Conference Proceedings

The 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism

Jan 7-9, 2016

DoubleTree by Hilton Hotel
Philadelphia, Pennsylvania, USA

School of Tourism and Hospitality Management

TEMPLE UNIVERSITY

Editor

Chihyung “Michael” Ok
Preface

On behalf of the Graduate Conference Organizing Committee at Temple, I am very pleased to introduce the proceedings of the 21st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism held in Philadelphia, Pennsylvania, January 7-9, 2016.

This year we received 282 submissions. The abstracts were split equally between two presentation types. 129 papers made stand-up presentations, and 124 made poster presentations. This year we made a change in the poster presentation. Each poster presenter made a three-minute oral presentation followed by group question and answer session. This change was different from the format that the conference has been using in the past. Improvement and further exploration of presentation style are recommended. Four panel sessions were devoted to the development of young professionals. Titles of the panels sessions were 1) So you want to publish: View from editors; 2) Grant writing and external funding: The new normal; 3) In-depth look at tenure and promotion; and 4) A discussion with junior faculty: Finding your first job and early career success. Each panel session was highly appreciated. We express our sincere thanks to the panels.

The success of this year’s conference is accredited to many individuals and organizations. First, we would like to acknowledge the sponsoring schools and industry partners for their financial support. We would also like to thank all of the authors, reviewers, and track chairs for making this massive project possible. Special thanks to all 179 reviewers for their precious time spent providing valuable comments to the authors. The paper review process could not have been completed without the dedication of reviewers. We also wish to acknowledge that all of the ten track chairs were extremely supportive, and the review process was completed smoothly. This proceeding is the final result of the quality work contributed by the authors, the reviewers, and the track chairs.

Our thanks also go to the Best Paper Selection Committee members: Professor Kaye Chon, Professor Elizabeth Barber, and Professor Dennis Reynolds. They spent their valuable time evaluating papers nominated for the best paper awards and provided recommendations for the four best conference paper awards. And now, last but not least, a special thanks goes to the organizing committee. Thank you for your hard work!

In conclusion, we would like to thank Dr. Kaye Chon for having the insight to initiate this meaningful conference over 20 years ago. Without his great vision and tremendous efforts, we would not have such a valuable platform for future talents in academia to share their cutting-edge research, develop new research ideas, and network with fellow students and faculty members. The planning for the next conference will be proceeded with the team at the University of Houston, USA. We expect another great conference!

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Completed Research – Consumer Behavior
DO CONSUMERS RAISE THEIR VOICES OR LEAVE AFTER SERVICE FAILURES? 
EXAMINING ANGRY RUMINATION, DISTRACTION, AND BRAND LOYALTY

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Introduction
Following service failures, consumer behaviors may vary depending on how they regard the service failure incident. Sometimes consumers cannot stop thinking about a provoking incident, which is angry rumination, while at other times they can “let it go” using distraction. This study views service failures as incidents that may induce consumer anger and consumers use rumination and/or distraction as a way to cope with the situation, which ultimately influences consumer complaining behaviors (CCB, e.g., voice, negative word of mouth, and exiting). The objectives of this study are to identify relationships between angry rumination/distraction and CCB and to examine the moderating role of brand loyalty on these relationships.

Methods
This study used a scenario method. A hypothetical scenario was developed to illustrate a service failure at a hotel when checking in (e.g., rooms not available due to overbooking). Measurement items were adopted from previous literature and a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree) was used for all measures except demographic information. For data collection, a web-based nationwide survey was conducted. A total sample of 371 usable responses were collected. For analyses, structural equation modeling (SEM) was conducted using Analysis of Moment Structure (AMOS).

Results/Discussion/Implication
The results suggest that consumers use rumination and distraction to cope with service failures. Angry rumination increases direct complaints, dissemination of negative word of mouth (NWOM), and exiting, whereas distraction buffers spreading NWOM. This study also found that the effects of angry rumination and distraction on CCB differ by the level of brand loyalty. Brand loyal consumers are more (less) likely to directly express their dissatisfaction to service providers as angry rumination (distraction) increases, whereas they are less likely to spread NWOM than non-loyal consumers.

The findings provide useful tips for managers regarding effective service management. As angry rumination increases aggression toward a service provider, which, in turn, may ruin others experience, managers should attempt to lessen rumination, and to distract consumers’ attention away from the incident by providing continuous care, creating a pleasant service atmosphere to relieve anger and unpleasant emotions, and train employees in emotional intelligence so they can recognize consumers’ emotions. In addition, managers should be aware of the value of loyal consumers when they directly voice their dissatisfaction to service providers. These consumers are providing opportunities to identify and fix problems rather than spreading NWOM to others. Therefore, managers need to sincerely respond to loyal consumers’ complaints and put efforts into keeping them. For non-loyal consumers, instant recovery efforts that reduce rumination are required.

The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Temple University
THE IMPACT OF OTHER CONSUMERS, DONATION APPEAL, AND ACTION VISIBILITY ON RESTAURANT CONSUMERS’ DONATION BEHAVIORS

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Introduction
The impact of other consumers on consumer behaviors has long been recognized in the marketing literature. Scholars have found that consumers exhibit different levels of donation intentions in public vs. private contexts when responding to self-serving vs. society-serving donation appeals (Green & Peloza, 2014; White & Peloza, 2009). Yet, not all public contexts are the same. Individuals can engage in public consumption alone or with other people such as friends and family. In this research, we explore which consumption context (solo vs. shared consumption) generates higher levels of donation intentions when consumers are presented with a donation appeal that is either self-serving or society-serving. In addition, we examine anticipated emotional benefits as the underlying psychological mechanism driving consumers’ donation behaviors.

Methods
In a series of two studies, we examined how the presence of other consumers (solo vs. shared consumption), type of donation appeal (self-serving vs. society-serving) and the visibility of the donation action (invisible vs. visible) jointly influence consumers’ donation intentions. In Study 1, the donation action was invisible to other consumers, while a token of appreciation (a carnation) made the act of donating observable to others in Study 2. We tested the proposed psychological mechanism, anticipated emotional benefits, in both studies.

Results/Discussion/Implication
To the best our knowledge, we are among the first to bridge three diverse streams of literature to investigate the joint effects of presence of other consumers, type of donation appeal and the visibility of donation action on donation attitudes and intentions. Our results show that the presence of other consumers can have either a positive or a negative impact on consumers’ donation behaviors, and the valence of that impact is based on other contextual factors. Further, we reconcile the mixed findings in social psychology literature regarding the impact of the presence of others on people’s prosocial behaviors. Finally, echoing previous research that built a connection between prosocial actions and emotional benefits, we found that anticipated emotional benefits is the psychological mechanism that explains consumers’ donation behaviors. This research offers some important managerial implications. For example, we suggest that hospitality managers should be attentive to an important social impact on consumers’ donation behaviors: the presence of fellow customers. Our findings also recommend that hospitality firms should design different types of donation appeals and train line-level employees to utilize them appropriately to involve solo vs. group consumers in CSR activities. Further, with the findings from this research that anticipated emotional benefits are a powerful motivational driver for consumers’ donation behaviors, we recommend that companies highlight emotional benefits in CSR message framing, which will largely determine the effectiveness of fundraising campaigns.
WHOM DO WE TRUST? – CULTURAL DIFFERENCES IN CONSUMER RESPONSE TO ONLINE RECOMMENDATIONS

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Introduction
Consumers are increasingly searching for service information online and making their consumption decisions based on online recommendations. Online crowd-sourced recommendations are powerful as people generally believe in the wisdom of the crowds, and they tend to exhibit herding behaviors. Accordingly, crowd-sourced websites, such as Yelp.com, serve as an important information source during the pre-purchase decision-making stage. On the other hand, social media (e.g., Facebook) become another important platform influencing consumers’ buying behaviors. Through social media, consumers can search for information and recommendations from their own social networks.

Previous research shows that credibility is an important factor influencing consumer evaluations of online reviews. In this study, we rely on the source-credibility model to examine consumers’ responses to recommendations from the two different types online sources: the in-group social media friends and out-group crowd-sourced website content contributors. Given the popularity of online recommendations across different nations and cultures, we examine the effects across two cultural contexts: the more individualist Americans vs. the more collectivist Chinese (i.e., Facebook vs. Yelp.com in USA and the equivalent of WeChat vs. Dianping.com in China).

Methods
We conducted a 2 (online recommendation source: in-groups vs. out-groups) by 2 (culture: American vs. Chinese) between-subjects quasi-experiment to test the hypotheses. Participants were asked to imagine that, during their online search, they came across a recommendation provided by in-group members (i.e., referral by Facebook friends) or by out-group members (i.e., a post on Yelp). ANOVA and PROCESS analysis were employed to test the hypotheses.

Results/Discussion/Implication
Our findings indicate that culture moderates consumers’ responses to different online sources. Chinese consumers, due to their more collectivist nature, exhibit higher levels of purchase intent when the recommendation comes from in-groups (i.e., social media friends) than from out-groups (i.e., website contributors). Such differences are not observed for the more individualist American consumers. Different levels of trustworthiness explain why consumers from different cultural backgrounds have various perception of recommendation credibility.

This study further demonstrates that the source of social influence impacts on Chinese consumers’ propensity to follow herding behaviors. In China, trust is usually established through personal connections or on a personal relationship under the business framework (“Guanxi” in Chinese). Our study demonstrates that the interpersonal relationship pattern among Chinese consumers extends to their responses to online recommendations and consequent herding behaviors.
THE ROLE OF PERCEIVED VALUES, EMOTION, SATISFACTION, AND ATTITUDES IN THE ONLINE LOYALTY DEVELOPMENT PROCESS

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Introduction
According to the extant literature, the dimensions of consumer perceived value and their influences have been identified for a variety of areas such as mobile service (Yang & Jolly, 2009; e.g. functional, social, monetary, and emotional), tourism (Sanchez et al., 2006; e.g. functional, emotional, and social), casual sportswear (Chi & Kilduff, 2011; e.g. price, social, emotional, and quality), hospital (Cengiz & Kirkbir, 2007; e.g. functional, emotional, and social), and green consumption (Koller et al., 2011; e.g. ecological, functional, economic, emotional, and social) using a multi-level and multi-dimensional model as a framework. This model might help to provide a more accurate approach to assess online customer perceptions of value. Yet, there are few models applied to empirical studies of online consumer behavior.

This study focuses on online consumers visiting online malls and social commerce and evaluates the dimensions of consumer perceived value and their impacts on their emotional response and satisfaction that affect, as results, attitude and loyalty. The purpose of this study is, therefore, to build and empirically test an integrated framework regarding the various dimensions of the perceived value of online malls and social commerce by investigating the impacts of customers’ perceived value on emotion and satisfaction, as well as attitude and loyalty, regarding a company’s web site.

Methods
All constructs were measured with multiple item measures developed and tested in previous studies. The sample for this study consisted of both online malls and social commerce. A marketing research company was hired to conduct a web-based survey for data collection. The research company distributed survey questionnaires to online customers who visit online malls and social commerce, respectively. The data collection was conducted between October and November of 2014 in South Korea. A total of 4152 survey questionnaires were distributed to online consumers. 600 usable responses were returned, which produced a usable response rate of 14.5%. Out of the 600 usable completed surveys, there were 300 online customers of online malls and 300 online customers of social commerce.

Results/Discussion/Implication
Positive value, negative value, ethical value, utilitarian value, and hedonic value significantly influenced positive emotions. Positive value, negative value, ethical value, utilitarian value, and hedonic value significantly affected satisfaction. Positive emotion had positive influences on satisfaction, attitude, and loyalty. In addition, the effects of satisfaction on attitude and loyalty were significant. Lastly, the impact of attitude on loyalty was positively significant as well. Our research is the first empirical effort to examine factors affecting online customer loyalty in the context of online markets in Korea. Thus, the results represent an important step in unraveling the intricate relationship between the key constructs.
EXPLORING CALIFORNIA RESIDENTS’ GAMBLING MOTIVATIONS: INDIAN RESERVATIONS VS. LAS VEGAS CASINOS

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Introduction
The hospitality industry is growing constantly in the United States. Many hospitality-related areas, including tourism, restaurant, lodging, and event, consider the gaming industry to be one of the most lucrative markets (Barsky & Tzolov, 2010). California is one of the top states that has a growing casino market with steadily increasing profits (Ackerman & Bunch, 2012). As of 2013, more than 30% of Las Vegas visitors were coming from California State (Las Vegas Visitor Profile, 2013).

Since California Indian casinos are widely comprised of California residents, it is important to continuously retain them while understanding their casino motivations. Also, because California residents make up the majority of visitors to Las Vegas casinos and little is known about their motivations, research should focus on gamblers’ gambling perceptions and motivations toward Las Vegas casinos. This will help both casinos in assessing their casino environment to effectively market and attract more California gamblers.

Methods
The target sample for the survey was 300 California residents, at least 21 years of age, and have gambled at California Indian and Las Vegas casinos in the past 12 months. After a pilot study, a final version of the questionnaire was developed, consisting of 1 screening question, 11 past experience information, 36 motivation items, and 6 questions to elicit respondents’ demographic information. The survey was given online using Qualtrics from May 18 to May 23, 2015. Of the 300 participants surveyed, 152 indicated that they are more likely to be California Indian casino gamblers, and 148 indicated that they are California residents, but more likely to be Las Vegas casino gamblers.

The main data analyses were carried out in three stages. First, descriptive statistics was conducted to provide demographic profiles of study participants. Second, exploratory factor analysis revealed and delineated underlying dimensions associated with casino motive attributes. Finally, independent t-tests and ANOVA tests were implemented to examine possible differences in casino motives between casino segments and demographic variables.

Results/Discussion/Implication
The results showed that California Indian casino gamblers could be better enticed with opportunities for sightseeing, shopping, drinking, eating, and fun activities. California Indian casinos should draw more attention to provide exciting activities in order to appeal to gamblers.

Gamblers who only visit Las Vegas casinos may be more motivated if casinos can ensure the safety and security concerns. Also, it would be most effective to develop distinctive non-gaming amenities targeting young California residents. It is suggested that they develop higher amount of discounts or increased points offers for California residents to encourage them to spend more.
WINE CHOOSING CRITERIA BASED ON INVOLVEMENT OF MICHIGAN RESIDENTS
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Introduction
Michigan benefits from the wine industry over $300 million per annum, and attracts over 2 million tourists yearly (Council, 2013). Although Michigan is an important wine-producing state, there is limited number of studies that have addressed Michigan wine and Michigan consumer’s wine choices. This exploratory study aims further our understanding of Michigan wines, and to examine the decision-making process of Michigan wine consumers.

In the context of wine purchase, researchers have investigated characteristics of wine, which is the functional value defined by the consumer choice behavior theory(Durham, Pardoe & Vega-H, 2004; Ginon et al, 2014; Barber & Almanza, 2007; Sheth, Newman & Gross, 1991). Thus, how a consumer evaluates functional value of wine has a direct impact on this individual’s purchase intention (Peter & Olson, 2010). Most of former studies have chosen the evaluation approach of sensory and non-sensory (Yegge, 2001; Durham, Pardoe & Vega-H, 2004; Ginon, Ares, Issanchou, Laboissière & Deliza, 2014). Meanwhile, Involvement motivates consumer’s decision-making and is an emotional status directed by the consumer’s goal (Lockshin, Quester & Spawton, 2001). The involvement of wine can be specified as how interested, enthusiastic and excited consumers are during their wine choosing processes (Hollebeek, Jaeger, Brodie & Balemi, 2007). Thus, this study explores whether Michigan wine consumers have different choice criteria based on their different levels of wine involvement.

Methods
To investigate wine choice criteria used by Michigan residents, data was collected from adults over 21 who are currently living in Michigan. An online survey was created and distributed among Michigan residents through Qualtrics.com over a two weeks period of time to collect data. A scale containing 20 items developed by Zaichkowsky (1985) was adopted to examine the involvement classification of the participants. For wine evaluation, seven items under the sensory dimension were condensed from the table developed by Corduas et al (2012), and four items under the non-sensory dimension were the combination of Yegge’s research (2001) and Corduas et al (2012). Descriptive statistics, correlation analysis, and independent-samples T-test were applied to test the hypotheses.

Results/Discussion/Implication
58 out of 103 participants completed the survey. This research indicates that Michigan wine enthusiasts (high involvement consumers) consider sensory attributes more critical than non-sensory attributes, among which grape variety is the most important followed by aroma/bouquet, and food pairing. Since wine is a product that can only be appraised through consumption (Chaney, 2000), Michigan wineries should investigate what particular grape variety is popular among Michiganders, provide more wine-tasting chances, and include food-pairing suggestions when promoting their wine to increase the likelihood of purchase.
AVAILABILITY AND PRIMACY-RECENCY IN EVALUATION OF ONLINE RESTAURANTS REVIEWS

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Introduction

Experiential goods such as restaurant service and hotel stays have limited value assessment prior to consumption (Luca, 2011). Therefore, consumers of such products tend to rely on the experience of others in the form of reviews as it enables them to gauge the probable value of products or services (Noone & McGuire, 2013; Racherla & Friske, 2012). The ease of access to online reviews decreases information seeking effort at the expense of an increase in cognitive effort needed in filtering useful information (Liu & Park, 2015). This leads to the use of mental shortcuts (i.e. heuristics) that will lessen information overload (Payne, Bettman & Johnson, 1992). In the case of customer reviews, numerical data or star-ratings may reduce processing effort (Sparks & Browning, 2011). When people are faced with an abundance of information, summary data or ratings will act as an efficient heuristic tool (Park & Nicolau, 2015).

Consumers’ heavy reliance on online reviews makes it imperative to understand how reviews affect decision making. This research investigates the effects of two cognitive stimuli, namely availability and primacy-recency, in the restaurant reviews context. This study provides restaurateurs with insights on how online reviews can influence consumer intentions and expectations. Findings will allow management to incorporate the role of online reviews into their business strategy.

Methods

Subjects evaluated a hypothetical restaurant in a 2 × 3 experimental design that manipulated availability cues (reviews with: descriptions and star ratings, star ratings only, descriptions only) and primacy recency (positive reviews first, negative reviews first).

Subjects were shown a picture of a restaurant’s interior and instructed to assume they were making plans to go out for dinner. The picture was followed by a brief description of the restaurant and two screens of reviews with different valence on each screen. The type and sequence of reviews constituted the experimental manipulations.

Results/Discussion/Implication

Subjects reported more favorable evaluations and expectation of the hypothetical restaurant when they were presented with both descriptions and star ratings, indicating that both cues were preferred during the pre-purchase evaluation of a highly experiential product such as restaurant service. There was lack of support for primacy recency effects, suggesting that a negativity bias is more salient in consumers’ pre-purchase evaluations. This research provides new insights on the influence of online reviews by evaluating the availability cues, review valence and sequence on consumer intentions and expectations of their dining out experience.
GENERATIONAL DIFFERENCES: THE EFFECT OF FRIENDSHIP AND INITIATION OF CO-CREATION ON SATISFACTION, TRUST, AND LOYALTY

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Introduction
Generational theory considers cohorts unique consumer segments with distinctive psychological characteristics (Howe & Strauss, 1997). With the growing importance of social media, consumer perceptions are being shaped by the emerging sharing economy and collaborative consumption (Sundararajan, 2013). Value co-creation based on service-dominant logic transitioned into the customer domain, where firms could get involved with their customers by fostering company-customer interactions to attain their satisfaction, trust and loyalty (Grönroos, 2008).

The purpose of this research was to examine generational differences in customer perceptions of co-creation interactions and their effects on satisfaction, trust, and loyalty. This study contributes to an understanding of customer value co-creation by extending generational theory and social penetration theory to hospitality and tourism.

Methods
A 3 x 2 x 2 between-subjects factorial design was used to test satisfaction, loyalty and trust based on generational differences, the role of commercial friendship and customer versus company initiation of the co-creation process. Subjects were randomly assigned to scenarios of commercial friendship, company vs. customer initiation and provided with written scenarios describing four co-creation types: co-creation of experience, co-recovery, co-innovation and co-marketing. The resort context of this study provided the opportunity to explore various types of co-creation within the same entity.

A US-based online panel managed by Qualtrics was utilized and a sample of 671 respondents with 280 completing the entire survey (41.7% response rate). Of those, 66 cases (31.9%) were rejected due to acquiescence bias resulting in 214 cases for analysis. The sample consisted of 73.4% females and 26.6% males with approximately equal cohort representation.

Results/Discussion/Implication
MANOVA results showed a main effect of commercial friendship for customer satisfaction, loyalty and trust, suggesting that when customer’s experience commercial friendship the outcomes of co-creation are stronger (Msatisfaction =5.945 (1.075); Mloyalty =5.815 (1.104); Mtrust =5.982 (1.009)). When the company initiates co-creation it has a significant positive impact on customer satisfaction, loyalty and trust (Msatisfaction =5.919 (1.023); Mloyalty =5.834 (1.064); Mtrust =5.873 (1.020)). Results showed significant differences for generational cohorts on loyalty. Two-way interactions between cohorts and commercial friendship were significant for satisfaction and loyalty. Customer initiated co-creation showed a different impact on Millennials compared to the other generational cohorts.

This study underscores the differences in customer perceptions of co-creation processes between generational cohorts, especially with Millennials for customer initiation and loyalty. Service providers should consider the conditions necessary for this generational cohort to initiate co-creation autonomously. The findings suggest the need to deepen relationships with customers from friendship or brand liking to brand loyalty. Customers may have more positive company perceptions from a stronger prior relationship (friendship) and company initiated co-creation.

The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Temple University
HOW DOES CONSUMER’S AWARENESS OF A FUNCTIONAL PARENT LODGING COMPANY’S OWNERSHIP OF A LUXURY HOTEL BRAND MODERATE THE EFFECT OF BRAND REPUTATION AND PRESTIGE ON CONSUMER ATTITUDE?

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Introduction
Acquiring an upward brand extension in a luxury hotel market creates a dilemma for a functional-oriented parent company to express this ownership due to the renowned brand image of the luxury hotel. The purpose of this study is to identify how consumers’ awareness of the functional parent lodging company’s ownership of a luxury brand moderates the effects of brand reputation and prestige on consumers’ overall attitude towards the functional parent company and the luxury extension. Previous studies have found the transferability of consumers’ attitudes towards the parent company to its horizontal or downward extensions. This study hypothesized the potential, reverse effect and investigated consumer attitude transferability from an upward luxury extension to its parent company by testing the statistical differences on the path relationships across the aware and unaware consumers within the proposed theoretical model.

Methods
This study surveyed 106 conventioneers attending a national conference in one of the largest convention cities in the United States. Only the people who have stayed in a hotel over the past 12 months participated in the survey. Partial Least Squares (SmartPLS 3.0) was used to analyze the data. The respondents were separated into two groups based on their responses of whether they were aware of the functional parent lodging company’s ownership of the luxury extension at the end of the survey. A confirmatory factor analysis and path analysis were conducted followed by testing the moderating effects of consumers’ awareness of the ownership.

Results/Discussion/Implication
This study found that when consumers were unaware of the ownership: 1) reputation and prestige had significantly positive effects on consumers’ overall attitude towards the luxury extension; 2) reputation had a significantly positive effect on consumers’ overall attitude towards the functional parent company but prestige had no significant effect. When consumers were aware of the ownership: 1) reputation had an increased significant effect on the overall attitude towards the luxury extension but prestige is no longer significant; 2) reputation and prestige had significantly positive effects on consumers’ overall attitude towards the functional parent company; 3) consumers’ overall attitude towards the luxury extension had a significantly positive effect on their overall attitude towards the functional parent company. While testing for moderation across groups, we found two significant differences related to the parent company among the aware consumers: 1) a significantly reduced positive effect of reputation and 2) a significantly improved positive effect of consumers’ overall attitude towards the luxury extension on consumers’ overall attitude towards the parent company. These findings created a dilemma for the functional parent company because consumers’ awareness of the ownership does provide increased prestige to the parent company, but it also reduces the parent company’s reputation and the luxury extension’s prestige. Since the number of luxury properties is relatively smaller compared to that of the functional parent company, strategically, it may be worth actively marketing this ownership to increase the functional parent company’s prestige even though it may decrease the luxury extension’s prestige.
STUDENTS’ PERCEIVED BENEFITS OF PROFESSIONAL NETWORKING SITES: AN APPLICATION OF LINKEDIN

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Introduction
The way that people connect with others has changed significantly over the past century, transitioning into the current age of online networking. Depending on an individual’s location and age range, different websites automatically come to mind. For social networking, Facebook has the largest market share and top of mind. For professional networking, LinkedIn is the predominant force in the United States. LinkedIn provides more than 380 million registered users, of which over 39 million are college students or recent graduates, the opportunity to make global connections, obtain information, and find resources (Smith, 2015). LinkedIn actually started before Facebook in 2003, however it has only ever focused on professional networking. As a result, it has established itself as the chief professional networking site (van Dijck, 2013). The purpose of this study was to investigate college students’ perceived benefits of using LinkedIn as a professional networking site. The relationship between perceived benefits and satisfaction and frequency of use was also examined. Up to this point, there has been a lack of empirical evidence showing how perceived benefits relate to frequency of use and satisfaction.

Methods
This study is an exploratory study. Data were collected from students enrolled in hospitality courses at a Midwestern university in the USA. Exploratory factor analysis (EFA) was utilized to identify a priori dimensionality of the perceived benefits of professional networking sites (LinkedIn). Then multivariate analysis of covariance (MANCOVA) and descriptive methods were used. Lastly, a multiple linear regression was completed in order to analyze the effect of perceived benefits on satisfaction.

Results/Discussion/Implication
This study focused on the dimensions of perceived benefits of LinkedIn. The results showed that perceived benefits to use LinkedIn can be described as four distinct dimensions: career advancement, at-work assistance, job assistance, and information search. Moreover, this study examined how perceived benefits affect users’ satisfaction. It was found that a significant relationship exists between perceived benefits of LinkedIn and user satisfaction. This research contributes to literature by identifying students’ perceived benefits of professional networking sites. This research has theoretical implications in determining how social media richness theory should be examined in the future. These results also have several practical implications. Suggestions are made to improve the quality of social media users’ experiences while achieving an organizations set objectives. This contribution extends beyond the hospitality industry to other fields, such as education, technology, psychology, and business.
ENVIRONMENTAL SUSTAINABILITY AT TRADESHOWS: ATTENDEES’ PERCEPTIONS AND WILLINGNESS TO PARTICIPATE

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Introduction
The tradeshow industry is the second most wasteful industry, only after construction, generating 600,000 tons of garbage every year. Understanding what attendees’ attitudes toward sustainable practices are will enable the industry to properly design and implement effective sustainability programs. These organizations can incorporate active participation, thereby fully integrating programs into their operations. Despite the prevalence of waste and the growing importance of incorporating such practices, there is a lack of extant research that has been conducted from an attendee’s point of view (Rittichainuwat & Mair, 2012). The purpose of this research is to examine attendees' perceptions of sustainable operational practices in the tradeshow industry. This research also seeks to find an effective way to engage these attendees in sustainable practices.

Methods
The researchers surveyed attendees at one of the top ten largest tradeshows in the world. This tradeshow values sustainability and incorporates many sustainable practices. A paper questionnaire was administered on-site by the research team across a four day span. The survey questions were compiled by reviewing extant research related to sustainable tradeshows. Then, the questions were reviewed by industry and academic professionals who currently work in the field. The final questionnaire contained a total of 45 questions: 30 questions regarding attendee behavior, eight questions concerning attendee decision making, and seven demographic questions. All questions, except demographics, were measured on a five-point Likert scale from strongly disagree to strongly agree. The data were analyzed through SPSS 21. After assumption checking, one-way ANOVA was employed to analyze the differences in attendees’ point of view and willingness to participate in sustainable practices.

Results/Discussion/Implication
In general, attendees did not perceive that a major sustainable tradeshow was environmentally sustainable, despite show organizers’ efforts. However, it would appear that the engagement efforts by the show organizer did impact attendees’ willingness to participate. It was found that perceived engagement efforts resulted in different degrees of willingness to participate in sustainable education programs and to attend sustainable tradeshows in the future. However, interestingly, perceived engagement efforts did not affect willingness to pay more. This finding has important implications for industry in that sustainability could ultimately be achieved through attendees’ participation if an adequate engagement effort is made by the show organizers.
EFFECT OF ONLINE REVIEWS ON PERSUASIVENESS: EXAMINING THE ROLE OF SOCIAL TIE, BRAND FAMILIARITY, AND RESTAURANT TYPE

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Introduction
A recent survey announced that 90% of global consumers rely on online reviews for their decision making, and 70% of consumers indicate that they trust online reviews. Following the importance of online review in the industry, scholars paid attention to online consumer reviews. However, previous research was confined to a few factors and studies about the combined effect of multiple factors based on e-WOM communication framework have been scarce. Moreover, some variables were needed to be investigated in order to reflect the real life review situation. For these reasons, this study examined the persuasive impact of online reviews in the restaurant context by using the Rasswell’s communication model as a framework and tested message (review valence) as a main factor on persuasiveness also investigated communicator (tie strength), receiver (brand familiarity), and situational characteristics (restaurant type) as a moderating role.

Methods
A review valence 2 (positive, negative) * tie strength 2 (strong, weak) * brand familiarity 2 (high, low) * restaurant type 2 (fast food, fine dining) between-subjects factorial design was conducted. Participants were randomly assigned to one of sixteen conditions and total 399 surveys were utilized for analyses. To identify brand familiarity, pre-test was done and the highest mean value of brand restaurant and the lowest brand restaurant’s name were used in the main study. Therefore, in the main study, McDonald’s, Smash burger, Ruth’s Chris Steak House and Table fifty-two were used for the scenario. To make realistic review contents, reviews will be adopted from Yelp and Trip Advisor and reviews includes food quality, service quality, quality of the physical environment (Namkung & Jang, 2008), rating information. To examine the moderating role of tie strength, brand familiarity, and restaurant type, two-way ANOVA was utilized.

Results/Discussion
Results indicated that positive message is more effective than the negative message in the restaurant review context. Moreover, the results of moderating effect showed that there was no difference between strong tie and no tie. People trust random stranger’s review as much as their friends’ comments. Also, regardless of how review was negative or positive, unfamiliar brand restaurant had a strong persuasive effect than familiar brand. Interestingly, the degree of review acceptance was steeply increased when consumers considered unfamiliar brand and saw the positive review. For the restaurant type, fine dining restaurant with positive review had a strong persuasive effect, but fine dining restaurant with negative review had a weak persuasive effect. This study provides insight for restaurant managers. By using the results as a reference, managers can develop their online marketing strategy and manage their reviews effectively.

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PROUD TEXAN: EXPLORING THE INFLUENCE OF STATE-LEVEL ETHNOCENTRISM ON CONSUMER RESPONSES TOWARDS A STATE-OPERATED SUSTAINABLE MARKETING PROGRAM

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Introduction

Since the 1980s every U.S. state a one point in time, has maintained a state operated marketing program to brand ag-related products produced by residents of the individual state (Onken & Bernard, 2010). These programs are based, in part, on the assumption that certain consumers prefer ag-related products that are made locally (Gracia, 2014). To date, little is known about the types of consumers who purchase products carrying these types of programs’ labels (Onken & Bernard, 2010).

Research has established certain consumer are ethnocentric, meaning they prefer their own ethnicity or culture above others and will choose products carrying preferred cultural symbols on product labels (Orth & Firbasova, 2003). Currently, there are limited studies exploring ethnocentrism on the local or regional level (Fernandez-Ferrin & Bande-Vilela, 2013; Shih-Tung, Strombeck, & Chia-Ling, 2013) and fewer exploring the state-level (Johnston, Phelan and Velikova, 2015). This study aims to investigate the relationships between state-level cultural identification and consumers’ purchase intention and word-of-mouth of products that carries state-level icon (e.g. GO TEXAN products).

Methods

The research questionnaire utilized in this study was developed based on literature concerning ethnocentrism (Orth & Firbasova, 2003; Sepehr & Kaffashpoor, 2012) and consumer responses (Ajzen, 1991; White, 2010). The targeted respondents were Texan consumers aged above 18 who currently live in Texas, and they were recruited from the National Panel of Qualtrics Incorporation over the period of one week in August, 2015, 259 completed responses were obtained. Structural equation modeling (SEM) was utilized to test hypotheses.

Results/Discussion/Implication

The results from the proposed model empirically suggest that state brand consumers are willing to purchase and spread positive word of mouth about GO TEXAN products. While these results should be taken caoutiosly, they provide evidenc that state-level ethnocentrism predicts consumer responses towards a state-operated marketing program. On the other hand, state pride only predicts positive word of mouth intent. Further analysis revealed that gender might have a mediating effect on the relationship between state pride and consumer responses towards GO TEXAN. A significant positive path between “State Pride” and “Purchase Intention” was discovered under the male model.

Interestingly, the items in this study appear to accurately conceptualize cultural ethnocentrism on the state, not national level and that state-level ethnocentrism appears to partially predict purchase and word of mouth intentions. These findings further the argument that ethnocentrism can be measured at the state level, and that state-level ethnocentrism can predict consumer responses towards a state-level branded sustainable marketing program.
MEASURING THE BENEFICIAL FACTORS IN PERSONAL INTERACTION AT HOTEL SETTINGS

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Introduction
This research aims to grasp hotel guests’ motives and potential benefits sought when interacting with other guests, service personnel, and local residents, and examines how these benefits can contribute to the total guest experience. Due to the paucity of literature on the subject investigated, personal interviews were conducted to understand the hotel guests’ attitudes and expectations involved in these experiences.

Methods
In the first stage of data collection, 16 personal interviews, embracing hotel guests and nine staff members and tourism professionals, explore the guests’ perceived benefits of people interactions, such as guest-to-service staff and guest-to-guest. The results generated five dimensions of expected benefits, which can be summarized as (1) friendliness, (2), social (3) information, (4), curiosity, and (5) service.

After the interviews, a survey using a structured questionnaire was further deployed to develop a valid and reliable measurement scale for these interaction benefits. Each benefit group was further assessed by five questions, explicated by 25 indicators. Confirmatory Factor Analysis was employed in the current study to conclude 15 indicators in the final model.

Results/Discussion/Implication
This study reveals that the five types of benefits derived from hotel guests’ personal interactions in the final model: friendliness in interaction, social benefits, information acquisition, curiosity gratification, and hospitality services. The study confirms that four out of five potential or expected benefits from this personal interaction are significantly associated with the total hotel experience.
PREDICTING AND EXPLAINING BEHAVIORAL INTENTION AND HAND SANITIZER USE AMONG U.S. ARMY SOLDIERS AT DINING FACILITY

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Introduction
Many pathogenic microorganisms are spread by contaminated hands and may lead to foodborne illness. The use of hand sanitizers in dining facilities can significantly reduce bacterial contamination and is an effective and inexpensive method to prevent infections and foodborne illness. Previous researchers have found that the routine use of hand sanitizers allowed the U.S. Army to significantly reduce illness. However, few studies have been conducted within a U.S. Army dining facility, which is considered to be one of the primary sources of foodborne illnesses within the U.S. Army. Therefore, using the Theory of Planned Behavior, the purpose of this study was to identify the behavioral intention, attitudes, subjective norms, and perceptions of control of using hand sanitizer among military personnel.

Methods
A questionnaire was developed following an extensive literature review and examined by five academic professionals, including two army veterans, to ensure content validity. Two pilot studies were administered to 35 soldiers to ensure content clarity and to determine completion time.

The study targeted soldiers using a written survey during their lunch hour on the U.S. Army base at Fort Riley, KS. A total of 201 surveys were collected. All data were screened and entered into IBM SPSS for analysis. Descriptive statistics, principal component factor analysis, simple bivariate correlations, simple linear regressions, multiple linear regression, and a one-way analysis of variance were used to test the predictive validity of behavioral intention using direct and indirect measurements of the TPB constructs.

Results/Discussion/Implication
Results indicated that attitudes, subjective norms, and perceived behavioral controls explained 64% of the variance in behavioral intention. Attitude and subjective norms were found to be significant predictors of behavioral intention, with attitude being the strongest predictor.

In general, behavioral beliefs were positive among soldiers. Related to normative beliefs, soldiers did perceive negative social pressure from other soldiers not to use hand sanitizers. Strategies such as persuasive communication, signage, and training could target specific behavioral and normative beliefs to improve intention. Analysis of control beliefs found soldiers perceived hand sanitizers were readily available but disliked the smell and feel of hand sanitizers after application. While control beliefs were highly correlated with perceived behavioral control, it was not found to be a significant predictor of intention.

