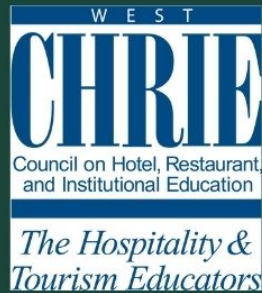


Thursday - Saturday Feb 10-12, 2022

WF CHRIE CONFERENCE

Virtually hosted by California State University, Sacramento
Editors: Dr. Sandra Ponting & Dr. Saehya Ann



Game on 2022: The Future is Bright

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CONFERENCE AWARDS

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EXCELLENCE IN DIVERSITY & INCLUSION AWARD

For Early Career Academic Track

Dr. Michelle Alcorn, Texas Tech University

For Senior Academic Track

Dr. Eric D. Olson, Metropolitan State University of Denver

For Industry Track

Khawar Qureshi, Thunder Valley Casino Resort, Lincoln, CA

BEST POSTER AWARD

"Exploring the Wellness Attributes in Tourism Destination"

Sherrie Tennessee, University of Nevada, Las Vegas

Hyelin Kim, University of Nevada, Las Vegas

BEST PAPER AWARD

For Research Track

"Trust and Felt Trust in a Dyadic Relationship: Are their Effects on Employee Voice and Silence Behaviors Opposite or Distinct?"

Chuang, Ning Kuang, Kent State University

Yung-Kuei Huang, National Ilan University

Linchi Kwok, Cal Poly Pomona

For Education Track

"Meaningful Learning Experiences: Improving Student Retention through Application"

Angel F. González, California State University, Monterey Bay

Paige Viren, California State University, Monterey Bay

INNOVATIVE AWARD FOR THE MOST IMPACTFUL RESEARCH PROPOSAL

"Restaurant Employee Personality Type and Behavior: Toward an Understanding of Relationship Intelligence"

Ryan Giffen, California State University, Long Beach

"Small-scale Food Tourism: The Impact of Informative Signage Along a Farm's Active Transit Routes"

Jamie Levitt, California State University, Fresno

CONFERENCE AWARDS (CONT.)

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BEST REVIEWER AWARD

Dr. Cass Shum, University of Nevada, Las Vegas

Dr. Hyunghwa (Rick) Oh, Ryerson University

UNDERGRADUATE RESEARCH COMPETITION

First Place

The Impact of Horizontal Camera Angle on Viewers' Expectation and Consideration towards the Portrayed Product

Julie Yang, The Hong Kong Polytechnic University

Daniel Leung, The Hong Kong Polytechnic University

Second Place

The way forward for tourism recovery: An empirical study of Wuhan tourism destination promotion, destination image and tourist travel intention in the post COVID-19 era

Shangshu Liu, The Hong Kong Polytechnic University

Catherine Cheung, The Hong Kong Polytechnic University

Third Place

Attitudes toward the use of Service Robots in Hotels: A comparative study of business and leisure travelers

Patrycja Brylska, University of South Florida

Cihan Cobanoglu, University of South Florida

Seden Dogan, Ondokuz Mayiz University

How does COVID-19 affect travel behaviors and intention in China? An extension of the theory of planned behavior

Xuecong Fan, Arizona State University

Miaoxi Qiu, Arizona State University

Junyu Lu, Arizona State University

BEST COMMUNITY COLLEGE CONNECTOR

Molly Jansen, Monterey Peninsula College

2022 WF CHRIE SCHOLARSHIP

Jamie Levitt, CSU Fresno

Jeungeun Park, University of Illinois at Urbana-Champaign

Samual Lee, University of Nevada, Las Vegas



2022 WF CHRIE CONFERENCE



FEBRUARY 10 - 12

CONFERENCE SCHEDULE

* Dates and times below are based on Pacific Standard Time

Thursday 2/10

11:30am-1:00pm

Research Hackathon (Editor Q&A)

*Call for Invitation will be out next week.

1:00pm-1:50pm

Concurrent Networking Sessions For:

- Doctoral Students
- Early Career Faculty

2:00pm- 4:00pm

Undergraduate Research

Competition ** Univ. North Texas

2:00pm-2:50pm

STR: Global Industry Updates & Research Opportunities

4:00pm-4:50pm

Diversity Panel: Diversity & Inclusion in Hospitality

5:00pm-6:00pm

Welcome Reception

Friday 2/11

8:00am-8:50am

General Session 1: H2H Career Opportunities for Hospitality Business Management Students

9:00am-9:50am Academic Session 1

10:00am-10:50am

Professional Development 1: Diverse Women in Leadership

11:00am-11:50am Academic Session 2

11:00am-11:50am Sponsor Presentation

12:00pm-12:30pm (Lunch on your own)

Virtual Tour of Sac State

12:40pm-1:30pm

Education Panel: Safely Return to Classroom

1:40pm-2:30pm

Welcome Session for Community Colleges (Meet & Greet)

1:40pm-2:30pm Academic Session 3

2:40pm-3:30pm

Networking for Community Colleges

2:40pm-3:30pm

Graduate Program Information Session

3:40pm-4:30pm

General Session 2 : Life Beyond Tenure

Saturday 2/12

8:00am-8:50am

Professional Development 2: Research Productivity & Building Pipeline

9:00am-9:50am Academic Session 4

10:00am-10:50am

Industry Panel: New Developments in Hospitality and Tourism: Hospitality Operations, Wine Tourism, Oil Gastronomic Tourism

11:00am-11:50am Academic Session 5

11:00am-11:50am Sponsor Presentation

11:50am-12:30pm

Virtual Lunch: Sacramento as Farm to Fork Destination

12:30pm-1:20pm Sponsor Presentation

12:30pm-1:20pm Academic Session 6

1:30pm-2:00pm Fun Activity

2:10pm-3:10pm

Professional Development 3: Big Data's Potential to Transform the Hospitality

3:20pm-5:00pm

Award Ceremony & Farewell Reception

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Game on 2022: The Future is Bright

General Session 1: H2H Career Opportunities for Hospitality Management Students



Frederick De Micco, Ph.D.

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



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

*Board Certified Cardiologist &
Founder / CEO*
Pronto Care and Florida Medical
Tourism



A.J. Singh, Ph.D.

Director & Professor
Business and Tourism Research Center,
Vackar College of Business and
Entrepreneurship, The University of Texas Rio
Grande Valley

General Session 2: Life Beyond



Panelist

SooCheong (Shawn) Jang,
Ph.D.
Full Professor
Hospitality and Tourism
Management, Purdue University



Panelist

Sheryl F. Kline, Ph.D.
*Deputy Dean and Aramark
Chaired Professor*
Department of Hospitality and
Sport Business Management,
University of Delaware



Moderator

JungYun (Christine) Hur,
Ph.D.
Associate Professor
Department of Recreation, Parks,
and Tourism Administration,
California State University,
Sacramento

Diversity Panel: Diversity & Inclusion in Hospitality



Panelist

Sonya Bradley
Chief of Diversity, Equity, and Inclusion
Visit Sacramento



Panelist

Alyssa Dronenburg
Talent And Culture Manager
Madeline Hotel and Residences,
Auberge Resorts Collection



2022 Diversity and Inclusion Awardee
Eric D. Olson

Department Chair & Associate Professor
Rita & Nevin Dimond Department of Hotel
Management School of Hospitality,
Metropolitan State University of Denver



Moderator

JungYun (Christine) Hur,
Ph.D.
Associate Professor
Department of Recreation, Parks,
and Tourism Administration,
California State University,
Sacramento

Education Panel: Safe Return to Classroom



Panelist

Howook (Sean) Chang, DBA
Associate Professor
Chaplin School of Hospitality &
Tourism Management, Florida
International University



Panelist

Ruiying Cai, Ph.D.
Assistant Professor
Hospitality Management, Davis School
of Business, Colorado Mesa University



Panelist

Margie Ferree Jones, Ph.D.
Professor
The Collins College of Hospitality
Management, Cal Poly Pomona



Moderator

Britt Mathwich
Associate Professor
Hospitality Program, Davis School of
Business, Colorado Mesa University

Industry Panel: New Developments in Hospitality and Tourism: Hospitality Operations, Wine Tourism, Oil Gastronomic Tourism



Panelist
Roberta Garibaldi, Ph.D.

