achieves more informative and detailed data since it is humanistic (White & Marsh, 2006).

Results/Discussion/Implication

Several major themes emerged from content analysis on the textual data obtained through individual interviews. First part was mainly related to millennials' perceived risk and safety of traveling under the impact of COVID-19. Millennials were *concerned of travelling outbound* (10 codes out of 35), *protective measures in hotel and tourism industry* (9 codes), *unstable situations in other countries* (9 codes), and *intricate governmental regulations*. On the other hand, millennials seemed to take *staycation as a safe option for traveling* (11 codes out of 17) as there was no need to stay in public space and to take other transportations. Millennials also felt safe in Hong Kong as they are *aware of ongoing situations*.

Regarding perceived travel expenses, based on their staycation experiences, millennials' *perceived value of staycation* (23 codes out of 45) appeared to be the key attribute as they perceived the price was reasonable than before or reasonable with a package provided by hotels.

This concept of perceived value is one of the key factors of consumption whereby consumers compare advantages given and disadvantages taken (Dodds & Monroe, 1985; Zeithaml, 1988).

Millennials also responded that staycation provides *a sense of traveling* with “a feel of a tourist” (11 codes). Although they were still within their home city, staycation appeared as a travel product in their mindset. This study also revealed that millennials *enjoy in-hotel activities* by using hotel services and facilities (9 codes). Staycation appeared to increase their use of hotel’s facilities and change their perception of hotels.

Lastly, millennials were willing to *share opinions of staycation experience with others on social media* (8 codes) as they would like to provide advice to their acquaintances. One interesting point was that they would post photos when the photos were instagrammable, which shows attractive hotel interiors and views.

Based on our major findings, this study provide several useful practical implications related to the hotel industry. First, hotel industry professionals should provide packages even after COVID-19, especially for the locals. The results of this study imply that millennials will think that staycation is too expensive to go before the pandemic as hotels “want to serve travelers”, which may not attract the locals as guests. Second, hotel practitioners can develop or improve in-hotel activities that can stimulate guests’ intention to share on social media. For example, hotels can provide spots with special theme or design occasionally to attract the millennials. This study gives an implication about the preference of how millennials choosing a hotel. Millennials like hotel with good interior design that is instagrammable or good for taking pictures.

References are available upon request.

CHALLENGES AND OPPORTUNITIES: EMOTIONAL CHANGES OF HONG KONG VISITORS DURING THE COVID-19 PANDEMIC

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Introduction

Hong Kong has long been a tourist destination, but with the novel coronavirus disease 2019 (COVID-19) hitting the global tourism industry, Hong Kong's tourism industry is also facing a huge impact. The pandemic affects the travel decisions of tourists. And their travel is also affected by government measures to control the pandemic.

Under such circumstances, tourists' feelings and perceptions of Hong Kong as a tourist destination may change. This change is still unknown to us, but it is significant because COVID-19 will continue to be a part of people's lives for the foreseeable future. Therefore, understanding the new changes that COVID-19 will bring to the tourism industry, and learning to adapt to such changes, and develop future tourism marketing and management strategies based on them are necessary for future tourism development.

Therefore, this study will use the scenic spot and hotel review data in Hong Kong to analyze the emotional and cognitive differences of tourists before and after the pandemic using a tourist sentiment evaluation model (TSE model) . Comparing the emotional characteristics of online tourism e-commerce tourists' post-tour review data, the emotional subjects and emotional characteristics of tourists after the pandemic will be summarized. Based on this, this study will provide improvement and reference for the management and marketing of Hong Kong tourism, and hopefully contribute to the cultural exchange and cooperation between the mainland and Hong Kong.

Methods

This research data and related materials come from TEG Research Group. Selecting the online travel agency Ctrip and the Tripadvisor with high user activity. And using Hong Kong as the keyword to search for their comments, based on Python 2.7, a crawler script is used to collect data on the content of case reviews, including the user ID, the content, the time, and the score of the case reviews.

Based on this, this research uses the TSE model, which was constructed by Liu Yi and other scholars in 2017. Then filter and segment the captured words according to the special lexicon of the tourists' emotional evaluation, based on the TSE model. High-frequency words and co-occurrence graphs are obtained by semantic network analysis software Rost CM. Through the clustering analysis of high-frequency words by visualization software Gephi, the reputation of the emotional image of the destination can be obtained.

Results/Discussion/Implication

This study will first compare the total number of mainland tourists to Hong Kong in 2020 and 2015-2019 to form an intuitive understanding of the blow to Hong Kong's tourism industry. By comparing the emotional perceptions of tourists over the years, the relationship between the change in tourists' attention to different factors and different factors can be obtained.

In general, the pandemic has had a greater impact on travelers' trips, and the end of the pandemic is the desire of most people. Although the pandemic caused a sharp decline in the number of outbound tourists, the isolation also led to a greater appreciation of travel opportunities and a higher level of enthusiasm for tourism.

As a result of the pandemic, tourists' perceptions will focus more on health and safety considerations. Tourists are more concerned about the density of visitors to attractions and prefer less crowded places. Similarly, to avoid traffic crowds, residents would prefer suburban attractions. Although less crowded attractions may make tourists feel more relaxed, the pandemic has caused many tourist attractions to close or lose their liveliness, which is a source of regret for tourists.