This study was among the very first to systematically explore hand sanitation behavior within a military dining facility. Food production managers and Army commanders can use these results to implement hand sanitation behavioral interventions within military dining environments. Practical implications will likely translate to reduced healthcare costs, decreased absenteeism rates, and improved mission readiness.

Some of the limitations include commonly perceived social psychology bias. Further, clustered samples were collected within one military installation in a relatively short amount of time.

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EFFECTS OF PLATE SIZE AND PORTION SIZE ON CUSTOMER’S PERCEPTIONS OF RESTAURANT FOOD VALUE

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Introduction

Restaurant food portion sizes have increased with many exceeding USDA and FDA recommendations (Nielsen & Popkin, 2003; Young & Nestle, 2002). The restaurant industry’s large portion sizes and high calorie foods have led to accusations that they encourage overconsumption and contribute to the obesity epidemic (Diliberti, Bordi, Conklin, Roe, & Rolls, 2004; Guthrie, Lin, & Frazao, 2002; Lachat et al., 2012; Rolls, 2003; Young & Nestle, 2002). Increased portion sizes, however, may be partly driven by customers’ concern about food value. This study explored the effects of portion and plate sizes on customers’ value perceptions.

Methods

An experiment was conducted using a two-by-two between subjects factorial design with plate size (small & medium) and portion size (regular & reduced) as independent variables, and people’s perception of a reasonable price and the maximum price people were willing to pay as dependent variables. Participants completed a survey while sitting at a table where a plate of salad with shrimp was displayed. Portion and plate size for the displayed food differed under each experimental condition. Potential covariates were also measured to control for differential influences of confounding variables.

Results/Discussion/Implication

A total of 101 questionnaires were included. Perception of reasonable price differed significantly under the four experimental conditions \(F(3,97) = 2.79, p = .04\), and was negatively correlated with the portion of the plate that is covered by food \(r = -.26, p < .01\). Participants in group 2 (Medium Plate × Regular Portion) perceived that the food should be $2.90 more expensive \(t = -2.64, p = .01\) as compared with participants in group 1 (Small Plate × Regular Portion), although the portion size of the displayed food was the same for both groups. This difference remained significant \(t = -2.40, p = .02\) after controlling for expected tastiness of the food, age, education, and frequency of eating at casual dining restaurants. Additionally, participants in groups 3 (Small Plate × Reduced Portion) and 4 (Medium Plate × Reduced Portion) were presented with a reduced portion size, but their perceived reasonable price of the food were $2.33 \(t = -2.09, p = .04\) and $2.89 \(t = -2.60, p = .01\) higher, respectively, compared to participants in group 1 (Small Plate × Regular Portion) who were presented with a regular portion size. Differences between groups 2, 3, and 4 were not significant.

The results suggest that a larger plate relative to the coverage of the food may enhance customers’ perceived value of restaurant food, which has important implications for reducing plate waste and over-consumption without compromising customer satisfaction. Further research, however, is needed to investigate the underlying effects of food presentation on customers’ value perception.
THE IMPACT OF PERCEIVED SECURITY AND CONSUMER INNOVATIVENESS ON ADOPTION OF ONLINE TOURISM PURCHASING

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Introduction

Online tourism purchasing has been a rapidly growing trend in the tourism industry. However, the growth of the online market has also caused the security issues related to personal information or transactional security. Quite many consumers are reluctant to provide sensitive information online owing to low trust in e-commerce security (Suh & Han, 2003; Yoon, 2002). Research findings indicated that some of the consumers are more willingly to try new products and/or services than others (Lassar, Manolis, & Lassar, 2005). The purpose of this study is to investigate how perceived security and consumer innovativeness would impact on online tourism purchasing behavior based on technology acceptance model.

Methods

A self-administered survey was conducted to collect data. Measurements of five constructs were adapted from previous research (C. Flavián & Guinalíu, 2006; M.-J. Kim et al., 2011; Li, Luo, & Yao, 2012; Martin & Herrero, 2012; Nguyen & Leblanc, 2001; Zeithaml, Berry, & Parasuraman, 1996), and a five-point Likert-type scale was used. A pilot survey was conducted to assess reliability and validity of the questionnaire.

The field survey was conducted via the convenience sampling at several popular tourism sites (ie. Nanputuo temple, Gulang island, Baicheng beach) in Xiamen, China in June 2014. A total of 350 questionnaires were distributed and 283 valid responses were received representing a response rate of 81%.

A four-step analysis was conducted by employing SPSS 21 and AMOS 21. A confirmatory factor analysis was used to assess the validity and the model fit and a series of nested models were compared to find the most fitted and parsimonious model. Then, a structural equation modeling was used to test the hypothesized relationships and a bootstrapping method was used to test the indirect effects.

Results/Discussion/Implication

The confirmatory factor analysis demonstrated a good model fit and the results of convergent validity and discriminant validity met certain criteria (Fornell & Larcker, 1981). After model comparisons, proposed structural model has the most fitted and parsimonious structure, and was retained for further testing. Six hypotheses of direct effects were failed to be rejected through structural equation modeling. Combined with bootstrapping test, the study results indicated that: (a) perceived security significantly and positively impacts on consumers’ perception of website image and trust, and affects their e-loyalty; (b) consumer innovativeness significantly and positively impact on trust and in turn affects e-loyalty.

From a theoretical perspective, this study proves that both product traits and consumer traits have impacts on the adoption of online tourism purchasing. It also provides support for adding “external variables” to the technology acceptance model. From a practical perspective, the results suggest that tourism websites should adopt certain approaches to utilize the mechanism by which perceived security and consumer innovativeness affect the behavior of their users.
THE EMOTIONAL RELATIONSHIPS BETWEEN CUSTOMERS AND BRAND: A COMPARISON OF BRAND LOVE, EMOTIONAL ATTACHMENT, AND BRAND ROMANCE

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Introduction
One of the most important focuses in consumer behavior research is to identify the antecedents for brand loyalty. Lately, researchers shed light on the customer-brand relationship, which can act as a mediator between customer satisfaction and customer loyalty. One of the emphases is to cultivate or establish an emotional bond between customer and brand using brand love, emotional attachment, and brand romance. However, a clear understanding of the differences among those similar concepts has yet been identified. This paper aims to contribute to the customer-brand emotional relationship research through the conceptual discussion and operational practices of three constructs: brand love, emotional attachment, and brand romance.

This paper begins with a systematic discussion of the conceptual differences of three constructs. Second, we compare and contrast the relative reliability and predictive validity of through two steps: (1) empirically testing the measurements of the three constructs in a restaurant setting through confirmatory factor analysis (CFA), and (2) compare the predictive validity of three alternative operationalizations to brand loyalty using structural equation modeling (SEM). We hypothesize that the valid measurement tends to be more predictive of brand loyalty. Finally, the theoretical contributions and managerial implications are discussed.

Methods
The present study collected data in a well-known brand family of restaurants in four big cities in China (Guanzhou, Suzhou, Shenzhen and Shanghai). The survey was designed to better understand how customers evaluate various aspects of their “dining experience” and their perception and feeling toward the restaurant brand in casual dining restaurants. The final data set has 346 valid responses. Generally, male respondents (52.8%) outnumbered females (47.2%). The age of the respondents range from 18 to 62, with the mean being 32.7, and standardized deviation is 7.6.

Results/Discussion/Implication
For CFA, the goodness-of-fit indices for the measurement of three constructs (brand love, emotional attachment and brand romance) greatly meet the acceptable value suggested by Jöreskog and Sörbom (1984) and Hair, et al. (2006). All the paths tested were statistically significant at 5% level. The $\chi^2$ of all three models indicated that the null hypotheses were rejected. All the GFI is greater than 0.95, CFI and NFI are all above 0.90 (Bentler, 1990), and RMSEA is smaller than 0.08 (Brown & Cudeck, 1993; Hair et al., 2006), almost approaching zero, indicating a reasonable model fit.

For predictive validity, brand love and emotional attachment predict brand loyalty at a significance level, and also the measurement of emotional attachment is more stable than brand love based on the assessment of the model fit indices. The study results indicated that the most valid construct to measure customer-brand emotional in restaurant context is emotional attachment.
CRAFT BEER DRINKERS’ MOTIVATIONS: AN EXPLORATORY STUDY
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Introduction
There were 2,768 craft breweries in 2013 providing an estimated 110,273 jobs in the U.S., and selling an estimated 15.6 million barrels of beer (Craft Beer, 2014). Not every state in the U.S. has experienced similar success often due to the fact that beer distribution laws are regulated and enforced at the state level (Brewers Association, 2013; McCormick, 2015).

Many states follow the three-tier system of alcohol distribution, which requires brewers to sell to wholesalers, who sell to retailers or other wholesalers, and retailers then sell to consumers (Tamayo, 2009). Multiple states allow breweries to obtain separate licenses allowing them to sell directly to consumers via taprooms inside the brewery (Brewers Association, 2013). Because of the paucity of research in this developing field of study, the purpose of this exploratory study is to assess the following research questions:

1. What are the key motivators for first-time and repeat visitors when choosing to imbibe at a microbrewery taproom?
2. What motivational factors are most likely to predict repeat patronage intention of microbrewery taproom visitors?

Methods
A questionnaire was developed based on previously tested items relating to push/pull theory, theory of planned behavior (TPB), neolocalism, and hedonic consumption, along with items relating to repeat patronage intentions. All questions utilized a 7-point Likert-type scale (1=strongly disagree and 7=strongly agree). Socio-demographic information was also collected. Data was collected via visitor intercept at three microbrewery taprooms in a mid-sized town in the Southeastern U.S. All statistical analyses were computed utilizing SPSS v.20.

Results/Discussion/Implications
A Principal Components Analysis with Varimax rotation revealed six factors (Normative Influence, Beer Experience, Community Involvement, Brewery Experience, Enjoyment, and Control) explaining 75.26% of the total variance. All factors were then assessed for reliability with alpha scores ranging from .685 to .931. Multiple independent samples t-tests were run to assess motivational differences between first-time and repeat visitors of the different taprooms. Community Involvement showed statistically significant differences between first-time and repeat visitors (M=4.43, SD=1.41) and repeat visitors (M=5.02, SD=1.16), t(114)=-2.45, p=.016. A multiple regression test indicated that Beer Experience and Community Involvement were statistically significant predictors of repeat patronage intentions, \( F(6, 108) =16.77, p < .0005, \text{adj. } R^2 = .454. \)

It is essential for microbreweries to continue attracting and maintaining guests in order to provide increased sales. This study provides a baseline look at how motivational factors related to neolocalism, push/pull theory, hedonic consumption and TPB are impacting microbrewery visitors. Microbreweries that use their connection with the local community while providing an enjoyable experience that allows guests to try local beers at the place of production are more likely to gain repeat guests.

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GROUP COMPLAINING BEHAVIOR FROM A GUANXI PERSPECTIVE: THE MODERATING EFFECTS OF GROUP SIZE AND RELATIONAL DISTANCE

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Introduction
Although considerable studies have been focused on service failures in tourism industry (e.g., Cai and Woods, 1993; Lewis and McCann, 2004; Neal and Gursoy, 2008), few studies paid attention to group complaining behavior, even less from Guanxi perspective (Wong, 2004). Therefore, this study investigates the impact of Guanxi interaction on customers’ intention to complain after a tourism service failure via three experimental designs. Furthermore, the moderating effects of group size and relational distance are examined. The present study contributes to group customer complaining behavior in tourism services by viewing customers’ interpersonal interactions from a unique Guanxi perspective. In addition, by examining the moderating effects of group size and relational distance, this paper increases understanding of group complaining behavior.

Methods
We conducted three scenario-based experimental design studies to test the hypotheses. Study 1 was designed to investigate the effect of instrumental and expressive Guanxi interaction on consumers’ intention to complain, controlling for group size and relational distance. Study 2 and 3 focused on the examination of two moderators, group size and relational distance. Specifically, experiment two examined how group size moderated the effect of instrumental and expressive Guanxi interaction on consumers’ intention to complain, while experiment three evaluated the moderating effect of relational distance on how Guanxi interactions influence intention to complain. The partial least square squares (PLS) approach was applied to test the hypotheses.

Results/Discussion/Implication
The results confirm the two dimensions of Guanxi interaction, instrumental and expressive Guanxi interactions and their positive impacts on customers’ intention to complain respectively. In terms of moderating effects, the impacts of instrumental and expressive Guanxi interaction were stronger in a large group than in small group. The results also suggested that comparing to a distant relational distance, the effect of instrumental Guanxi interaction on customers’ intention to complain was amplified for group customers with closer relations.

There are some limitations in this study. First, the present study incorporated scenario-based survey. Further research could be conducted to valid the results with actual experience. Second, the study examined two moderators via categorical items in the relationship between Guanxi interaction and customers’ intention to complain. Future studies could consider magnitude variables to measure group size and relational distance.
EXAMINING CUSTOMERS’ COMPLAINT EFFORT SCALE IN RESTAURANTS

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Introduction
Customer complaining efforts refers to the work that customers must do to get their problem solved (McQuilken & Robertson, 2011; Singh, 1988). Reducing customer complaining effort could improve customer service and decrease customer dissatisfaction. A recent study implied that there are four dimensions in hotel customers’ complaining efforts, procedural, cognitive, time-related, and affective components (Lu, Gursoy, Chi, & Xiao, 2015). However, unlike in hotels, restaurant customers usually complain directly after a service failure. Hence, the present study replicates the scales provided by the study in the context of restaurant settings and suggested the differences in customer complaining efforts between restaurants and hotels.

Methods
To develop a multidimensional scale to measure consumers’ complain effort in restaurants, an eight-step procedure was used to develop the measurement scale. First, a comprehensive review of the effort and customer complaining literature was conducted. Second, a focus group with industry professionals and academic researchers was conducted to evaluate the face validity of the measures. Third, based on the results of the literature review and the focus group, a measurement scale was developed to systematically measure customer complaining effort. Fourth, the instrument was pre-tested on a sample of students. Fifth, based on the pre-test results, the instrument was revised. Sixth, the final instrument was used to gather data on customer complaining effort from restaurant customers. Seventh, an exploratory factor analysis was conducted to identify the underlying dimensions of consumer complaining effort. Eighth, a predictive validity test was conducted to validate the multi-dimensional scale in relation with customer behavioral intention.

Results/Discussion/Implication
This study suggests that customer complaint effort has three underlying dimensions: physical/procedural, cognitive, and affective effort. The results demonstrated a difference between hotel and restaurant customers. The results indicated the difference of customer complaining behaviors under hotel and restaurant settings. Although customers are keen about the effectiveness of a complaint resolution process, generally restaurants respond to a complaint in a shorter length of time.

This study is not free of limitations. First, complaint behaviors vary across cultures. The present study only addresses the facet associated with restaurant customers’ complaint behavior in North America. Moreover, individual differences such as gender, personality, previous complaint experience could also be taken into account. Additionally, future studies may need to validate the influence of customer complaining behavior in relations with future behavioral intentions such as trust and loyalty.
WELLNESS VACATION: A QUESTION OF TOURIST LIFESTYLE?

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Introduction

Wellness tourism refers to traveling to destinations which deliver services and experience to rejuvenate the body, mind, and spirit for enhancing personal wellbeing (Chen, Prebensen, and Huan, 2008). In recent years, this research subject has drawn increasing attention in the academia from the perspectives of benefit segmentation, tourist motivations and tourist typologies (i.e., Georgiev & Vasileva, 2010; Gustavo, 2010; Joppe, 2010; Kelly, 2010; Koh, Yoo, & Boger, 2010; Mak, Wong, & Chang, 2009; Moscardo, 2011; Smith, Deery, & Puczkó, 2010; Wray, Laing, & Voigt, 2010). Despite these focuses, behavioral intention for taking a wellness vacation has yet to be considered in the literature, and there is limited research investigating the influencing factors that lead to the wellness vacation choice. By incorporating two involvement related factors, the current paper applies and extends the Theory of Planned Behavior (TPB) as a theoretical foundation to examine travelers’ intention to take a wellness vacation. Specifically, the proposed model integrates an important antecedent, lifestyle, as well as past travel experience to empirically test the extended TPB model.

Methods

Based on the previous literature, the survey instrument was developed to examine the behavioral intention of wellness tourism and relevant predicting factors based on the extended TPB model. All the measurement are adopted from previous literature (Kim & Han, 2010; Kim, Kim, Huh, & Knutson, 2010, Nyaupane and Andereck, 2008; Kyle, Absher, Norman, Hammitt, & Jodice, 2007)

Data was collected through a professional research company, qSample®. Respondents were preselected U.S. residents who were self-identified as regular travelers using a set of screening questions. A small incentive was provided to encourage survey completion. A total of 508 surveys were completed, and 10 responses were deleted due to missing data, which generated 498 usable responses for analysis.

Results/Discussion/Implication

Based on the analysis results, lifestyle acts as an essential antecedent proceeding three TPB factors and two involvement related factors, namely, centrality and social bonding. Furthermore, except of centrality, social bonding, attitude, subjective norms, and perceived behavioral control significantly influence behavioral intention of taking a wellness vacation. The multi-group comparison between people with past travel experiences involving health and wellness activities and those without reveals significant differences in some path relationships. Theoretically the structure model extends the existing literature by incorporating two involvement related factors to the TPB framework as well as examining an important antecedent of lifestyle. Practically, the findings provide important implications for wellness tourism product providers and wellness destination marketers. For example, in order to improve their marketing initiatives, it is essential to identify the health lifestyle market. This is especially efficient for those without past experience in the market due to the lowered level of perceived barriers of taking a wellness vacation.

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THE WINE FORUM OF OKLAHOMA: AN INVESTIGATION OF FACTORS AFFECTING LOYALTY

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Introduction
Events are defined as a variety of activities held by organizations to target a specific audience in a short time and with a focused concept (Veres, Clark & Golbourne, 2008). By the end of the 20th century, the world has witnessed a large number of special events, accelerating the improvement of the event field and the tourism value of special events (Getz, 2008). In order to sustain the events in the long term, the attendee loyalty is one of the critical factors. Customer loyalty is the most effective and profitable way to gain market share over long run (Tepeci, 1999). Recent studies on the tourism and hospitality industries have addressed the satisfaction level of customers and the image of organization as indicators of loyalty.

Despite extensive literature that examines the concepts of customer satisfaction, corporate image, and loyalty in the hospitality industry, these studies have not incorporated these concepts in the special event context. Thus, this study aims to investigate the factors that influence the loyalty of attendees in a special event setting. The results show that satisfaction and the perception of the participant about the organizer’s image positively impact the loyalty in a wine event.

Methods
Data were collected from the participants who attended the Wine Forum of Oklahoma 2015, a bi-annual event organized by Oklahoma State University’s School of Hotel and Restaurant Administration in the U.S.

The participants were asked to complete a four-page self-administrated survey during the event and the online version after the event. In total, 231 onsite and online surveys were used.

The survey questions were adapted from previous studies in loyalty and special event literature. In order to investigate the relationships between the variables, a series of single and multiple regression analysis were used.

Results/Discussion/Implication
Results reveal that motivations related to event products, social recognition, and personal development significantly impact customer satisfaction. Among these factors, social recognition was the most important motivation for satisfaction followed by personal development.

The study confirms that satisfaction of the customers directly and positively impacts loyalty in a special event setting. Satisfaction has also an indirect impact on loyalty through corporate image. One other finding of this study also shows the positive impact of satisfaction on corporate image. Satisfied customers establish a positive image of the organizing institution (Kandampully & Hu, 2007). Thus, in order to strengthen corporate image and ensure loyalty for events, institutions should focus on satisfying customers and the motivations that establish or influence loyalty in the special event setting.
IDENTIFYING DIMENSIONS OF NORMATIVE AND INFORMATIONAL INFLUENCE IN TODAY’S PURCHASING ENVIRONMENT

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Introduction

Classic social psychology theories can provide insight into the intricate decision-making process of consumers. In particular, theories of social influence can predict and explain how people influence others’ decisions (Asch, 1956; Deutsch & Gerard, 1955). Prior research has demonstrated that classic social influence theories are present in the modern-day purchasing environment in the form of online reviews (i.e., Book, Tanford, Montgomery, & Love, 2015; Tanford & Montgomery, 2014). The current research expands upon this concept to understand how underlying components of reviews manifest into different types of social influence, namely normative and informational, in the online environment. In normative influence, people conform to obtain the approval of others; whereas informational influence involves using the opinions of others as factual evidence of reality (Deutsch & Gerard, 1955). Despite the importance of normative and informational social influence in consumer behavior research, clearly defined dimensions do not currently exist. The purpose of this research is to identify dimensions of these two influences, as they are experienced in the online environment.

Methods

This study utilizes measurement development methodology as described by Churchill (1979). These guidelines include (a) specifying the construct domain, (b) generating a sample of items, and (c) data collection and analysis. The first step involved a thorough review of literature to determine what specific components comprise each construct. The next step involved generating a list of items to capture the domain as specified. A list of items contained newly formed statements based on the literature as well as previously used statements and related scale items that were adapted to reflect the modern online review environment. The next step was to reduce the set of items based on guidelines described by Hinkin (1995). The final set included 19 normative and 16 informational items. The study utilized 210 respondents recruited through Qualtrics. Subjects rated how much they agree or disagree with each statement on a 7-point Likert scale.

Results/Discussion/Implication

Exploratory Factor Analysis (EFA) was conducted to identify the dimensions and narrow them according to established guidelines (Costello & Osborne, 2005; Hair, Black, Babin, & Anderson, 2010). The final solution, yielded two factors that clearly represent the two influence types and accounted for 68.99% of the cumulative variance. This research identified concepts of normative and informational influence in a much different environment than the original social influence research. It is noteworthy that similar processes, such as identifying with others, seeking approval, and believing others to be credible, are present in today’s online review environment where readers do not know the online reviewers. This finding is the first to identify situational normative and informational influence, which is essential in understanding how human behavior manifests in this digital age.
THE INFLUENCE OF DISTRIBUTIVE JUSTICE ON SAUDIS’ PERCEPTION OF SERVICE RECOVERY

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Introduction
In highly competitive business environments, returning customers are crucial for success. However, due to human and non-human errors, service failures are often unavoidable (Kau & Loh, 2006). A service failure occurs when customer requests are not effectively fulfilled by employees, services are not delivered perfectly to customers, or the service does not meet the customers’ expectations (Bitner, Booms & Teterault, 1990). Service recovery is defined as “the actions of a service provider to mitigate and/or repair the damage to a customer that results from the provider’s failure to deliver a service as is designed” (Johnston & Hewa, 1997, p. 467). It is important that companies try to recover dissatisfied customers through a set of actions known as the “recovery process” (McColl-Kennedy, Daus, & Sparks, 2003). The aim of this study is to investigate the influence of distributive justice on Saudis’ satisfaction after facing a service failure. Distributive justice is defined as the outcome that a guest receives during the service recovery process (Sparks & McColl-Kennedy, 2001).

Methods
A survey method was used to investigate the influence of distributive justice on Saudis’ perception of service recovery. The survey contains three scenarios in which Saudis evaluate various failure scenarios and one recovery scenario. Participants completed the survey by imagining that they faced the suggested scenarios in hotels they had visited recently. Each scenario was designed for a purpose, in order to measure the reaction of the guest in a given situation.

Results/Discussion/Implication
Of the 181 respondents, 56% were male and 44% were female. The findings of the study suggest that offering solely distributive justice after a service failure may lead to inappropriate conclusions, such as negative word-of-mouth advertising, a decrease in trust, change in service provider, or a decrease in guest satisfaction, because in all three scenarios, participants believed that the hotel was able to avoid these failures. Receiving 50% off the hotel bill was seen as more fair when the service failure was not too serious, whereas providing 50% off the hotel bill was viewed as unfair when the service failure was serious.

In all scenarios, distributive justice was observed to have an influence on the satisfaction level of Saudis. Also, employee effort to recover from the failure was found to have a significant effect on the guests’ satisfaction. However, with serious failures and low employee effort, the results indicated that Saudis may switch service, spread negative word-of-mouth information, and/or notify a manager about their dissatisfaction.

It is important to increase the knowledge of service providers concerning the importance of service recovery and the role of distributive justice to improve service quality and enhance guest relationships.
PERCEIVED QUALITY, SATISFACTION, AND CUSTOMER LOYALTY: A MODEL OF U.S. DAY SPA VISITORS’ BEHAVIOR

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Introduction
Several researchers have realized that the spa industry plays an important role in the hospitality industry, and have conducted research in this area (Kim et al., 2010; Lu & Shiu, 2009). Despite the fact that 72.4% of all spa types located in the U.S. are day spas (Eisner, 2013), most spa research has investigated only hotel and resort spas. This suggests a wide gap in the research investigating day spas. For this reason, it will be useful for day spa operators to understand customers’ perceived quality of services, customer satisfaction, customer loyalty, revisit intention, and likelihood to recommend a day spa.

Customer satisfaction allows sellers to determine the level of quality service (Murray & Howat, 2002). When satisfied customers become loyal customers, they tend to buy more which increases profitability for businesses (Anderson et al., 1994). Thus, this research aims to investigate whether satisfied customers become loyal customers and whether they recommend their favorite day spas to friends and family or revisit the same day spa. This research benefits spa business stakeholders and adds to the International Spa Association’s bank of research.

Literature Review
Customer satisfaction is a measure that is used to judge the quality of service of a company. Customers’ repurchase behavior can be explained when customers evaluate the service quality of a company and whether or not they are willing to go back to buy the products and services (González & Brea, 2005). Setiowati and Putri (2012) and Moslehpour et al. (2012) mentioned that loyal customers normally demonstrate their commitment in two ways: (1) returning to a business to buy products or services, and (2) recommending the products or services to friends and family (word-of-mouth).

Methods
This research used a survey questionnaire to collect data from the participants. A total of 615 completed questionnaires were received in July 2015. This research aims to examine the combinations of constructs from the conceptual framework in order to analyze the outcome. Therefore, Structural Equation Modeling (SEM) was used to test the proposed model.

Results/Discussion/Implication
This study found that day spa customers who have perceptions of high quality are more likely to be satisfied with products and services such as employees’ knowledge and the physical facilities. The results are similar to the study of Dodds & Monroe (1985). The findings also show that loyal day spa customers are generated when they are satisfied with the spas’ products and services. Customers who have good experiences and are satisfied with a day spa’s services tend to revisit the facility and share their experience with others. These findings support Anderson et al.’s (1994) study.
CHOOSING A RESTAURANT VERSUS A MENU ITEM: THE EFFECTS OF CHOICE ORDER AND CONSTRUAL LEVEL

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Introduction
This research examines the underlying psychological mechanisms on the effects of choice order (in the sequence of assortment and option vs. option and assortment) in a restaurant setting. This research posits that consumers' responses to sequential choices depend on the fit between choice order and temporal construal of the choice task. Specifically, the fit has consequences for their attitude toward the chosen assortment and the chosen option, and for their satisfaction levels. Accordingly, this research investigates the effect of the choice order (in the sequence of assortment and option vs. option and assortment) on consumer attitudes and anticipated satisfaction. The key proposition is that consumers with an assortment-option (option-assortment) sequence experience a fit when choosing for a distant (proximal) future, which leads them to favor their choice task.

Methods
The purpose of the pretest was to examine if individuals in the assortment-option sequence construe the choice task in more abstract terms than their counterparts in the option-assortment sequence. Choice order was manipulated by having participants make choices in the order of a condition assigned to them. Participants' tendency to construe information at a high versus low level was measured using the 25-item Behavioral Identification Factor (BIF) (Vallacher & Wegner, 1989). The objective of study 1 was to provide evidence for the effect of choice sequence on people's temporal construal of future behaviors. Participants were asked to list activities in which they plan to engage in the future and then went through the choice task for a dining experience used in the pretest. Then, they were asked to report when they plan to engage in each of the activities. The objective of study 2 was to examine the implication of the fit for attitudes and satisfaction. Participants were asked to first imagine that they will be making a couple of choices for dinner for tomorrow (in two weeks). Then, they proceeded to the choice order manipulation used in the pretest. Finally, they were asked to answer for attitude and anticipated satisfaction questions.

Results/Discussion/Implication
Across three experiments, this research demonstrated the robust relationship between choice order and construal level and temporal perspectives. More specifically, participant with assortment-option sequence scored higher on the BIF as compared to participants with option-assortment sequence, providing evidence that choosers perceive the choice task at a higher, more abstract level when choosing an assortment first than when choosing an option first. Participants construed planned activities as happening in the more distant future with assortment-option sequence than with option-assortment sequence, providing support for our prediction that a choice task with assortment first is associate with a more distant temporal perspective. We extended these findings to a choice attitude and satisfaction context and showed that a fit between choice order and the temporal focus led to more favorable responses.
"FOOD ENVY" THE EFFECTS OF SCARCITY AND SIMILARITY

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Introduction
This research examines how feelings of envy that consumers have at restaurants influence their experiences and behaviors. Consumers often desire somebody else's possessions even when they already have their own. Research shows that envious consumers are willing to pay more to own a desirable product/service that somebody else has (Van de Ven, Zeelenberg, & Pieters, 2011). Envy is an emotion that has its basis on an upward social comparison (Salovey & Rodin, 1984) that influences consumers' product evaluations, subjective well-being, and life satisfaction (Belk, 1985). In the current research, we posit that consumers might feel "food envy" at restaurants, thus influencing their experiences (i.e., satisfaction) and behaviors (i.e., revisit intentions). We further argue that "food envy" is not malicious (i.e., destructive or harmful), but benign (i.e., motivational or productive). Specifically, we focus on the perceived scarcity of the envied item and the perceived similarity of the other having the envied dish.

We postulate that the effect of food envy depends on the scarcity signal of the envied product and the similarity of the envied person. We thus examine the level of similarity of other (i.e., similar other vs. dissimilar other) and the level of scarcity (i.e., high vs. low) and test their joint effects on the envious customer's satisfaction and revisit intention. In particular, we posit that customers will not be influenced by the level of scarcity of the envied dish when they perceive the envied other is similar to them. When the envious person is perceived to be similar to the focal customer, the envious person tends to believe that having the envied dish in the future is possible (Smith, 2004), and the perceived similarity leads to liking (Brocato et al., 2012). In contrast, when the envied dish is scarce and enjoyed by a dissimilar other, the negative effect of envy kicks in. Scarcity only increases malicious envy, not benign envy (Duarte, 2011). In other words, there is a dampening effect on the envious person's anticipated satisfaction and revisit intention.

Methods
Results of pretest suggest that people in a restaurant context are more likely to feel benign envy than malicious envy. In the main experiment we examine the joint effect of scarcity of the envied dish and similarity of the envied other on anticipated satisfaction and revisit intention. A 2 similarity of the other customer (similar vs. dissimilar) X 2 scarcity (high: a limited time offer vs. low: a regular menu item) between-subjects MANCOVA was conducted on anticipated satisfaction and revisit intention.

Results/Discussion/Implication
Our findings show that the effects of food envy are contingent upon the scarcity of the envied product and the similarity of the envied other. Participants in the similar other condition exhibited similar levels of anticipated satisfaction and revisit intention regardless of the scarcity level of the envied dish. However, participants in the dissimilar other condition showed a higher level of anticipated satisfaction and intention to revisit when the envied dish was more readily available (vs. scarce).
ONSITE RECOMMENDATIONS IN RESTAURANTS: SOLICITED RECOMMENDATIONS INCREASE SATISFACTION

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Introduction
Customers often seek others’ recommendations before they visit a restaurant. With the prevalence of online reviews, customers can easily acquire information prior to purchase and they tend to highly influence by user-generated content (Gesenhues, 2013). Once inside the establishment, onsite recommendations might play a similar role. In this study, we are interested how different types of onsite recommendations influence pre-developed preference from online reviews. Two types of onsite cues are examined: solicited recommendations (e.g., when a patron asks the server for a recommendation) and unsolicited recommendations (e.g., popularity signals on the menu). Previous research shows that unwanted suggestions might result in negative customer outcomes (Fitzsimons & Lehmann, 2004). We posit that customer satisfaction will be largely shaped by the recommendation type (solicited vs. unsolicited) when the recommendations are inconsistent. In contrast, when the advice of others is consistent with the customer’s pre-developed preference, customer confidence will be increased, and thus they are less impacted by the recommendation type (solicited vs. unsolicited).

Methods
This experiment employed a two-factor (consistency, recommendation type) between-subjects design. We measured product category involvement as a covariate. Participants read a scenario in which they wanted to try a renowned local sandwich restaurant. Next, they were exposed to three online reviews recommending Philly Cheesesteak as the best option. Then, participants were asked to imagine that they decided to try the restaurant. In the solicited recommendation condition, participants asked the server for his/her advice. In the unsolicited recommendation condition, the menu had a "most popular" sign next to a particular dish. In the consistent recommendation condition, the server recommended the Philly Cheesesteak sandwich and the menu had the sign next to that item. In the inconsistent condition, pulled pork BBQ was recommended by the server or signaled on the menu. Participants were then asked to choose a menu item.

Results/Discussion/Implication
Our findings indicate that while menu signals such as the most popular item might be an effective tool for enhancing customer satisfaction when such signals are consistent with online recommendations, they might backfire when the two sources carry conflicting messages. Participants in the inconsistent condition showed greater anticipated satisfaction when the recommendation source was the server (i.e., solicited) than the menu sign (i.e., unsolicited). However, participants in the consistent condition exhibited similar levels of anticipated satisfaction regardless of the recommendation source. We argue that solicited (vs. unsolicited) recommendations may increase customers’ anticipated satisfaction even when they have pre-developed preferences that contradict the onsite recommendation.

The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Temple University
Completed Research – Finance & Economics
IMPACTS OF GEOGRAPHIC DIVERSIFICATION ON U.S. RESTAURANT FIRMS’ RISK: DOMESTIC VS. INTERNATIONAL DIVERSIFICATION

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Introduction
In the hospitality context, diversification literature has evolved mostly about its impacts on firm performance. However, without accounting for the risk, the effect of diversification on firm value likely provides an incomplete picture. Therefore, this study examines the effect of geographic diversification on firms’ operational risk in the restaurant industry where geographic diversification has been extensively implemented. Based on the Birkinshaw, Morrison, and Hulland (1995)’s study and organizational learning theory (Barney, 1991; Kogut & Zander, 1992), the current study proposes a U-shaped relationship between domestic geographic diversification and operational risks and an inverted U-shaped relationship between international geographic diversification and operational risks.

Methods
This study employs a sample of publicly traded U.S. restaurant firms from 2000 to 2013. The dependent variables are domestic and international geographic diversification measured by Berry-Herfindahl Index. The independent variables are a standard deviation of return on asset and return on equity, averaged across five-year time period. The present study also includes six control variables in the model (firm size, leverage, capital intensity, liquidity, profitability, degree of franchising). This study employs a two-way random-effects model clustered by firms to estimate robust standard errors (Petersen, 2009; Cameron & Miller, 2015).

Results/Discussion/Implication
Results of this study show that domestic geographic diversification demonstrates a U-shaped relationship with operational risk while the international geographic diversification presents an inverted U-shaped relationship with operational risk as hypothesized.

The results of the current study imply that geographic diversification researchers may have to be cautious about incorporating the concept of the modern portfolio theory when explaining a firm’s operational risk. Due to the characteristics in the restaurant industry such as higher initial costs, labor intensity, and different food cultures of countries, the risk-reduction benefits from international diversification may not be readily acquired. This study reveals that the effect of geographic diversification may not exclusively follow the modern portfolio theory only, but also organizational learning theory, market power, and managerial capabilities should be incorporated together, especially when examining the effect of diversification from an operational view.

Findings of this study provide some practical implications. For those restaurant firms considering international geographic diversification, it would be worthwhile for restaurant firms to develop managerial capabilities to adequately coordinate the resources and deal with uncertainties caused by the increased contingency in the internationally-diversified firms.
FRANCHISING AND INDUSTRY COMPETITION STRUCTURE: HOW FRANCHISING ALTERS THE CONDITION OF RIVALRY FOR INDIVIDUAL FIRMS

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Introduction
How a strategy is implemented (i.e., the process of strategy implementation) creates a firm’s competitive advantages and changes business environment, such as competition structure. Franchising strategy plays a critical role in determining the level of industry competition structure by lowering the entry barriers to markets (Orstein et al., 1973). Specifically, franchising encourages franchisors to enter the new industry as well as helps them to quickly expand their business. In the restaurant industry famous for its fierce competition, the speed of strategy implementation is also important for the firms’ success as in hyper-competitive markets (D’Aveni, 1994). Based on this background, the study investigated how a focal firm’s relative degree and speed of franchising implementation affects the level of competition each firm faces.