CEO & Professor
ENIT (Italian National Tourism Agency) &
Tourism Management, University of
Bergamo



Panelist
Jay Karen

CEO
National Golf Course Owners
Association



Panelist
Gabi Zimmer

Wine Communicator & Consultant
Tinta Wine



Moderator
Angelo A. Camillo, Ph.D.

Assistant Professor
Wine Business Institute/Department of
Business Administration, School of Business
and Economics, Sonoma State University

Professional Development 1: Diverse Women in Leadership



Panelist
Saehya Ann, Ph.D.

**Associate Professor &
Department Chair**
Department of Hospitality, Recreation, and
Tourism,
California State University, East Bay



Panelist
Mechelle Best, Ph.D.

Interim Dean
College of Health and Human Development,
California State University Northridge



Panelist
Lea Dopson, Ph.D.

Dean & James A. Collins Distinguished Chair
Collins College of Hospitality Management,
Cal Poly Pomona



Moderator
Kim H. Williams, Ph.D.

Professor & Chair
Department of Hospitality & Tourism
Management, University of North Texas

Professional Development 2: Research Productivity & Building Pipeline



Panelist
Dogan Gursoy, Ph.D.

Taco Bell Distinguished Professor
School of Hospitality Business Management,
Washington State University



Panelist
MinWoo Lee, Ph.D.

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



Panelist
Hyounae (Kelly) Min,
Ph.D.

Assistant Professor
Collins College of Hospitality Management,
California State Polytechnic University,
Pomona



Moderator
Sandra Sun-Ah Ponting,
Ph.D.

Assistant Professor
L Robert Payne School of Hospitality &
Tourism Management, San Diego State
University

Professional Development 3: Big Data's Potential to Transform the Hospitality Industry



Panelist
Bruce Lam

Head Learning Facilitator
U.C. Berkeley Executive Education



Panelist
Josh Nickels

Cybersecurity Specialist
School of Information, UC Berkeley



Moderator
Saehya Ann, Ph.D.

**Associate Professor &
Department Chair**
Department of Hospitality, Recreation, and
Tourism,
California State University, East Bay

FEBRUARY 10, 2022

THURSDAY

11:30AM - 1:00PM

RESEARCH HACKATHON

Supported by JHTR & JHTE

1:00PM - 1:50PM

CONCURRENT NETWORKING
SESSIONS

Consortia/networking for doctoral students

Consortia/networking for early career faculty

2:00PM - 4:00PM

UNDERGRADUATE RESEARCH
COMPETITION

Sponsored by University of North Texas

2:00PM - 2:50PM

STR: GLOBAL INDUSTRY
UPDATES & RESEARCH
OPPORTUNITIES

4:00PM - 4:50PM

DIVERSITY PANEL: DIVERSITY
& INCLUSION IN HOSPITALITY

5:00PM - 6:00PM

WELCOME RECEPTION

FEBRUARY 11, 2022

FRIDAY

8:00AM - 8:50AM

GENERAL SESSION 1: H2H CAREER OPPORTUNITIES FOR HOSPITALITY BUSINESS MANAGEMENT STUDENTS

9:00AM - 9:50AM

ACADEMIC SESSION 1

Consumer Behavior - Research Proposal (Moderator: Dr. Angelo Camillo)

#23 To buy or not to buy? Consumers Purchase Intention of Irradiated Food Products in US Food Market
Woo Gon Kim & Angelo A. Camillo

#20 Artificial Intelligence Use in Sports Betting for Improved Player Intention: Machine/Human Interface
Nasim Binesh, Robert Rippee & Amanda Belarmino

Human Resources - Research Proposal (Moderator: Dr. Ryan Giffen)

#18 Restaurant Employee Personality Type and Behavior: Towards an Understanding of Relationship Intelligence
Ryan Giffen, Piers Bayl-Smith & Brianna Koster

#39 Transformational Leadership, Work Environment, and Self-Discipline: A Study of Work Motivation and Employee Performance in Hospitality
Mohammed Lefrid & Mackenzie Reno

Undergraduate student Non-Finalist Presentation Session
(Moderator: Dr. Xi Leung)

#37 Dreams for Dwight: Education and Career Paths for CVB Employees in the U.S and Canada
Charlotte Heinrich

#31 Customer Perception and Intention to Participate in a Business Conference in Virtual Reality Via a Head-Mounted Display
Adrian Leung

#57 Comparing Emotion-Computing Validity of Manual Computing Approach and Machine Learning Approach
Fangfei Han, Xinyu Zhang, Lingfei Long & Yerke Ahe

10:00AM - 10:50AM

PROFESSIONAL DEVELOPMENT 1:
DIVERSE WOMEN IN LEADERSHIP

FEBRUARY 11, 2022

FRIDAY

11:00AM - 11:50AM ACADEMIC SESSION 2

Education - Research Proposal (Moderator: Mr. Britt Mathwich)

#16 Meaningful Learning Experiences: Improving Student Retention through Application

Angel F Gonzalez & Paige P. Viren

#15 Wine Sensory Experience & Pedagogy: A Systematic Review

Joseph Kleypas & Adam Carmer

#32 Recognizing the Coping Strategies of Male and Female Students in Addressing Their Mental Health Needs: A Phenomenological Study of Hotel, Restaurant and Institution Management Students of De La Salle-College of Saint Benilde

Marga Clarence Perez

Travel and Tourism Management - Completed Research (Moderator: Dr. Shane Blum)

#5 Tourist' Mindfulness to Meaning In Life

Solbi Lee & James A. Busser

#11 Travel Uncertainty: The Impact of Risk Cues and Risk Activation

Lisa Cain, Eun Joo Kim & Sarah Tanford

#44 Local Toruism: Measuring B&Bs Industry Development of Taiwanese Cities and Countries

Chia-Ning Chiu

Workshop (Moderator: Dr. Angelo Camillo)

#48 A Workshop on Streaming Virtual Events

Tsu-Hong Yen, Jie Gao, Jooyeon Ha, Yinghua Huang & Faranak Memarzadeh

11:00AM - 11:50AM SPONSOR PRESENTATION

12:00PM - 12:30PM VIRTUAL TOUR OF SAC STATE
(LUNCH ON YOUR OWN)

12:40PM - 1:30PM EDUCATION PANEL: SAFELY RETURN TO CLASSROOM

1:40PM - 2:30PM WELCOME SESSION FOR COMMUNITY COLLEGES (MEET & GREET)

FEBRUARY 11, 2022

FRIDAY

1:40PM - 2:30PM

ACADEMIC SESSION 3

Hospitality Management - Completed Research (Moderator: Dr. Michelle Millar)

- #4 Customers As Partial Employees: Customer Socialization and Customer Citizenship Behavior in the Theme Park Context
Shitian Ye, Mao-Ying Wu & Qiucheng Li
- #9 The Effect of Social Media Marketing Inputs and Brand Reputation on Restaurant Firms' Sales Performance
Wenjia Han, Ozgur Ozdemir & Shivam Agarwal

Posters (Moderator: Mr. Britt Mathwich)

- #6 She's a Bitch; He's Having a Bad Day: An Attribution Account of The Effects of Leaders' Gender on Subordinates' Insubordination and Deviance
Dongwon Yun & Cass Shum
- #7 To What Extent Did COVID-19 Protocols Affect Communication Cues Between Guests and Hotel Staff? Was There a Variance in Guest Satisfaction?
Damin Borooah & Neha Singh
- #10 Third-Parties Reactions to Supervisor Sexual Harassment Complaints on Online Employee Reviews: Insights from Deontic Justice
Yunxuan Zhang & Cass Shum

2:40PM - 3:30PM

NETWORKING FOR COMMUNITY COLLEGES

2:40PM - 3:30PM

GRADUATE PROGRAM INFORMATION SESSION

3:40PM - 4:30PM

GENERAL SESSION 2: LIFE BEYOND TENURE

FEBRUARY 12, 2022

SATURDAY

8:00AM - 8:50AM

PROFESSIONAL DEVELOPMENT 2: RESEARCH PRODUCTIVITY & BUILDING PIPELINE

9:00AM - 9:50AM

ACADEMIC SESSION 4

Hospitality Research - Research Proposal (Moderator: Dr. Ryan Giffen)

#50 Public Policy Research in Hospitality and Tourism: Where is Social
Consciousness in Our Academic Research?