In terms of accommodation, the pandemic also plays an important role in influencing changes in travel decisions by tourists. The relationship between people and hotels has changed due to the rise of staycation as a result of the inability to travel. Hotels went from being an amenity in tourism to being an important part of people's travel experience.

For crowd control reasons, some services in hotels are temporarily closed, and tourists are often understanding of this management measure. If the service staff can give tourists a good service experience, tourists will hold a positive impression of the hotel such as responsible and polite. And the closure of hotel facilities will have little impact on the decline of the experience caused by tourists.

Based on the above-observed phenomena, both tourist attractions and hotels can provide a good impression and safe environment to customers through good pandemic prevention measures, and reduce the adverse effects of the degraded experience brought about by the pandemic. Besides, the pandemic has led to the emergence of new tourism needs, such as suburban tourism and staycation, which will inspire attractions and hotels to provide appropriate services.

References are available upon request.

RECOVERY OF HOTELS IN HONG KONG FROM THE PROTESTS: EVIDENCE FROM TOURISTS' EMOTIONAL CHANGES

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Introduction

2019 witnessed how tough Hong Kong survived through the Anti-Extradition Law Amendment Bill Movement. The protests have intensified since June 2019 from peaceful and organized demonstrations to massive conflicts beyond control (CNN, 2019). The hotel industry in Hong Kong stood in the breach of this extensive crisis. Hong Kong Tourism Board (2020) recorded a 39.1% decline in visitor arrivals year on year in the second half of 2019. In August, hotel occupancy decreased 29.8% to 63.9% and revenue per available room dropped 44.6% (STR, 2019). Besides, people may have developed different negative perceptions of Hong Kong due to the protests, which makes the recovery a slow and challenging process in the long term (Luo & Zhai, 2017).

Emotion in tourism has long been regarded as a significant topic in understanding tourist behavior. Scholars suggested that emotions generated before travel are worth investigating because they make a significant difference in decision-making (Bigné, Andreu, & Gnoth, 2005). However, few studies explored how tourists' emotions towards the hotels in a destination change with political issues. Research that specifically considers the background of Hong Kong is also limited. Therefore, there are two objectives of this study:

- To undercover emotional differences of tourists to Hong Kong after the protest
- To recognize practical methods to help hotels in Hong Kong recover through the negative influences of the protest

Methods

Using "Hong Kong" as the keyword, Python 2.7 collected tourists' comments on Ctrip and Tripadvisor, two widely recognized online travel agencies (OTA), as well as searching trend data on YouTube. User-generated contents were examined to avoid the objective design of the questionnaires and interviews and show users' sentiment in a written format (Deng & Li, 2018; O'Leary, 2011). YouTube evaluated the emotional changes of users except those from the Chinese mainland. In total, 198,574 reviews between June to December 2019 and 23,072 reviews in 2020 up to November 4 were derived from Ctrip and Tripadvisor. 12,743 comments on YouTube since June 2019 were collected.

Data analysis began with the filtering of collected contents. HowNet dictionary and SentiwordNet, as Chinese and English lexical libraries respectively, were employed to screen the emotional data through enormous positive and negative sentiment descriptions they contained. The filtering procedure identified the semantic logic between words by differentiating the degree based on adverbs. The findings were interpreted with the assistance of Gephi, a visualized graph that clusters the words by frequency and inter-connection.

Results/Discussion/Implication

According to the Gephi on hotel perceptions in 2019, the first-level cluster is visitors' perception about the rooms (facility, hygiene, check-in) and convenience (go out, surroundings, metros, minute); the second focuses on service, cleanness, transportation, environment, and cost-effectiveness; and the third one is related to location. In 2020, the first cluster still includes the hotels and rooms; the second consists of service and convenience. The core semantic of the third cluster is perception towards the front desk, especially the staff's attitude and check-in performance. Compared to last year, tourists mentioned the staff more frequently, showing that they paid more attention to how the hotel staff made them feel after the protest.

The Gephi on how YouTube users around the world (except the Chinese mainland) have perceived Hong Kong since June 2019 displays two clusters. The core semantic of the first cluster is about the Hong Kong Protest, including the actions of Hong Kong young people, the history of Hong Kong, and the city's future development. The second cluster concentrates on China, while the discussion also expands to other countries and regions, as well as democracy and independence.

The results explain that although the influential Hong Kong Protest has become a hot topic around the world since the second half of 2019, there was almost no prejudice embedded in tourists' perceptions and emotions about hotels in Hong Kong. They still expected the hotels to meet their basic needs on service, environment, transportation, etc. The main difference was that they became more aware of how staff members demonstrated hospitality. Therefore, it is expected that after the protest, an employee's performance can highlight or ruin a guest's hotel accommodation experience in Hong Kong to a greater extent.

Social instability has not destroyed the hotel industry in Hong Kong. Instead, it has brought a higher standard to every employee on making guests feel safe and sound in the property. Despite some limitations, the study belongs to one of the first attempts to systematically examine the influence of the Hong Kong Protest on local hotels in terms of tourist emotional changes. Future research can continue to explore this topic and provide feasible strategies for the Hong Kong hotel industry to recover from the protests.

References are available upon request