Methods
The study conducted data analysis using a secondary data set, which is collected based on the firm-year level (i.e., panel data). Because of the limitations of the panel data analysis, such as unobserved heterogeneity, the panel data specific estimation and correction of biased standard errors were employed. The study used a two-way random effects model, which resolves the heteroscedasticity and autocorrelation problems and produces unbiased estimates (Greene, 2008). Corrected standard errors produced by clustering by firm are used in the statistical inference, which enhances robustness of the results (Peterson, 2009).

Results/Discussion/Implication
Results indicated that relative degree and speed of franchising involvement significantly reduce the level of condition of rivalry individual firm faces. If a firm immerses itself in the franchising strategy more deeply as well as more rapidly, the firm could have more competitive power compared to its competitors within the market. This study enriches the existing literature as well as provides implications to the practitioners and policy makers. Finding a new link between franchising and the condition of rivalry will increase the understanding of the long-debated association between franchising and firm financial performance. The study also informs managers how they can achieve strategic goals. Last, from the social planner’s point of view, competition structure is closely related to antitrust policies, and therefore the results that franchising impacts the individual firm’s competition structure will draw attention of policy makers.
ADVANCE OR RETREAT: FINANCIAL IMPLICATIONS OF INVESTMENT UNDER UNCERTAINTY

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Introduction
Although the recent recession has been declared to end (National Bureau of Economic Research, 2009), shadows of uncertainty in the domestic and global markets still loom over the economy and the restaurant industry (Jennings, 2015; Morath & Hudson, 2014). In the face of the economic turmoil, capital expenditure in the restaurant industry plummeted to the record-low level (Lockyer, 2009). Though delay or reduction of investment is a common approach taken by firms facing demand uncertainty, extant research suggests countercyclical effect of investments (Navarro, 2005; Steenkamp & Fang, 2011). In times of uncertainty, when most firms retreat, go-ahead companies can benefit from increased strategic value of investment and attain market leadership. However, extending rigidity of operating leverage and capital structure in the presence of uncertainty may result in a greater default risk. In a word, uncertainty poses a dilemma for businesses: whether to cut investment to protect survival at the sacrifice of future returns or to maintain (or increase) investment at the risk of liquidity deficit in order to occupy an advantageous position once the demand bounces back (Silberston, 1983). To address the dilemma, we examine the effectiveness and relevant risk of investment made under uncertainty.

Methods
We estimate the strategic value of investment using a market share:

\[ MS_{i,t} = \beta_0 + \beta_1 \text{Uncertainty}_{t-1} + \beta_2 \text{Investment}_{i,t-1} + \beta_3 \text{Uncertainty}_{t-1} \times \text{Investment}_{i,t-1} + \beta_4 \text{Size}_{i,t-1} + \beta_5 \text{Profit}_{i,t-1} + \beta_6 \text{Leverage}_{i,t} + \mu_{i,t} \]

The level of default risk is proxied by the Altman’s Z-score (Altman, 1968), which was developed to predict corporate defaults and check the financial health of a firm:

\[ Altz_{i,t} = \gamma_0 + \gamma_1 \text{Uncertainty}_{t-1} + \gamma_2 \text{Investment}_{i,t-1} + \gamma_3 \text{Uncertainty}_{t-1} \times \text{Investment}_{i,t-1} + \gamma_4 \text{Size}_{i,t-1} + \mu_{i,t} \]

In order to see the interaction effect of investment and uncertainty is contingent on the firm’s financial health status, we ran both models separately for financially constrained firms and non-constrained firms and compared the coefficients between the two groups.

Results/Discussion/Implication
Our findings show that that capital investment brings a larger market share as the level of demand uncertainty increases, implying that well-targeted investments can help firms turn crisis into opportunity to pull ahead of competitors, who retreat in the face of uncertainty. However, the effect only holds for financially healthy firms. For financially constrained firms whose margin for error is thinner than non-constrained firms, making fixed investment can result in greater default risk when demand is uncertain. It suggests that management of financially vulnerable firms should carefully calculate direct and indirect costs of investment beforehand. Indirect costs include increased default risk and opportunity cost of other potential options, such as reserving cash internally or investing in financial assets.
WHAT MAKES A FIRM SOCIALLY RESPONSIBLE: EVIDENCE FROM RESTAURANT COMPANIES

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Introduction
Many researchers have examined why companies engage in CSR, asking whether socially responsible firms outperform or underperform other companies that do not meet the same social criteria. Regarding the relationship between CSR and CFP (corporate financial performance), the findings have been inconsistent: positive, neutral, and even negative.

While the current research of CSR tends to focus on “doing good,” it pays little attention to CSiR, i.e., corporate social irresponsibility (Lange & Washburn, 2012) even though companies simultaneously engage in socially responsible and irresponsible activities. As many companies continue to get involved in CSiR, concerns have been growing about corporate practice and the impact that companies have on society. Based on the coexistence of socially responsible and irresponsible activities, this study considers how these are related. Specifically, we evaluate the inconsistent mechanism underlying CSR and CSiR—whether the CSiR is a liability and companies do “good” in order to counterbalance the irresponsible activities.

Using restaurant companies in which maintaining a positive image and reputation through CSR is important, this study examines socially responsible activities as a means to make up for socially irresponsible activities—whether a firm’s socially responsible activities are affected by its previous ill responsibilities. These are the main research questions to be explored in this study.

Methods
In this study, we take advantage of panel data on US publicly traded restaurant companies (SIC 5812) from 1992 to 2013. In order to collect the necessary data, we combine two databases: Compustat and KLD Stats databases. In order to test the research questions of this study, we use a fixed-effect model, focusing on the within estimators analysis.

Results/Discussion/Implication
The current study explores CSR as a way to make up for CSiR in restaurant companies. Our paper builds on a growing body of literature that points out the strategic nature of CSR. The results support that social irresponsibility of the previous year is positive and significant with social responsibility at a given year. In other words, restaurant companies more engage in CSR at a given year to counterbalance their CSiR of the previous year. This implies that restaurant companies are using CSR – as a part of the strategic decision – in order to mitigate the potential negative effects of CSiR.
IMPACTS OF THE CLIMATE DETERMINANT ON TOURISM DEMAND OF JEJU ISLAND: CHINA, JAPAN, KOREA, EAST-SOUTH ASIA TOURIST

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Introduction
Weather is often described as a motivator for traveling. Commonly motivation theory identifies push and pulls factors for travel (Crompton, 1979). In accordance to, Turnbull & Uysal (1995) indicated that weather is considered a pull factor. In particular, warm weather is usually motivator for the travelers to visit and climate is a common theme in tourism marketing tools. Researches on the relationship between Weather and climate are broadly covered in tourism journals. A number of tourists in the Jeju Island are possibly influenced by the climate indicator and weather easily. In 2002, Jeju Island was designated as a free international city. After this year, Jeju has introduced visa-free entry and permanent residence policy for investors. Policies as such increase more travelers, investments and immigration in Jeju. The purpose of this study is that first, to examine the impact of climate indicator; average temperature, precipitation, sunshine duration and humidity of four countries (South Korea, Japan, China, East South Asia) on tourism demand. Second, this study aims to contribute to Jeju Island Organization Marketing bureau by showing the seasonality and weather indicator effector on the each country to visit Jeju Island.

Literature Review
Weather consists of the various climatic variables such as temperature, sunshine duration.

\[ TCI = 2(4 CID_i + CIA_i + 2sun_i + 2Prec + Wind) \]

Many previous studies on tourism demand analysis are usually used single equation models of demand function (Gonzalez & Moral, 1995; Kim & Uysal, 1997; Lim, 1997; Li, Wong, Song & Witt, 2006; Song et al., 2008).

\[ DT_{ij} = f(Y_j, TC_{ij}, RP_{ij}, ER_{ij}, QF_i) \]

In the Gho (2012)’s model, climate as an important socio-psychological variable is incorporated into tourism demand analysis through Error Correction Model.

Model specification
\[ \Delta ln(Tourist_{ij}) = \alpha_0 + \alpha_1 ln(Average temperature_{it}) + \alpha_2 ln(Precipitation_{it}) + \alpha_3 ln(Sunshineduration_{it}) + \alpha_4 ln(Humidity_{it}) + \alpha_5 GDP_{jt} + \alpha_6 lnCPI_{it} + (\alpha_7 LCCDummy) + (\alpha_8 VISAFREEDummy) + \epsilon_{ijt} \]

Results/discussion/implication
In summary, analysis for Korean tourist shows a positive impact of precipitation and sunshine duration. In contrast, there is no significant impact of weather variables on tourism demand for Japanese tourist. Results for Chinese tourist shows a positive impact on sunshine duration, while East South Asia tourist shows a negative impact of humidity and positive impact of average temperature on tourism demand. This research has following implications. First, It is that a number of Korean tourist usually visit Jeju Island during summer or winter vacation. Second, Japanese tourist is not affected by weather variables. Because Japan has top 2 ranking market on Jeju Island international tourist. Third, Chinese tourist has relationship with sunshine duration only. As a top market of Jeju tourism, it is one evidence with Chinese visits Jeju Island every season. Fourth, East South Asia countries is affected by humidity and average temperature. Furthermore, they would like the high temperature season which is summer season.
COULD TOURISM LED THE ECONOMIC GROWTH IN LARGE COUNTRIES? - THE CASE OF THE USA FROM A DYNAMIC STOCHASTIC GENERAL EQUILIBRIUM PERSPECTIVE

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Introduction
Many countries/regions have taken tourism as a pillar industry to lead the economic growth, not only including island economies such as Fiji and the Maldives, but also large countries like China. Although scholars are keen on to examine the impact of tourism on economic growth using different destinations and various methods, there has been little research focusing on the relationship between tourism and economic growth in large countries such as USA, China and Russia which are three of the top 10 tourism destinations in 2014 and also the largest countries in the world in terms of territories (UNWTO, 2015).

In this study, USA is taken as the example to investigate the transmission mechanism from the development of tourism to economic growth in the long-run by using a dynamic stochastic general equilibrium (DSGE) model. Not only could the findings of this research fill in the gap of the TLEG studies, the research findings could also be generalized to other countries that are keen on to take tourism as the backbone of the economy in the long-run.

Methods
The main research procedures of this study are highlighted as follows. Firstly, a two-sector DSGE model in an open economy based on the New Keynes economics is constructed. The Search-Match Theory is incorporated to the DSGE framework to address the unemployment problem in the USA. Secondly, Bayesian method is introduced to estimate the model. Quarterly tourism satellite account data and other macroeconomic data from 1998 to 2013 are obtained from the Bureau of Economic Analysis of the USA to estimate the model. Last but not the least, scenario analyses are carried out to simulate the impacts of tourism expansion on the economy in the USA with a positive shock to the tourism productivity.

Results/Discussion/Implication
The simulation results show that a 1% positive shock of the tourism productivity in USA would lead to a GDP growth of 0.06% and reduce the unemployment rate by 0.12%. This suggest that the expansion of tourism supply requires more production factors to support the economic growth. As a result, the rate of return in capital investment and wage rate would increase and capital investment and labour would be attracted to both tourism and non-tourism sectors. Benefited from the increased income, households would spend more on the consumption correspondingly which in turn stimulates the GDP growth.
CASH FLOW SENSITIVITY OF RESTAURANT FIRM’S CAPITAL INVESTMENT

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Introduction
When a firm is financially constrained – facing limited access to financial markets – the cost of external financing will be expensive and liquidity management will become a significant issue for corporate finance.

Initially, Fazzari, Hubbard, and Petersen (1988) stated that more constrained firms faced higher external financing costs than less constrained firms, which made constrained firms’ capital investments largely dependent on internal cash flow. However, Kaplan and Zingales (1997) challenged this fundamental assumption of a monotonic relationship between cash flow sensitivities and a firm’s financial constraints. Their study found that, in fact, most unconstrained firms had greater investment-cash flow sensitivity because of their reliance on internal cash flow. More recent studies also pointed out the limitations of classification schemes based on constrained and unconstrained firms (Allayannis & Mozumdar, 2004; Cleary et. al., 2007; Hovakimian, 2009).

The goal of this study is to determine how investment-cash flow sensitivity changes based on financial constraints. Additionally, we analyze whether this concept holds true for the restaurant industry as well.

Methods
For the prior classification of firms as constrained or unconstrained, this study divided firms into two sub-groups based on positive and negative operating cash flow. Then, the positive operating cash flow firms were divided into 4 sub-groups and the negative operating cash flow firms were divided into 2 sub-groups based on each firm’s asset size. For further analysis, this study used fixed-effects regression models with robust standard errors for all 6 sub-groups and compared the firms’ investment-cash flow sensitivity with their prior classification based on financial constraints.

Results/Discussion/Implication
This study concludes that a restaurant firm’s investment-financial cash flow sensitivity is an appropriate measurement a firm’s financial constraint. However, we find that firms with negative operating cash flow diminish investment-cash flow sensitivity if they are not separated from firms with positive operating cash flow. In addition, this study proposes that dividend rates or firm size alone is not enough to capture the degree of a firm’s financial distress since management’s investment decisions are influenced by their propensity toward firm growth. Therefore, this study suggests that the level of investment demand should be considered as a prior criterion for financial constraints.

In sum, this study reveals how ex ante classifications of financial constraints influences investment-cash flow sensitivity. Furthermore, we suggest that a positive relationship exists between investment-cash flow sensitivity and financial constraints in firms with positive cash flow but not for negative operating cash flow firms.
RESTAURANT SEGMENT PERFORMANCE IN ECONOMIC BOOMS AND RECESSIONS

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Introduction

It is an undeniable fact that abnormal economies such as economy booms and recessions affect hospitality firms’ performance both in revenue and stock returns. However, it is questionable whether all hospitality companies even within the same industry such as restaurants and hotels rise or fall equally in abnormal economies. Hospitality industries are generally based on leisure and recreation activities (Tribe, 2011) which primarily consist of emotional factors as well as some utilitarian factors (Hirschman and Holbrook, 1982). Hospitality research have shown that not all hospitality industries have the identical portion of emotional and utilitarian even within the same hospitality industry (Ryu, Han, and Jang, 2010; Hanzae and Rezaeyeh, 2013; Ha and Jang, 2013).

Another aspect of leisure or recreation products is that it can only be consumed when aggregated wealth exceeds consumptions of essentials (Culligan and Murphy, 1989). In abnormal economies such as booms and recessions, changes in consumers’ aggregated wealth increases in booms and decreases in recessions which reach to a point where wealth exceeds or fails to exceed consumptions of essentials (Shipchandler 1982). The amount of surplus wealth after consumptions of essentials results in decisions to additionally enjoy or relinquish hospitality products in abnormal economy which might in turn affect hospitality firm performance.

Based on the foregoing discussion, this study hypothesize that performance of hospitality companies are heterogeneous even in the same hospitality industry in abnormal economies based on different proportion of hedonic and utilitarian value of the company. The study expects larger proportion of hedonic value companies to perform worse or better than companies that consist of smaller proportion of hedonic value on the condition that wealth is affected by abnormal economy. To identify the result, the study uses the restaurant industry since difference in proportion of hedonic and utilitarian value are clear depending on restaurant segment and restaurant companies mostly concentrate on only one segment.

Methods

The study uses fixed effects to first partial out the individual characteristics, and cluster-robust errors to correct incorrect standard errors due to heteroscedasticity and autocorrelation identified by Wald (Green (2000, p. 598)) test and Woodridge (2002) test respectively.

Results/Discussion/Implication

The results support the studies hypothesis. Quick service restaurants which are utility orientated have higher revenues in recessions than casual restaurants which have a larger portion of hedonic value. Fine dining restaurants are found to not do worse in revenue than casual restaurants since the majority consumers of fine dining are wealthy people who have enough surplus wealth to not be affected by abnormal economies. However, for stock returns the study finds there is no difference depending on hedonic proportions in recessions but difference depending on hedonic in economy booms which is different from the revenue result.
THE EFFECT OF OWNERSHIP STRUCTURE ON FIRM INVESTMENT IN HOTEL INDUSTRY

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Introduction
This study investigates the relationship between ownership structure and firm investment in hotel industry. The objective of the current study is to formulate a theoretical framework that explains the causality between ownership structure and firm investment and to develop relative models that pertain to the hotel industry.

Methods
Based on institutional investors' behavior hypothesis, and convergence of interest and entrenchment hypotheses, this study estimates the following models:

Model 1: \[ \text{Investment} = \beta_0 + \beta_1 \text{Institutional ownership} + \beta_2 X \text{ (Control variables)} \]

Model 2: \[ \text{Investment} = \beta_0 + \beta_1 \text{Managerial ownership}(MGR) + \beta_2 MGR^2 + \beta_3 X \]

In examining the relationship between ownership structure and firm investment, endogeneity is an important issue to address. That is, it is possible to have a reverse causality between ownership structure and firm investment. Demsetz and Lehn (1985) pointed out that ownership structure should be reviewed as endogenously related to shareholder's decision and market trading. Moreover, Cho (1998) also claimed that treating ownership structure as exogenous can confuse the direction of the causality.

As ordinary least square (OLS) regression is not a valid estimation to draw statistical conclusion in the presence of endogeneity, two stage least square (2SLS) estimation is recommended as an appropriate analysis (Park and Jang, 2010). Therefore, this study employs 2SLS regression for estimating relationship between ownership structure and firm investment.

Results/Discussion/Implication
The study found that there is overall negative and significant between institutional ownership and firm investment, and inverted U-shaped relationship between managerial ownership and firm investment in hotel industry. The negative result of institutional ownership model confirmed the change of institutional investors' behavior hypothesis. The study revealed that a unit increase in institutional ownership decreases firm investment by 4.9%. This study also found both convergence of interest and negative entrenchment effects co-exist between managerial ownership and firm investment. The quadratic model showed that firm investment in hotels increases 21.82%, whereas it decreases after that point.

Some theoretical implications could be drawn from the findings. First, this study empirically proved that managerial ownership is an effective measure to mitigate agency problem in the hotel industry, however this study also revealed negative entrenchment effect when managerial ownership reaches over 21.82%. Second, the current study revealed that hotel industry represents a unique case for the ownership-investment relation, as negative effect of institutional ownership contradicts with the previous findings in other sectors. Third, this study also confirmed the endogeneity between ownership structure and firm investment, and proved that the 2SLS regression is a suitable estimation in order to control for endogeneity.
Completed Research – Food Service
ARE THEY WORTH IT? THE IMPACT OF CELEBRITY CHEFS ON RESTAURANTS

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Introduction
Utilizing celebrity chefs as a marketing tool has become a popular way for restaurants to differentiate themselves from the competitive nature of foodservice industry. A celebrity chef has to create excitement, and should entice customers to return to the restaurant to be willing to pay a premium for the experience. Since customer loyalty is vital to a restaurant’s profitability, it is also fundamental to understand the attributes that affect customers’ likelihood to purchase and their willingness-to-pay (WTP). Understanding customers’ WTP is especially essential in establishing optimal pricing strategies (Wertenbroch and Skiera, 2002).

For restaurants to allocate resources appropriately, it is important to investigate the effectiveness of celebrity chefs as a marketing method. The purpose of this study is to examine the effect of celebrity chefs on customers’ likelihood to purchase and to investigate the effects of restaurant attributes in celebrity chef versus non-celebrity chef restaurants on customers’ perceived fair price, WTP, and tipping amount.

Methods
A 2 (high vs. low food quality) x 2 (high vs. low service quality) x 2 (high vs. low ambience) factorial between-subject design was used to test the hypothesized relationships in two scenarios (celebrity vs. non-celebrity chef restaurant) with reference photos. 351 online samples were assigned randomly to one of the scenarios. A sample menu was presented accordingly. Subjects were asked their likelihood to choose, WTP, perceived fair price, and tipping amounts.

Results/Discussion/Implication
3-way MANOVA was applied using food quality, service quality, and ambience as independent measures. Perceived fair price, WTP, tipping amount, and likelihood to purchase were dependent variables. Wilk’s Lambda revealed no significant interactions among dependent measures in the non-celebrity chef scenario. Food quality was the only significant attribute solely impacting perceived fair price ($F = 5.254, p < 0.05$) and WTP ($F = 11.420, p = 0.001$).

In the celebrity chef restaurant scenario, food quality only significantly influenced WTP ($F = 5.07, p < 0.05$) and likelihood to purchase ($F = 5.22, p < 0.05$). No significant interactions were found among attributes for perceived fair price and WTP, but significant interaction was found between service quality and ambience ($F = 3.99, p < 0.05$) for tipping amount and between food quality and service quality ($F = 7.32, p < 0.01$) for likelihood to purchase.

The results supported previous research that food quality is most influential on WTP and likelihood to purchase (Dutta et al., 2014). The study also found a significant interaction between food quality and service quality on likelihood to purchase at a celebrity chef restaurant, validating social identity theory. Additionally, the only interaction effect of tipping was between service and ambience in a celebrity chef restaurant. Thus, if management is not able to provide the high level of service, the high level of ambience may backfire, as the image created by a celebrity chef restaurant was not matched in reality. This phenomenon can be explained by cognitive dissonance (Festinger, 1962). Limitation of the current study includes the simple dichotomy of each restaurant’s attributes (service quality, food quality, and ambience).
WHAT'S ON THE PLATE? LET THE TIPS TELL YOU

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Introduction

Food is considered as tangible and material culture. What we eat is influenced by intangible traditions and customs, historic events, and transmission of culture. To many—perhaps most—people, there exists culture discrimination when different rules and standards are applied to people who differ by race. While there have certainly been numerous examples of discrimination, we try to understand if such discrimination reflects on the food consumption. Consequently allowing such discrimination to be reflected on the tips.

As tipping phenomenon is a significant proportion of the cost of dining out, this research aims to understand whether the size of a tip is influenced by the type of cuisine and/or restaurant given similar bill size, service, and food quality.

Methods

A 2 (restaurant types: fine-dining, casual-dining) x 3 (types of cuisine: French, Chinese, Indian) between-subject experimental design was employed. A total of 498 online samples were assigned randomly to one of the treatments. The percentage of the tips based on the total bill is the dependent variable, and independent variables are the types of cuisine and the types of restaurant. Two-way ANOVA was conducted to examine the interaction of influences between the types of cuisine and the types of restaurant on the tipping amount. Respondents’ income and gender were used as moderators to test the moderation effects between independent measures and tipping amounts.

Results/Discussion/Implication

The results revealed that the main effect of restaurant type was significant ($F = 13.383, p < 0.001$) as was the cuisine type ($F = 5.082, p < 0.01$). The interaction between the types of restaurant and the types of cuisine, however, was not significant ($F = 2.056, p = 0.129$). The mean tipping amount for the fine-dining scenario was 19.99% versus 18.78% in the casual-dining scenario. The size of tips in the French, Chinese, and Indian restaurant scenarios were 19.94%, 18.69%, and 19.51% respectively. Post hoc Scheffe tests showed that the tipping amount in the French restaurant was significantly higher than in the Chinese restaurant.

To test the moderation effect on tipping amount, income was first used to regress the types of restaurant and the types of cuisine on tipping amount separately with PROCESS macro for SPSS (Hayes, 2013). No interaction of moderation effect between income and cuisine type and restaurant type was found. However, simple main effects revealed that income moderated the effect of restaurant type on the tipping amount. Additionally, female had a significant moderated main effect of restaurant type on the tipping amount ($b = 0.419, t = 3.195, p < 0.005$).

Based on our results, unfortunately, customers’ biases toward different food and culture exist and reflect on their tips. Thus, for restaurant revenue management team to work more profitably, managers need to understand customers’ tipping behaviors and match customers’ expectations so that they can establish effective tipping policies as well as menu pricing accordingly. Limitation includes the nature of self-report tipping amounts. Subjects may exaggerate the amounts they would tip in the real restaurant setting (Lynn and McCall, 2000).
FOOD AND BEVERAGE EMPLOYEE DRUG USE: A QUALITATIVE FOUNDATION

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Introduction
This study was conducted to investigate food and beverage employee drug use behaviors, as compared to their non-food service working counterparts. It should be noted that illegal drug use is limited to the use of illicit substances; alcohol use was not reported, as it is not considered an illegal drug.

Methods
Full-time employed food and beverage workers were targeted for this study. Participants were recruited by word-of-mouth, social media postings, and passing out flyers at food and beverage operations. Fourteen participants ranged in age from 21-42 (m = 30) and consisted of 7 supervisory positions and 7 hourly positions, in both the front and back of house. Responses were collected through the use of 60-minute in-depth interviews prompted by specified open-response questions (Bogdan & Biklen, 2007). A pilot test was conducted by interviewing one manager, one back-of-house employee, and one front-of-house employee currently working in the foodservice industry; participants were asked to describe their experiences with illegal drug use prior to beginning the interview. Each interview was audio-recorded then transcribed verbatim. Inductive thematic analysis, which involved independently reading, analyzing and coding the data, was used by the researchers. Themes were finalized once researchers reached 100 percent agreement.

Results/Discussion/Implication
Four themes emerged from the interview responses: (1) Daily Drug Use, (2) Substance Abuse Policy Awareness, (3) Work Impact on Drug use, and (4) Recognition of Negative Impacts. Participants indicated daily illegal drug use, which supports previous allegations that large amounts of drug use is prevalent in the foodservice industry, and greater attention should be given to this phenomenon if the goal is to decrease such activity among employees. Participants indicated weak or no cognizance of any substance use policy or prevention measures. Industry decision makers need to ensure such policies exist and effectively communicate these policies to foodservice employees. Participants indicated that their drug use increased after beginning work in the industry in order to deal with the intensity of the job, and partly due to accessibility. Drugs need to be made as inaccessible as possible, and a drug free workplace needs to be enforced in order to reduce work related drug usage. Participants recognized short-term negative effects as a result from drug use, rather than considering long-term effects. It is proposed that employers play upon the fear of short-term side effects (i.e. hangover), and try to make the employees more conscious of the long-term (i.e. financial problems). Future quantitative research should be conducted with a larger representative sample, and may also seek to compare the responses of foodservice employees to those of other working adults.
FACTORS AFFECTING RISKY FOOD CONSUMPTION IN RESTAURANTS

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Introduction
Consumption of raw or undercooked foods is increasing in spite of the fact that the Food and Drug Administration (FDA) classifies these foods as risky foods (FDA, 2013). To accommodate consumers’ interest in raw and undercooked foods, many restaurants have begun to offer raw or undercooked items on their menus. Restaurants are allowed to do so, as long as they do not serve a group defined by the FDA as a highly susceptible population and the menu carries a consumer advisory so that consumers may make an informed choice. The purpose of this study is to identify the factors affecting consumers’ likelihood of eating risky foods in restaurants. The objectives of this study include: 1) examining the relationships among cultural norms, experience, knowledge toward perceived riskiness of food, and consumers’ likelihood of eating risky foods, and 2) examining the moderating role of risk-taking in consumers’ likelihood of eating risky foods.

Methods
A web based questionnaire was developed to test the proposed hypotheses and the six variables in the model: knowledge about risky foods, risky food consumption experience, cultural norms toward risky foods, perceived riskiness of food, level of social risk taking, and likelihood of eating risky foods in a restaurant. The variables contained ten risky food items, which are commonly consumed foods and suggested from previous literature (Bird-Bredbenner et al., 2008; Bird-Bredbenner et al., 2013; Fein et al., 2011; Samuel et al., 2007).

A pilot survey was conducted with graduate students to test the questionnaire’s validity, followed by a nationwide survey conducted through an online company, in which 316 responses were collected during March 2015. Data cleaning eliminated surveys where the majority of answers were missing, responses were from the same IP address, and responses where less than five minutes were spent completing the questionnaire. Ultimately there were 275 usable responses with only limited missing values. Data were analyzed using SPSS version 20.

Results/Discussion/Implication
Results showed that consumers’ perceptions of risky foods affects the likelihood of consumption, and this perception is affected by three factors; cultural norm, experience, and knowledge. With cultural background, previous positive experience, consumers perceived risky foods to be safer, and with more knowledge of risky foods consumers perceived risky foods to be more unsafe. When consumers perceived risky food to be safer, they were more likely to consume risky foods. Furthermore, high risk-takers were more likely to consume risky foods than low risk-takers not because they enjoyed taking a risk with food consumption, but because they perceived the riskiness of food differently. Although further research is recommended, results of this study can help restaurant managers better understand which consumers are interested in risky foods, the reasons why these consumers are interested in risky foods, and perhaps to whom to market risky foods most effectively and efficiently.
CONSUMERS’ PERCEPTIONS OF THE FDA’S NEWEST RECOMMENDED RESTAURANT INSPECTION FORMAT

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Introduction
According to the 2012 Food and Health Survey, nearly all Americans say they have thought about the healthfulness of their diet, physical activity, and food safety (IFICF, 2012). Recently, the Food and Drug Administration (FDA) announced a change from the use of ‘critical’ or ‘non-critical’ violations to Priority/ Priority-Foundation/Core violations (FDA, 2013). Because of consumers’ interest in restaurant sanitation and inspection scores (Jones & Grimm, 2008), it is important to see if this change brings consumers a better understanding of restaurant violations or makes them more confused.

Methods
The questionnaire captured consumers’ interest and use of inspection information when making dining choices, and measured consumers’ perception of risk associated with different types of violations, including the maximum number of violations under which a restaurant would still be considered ‘passing’. The nest part included three different scenarios in which respondents were randomly assigned one of two series of statements. The first series of statements contained restaurant violations followed by the same violation statements with the words ‘critical’ or ‘non-critical’ added in. The second series of statements contained restaurant violations followed by the same violation statements with the words ‘priority’, ‘priority foundation’, or ‘core’ included.

After receiving IRB approval, the researchers distributed surveys to U.S. participants through an online company. A total of 318 responses were collected during one week in April 2015. If responses were from same IP addresses or a majority of answers were missing, those responses were deleted. Finally, a total of 260 usable responses were collected and analyzed using SPSS version 20.

Results/Discussion/Implication
In spite of increasing food safety consumer interests, many consumers do not use restaurant inspection reports, but consumers that use the inspection results report that they do influence their restaurant choice. Most consumers want convenient access to the information either online or on the wall of the restaurant.

The perception of seriousness was amplified when the words ‘critical’ or ‘priority’ were present in the violation description. Conversely, when the words ‘non-critical’ were present, the perception of seriousness was lower than expected, but consumers viewed the word ‘core’ differently, with a heightened perception of seriousness. The use of ‘priority foundation’ appeared to confuse consumers in that no difference was found when the words were present vs. absent. Results suggest that even though the narrative description of the violation is provided, the inclusion of the words for the violation category (critical, priority, etc.) influenced consumer perception beyond the narrative description. Results of this study demonstrate the importance of the words used to categorize violations. If consumers are to better understand the importance of violations and restaurant safety, the choice of words used to describe violations should be carefully considered, or at least explained where inspection results are provided.
GLASS, PLASTIC, CAN, OR BOTTLE? THE INFLUENCE OF SERVICE VESSEL ON CONSUMER PERCEPTIONS OF BEVERAGE AND RESTAURANT QUALITY

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Introduction
Beverages, both alcoholic and non-alcoholic, offer restaurant operators vast potential for profit. Beverages contribute to an increase in check average and return a higher profit margin than food, thus contributing to both top-line sales and bottom-line profits. Beverages also serve to enhance the dining experience for the consumer through both their flavors and their presentation (Society of Wine Educators, 2012). Manufacturers of carbonated soft drinks present restaurant operators with many options for the presentation and service of their products to customers. For example, leading brands like Coca-Cola and Pepsi can be dispensed from a soda fountain into a plastic cup or glass, or be served in “ready-to-drink” (RTD) format such as a glass bottle or aluminum can. Literature suggests that the vessel a beverage is served in can alter the consumer’s sensory perceptions of the beverage and impact the consumer’s attitude towards the product and the brand (Attwood, Scott-Samuel, Stothart, & Munafo, 2012; Piqueras-Fiszman & Spence, 2012; Schifferstein, 2009; Spence & Wan, 2015; Wan, Woods, Seoul, Butcher, & Spence, 2015; Wilcox, Cordea, Cruz, & Neal, 2013). Therefore, the purpose of this study is to investigate the effects of beverage service vessel on consumer perceptions of beverage and overall restaurant quality and willingness to pay for the beverage.

Methods
The study design was a single-factor between-subjects study with four experimental conditions. In Study 1A, 88 participants were recruited via Amazon mTurk and provided with a restaurant scenario where they ordered and were served a soda. Participants were randomly assigned to one of four condition (plastic cup, glass cup, glass bottle, or aluminum can) and shown an unbranded image of one of the four beverage vessels. In Study 1B, which was conducted in a lab setting, 82 participants were randomly assigned to one of the same four conditions and sampled a carbonated non-alcoholic beverage through a straw. In both studies, participants completed self-report measures that addressed beverage and restaurant quality as well as basic demographic information.

Results/Discussion/Implication
The data was analyzed via one-way ANOVA tests. In Study 1A, results revealed a main effect of beverage vessel on expected taste and restaurant quality. For both variables, post-hoc analysis showed aluminum cans to be significantly lower than plastic cups, glass bottles, and glass cups. In Study 1B, results revealed a main effect of beverage vessel on beverage taste, restaurant quality, and willingness to pay for the beverage. As with Study 1A, post-hoc analyses showed aluminum cans to be significantly lower than the other beverage vessels. These results suggest that a restaurant’s choice of vessel impacts not only the immediate beverage consumption experience, but also influences expectations regarding all aspects of the dining experience.
CONNECTION OR QUALITY: THE IMPACT OF EMOTIONAL LABOR AND SERVICE QUALITY IN THE FOOD AND BEVERAGE INDUSTRY, A PILOT STUDY

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Introduction
Since its introduction by Hoschild (1983), the concept of emotional labor has been of great interest to the services research community. This may be rooted in that, personal interaction between the agent of the company and the customer is an essential piece of service (Bitner, 1990; Bowen, 1990). There is evidence that social processes (i.e. service interaction) are impacted by emotions (Hochschild, 1979), thus providing a foundation to argue that how employees regulate their emotions, and present those emotions to customers should impact the customers’ satisfaction and thus influence the critical factor of customer loyalty (Groth, Henning-Thurau, & Walsh, 2009). In an effort to examine how emotional labor, service quality and purpose of consumption impact customer loyalty, satisfaction, and perceived customer orientation, the researchers will be undertaking a study employing an experimental design with written scenarios. The design will engage eight different scenarios to portray the two by two by two design. The purpose of this current study was to examine if the written scenarios were perceived to portray the researchers’ intentions. In other words, did the researchers manipulate (write the scenarios well enough) so that they are statistically different?

Methods
The larger, over-all research project will employ an experimental design. The three independent variables will be dichotomous in nature: emotional labor, (deep acting or shallow acting), service quality (high or low), purpose of consumption (business or leisure). These three independent variables will provide the two by two by two design of the experiment. Dependent variables will be evaluated including customer perceived orientation, satisfaction, and loyalty. To accomplish these ends, eight scenarios were written to represent the eight quadrants of the two by two by two matrix. This pilot study was designed as a manipulation check to determine if there are significant differences in the scenarios.

Results/Discussion/Implication
The first t-tests were conducted on business scenarios. There was a significant difference in the scores for deep acting (M=5.33, SD=1.20) and shallow acting (M=3.15, SD=1.15); t(79)=8.33, p=.000. There was also a significant difference in the scores for high service quality (M=5.48, SD=1.41) and low service quality (M=2.23, SD=1.34); t(75)=10.31, p=.000. On the leisure side of the experiment, there were significant differences in the scores of deep acting (M=5.30, SD=1.23) and shallow acting (M=3.09, SD=1.053); t(79)=8.69, p=.000. Finally there was significant difference between high service quality (M=5.20, SD=1.66) and low service quality (M=2.91, SD=1.69); t(79)=6.12; p=.000. With the significant results from each of the t-tests, it can safely be stated that the scenarios do indeed represent the appropriate manipulation of the independent variables. It can further be noted that the means in all cases indicate the appropriate directionality, in that both deep acting and high service quality had higher means.
IMPACT OF PERCEIVED AUTHENTICITY: A CASE STUDY OF AN INDEPENDENT ITALIAN RESTAURANT

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Introduction
Ethnic restaurants provide diverse dining options and experiences for customers. Ethnic dining is especially popular in countries with a prevalence of a variety of multiple ethnicities like the U.S. (Lee, Hwang, Mustapha, 2014). Most of the previous studies on authenticity focus on niche ethnic restaurants, like Thai or Korean restaurants, while very few studies have paid attention to what has been called the mainstream ethnic restaurants, like Italian and Mexican restaurants, which represent the largest proportion of ethnic restaurants in the American foodservice industry (Ryu & Zhong, 2012). The main purpose of this study is to examine the impact of perceived authenticity on perceived service quality, perceived value and behavioral intentions through drawing samples from a mainstream ethnic restaurant.