H.G. Parsa, Robertico Croes & Alexandros Paraskevas

#3 Applying the Situational Crisis Communication Theory in Exploring the
Effectiveness of Crisis Response Strategies for Airlines

Xi Leung, Laurie Wu & Jie Sun

#25 Integration of Bloomberg Terminal as an Experiential Learning Tool into
Tourism and Hospitality Education

Aysegül Acar & Frederick De Micco

Food and Beverage - Research Proposal (Moderator: Angelo Camillo)

#14 Small-Scale Food Tourism: The Impact of Informative Signage Along a
Farm's Active Transit Routes

Jamie Levitt

#19 Farm-To-Table Sourcing: The Case of Northern and Central California, USA
Angel F. González, Lisa Slevitch & Abhijeet Shirsat

#49 Beyond Earth - Self-Sustaining Algae Movable Ecosystems

Peter Mitchell, Efren Delgado, Wiebke Boeing, Delia Valles-Rosales &
Young Park

Posters (Moderator: Mr. Britt Mathwich)

#21 Hosts And Guests' Citizenship Behavior Toward Airbnb: Common Identity
and Bond Theory

Hyoungeun Moon & Jahyun Song

#27 Promoting Diversity, Equity, and Inclusion in Hospitality and Tourism
Education: Current Status and Future Directions

Hyounae Kelly Min, E'Lisha Fogle, Yu Jason Zhang & Lea Dopson

#59 Is Polychronicity a Double-Edged Sword? Evidence From Hospitality Employees
Jichul Jang, Hyeyoon Choi & Hyejin Kwon

#60 Virtual Event Engagement: Does Virtual Event Platform Matter?

Hyeongjin Jeon, Hyunsuk Choi & Juwon Choi

#51 Hospitality and Tourism Assessment of Student Mastery of Experiential
Learning

Keith Mandabach

FEBRUARY 12, 2022

SATURDAY

10:00AM - 10:50AM **INDUSTRY PANEL: NEW DEVELOPMENTS IN HOSPITALITY AND TOURISM: HOSPITALITY OPERATIONS, WINE TOURISM, OIL GASTRONOMIC TOURISM**

11:00AM - 11:50AM **ACADEMIC SESSION 5**

Restaurant Management - Completed Proposal (Moderator: Dr. Shane Blum)

#22 Review Topic of Family Restaurants: Service, Food, or Experience?
Jie Zheng & Xi Wang

#52 An Extended Classification System for the U.S. Restaurant Industry
H.G. Parsa, Milos Bujisic & John Pierre van der Rest

#12 Service Robots and Gen Z's Industry Turnover Intention: The Moderating Role Of Transformational Leadership
Heyao Yu, Cass Shum, Michelle Alcorn, Jie Sun & Zhaoli He

Posters (Moderator: Dr. Sandra Ponting)

#28 Examining Service Quality at an Independent Living Facility
Erick Kong & Saehya Ann

#30 The Effect of Korean Cultural Contents Experienced by Chinese Residents in Korea and Their Acculturation on Korean Destination Image Perceived by Chinese Residents
Jie Pan, Heekyung Noh & Seunghwan Lee

#47 Exploring the Wellness Attributes in Tourism Destination
Sherrie Tennessee & Hyelin Kim

#54 Twenty-Four Years of Service Quality for Five U.S. Airports
Hyunsuk Choi & Kunsoon Park

11:00AM - 11:50AM **SPONSOR PRESENTATION**

11:50AM - 12:30PM **VIRTUAL LUNCH: SACRAMENTO AS FARM TO FORK DESTINATION**

12:30PM - 1:20PM **SPONSOR PRESENTATION**

FEBRUARY 12, 2022

SATURDAY

12:30PM - 1:20PM ACADEMIC SESSION 6

Hospitality Management - Research Proposal (Moderator: Dr. Ruiying Cai)

#24 Who Travels During The COVID-19 Pandemic? Investing Pandemic Travel Fear, Coping Strategies, and Resilience

Wilson Xieu, Jungyun Christine Hur & Abhijeet Shirsat

#53 Reviewing, Re-thinking and Re-Imagining RVing
Veda Ward

#26 The Use of Neural Text to Speech in Films: The Role of Promotional Films Containing NTS in the Booking Intention

Burak Turten & Muhittin Cavusoglu

Human Resources - Completed Research (Moderator: Dr. Sandra Ponting)

#8 Safety or Service? Effects of Employee Prosocial Safety-Rule-Breaking on Customer Satisfaction

Cass Shum & Ankita Ghosh

#11 The Well-Being of Hospitality Employees: A Systematic Review

Michelle Alcorn & Mahboubeh Cheraghian

#35 Trust and Felt Trust in a Dyadic Relationship: Are Their Effects on Employee Voice and Silence Behaviors Opposite or Distinct?

Yung-Kuei Huang, Linchi Kwok & Ning-Kuang Chuang

1:30PM - 2:00PM FUN ACTIVITY

2:10PM - 3:10PM PROFESSIONAL DEVELOPMENT 3: BIG DATA'S POTENTIAL TO TRANSFORM THE HOSPITALITY

3:20PM - 5:00PM AWARD CEREMONY & FAREWELL RECEPTION

Game on 2022: The Future is Bright



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COMPLETED RESEARCH

REVIEW TOPIC OF FAMILY RESTAURANTS: SERVICE, FOOD, OR EXPERIENCE?

Jie Zheng¹, Xi Wang²

¹Iowa State University, Ames, Iowa, United States, jiezheng@iastate.edu

²BNU-HKBU United International College, Zhuhai, Guangdong, China, xiwang@uic.edu.cn

Introduction

Family restaurants have become increasingly popular these years. (Wu & Wall, 2017). The concept of “Family restaurant” can be traced back to the New York Times report on the museum in 2009 (Berman, 2009), and as an emerging restaurant branch, it refers to the restaurant that caters to families with young children. (Lee et al., 2009). However, in the previous literature, few studies explored the topic related to the family restaurants.

Despite the fact that the restaurant industry is growing, restaurant operators face a variety of challenges (Chen & Elston, 2013). For example, when it comes to food, younger generations have a more nuanced perspective (Harrington et al., 2012). Meanwhile, they are paying greater attention to diet-specific cuisine, sustainability, food supply, and manufacture (Conti et al., 2018). At the meantime, due to the rising accessibility and attractiveness of online social media platforms, eWOM is an emerging market phenomenon that is playing an essential part in consumer decision-making (Jeong & Jang, 2011). These concerns raised by a new generation of customers highlight the need for greater research in the area of online reviews. For managers of the restaurants, online consumer feedback can be employed to learn more about their customers and improve their performance (Kim et al., 2016). For customers, the peer-customer review research result can help them make wise decision with restaurant (Jia, 2020).

In order to address these research gaps, the purpose of this study was to explore the main topic of the customer online reviews of the family restaurants. Topic modeling, as one of the most widely used and effective text mining techniques, was applied in this study to find patterns and correlations among data from a set of text documents. Analysis of this study contributed to the strategic developing for restaurant manager and wiser decision making for other family restaurants customers.