Methods
A self-administered survey approach was adopted in this study. The questionnaire was developed based on a thorough literature review. The data were collected at an independent upscale Italian restaurant in a mid-sized town in the Southeastern U.S. during summer 2015. A total of 570 guests were approached, generating an effective sample size of 417. SPSS v. 22 was used to conduct descriptive analysis for demographic profiles and reliability tests for the measurement scales. Confirmatory factor analysis (CFA) and structural equation modeling analysis was conducted using Lisrel 8.7 to test the proposed hypotheses.

Results/Discussion/Implications
The results show that people who perceive a higher level of authenticity tend to have a higher rating of service quality, and they are more likely to revisit the restaurant, recommend the restaurant and spread positive word of mouth, which is consistent with previous studies. However, inconsistent with prior literature, perceived authenticity does not show a direct impact on perceived value, but rather has an indirect impact on perceived value through the mediation of perceived service quality. The link between perceived authenticity and behavioral intention is also mediated by service quality. Overall, in a mainstream ethnic restaurant, service quality perception, especially food quality, has a larger impact on perceived value and positive behavioral intentions. This is reasonable because mainstream ethnic restaurants comprise a large percentage of the ethnic restaurant market, and people are very familiar with them, therefore the unique authenticity is not the major motivation for dining at a mainstream ethnic restaurant, rather guests pay more attention to service quality when choosing or revisiting a restaurant. Theoretically, this study contributed to the knowledge about dining authenticity from the perspective of mainstream ethnic restaurants, specifically an independent, upscale Italian restaurant. The impact of authenticity perception was proved to be different from that in niche ethnic restaurants as suggested in prior literature. Practically, this study suggests that in order to maintain customers and increase perceived value, mainstream ethnic restaurants should focus on maintaining a high level of service quality, especially the quality of the food.
CONSUMER USAGE OF MYPLATE FOR HEALTHY CONSUMPTION

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Introduction
The current basis for the United States government’s food intake recommendations is The Dietary Guidelines for Americans (DGA) published in 2010 by the United States Department of Agriculture (USDA) (Ackley, 2012; Wansink & Kranz, 2013). My Pyramid, a guideline for an individual’s total dietary nutritional intake, was soon replaced by a more simplistic and easier-to-understand nutritional tool, MyPlate, targeting each mealtime (Post, Haven, & Maniscalco, 2012). With the introduction of this easier-to-understand nutritional tool, it made it easier for all age groups, including college-aged Millennials, to acquire nutritional knowledge as well as to know how to apply these healthy eating habits to their lifestyle (Brown, Lauren, & Savaiano, 2014). Because Millennials exhibited an interest in new ideas and concepts, and were more predisposed to learning, they became the test subjects of this study (Williams & Page, 2011). As such, this study examined college-aged Millennials’ awareness and knowledge of MyPlate.

Methods
This study consisted of individuals sampled from a Northwest Arkansas population. A purposive sample of college-aged Millennials (N = 521), whose ages primarily ranged between 20 and 25, were surveyed. A survey instrument was adapted from a review of literature. A web-based (Qualtrics) and in-person survey was administered to participants that addressed their knowledge and perceptions regarding MyPlate, along with their willingness to use nutritional information, and how much they understood or did not understand nutritional labeling. The instrument was found to be reliable (Cronbach’s alpha = 0.82). The survey addressed knowledge of caloric labeling, MyPlate, and the use of nutritional information through forced choice questions. Furthermore, the level of difficulty to understand nutritional information, as well as, benefits and awareness of using nutritional information were determined by two 5-point Likert scales: (1=Strongly Disagree to 5=Strongly Agree) and (1=Not Important to 5=Very Important). The remaining questions addressed participants’ demographic factors. Descriptive Statistics and Inferential Statistics were used to test the hypotheses.

Result
Results indicated that there was a statistically significant difference in Millennials’ knowledge of meal proportions between those who found nutritional information not difficult to understand (M = 2.25, S.D. = 1.01) and those who found it difficult to understand (M = 2.80, S.D. = 1.20) conditions; p < 0.035. The results indicated that there was a statistically significant difference in Millennials’ knowledge of daily meal proportions between those who believe MyPlate to be beneficial (M = 4.10, S.D. = 0.90), compared to those who do not believe MyPlate to be beneficial (M = 3.60, S.D. = 1.10) conditions; p < 0.001. Results indicated that there was a statistically significant difference in Millennials’ knowledge of healthy nutrition/food consumption between those who were aware of the benefits of using MyPlate (M = 3.94, S.D. = 0.97) and those who were not aware of the benefits (M = 3.26, S.D. = 1.11) conditions; p < 0.042.
CONSUMERS’ COGNITIVE AND AFFECTIVE RESPONSES TO RESTAURANT MENU ITEMS

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Introduction
In the past, consumers’ healthy food choices were generally viewed as hedonically unpleasant, as consumers assumed that flavor must be sacrificed in order to achieve health benefits. Today, many diners seek food choices that are healthy and tasty. Similarly, consumers prefer to think that their food choices reflect a more holistic aura of good health rather than a blatant reminder of their weight-loss goals when dining out.

An individual’s current dieting behavior is associated with motivational processes and self-regulatory behaviors, such as choosing low-calorie food over high-calorie, and influences consumers’ cognitive (e.g., perceived healthfulness of food item) and emotional responses. This study proposed a model that delineates the relationships among dieting behavior, food-related perceptions, positive and negative emotional responses, and subsequent perceptions related to the challenge of balancing taste and health in full service restaurant.

Methods
Participants were directed to an online restaurant menu scenario containing a variety of food items and then directed to a survey pertaining to dieting behavior (Martz, Sturgis, and Gustafson, 1996), perceived healthfulness (Kozup, Creyer, and Burton, 2003), anticipated taste (Wansink, Shimizu, Cardello, and Wright, 2012), positive hedonic emotions and negative self-conscious emotions (Giner-Sorolla, 2001), and perceived conflict in balancing taste and health (Hassan, Shiu, and Michaelidou, 2010). Seven hundred and fifty four participants completed the survey.

Structural equation modeling (SEM) with a maximum likelihood method was used to test the relationships among constructs, following the two-step approach recommended by Anderson and Gerbing (1988).

Results/Discussion/Implication
Confirmatory factor analysis was conducted to determine whether the manifest measurement items reflected the hypothesized latent constructs. When measures were validated, SEM was utilized to test the validity of the proposed model and hypotheses. The goodness-of-fit statistics of the structural model indicated that the model reasonably fit the data.

The results of this study suggested that more health-conscious consumers have a higher perceived healthfulness of food item but lower anticipated taste. Additionally, this study found consumers’ cognitive responses (e.g., evaluation of food quality) influenced affective responses (e.g., positive and negative emotions). Results suggested that when restaurants promote menu items as both healthy and tasty, consumers’ positive hedonic emotions (such as pleasure) increased and negative self-conscious emotions (such as guilt) decreased, and consumers’ efforts to balance health and taste were supported. In summary, the empirical results support Bagozzi’s (1992) theory and Lazarus’s model (appraisal → emotional response → coping).
HOW DO GLUTEN-FREE DIETS AFFECT FREQUENCY OF DINING OUT?
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Introduction
The number of individuals in the U.S. choosing to follow a gluten-free diet (GFD) has increased over the past several years (NPD Group, 2013). Additionally, the National Restaurant Association (NRA) cited gluten-free cuisine as one of the top 20 food trends for 2015 (NRA, 2014). This diet is the only known treatment for individuals diagnosed with celiac disease (CD) and non-celiac gluten sensitivity (NCGS) (Sapone et al., 2012), but individuals with different or no medical issues are now also choosing to avoid gluten despite a lack of peer-reviewed literature to support their health needs.

Following this diet can be challenging and requires strict control of the gluten-free foods to prevent them from being exposed to gluten containing foods. Individuals following a GFD may be apprehensive about dining out (Zarkadas et al., 2006). In addition, adherence to the diet may differ between those with and without CD (Silvester, Weiten, Graff, Walker & Duerksen 2015). Most research about GFD in restaurants has focused on individuals with CD without consideration of individuals without CD following this diet. The purpose of this research was to answer the following question: is there a significant relationship between the frequency of dining out and a diagnosis of CD vs. following a GFD with no diagnosis of CD? Additionally, since income may impact the dining out frequency, this variable was considered as a possible confounder.

Methods
Public domain data from the National Health and Nutrition Examination Survey (NHANES) 2011-2012 were analyzed. This cross-sectional survey consists of an in-home interview conducted by trained interviewers, and physical examination and laboratory data (Zipf, et al, 2013). The study sample was limited to adults 20 years of age and older that provided an answer to interview questions about frequency of dining out, CD, and GFD.

Results/Discussion/Implication
Using ANCOVA, the results showed that, although there are differences amongst the means of dining out frequency for individuals with and without CD, and with and without a GFD, the relationship between dining out frequency and CD + GFD was not statistically significant, F (3, 5249) = 2.29, p = .076, when controlling for household income. Multiple linear regression revealed that the difference between the means for dining out frequency and each of the following four conditions was not significant: (1) no CD plus no GFD (p=.795), (2) GFD without CD (p=.463), (3) CD without GFD (p=.217) and (4) CD with a GFD (p=.132). Limitations include data that is self-reported and only 18 individuals indicating having CD with only 5 of those reporting following a GFD out of a sample of 5,173 individuals. Also, the NHANES dataset was three years old (even though it was the most recent data) and may not reflect current trends and consumer interest in GFD. Follow up studies when new data becomes available are important to help inform decisions to include gluten-free foods on restaurant menus.
THE IMPACT OF PRICE DISCOUNTS AND SURCHAGES ON RESTAURANT LOYALTY: A CROSS-CULTURAL COMPARISON BETWEEN FRANCE AND THE U.S.

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Introduction
One of the most controversial taxes in the food and beverage industry is the Sugar-Sweetened Beverages (SSB) tax. In the US, the SSB tax was introduced in 2009 to combat the obesity epidemic. Similarly, the SSB tax was implemented in France in 2012. However, research shows that the SSB tax has negligible effects on body weight. Hence, some European countries begun to implement various other taxes on food consumption. For example, Denmark and Hungary introduced a “junk” food tax. The junk food tax is imposed on food items high in sugar, fat, or salt and sugary drinks. What is the impact of such taxes on the restaurant industry? How do consumers react? Despite the importance of the topic among policy makers, there has been relatively little interest on consumers’ reactions to surcharges or discounts on vice foods. Our overall objective is to examine how food surcharges and discounts on vice foods influence customers’ loyalty intention in a restaurant context. This study has several implications for policy makers and practitioners. First, our findings help French and American restaurant managers to be better prepared if such taxes were to be implemented. Second, this study helps policy makers understand how to adapt food taxes based on cultural norms.

Methods
A 3 (pricing strategy: discount, surcharge, none) x 2 (nationality: French, American) factorial design was used to test our hypotheses. Ninety-seven French consumers were recruited through a specialized marketing firm in France and ninety-seven US consumers were recruited through Amazon’s Mechanical Turk. Consistent with prior research, we used a cheeseburger as an example of vice foods. Participants were exposed to a color picture of a premium cheeseburger followed by the pricing manipulation.

Results/Discussion/Implication
Results from this study demonstrate that for American consumers, loyalty intention is affected negatively when surcharge is applied, and positively when a discount is applied. Conversely, loyalty intention among French is not affected by pricing. Our findings demonstrate that the focus on the utilitarian aspects of food makes US consumers very sensitive to menu pricing. Findings are also consistent with the notion that French consumers focus on the hedonic aspects (Rozin, 2005). Hence, strategies to promote healthy eating should be carefully selected. As loyalty intention of consumers may decrease is such taxes is made explicit in the U.S, one example to promote healthy eating could be to add calorie-information to menus (Gomez & Torelli, 2015). In France, initiatives to promote health by a surcharge on a vice food could be welcomed by the population.
INSPECTORS’ PERCEPTIONS OF THE FDA’S Newest Recommended Restaurant Inspection Format

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Introduction
The restaurant industry has always played an important role in providing nutritious and healthy food to the public (B. Almanza & Ghiselli, 2014) and restaurant inspections are essential to the process of providing healthy food (Reske, Jenkins, Fernandez, VanAmber, & Hedberg, 2007). To help guide restaurant inspection efforts, the Food and Drug Administration (FDA) publishes the Food Code. Currently, most states use a critical/non-critical inspection system that provides narratives describing each violation; however, there is no defined passing or failing ‘score’. Since passing or failing is based on the experience and professional judgment of the health inspectors, states may want to evaluate if changing the inspection system to the newest Food Code recommended format (using three tiers of violations: priority, priority foundation) will cause confusion and inconsistencies in the inspection results. As inspectors carry out inspections, it is important to examine whether changing to the three-tier violation system may change inspectors’ risk perception and thus influence inspection results.

Although inspection reports were designed as a communication tool between health inspectors and restaurant managers, consumers are now using inspection reports when making dining choices (Filion & Powell, 2009). Since words used in narrative descriptions can also influence managers’ and consumers’ risk perception (Choi, Miao, Almanza, & Nelson, 2013; Lee, 2006), it would also be useful to know what inspectors think about the impact on consumers’ and managers’ perceptions if a change is made to the three tier system.

Methods
A scenario based questionnaire was used to assess: 1) inspectors’ risk perceptions of violations; 2) inspectors’ format preferences; 3) inspectors’ expectations about consumer and restaurant managers’ reactions; and 4) demographic information.

Results/Discussion/Implication
After sending an email invitation to all (189) health inspectors in the 92 counties in Indiana, 141 responses were received. Results suggest that inspectors perceived a comparable amount of risk for the violations when different terms were used to categorize violations, but the classifying terms under the new three-tier system were not clearly understood by inspectors. Inspectors were not very positive about the new system; they preferred the critical/non-critical system. The most commonly stated concerns were that: it was not easy to understand and use, inspections would take a longer time to conduct, and it would not accurately reflect the amount of risk associated with different violations. The results suggest the need for additional training for inspectors before adoption, especially on the rationale/benefits of changing. Additionally, inspectors were concerned that the new system would not be easy for consumers and managers to understand and felt that they would have to spend much more time explaining inspection results to managers. Moreover, inspectors were worried that substitution of the terms “critical” and “non-critical” would cause restaurant managers and consumers to underestimate the seriousness of critical violations and overestimate the seriousness of non-critical violations.
CONSUMER PERCEIVED VALUE OF ORGANIC DINING: A COMPARATIVE STUDY BETWEEN QUICK SERVICE AND FINE DINING RESTAURANTS

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Introduction
Serving organic food has become one of the fastest growing restaurant movements (NRA, 2013, 2015). The U.S. is a world leader of organic consumption producing the largest sales growth (Poulston & Yiu, 2011). Consuming organic food not only fulfills consumers’ food-centered needs but carries worldviews, including sustainability, animal-welfare, and beliefs in ethical consumption (Zepeda & Nie, 2012). Restaurants are motivated to source organic ingredients because organic items lead to lucrative returns, help restaurants differentiate from competitors, and offer unique gastronomic delights (Chait, 2014). However, organic dining in scholarly research still remains embryonic. This study aims to understand perceived hedonic and utilitarian values of organic dining through examining an antecedent (i.e., involvement) and two post-consumption outcomes (i.e., satisfaction, behavioral intentions) across two restaurant segments (quick service vs. fine dining).

Methods
Items of perceived value of organic dining were generated by combining existing measures (e.g., Babin et al., 1994; Ha & Jang, 2010) with an extensive review on organic food studies. Other measurements were directly adopted from existing literature (e.g., Zaichkowsky, 1985; Ryu et al., 2009). Consumer respondents were recruited from Amazon Mechanical Turk (www.mturk.com). Participants were those who reside in the U.S. and consumed organic menu items at either quick service or fine dining restaurants over the past 6 months. Two sets of consumer sample (202 = quick service segment vs. 185 = upscale segment) presented a wide distribution across all demographic groups. A factor analysis was applied to uncover sub-dimensions of perceived value of organic dining. Relationships between perceived value and its antecedent/outcomes were examined via six sets of hierarchical regression analyses. The mediation effect of satisfaction was gauged using Hayes process procedure (Hayes, 2013).

Results/Discussion/Implication
This study serves as the first empirical piece exploring perceived hedonic and utilitarian values of organic dining between quick service and fine dining restaurants. The findings reveal that hedonic value consists of two sub-dimensions (i.e., dining-centered excitement, social attention & escapism) and so does utilitarian value (i.e., tangibles, intangibles). Involvement significantly affects four value dimensions. Perceived hedonic/utilitarian value determines diner satisfaction and revisit intentions (e.g., revisit, positive word-of-mouth). Satisfaction either mediates or does not account for the relationship between four value dimensions and behavioral intentions, depending on the type of perceived value. Social attention & escapism does not influence diners’ satisfaction in the quick service segment, while negatively affecting satisfaction at upscale restaurants. Dining-centered excitement is more impactful, while tangible value is less influential in determining behavioral intentions in the upscale segment, compared to quick service restaurants.
GENERATIONAL PERCEPTION AND SATISFACTION DIFFERENCES RELATED TO RESTAURANT SERVICE ENVIRONMENT

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Introduction
People’s perceptions and behaviors are influenced by multiple things, including the generation that an individual belongs to (Manheim, 1952). Often people of the same generation share values, beliefs, and ways of thinking which can influence preferences and perceptions, especially in social settings (Pendergast, 2009). Past studies have not fully considered how generation plays a role in guests’ perception of service environment and repeat patronage intentions (Jang, Kim, & Bonn, 2011). The goal of this study was to assess differences in perception and satisfaction of the dining service environment amongst the 3 largest U.S. generations: Baby Boomers, Gen X, and Millennials and to assess if generation influences the relationship between satisfaction and repeat patronage intentions. Thus, the following research questions are presented:

1. Does generation affect guests’ perceptions of the dining service environment in a casual dining restaurant?
2. Does generation affect guest’s satisfaction with the dining service environment?
3. Does income level affect guest’s satisfaction with the dining service environment?
4. Does generation influence the relationship between guest’s satisfaction with the dining service environment and their repeat patronage intentions?

Methods
This study utilized an adapted version of the DINESCAPE scale with factors ranging from alphas scores of .80 to .92 (Ryu & Jang, 2008). Items relating to guests’ satisfaction and repeat patronage intentions were adopted from Han and Ryu, (2009) (alpha scores of .92 and .88 respectively). All questions utilized a 7-point Likert-type scale (1=strongly disagree, 7=strongly agree). Data was collected via visitor intercept for one week at one mid-level full service restaurant in the Southeastern U.S. All statistical analyses were computed utilizing SPSS v.20.

Results/Discussion/Implications
A Principal Component Analysis with Varimix rotation revealed four factors explaining 68.38% of the total variance. The four factors: Comfort, Layout, Décor, and Material Quality had Cronbach’s alpha scores ranging from .697-.847. Results of ANOVA tests based on generation indicated no statistically significant differences. However, an ANOVA test assessing satisfaction differences based on income level indicated that there was a statistically significant difference for respondents earning Below $20,000 and $90,000 or above. Results of a multiple regression analysis showed that generation and satisfaction did not statistically significantly interact when predicting repeat patronage intentions.

While the results of this study did not indicate any statistically significant differences between generations for perception or satisfaction with the dining service environment, previous studies have indicated that members of different generations often perceive experiences differently. It is also important to note the significant satisfaction differences based on respondent income levels indicating that even in mid-level operations, higher income individuals may expect more layout comfort and higher quality materials used within the restaurant.
INVESTIGATING DINING EXPERIENCES AT CHINESE RESTAURANTS USING USER-GENERATED CONTENT AND TOPIC MODELING

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Introduction
Ethnic cuisines have become an important part of dining options for Americans, as 80% of consumers dine in at least one type of ethnic restaurant on a monthly basis (National Restaurant Association [NRA], 2015). Chinese cuisine has been regarded as one of top three ethnic cuisines around the world (Ma, Qu, & Njite, 2011; NRA, 2013). There are more than 46,000 Chinese restaurants in the U.S. in 2015 (Chinese Restaurant News [CRN], 2015), which is more than the sum of McDonald’s, Wendy’s, and Burger King domestic outlets (CRN, 2007).

Social media and social networking sites (SNS) have been important information sources for purchase decisions of consumers with the existence of large volume of user-generated content (UGC). A majority (70%) of online shoppers trust reviews written by others who are unknown to them (NeilsenWire, 2009). Yelp is one of the most popular SNS where millions of consumers are utilizing the UGC to make their dining decisions (Linshi, 2014; Yelp, 2015).

While previous studies have provided insights regarding customer satisfaction factors for Chinese restaurants, most of them used pre-determined survey questions with limited sample sizes. The emerging popularity of SNS with powerful big data analytic tools have provided researchers with possibilities to explore the “real” consumers’ needs and wants expressed in their own words. Therefore this study was conducted to identify key topics surfaced from Chinese restaurant consumer reviews and their relationships with star ratings using UGC in Yelp.

Methods
An open data set from Yelp.com including 22,743 consumer reviews for 934 Chinese restaurants was obtained and analyzed using mixed methods (i.e., machine learning, qualitative, and quantitative methods). A topic modeling tool, Latent Dirichlet Allocation (LDA), was utilized to identify 20 latent topics from all reviews. A data mining tool, Rapidminer was used to count word frequencies in each topic. Content analysis of 3% randomly selected reviews and word frequencies were used to identify the specific attributes in review content. Multiple regression analysis was performed between 20 topics identified by LDA and star ratings to verify the ability of LDA-generated topics in predicting star ratings.

Results/Discussion/Implication
Each of 20 topics was named based on the contents. Like previous studies, food taste, food quality, and service staff were the top-three topics that had a positive relationship with star ratings, while poor food and service quality, poor delivery services were found to be negatively related with star ratings (P<0.001). Unique attributes such as authenticity, lunch specials, and delivery services were also identified as topics that were related to ratings of Chinese restaurants. Chinese restaurateurs may need to realize that food quality is most important for their operations since food related words were found most frequently in reviews and impacted the star ratings. Restaurateurs also need to recognize that many consumers seek authenticity of Chinese food offerings, and they should provide more detailed information such as spiciness and ingredients to satisfy consumers’ needs and wants in the future. SNS such as Yelp may explore ways to customize consumer reviews to assist users to find relevant information more easily.

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PERCEIVED VALUE OF FAST-FOOD RESTAURANT FRANCHISES IN THE USA

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Introduction
It is no secret; American people love fast food. The fast-food industry in the United States includes more than 232,000 restaurant locations and is generated by combined annual earnings of about 191 billion U.S. dollars in 2013. By 2018, this revenue is anticipated to exceed $210 billion (The Statistics Portal, 2014).

Perceived value has grown into a popular subject to marketing managers and to researchers since it has been considered as one of the most effective measurement method of customer satisfaction and loyalty (Eggert & Ulaga, 2002; Parasuraman & Grewal, 2000). It is also regarded as one of the most influential indicators of purchase intention (Cronin, Brady & Huit, 2000).

The main research objective of this study was to find out whether perceived value significantly affects consumers’ purchase intention. Additionally, this study examined if there are any significant differences in perceived value for different fast-food restaurant brands and attempted to identify which fast-food restaurant is perceived to be the industry leader.

Methods
A total number of six fast-food restaurants (McDonalds, Subway, Starbucks, Wendy’s, Burger King, and Taco Bell) were selected and five factors of perceived value (Quality, Emotional Response, Monetary Price, Behavioral Price, and Reputation) were established based on Petrick’s work (2002).

Descriptive statistics such as frequencies and percentages were used to compare the perceived value among fast-food restaurants and examine the respondent’s individual demographic information. In addition, the mean values for each variable were analyzed. Data was entered into the Statistical Packages for Social Sciences (SPSS) 22.0 for Windows. This study first performed multivariate analysis of variance (MANOVA) to determine whether there were differences between fast-food restaurants on its overall perceived value. Regression analysis was performed to test how a fast-food restaurant’s perceived value affects a customer’s purchase intention.

Results/Discussion/Implication
The results of this study showed that in terms of overall perceived value, Starbucks was the leader followed by Subway, Wendy’s, McDonald’s, Burger King, and Taco Bell respectively. Moreover, this study identified the key perceived value factors that increase a customer’s purchase intention. The results indicated only monetary price and behavioral price influence a customer’s purchase intention. Therefore, fast-food restaurants should examine each dimensions of perceived value in detail rather than merely looking at the overall perceived value. By focusing on those factors, a fast-food marketer can establish practical strategies related to purchase intention that can also increase sales.
ASSESSING CONSUMERS’ FOOD SAFETY BEHAVIORS IN UNIVERSITY MARKET-STYLE RESTAURANTS

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Introduction
Restaurants are found to be the most common locations (44.5%) for reported foodborne illness outbreaks (DeWaal & Glassman, 2013). Specifically, market-style restaurants (MSR) are increasingly gaining in popularity, calling for the investigation of current food safety practices in this type of foodservice. MSR is a platform of foodservice operations where various foodservice vendors are serving foods ranging from American to any other ethnic foods. However, the nature of self-serving and communal dining at MSR may produce additional food safety hazards by consumers’ potentially risky behaviors (e.g., Zandonadi et al., 2007). As observational approach has presented benefits such as higher reliability in measuring food safety behaviors compared to self-reported questionnaires (The Joint Commission, 2009), this study observed food handling and subsequent hand sanitization practices of consumers at university MSR using Smartphone technology, and assessed the behaviors may attributing to cross-contamination. The effects of consumer characteristics on food safety practices were also identified.

Methods
The Smartphone-based observational tool was developed modifying prior tools (e.g., Clayton & Griffith, 2004). The tool recorded 30 sequential transactions of an observed individual, each consisted of (1) an observed action, (2) the object of the action, and (3) a following hand sanitization. For example, touching/handling clothes with bare hands and subsequent cleaning hands with napkins constructed a transaction. The rubric was developed (Behnke, Seo, & Miller, 2012), serving as a guideline for assessing where sanitization hand was required.

Data were collected at three MSR in a university campus by two trained observers for over a month. At the beginning, observers indicated observed gender, ethnicity, and party size of consumers. Among the observations, 15% were conducted together to test the inter-rater reliability. The observed practices were assessed using descriptive statistics in MS Excel and the impact of consumer characteristics were tested using Multivariate Analysis of Variance in SPSS.

Results/Discussion/Implication
A total of 149 consumers were observed with average time of 7.3±4.6 min. The agreement level was acceptable (>77%). Out of 4,486 transactions, 3,309 (73.8%) were identified as behaviors requiring hand sanitization, from which only 103 (3.1%) were followed by actual hand sanitization. A third of hand sanitization requirements were due to handling/touching exposed ready-to-eat foods with bare hands. In addition, food safety behaviors of consumers differed by gender, ethnicity (Caucasian vs. Minorities), and party size (alone vs. with others; ps < .05).

The findings revealed the perils of current food safety at MSR. Urgent actions are needed for educating consumers regarding cross-contamination and hand sanitization. Tailoring messages based on consumer characteristics would better improve the educational strategies.
HEALTH HALO EFFECTS IN SEQUENTIAL CONSUMPTION AT RESTAURANTS: THE ROLE OF HEALTH-CONSCIOUSNESS AND ATTRIBUTE FRAMING

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Introduction
Researchers have highlighted creating healthful eating environments in restaurants and shown that providing healthy options reaped benefits (Kim, Park, Kim, & Ryu, 2013). Other stream of studies, however, have reported ironic consequences in that misleading health halos stemming from healthful foods or health claims of foods may lead consumers to indulge since they are relieved by underestimating the calories of such foods (Chandon & Wansink, 2007).

This study examined the health halo effect in a restaurant context using sequential food consumption occasions (i.e., entrées and desserts) by identifying internal and external moderators. Specifically, consumers who had healthily (vs. unhealthily) perceived entrées were assumed to show subsequent higher intention to order desserts. This effect may yet interplay with consumers’ health-consciousness and the attribute framing of desserts to be facilitated.

Methods
A between-subjects quasi-experimental design was used: 2 (perceived healthiness of entrées: healthy/unhealthy) X 2 (health-consciousness: high/low) X 2 (attribute framing of desserts: tasty/healthy). A total of 498 participants answered to the scenario-based survey at an online survey platform. Participants were asked to imagine to eat one of the presented entrée items and rated the baseline willingness to order desserts on a 7-point Likert scale. The perceived healthy and unhealthy entrée items were previously identified through a pre-test, and desserts menu was presented adopting from various restaurant Web sites. Next, a server’s suggestion was provided to frame the attributes of same desserts in a healthy or tasty manner. Then, intention to order desserts after suggestions were indicated. Finally, three items of health-consciousness were measured and the groups were split by median. This resulted in 202 high and 227 low health-conscious participants. Manipulation checks demonstrated successful manipulations.

Results/Discussion/Implication
Two-way ANCOVA revealed that, controlling for hunger, fullness after the chosen entrée, liking of the entrée, and frequency of eating out, the effect of perceived healthiness of entrées on ordering desserts significantly differed depending on health-consciousness, \( F(1, 421) = 5.32, p = .02 \). Additionally controlling for baseline intention, the effect was also found to be different by attribute framing of desserts, \( F(1, 420) = 4.23, p = .04 \). The findings indicated that the impact of health halos from healthily (vs. unhealthily) perceived entrées in increasing intention for desserts was more salient for less (vs. highly) health-concerned consumers and when the attributes of desserts were framed as healthy (vs. tasty).

Theoretically, this study extended the consumer healthy eating literature by finding interactions between health halos and other factors, while practically provided cautions to consumers, health professionals, and policy makers regarding the potential risk of obesity by the accumulation of this behavior patterns. Also, managerial implications are given to restaurateurs regarding the significant roles of perceptions of menu items and servers on following decisions.
THE ROLE OF UNCERTAINTY AVOIDANCE ON FOREIGN RESIDENT'S DINING OUT BEHAVIOR OF KOREAN RESTAURANT

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Introduction
The rapid increase of foreign residents emphasizes the importance of understanding the cultural elements of service organizations as they directly relate to service success (Reimann et al., 2008). Despite the importance of this emerging market of foreign residents in South Korea, few studies have examined their dining out behaviors, especially from the perspective of cultural traits. The purpose of this study is not just to examine the relationships among knowledge, attitudes toward Korean foods, and dining out behavioral intentions of foreign residents in Korea but to identify whether the level of uncertainty avoidance moderates the relationships.

Methods
We recruited a total of 247 foreign residents in Korea using a street intercept survey from several locations in metropolitan city of South Korea. Subsequently, the samples was divided into two groups: a low uncertainty avoidance group (n=112) and a high uncertainty avoidance group (n=135) based on a median value of uncertainty avoidance (2.93). All items (i.e., uncertainty avoidance, attitude toward Korean foods, knowledge of Korean foods, and behavior intention) were measured on a 5-point Likert scale (1 = strongly disagree; 5 = strongly agree) based on existing scales. Structural equation modeling and multiple group analysis were utilized to test the model.

Results/Discussion/Implication
The results of structural equation modeling showed that knowledge and attitude toward Korean foods significantly influenced intention to visit Korean restaurants. In addition, knowledge of Korean food also contributed heavily to predicting intention to visit Korean restaurants. Furthermore, multiple group analysis results showed that uncertainty avoidance has a significant moderating effect, as a cultural dimension, on the relationships between knowledge and behavioral intention and between attitude and behavioral intention. This study sheds light on the importance of knowledge and attitude in predicting dining out behavioral intention at ethnic restaurants. In addition, this study illustrates the value of considering the cultural trait of uncertainty avoidance, especially for ambiguous situations, as it influences foreign residents’ decision of whether to visit an ethnic restaurant or not. In terms of the managerial implication, this study suggests that restaurant marketers should consider knowledge as they work to encourage foreign residents to consume ethnic food.
Completed Research – Hospitality & Tourism Education
MOST INFLUENTIAL HEALTH ISSUES ON UNDERGRADUATE STUDENTS’ ACADEMIC PERFORMANCE FOR THE PAST 10 YEARS

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Introduction
Specific health issues among hospitality students have been studied such as stress (Woods, Sciarini, & Johanson, 2001), sleep (Chiang, Arendt, Zheng, & Hanisch, 2014), and alcohol consumption (Kitterlin, Tanner, & Agrusa, 2012). However, the relationships between health issues and academic performance among hospitality students is still limited to a small body of literature and longitudinal nationwide data are lacking. To provide hospitality scholars and educators with a longitudinal analysis, this study determined the health issues that were most influential on U.S. undergraduate students’ academic performance over the past 10 years.

Methods
Secondary data were obtained from the American College Health Association-National Health Assessment (ACHA-NCHA). A total of 73,214 responses were collected during the fall semesters of 2003, 2007, 2008, and 2013. Data were analyzed using descriptive statistics and correlations.

Results/Discussion/Implication
Results showed that stress and sleep difficulties were perceived as the top two health issues impacting academic performance over the past 10 years. However, the correlations between stress, sleepiness, and self-reported grades were less than .10 (p < .01).

Similar results were found in a previous study using students’ official GPAs (Chiang et al., 2014). Theoretically, this phenomenon might be attributable to the conservation of resources theory (Hobfoll, 1989). For example, students might willingly undergo stress or sacrifice sleep to achieve higher grades. This study was limited in that survey items were partially modified by the ACHA and academic performance was measured using self-reported student grades as compared to official grades recorded by the universities.

With its large sample size of U.S. undergraduate students (N = 73,214), this study contributes to the vital study of stress, sleep, and academic performance. Being aware of the shortcomings of current research, hospitality scholars and educators may be better served by focusing on associated factors leading to weak relationships between stress, sleep, and student grades.
PERCEPTIONS, LEARNING APPROACHES, AND THE QUALITY OF HOSPITALITY FINANCIAL MANAGEMENT EDUCATION

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Introduction
In the hospitality industry, all levels of staff are involved in financial activities, from front-line employees to supervisors, from department heads to top management teams (Schmidgall, 2006). However, financial management training and competencies of hotel managers may not be adequate to effectively handle increasingly complicated financial activities in the hospitality industry (Burgess, 2007). Thus, hospitality education administrators and instructors are urged to provide more efficient and effective financial management education to meet the industry’s expectations. One of the major areas that can be improved is enhancing hospitality students’ grasp of financial management skill through their learning process. In higher education literature, student’s perceptions and approaches to learning have been shown to be critical factors in determining the quality of the learning outcome. Accordingly, this study aims to examine how students’ perceptions and approaches to learning influence the learning outcomes of their financial management courses.

Methods
Data were collected from students, who were taking a required senior-level financial management class, in a major hospitality program in the U.S. They were asked to provide information such as perceptions of hospitality financial management courses, the approaches to learning, and subjective self-assessment of performance. Their instructors’ perceptions of financial management courses were also collected to compare with those of students. Series simulations and mean comparisons and path analysis are performed to address research questions proposed in the study.

Results/Discussion/Implication
The results show that hospitality students have negative perceptions of the financial management course. With negative perceptions, students are less likely to adopt the deep approach to learning. Since the deep approach can significantly improve students’ performance while the surface approach has the opposite effect, the negative perceptions decrease performance through declined adoption of the deep approach. The findings suggest that hospitality educators may enhance the quality of financial management education by changing students’ negative perceptions and by encouraging their utilization of the deep approach.
ATTRIBUTES OF CHOOSING A RESTAURANT DURING A SPORT EVENT: A CASE STUDY OF THE COLLEGIATE FOOTBALL GAME

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Introduction
Many studies about sports event tourism have been conducted: Examination of Tourism-related Behaviors of Fans (Gibson et al., 2003); Investigating the Differences of Sport Tourist Behavior Between Male and Female (Chen, 2010; Alexandris & Kaplanidou, 2014); A Case Study of The Relationship Between Sports Events Tourism and Marketing Strategies (Henderson, Foo, Lim, & Yip, 2010). Some research has also been done to examine the tourists dining experience during a sport event. This study will research a particular sport event which is the collegiate football game of a college campus in the Southern United States, and analyze the attributes customers look out for when selecting a restaurant in the particular market.

Methods
For this study, a field survey was utilized for measurement. The researchers used the questionnaire to measure the variables. This measured different restaurant attributes, which are price, cuisine type, decorative atmosphere, intangible atmosphere, reputation or name brand, location, architectural design, previous experiences, service quality, and food quality, and it used a seven-point Likert scale ranging from 7 (‘most important’) to 1 (‘least important’). To measure tourists’ overall satisfaction, it also used a seven-point Likert scale ranging from 7 (‘very satisfied’) to 1 (‘very dissatisfied’).