Methods

Customer online reviews of the family restaurants were collected separately on Dianping (www.dianping.com) and Ctrip (www.trip.com) by a web scraper program developed by Python 3.5. Both of Dianping and Ctrip are the most popular online travel information platforms in China (Li et al., 2019). In total, 12,777 pieces of online reviews were collected, and after a series of data processing procedures suggested by Wu et al. (2015), 11,548 pieces of data was used in analysis of the current study.

Topic modeling with “Genism” package in python 3.5 was preformed based on the Latent Dirichlet Allocation (LDA) originally developed by Blei et al. (2003), so as to discover diverse main subjects in texts documents in election result prediction. In addition, PyLDAvis, the LDA visualization tool was introduced to display the result as well. The parameter of λ will be introduced for controlling whether such a topic is a specialized or a general topic, if λ close to 1, the terms which appear under topic more often and more linked to the topic.

Results/Discussion/Implication

According to the analysis, three distinct topics were independently clustered, and the corresponding words under each topic were indicated. Referring to the study of Hidayatullah et al. (2018), every topic of each bubble can be identified after top key words reviewing. Therefore, after reviewing the top keywords of each bubble, three main topics can be recognized as “Service”, “Food” and “Experience”.

In addition, this study also checked the word frequency of each topic. Due to the analysis context is the restaurant industry, in general, some words such as “eat”, “restaurant”, and “taste” existed more than one topic, and this word overlap condition is acceptable in the topic modeling analysis (Passos et al., 2011). Based on the analytics results, topic 1 was defined related to the service due to there were high frequency word categories such as “pretty good”, “service”, “waiter”; topic 2 was defined related to the good, in which high frequency words such as “buffet”, “seafood”, and “fresh” were included; while the topic 3 was defined related to the dining experience, therefore, high frequency words such as services”, “surroundings”, and “taste” were included.

This study contributed to the literature from several aspects. First, in the previous research, topic modeling has never been applied to a family restaurant, this study extended the used of topic modeling and the analytic of online customer of the family restaurant field. Second, it also contributed family restaurant owner have a better understanding online customer review and corresponding attitude perception to family restaurants. Last but not least, it supported family restaurant owners make improvement from different perspectives of food, service, and experience.

References are available upon request

RECOGNIZING THE COPING STRATEGIES OF MALE AND FEMALE STUDENTS IN ADDRESSING THEIR MENTAL HEALTH NEEDS: A PHENOMENOLOGICAL STUDY OF HOTEL, RESTAURANT AND INSTITUTION MANAGEMENT STUDENTS OF DE LA SALLE-COLLEGE OF SAINT BENILDE

Marga Clarence C. Perez

De La Salle-College of Saint Benilde, Manila, Philippines, margaclarence.perez@benilde.edu.ph

Abstract

This study explored the coping strategies of 50 students in addressing their mental health needs. This study employed qualitative research through phenomenology. 50 students taking up Hotel, Restaurant, and Institution Management at DLS-CSB in Manila, Philippines participated in the study. Validation was done through informal interview with the Wellness Center of the College. This study contributed to the academe and to SDG #3: Good Health and Wellbeing.

Introduction

This paper aimed to recognize the coping strategies of 50 undergraduate students in addressing their mental health needs. 50 students taking up Hotel, Restaurant, and Institution Management were the participants. The tourism and hospitality industry had been significantly affected by the pandemic. Because of this, students worry about their future. Students worry if they should continue pursuing their degrees, businesses, and careers soon. And this has greatly affected their mental health.

This research paper will answer the research question: What have been the coping strategies of students in dealing with their mental health concerns? Is there a significant difference between male and female students in terms of their coping strategies?

This study also intended to raise awareness of their current situation which can be useful not only in De La Salle-College of Saint Benilde but also to different schools and universities for a more effective pedagogy on their curricula in these trying times. At De La Salle-College of Saint Benilde, the educational philosophy of the school is to be a learner-centered institution. This study helped strengthen their purpose as it assisted the researcher understand the current well-being of the students.

Lastly, this study wished to support one of the SDGs of the United Nations, SDG #3: Good Health and Wellbeing. This study focused on the wellbeing of HRIM students most especially in this trying time.

Literature Review

With the shift to the online modality, there was a raise in concern regarding the effects of this limited interaction with the learning of students. According to Joseph et al. (2020), school closures had disturbed the daily routine and social interactions of the students. This has been supported by Widnall et al. (2020) in stating that school disruptions have a great impact towards the “social relationships” of students due to their limited interaction with one another. As schools have adapted to online learning, students find themselves trapped in their own homes having minimal interaction with their friends, peers, and teachers. While most families have adapted to this change, many children are still lacking in terms of “structured support”. Also, some students have also noted that the delays caused by this pandemic have affected them. Lee (2020) cited how one student experienced “loss of appetite and sleeping problems” due to the delays in college entrance examination schedules in Hong Kong. The study of Lee (2020) has been supported by

Widnall et al. (2020). Widnall et al. (2020) have highlighted that the wellbeing of students must be set out before their school-related tasks.

According to the World Health Organization, mental health is defined as the “state of well-being in which the individual realizes his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community”, (Pan American Health Organization, n.d.). This has been a commonly coined term amid the pandemic.

Kontoangelos et al. (2020) highlighted that this pandemic has become a new stressor. It generated stress throughout the public because of the panic and anxiety brought to us by this virus. Vindegaard & Benros (2020) have confirmed that the well-being of the public has decreased due to the pandemic. Their study had noted that the public had lower psychological well-being and higher scores of anxiety and depression rates as compared to pre COVID-19. This was also supported by Kontoangelos et al. (2020) by mentioning that younger people are likely to be experiencing worry, anxiety, and fear as they are more vulnerable to COVID-19. This time can be extremely frightening and very fear-inducing for the younger generation. On the other hand, Panchal et al. (2021) highlighted that school closures and loss of income had contributed to poor mental health for young adults. They had also mentioned that young adults were already at a high risk of poor mental health prior to pandemic. So, imagine how much more vulnerable these young adults are with the pandemic currently happening now. Lastly, Knolle et al. (2021) reported that the Covid-19 has negatively impacted the mental health of the general population due to “social and economic changes in daily life”.

In summary, all these researchers confirmed that Covid-19 has impacted the mental health of the public. This pandemic has caused fear, worry, anxiety and depression to people.

Methods

The researcher utilized a phenomenological approach in qualitative research to better understand the insights and lived experiences of the participants. This was a case of HRIM students of De La Salle-College of Saint Benilde in the Philippines. The researcher sent out surveys to understand their inputs regarding their coping strategies in this pandemic. The researcher also conducted an informal interview with one of the school counsellors to better understand, grasp and validate the lived experiences of the participants. The researcher utilized convenience sampling for the firsthand data collection. Students were given the opportunity to answer the survey question. The participants who were considered for this study were those who were willing to participate with their convenience.

The data was collected and extracted through Google forms. The researcher qualified the responses of the students and categorized them accordingly. This method enabled the researcher to understand facts, feelings and lived experiences of students on their mental health needs in this time of pandemic. The researcher also conducted an informal interview with one of the Benilde Wellness Center counsellors to better understand and validate the research findings.

The researcher did not utilize any software to code the data collected. Instead, the research collated the feedback, then categorized it based on their similarities and differences to fully understand the perceptions of the students. These data were trimmed down to develop frameworks on the study findings.