Results/Discussion/Implications
This study aims to examine those attributes that influence choosing a restaurant during a sports event, and also figure out the best predictor that indicates tourist satisfaction about the restaurant. In this study, we used multiple-regression analysis to examine the relationship between different factors that impact tourist selecting intention towards a restaurant and tourist overall satisfaction.

Based on the results, it is interesting to note that there is only one significant relationship between “attractiveness” (decorative atmosphere, intangible atmosphere, architectural design, reputation) and tourist overall satisfaction. However, the results showed that there were no relationships between “worthiness” (food quality, service quality, previous experience, cuisine type) & “competitiveness” (price and location) and tourist overall satisfaction. These results might be because all the participants are tourists who attend the sports event for enjoying their leisure time, thus they may prefer to pursue a unique atmosphere and a wonderful experience when they select a restaurant.

There are some limitations that should be noted. First, this study selected some universities of the Southern United States to be the target studying-field. Thus, the study results may not be useful for other regions. Future studies could select more regions and make an analysis for the regional differences. Secondly, this study chose one season for examination, thus the findings may be different during other seasons. Furthermore, the study results may have low generalizability because of convenient sampling method.
UNDERSTANDING REPURCHASE INTENTION OF AIRBNB CONSUMERS: PERCEIVED AUTHENTICITY, EWOM AND PRICE SENSITIVITY

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Introduction
Millions of individuals participate in sharing their unused places and rooms through fee-based transactions where travelers can rent private rooms or entire places at lower rates for a short-term period, increasing the opportunity for travelers to mingle with local people and experience locals’ lives (Sacks, 2011). Among the platforms that offer the matching services for these buyers and sellers, the most representative is Airbnb, a peer-to-peer transaction-based online marketplace that matches hosts who wish to share their spare space with travelers who are looking for accommodations (The Economist, 2013). However, to date, little research has been conducted on the factors that influence repurchasing behavior of these fee-based online communities in the hospitality context. Therefore, the purpose of this paper is to extend the research on consumer repurchase intention (RI), perceived value (PV) and perceived risk (PR) into the realm of the peer-to-peer economy, specifically in the context of Airbnb with the external factors perceived authenticity (PA), electronic word-of-mouth (EWoM) and price sensitivity (PS).

Methods
To identify the extrinsic factors that influence Airbnb consumer’s RI, a content analysis was conducted on Facebook, Twitter and Fodors, using key words “why you used Airbnb” or “why you don’t/won’t use Airbnb”. The Leximancer results indicated that there were three main themes among the collected discussions, identified as PA, eWoM and PS, which lead to an extended model. After developing the extended research model, a survey was built by adapting the existing items in the related literature. A pretest was conducted with 10 professionals before the final distribution of the survey to increase the reliability. Invitation letters were then sent to the panel members of the specified database to obtain their agreement to participate in the study. Only participants who had experiences with Airbnb were qualified to take part. Finally 395 surveys were collected via the panel based in Canada and U.S.A. Confirmatory factor analysis and structural equation modeling were used to analyze the data via SPSS 22.0 and Amos 21.0.

Results/Discussion/Implication
The results of this study indicate that Airbnb consumers’ sensitivity level to price does not reduce their PR, but their PA and peers’ comments do. PS was found to have no significant effects on PR but on PV and RI. It is reasonable to believe consumers’ sensitivity level to price may enhance PV and therefore increase RI, but that it would not necessarily significantly reduce their PR of repurchasing the Airbnb products. Consumers’ sensitivity level to price was found to significantly improve their PV of Airbnb products. In accord with prior studies like Guttentag (2013) who found low cost to be the main draw for people participating in Airbnb, this finding empirically proves that price is a critical factor that enhances consumers’ PV. Another interesting finding is that PA seems to be a powerful way to enhance PV as well as reduce PR of Airbnb consumers. One possible explanation for this strong effect from PA is that Airbnb consumers that repeatedly stay with Airbnb are not just concerned about the price, but actually seek the authentic local experience more. This result is in line with previous studies (Lunardo & Guerinet, 2007; Ramkissoon & Uysal, 2011; Yannopoulou, Moufahim & Bian, 2013) and therefore, PA can be considered the most important factor that affects the PV and PR of Airbnb consumers.

The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Temple University
Introduction
There were 321,400 foodservice management jobs in the United States in 2012 (BLS, 2014). The majority of these professionals held their position without the benefit of a college degree. The advancement potential for non-degreed foodservice managers is projected to be just 2% over the next few years, with only 5,000 new foodservice management jobs available by 2022. Jobseekers with a combination of long-term work experience in food service and a degree in hospitality, restaurant, or foodservice management will have the best opportunity in this field (BLS, 2014). The notion of pursuing a college degree would, then, be to enhance career outcomes and improve quality of life. However, the decision to return to or begin a college degree program is not simple and cannot be made casually. Personal, financial, and time commitments may be greater than the perceived or actual enhanced career success a college degree will provide. Therefore, experiential, online learning provides an alternative method of entry to college with clear and practical applications.

The purpose of this study was to investigate the potential of developing effective, online culinary classrooms by exploring whether experiential, online classrooms benefit student learners. The study compares concrete, student-level course outcomes of face-to-face and online sections of the same university foods course, and examines student perceptions of the quality of the constructivist, online learning environment.

Methods
This research employed a mixed-methods approach to case study research. In addition to gathering course-related results, researchers asked participants to complete a semi-structured survey consisting of six demographic items, as well as ten questions, rated on a 5-point Likert scale, pertaining to course content and design. Participants were also asked to describe their level of satisfaction, in their own words, with each item pertaining to course content and design.

Qualitative data was independently analyzed using open and axial coding and reviewed for coding schemes and emerging themes (Strauss & Corbin, 1998). Descriptive, interpretive, and pattern codes were used (Miles & Huberman, 1994). To enhance dependability and credibility, triangulation of investigators was employed (Lincoln & Guba, 1985). Reliability coefficients, means, standard deviations, and bivariate correlations were computed for all variables. Multiple regression was used to compare student demographic profiles, concrete student learning outcomes, and student satisfaction with course quality.

Results/Discussion/Implication
As university student enrollments increase, and more diverse student populations enter these classrooms, it is important for culinary educators to understand what factors may inhibit or facilitate the effective execution of online courses as well as the online learner’s attitude toward and satisfaction with experiential, online classrooms.
DOES SEMESTER-LENGTH MATTER? A PURCHASING COURSE IN THE HOSPITALITY INDUSTRY

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Introduction
Several research studies have been conducted on the topic of course length in the business college area (Rayburn and Rayburn, 1999; Ewer, Greer, Bridges & Lewis, 2002; Reardon, Payan, Miller & Alexander, 2008). However, this topic has not been studied in depth in the hospitality area. Therefore, this study examines the effect that semester length has on student learning and performance. The primary focus of this study was the impact that a short-term semester of instruction (summer session), could have on students’ performance when compared to a normal length semester (spring) of instruction. In other words, the purpose of this study is to determine whether the short/intensive semester or a normal semester course offering have the greater impact on student performance/learning.

Methods
Data for this study was collected from an undergraduate class of purchasing during the spring and summer 2011 semesters. Purchasing in the Hospitality Industry is one of required core course for undergraduates who are seeking a degree in nutrition or hospitality administration. The students in these degree programs have the option of taking the purchasing course during either the Spring/Fall semesters or the shorter summer semester.

Pre-test and Post-test Design (PPD) was used for this research. The students in both sections were given a pre-test during the first day of the semester, and the post-test was given the last class day prior to the final examination. The pre-test and post-test were comprised of the same questions. The test format was a combination of fill-in-the-blank and true-false questions and consisted of a total of 30 questions.

Results/Discussion/Implication
First, for the overall pre-test and post-test, the difference for all of pre-test and post-test means is significant, which means lectures, exams, assignments, and review sessions enable students to gain more knowledge from the beginning of course to the end of course.

Second, the results of testing the mean differences between the spring semester (semester-length) and the summer section (intensive) is that the students’ performance during the spring semester was significantly different than that of the summer semester. Results of descriptive statistics indicate that students’ performance doing the spring semester was higher than in the summer section.

A further study could control for semester-length and any other variables and then could compare student pre-and post-test performance with that of an online course, face-to-face course, and combination of online and face-to-face course to determine which way students can achieve higher learning performance.
THE RELEVANCE OF ACADEMIC HOSPITAILITY: AN INVESTIGATION OF INTERNATIONAL STUDENTS’ EVALUATION OF QUALITY OF LIFE IN THE AMERICAN UNIVERSITIES

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Introduction
In 2014, the countries of origin of the largest number of international students in the U.S. are India, China, and South Korea (Projects Atlas, 2015). International students contributed approximately $27 billion to the U.S. economy in 2014, an increase of $3 billion from the prior year (Institute of International Education, 2014). In order to appeal to a greater number of international students and maintain their educational reputations in the global, colleges and universities in the U.S. require a comprehension of international students’ quality of life (QOL) issues beyond the merely academic perspective (Murat, 2013). No previous studies have particularly applied QOL to investigate the hospitality perspectives. The present study aimed to fill the research gap. This study aimed to combine four core components of hospitality including lodging, food and beverage, transportation, and recreation activities in our field to redefine academic hospitality and test their relationships with QOL.

Method
The survey was comprised of measurement items of four hospitality components and quality of life as well as the demographic information. The survey was sent to 3482 international students enrolled in a primary university in the Midwestern U.S. A total of 295 surveys were returned with the response rate of 8.47%. Descriptive statistics and regression analysis were employed for data analysis.

Results/Discussion/Implication
More than half of respondents were graduate students. The sample was heavily dominated by Asian students. The transportation services, social activities and lodging options all significantly affected international students’ QOL. However, the p-value for food and beverage was greater than the common alpha level of 0.05, which indicated that it did not statistically significantly influence QOL.

To the knowledge of the authors, it is the first research to apply QOL to investigate academic hospitality as it pertains to international higher education students. This application in a new context contributes to the body of knowledge on academic hospitality and further verifies the effectiveness of the theoretical framework. The present study provides a theoretical foundation for future research on international higher education students’ lives in host countries. First, the population of this study consisted of international students at only one university in the U.S. and percentage of Asian respondents. This narrow study population limits the generalizability of the findings. Second, the present study only considered four components of academic hospitality quality of life. Future studies could further consider other factors, such as safety, university culture, and so on. Finally, further research be conducted utilizing alternative theories to investigate this topic. Other theories may be also be useful in assessing quality of life for international higher education students.
Completed Research – Human Resources
THE IMPACT OF PERSONALITY DIMENSIONS ON MANAGERS’ SENSE OF SELF-EFFICACY WITHIN A MANAGERIAL ROLE

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Introduction
Personality refers to behavioral patterns that are consistently repeated (Lawrence, 1993). Even though, individual personality characteristics are expected to be different, common behavioral patterns can be identified (Keirsey, 1998). While personality mostly describes the behavior and intentions, self-efficacy also reveals clues about the perception and future actions (Bandura, 1982).

Self-efficacy is defined as one’s realistic appraisal of own capabilities (Srikanth, 2012). Bandura’s social cognitive theory of behavioral change conceptualizes self-efficacy as a behavior that can be initiated in order to produce outcomes. The concept of self-efficacy emphasizes the behavioral change through the interaction between personal, environmental and behavioral factors (Bandura, 1977a, 1982, 2006).

Methods
In this study, data were collected during employer-sponsored leadership training programs delivered between 2012-2015. Specifically, participants completed two instruments at the beginning of their respective programs and prior to receiving any specific training regarding the factors and scales discussed herein. Leading Dimensions Profile (LDP) and a self-rated self-efficacy survey.

LDP is a psychometric inventory designed for managerial selection and development that leverages 95 items to derive two primary factors and six facet scales. The two primary factors, Achievement Drive and Relational Drive, were used in reporting one of four overall managerial styles: Counselor, Coach, Driver, or Advisor. The self-efficacy survey derived from a combination of LDP dimensions consisting 20 items, self-rated, in Likert-scale format (where 5=high self-efficacy and 1=low self-efficacy), participants indicated their relative self-efficacy for a variety of managerial functions, such as: maintaining group cohesion, enforcing rules and aligning resources with needs. The self-ratings were combined to derive a single, overall self-efficacy score.

Results/Discussion/Implication
The findings of this study suggested that a link might exist between specific dimensions of managers’ personality and their self-efficacy. This is supported by the findings that lower and higher rated self-efficacy managers differed based on both primary and facet psychometric measures.

Overall, lower and higher self-efficacy groups differed significantly in their personality dimensions with the exception of one facet scale, Affiliation (a measure of the manager’s desire to collaborate with others in common activities). This might be due to the fact that self-efficacy might not be impacted from the level of independency and socialization. Furthermore, the correlation statistics supported the results of the ANOVA, since there was a positive correlation between self-efficacy and each personality measure.

The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Temple University
Introduction
This study develops and tests a motivation–reciprocity–organizational commitment–organizational citizenship behavior (OCB) model using data collected from the South Korean hospitality industry. Although hospitality organizations have long relied on employees’ OCBs as a critical success factor (Chiang & Hsieh, 2012; Ravichandran et al., 2007), research discussing the motivational dimensions for OCBs in the hospitality industry has been limited (Yen & Teng, 2013). The hospitality industry represents a large percent of the business sector across the world, and hospitality employees’ service quality plays an important role in terms of determining the perception of hospitality companies’ overall quality.

This study believes that cultural context influences how work relationships develop and affect the motivation–reciprocity–organizational commitment–OCBs mechanism that is well documented in western country workers. Considering the importance of the reciprocity and organizational commitment milieu in East Asia, this study proposes and tests relationships that are key characteristics of East Asian work cultures.

Methods
All constructs were measured with multiple item measures developed and tested in previous studies (employee intrinsic motivation from Hon & Leung, 2011; reciprocity from Johnson & Sohi, 2001; organizational commitment from Allen & Meyer, 1990; OCBs from Williams & Shiaw, 1990). The data was collected using a cross-sectional survey of employees who work at hospitality firms located in Seoul and Gyeonggi-do, South Korea between October and November 2014. After meeting with the top management team and some senior managers in each hospitality organization, the authors distributed the questionnaire to team members in order to measure their personal motives and perceptions of reciprocity, organizational commitment, and OCBs in their work setting. A total of 455 questionnaires were collected: 23 were not usable due to missing information. Across the 432 usable surveys, 208 were employees of coffee shops, 133 employees of restaurants, and 91 were employees of hotel F&B departments.

Results/Discussion/Implication
Need for achievement, need for power, and need for affiliation positively influenced reciprocity. Reciprocity had positive influences on continuous commitment, affective commitment, and normative commitment. Continuous commitment had negative influences on civic virtue and conscientiousness. Affective commitment had positive influences on consideration, civic virtue, and sportsmanship. Normative commitment had positive influences on consideration, civic virtue, and conscientiousness. This study found that employees’ motivation has a significant impact on the quality of reciprocal relationships in the workplace, supporting previous studies that show that motivation and reciprocity seem to be related in all cultures. Also, this study reveals that reciprocity in relational terms produces expected benefits.
PYGMALION LEADERSHIP AND JOB PERFORMANCE IN THE HOTEL EMPLOYEES: THE MEDIATING ROLES OF TRUST AND ENGAGEMENT

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Introduction
Pygmalion leadership is now recognized as a positive approach to organizational leadership that can help meet today’s challenges (Collins et al., 2009; Eden et al., 2000; Eden & Sulimany, 2002; Whiteley et al., 2012). To date, theory building is in the process of formulating the underlying mechanisms of Pygmalion leadership (e.g., see Karakowsky et al., 2012; also see White & Locke, 2000). Recently, empirical studies have also been conducted to uncover some of the dynamics involved in the Pygmalion leadership process (e.g., Bezuijen et al., 2009; Karakowsky et al., 2012). In general, those studies support that Pygmalion leadership can motivate and influence follower effectiveness. However, better understanding of the followers’ psychological factors that may mediate between Pygmalion leadership and follower performance is needed. Therefore, this study suggests that Pygmalion leadership (i.e., climate, output, input, and feedback) develops and influences their followers by invigorating them with positive psychological states (i.e., trust and engagement), which are conducive to their task performance (Brower et al., 2009).

Methods
All constructs were measured with multiple items developed and tested in previous studies (Pygmalion leadership from Oh & Suh, 2001; trust in leader from Podsakoff et al., 1990; trust in organization from Crosby et al., 1990; job engagement from Schaufeli et al., 2002; task performance from Brown et al., 2002). Each item was measured on a 7-point Likert-type scale anchored by ‘strongly disagree’ and ‘strongly agree.’ The data was collected using cross-sectional survey on employees who work at hotels located in Seoul, South Korea. Copies of the questionnaire along with a cover letter were delivered to the human resources manager or the general manager of the selected hotels after they agreed to participate in the study. Hotel managers distributed the questionnaires to their fulltime employees working at the hotels. A total of 300 questionnaires were distributed and 265 employees completed the survey, yielding a response rate of 93.5%. Of the 215 returned responses, 22 responses were not usable due to missing information. Thus, a total of 243 responses were used for analysis.

Results/Discussion/Implication
Climate and feedback had a positive influence on leader trust. However, output and input did not have a significant influence on leader trust. Output and feedback had a positive influence on organizational trust. Meanwhile, climate and input did not have a significant influence on organizational trust. Leader trust had positive influences on organizational trust and job engagement. Organizational trust had significant influences on job engagement and task performance. Job engagement had a positive influence on task performance. Seeking to enhance understanding of Pygmalion leadership, this study examined how Pygmalion leadership, leader trust, organizational trust, and job engagement combine to predict task performance.

The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Temple University
CUSTOMER MISTREATMENT AND SERVICE SABOTAGE: ASSESSING THE MEDIATING ROLE OF JOB STRESS AND THE MODERATING ROLE OF EMOTIONAL INTELLIGENCE

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Introduction
Service sabotage (SS) occurs when an employee’s deliberate actions negatively impact customers, co-workers, or the organization (Harris & Ogbonna, 2006). Frontline employees who engage in service sabotage are often victims of customer mistreatment (CM) because they want to "get back" based on the conservation of resources theory (Hobfoll, 1989, 2001).

Customer mistreatment (CM) is a major source of employees’ job stress (JS) (Grandey, Dickter, & Sin, 2004), and JS is a primary motive for service sabotage (Harris & Ogbonna, 2012). Further, employees’ emotional intelligence (EI) mitigates the relationship between their emotional dissonance and intention to sabotage service (Lee & Ok, 2014), and EI training was found to be effective to improve employees’ well-being (Slaski & Cartwright, 2003). Taken together, exploring job stress’ mediating effect and EI’s moderating effect on the CM–SS relationship may help us identify plausible solutions and advance understanding toward SS behaviors. Therefore, the purpose of this study was to examine the process of CM leading to SS behaviors with JS as a mediator and EI as a moderator.

Methods
Two hundred frontline employees at full-service restaurants in the U.S. were recruited from an online panel (Qualtrics). The sample size was determined by power analysis (Cohen, 1988). The survey instrument was developed based on preexisting measurements (Gill, Flaschner, & Shachar, 2006; Harris & Ogbonna, 2006; Shao & Skarlicki, 2014; Wong & Law, 2002). To ensure data quality, a manipulation check question was used, and responses that were completed in less than one third of median time for pilot-test completion were excluded.

Confirmatory factor analysis (CFA) was performed to evaluate model fit, and hierarchical multiple regression following four-step analysis (Baron & Kenny, 1986) and Sobel’s (1982) test were employed to test mediating effect. We also used Aiken and West’s (1991) multiple regression procedures and simple slope analysis to test moderating effect.

Results/Discussion/Implication
Of 501 qualified individuals who met inclusion criteria, 210 provided usable data. CFA revealed a four-factor model that explained acceptable relationships among constructs. There was a significant association between CM and SS (β=.45, p<.001). Moreover, JS mediated the CM–SS relationship (z=3.25, p<0.01), and EI moderated the JS–SS relationship for employees who possessed lower levels of EI (effect size=.30, p=.003).

Our findings are consistent with previous studies (Lee & Ok, 2014; Skarlicki et al., 2008; Wang, Liao, Zhan, & Shi, 2011) but present uniqueness for restaurant SS behaviors with CM, JS and EI considered simultaneously. Restaurateurs may manage SS by controlling and intervening CM early and reducing employees’ JS. Human resource managers and hospitality management educators may provide training programs to improve EI in order to reduce the likelihood of SS.
A QUALITATIVE EXPLORATION OF DAY SPA THERAPISTS’ MOTIVATIONS AND
JOB SATISFACTION IN THAILAND

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Introduction
The spa industry in Thailand has been on the rise since the 1990s as it was ranked second in
world behind Australia for spa destinations in 2009 (Hirankitti et al., 2009). As such, it is
important for spa businesses to remain competitive not only by gaining customers, but also by
retaining and supporting employees.

A need has arisen within the spa industry to evaluate the experience of spa therapists working
in day spas, specifically in Thailand. Therefore, the goal of this research is to explore attitudes
and levels of job satisfaction among Thai spa therapists working at day spas.

Literature Review
Khamanarong et al. (2009) categorized the spa business as a service industry which aims to
generate profit. Therefore, it is necessary to improve the business to satisfy target markets. It is
not only the customers, but the employees as well who drive businesses to become successful.

Day spas provide products and services such as facial treatment, body massages/scrubs, and
skin care (Langviniene & Sekliuckiene, 2009).

Nadiri and Tanova (2010) explain that employees who are satisfied with their jobs are more
likely to produce quality work which is more likely to satisfy customers who may then mention
the service in a positive light to others. Employees’ job satisfaction may be the result of several
variables such as “trust” in a company, “rewards”, and a challenging nature.

Methods
A qualitative research design was used to explore Thai spa therapists’ job motivations and
satisfaction. For this study, in-depth interviews were used as a primary qualitative method.

Ten therapists were interviewed for this study including seven females and three males.
Initial subjects were recruited based on prior acquaintance. Further participants were recruited
based on references from interviewed participants.

Results/Discussion/Implication
The results of this study were divided into four themes related to Strong Open Relationships in
the Workplace, Deeply Rewarding Career beyond Financial Benefits, Involvement in Day
Spa Development Process, and Job Perception Conflict.

The researchers found that all of the therapists tend to continue working at their current day
spas because they are satisfied working with their employers and colleagues. Taking part in
making decisions allows the spa therapists to be involved in their working environment which
added to their satisfaction with their jobs.

Even though some therapists assume that other people may not appreciate their job, they do
not mind and still enjoy working as a spa therapist because they think this job helps solve
people’s physical problems.
THE CONSEQUENCES OF EXPERIENCED CUSTOMER INCIVILITY IN THE HOSPITALITY INDUSTRY

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Introduction
Negative social interactions with customers are extremely stressful for service employees (Sliter, Sliter, Jex, 2012). So far, the majority of workplace incivility research has investigated intra-organizational sources, such as supervisors or coworkers (Cortina & Magley, 2009), overlooking extra-organizational sources of workplace incivility, such as customers (Grandey, Dickter, & Sin, 2004). Research has found that customer mistreatment not only impacts employee behavior and attitude, but also affects employee wellbeing by increasing demand and emotional exhaustion. The Job Demand-Resources model (JD-R) proposes that excessive job demands can cause a strain on employees, which in turn triggers negative job performance (Demerouti, Bakker, Nachreiner, & Schaufeli, 2001). Thus, the purpose of the study is to test the psychological mechanisms underlying employee incivility toward customers and coworkers affected by customer incivility based on the JD-R model.

Methods
The target population of the study is front-line employees who are currently working in the full-service restaurant segment in the United States and have an account at Amazon Mechanical Turk. Convenience sampling was used and an online survey was conducted. A total of 360 responses were collected. After excluding 26 responses from ineligible respondents and 32 responses from unengaged persons, a total of 302 responses were used for further data analysis.

Results/Discussion/Implication
A confirmatory factor analysis and structural equation modeling were conducted to test the measurement and to assess the validity of the model and hypotheses. All hypotheses were supported including the mediating effect of job demand on the relationship between experienced customer incivility and burnout. The results extends the workplace incivility literature in three ways. First, it provides the significantly positive effect of employees’ experienced customer incivility on burnout and job demand. Second, it presents the significant mediating effect of job demand on the relationship between employees’ experienced customer incivility and burnout. Third, it suggests the significantly positive impact of burnout on employee incivility toward customers and coworkers.

As theoretical contributions, the study extends incivility research by suggesting the negative effect of an extra-organizational source of incivility on intra-organizational incivility at work as supported by the affective events theory. Also, it extends the JD-R model by suggesting the mediating effect of job demand on the relationship between job stressors and burnout. In terms of practical implications, employees need to provide high-quality products and customer service in the first place in order to prevent customer incivility towards employees. At the same time, managers should consider strategies to help employees deal with customer incivility and the associated resource loss, which triggers job demand and burnout.
**DIVERSITY MANAGEMENT PRACTICES OF THE TOP 5 HOSPITALITY AND TOURISM COMPANIES**

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**Introduction**
In all industries, but particularly in the hospitality industry, which is founded on hospitable service from a diverse staff to diverse guests, valuing all of the components of an individual is crucial to an organization’s success (Kapoor, 2011). Researchers have continued to explicitly state the importance of diversity management in the hospitality industry. However, there is a lack of a comprehensive analysis of various practices adopted by hospitality companies that are considered to be leaders in diversity and inclusion. The purpose of this study is to identify specific successful diversity and inclusion strategies through a content analysis of hospitality companies’ websites.

**Methods**
The content analysis technique was used for this exploratory study. Content analysis is described as a technique for gathering and analyzing the content of text where the content refers to words, meanings, pictures, symbols, ideas, themes, or any message that can be communicated (Neuman & Kreuger, 2003, p. 219). The companies that were studied for this research were chosen from The 2015 DiversityInc Top 50 Companies for Diversity list. This is an innovative ranking system based entirely on empirical data and was, thus, chosen for this study. There are 5 companies from the hospitality and tourism sector included in the recent most Top 50 list for 2015: Sodexo (rank 5), Marriott International (rank 13), Wyndham Worldwide (rank 29), The Wald Disney Company (rank 34), and Hilton Worldwide (rank 47).

A content analysis was performed based on the information provided on each companies’ website. Madera (2013) performed a content analysis of fourteen corporations from an older version of DiversityInc’s Top 50 list and found seven major themes reflecting diversity management programs applied by these corporations. However, new developments in the legal status of LGBT groups, as well as the availability of an updated list from DiversityInc has brought the need to conduct further research on this topic.

**Findings and Discussion**
The categories identified by Madera (2013) include: corporate diversity council, diversity training programs, supplier diversity, employee networking and mentoring, cultural awareness, support for women, and lesbian, gay, bisexual, and transgender network (LGBT) programs and same-sex benefits. Since diversity can be identified by primary dimensions (clearly visible) and secondary dimensions (not clearly visible) and diversity management should include both aspects, an additional category related to veterans employed by these companies was also explored.

The diversity management practices highlighted in the study have resulted in these companies being ranked as the top performers in diversity management in the hospitality and tourism sector. One major contribution of this study is to add two categories to the model (i.e., intergenerational programs and veteran benefits) as a result of the growing definition of diversity. Other hospitality and tourism enterprises can adopt some of the highlighted practices to evolve a more holistic diversity management program for their employees.
IMPACTS OF FACEBOOK CAREER SITE ON HOTEL JOB SEEKERS’ ATTITUDE

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Introduction
Since social media have grown into a popular tool for the hotel industry to use in hunting for and hiring potential employees, hotels aim to expand their business and recruitment through Facebook. Although recent research efforts have focused on social media recruitment, the majority of previous recruitment literature has focused on exploring the relationship between recruitment website characteristics and future employment intentions. Therefore, the purpose of this study was to examine impacts of social media characteristics on job seekers’ attitudes and images toward hotels’ Facebook career sites and intention to apply.

Methods
This study tested assumptions using a pretest/posttest design. The subject population for this study was college students taking classes in the hospitality management program. Participants were randomly assigned to one of five hotels’ Facebook career site: Hilton, Hyatt, InterContinental Hotels Group (IHG), Marriott, and Starwood. A descriptive analysis of the collected online questionnaires was carried out using the responses from the participants. Reliability analysis was employed to test the scale reliability. Analysis of variance (ANOVA) and simple t-tests were used to test the hypotheses.

Results/Discussion/Implication
The findings indicated that three social media characteristics, vividness, interactivity, and utility, had positive relationships with attitude toward Facebook career site, corporate image, and intention to apply. Results showed that Marriott’s Facebook career site received the highest assessment on social media characteristics, which led to a more positive attitude, image, and higher intent to apply for Marriott. On the other hand, Starwood’s Facebook career site was least vivid and lower in both interactivity and utility. Therefore, Starwood’s Facebook career site obtained the most negative attitude, image, and job-pursuit intention from the respondents.
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON HOTEL EMPLOYEES' WORK ENGAGEMENT

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Introduction
Corporate social responsibility (CSR) has received growing attention in the past decade by both researcher and practitioners. It has been widely adopted that CSR activities encompasses environmental efforts, and other initiatives concerning consumers, community and employees (Carroll, 1999; Clarkson, 1995; Park & Levy, 2013; Wood, 1991), which have a positive impact on firms, customers and employees. However, prior hospitality research has mainly studied CSR from the firm's and customer's perspectives, and limited attention has been received from employees' perspectives. In view of this research gap and the significance of employees' work psychological variables, this study aims to investigate the effects and mechanism of companies’ CSR practices towards employees on employees' work engagement and to examine the mediating role of organizational identification in between them in the context of China's hotel industry.

Methods
This study adopted a mixed method. In the initial stage of the study, an in-depth interview with three hotel managers and two hospitality scholars was conducted about the effects of CSR on employees. Based on the literatures and the interview results, the research conceptual model was built up to investigate the direct and indirect impact of CSR practices towards employees on employees' work engagement. The measurement items used in this study were from previous researches (Miller et al., 2000; Schaufeli, Salanova & Bakker’s, 2002; Zheng, 2007). A 7-point Liker-type scale (1=strongly disagree to 7=strongly agree) was used for all measures. A questionnaire survey was conducted and a total of 300 questionnaires was distributed to employees at four five-star hotels in Hunan Province, China. A convenience sampling was used and a total of 260 usable questionnaires was received, representing a response rate of 86.7%.

Results/Discussion/Implication
The values of Cronbach's alpha for each construct exceeded 0.7, which indicated a good internal reliability (Hair et al., 2006). A Confirmatory Factor Analysis (CFA) was used to test the validity of measurement model and model fit. The results met the minimum requirements. Following Baron & Kenny (1986), a four-step regression analysis was used to test the mediation role of organizational identification between companies’ CSR practices towards employees and employees' work engagement. The results showed that employees’ organizational identification partially mediated the relationship between them. The Sobel’s (1982) test confirmed that the indirect effect (z=6.195, p < 0.01) was significant, thus confirming the mediating role of organizational identification.

The findings in this study indicated that CSR will directly influence employees' work engagement and indirectly influence it through employees' organizational identification. These results enrich the existing CSR literature and offer managerial implications for hospitality practitioners to make more efforts to undertake the social responsibility for employees to raise the level of employee organizational identification and work engagement, so as to improve the hotel performance and profitability.

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SOCIAL MEDIA USE AMONG INDIVIDUALS WITH FOOD ALLERGIES: ACTIVITIES, MOTIVES, AND BARRIERS

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Introduction

Social media sites have become more and more popular, due to the development of information technology. There was increased evidence showing that social media use among patients was also growing (Antheunis et al., 2013). As one of the most common diseases in the US, food allergy influences patients’ daily lives tremendously. Thus, food allergy social media sites play an important role in improving food allergy individuals’ quality of life by providing them a platform to share and learn food allergy information.

Methods

The researchers designed the questionnaire based on literature review and multiple focus groups study with 50 individuals with food allergies. A pre-test was conducted among a group of 30 respondents to check the readability and clarity of the survey. An online survey was conducted among 318 food allergy patients in the U.S. For users of social media, questions such as frequency of visiting social media sites, common food allergy social media sites, activities performed on social media, as well as motives of using food allergy social media sites were asked. Furthermore, non-users were asked about the barriers they perceived with respect to the use of social media for food allergy.

Results/Discussion/ Implication

Among the 318 participants, almost 63\% of them were female (n=200). The participants ranged from 19 to 83 years of age. Sixty-six percent of the participants were Non-Hispanic White and the majority of the participants (n=109; 34.3\%) have some college level education. Of 318 participants, 171 individuals (53.8\%) had used social media in the past three months. The most popular social media site used by social media users was Food Allergy Research and Education (FARE) (45.61\%), followed by Allergic Living (36.84\%) and Allergy Eats (36.36\%). The top three main activities performed on social media sites were searching for updated information about food allergies (59.06\%), asking questions (45.03\%) and finding information about allergy-friendly restaurants (43.86\%), which is quite similar to the findings of previous research “increasing my knowledge on my disease” (Antheunis et al., 2013). The results indicated that main reasons of social media used were to hear somebody else’s experience (M=3.87, SD=1.00), seek opinions and advices from others (M=3.84, SD=0.96), and share and exchange knowledge (M=3.83, SD=0.95), which were partially in accordance with previous findings that “sharing experience on the treatment of disease” and “expressing emotions on disease or health” (Antheunis et al., 2013). Perceived barriers of social media use among the 147 non-users were related to privacy issues (M=2.32, SD=1.25), reliability of the information (M=2.30, SD=1.22), and efficiency of information sharing (M=2.89, SD=1.18), which also echoed with Antheunis et al.’s (2013) study with privacy concern as the top one barrier for social media use.

The current study contributes to the scarce body of academic literature on the topic of food allergy social media usage and serves as a baseline for future studies. Meanwhile, the restaurant industry can also utilize this information to better understand social media use behaviours among food allergy consumers and how to develop their own social media sites to meet the expectations of clients with food allergies.
MAPPING THE COMPETITIVE HOTEL MARKET WITH ONLINE REVIEWS: THE CASE OF MANHATTAN

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Introduction
Traditionally, one method to understand consumer perceptions is perceptual mapping, which has been recognized as a valuable tool in hospitality and tourism studies (Aaker, 1996). One application of perceptual mapping is to better distinguish competitive markets. Competitive market in this study refers to a “set of products judged to be substitutes (by consumers), within those usage situations in which similar patterns of benefits are sought…” (Day, Shocker & Srivastava, 1979).

The growth of consumer-generated content on the Internet allows managers to understand the competitive market in a dynamic, real-time fashion. For example, a hotel manager can learn about how their property compares to others as reflected in their actual experiences shared through online reviews, which may go beyond service level, price, and amenities. As such, we propose the following research question: Can we use online reviews to compare hotel properties within the same market?

Methods
This study was conducted in three steps: 1) data collection 2) understanding the dimensions of hotel customer experience within the same market and 3) classification of hotels based on these dimensions. The total set of online reviews from 59 Manhattan hotels featured on TripAdvisor.com were collected, representing three, four and five star properties. The reviews were processed using a text mining approach: cleaning the data, identifying a dictionary of terms relevant to the hotel domain, and analysis of this dictionary to understand the underlying structure of the data set. Once the dictionary was created, principal components analysis (PCA) reduced the dimensionality and enabled interpretation. Finally, factor scores for each property were classified using hierarchical clustering to suggest similarities in properties.

Results/Discussion/Implication
The factors found through PCA represented the semantic space in the collected online reviews. The dominant factor, Service, contained many concepts related to the core product offered by hotels. The remaining factors were either comprised of seemingly related terms, or a dichotomy of concepts suggesting that the mention of a positive loaded term blocks the mention of a negative loaded term and vice versa (Xiang et al. 2015). Hierarchical clustering revealed properties grouped based on the semantic space, suggesting that members of a cluster offer a similar perceived experience to guests.

The results suggest that this approach used in this study may contribute to how managers identify competitors within a market. The use of consumer perceptions go beyond normal product type considerations of service level, price and location (Kim & Canina, 2010). These findings may influence decision makers to consider other properties based on consumer experiences. Further, this study may be considered as a platform from which to increase the understanding of how analytics of online reviews can serve hospitality professionals in a strategic role.
CONSUMER RESPONSES TO SERVICE FAILURES CAUSED BY DIFFERENT TYPES OF SST MACHINES – THE MODERATING ROLE OF SST SELF-EFFICACY

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Introduction
Today, the wide adaption of self-service technology (SST) has reshaped how services are delivered and how hospitality firms interact with consumers. Recently, firms have added human-like features to SST machines to enhance customer experiences. Yet, there is scant research on how consumers react to such anthropomorphized machines. Building on the consumer participation theory and anthropomorphism literature, this study examines the moderating impact of consumers’ SST self-efficacy on their responses to SST failures (i.e., intent to switch service providers and to spread negative WOM) depending on the degree of anthropomorphism associated with the machine. Furthermore, we investigate the underlying mechanism that induces consumers’ responses and examine the mediating role of perceived service failure severity.