Results/Discussion/Implication

Upon reviewing the results of the study, playing video games, and talking to friends were the top coping strategies of male students. Watching movies and exercising were their second

topmost coping strategies. Doing the hobbies that they like, listening to music, reading, sleeping, praying, hanging out and being thankful and hopeful were some of their secondary coping strategies. In comparison with the female students, talking to friends, watching movies, and doing the hobbies that they like were the leading coping strategies for them. Next to that were being active (exercising), spending time with family, spending time with pets, online shopping, and listening to music. Their secondary coping strategies were relaxing, journaling, reading, playing videogames, praying, and going out. It can be concluded that for men, playing video games was the top leading coping strategy that they have. For women, watching movies and doing their preferred hobbies were their top coping strategies. Lastly, talking to friends were the commonly derived coping strategy amongst male and female students.

According to Barnachea (2021), these coping strategies were the same with the other students from different fields of study. Some students were not even aware that they had been doing these coping mechanisms, however when you ask them, they were indeed doing it to address their needs. Students find time to do these coping strategies as these really help them in this challenging time. This confirmed that students are doing something to aid their mental health needs (Barnachea, 2021).

Despite the negative implications of the pandemic to the students, it was evident that students had been doing a lot of coping strategies to address their mental health needs. Talking to friends was the top leading coping strategy remarked by the students no matter what their gender is. Truly, this pandemic had defied the relationships of the students towards their peers. However, this did not stop them from reconnecting with each other to constantly gauge and check on their peers and friends. In terms of the different coping techniques according to gender, playing video games was the top coping strategy of the gents while watching movies and doing the hobbies that they like were the top coping techniques of the ladies. It is safe to say that despite the trials, students were doing something to support their needs.

References are available upon request

TRAVEL UNCERTAINTY: THE IMPACT OF RISK CUES AND RISK ACTIVATION

Lisa Cain¹, Eun Joo Kim², Sarah Tanford³

¹ Florida International University, Miami, FL, USA, lcain@fiu.edu

² Dong-A University, Busan, South Korea, fantastic.ej@gmail.com

³University of Nevada, Las Vegas, Las Vegas, NV, USA, sarah.tanford@unlv.edu

Introduction

Online reviews have prominent influence on pre-purchase evaluation and purchase and surpass other factors taken into consideration when making a purchase decision, because they represent other customers' direct experiences and reflect the overall evaluation of the travel product (Book et al., 2018; Clare et al., 2018; Kim et al., 2021; Xu, 2019). Travel-related decisions have inherent risks due to the uncertainty in the future (Karl, 2018), and the Covid-19 pandemic only amplified risk perceptions and concerns about safety. This research investigates how travelers make purchase decisions when presented with risk-related online reviews and when they are exposed to affective priming and behavioral priming.

Methods

This study uses a 2 affective priming (positive vs. negative) x 2 risk priming (no priming vs. risk priming) x 2 review content (non-risk vs. risk) factorial design. Affective priming was applied to prompt polarizing emotional responses using one of two short, pretested videos that represented positive (funny video) and negative (sad video) emotions. Risk priming was used to manipulate attitude toward risk perception by using risk tolerance scale either set at the beginning (priming) or end (no priming) of the survey. Review content utilized online reviews to show risk-relevance including a focal negative review and four positive reviews. A non-risk condition contained negative content about general hotel issues, while a risk condition included negative content related to risk. The stimuli included a base resort to compare to a target resort where the manipulations were applied. The study collected 268 survey responses from an Amazon MTurk panel. Three items of booking intention were measured with a 7-point bipolar scale from low to high (Taso et al., 2015). Risk tolerance included four items measured with a 7-point Likert scale from strongly disagree to strongly agree (Burton et al., 1998).

Results/Discussion/Implication

The findings indicated that travel purchase decision is influenced by complex information combined with irrelevant information presented prior to the main task and relevant information included in online reviews. Risk priming increases the accessibility of risk perception; thus, people may use strategy to avoid possible risks related to the decision. Without activation of risk perception, emotion determines the mode of processing risk-related information. Negative emotion operates a systematic process that lowers the value of a risk-related negative review than a non-risk related negative review considering risk related to travel in the current circumstance. In contrast, positive emotion operates a heuristic process that focuses on four positive reviews than negative reviews, reducing the contributions of risk-related content. The findings extend our knowledge of how relevant and irrelevant information influences how consumers judge risk-related review content for making decisions

References are available upon request

RESEARCH PROPOSAL

TO BUY OR NOT TO BUY? CONSUMERS PURCHASE INTENTION OF IRRADIATED FOOD PRODUCTS IN US FOOD MARKET

Woo - Gon Kim¹, Angelo A. Camillo²

¹Florida State University Dedman College of Hospitality, Tallahassee, FL, USA wkim@dedman.fsu.edu

²Sonoma State University School of Business and Economics, Rohnert Park, CA, USA, camillo@sonoma.edu

Abstract

The study investigates the consumers' purchase intention of irradiated food products, their perception of benefits and risks from food irradiation, the acceptance of such foods for consumption, and emerging food safety technology. Studies have shown that this technology can prevent the proliferation of microorganisms that cause food spoilage, such as bacteria and molds, by changing their molecular structure. The results of this study shall encourage further studies and promulgate the necessary information to all stakeholders in the foodservice industry to become aware of emerging food safety technologies. It shall further inspire educators at all levels to include this information about irradiation in their curriculum.

Introduction

The Centers for Disease Control (CDC) estimates that each year roughly 1 in 6 Americans (or 48 million people) gets sick, 128,000 are hospitalized, and 3,000 die of foodborne diseases. (CDC 2021). Critical sources of foodborne pathogens include contaminated fruit and vegetables and improperly cooked, handled, or stored fish, meat, and poultry products. The fish, meat, and poultry industries' efforts at surveillance and intervention have reduced, but not eliminated, microbial contamination of fish, meat, and poultry carcasses (FSIS, 2021.) In fact, the Food Safety Inspection Service enforcement report of April 1, 2021, through June 30, 2021, shows that many establishments are found to be "non-compliant", evidenced by food recalls (FSIS, 2021.) On November 10, 2021, Euro Foods, a Freeland, Penn. establishment, recalled approximately 119,091 pounds of salame stick products that may have been contaminated with Salmonella (FSIS, 2021.) Despite these efforts, preventable illnesses and even death continue to occur. Future trends may force all food industries to adopt stringent safety measures due to the implementation of emerging technologies to protect consumers' health. The use of food irradiation has been and continues to be at crossroads in the United States, and good opportunities for large-scale implementation of the technology are emerging (Osterholm 2004). Because consumers are immediately affected by any food safety-related cross-contamination, they could play an essential role in accepting food safety technologies such as food irradiation. Food technologies uniquely touch our lives because we are literally what we eat. Uncertainty and insufficient or the correct information on the perceived risks and benefits of such technologies contribute to the public's hesitation to accept the new technologies. Food irradiation is an efficient technology that can ensure food safety by eliminating insects and pathogens to prolong the shelf life. Food irradiation is a processing technique that involves exposing food to ionizing radiation such as electron beams, X-rays, or gamma radiation to kill bacteria that can cause food poisoning, control insect infestation, delay fruit ripening, or prevent vegetables from sprouting.

Irradiation is measured in kilograys (National Archives and Records Administration (NARA) 2003). What is a KGy? Commercial irradiation doses are normally expressed in KiloGrays (abbreviated "kGy). Gray = 100 rads. It is a conventionally and internationally accepted unit for an absorbed dose of radiation. It is defined as one "Joule" of energy (1 Joule = 10,000,000 ergs) deposited in one kilogram of any substance (i.e., 1 Joule/kg). kGy =1000 grays rad = 100 ergs of energy deposited in one gram of any substance (i.e., 100 ergs/g). megarad = (abbreviated "MRAD") is one million rads (1 MRAD = 1,000,000 rads).10 Kgy= 1 MRAD, 50 kGy = 5 MRAD etc...

Studies have shown that this technology can prevent the proliferation of microorganisms that cause food spoilage, such as bacteria and molds, by changing their molecular structure (Crawford, 1996; Crawford & Ruff, 1996). The process could be applied to fresh or frozen products without affecting the nutritional value. In recent decades novel technologies have emerged worldwide in food production, processing, and preservation. These technical innovations are in development because of modern demands for fresher foods, have higher nutritional value, and are more natural with minimum food additives and no toxins or allergens (Maherani et al., 2016). For years, investigators have researched to assess consumer responses to novel food technologies and examined various factors that may influence consumers' perception of these emerging technologies. In this context, the risks associated with these responses have been evaluated based on different scenarios such as voluntary and involuntary, immediate, or delayed, observable or unseen, fatal or non-fatal, the degree to which the risk is known or not, and the degree of control that the consumers have over the risk (Cardello et al., 2016). A range of foods processed by different technologies such as irradiated food, genetically modified food, food treated by pulsed electric fields and ultraviolet laser, and microbially contaminated foods have been under scrutiny to assess their perceived risks and consumers' concerns (Wilcock et al., 2004). With regards to novel food technologies, consumers show concern about the nature of the resulting processed food or the nature of the processing technology itself, and these play a crucial role in determining whether consumers will buy the food or not. Studies have shown that a lack of knowledge among consumers regarding novel food processing technologies is a significant impediment to their acceptance (Maherani et al., 2016). According to Campbell and Fitzgerald (2001), the new technologies applied in food processing are foreign to contemporary consumers, and the low literacy of consumers often limits their acceptance. However, those emerging technologies pose challenges to the industry regarding consumer choice and acceptability. The irradiation practices in food products are gaining importance during the current pandemic; the food journey from farm to fork is crucial. Consumers are giving more attention to food safety, the origin of food, the process and treatment carried towards food products. Hence, the study aims to determine the factors that influence consumers' purchase intention of irradiated food products based on the theory of planned behavior. Accordingly, Castell-Perez and Moreira (2021) have called for further research on increasing consumer acceptability of irradiated food products.

Methods

Data will be collected from consumers through MTurk from a required sample size of 500.

Results/Discussion/Implication

This research in progress will be completed soon after the data is collected, analyzed, and synthesized. Reviewers' comments and conference participants' suggestions for improvement are greatly appreciated.

References are available upon request

REVIEWING, RE-THINKING and RE-IMAGINING RV-ING

Veda E. Ward
California State University, Northridge, Northridge, California, United States of America
veda.ward@csun.edu

Abstract

The recreational vehicle (RV) is an adaptable, mobile unit that can navigate constraints imposed by natural disasters, exposure to disease, life stages, social issues or climate change, and accompany transition strategies necessary for personal and organizational success. Reviewing past and recent trends allows for re-thinking and re-imagining RVing for culturally and economically diverse global consumers while promoting nimble access to myriad aspects of hospitality, tourism and recreation, by expanding experience options and enhancing the triple bottom line – planet, people and prosperity.

Key Words: hospitality, recreational vehicle, resilience, social change

Introduction

Recreational vehicles, essentially vehicle with a living space attached (Clark, 2021) have been used by leisure consumers for many decades but recent events have led to rethinking the nature and prospectus for that business, and is discussed as it intersects various aspects of the hospitality industry. Accounts of the impact of the COVID 19 pandemic have emphasized reduced interaction at individual, group, organizational and community levels. Increased concerns about risk factors associated with social isolation (Holt-Lundstad, et al, 2015) and mental health extend beyond aging, retirement, or desire to visit national parks. The ability to work remotely, modify employment patterns, and to live simply are no longer associated only with older adults. Impact on the environment, home schooling and social issues may increase interest in, and benefits of the RV lifestyle. Motion pictures like *Nomadland* provide alternative views on what constitutes a home. More than 600,000 new RVs were sold in 2021 adding to 40 years of growth (Shulz, 2022). An RV lifestyle may address social imbalances such as food security, education, homelessness, access to technology, equity and other economic issues that extend across generations and mobility.

The hospitality industry is often negatively impacted by catastrophic, emergency or health crises, but is resilient. According to Hotel Business Review, the multi-sectored industry has contributed to economic and social growth, accounting for more than 11 percent of the global GDP (Jaddoud, 2020). Hotels, restaurants, cruise lines, theme parks, airlines, casinos and campgrounds provide opportunities for travel, tourism and leisure experiences account for 10 percent of jobs on the planet (EHL Insights), including the sharing economy. Four major challenges facing the hospitality industry identified by EHL Insights were: the threat of climate change; industry consolidation; new competition from technology and digital players, and skilled talent shortage – all of which have been exacerbated by current intersections of health, home, education, career, or life stage transitions. With approximately 11 million RV owners in the United States (Clark, 2021), recognizing growth and future connections to the hospitality industry may introduce new programmatic and employment strategies. RVers may become a source of talent to meet various staffing needs, while expanding possibilities for use of grounds, accommodations and participants for multiple levels of special events. The purpose of this study is to identify multiple approaches to consistently attracting diverse RV users to different

experiences in the hospitality industry. Concepts of sense of place, incorporation of practical tactics of experiential marketing (salesforce.com) and the constituency model for hospitality marketing (Baker, 2016) inform the process.

Methods and Consideration

The current investigation explores implications of attracting recreation vehicle users—RVers- as one example of beneficial changes within the broader hospitality industry. A major premise of this preliminary review is that RVing is about much more than transportation. Recent accounts project high levels of RV sales (Goshenews, 2021), along with an upsurge in new RV users (Gast, 2021). Responses include developing a variety of shared collaborations and connections across hospitality sectors that result in new ventures, pathways and shared industry success. BusinessWire (2022) noted that more than 1 million households live permanently in RVs, making this an important cohort to attract, nurture and refer. In light of employment instability, family or health demands, some of which have led to *the great resignation*, some workers are carefully examining the lifestyle of working remotely and living full time in an RV (Ruffenach, 2021).

This study summarizes a review of findings from forecasts, outlooks, trends and other bibliographical sources provides a substantial base from which personal, professional and organizational strategies may be formulated to overcome current limitations, while designing a future model for resiliency. Alternative scenarios may also be considered such as anticipating declining RV sales (Len and Jo, 2021), possible waning interests and the impact of less restrictive social distancing due to less restrictive health policies, practices or perspectives.

There are several ways to reappoint RVs as guest spaces, temporary housing for unsheltered community members or during emergency situations. Responsive and innovative partnerships may be formalized to address local needs. RVs will still be around but used and thought of differently. Use of parking lots, irrigation of extensive grounds and maintenance costs for golf or swimming, and response to climate change will be rethought, while creatively responding to high demands for outdoor experiences (Khan, 2022).

Deliberations and speculations about RV lifestyles are considered (Fjelstul, 2014) by broadening the reframing of RVing as reflecting the socio-economic spectrum in light of recent social dynamics responsive to race, class, gender, diversity, inclusion and disability. Wang, deBono & Wong (2014) explored cross-cultural RV connections and contrasts between Australia and China while noting adaptation of shipping containers as cost-effective foundations for sustainable RVs. Similar ideas are emerging for container use as shelter for the unsheltered. RVs offer an approach to sustainable living and environmental respect that cross generations, straddling inequities. While some may have designed targeted guest packages for visitor subgroups, the RV contingent is multi-faceted and mobile, making planning, marketing and awareness of local events and facilities important. New models combine prior motivations and expectations for users, visitors, travelers or guests, as exemplified by the term “bleisure” (EHL, 2022; Boley,2021), making them more holistic and sustainable.

Discussion and Implications

The notion that service industries are to be invisible and unheard may not meet the needs of this group. In many instances the RV user may welcome personalized attention and opportunities to interact with others, including the surrounding community, as a needed departure from their daily routine. In fact, Toor (2021) recommends thorough knowledge of

guest expectations ranging from health, indoor or outdoor dining, varied technological adaptations and “pick-up” options for varied services. Multiple methods of engagement with RVers are essential in retaining commitment to a collaborative and connected hospitality industry.