Methods
This empirical study employed a between-subjects quasi-experimental design in which machine voices (anthropomorphic vs. robotic) were manipulated, while the participants’ SST self-efficacy was measured. The video-based scenario reflected a service failure with the hotel’s self-check-in machine in different types of voices (anthropomorphic vs. robotic). ANOVA and PROCESS analysis were employed to test the hypotheses.

Results/Discussion/Implication
Results show that, for consumers with high SST self-efficacy, anthropomorphic (vs. robotic) voice led to lower levels of perceived failure severity, switching intention and negative word-of-mouth intention. Conversely, for consumers with low SST self-efficacy, anthropomorphic (vs. robotic) voice resulted in higher levels of perceived severity, thus leading to higher levels of switching and negative word-of-mouth intention.

Extending the existing consumer participation research to a newly developing realm of SST anthropomorphism, this study sheds light on an “old” topic (i.e., consumer self-efficacy) and “new” topic (i.e., SST anthropomorphism). The current study contributes to the consumer participation and SST literature by highlighting the nonlinear moderating effect of SST self-efficacy. Faced with an identical SST failure, consumers with high and low self-efficacy show divergent severity perceptions and behavioural patterns due to machine’s anthropomorphic feature. As consumers of high (vs. low) SST self-efficacy perceive anthropomorphized machines differently, service firms may want to design their SSTs according to their target clientele’s self-efficacy level. For example, it might be effective to add human-like features to SST machines designed for frequent travellers who usually have high SST self-efficacy, as they are accustomed to using SSTs or for professionals who are familiar with technology. On the other hand, service firms targeting at low SST self-efficacy consumers (e.g., seniors, people with less travel or technology experiences) may keep the SST machine as simple as possible to encourage initial SST usage and to attenuate any negative effects when failures happen.
A ROOM WITH THREE VIEWS: ANALYZING THE DISCREPANCIES IN THREE TYPES OF ONLINE TRAVEL REVIEW WEBSITES

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Introduction
Electronic Word of Mouth (eWOM) has become influential in hotel bookings, now even more influential than hotel brand or price (Ogut & Tas, 2012). As e-WOM thrives, this study investigates if star ratings for the same hotel are likely to be significantly different among the three types of review websites—hotel’s website, online travel agent site (OTA’s), and third party review site. If so, potential guests may get a skewed view of the hotel, and these differences may lead guests to book elsewhere (Mayzlin, Dover, & Chevalier, 2014). In addition, guests may book the hotel and arrive with expectations of inconsistent service that lead them to reject service recovery efforts by the hotel team if service failures do occur (Chen & Huang, 2013). Conversely, guests may only review one site, be unduly influence by the reviews on that site, and choose a hotel that is not truly suited for them (Serra Cantallops & Salvi, 2014).

Objectives of this study are twofold: (1) to examine if the ratings of a same hotel will be significantly different across hotel website, third party travel website, and online travel agency website; and (2) to investigate if hotel guests write reviews on different sites because of different psychological motivations.

Methods
To examine the first hypothesis, a total of 1,800 reviews from 40 hotels in 20 cities were gathered and analyzed. All hotels in the study were from a full service and a select service brand from the same company to prevent bias between brands and control for differences in policies and procedures. The hotels were from a cross section of the United States to provide geographic diversity and to represent cities were both brands were present. The reviews were then examined using ANOVA Single Factor Analysis.

To examine the second hypothesis, four versions of an online survey was posted on Amazon Mechanical Turk until 400 responses (100 for each survey) were gathered. The responses were analyzed using principal component analysis, first when they were sorted by website selection and then when they were sorted by scenario to determine if the level of customer satisfaction during the hotel stay influenced the psychological motivations to write a review.

Results/Discussion/Implications
For the first hypothesis, an ANOVA analysis demonstrated that there is a significant difference between each set of websites with the third party site having the lowest star rating. Therefore, the star ratings on the third party review site are significantly lower than the other sites. The results of the analysis on the survey will identify which motivations best explain the preference by website.
FACTORS INFLUENCING THE POPULARITY OF BRANDED CONTENT OF INTEGRATED RESORT IN SOCIAL MEDIA

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Introduction
Investigating the popularity of branded content on social networking sites has increasingly attracted attention from scholars and practitioners around the world (De Vries et al., 2012; Lipsman et al., 2012). The popularity of branded content is important since it is the instrument that stimulates interaction and influences the size of target audience reach (De Vries et al., 2012; Sabate et al., 2014). Although branded content popularity has been studied in various fields, it is imperative to identify the factors driving the popularity of branded content in the integrated resort business due to special characteristics of customers and industry (Sabate et al., 2014; Virginia Phelan et al., 2013).

The goal of this study is to identify the factors influencing the popularity of branded content in the social media marketing of integrated resorts. The findings enable the integrated resorts and related businesses to better understand their customers, engage with their fan page followers, and consequently increase brand awareness, attract new followers, and develop long-term customer relationships.

Methods
This study adopts a quantitative design. Hypotheses are developed based on the models of prior studies (De Vries et al., 2012; Sabate et al., 2014) as well as the literature in the fields of gaming and integrated resorts industries. Data is collected from a total of 600 brand posts published between September 2014 and September 2015 from the Facebook brand pages of six integrated resorts in Macau which have devoted considerable efforts in maintaining their fan pages with a significant number of followers.

Results/Discussion/Implication
The results of ANOVA analysis show significant differences between the effects of different strategies deployed by the six integrated resorts in Macau. Statistical significant differences are found on all performance measurements (i.e. number of likes, comments, and shares) among the brand posts of the six studied integrated resorts, indicating that the strategies are fairly different and produce significantly different level of effectiveness. Whereas the usage of image, video, link, or tag does not have a significant impact on the number of likes, such result contradict with previous findings and implies that behavioral pattern of brands fans of integrated resorts may be different from brand fans of other businesses. Statistical significances occur among the number of like and promotional brand posts; the number of shares and branding, innovative, accommodation, and promotional brand post; and the number of comments and shopping, promotional, and celebrity brand posts. These results appear to be meaningful outcomes which worth to be further explored and analyzed.

Given the potential of this study, the data will be analyzed again in phrase two of this project to scrutinize the various components of branded contents. Poisson regression will be used to test the relationships among independent variables using all explanatory variables (i.e. influencing factors) to estimate the outcome.
ASSESSING TOURISM KNOWLEDGE DISTRIBUTION VIA TEXT MINING TECHNIQUES: A CASE STUDY

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Introduction
Citation number is a popular indicator for measuring the value of a research paper (McKercher, 2008). However, simply counting citations is not adequate when evaluating the contribution of an academic article (Law, Ye, Chen, & Leung, 2009). Although numerous tourism studies (e.g. Hall, 2011; Law & Chon, 2007; Ryan, 2005) have been conducted on assessing research performance using citation analyses, there is still a lack of studies focusing on the key knowledge points contributed by a paper and in what research areas these knowledge points draw attention. This paper attempts to propose a new method to measure the knowledge impact of an article, using Butler (1980)’s paper “The concept of a tourism area life cycle of evolution: Implications for management resources” as a case (hereafter referred to as Butler (1980)). In particular, the method helps answer three questions: 1) What are the main focuses of a paper’s knowledge contribution? 2) Which research fields are these knowledge points mainly applied to or discussed in? 3) What are the citation patterns?

Methods
The study subject is a set of 259 articles citing Butler (1980) from five top-tier tourism journals. These articles are identified through the "cited by" function of Google Scholar and collected online in March, 2014. These articles’ keywords and all the sentences citing Butler (1980), termed “citation texts”, are extracted for text analysis. The text mining analysis in R (Feinerer, 2014; Hahsler, n/d; Meyer, Hornik, & Feinerer, 2008) is used to: 1) identify frequently-used terms in the citation texts and keywords, respectively; 2) reveal associations among these terms respectively from citation texts and keywords; and 3) cluster articles respectively based on citation texts and keywords. Finally, the authors described the Lorenz Curve (Kakwani, 1977) and compared the concentration degree of the article distribution in the clustering based on citation texts to that based on keywords.

Results/Discussion/Implication
This study applies text mining analysis to offer insights into the knowledge impacts of a classic tourism paper. The main contribution of this study is that the authors propose a way to identify the key knowledge points a tourism study contributes to other related studies, and in which research fields the contributed knowledge is applied or discussed most. Findings show that the “destination/ tourist area life cycle model” and the description of “development stages” are the main knowledge points contributed by Butler (1980). They are found to be widely applied or discussed in research on “destination development,” “sustainable tourism,” “community,” “resident attitude,” and “tourism impacts.” Most of the articles citing Butler (1980) use similar terms in citation texts and have similar keywords for the papers. However, these articles’ citation texts demonstrate a higher degree of diversity than the keywords.
DON’T BE UNFAIR TO ME: Guests’ Attitudes Toward the Hotel Management’s Negative Response on Social Media

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Introduction
With guests’ increasing usage of social media, it is much more difficult to manage guests’ complaints. To recover service failures, hotel management should react to guests’ complaints as soon as possible because the management’s recovery effort could affect future guests’ impression and behavior (Davidow, 2000; Hart, Heskett, & Sasser, 1990). Responding to guests’ complaints shows the hotel’s recovery effort, and it may increase the hotel’s room-booking rate (Lee & Blum, 2015; TripAdvisor, 2014). However, some hotel management responds to guest complaints emotionally on travel websites such as TripAdvisor (Lee & Blum, 2015). Therefore, this study aims to probe how guests perceive the responses of hotel management on social media.

Using a 2 x 2 factorial experiment, this study aims to explore the effect of service failure types (tangible versus intangible service failures) and hotel managers’ response types (emotional versus respectful) on consumers’ responses.

Methods
An experimental design research was conducted. We created the scenarios for service failure types and management response types based on a previous study (Lee & Blum, 2015) that analyzed real hotel reviews and management responses posted on the TripAdvisor website for a natural experimental setting.

The participants who reviewed a hotel room on a third-party website within the past year were recruited from a southwestern university in the United States. Data were collected via a self-administered questionnaire through Qualtrics between April 28 and May 9, 2015. They were analyzed using a one-way analysis of variance (ANOVA) and multiple regression.

Results/Discussion/Implication
The research results showed the importance of the guest reviews and how guests responded to hotel management using different types of responses on social media. Different types of responses by management influenced the consumers’ attitudes on social media. Management’s negative emotional response to a guest’s complaint had a significant effect on the guest’s negative emotion and perceived justice, which in turn influenced the guest’s satisfaction toward the hotel.

An inappropriate management response can increase a guest’s negative emotion. Moreover, the guest can easily feel that he or she is being treated unfairly when management emotionally responds to a guest’s complaints. A potential guest’s attitude toward a hotel can be influenced by other guests’ opinions and from the management responses. Even though future hotel guests may not have negative experiences, they may hesitate to book a hotel room after reading an emotional management response to guest reviews. Therefore, management should pay more attention to online service failures and recoveries. Hotel management should also provide guest-oriented responses that address specific issues with apologies.
HOW TO NAVIGATE THE EVER-EVOLVING GUEST ROOM TECHNOLOGY SPACE: AN EXPLORATORY STUDY

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Introduction
Given the benefits of technology today, most hotel decision makers (e.g., hotel executives) have begun to allocate more of their budget on technology, especially on guest room and related technologies (Erdem, 2014).

The purpose of this study is to contribute to the limited body of research literature on GT, and to help the GT selection and upgrade process by hotel executives. To achieve these goals, this study attempted to 1) offer an up-to-date list of hotel guestroom technology amenities, 2) measure the hotel customers’ perceived importance level of the amenities and the impact of GT on hotel selection, and 3) test the relationship between each amenity or amenity group and hotel customers’ willingness to pay extra for those GT amenities.

Methods
The non-probability technique of snowball sampling was conducted as a part of a class exercise where 120 students enrolled in a U.S. hospitality program were asked to complete the online survey, and then forward the survey link to 10 friends. The study was conducted in spring and summer of 2015. A total of 541 completed responses was received.

The survey questionnaire includes three sets of questions: a) importance of GT, b) potential influence of GT on the booking decision and willingness to pay, and c) demographic questions. GT amenities were identified after a thorough research of related literature. A list of 37 items were compiled and then the list was reviewed and approved by two seasoned hotel CIO’s who are readily involved in GT implementation in their respective properties.

Results/Discussion/Implication
Series of factor analyses were performed. The obtained model explained 58% of the variance in the GTs construct. The extracted factors were named as (1) Work Support Tech, (2) Gadget Support Tech, (3) Arrival Departure Convenience Tech, and (4) Other Convenience Tech.

To test the impact of GTs on hotel choice behavior and willingness to pay extra behavior, two multiple regression analyses were performed using the independent scores from the factor analysis above. As a result from the first regression, Gadget Support Tech factor has the highest importance in explaining impact of GTs on hotel choice behavior. For willingness to pay extra behavior, which measured by the second regression analysis, significant correlations were obtained for all the independent variables except Other Convenience Tech factor.

From the results of the factor analysis, hotel executives may use these four factors to make better marketing plans by customizing the marketing message where promoting GT amenities is relevant. Given the results of the predictive model, hotel executives can make more effective decisions when selecting or upgrading various GT amenities and projects.
THE EXPLORATION OF THE FACTORS MOTIVATING THE PROVIDERS OF TOURISM-RELATED SHARING ECONOMY

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Introduction
With the fast development of technology, sharing economy, which is also called collaborative consumption, solidarity economy or peer-to-peer economy has become a new trend. Companies like Airbnb, Lyft, Uber have played intermediary roles and created platforms for peer-to-peer sharing, which make sharing behavior much easier (Hamari, Sjöklint, & Ukkonen, 2015). In the tourism industry, sharing economy can satisfy most demands of traveling. There are several ways to travel in today's sharing economy, including house swapping, share a ride, share a meal, share an experience or an unique tour guided by locals (Banas, 2014).

In recent years, researchers begin to pay more attention to the study of sharing economy. However, there is a lack of understanding on the factors behind this phenomenon. The purpose of this study includes two aspects: summarizing the definition of tourism related sharing economy, identifying the factors influencing the intention to providing peer-to-peer tourist services. The result can make the motivations of providers more clearly, so as to help the development of tourism-related sharing economy.

Methods
For the purpose of accomplishing research goals, qualitative research method was conducted. We used in-depth interviews to define the motivation factors of providers. In-depth qualitative interview is a loosely structured interview, which is flexible and continuous. Since the backgrounds of these interviewees are different, in-depth interview can understand their motivations better. During the process of in-depth interview, interviewer adopted many interview skills, so as to explore providers' potential motives, attitudes and emotions towards sharing economy.

Results and Implication
The results are summarized and discussed under three main factors: economy factor, social influence and connection, enjoyment and sustainability. A large majority of respondents agree that economy factors are the most important factor. They considered that the most important factor that motivates them to provide tourism product is the economy factor. Besides, the socio influence and connection were considered the second important factor. Interviewees reflected that they want to build a connection between others by sharing tourism products.
Completed Research – Lodging
PERSONALIZED ONLINE ADVERTISING: THE CASE OF AIRBNB

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Introduction
Social media such as Facebook is a rich source of consumer information. However, how to effectively use such big data remains a question. To that end, marketers need to develop targeted messages to the specific consumer. This study explores effective online advertising strategies for an emerging lodging concept—Airbnb. Airbnb distinguishes itself from traditional hotels by giving guests a “feeling at home” (i.e., belongingness) and an “atypical place to stay” (i.e., uniqueness). While Airbnb can advertise both of these aspects, who are more susceptible to a belongingness versus uniqueness appeal? To shed light on this question, the current research examines an important moderating factor—the consumer’s sense of power. Power is associated with individual characteristics such as social status, income, health, age, and gender—all can be possibly retrieved from big data sources like Facebook. In this research, we examine the interaction effect of power and ad appeal on consumers’ click-through intention and purchase intention in an online advertising context. We further propose that self-brand connection is the underlying mechanism that explains the effects.

Methods
The study employed a 2 (power: low vs. high) × 2 (appeal: belongingness vs. uniqueness) between-subjects design. The context of this study was Facebook Airbnb advertisements. Consumers’ click-through intention, purchase intention, and self-brand connection were measured.

Results/Discussion/Implication
Our findings suggest that a belongingness appeal is more effective among consumers with a low sense of power, whereas a uniqueness appeal is more effective among consumers with a high sense power. Furthermore, the results of this study indicate that self-brand connection is the underlying mechanism explaining the effects. Managerial implications for online advertising are discussed.
CORPORATE SOCIAL RESPONSIBILITY IN THE BRAZILIAN LODGING INDUSTRY: A PERSPECTIVE OF SMALL AND MEDIUM-SIZED PROPERTIES

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Introduction
While there is a growing literature related to corporate social responsibility (CSR), not much is known about CSR in small and medium-sized properties (SMPs), especially in developing countries (Efiong, Usang, Inyang, & Efiong, 2013; Inyang, 2013). Therefore the purpose of this research is to document the extent to which CSR activities are communicated by SMPs in a developing country, Brazil, in comparison to the largest worldwide lodging companies. This study particularly aims to examine differences in CSR activities emphasized in each market as they are communicated at companies/properties’ web pages.

Findings of this study brings a new perspective to Brazilian lodging industry since previous studies for the country mostly emphasized only environmental practices (Malta & Mariani, 2013; Siqueira, Costa, & Carvalho, 2013, Turczynski & Oliveira, 2011). The outcome of this research also shed a light on how SMPs in developing countries are communicating their CSR activities, which reflects perspectives of the important yet ignored group in the lodging industry.

Methods
A sample of 150 properties was randomly selected by region out of a total number of 543 properties from a federal government register (CADASTUR, 2015). Firms that did not have a webpage or were affiliated to an international chain were excluded.

The authors then visited each website of the selected Brazilian properties and conducted the content analysis. Based on De Grosbois (2012), each of the five categories was examined and recorded 1 when such content was present or 0 otherwise: environmental goals, employment quality, diversity/accessibility, society/community wellbeing and economic prosperity, along with three levels of communication: commitment, initiatives, and performance. The results were then compared to the results of top 150 lodging companies in the world, as appeared in De Grobois (2012). To verify significant differences the chi-square (χ²) analysis was conducted for each level: commitment, initiatives, and performance.

Results/Discussion/Implication
The results show significant differences between the two groups. With regard to commitments, significant differences were identified (χ² = 61.43, p<0.01). Significantly more commitment/goal statements across the five CSR themes (802) were indicated by top 150 companies than Brazilian companies (86) overall. Brazilian companies put more attention on diversity/accessibility and economic prosperity whereas the top 150 companies emphasized employment quality and environmental goals. Society/community wellbeing got equal emphasis in both parties. Further comparison was made with regard to level of communication: commitment, initiatives, and performance, and significant differences were also found. With regard to performance, no evidence was found for Brazilian SMPs in corporate level and a few for individual property level. Performance was also the category with a lower number of cases evidences for top 150 companies (De Grosbois, 2012).

The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Temple University
Introduction and Summary Literature Review

Industry professionals assume guests are willing to pay more for full-service than select-service hotels because of differences in amenities. Yet, for 71% of days in March 2014, the Holiday Inn Express (HIE) in Houston, a select-service hotel, was able to command a higher Best Available Rate (BAR) than the Holiday Inn (HI), a full-service hotel. This indicates that hotel segmentation may no longer be a significant determinant of a room rate.

Previous research have found determinants of room rates to include seasonality (Pan, 2007), location (Zhang, et al 2011), hotel size, hotel age, market conditions, guest mix (Hung, et al, 2010), demand elasticity, and room cost (Collins and Parsa, 2006), but pricing strategies have yet to explore brand perception as a component. The purpose of this paper is threefold; (1) to examine whether HIE can charge as much as or higher than the HI despite the segment, (2) to investigate whether or not HIE has achieved higher customer satisfaction than HI, and, (3) to compare factors affected customer satisfaction between HIE and HI.

Methodology

For the first purpose, this study compared the best available rate (BAR) of 42 hotels (21 from each brand) from September 1, 2014 thru February 28, 2015. 20 cities were originally chosen across the U.S. for geographic diversity, but one set of hotels was excluded after it dropped its flag and then replaced with a similar set of hotels. To analyze the 2nd and 3rd purposes, 1,800 reviews from TripAdvisor, Expedia, and IHG.com were examined and coded. For third purpose 12 factors affecting customer service were used based on Levy, Duan, and Boo (2012). Each area was coded 1 for positive, -1 for negative, and left blank for no mention. A second reviewer was used for inter-rater reliability, and a third reconciled discrepancies.

To answer the first and second purposes, t-test were used to compare room rates and star ratings of the HIE to those of the HI, respectively. The third purpose is to compare factors that significantly affect the star ratings for the HIE and HI. To answer this, an ordinal logistic regression analysis was conducted with star rating is the dependent variable, ranging from 1 (lowest) through 5 (highest). 12 factors that may affect customer satisfaction are identified as a basis based on Levy et al. (2012) and separated into positive and negative to run the analysis.

Results, Discussion, and Implications

This study has endeavored to demonstrate that a negative brand image reduces the room rate a hotel can command. The idea that the line between full-service and select-service hotels has become blurred has gained attention among researchers (e.g., Elder, 2010) and this study aims to deepen this understanding. This study found that in 50% of the cities, the HIE can command an equal or higher room rate than the HI, and customer satisfaction towards the HIE were significantly more favorable than that of HI. Meanwhile, attributes that affect customer attitude among the HIE and HI were mostly the same with some exceptions.
DOES DESIGN MATTER FOR YOUR PURCHASING DECISION? THE IMPACT OF HOTEL DESIGN ON BOOKING INTENTION AND WILLINGNESS TO PAY

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Introduction
Atmospheric elements including spatial layout, color changes, facilities and furniture that make up the physical elements of servicescapes induce both cognitive and affective effects (Bitner, 1992; Countryman & Jang, 2006; Lin, 2004) and play an important role in many service organizations. Hotel customers are seeking accommodations with unique, modern designs and personalized services instead of traditional hotels (Jones, Day, & Quadri-Felitti, 2013). Recently, lifestyle hotels emphasizing a stylish contemporary design have become one of the most notable trends (Deloitte, 2010; Hudson & Berzon, 2011). Hotel customers book a room before reaching their destination; therefore, visually appealing hotel images available on the online website are the most reliable source for their expectations of unique experiences (Bolton et al., 2013).

As product design and visual aesthetics influence consumer behaviors signifi cantly, both academics and practitioners have paid to those (Giese, Malkewitz, Orth & Henderson, 2014; Nussbaum, 2004). However, how hotel customers infer hotel designs and translate them into their perceptions has rarely been explored. The main objective of this study was to examine the relationships among perceived uniqueness, design-related value perceptions, and hotel booking intention, especially in the growing lifestyle hotel segment. Moreover, this study tested the differences in strength of those relationships between business and leisure travelers to understand discrepancies in value judgments between segments.

Methods
A total of 200 subjects were recruited via mTurk (www.mturk.com). The questionnaire included two separate parts: general questions and scenario-based questions. Perceived uniqueness toward the hotel product was measured (Franke & Schreier, 2008); design-related value perceptions were measured on three sub-dimensions: esthetic value, functional value, and social value (Kumar & Noble, 2015). Booking intention was measured by asking the likelihood of booking the hotel room (Grewal, Monroe, & Krishnan, 1998). Lastly, willingness to pay (WTP) measured customers’ estimated WTP value using a draggable slider bar ranging from $0 to $500 (Wertenbroch & Skiera, 2002). The structural equation modeling examined the hypothesized relationships among the variables.

Results/Discussion/Implication
Perceived uniqueness of hotel property design had positive influences on esthetic, social, and functional value. However, each design-related value perception had different degrees of effects on booking intention and WTP. More specifically, esthetic value had only positive effect on booking intention (but not WTP) for the business travel situation. Design-related social value perception, however, increased both booking intention and WTP. The effect of functional value perception on customer purchasing behavior showed noticeable different patterns between business and leisure travelers groups. These results suggest that each design-related value perception needs to be separately understood to increase customer WTP and booking intention.
GUEST WAITING EXPERIENCE AT HOTELS: EVIDENCE FROM SAUDI ARABIA

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Introduction
Waiting time plays an important factor in the assessment of service in the hospitality industry. Long waiting times might negatively influence the final assessment of service when waiting procedures are not managed well. The lack of adequate management might lower the chances of guests returning to the service provider. Furthermore, service providers might not only lose customers, but also customer trust when they fail to create enjoyable experiences. This study attempts to explore guest waiting experience at hotels in Saudi Arabia and the overall guest experience in terms of service quality and satisfaction. The overall experience includes staying experience, hotel services and hotel facilities.

Methods
This study used a qualitative method. Semi-structured interviews were conducted with the hotel guests and staff of a five-star hotel in Riyadh, Saudi Arabia.

The interviews were conducted face-to-face in the hotel lobby. The study used a convenient sample; nineteen participants were invited to participate in the study: fifteen hotel guests and four hotel staff. Four major departments, (food and beverage, room division, general services, and other services), in the hotel were explored during the interviews in order to assess guest waiting experience and the overall guest experience.

Results/Discussion/Implication
The results showed that guests were satisfied with the check-in and check-out process. The average waiting for this process was eight minutes. Another important finding was that the hotel did not run any type of activities to control the perceived waiting time. Results also revealed that that the waiting time for room service was approximately fifteen to twenty minutes. The majority of guests believed that room service was a worthy service. The study also found that hotel parking was one of the least enjoyable experiences in the hotel in terms of crowdedness. The outcomes of this study have a significant implication to the hospitality industry in Saudi Arabia. By exploring guests’ perceptions about waiting times and the overall experience, hotels could take the advantages of the available data to develop their services to attract more guests.
**LODGSCAPE: A SCALE FOR GUESTS’ PERCEPTION OF HOTEL ROOM PHYSICAL ENVIRONMENT QUALITY**

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**Introduction**

Previous studies recognized that the quality of physical environment significantly influences company’s image which leads to customers’ satisfaction and positive behavioral outcome (Bitner, 1992; Knutson et al., 1990; Lin, 2004; Mattila & Wirtz, 2001; Ryu, Lee, & Kim, 2012; Tombs & McColl-Kennedy, 2003). Nevertheless, a limited number of studies incorporated an extensive range of hotel guestroom servicescape attributes in their instruments (Countryman & Jang, 2003; Durna, Dedeoglu, & Balikcioglu, 2015). To the extent of authors’ knowledge, no scale specific to hotel room environment has been developed yet. Guided by Bitner’s (1990) servicescape definition and her neologism, this study aimed to develop a framework which encompasses servicescape of a lodging establishment guestroom, described by the term ‘lodgscape’. ‘Lodgscape’ would refer to the hotel guestroom built environment which influences the behavior of customers within the hotel service setting. As a result, the purpose of this study was to develop a comprehensive instrument of perceived servicescape quality of a hotel guestroom that captures the relationship between hotel guestroom servicescape dimensions, guest satisfaction and behavioral intentions.

**Methods**

This study employed a sequential exploratory mixed method design (Creswell, 2009; Creswell & Clark, 2007; Creswell et al., 2003; Hanson et al., 2005) to develop an instrument for the measurement of perceived servicescape quality of hotel guestroom. The focus groups conducted with a convenience sample of hotel guests helped to identify key themes of hotel guestroom environment. In the following step, an online survey with 40 questions was distributed by the students to a convenience sample of students’ friends and families and university alumni. The data collection resulted in 762 useful responses.

**Results/Discussion/Implication**

Exploratory factor analysis and confirmatory factor analysis resulted in four factors of lodgscape instrument: guestroom aesthetics, layout, lighting and furniture quality. A structural equation model tested the relationship between identified lodgscape factors, guests’ satisfaction and behavioral intentions. Two factors, aesthetics and layout quality had significant effects on customer satisfaction. The study results contribute to a deeper understanding of hotel guestroom servicescape by capturing the significance of particular guestroom servicescape dimensions for customer’s behavioral outcome. In addition, this study provides valid measurements of servicescape quality which allow the hotel industry to identify and equip guestrooms that will meet or exceed guests’ expectations. More specifically, the results suggested that hotel management should emphasize guestroom aesthetics at the expense of lighting and furniture quality.
TIPPING: THE CASE OF HOTEL TURNDOWN SERVICE

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Introduction
Turndown services are experiential and value-added housekeeping practices to make guests feel cared-for in luxury hotels (Shoemaker & Lewis, 1999). Yet in order to reduce costs, many hotels have discontinued providing turndown services. Researchers have found that a common guest complaint on hotel service was that hotels do not provide turndown service (Manickas & Shea, 1997). Therefore, although many of these services are no longer provided by hotels, turndown service still serves an important role in hotel service dimensions for some hotel guests. Previous research has found that when receiving an additional or exceptional service, people may feel obligated to respond with a reciprocal behavior, such as providing tips. This study aims to investigate the effects of hotel turndown services on tips given to hotel room attendants.

Methods
The study was conducted in an upscale, independent hotel located in western Texas. The hotel provides either standard or superior (standard service plus turndown services) housekeeping services. One hundred and thirty-five rooms (72 standard rooms, 63 superior rooms) were observed during a five-week period. Nineteen room attendants reported the tips they received, and the room numbers, every day at the end of their shifts.

Results/Discussion/Implication
A total of 3,285 room-tip records were collected during the study (Standard=2,073, Superior=1,212). The number of tipped rooms among all standard rooms was 100, and the tipped ratio was 4.82%. The number of tipped rooms among superior rooms was 63, and the tipped ratio was 5.21%. Room attendants received an average tip of $4.85 in the standard service rooms and an average tip of $7.75 in the superior service rooms. Corresponding with a t-test of the difference between these means indicated that they were significantly different from one another, $t(99.85) = 2.86, p < 0.01, r = 0.27$.

The results suggest that the room attendants received more tips for providing superior service. In a previous study, Lynn and Gregor (2001) mentioned that when people feel less social pressure to tip, tip amounts are more likely to reveal service efforts. This study leads to the same conclusion. Guests were inclined to tip according to the service they received, perhaps because their peers were not present to evaluate their tipping behavior.

This study’s findings suggest that turndown services can be an element of ensuring good tips for guest room attendants. Thus, hotel managers can provide turndown services for employee retention purposes in addition to fostering customer relationships. However, there is still a lack of a tipping norm in hotel guestrooms that receive standard service. Increasing tipping in standard rooms might require a more substantial societal shift toward tipping hotel room attendants.
SHOW YOUR RESPONSE EFFORTS: ONLINE COMMUNICATION PLATFORM APPROACH TO SERVICE RECOVERY

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Introduction
Hotel management faces the difficult issue of managing guest complaints, as negative word of mouth can spread via social media. In contrast, management can use social media as an online community platform for service recovery. One online service recovery strategy is to respond to guests. Consumers’ behavioral intentions are different offline than they are online (Zhao, Liu, Bi, & Low, 2014), which means that management should consider online service recovery communication to recover from service failures. Guests may also have different perceptions of hotel management responses based on the hotel’s star rating (Lee & Blum, 2015). Therefore, the purposes of this study are to investigate the impact of management’s online response efforts on guests’ perceptions of trust and satisfaction on social media; to explore the impact of different star ratings for a hotel on guests’ perceptions of trust and satisfaction on social media; and to examine the impact of guests’ perceptions of trust and satisfaction on their future booking intentions on social media.

Methods
An experimental design was used for this research. The scenarios for the different hotel star ratings and management response efforts were based on a previous study (Lee & Blum, 2015) conducted in a natural experimental setting. The participants were people who reviewed a hotel room on a third-party website within the past year and were recruited from a southwestern university in the United States. Data were collected via a self-administered questionnaire through Qualtrics between August 31 and September 8, 2015, and analyzed using a one-way analysis of variance (ANOVA) and logistic regression analysis.

Results/Discussion/Implication
The results indicate the importance of management responses as a form of online service recovery attempts via social media. This research revealed that guests are influenced by management response efforts, regardless of the hotel’s star rating. Even if the hotel has already failed to compensate guests for service shortcomings on-site, management has an opportunity to recover guests’ trust and satisfaction by responding to their complaints on social media. Management should first indicate its level of care by addressing service complaints and commenting on third-party websites. Guests react more positively on social media when they feel that management has listened to them and cares about their experience. The guests’ perceived trust toward the management also influences their satisfaction. When the guests’ perceived trust was derived from the management’s response efforts, management was more likely to improve the guests’ online satisfaction. It is not easy to recover from a failed service effort via an online platform. However, guests do regain their trust in a hotel when its management has made an effort to respond to complaints by communicating care for guests. This perceived trust and satisfaction then affect the guests’ future booking intentions.
AN ANALYSIS OF THE MULTIDIMENSIONAL ATTRIBUTES OF AIRBNB THROUGH THE KANO MODEL

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Introduction
Unlike the attributes of general accommodations (e.g., hotels, hostels, etc.), Airbnb has slightly different attributes such as a variety of price range, social interaction between hosts and guests, humane services, unstandardized products, and so on. This study employs Kano model to examine the attributes of Airbnb considering some unique aspects of Airbnb. Kano model is a more suitable research method to identify Airbnb users’ needs because it does not assume the linear relationship between service performance and customer satisfaction (Dominici & Palumbo, 2013). Thus, this study applied Kano model to understand the multifaceted attributes of Airbnb. To achieve this goal, this study derived the attributes of the accommodations from previous research and adjusted these attributes for Airbnb. Based on the drawn attributes, the authors conducted analysis to verify distinctive attributes of Airbnb through using Kano model. The results of this study can suggest not only possible direction for the continuous development of Airbnb, but also new strategies to keep up with the changing needs of tourists in terms of choosing accommodations.

Methods
Using a questionnaire to evaluate the attributes based on the Kano model, the online survey conducted people who have used, stayed the accommodation via Airbnb and were more 19 years old via ‘mturk.com.’ To examine the attributes using Kano model, data could be collected the questionnaire comprised of pairs of functional and dysfunctional questions. Lin et al. (2015) asserted that attributes can be categorized by asking tourists about their reaction to, or satisfaction with, two situations (i.e., functional and dysfunctional questionnaires). During a 3 days period (from September 12th to 14th, 2015), a total of 103 surveys were collected. To figure out the attributes of Airbnb, the study analysed the data by using Kano model.

Results/Discussion
After data collection, the author calculated the total number of responses for each attributes, employing the Kano model evaluation matrix. According to the results, there are 7 one-dimensional (i.e., price range, beds and sleeping arrangements, sufficient hot water and appropriate water temperature, room cleanliness, welcome feeling, lower price than hotels, and the number of positive reviews), 3 must-be (i.e., Internet and Wi-Fi, general cleanliness, and bathroom cleanliness), and 27 indifferent attributes.

This study attempted to conduct analysis on the attributes of Airbnb using Kano model. In terms of the practical implications, it could be stated that managers of Airbnb should pay more attention to the categories of their unique attributes for developing continuously. When it comes to the theoretical implication, this study has tried to categorize Airbnb’s attributes as multidimensional (i.e., Attractive, One-dimensional, Indifferent, Reverse, and Questionable).
Completed Research – Management
HOW ARE THEY MOTIVATED AND ENGAGED: STUDENT VOLUNTEERS AT THE WINE FORUM OF OKLAHOMA

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Introduction
Volunteering has received great attention by researchers and practitioners in the event area because volunteers dedicate their time, skills and knowledge to the utilizing organization and contribute a lot to the success of many events. Previous research about volunteers mainly examine their motivation and satisfaction, but little takes volunteer engagement into consideration. In addition, most of the volunteer-related studies are done in the sport event area, very few studies investigate volunteering in the special event setting. A lot of events organized by academic institutions rely much on student volunteers from planning stage to operation stage. As a result, how students are motivated and engaged in the events are crucial for event organizers in academic institutions to better manage this main volunteer source.

This study aims to investigate the motivations that impact student volunteers’ engagement, and the relationship between student volunteers’ engagement and their willingness of retention in the special event setting. Two hypothesized positive relationships were tested in this research.

Methods
A paper-and-pencil questionnaire was used in this study. The survey questions were adopted from previous studies on engagement and volunteer motivation. Data were collected from the student volunteers at the Wine Forum of Oklahoma, a bi-annual wine-related event organized by Oklahoma State University School of Hotel and Restaurant Administration.

The survey was distributed on the volunteer recap meeting of the wine forum. In total, 111 questionnaires were received and 98 were used for the final data analysis after data cleaning.