Implications for students, educators and professionals include curricular and co-curricular review with attention to identifying approaches that address needs of diverse populations and agendas. Several possibilities include retreats, team building activities, recruitment events, community service learning and field trips that build on both cognitive and emotional intelligence skills needed for career longevity and personal success. Adaptation is an on-going process.

In sum, RV users were selected to as a familiar, but marginalized constituency providing a context for adapting professional marketing models by reducing industry barriers while developing new ways of approaching industry challenges, by tracking and considering resiliency and revitalization. It is time to re-think the RV narrative.

References are available upon request

POSTERS

VIRTUAL EVENT ENGAGEMENT: DOES VIRTUAL EVENT PLATFORM MATTER?

Hyeongjin Jeon¹, Hyunsuk Choi², Juwon Choi³

^{1,3}North Dakota State University, Fargo, North Dakota, USA, hyeongjin.jeon@ndsu.edu; juwon.choi@ndsu.edu

²California State University, Sacramento, Sacramento, California, USA / University of San Francisco, San Francisco, California, USA, kkassu1@gmail.com

Introduction

Many major events have been canceled, delayed, or replaced by virtual event formats during the COVID-19 pandemic (Porpiglia et al., 2020). Given that over 90% of event professionals plan to use either a fully online or hybrid event format, the importance of attendees' engagement in the virtual events has been stressed (Bizzabo, 2021). However, there is a lack of research on how attendees' engagement in virtual events is shaped and how engagement impacts behavioral intentions. A virtual event platform is a program that allows event professionals to virtually reproduce an event (Thomas, 2021). One of the most common concerns that event professionals face today is determining the proper virtual event platform (Eventmb, 2020). Due to the popularity of hosting virtual events via platforms, understanding attendee engagement in virtual events may involve flow experience on the virtual event platforms because user engagement in online environments is a collection of experiences within a software-mediated system (Calder et al., 2009). Therefore, the purpose of this study is to evaluate how features of virtual event platforms influence attendees' flow experience and intentions to recommend and share information on the virtual event with others.

Methods

This is quantitative survey study. We aim to conduct between 250 anonymous surveys, which will be administered entirely online using Qualtrics.com. Participants will include U.S. based individuals who are 18 years or older and have attended a virtual event in the past 12 months at the time the data is collected. Each participant will be asked to respond to a series of statements about virtual event platform features, their experience of the virtual event, their behavioral intentions, and testing for common method bias. Measurements that have been validated will be adapted and answered on a five-point Likert-type scale. Features of virtual event platform will be measured by a six-constructed with total 22 items (Kharouf et al., 2020; Loiacono et al., 2007). Online flow experience will be assessed with seven-item scale developed by Kim and Ko (2019). Future behavioral will be rated with a six-item scale (Hur et al., 2017; Kharouf et al., 2020). IBM SPSS software (v. 27.0) and AMOS (v. 25.0) will be used to analyze data. Descriptive statistics will be used to describe the demographics of the participants. Structural Equation Modeling (SEM) will be conducted to identify the relationships between the tested variables.

Results/Discussion/Implication

The results of this research will provide practical guidance to virtual event organizers on how to effectively utilize virtual event platforms with the aim of providing their attendees with engaging experiences and building their events' long-term competitiveness and success. This

study will also expand the body of literature by advancing understanding of how the features of virtual event platforms affect attendees' flow experiences and engagement.

References are available upon request

UNDERGRADUATE RESEARCH

CUSTOMER PERCEPTION AND INTENTION TO PARTICIPATE IN A BUSINESS CONFERENCE IN VIRTUAL REALITY VIA A HEAD-MOUNTED DISPLAY

Adrian Leung,
I-Shou University, Kaohsiung, Dashu District, Taiwan, manchak0507@gmail.com

Introduction

Business events play an important role in the tourism industry in the world, it is not only to contribute economic input to the host community but also attract business travelers to travel to the host destination. During the moment of the pandemic COVID-19, tourism, event and hospitality industry all have been influenced due to the travel ban. Business travelers are not able to travel to host destinations for participating in business events. And a physical event is challenging for event planners due to travel constraints and restrictions. There are several studies that have emphasized event planners should try to organize virtual events in order to host events on the schedule and prevent unexpected situations, such as country lockdown (Krzysztof, 2021; Sigala, 2020; Ton & Le, 2021). One study analyzed 293 international papers in the last 30 years, it aims to encourage people to applicate using virtual reality in events (Krzysztof, 2021). SWOT analysis had been used to evaluate the strengths, weaknesses, opportunities, and threats as a case study for identifying the pros and cons of hosting virtual events. The main purpose of this study reveals organizing virtual events can help to organize events on schedule under an unpredicted and unexpected environment and reduces any pollutions (Dilek, 2018).

Therefore, the new idea of applying VR in the event industry has been proposed. Event organizers and planners shift hosting in-person events to virtual events during pandemic COVID-19. This research is to focus on how people thoughts about VR conferences and what motivations push people to participate in VR conferences.

The research objectives of this study are:

1. To identify the perception gap of attending VR business conferences.
2. To understand people's motivations and intention to participate in a VR business conference.

Methods

Survey questionnaires were posted on social media and emailed to students and professors of I-Shou University to collect their perceptions and intention of participating in the VR conference. A total of 200 questionnaires is expected to collect to analyze people's overall perception of VR conference. In addition, 25 volunteers were recruited to attend a VR conference. They will be required to fill out two sets of questionnaires, participate in one VR conference experiment and one focus group interview. The purpose is to understand (1) their perception gap for attending VR conferences; 2) their intention of participating in VR business conferences in the future. See (Table 1) for the detail of the data collection.

References are available upon request

THE WAY FORWARD FOR TOURISM RECOVERY: AN EMPIRICAL STUDY OF WUHAN TOURISM DESTINATION PROMOTION, DESTINATION IMAGE AND TOURIST TRAVEL INTENTION IN THE POST COVID-19 ERA

Shangshu Liu¹, Catherine Cheung²,

^{1, 2}The Hong Kong Polytechnic University, Kowloon, Hong Kong SAR, China shangshu.liu@connect.polyu.hk

Introduction

Ever since early 2020, the tourism industry has been greatly impacted by COVID-19 and its ramifications (Gallen, 2020). As the first city to suffer from the pandemic, Wuhan witnessed a 70% shrink in the tourism industry and its destination image had been adversely impacted (WHGov, 2020). To facilitate the tourism industry and rebuild the destination image of Wuhan, the local DMO initiated a variety of marketing strategies. By October 2021, Wuhan has exhibited a positive sign of tourism revival, experiencing a 28.49% increase in tourist arrival compared with that of 2020 (WTA, 2021). The tourism industry needs to mitigate the adverse effects of the pandemic, and Wuhan can serve as a benchmark case study. This research aims to examine the marketing initiatives and review their effectiveness on destination image and travel intention. Marketing implications are proposed for future practices.

A commonly agreed definition of destination image is that it is a set of beliefs, ideas, and impressions that people have of a destination (Crompton, 1979). Scholars highlighted the affective and cognitive components of the image (Baloglu and McCleary, 1999). Travel intention is the result of a mental process that contributes to action and motivation into travel behavior (Jang, Bai, Hu, & Wu, 2009). Researchers discovered that the perceived image of a destination is positively correlated to travel intention (Mayo & Jarvis 1981). Avraham and Ketter (2008) divided strategies for altering negative images of tourist destinations into three categories: source, message, and audience.

Methods

This study's empirical corpus is based on data collected from the most influential information source and can widely spread news to Chinese tourists. Quantitative and thematic content analysis based on word frequency tables will be adopted to classify the marketing strategies according to the literature in the field of destination image restoration after crises.