Results/Discussion/Implication
The results find that affiliatory motivation and instrumental motivation positively impact student volunteers’ engagement in the special event. Volunteers highly engaged in the event tend to be more willing to serve as volunteers again in the future. Event organizers who try to recruit student volunteers should target the event to those who are interested in the event content. In addition, they can offer more tangible rewards to attract the students to serve as volunteers. Event organizers can provide relevant training, reasonable staffing and timely feedback to get the student volunteers more engaged to the event and become more willing to volunteer for the event again in the future.
EXAMINING WHY EMPLOYEES EXHIBIT BRAND CITIZENSHIP BEHAVIOR FROM AN IDENTIFICATION PERSPECTIVE

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Introduction
The purpose of this study is to explain why brand identification leads to brand citizenship behavior with consideration of brand-identity fit as a mediator from employee perspectives. Employees’ positive brand-related behavior play a crucial role in realizing brand promise via interactions with customers directly within hospitality service encounters (King et al., 2013). Based on social identity theory, this study investigates the relationship between brand identification and positive brand-related employee behavior (Punjaisri & Wilson, 2011). Specifically, this study examines brand citizenship behavior (BCB) which can be defined as all employee behaviors that are consistent with brand identity and brand promise and in sum strengthen the brand (Buurmann & Zeplin, 2005). Given that BCB is considered to be voluntary, there is a need to understand what motivates employees to ‘go above and beyond.’ According to person-organization fit (P-O fit) theory, the underlying assumption of realizing this relationship is based on a good fit between the identity of an employee and the organization. The degree of similarity of identity between employees and the brand is suggested to be the mechanism through which BCB can be realized. With the integration of social identity theory and P-O fit theory, this study has extended the understanding of brand citizenship behavior from an identification perspective.

Methods
Data collection was conducted through the employment of an Australian web-based market research list. 3000 e-mail invitations were sent and 678 responses were received (response rate: 22.6%). Elimination of problematic resulted in 375 valid responses. This study developed a self-administered questionnaire which included brand identification (Dick et al., 2004; Ellemers et al., 1999), brand-identity fit (O’Reilly & Chatman, 1986; Piehler, 2011), brand citizenship behavior (Dyne et al., 1994), and socio-demographic information.

Results/Discussion/Implication
Goodness-of-fit indices, reliability, convergent validity, and discriminant validity of construct are ensured based on each criteria with measurement model. All three sub-dimensions of identification (cognitive, affective, and evaluative) had positive effects on brand-identity fit ($\beta$-cognitive→fit = 0.349, t=5.178, p<0.01; $\beta$-affective→fit = 0.179, t=1.974, p<0.05; $\beta$-evaluative→fit = 0.488, t=4.665, p<0.01). Also brand-identity fit influenced the sub-dimensions of BCB (brand compliance, endorsement, and development) positively ($\beta$-fit→compliance = 0.406, t=8.013, p<0.01; $\beta$-fit→endorsement = 0.64, t=13.209, p<0.01; $\beta$-fit→development = 0.608, t=11.879, p<0.01). It turns out that brand identification is one reason why employees act in a positive manner toward the brand through matching their identity with brand identity. The importance of employee’s perceived fit with the brand is evident in its consistent strong influence across all three dimensions of BCB. In particular, the strong effect on brand endorsement results in an extension of marketing communication efforts as employees actively promote the brand to others. Additionally, given its impact on brand compliance and development, brand fit is considered to be an essential mechanism to enable employees to ‘go above and beyond’. To sum, this study emphasizes the role of an employees’ identification with the brand to realize brand aligned behavior. Elaboration of this process can improve the understanding of brand citizenship behavior and significant implications to internal brand management literature as well.

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Completed Research – Marketing
ESTIMATING HETEROSEXUAL CONSUMER WILLINGNESS TO PAY (WTP) FOR LGBT-FRIENDLY CUES IN RESTAURANTS
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Introduction
On June 26th, 2015, the United States Supreme Court rules that state-level bans on same-sex marriage are unconstitutional, legalizing the same-sex marriage nationwide (Liptak, 2015). This action will largely influence business operations in the US, given the strong purchasing power from the lesbian, gay, bisexual, and transgender (LGBT) market (Oakenfull, McCarthy, & Greenlee, 2008). Yet, businesses may also be hesitant to approach this market, because associating with LGBT customers can lead to negative feelings from heterosexual customers (Bhat, Leigh, and Wardlow, 1999). This evolving paradox draws the attention of this research.

In a restaurant setting, incorporating LGBT-friendly cues, such as Marriage Equality Banners and Human Rights Campaign stickers, is an effective way to express friendliness to LGBT customers given the fact that ambiance is important to influence customers’ overall dining experience (Jang & Namkung, 2009). Therefore, this research attempts to answer the research question how do LGBT-friendly cues in restaurants affect heterosexual consumer’s willingness-to-pay (WTP). In addition, this research applies a random utility framework to estimate the WTP empirically by using a probit model.

Methods
A 2(Food Quality) x 2(Service Quality) x 3(LGBT-friendly cue) between-subject experimental design was used to test the proposed WTP model. Each participant was randomly assigned to one of the twelve scenarios. Participants were asked to imagine a situation when they are having a signature three-course meal in a new restaurant through a written scenario including a vignette. After reading the assigned scenario, a dichotomous choice question was asked to elicit the WTP. Especially, participants were asked the following: Consider your current budget and the overall experience described in the scenario. Would you like to pay $[bid] for this signature three-course meal?

The survey was distributed through Amazon Mechanic Turk. Participants need to be older than 18 years old to take the survey. In total, 366 responses were used for final analysis.

Results/Discussion/Implication
Results of this study show that both food quality and service quality significantly influence consumers’ dining experiences in a restaurant setting, which is consistent with previous research (Jang & Namkung, 2009). This study also finds that LGBT-friendly cues do not cause differentiations on consumers’ WTP. Practically speaking, restaurateurs should be less conservative to create an LGBT-friendly environment, since this strategy may not alienate non-LGBT customers. Additionally, results of this study indicate food quality and service quality are still the imperative factors to focus on in order for restaurateurs to cater customers well.
UNDERSTANDING CUSTOMER EXPERIENCE IN HEDONIC AND UTILITARIAN SERVICE SETTINGS

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Introduction
For over three decades, the study of the customer experience has been one of the most important research topics in service settings such as hospitality, tourism and retailing industries. Verhoef et al.’s (2009) model has received high recognition in the research field of customer experience management. However, their suggested framework has never been empirically tested and validated in the research. This study aims to attain following goals: (1) to develop and validate an appropriate instrument to measure customer experience states (cognitive and affective); (2) to develop and validate an appropriate instrument to measure the antecedents of customer experience; (3) to base Verhoef et al. (2009)’s customer experience model and modify this framework with updated literature and to date practitioners’ thoughts, and then examine the upgraded framework on customer experience with retail data; (4) to test the proposed model in respective hedonic vs. utilitarian shopping scenarios.

Methods
In order to achieve proposed objectives, this study was conducted in four phases:
1. The analysis of previous literature regarding social environment, physical environment, brand equity, customer experience states (cognitive vs. affective), and retail settings (hedonic vs. utilitarian).
2. The exploratory analysis of the study to develop an instrument for the measurement of antecedents of customer experience and customer experiential states in retail establishments. Additionally, a new instrument that measures cognitive and affective experiential states in retail establishments was developed.
3. The main study based on the survey design.
4. The integration and analysis of the exploratory and confirmatory data and testing of the proposed model.

Results/Discussion/Implication
The foundation for the structural model was the measurement model developed in the three separate CFA stages. Six latent constructs (4 antecedents of customer experience, 2 experiential states) and 27 observed variables were used in the model. The path coefficients between different pairs of latent variables were analyzed. The results indicate social environment as the most important driver of both cognitive and affective customer experiential states. This finding is consistent with previous research that emphasized on the importance of interactions between customers and employees and customers themselves. Contrary to expectations, physical environment seems to only affect affective experiential state. As a result, the investment in design of service environment can induce customer’s emotional responses but it is unlikely to affect their cognitive choices. Finally, both lighting and brand equity were found to positively influence two dimensions of customer experience, strengthening the results from the previous studies.
Introduction
Online communities have become a buzzword that many companies are embracing as new marketing strategies. Increasingly, brands such as Google, Marriott, Hilton, Starbucks, etc. have invested in and established their own communities to interact with their customers and attract new customers. As service-intensive companies—including hotels and restaurants—create online communities for their brands, they are actually building new relationships with their customers and facilitating customer-to-customer communications. However, to extend the brand relationships established with their loyal customers into communities of brand consumers, strategists and online marketers need to examine the long-established consumer communities, in order to learn what makes them thrive. Therefore, this study aims to contribute the knowledge by investigating the factors that influence brand relationships through online communities. The findings of the study may provide valuable insights for brand relationship management and online community design.

Methods
A self-administered survey was conducted through the help of undergraduate students in an Eastern US university. Students distributed questionnaires to their friends and families for class credits. The 253 usable responses collected represented a response rate of 83 percent. The sample has a skewed proportion of female respondents (67.8%) and most of them have college or equivalent degree (70.1%). The age range of most respondents is from 25-50 years old (66%).

Results/Discussion/Implication
EFA using Oblimin with Kaiser Normalization rotation was performed on the scales measuring independent variables in this study. CFA was performed on the main dataset to assess reliability, convergent validity, and discriminant validity for measured constructs using SPSS Amos 22.0 and confirmed the four distinct factors that emerged in the EFA. The entire sample of 689 participants was used to test the hypothesized model using SEM. The overall fit indices for the proposed model were acceptable, with a χ²-to-df (2.751), CFI (0.938), AGFI (0.848), and RMSEA (0.081). Results indicated that the direct relationships between sense of community and brand relationship (β =0.76) was positive at the p<0.001 level. There is significant relationships between trust and brand relationship (β =0.22). Previous experience is found to have a strong correlation with brand relationship (β=.27) at p<0.001 level. Enjoyment is also linked well with brand relationship (β=.20) at p<0.05 level. This study presents the underlying reasons why online communities build stronger brand relationships with consumers. The findings of the study indicate that consumers grow their relationships with brands through participating in online communities.
WHAT ARE THE MOST AND LEAST IMPORTANT ATTRIBUTES FOR HOTEL SELECTION? A COMPARISON BETWEEN UPSCALE AND BUDGET HOTELS

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Introduction
Recognizing the factors influencing consumers’ selection of a hotel are complicated, but it is considered important for hotels due to their key role in attracting new customers and retaining current patrons. Although many researchers tried to identify key attributes for hotel selection, most studies have conducted a questionnaire survey using a Likert-scale or in-depth interview. Results of previous studies show inconsistency and the methods used did not indicate the degree of subtle distinction in terms of importance level between attributes. Moreover, little research has been conducted to identify different attributes by hotel class. Therefore, this study investigated how people rank the most important and the least important attributes among hotel selection attributes using the Best-Worst Scaling (BWS) method, and compared key attributes influencing customers’ hotel selection by hotel class (i.e., upscale vs. budget hotels).

Methods
BWS method was applied to identify the relative importance of hotel attributes. Based on an extensive literature review, the top ten hotel attributes which affect customers’ hotel selection were identified: Location, Price, Cleanliness, Security, Room comfort and décor, Parking, Restaurant and their food quality, Service, Bed, and Quietness. Then, the ten attributes were combined to 10 sub-sets of three items each using a Balanced Incomplete Block Design. Two versions of the questionnaire were developed and the first question of the questionnaire asked whether respondents have stayed at either an upscale (4-5 star hotel) or a budget hotel (1-2 star hotel). Only respondents who had experience were asked to answer either the upscale hotel or budget hotel version for the further survey. Study participants were recruited through the Qualtrics panel service and a total of 748 responses were collected using an online survey.

Results/Discussion/Implication
“Cleanliness” was found to be the most important attribute that affects consumers’ selection of both upscale hotels and budget hotels, followed by “bed”. However, while “service” was ranked as the third most important attribute for upscale hotels, it was ranked as the fifth for budget hotels. Meanwhile, “price” and “security” were more important attributes for selecting budget hotels than for upscale hotels. This study attempted to identify the relative importance of hotel attributes for hotel selection using the BWS method. Although there have been published papers utilizing BWS in various fields over the past 15 years, little research adopted this relatively new method in hospitality research. This research showed how the BWS method can be used for hospitality studies. The findings of this study confirm that there are different attributes that customers use as hotel selection criteria. Hotels must develop a deep understanding of their customers and offer an experience that is tailored to that specific group in order to achieve sustainable, long-term success. By becoming more attuned to the preferences of current and potential customers in their segment, hotels can more accurately target and build meaningful, lasting relationships with customers.

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EFFECT OF BRAND ATTACHMENT AND TRUST ON WILLINGNESS-TO-PARTICIPATE IN COLLABORATIVE MARKETING FOR HOSPITALITY BRANDS

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Introduction
Marketers are increasingly using co-created content in traditional promotional campaigns. Advances in technology and social media allow consumers to create, produce, and distribute information, which is a type of brand advertising. Consumer-generated advertising (CGA) is defined as a consumer-created brand communication with the look, feel, form, and intent of traditional advertising (Ertimur & Gilly, 2011). Overall, attitudes toward CGA are mixed from both industry practitioners and academics. Researchers recommended expanding the theoretical understanding of the conditions for collaborative advertising to occur when the content is co-created with consumers (Deighton, Romer, & McQueen, 1989). The goal of CGA is not specifically to create value for customers but to mobilize customers to create their own value from the company’s offerings (Normann & Ramirez, 1993). As a result, customers become co-designers of a service, which potentially enhances their emotional connection with a brand (Demirbilek & Sener, 2003). The purpose of this study was to explore why customers participate in co-creation, of marketing, specifically CGA in a fast food restaurant context. The theoretical framework of the study was based on service-dominant logic and social exchange theory. The study examines the rules and norms, antecedents and consequences of value co-creation.

Methods
A 2 x 2 x 5 between-subjects experimental factorial design was utilized. Subjects, based on their past history and brand attachment to the Dunkin Donuts brand, were randomly assigned to five scenarios describing the co-creation rules: (1) company initiated CGA, no rewards; (2) company initiated CGA, winner take all prize money; (3) company initiated CGA, equal money prizes; (4) company initiated CGA, proportional money prizes; (5) customer initiated CGA. Subjects were shown a CGA video of the Dunkin Donuts dark roast coffee contest winner.

A pilot study using Amazon Mechanical Turk was conducted. Out of 83 collected responses 66 cases were analyzed (79.5% acceptance rate), 17 responses were rejected due to acquiescence error. The sample consisted of 62.1% males and 37.9% females. All measurement scales had acceptable reliability based on Cronbach’s alpha: brand attachment (α = .95), trust (α = .92), attitude toward co-creation (α = .97), willingness-to-participate (α = .86) and loyalty (α = .83). The manipulation of initiation was appropriate based on the t-test results and significant at p < .01; Exp(1): M(Customer) = 5.15, M(Company) = 8.23; Exp(2): M(Customer) = 5.55, M(Company) = 7.64; Exp(3): M(Customer) = 4.60, M(Company) = 6.87; Exp(4): M(Customer) = 4.13, M(Company) = 7.53; Exp(5): M(Customer) = 6.17; M(Company) = 5.00. The manipulation of collaboration was also verified for each scenario of company and customers and among customers.

Results/Discussion/Implication
The theoretical insights of this study offer an explanation of why customers participate in the co-creation of marketing. By testing the strength of brand attachment and the effects of trust on initiation, the study offers a preliminary understanding on how to start a collaborative relationship with customers through the co-creation of marketing and how it affects brand loyalty.
RESTAURANT CUSTOMERS’ MOTIVATION TO PARTICIPATE IN VALUE CO-CREATION

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Introduction
The purpose of the study is to investigate the process of customers’ motivation to participate in the value co-creation. Specific objectives are a) to investigate the effect of knowledge on customer participation and utilitarian/hedonic motivation, b) to assess the effect of utilitarian/hedonic motivation on customer participation, c) to examine the effect of utilitarian/hedonic motivation on customer satisfaction, and d) to investigate the effect of customer participation on customer satisfaction. This study chose the casual dining restaurant setting as a study context because it requires a higher level of interaction between customers and contacted employees.

Methods
The target population of the study is customers in the United States who dined out at a casual restaurant within the past three months and can be recruited from Amazon Mechanical Turk. An online survey was conducted with a self-administered questionnaire. A monetary incentive ($1) was provided for those who successfully completed the survey. Among a total of 354 responses, 333 responses were used for data analysis after eliminating 21 unengaged responses.

The questionnaire consisted of five constructs with a total of twenty seven items. All of the items were adapted from previous studies and were measured using a five point-Likert scales. Multiple statistical methods including descriptive statistics, Harman’s single-factor analysis, confirmatory factor analysis, and structural equation modeling were conducted by using SPSS 20.0 and AMOS 20.

Results/Discussion/Implication
The results of findings revealed that customer knowledge positively influences customer participation in co-creating value. This study newly revealed that knowledge is positively related to utilitarian and hedonic motivation. Interestingly, utilitarian motivation was not significantly related to customer participation while hedonic motivation was. The findings of positive relationship between customers’ utilitarian and hedonic motivation on customer satisfaction is consistent with those of previous studies. Lastly, customer participation is positively related to customer satisfaction.

Customer value co-creation process in the context of casual dining experience is hedonic consumption rather than utilitarian consumption. The findings contributed to value co-creation literature by revealing relationships among customer-related antecedents of customer participation in the value co-creation process. Hospitality firms should carefully consider their own customers’ resources and capabilities, including the level of knowledge and motivation, and make efforts to enhance the level of customers’ capabilities. In addition, managers can promote customer participation in co-creating experiences by facilitating hedonic aspects of the experience.
**EFFECTS OF INTERNATIONALIZATION ON FINANCIAL PERFORMANCE IN THE RESTAURANT INDUSTRY: THE MODERATING ROLE OF FIRM RESOURCES**

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**Introduction**

Given the fierce competition among U.S. hospitality firms, increasing attention is being paid to internationalization, a concept defined as “a firm’s expansion beyond the borders of its home country across different countries and geographical regions” (Capar, Chinta, & Sussan, 2015, p. 10). Yet substantial empirical research on the relationship between internationalization and firm performance has yielded mixed findings. Thus, whether internationalization influences firm performance demands further investigation (Bianchi & Ostale, 2006; Capar et al., 2015; Rhou & Koh, 2014). Internationalization is inherently a dynamic process, and we used to explain the phenomenon with a conceptual base in learning theory. Our chosen method fits this underlying theory of organizational learning in that we estimate a dynamic rather than a static model. In order to capture the dynamic nature of the relationship, recent studies have attempted to examine potential moderators that affect the interplay between internationalization and firm performance. Thus, this study narrows these inconsistent prior findings by using moderation analyses to test whether the internationalization/firm-performance relationship is contingent on other factors (Bausch & Krist, 2007; Hsu & Pereira, 2008; Kotabe et al. 2002). The aim of this paper is to incorporate firm resources, especially marketing assets, as a moderator in examining internationalization – firm performance relationship in the restaurant industry.

**Methods**

This study’s dataset utilizes two databases: (1) COMPUSTAT, to obtain financial data for U.S. public traded restaurant between the years 2009 and 2014; and (2) annual reports (10Ks), for information on degree of internalization and number of countries in which firms operate. In order to measure firm resources, this study focused on market assets, especially advertising assets. The 2009-2014 period was selected because it reflects the time period after the stock market downturn in 2008. In order to reduce the possible bias of standard errors while accessing the value of the power of the panel data, the study collected standard errors. The study was tested by the ordinary least square (OLS) regression method.

**Results/Discussion/Implication**

U-shaped relationship between internationalization and performance was found, which is consistent with the results of previous studies examining such a relationship (Assaf et al., 2015; Lee, 2008; Rhouq & Koh, 2014; Tang & Jang, 2010). In addition, this study discovered that the effect on internationalization on financial performance is more robust for restaurant companies when a firm’s marketing assets are solid. This finding offers support for the status of marketing assets for internationally growing firms (Kotabe et al., 2002; Tang & Jang, 2010). The study contributes to the hospitality strategic-management literature by examining the relationship between internalization and firm performance that was moderated by firm resources in the restaurant industry. The link between internationalization and firm performance and the effect of firm resources are the main contributions of this study. A managerial inference is that the noteworthy industry effect and curvilinear link suggest that hotel executives and managers should consider the idea of internationalization.
IMPORTANT ATTRIBUTES RELATED TO CRAFT BEER CONSUMPTION

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Introduction
The Brewers Association (BA, 2014) describes a craft brewery as small, independent and traditional. Thus, it has an annual production of 6 million barrels of beer or less where beer production is attributed to the rules of alternating proprietorships. A craft brewer must maintain at least 75% ownership of the brewery. A brewer must have a majority of its total beverage alcohol volume in beers whose flavor derives from traditional or innovative brewing ingredients and their fermentation.

Craft beer industry in the United States has enjoyed a tremendous growth in popularity. The BA (2015) results show that the craft beer now makes up at least 14 percent of the beer sales in the US. Specifically, craft beer volume production has grown 16 percent during the first half of the year depicting a sale of 12.2 million barrels of beer sold compared to 10.6 million barrels during the first half of 2014. These are major indicators that the market demand for this product exists. This positive growth has several implications for the brewers. Thus, competition in the sector is certainly growing and the need for brewers to differentiate and produce high quality beer is more important than ever. Despite this growth, research on the attributes that are important to craft beer consumers is sparse. Yet, the need to identify these factors is critical for proper decision-making with regards to production and marketing craft beer.

The purpose of this research is therefore to examine the emerging and fast growing craft beer industry from a consumer preference perspective. This may shed some light that will facilitate a better understanding of craft beer consumers. Two variables, complexity and dry hopped had a positive influence while two variables, fruit beer and marketing had a negative influence on craft beer consumption.

Methods
A mixed methods study was designed to address the research questions and objectives. The first phase was exploratory involving in-depth interviews with 16 craft beer enthusiasts. The purpose was to develop a profile of the factors that influence purchase of craft beer in addition to those identified in the literature. The second phase was the development of a survey instrument from the insights and knowledge gained from the in-depth interviews as well as the literature.

Survey data was collected through online using Google Forms. Multiple regression analysis was performed with the number of “12 oz. craft beers consumed per week” as the dependent variable. Several independent variables were utilized in the analysis reflecting the importance of attributes in the selection and purchase of craft beer.

Results/Discussion/Implication
Four variables, dry hopped, fruit beer, complex character and marketing had a significant influence on the consumption of craft beer. Two variables, dry hopped and complex character, had a positive influence on the likelihood of craft beer consumption. On the other hand, two variables, fruit beer and marketing had a negative influence on the intention to consume craft beer. These research findings are beneficial for hospitality and tourism researchers, planners, owners, operators, or managers when developing product and marketing strategies. Several weaknesses can be pointed out. Most prevalent is the exploratory nature of the study that calls for further refinement.

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FACTORS AFFECTING TOURISM ADVERTISING RESPONSES

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Introduction
Psychological factors, such as cognitive and affective responses, have long been used to examine the effectiveness of destination advertising (Woodside, 2010), and have become a central theme in the advertising literatures (Sharifi, 2014). Most of the tourism advertising studies focused on assessing the effects of cognitive (e.g., attention, recall, and informativeness) and affective (e.g., emotions) responses on the conative stage (e.g., attitudes and intentions) (Hwang, Yoon, & Park, 2011). Importantly, however, the attempts to identify antecedents forming these two psychological responses to the advertising is limited. It has been argued that the past behaviors and perceptions about a destination influence how consumers evaluate the advertising materials (Choe, Stienmetz, & Fesenmaier, 2014). Additionally, the levels of Ads exposure and types of advertising channels have led to varying advertising responses (Kim, Hwang, & Fesenmaier, 2005). In particular, based on the multi-stages of the DAR model, it has been argued that an advertising effectiveness model should comprise a variety of travel facets rather than focusing on a single destination along with the nature of trip complexity (Park, Nicolau and Fesenmaier, 2013). Thus, this study aims to identify factors that affect cognitive and affective responses to destination advertising in terms of travel-related (i.e., previous visits to destination, variety-seeking, period of preparation, knowledge, involvement, attitude, attractiveness, and likelihood) and advertising-related (i.e., Ads exposure and Ads channel) variables. The findings of this research shed light on the neglected aspects: what makes the advertising more responsive.

Methods
This study uses a survey method to assess American travellers’ responses to advertising for Chicago, Illinois (n = 847). A four step hierarchical regression (demographic variables for the first step, and variables related to travel behavior for the second step, travel perception for the third step, and Ads related factors for the fourth step) was conducted to address the research question.

Results/Discussion/Implication
This research shows that travel-related and advertising-related factors have differentiated effects on advertising responses. First, while variables of travel behavior do not have an impact on cognitive responses, they have positive influences on affective responses. Second, knowledge is significant in cognitive responses, whereas the attractiveness is an important factor to explain affective responses. Lastly, the only variable relating to Ads channel which has a positive impact on affective responses is TV/Radio, while the Internet is significant in only cognitive responses (e.g., attention, recall, and informativeness). Importantly, these findings narrow a gap in the literature and suggest a noteworthy contribution within the context of tourism advertising, highlighting the importance of preceding steps that encourage travelers’ reaction to Ads. Thus, it is essential for destination advertisers to have a better understanding of their customers when developing the Ads content from the beginning stage of advertising responses.
IN-FLIGHT SAFETY VIDEOS AS VIRAL MARKETING TOOLS: THE IMPACT OF HUMOR ON CUSTOMER RESPONSES

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Introduction
The main purpose of the in-flight safety announcement for airline passengers is to inform them about emergency procedures before every flight. Some airlines have released humorous safety videos online (e.g., via social networking sites [SNSs]) as marketing tools. Despite the rich conceptual background of humorous advertising, empirical investigation of the effectiveness of humorous in-flight safety briefings as marketing tools remain scant within the hospitality context. Therefore, this study compared humorous and non-humorous messages in terms of individuals’ processing of in-flight safety announcements. More specifically, the study aimed to examine the effects of safety processing evoked by a stimulus on individuals’ responses (i.e., advertising attitude, brand attitude, purchase intent, and performance) to humorous versus non-humorous safety videos.

Methods
This research used two videos: a humorous in-flight safety video and a non-humorous in-flight safety video. They were sourced from YouTube and shown to each participant in a random order. Determination of video A (non-humorous) and video B (humorous) was made based on a pretest that measured humour items (i.e., not funny/funny, not amusing/amusing, not entertaining/entertaining, and not humorous/humorous) drawn from Yoon and Tinkham (2013), and all safety messages were approximately four to five minutes in length. The dependent variable was advertising attitude as drawn from Yoon and Tinkham (2013). Brand attitude and purchase intent were measured according to Mukherjee and Dubé (2012). Safety performance evaluation was measured using items drawn from Tehrani and Molesworth (2015).

Results/Discussion
This study found statistically significant differences between the humorous and non-humorous videos in how they affected attitude toward the advertisements. Participants who viewed the humorous in-flight safety video had attitudes that were more positive toward the ads compared to those who viewed the non-humorous video. However, there were no significant differences between the humorous and non-humorous videos in how they affected attitude toward the airline brand or purchase intent. Results also indicated that participants who viewed the humorous video had significantly lower safety performances than those who viewed the non-humorous video. In general, it is important for marketers to understand how audiences perceive humorous in-flight safety videos and to take steps to positively influence the formation of individual responses whenever possible. The results of this study contribute to the airline industry by determining that new ways of engaging individuals in airline safety videos are needed if they want to use them as marketing vehicles.
HOTEL SERVICE RECOVERY EFFORTS IN SOCIAL MEDIA: TIE STRENGTH, OBSERVER PERCEIVED FAIRNESS, BEHAVIORAL INTENTIONS, AND HOTEL IMAGE

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Introduction

While previous studies have identified service recovery efforts as a critical retention strategy and examined factors related to service recovery efforts and their outcomes, little attention has been given to the impact of service recovery efforts in social media. Therefore, this study develops and empirically tests a structural model explaining how hotels’ service recovery efforts given to the complainant in social media affect observers’ perceived fairness, behavioral intentions, and hotel image. In addition, this study investigates the moderating role of tie strength between the complainant and the observer on the observers’ perceived fairness.

Methods

We employed a 2 × 2 between-subjects factorial design, with service recovery efforts (No vs. Yes) and tie strength (Weak vs. Strong) as treatments. An online survey was performed, hosted on Qualtrics, by using the convenience sampling method. A total of 160 respondent surveys were collected with 40 responses from each of the four scenarios from MTurk. Each participant was randomly assigned to one of four scenarios. After reading the written scenario, each participant was asked to answer perceived fairness, behavioral intentions, hotel image, manipulation check, and demographic questions. All items were adapted from the existing literature and measured with multiple items with anchorage of a 7-point Likert type scale.

Results/Discussion/Implication

For both the measurement and the structural model analyses, we used Partial Least Squares (PLS) analysis with SmartPLS software. The four hypotheses were assessed on the basis of the explained variance (R²) of the dependent variables, path coefficients (β), and their level of significance obtained from a bootstrapping re-sampling method (1000 re-samples). Findings of the current study indicate that hotels’ service recovery efforts given to complainants positively influence observers’ fairness perceptions (H1: β = 0.73, t = 25.49), leading to their behavioral intentions (H2: β = 0.73, t = 14.64) and positive hotel image (H3: β = 0.81, t = 25.85). Moreover, when a hotel provides a complainant with service recovery efforts in social media, the degree of increase in an observer’s perceived fairness is higher for a strong tie person than for a weak tie person (H4: β = 0.73, t = 2.24).

These findings highlight the importance of service recovery efforts and their ripple effects in social media. In particular, this study emphasizes the impact of social influence and the relationship between a complainant and others who can observe the service recovery process in social media. By adding a new theoretical perspective to existing knowledge, this study sheds light on the service failure and recovery literature and enables researchers to understand the nature of service recovery in social media. The service recovery process is now not just the relationship between a hotel and a complainant, but the relationship between a hotel and everybody else. If hotels ignore this fact, they fail to recover from their service failures and jeopardize customer satisfaction and loyalty.
VIP AND NON-VIP TOURIST SHOPPERS’ EMOTIONAL RESPONSES AND BEHAVIORAL BRAND LOYALTY

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Introduction
Understanding tourists’ emotional experiences and experiential quality is of key importance to tourism destinations’ success (Hosany & Gilbert, 2010). Tourist shoppers are exposed to a great variety of emotional stimuli ranging from excitement, joy, to anger or even frustration (Machleit & Eroglu, 2000). Although emotional responses have been identified as antecedents of tourists’ satisfaction and intentions to recommend (Gnoth, 1997), few studies have investigated the role of emotional responses in influencing female tourist shoppers’ satisfaction and behavioral loyalty of destination retailer brands. Furthermore, loyalty programs’ influences on customer-brand relationships (CBRs) have been recognized by Meldrum and Kaczynski (2007), who surmised that loyalty programs could result in more transactional-based relationships (behavioral relationships) but not necessarily emotional attachment. However, it still remains unclear how the status of Very Important Person (VIP) or non-VIP influences female tourist shoppers’ emotional shopping experience. This research sets out to clarify the relationships among VIP and non-VIP female tourist shoppers’ perceived value, emotional responses, satisfaction, and brand loyalty in a hedonic shopping context (cosmetic-product purchasing). Satisfaction was treated as a mediator in emotional responses’ influence on behavioral brand loyalty.

Methods
On-site questionnaire surveys were conducted to collect data from female tourist shoppers who had just bought cosmetic products from retailers in Hong Kong’s main shopping districts in 2014. A screening question was asked to determine respondents’ VIP status at the very beginning of each survey. The latent constructs of perceived value, emotional responses, satisfaction, and brand loyalty in the conceptual model were measured by seven-point-Likert scale items revised from established manifest indicators. SmartPLS 3.0 and SPSS 22.0 were adopted to conduct partial least square structural equation modeling (PLS-SEM) and descriptive statistics analyses.

Results/Discussion/Implication
For both VIP and non-VIP respondents, perceived value significantly influences their satisfaction, emotional responses, and behavioral brand loyalty. The relationship between emotional responses and behavioral brand loyalty is statistically significant for VIP female tourist shoppers (β=.232, t=3.25, p<.001), but insignificant for non-VIP female tourist shoppers (β=.070, t=1.51, p<.001). Thus, improving VIP female tourists’ emotional shopping experiences enhances their brand loyalty and strengthens CBR. This research represents an initial attempt to fill in the gap of understanding how emotional responses influence VIP and non-VIP female tourist shoppers’ behavioral brand loyalty. Tourism destination retail managers and destination marketing organizations (DMOs) can use these findings to justify their investment into loyalty program/membership program design.
PERCEIVED IMPORTANCE OF EVENT DESIGN ON OVERALL SATISFACTION

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Introduction
Events serve the unique function as being periodical assets to not only a venue itself, but to their adjacent venues and destinations. Convention participants are considered high-yield visitors, as they are likely to spend more than double what a standard visitor would and stays in the area 50% longer on average (Lee, Lee, & Yoon, 2013). As such, it is vital to planners, venue managers, and destination managers to assess the effectiveness of an event to as specific a degree as possible. An evaluation of an event is made up of more than just the resulting subjective experience. It is the amalgamation of numerous aspects that make up an event which function synergistically to supply the overall experience. As of now, event evaluation has been performed through: economic impact assessments, triple-bottom-line, feasibility assessments, and impact forecasting (Getz, 2009). There is currently no conceptual model within the events literature that assesses an attendee’s perceived importance of event design and how that impacts their overall satisfaction. The purpose of this study is to develop a model that tests the impact of attendees’ perceived importance of event design on their overall satisfaction of the event. The concept of event design includes the dimensions of servicescape, atmospherics, and dramaturgy.

Methods
The sample consisted of attendees who participated in a large, multi-day convention known as MAGFest. MAGFest is a multi-faceted convention with diverse offerings including: concerts, video/board gaming, film festivals, discussion panels, classes, contests, and shopping. Responses were successfully collected from 373 participants from the 4,000 possible on the MAGFest listserv. A descriptive analysis was run to better develop a thorough attendee profile. Next, an Exploratory Factor Analysis was run in order to reveal the underlying dimensions of each construct, and also reduce the scale items to a measurable group. Lastly, a path analysis was conducted to test the hypotheses.

Results/Discussion/Implication
This study developed a conceptual model that proposed a significant relationship among the following constructs: perceived importance of event design, satisfaction with event design, and overall satisfaction with an event. This study has provided confirmatory support for the linkages between the three different aspects of event design and satisfaction. This study supports a link between perceived importance and event design. The study developed a set of scales unique to the context of the event, namely addressing specific design-items only found within. Most importantly, this study has proven that there is a significant relationship between an attendee’s perspective of event design, their satisfaction with event design, and their overall satisfaction with event. Planners can use this model practically to evaluate past events or anticipate the needs for future events. As a result, planners can alter strategies and optimize spending to respond to gaps or strong areas that are identified from analysis. Planners can identify the items that attendees have perceived as valuable and important. This could potentially enhance their overall satisfaction with the event and increase their likelihood of returning in the future and encouraging others to attend via word of mouth.
THE ROLE OF TIME-OF-DAY, GENDER, AND AGE IN HOTEL FACEBOOK ENGAGEMENT

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Introduction
Recognizing the growing benefits of social media marketing, hoteliers have spent plenty of time improving social media performance by achieving a higher customer engagement rate. Consumer engagement is regarded as the expanded domain of relationship marketing theory (Vivek, Beatty, & Morgan, 2010), explaining the intensity of an individual's participation with the organization's offerings and activities initiated by the customer/organization. Most studies have focused on the impact of motivation, personality, or promotions on consumer engagement while few have explored the role of time-of-day and the interplay of age and gender in consumer engagement.

The timing of social media-based conversations among consumers is outside of managers’ direct control, and therefore needs to be carefully addressed (Mangold & Faulds, 2009). Furthermore, existing literature indicates that females spend more time on Facebook than males (McAndrew & Jeong, 2012). Lenhart, et al. (2010) states that the youth market (e.g. Millennials) generates most social media engagement but that Facebook users are getting older. Therefore, this study examines these two aspects as they related to customer engagement. The findings would be relevant to both hoteliers and researchers. Specifically, the study explores whether the different time of a day affects the number of audience online and whether the number of online followers differs within age and gender.

Methods
This study utilizes the secondary data of Facebook key performance indicators from a 147-room hotel in North America collected from January 1st to March 31st, 2014. Two data sets analyzed are the number of audience online based on the time of day and the number of followers based on age and gender. The time-of-day was further divided into 24 segments while the age group was divided into six subgroups. ANOVA was utilized to compare the means among groups.

Results/Discussion/Implication
The results indicate that the number of audience online differs significantly during different times of a day, with 4pm-7pm experiencing the highest traffic. In addition, the interplay of age and gender significantly influences the number of Facebook followers of the hotel. Specifically, females between 25 and 34 years old account for 20% of the entire lifetime followers.