A self-administrated online questionnaire was conducted to examine the perceived destination image and travel intention towards Wuhan, Wuhan residents were excluded from the respondents. Multiple-choice questions regarding the knowledge of marketing strategies in the previous study were presented. A list of 13 affective image attributes on post-pandemic destination image and travel intention was developed based on literature (Rasoolimanesh, Seyfi, Rastegar, & Hall, 2021). The formation of 21 cognitive image attributes was based on a focus group interview consisting of five Wuhan natives. The attributes were organized in seven scale Likert questions. Questions on demographic information were asked at the end of the survey.

Results/Discussion/Implication

Several key themes regarding post-COVID-19 tourism marketing strategies emerged, the original Chinese text was translated into English. The extracted words were grouped into sub-categories, which gave hints on promotional strategies. The strategies were located back to the news content, frequency analysis was performed, and five major strategies were subsequently

identified, namely free entrance to local tourism attractions, social media promotion, online live streaming sales and marketing, storytelling and paying tribute to medical workers, and art performance and exhibition.

Descriptive analysis revealed the mean importance rating by all respondents. The mean score of all the attributes was significantly higher than the scale's mid-point '4.0' (Neutral), ranging from 6.16(Welcomes visitors nationwide) to 6.91(Appreciate sacrifice). Independent samples t-tests were performed to test whether differences in destination image and travel intention exist between respondents who know or don't know the promotion strategies. There are significant differences in the overall affective image($p=.043$), cognitive image($p=.007$), and travel intention($p=.000$). To examine whether there exist differences in destination image and travel intention according to the knowledge of a single strategy, independent samples t-tests were used. Among the six strategies, those who know free entrance ($p1=.018$; $p2=.022$), social media promotion ($p1=.017$; $p2=.007$), live streaming ($p1=.000$; $p2=.000$), art performance and exhibitions ($p1=.001$; $p2=.002$) have a significantly higher level of perceived destination image and travel intention. The most enhanced attributes after implementing the marketing strategies are Wuhan is leading technology hub, has highly developed car manufacturing industry and highly developed transportation, which are all cognitive and tangible attributes.

Although this study did not investigate the causal relationship between the variables, the results provide preliminary evidence that the knowledge of marketing strategies are related to a higher level of destination image and travel intention. The results reveal that respondents who know about the promotional strategies have a significantly higher level of destination image and travel intention, indicating the effectiveness of the marketing campaigns. Among the three attributes, travel intention has the most significant difference, indicating the significant impact of promotional tools on travel motivation after the pandemic. Among the five strategies, live-streaming sales and marketing have the most obvious impact. As consumers adapt to the restrictions on COVID-19, they have intensified online streaming as it is a low-touch practice (Arora et al., 2020). The results also showed that more cognitive attributes were enhanced than affective attributes.

Based on the results, marketing implications can be formulated. For Wuhan DMO, further attention should be paid to broadcasting the tangible attributes, such as technology, industry, and transportation facilities. Destination marketing strategies have been shown to have a clear positive impact on these image attributes, so more channels can be developed to improve the broadcasting of these attributes and increase public engagement, effectively improving the overall perceived image of the city. In the case of broadcasting channels, live streaming marketing and social media marketing can be effective tools to improve the destination's image and willingness to travel. Local DMO should therefore focus on the use of digital marketing, including online live streaming and social media as the primary marketing channels.

References are available upon request

MOTIVATIONS, BEHAVIOR AND INFLUENCES OF HOST-GUEST INTERACTIONS IN HOME STAY INNS

Musha Shi¹, Sujie Wang²,

^{1,2} Shandong University, Jinan, Shandong, China, Sms19862182545@163.com sujiew@sdu.edu.cn

Introduction

In recent years, the development of sharing economy has promoted the innovation of traditional business models, especially in the field of tourism accommodation. As the outcome of the sharing accommodation, home stay inns have developed rapidly and favored by many consumers due to its unique social and cultural features. Obviously, the home stay inn has changed the consumption attitude and behavior of tourists. On the one hand, individuals who choose to stay in home stay inns are mainly motivated by social interaction and obtain an authentic local experience. On the other hand, more and more home stay inns run into difficulties due to less interactions with guests, especially during the COVID-19 pandemic. The host-guest interaction as a competitive advantage that distinguishes the home stay inns from other standardized hotels deserves the attention of researchers. It is necessary to explore the tourists' interactions in the home stay inns, as well as its antecedents and consequences, so as to provide effective strategies for the practical management of home stay inns.

Home stay inns are attracting increasing academic attention. Previous study has explored some explaining variables which could answer why tourists interact with hosts in the home stay inns, however, research using the push-pull theory to explain the motivation of tourists to participate in interaction with hosts is absent. Although several studies identified some host-guest interaction practices in the home stay inns, such as welcoming and recommending, they are limited. In addition, some outcomes of host-guest interaction, such as tourist satisfaction and word-of-mouth intention are widely explored in the literature, while other changes brought about the host-guest interaction on tourist behavior, such as tourist citizenship behavior are not investigated. As such, this study aims to: (1) Identify the driving factors of the interaction between guests and hosts. (2) Discern new contents of host and guest interaction in home stay inns. (3) Explore the outcomes of host-guest interaction in the home stay inn.

Methods

Given the nature and purpose of this study, a qualitative grounded theory approach was used. Semi-structured in-depth interviews was conducted with tourists who had home stay inn experiences. Purposive and snowball sampling method was applied to recruit existing and potential informants. The informants should meet the below criteria: (1) Having a home stay inn experience within the past 12 months. (2) The home stay inns which they lived are not chain-operated. Finally, a total of 23 interviewees were approached for interviews. Among the 23 interviewees, 18 were interviewed by face to face and 5 were interviewed by telephone from April 2021 to July 2021, and the interview was maintained about 30-40 minutes. Data were recorded during the interview and transcribed into text by professional software (*Swift speech to text*) after the interview. The final texts were more than 70000 words. Data was analyzed using open, axial, and selective coding. Nvivo 12 plus software was used to code.

Results/Discussion/Implication

This study adopted the qualitative research method and took home stay inn as the micro-scene to explore the host-guest interaction process. The research identified the motivation,

content and impacts of the interaction between tourists and home stay inn hosts, and a theoretical framework was proposed to construct the interaction mechanism between tourists and hosts in the home stay inn settings.

The results of the study pointed out the inevitability of the host-guest interaction in home stay inns from the two aspects: tourists' emotional need and home stay inn scene creation. The emotional needs of tourists include relaxation, escape and more social interaction, which are the push factors for the interaction. Home stay inn scene creation (space presence and social presence) is the pulling factor of interaction. The interaction between tourists and hosts includes four dimensions: social interaction, material interaction, interpersonal interaction and spiritual interaction. Below each dimension includes a variety of interaction patterns, such as greetings, gift giving, activity participation, etc. Subsequently, the tourists will develop citizenship behaviors after gain a positive accommodation experience by interacting with the hosts.

This study offers several contributions. The study is one of early study which used the push-pull theory to explore the motivations of tourists interacting with hosts from the tourist's perspective, extending the antecedents of host-guest interactions in home stay inn. Besides, this research identified new interactions between hosts and guests, enriching the content of the host-guest interactions in the home stay inn settings. Finally, the study extended the outcome variables of host-guest interactions to identify tourist citizenship behaviors that resulted from interacting with hosts.

This research also has practical implications for home stay inns. The host-guest interaction is a key factor in determining home stay inns' success. Tourists who choose home stay inns are often motivated by their longing for and pursuit of "poetry and distant places", and they have strong emotional needs and desire to find warm family affection in the home stay inn. The most important "attraction" of a home stay inn attracting tourists, except for the physical space presence and social atmosphere, is host and their interaction with guests. Therefore, it may be helpful for the hosts to understand the different emotional demands of tourists and creating a warm, comfortable and friendly home stay inn space to meet guests' needs. What's more, host-guest interaction is the core competitive advantage of home stay inns that differentiate them from other accommodations. The hosts could provide personalized, friendly and fast services to the guests, so as to prompt them to voluntarily engage in citizenship behaviors.

References are available upon request