This study concludes that time-of-day and the interplay of age and gender are important predictors of the online consumer engagement. The first finding extends the advertising pulsing strategy into social media postings, stating that scheduled posting during certain periods (e.g. 4-7pm) generates greater engagement than continuous postings (Dube, 2005). The second finding advances the literature on the consumer engagement by exploring the role of age and gender. According to the study, hotel social media marketers are suggested to post a few hours before the traffic begins to avoid competition and gain visibility. Marketers should focus on giving feedback to customers rather than posting during peak time to raise engagement. Noticing the inconsistency between Facebook audience (female young adults) and the hotel’s real target market (male and female mid-aged scholars and parents), hoteliers should tailor the content and timing of posts to meet real target’s demands and turn them into active Facebook audience.

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DISTINCT BRAND PERSONALITY OF AIRBNB BASED UPON CONSUMERS’ LEVEL OF INVOLVEMENT

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Introduction
Airbnb is currently one of the fastest growing companies in the hospitality industry (Foxbusiness, 2015). Airbnb operates on a marketplace platform model where it connects hosts and travelers enabling transactions without owning any rooms itself (thenextweb, 2013). The number of rooms or homes listed on Airbnb has increased dramatically throughout the world and many travelers are interested in using Airbnb for travel. With its popularity and commanding growth, this study attempted to examine customer’s perceived image of Airbnb. This is because practically, building and managing a robust brand is important for success (Jiang, Dev, & Rao, 2002).

Particularly, it is critical in the hospitality industry where little differentiation is found among product attributes in the same lodging segment (Bowen & Shoemaker, 1998; Jiang et al., 2002). Based on the concept of shared economy, Airbnb is attempting to exert a strong branding in order to run diverse powerful marketing strategies, like relationship marketing, as a way to differentiate their brand from others in a developed and competitive industry (Bowen & Shoemaker, 1998). In the context of relationship marketing, understanding brand personality is a critical step to build customer loyalty (Aaker, 1997). With the realization, this paper examines how travelers perceive the brand of Airbnb in terms of brand personality considering the concept of consumer purchasing involvement.

Method
The data collection procedure focused on 284 U.S. consumers who have used Airbnb within the last 12 months. A convenience sample of Airbnb users was obtained using online survey company. The questionnaires mainly focus on brand personality of Airbnb, purchase involvement. In terms of brand personality, we used the Brand Personality Scale (BPS) (Aaker, 1997). In measuring involvement, we employed the purchasing involvement (PI) (Mittal, 1989).

Result/Discussion
This study attempted to examine the brand personality of Airbnb. The result shows the guests indicate brand personality distinctively based on their level of involvement. The research findings will help Airbnb marketers identify the antecedents to the brand personality. Consequently, it provides some meaningful marketing insights for target marketing and positioning based on consumer involvement. More specific results and implications will be presented in the full research paper that will follow.
EXAMINING THE DETERMINANTS OF ADVANCED EVENT REGISTRATION AND TESTING DIFFERENCES OF POST-EVENT EVALUATION OUTCOMES BETWEEN EARLY AND LATE REGISTRANTS

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Introduction
Advanced selling and probabilistic selling has been a common managerial practice in the service industry both theoretically offering consumers a choice involving buyer uncertainty (Fay & Xie, 2010). Similarly, event organizations in the travel industry have widely implemented inter-temporal pricing strategies that offer different registration entry fees in advance based on the lead-time towards the event date (Shugan & Xie, 2000). This study examines the determinants of advanced registration in practice, specifically within the context of marathon event participants. The inquiry of the study primarily delves into what are the socio-demographic differences between runners who register early or late for an event. Using Du, Jordan and Funk’s (2015) conceptual model of event evaluation for distance running events, this study further examines how registering early or late would impact expectation of personal performance and accordingly their evaluation on event satisfaction as a whole.

Methods
A pre-event registration database of the entire registrants (N=8,122) from a Midwestern running event had been used to analyze the determinants of participants registration. Multinomial logistic regression analysis was used to examine the combination of determinants predicting the likelihood of participant’s temporal registration period. A post-event multi-attribute survey was then distributed to two separate sporting events held in the Southeast and Northeast United States (N = 3,476 and N = 4,828) to test the measurement and structural model on participant sport event satisfaction (Du, Jordan & Funk, 2015). Multiple group measurement invariance analysis was used to test for differences of post-event evaluation outcomes between early and late registrants.

Results/Discussion/Implication
The multinomial regression analysis results confirm that there is a distinct group of participants that are willing to take higher price advantages ahead of time. Among the several determinants, participant’s income was found to be a significant predictor for the early registrant group. Among the income categories, lower income groups were especially more sensitive to price for running events. Gender of the participant was also significant, where female runners were highly predictive of the early registrant group. Running events may want to focus marketing efforts to reach out to high income female participants to ensure early registration. Furthermore, the multiple group measurement invariance analysis from the proposed structural model supports the proposed hypothesis that early registration will help manage runner’s personal expectation on performance and in return lead to higher overall event satisfaction. The findings of the study can help running event organizations better predict participant’s temporal registration so as to segment their consumers and employ relevant marketing action to both plan and sustain volume for a running event.
THE IMPACT OF EMPLOYEE APPEARANCE, EYE CONTACT, AND COURTESY ON BUILDING CUSTOMER-EMPLOYEE RAPPORT

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Introduction
Despite the prominence of customer-employee relationships in a services context, little research has examined the antecedents of rapport in relation to service providers’ attributes. Customers use various cues about service workers including appearance, emotion, and behavior to form an overall attitude toward the service worker (Soderlund & Julander, 2009). Therefore, this study focuses on understanding what attributes of the employee promote the development of customer-employee rapport. In doing so, we examine the main effects of each of the three employee attributes, namely, physical attractiveness, eye-contact, and courtesy, and their interaction effect on rapport, and subsequent customer satisfaction.

Methods
A 2 (Employee attractive; Attractive vs. Not attractive) x 2 (Eye contact: present vs. absent) x 2 (Employee courtesy: High vs. Low) between-subjects factorial experiment is utilized. The manipulation of employee attractiveness is made by using photographs of service workers, based on a series of pretests. Manipulations of service employee courtesy and eye-contact are accomplished through texts, accompanying the hotel check-in scenario. A total of 339 participants are recruited from an online consumer panel. A series of independent sample t-tests and a three-way ANOVA are conducted to test the effectiveness of manipulation and the effect of three employee elements on customer-employee rapport.

Results/Discussion/Implication
The study results suggest that employee eye-contact and courtesy are critical components of building customer-employee rapport, and subsequently customer satisfaction, while appearance does not affect customer-employee rapport. A significant interaction effect between employee courtesy and attractiveness is also founded. Although appearance is one of the salient attributes of employee, when building rapport with employee, customers pay more attention to the emotional and behavioral aspects of employees. The findings from the present study provide more conclusive evidence on the differential and interactive effects of the three employee attributes on customer-employee rapport. Specifically, the presence of courtesy could increase customer satisfaction regardless of the attractiveness of the employee's appearance. To practitioners, this study suggests that managers need to train their frontline employees to display eye-contact, courteous behavior when dealing with customers, as it ultimately will lead to a high level of rapport and subsequently, customer satisfaction.
Completed Research – Travel & Tourism
“SUSTAINABLE” DRIVE TOURISM ROUTES: A COMPARATIVE STUDY
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Introduction
The ability to “provide almost unrestricted land travel” (Prideaux & Carson, 2003, p. 307) has made drive tourism popular for tourists. The emergence of new green technologies and changing patterns of drive tourism behavior, however, have begun to impact, albeit to varying degrees, the wider drive tourism industry (Fjelstul & Fyall, 2014). As such, this comparative study evaluates a number of well-known drive tourism routes and identifies the degree to which each is practicing, or planning, changes in their approach to sustainability. The study thus seeks to examine how such changes are stimulating change in behavior among drive tourists. The overarching purpose of the study is to provide a holistic overview of the “sustainable” forces for change impacting the future domain of drive tourism and for the drive tourism experience.

Methods
The study utilizes and advances the existing framework by Fjelstul and Fyall (2014), focusing on a push/pull model to dissect the various elements of sustainable drive tourism. A qualitative approach was used to interpret and compare data from a content analysis of 14 drive tourism routes across the United States, Europe, and Australia/New Zealand consistent with the approach advocated by Leask and Fyall (2006) in their international-comparative study of visitor attractions. Practically speaking, comparisons can measure performance against a variety of criteria on a longitudinal basis, assess performance relative to similar destinations, and identify new or alternative marketing/development strategies, benchmarking, and/or experiential learning (Baum, 1999).

Results/Discussion/Implication
The following push(a)/pull(b) factors were highlighted: 1a) Decision Criteria: Numerous routes are purpose built transportation routes, mirroring the destination brand for that region; 2a) Marketing: Routes are currently marketed as collaborations between non-profit organizations and public entities at varying levels to enhance visibility to the tourist; and 3a) Policies: Routes are part of sustainable tourism policies, with funding for their preservation and for the sustainability of the respective region(s); 4b) Attractions: Routes, while being attractions themselves, provide direct access to natural and cultural attractions that identify with being ‘green’, either as a result of the natural landscape in which it is housed or as a result of planned, sustainable-embedded marketing efforts; 5b) Accommodation: The ‘green-ness’ of accommodations offered along the route and the route itself were comparable; and 5b) General and specific infrastructure: The majority of the routes analyzed were ‘drive tourist friendly’, offering attractions, lodging, and dining in support of the needs, wants, and demands of the drive tourist. The content analysis found an underlying theme of sustainability in various aspects of the drive-tourism routes. The routes are currently recognized as sustainable-related entities by destinations, however, few highlight their ‘green-ness’ openly. Instead, sustainability initiatives are embedded within accommodations, attractions, and/or political policies along the drive tourism routes. Consequently, this study argues that future drive tourism sustainability initiatives should focus on encouraging behavioral change of drive tourists.

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REGULATING EMOTIONS DURING A VACATION: FROM SAD TO HAPPY TO HAPPIER

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Introduction

The tourism industry operates on the premise that traveling is good for people because they will experience positive outcomes (Mitas et al., 2012). While researchers have explored one of the positive outcomes—emotions—in the travel context (Nawjin et al., 2013), they have done so with the underlying belief that emotions are static, which is erroneous. Emotions are variable and can be regulated during their generative process. Yet, few tourism researchers have studied emotions from this dynamic perspective. Thus, this study examines what strategies tourists use to regulate emotions during their travel experience.

Methods

Semi-structured interviews were conducted with individuals at a university in the northeastern United States. The data collection and analysis process was based on the work of Charmaz (2006), Glaser and Strauss (1967), and Lofland and Lofland (1995).

Results

The results revealed that tourists use a variety of strategies to regulate their emotions during their travel experience. Eleven key themes placed in to three overarching categories emerged from the data analysis. The categories, which overlapped to some extent in terms of their meaning, were: (1) focus on self, (2) focus on the situation, and (3) focus on travel members or groups.

Implications

Focusing on individuals’ emotional experience during a vacation will contribute to tourism scholarship by introducing a theoretical framework that can guide researchers’ efforts to understand tourists’ (re)appraisal of emotions. This study also provides tourism and hospitality professionals critical information to modify programs or experiences in response to tourists’ regulation strategies.

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WHY PEOPLE FUNCTIONALLY AND EMOTIONALLY ENGAGE WITH TRAVEL INFORMATION ON SOCIAL NETWORK SITES: THE ROLE OF PSYCHOLOGICAL CLOSENESS AND ATTACHMENT

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Introduction
Social networking sites (SNSs) are web pages through which people can build a relationship with other users and share information with or collect information from other users, who may or may not choose to connect with them (Kwon & Wen, 2010). In the context of tourism, people use SNSs for fun-related purposes and to search for and obtain a variety of travel information.

When people connect with other users on SNSs, they feel subjectively closer to them, that is, the psychological distance between them and the other users is bridged, as they are interacting with each other on the same platform and in real time (Trope & Liberman, 2010). As a result of these factors, SNS users can build an attachment with other users, and this determines whether they will functionally and emotionally engage in participation related to tourism information. This study conceptualizes the crucial factors based on psychological distance (Trope & Liberman, 2010) and attachment theory (Bowlby, 2005). Thus, the objectives of this study are as follows:

First, we investigated people’s feelings of psychological closeness toward other SNS users and determined the effect of this closeness on attachment to other users and functional and emotional engagement.

Second, we determined the effects of attachment to other users on functional and emotional engagement related to travel information.

Methods
In May 2015, we collected the responses of 479 individuals who shared travel information during the previous year. To test our research model, we used a partial least squares (PLS) regression analysis. We used convergent and discriminant validity to test for the adequacy of the measurement model. The convergent and discriminant validity of the constructs satisfied the criteria (Bagozzi & Yi, 1988; Fornell & Larcker, 1981; Hair et al., 2010). We tested our research model using a structural model. All our hypotheses were significantly supported.

Results/Discussion/Implication
In brief, our results revealed that feelings of psychological closeness toward other users had an effect on attachment and two types of engagement (i.e., functional and emotional) related to travel information. In addition, attachment also appeared to be a predictor of engagements. From a theoretical perspective, this study examined functional and emotional engagement in relation to travel information through psychological closeness and attachment to other users on SNSs, thereby expanding the field of tourism studies on SNSs. The practical implications of this study are that those who wish to share travel information on SNSs or travel marketers need to reduce their psychological distance from other users and form strong bonds with them.
THE IMPACT OF CULTURAL HERITAGE TOURISM ON TOURIST WELL-BEING

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Introduction
There is a plethora of studies that focus on cultural heritage tourism (CHT) as an important aspect of tourism activities. However, there is, if any, very limited work that explores the link between cultural heritage tourism (CHT) experiences and tourist well-being (TWB) induced by such experiences. Therefore, this study examined what attributes of tourist motivation contribute to the well-being of tourists who visit cultural heritage tourism (CHT) sites. This study has two specific objectives in order to understand the link between cultural heritage tourism (CHT) and tourist well-being (TWB): (1) to examine the relationship between cultural heritage tourism (CHT) experience and overall sense of well-being of tourists who experienced the cultural heritage site; and (2) to identify how tourist satisfaction (SAT) through cultural heritage tourism (CHT) experience may mediate the relationship between types of tourist motivations and tourist well-being (TWB).

Methods
The study used a survey data collection technique. The questionnaire was developed and pilot-tested before it was administered to the selected samples of respondents who have visited America's Historic Triangle (Williamsburg, Jamestown, and Yorktown in the State of Virginia) at least once in the last two years. From each attraction site 350 cases were secured. The study collected data using a marketing firm.

Exploratory factor analysis (EFA) of the scale of motivation uncovered the underlying structure of a relatively large set of variables such as tourist high order needs and low order needs as tourist motivation. The resultant dimensions from the factor analysis were applied in subsequent regression analysis. This study utilized multiple regression analysis (MRA) because, in general, multiple regression analysis provides the most accurate interpretation of independent variables for the social science study. This research then regressed the dependent variable of tourist well-being (TWB) against each of the factor scores of the independent variables such as tourist high order needs and low order needs as tourist motivation derived from the factor analysis.

Results/Discussion
In regard to the influence of each construct in the path model, the test explains that tourist motivations related to high order needs and low order needs as well as tourist satisfaction through cultural heritage tourism experiences significantly influence overall sense of tourist well-being. However, in terms of impact on tourist satisfactions, tourist motivation related to high order needs has both direct and indirect effects, whereas tourist motivation related to low order needs has only direct effect on overall sense of tourist well-being. It is hoped that practical implications through the study of tourist motivations would allow cultural heritage destinations and attractions to develop more focused designs that would appeal to different types of tourist needs.
CULTURAL CHARACTERISTICS AND TOURISM SHOPPING EXPENDITURE: THE IMPACT OF BUSINESS CYCLE

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Introduction
Shopping has become an important element in a destination’s mix and even become a major motivation of a tourist visiting a destination (Oh et al., 2004). Previous studies have found tourists’ shopping behaviors vary based on their cultural characteristics. However, most studies have incorporated the simple comparisons among countries to identify cultural differences. Therefore, to fill the gaps, this study includes three specific research purposes. First, we attempt to identify how each cultural dimension associated with the home countries of tourists (e.g., power distance, individualism, masculinity, and uncertainty avoidance) influences tourists’ shopping expenditure in a destination. Second, this study is to explore the effect of cultural distance between tourists’ home countries and the visited country on shopping expenses. Finally, this study is to investigate if the cultural effects remain the same regardless the business cycle of the home countries.

Methods
We tested hypotheses in the context of Hong Kong. Using a visitor profile report issued by the Hong Kong Tourism Board, we analyzed 20 countries that are important international markets of Hong Kong: Mainland China, Taiwan, U.S, UK, Canada, Netherland, German, France, Italy, South Africa, Australia, New Zealand, Japan, South Korea, Indonesia, Malaysia, Philippines, Singapore, Thailand, and India. We obtained 12-year tourism data for those 20 countries from 2002 to 2013. Thus, the total observations of our sample are 240.

The dependent variable is the aggregated ratio of shopping spending to overall expenditures made by each country’s tourists within Hong Kong. Independent variables include Hofstede’s culture framework that primarily differentiates national cultures with four dimensions power distance, individualism, uncertainty avoidance, and masculinity. Moreover, another independent variable is the cultural distance that are calculated via the formula proposed by Kogut and Singh (1988) based on Hofstede’s culture dimensions.

Results/Discussion/Implication
The result suggests national cultures that tourists adhere to play important roles in leading their tourism behaviors. Specifically, we found tourists from a high power distance, collectivism, masculinity, or high uncertainty avoidance cultural tend to allocate more monetary resources to shopping than tourists from countries exhibiting individualism, low power distance, femininity, and low uncertainty avoidance culture. Also, we also examined the impact of cultural distance on shopping expenditure, and found a U-shape nonlinear relationship between them. It indicates tourists tend to allocate a larger part of the money on shopping when their cultures either similar or very different from destination’s cultures.

However, the result suggests effects of individualism, power distance, and masculinity are significant only during the expansive periods rather than the restrictive periods. Interestingly, uncertainty avoidance influences shopping expenditure in both expansive and restrictive situations, and the effects are quite consistent across the two periods.
EXPLAINING DESTINATION LOYALTY BASED ON INVESTMENT MODEL: A COMPARATIVE MEASURE OF QUALITY OF ALTERNATIVES

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Introduction
Investment Model (IM) suggests that a person’s commitment to a relationship is positively related to one’s satisfaction with a relationship and the size of his/her investment in the relationship, and negatively affected by the quality of alternatives (QoA) to the relationship (Rusbult, 1980a; Rusbult, 1980b). In the tourism context, Li and Petrick (2008, 2010) showed that IM was also useful in explaining brand loyalty. The present study builds on their work, and attempts to test the model in a destination context. Tourists’ repeat visitation could be better explained by tourists’ relative attitude towards the quality of focal destination comparing to alternative destinations (Dick & Basu, 1994; Li, 2012). Therefore, this study aims to improve IM through exploring a comparative measure of the “QoA” construct.

Methods
This paper reports results of a 2007 online panel study designed to assess American leisure travelers’ loyalty to the State of South Carolina (SC) as a vacation destination. Target participants of the survey were adult American residents (aged 18 or above) of states east of Mississippi and who had taken at least one leisure vacation in South Carolina in the previous three years. The questionnaire was developed based on extensive review on relevant literature.

QoA was measured in two approaches: 1) the construct was directly measured using a four-item scale (Rusbult et al., 1998); 2) respondents were asked to measure the overall quality of vacationing in SC using a three-item scale (Cronin, Brady & Hult, 2000). Then, they were asked to choose SC’s primary competitor from four Southeastern states and rate it on the same scale. QoA was calculated as differences between the two ratings. Both ways of measuring QoA are comparative in nature. The major difference lies in that the direct measure depends more on evaluation of SC, since there is no specific alternative destination as referent; while the indirect measure could be more accurate and concrete with a specific referent.

Results/Discussion/Implication
Confirmatory factor analysis (CFA) and structural equation analysis (SEM) are the major data analysis methods in this study. Results show that perceived investment size, perceived QoA and satisfaction work together in explaining the formation of destination loyalty. Specifically, tourists who perceive a higher switching cost tend to have higher attitudinal loyalty to SC, while tourists who perceive a higher quality of destination competitors tend to have lower attitudinal loyalty to SC, which is consistent with Li and Petrick (2008, 2010)’s findings. Additionally, this study attempts to test the effectiveness of a comparative measure of QoA, and it turned out to work better than the direct measure of QoA used by Li and Petrick (2008, 2010).

Theoretically, this study improved IM operationalization by suggesting a comparative measure of QoA. Practically, this study provides important implications on how to boost repeat visitation. First, tourists make decisions based on perceived quality of a set of alternatives, therefore it is suggested to emphasize the distinctive comparative advantage through benchmarking. Second, investment size matters. Destinations could increase switching cost through building up place attachment between tourists and the destination.
DEVELOPING A DESTINATION BRAND PERSONALITY SCALE OF CHINA

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Introduction
Brand marketing has begun to gain popularity among tourism destinations through featuring humanlike personalities. These personality traits prompt a positive destination image and a strong emotional bond between tourists and a destination (Usakli & Baloglu, 2011; Yuksel, Yuksel, & Bilim, 2010), which effectively assist a destination to surpass competitors (Chen & Phou, 2013). Unfortunately, scholarly research has been lagging in developing a destination focused brand personality scale that could be applied in a tourism context. Most tourism studies insofar measure destination brand personalities through borrowing the traditional brand personality scale (BPS) that was originally developed for tangible products (Aaker, 1997).

Tourism in China plays an critical part in boosting national economy and China is well-acknowledged as a touristy nation. This study aims to develop and validate a multi-dimensional destination personality scale that applies to Chinese destinations.

Methods
A pilot test was conducted among 450 university students in China in order to examine the initial structure. Consumer data were collected among 584 Chinese tourists while a total of 515 valid responses retained for data analysis. Females slightly outnumbered males (52.4% vs. 47.6%). Most participants were in the age groups of “24 and below” (35.1%), “25–34” (29.3%), and “35-44” (22.3%). Consumer data were divided into two sets and used for exploratory factor analysis (EFA, n = 330) and confirmatory factor analysis (CFA, n =185), respectively.

Results/Discussion/Implication
Personality items were extracted from consumer generated travel reviews collected from the NO. 1 travel forum in China. Aaker (1997)’s original measures were also added to the item pool, which yielded 104 personality traits upon examination by 30 tourism academics. An EFA generated a five-dimensional structure including 24 items using the first set of consumer data. A CFA was conducted using the second set of consumer sample to confirm the latent structure of the destination personality scale, producing a barely acceptable model fit: χ² = 590.40 (df = 242), χ²/df = 2.44, RMSEA = 0.093, CFI = 0.92, NNFI = 0.91, and GFI = 0.78. The measurement model was further purified, leading to iterative deletion of 6 poor items. The refined scale presented an 18-item five-dimensional structure (Competence, Sacredness, Vibrancy, Femininity, and Excitement), which exhibited a close model fit (χ² = 217.02, χ²/df = 1.74, CFI = 0.97, NNFI = 0.96, GFI = 0.89, and RMSEA = 0.059). All average variance extracted (AVE) scores exceeded the cut-off value of 0.50, presenting a desirable convergent validity (Fornell & Larcker, 1981). The scale also offered sufficient discriminant validities and construct reliabilities. Three constructs (i.e., actual self-congruity, ideal self-congruity and destination loyalty) were selected as criterion variables. The findings suggested that Competence and Femininity consistently predicted all criterial variables, whiling controlling for other dimensions. A cultural specific destination personality scale was successfully developed and validated.
OUTDOOR RECREATIONISTS’ ENVIRONMENTALLY RESPONSIBLE BEHAVIOR: THE EFFECT OF ACTIVITY INVOLVEMENT AND PLACE ATTACHMENT

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Introduction
Wildlife areas such as rivers and wetlands offer a wide range of outdoor recreation activities including fishing, hunting, and wildlife viewing. A recent report indicates that the number of recreationists who participate in outdoor recreation has increased 10.3% from 2006 to 2011 (U.S. Fish & Wildlife Service, 2012). While more and more people visit the wildlife areas for recreation, the natural setting can be deteriorated by environmentally unfriendly activities. Given the growing concerns on environmental issues, recent environmental research pays attention to environmentally responsible behavior, discussing how visitors can minimize environmental problems in the natural and recreational setting (Sivek & Hungerford, 1990).

Previous studies found that place attachment (Vaske & Kobrin, 2001) and activity involvement (Lee, 2011) could have a positive impact on environmental behavior. Although they have received attention in a leisure context, the whole relationships between the constructs and environmental behavior have not been explored in a holistic approach. Therefore, the purpose of this study was to examine a holistic framework that was developed to investigate the entire set of relationships among involvement, place attachment, and environmentally responsible behavior.

Methods
A total of 21 items were used to measure three variables of activity involvement, place attachment, and environmentally responsible behavioral intention on a seven-point Likert scale. The target population was recreationists who visit wildlife areas for recreational activities. This study sampled anglers and hunters who visit wildlife areas in Iowa, obtaining an email list of license holders for hunting and/or fishing from Iowa Department of Natural Resources.

An online survey, using Qualtrics was distributed to 2,947 license holders from September 5, 2015 to October 31, 2015. Data analysis consisted of two steps: Confirmatory Factor Analysis and Structural Equation Modeling in order to examine the hypothesized relationships among the constructs in the study. The proposed model was analyzed through Amos 21 to estimate the theoretical relationships within the proposed model.

Results/Discussion/Implication
A total of 450 people participated in the study. The study revealed that activity involvement influenced place attachment, which in turn, had a significant effect on environmentally responsible behavioral intention, which is consistent with previous studies (Lee, 2011; Vaske & Kobrin, 2001). The finding highlights that place attachment plays a significant mediator between activity involvement and environmentally responsible behavior.

This study contributes to the knowledge in the underlying mechanism to predict pro-environmental actions through the relationships among the three constructs in the leisure setting. This study recommends that wildlife area managers consider offering various recreation activity programs, which will provide an opportunity to build place attachment and eventually to foster environmentally responsible behavior in wildlife areas.
WHY DO TRAVELERS CHOOSE AIRBNB?

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Introduction

These days you can rent a space or get a ride from a complete stranger through sharing economy services that match asset-owners and customers. Sharing economy services promise substantial pragmatic benefits (Owyang, Samuel, & Grenville, 2014). However, a majority of travelers are still reluctant to use sharing economy services. Further, it is not clear what kinds of travelers are using these services and why they decide to use them. This study intends to investigate the effects of socio-demographic, perceived risk, and perceived value variables on travelers’ decisions to use sharing economy services.

Methods

Airbnb, often referred to as one of the most prominent sharing economy services (Sharing Economy, 2013a), was selected for the case of the analysis. 299 samples were collected online for the regression analysis. 61.9% had previously experienced Airbnb, whereas 38.1% had not.

A hierarchical logistic regression analysis was employed to estimate probabilities of choosing to use Airbnb. Two more hierarchical linear regression analyses were employed as a next step to identify independent variables that predict intentions to use or reuse Airbnb. In all regression analyses, Model I included socio-demographic variables as predictors. Model II added six perceived risk variables and Model III added functional, emotional, and social values, as predictors.

Results/Discussion/Implication

This study investigated the effects of socio-demographic, perceived risk, and perceived value variables on travelers’ decisions to use sharing economy services with the case of Airbnb. The hierarchical logistic regression found age, education, and travel frequency to be significant predictors of travelers’ choice of sharing economy services. Security and psychological risks, and functional value were also found to be significant. Further, the hierarchical linear regression confirmed that perceived risk and perceived value could be significant predictors in both pre-use and post-use stages. However, specific significant variables were different. Psychological risk and all perceived values were found to be significant in the pre-use stage. In contrast, financial, security and psychological risks, as well as functional and emotional values, were significant in the post-use stage.

This study contributes several important implications. Socio-demographic background, perceived risk, and perceived value were confirmed to be important predictors of travelers’ decisions to use sharing economy services. Their specific roles were also investigated. Managers can utilize travelers’ socio-demographic backgrounds to select their target customers. For example, travelers in their 20’s and 30’s with higher education should be the main target of their services. Managers also should be aware that risks and values associated with sharing economy services are crucial to attract new customers and encourage them to use the services.
EXPLORING THE DIMENSIONALITY OF TOURIST-HOST SOCIAL CONTACT AND THE TYPOLOGY OF TOURISTS

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Introduction

Tourists are surrounded by the social environment when entering a destination. They cannot avoid interactions with local residents, though the extent of interaction can vary greatly. Such kind of contact is stated to have the power to influence tourists’ intercultural sensitivity, intergroup prejudice, travel attitude, behavior and long term perception toward the destination (Allport, 1954; Binder, Zagefka & Brown, 2009; Cohen, 1972; Kirillova, Lehto & Cai, 2015). Nevertheless, considering the importance of social contact, limited research has been conducted to explore the underlining mystery of social contact. Social contact has long been treated as a qualitative and abstract concept rather than a measurable one. Though some scholars intended to quantify the concept of social contact, few studies can be found to deliver a systematic and convincing solution. Tourist-host social contact, as the most common form of face-to-face intercultural contact (Berno & Ward, 2005), gets even less attention in the tourism academia. Thus, the objectives of the current study are to explore the dimensions of tourist-host social contact and to further classify tourists according to their characteristics in tourist-host social contact. Hong Kong tourists traveling to mainland China were selected as the study context.

Methods

For the sake of generating primary and rich data, in-depth, face to face interview was adopted. According to the purpose of the study, all interviews were conducted in Hong Kong with Hong Kong permanent residents. The interviewers stopped to invite new informants when the information saturation was reached. As a result, 23 qualified informants were interviewed. Each session was between 26 and 88 minutes. Textual data from the transcripts were interpreted and analyzed with the thematic analysis. The software of NVivo 10 was applied to technically code and organize the transcripts.

Results/Discussion/Implication

Building on Cohen’s tourist typology, the current study revealed the purpose, determinants, activities, intensity, impacts and attitudes of social contact between tourists and hosts via qualitative approach and a tourist typology was established, namely Dependents, Conservatives, Assessors, Explorers, and Belonging Seekers. The contributions of the current study is twofold. Theoretically, this study systematically investigated the dimensionality of social contact in tourism and five types of tourists were revealed accordingly. The findings provide new insights to the body of social contact research in tourism in general. Practically, the result of the current research can provide a clear picture of tourist-host social contact including its determinants and impacts, which can be used by both the tourism operators and government officials to boost positive and favorable contacts between two regions in residents’ level.
RECONCILING UNSATISFYING TOURISM EXPERIENCES: MESSAGE TYPE EFFECTIVENESS AND THE ROLE OF COUNTERFACTUAL THINKING

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Introduction
An extensive body of tourism marketing research has been dedicated to identifying the ways to draw potential tourists to a destination (Quintal, Lee, & Soutar, 2010). However, tourism experience is not limited to the experience in situ and involves making sense and evaluation of tourism experiences upon tourists’ return home (Aho, 2001). Furthermore, it must be recognized that, despite the best efforts, tourism experiences may not always result in satisfaction for various reasons (e.g. unreasonable expectations, unforeseen events) (Alegre & Garau, 2010). These aspects point to the need to understand how individuals evaluate their tourism experiences post-trip and what can be done to lessen the effect of one unsatisfying experience on subsequent tourist behavior regarding the destination.

In the present research, we investigated the effectiveness of different forms of marketing messages and the role of counterfactual thinking in the ability of a marketing message to improve tourists’ attitudes towards the destination and the intentions to recommend it to others.

Methods
A scenario-based experiment was conducted with 480 respondents. This study adopted a 2 (Message appeal types: Rational vs. Emotional) X 2 (Message medium: UGC vs. DGC) X3 (Counterfactual thinking: Upward vs. Downward vs. none) between-subject design. Data analysis involved testing a three-way MANOVA model with message appeal, message medium, counterfactual thinking as factors and attitude towards the message, attitude towards a destination, and intentions to recommend as dependent variables.

Results/Discussion/Implication
First, the result showed that emotional message appeal is more effective than rational appeal in increasing attitudes towards the destination and recommendation intentions. This is in line with the previous findings that, for example, message persuasiveness, is higher for emotionally rather than rationally appealing messages in service industry (Aaker & Stayman, 1992). Second, the finding that UGC is more effective that DGC also corroborates with previous studies (e.g. Yoo & Gretzel, 2011). Third, engaging in downward counterfactual thinking was shown to be the most favorable condition for the increase in attitudes towards the destination and recommendation intentions, which is contrary to previous studies (e.g. Krishnamurthy & Sivaraman, 2002). One plausible explanation for this finding could be that these outcomes depend on subjective interpretations of the experience and affective responses (Smallman & Roese, 2009). As upward counterfactual thinking results in negative affect such as regret, such feeling might have led the respondents to have relatively negative response to the message. On the other hand, by engaging in downward counterfactual thinking, tourists could feel relieved that their experience was not as bad as it could have been, and thus, their response is more positive. Overall, the findings suggest that a marketing message has the capacity to alleviate the sense of dissatisfaction resulting from a tourism experience.

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DETERMINANTS OF TRAVEL EXPENDITURES AND REVISIT INTENTIONS: THE CASE OF INTERNATIONAL VISITORS TO TAIWAN

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Introduction

Previous studies about travel expenditures have utilized the demographic independent/dummy variables for travel expenditure patterns and estimated tourism demand (Hong, Kim & Lee, 1999; Kim & Qu, 2002; Jang et al., 2004; Wang et al., 2006, Jang & Ham, 2009). This research seeks to determine which factors could have a significant or direct impact on the travel expenditures and intentions to revisit.

An essential issue for the Taiwanese government and Taiwan’s tourism and hospitality industry is how to increase tourist visitation from other countries while maintaining the current level of interest from China. It is important to understand which factors have a significant impact on foreign tourists’ intentions to revisit Taiwan and what influences their travel expenditure behaviors. Determining these factors may assist Taiwanese tourism companies in adjusting their business models to increase the foreign tourism and hospitality industry segment. A secondary benefit of understanding these factors could lead to an increase in foreign exchange tourism receipts for the government of Taiwan.

Methods

For this study, selected questions provided by the Taiwan government’s questionnaires were used. The participants were foreign visitors during the period from January 1 to December 31, 2013. However, transit visitors, i.e. those who were just passing through Taiwan on their way to other destinations were not included.

Confirmatory factor analysis (CFA) was used to examine the process for tourism promotion, travel agency quality, and public transportation quality as factors of tourists’ willingness to revisit and their travel expenditures patterns. The structural equation model (SEM) displayed those factors that could significantly influence tourists’ revisit and travel expenditures.

Results/Discussion/Implication

The results of this study have shown that increasing tourism promotion, the quality of travel agencies, and the quality of public transportation can have a positive impact on increasing visitors’ travel expenditures. Additionally, increasing the quality of travel agencies and public transportation can significantly stimulate foreign visitors to revisit Taiwan. A demographic variable, annual income, had a significant negative impact on travel expenditures, which was not supported by the hypothesis. This finding indicates that visitors with a high level of annual income do not spend more money on travel. In other words, Taiwan tourism does not attract visitors who have a high annual income level. Therefore, the Taiwanese tourism industry should focus their efforts on attracting visitors who have middle to low levels of annual income.
ETHNOCENTRISM IN THE MAKING – CHINESE TOURISTS IN JAPAN

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Introduction
The Chinese outbound market has generated substantial tourism traffic and revenue in recent years. A large amount of research has emerged accordingly, primarily on the general impact of the Chinese tourists in the domains of economics and social changes on a macro level (Siu, Lee, & Leung, 2013). Yet, academic attention remains lacking in studying the Chinese tourist engagement with their hosts at destinations. The examination of their specific behavior patterns are particularly rare. This research focuses on tourists at historical and religious sites, using samples in Kyoto, Japan. Through direct observation, the study documents the “in-group” and “out-group” behavior traits of Chinese tour groups. Applying the theory of ethnocentrism, the study presents questions for investigation through ethnography accounts: 1) How are Chinese tourists connected with each other during the trip? 2) How closely do Chinese tourists interact with the local Japanese hosts? 3) How does the Sino-Japan history affect their tour experiences?

Methods
The study is based on the data collected through direct observation. As a traditional data collection method, direct observation is used to record and analyze patterns or contexts of behaviors (Jersild & Meigs, 1939). It is often applied without or with minimum constrains and manipulations by the researcher. For this study, the researcher, a bilingual speaker of Chinese and English, acted as the observer that listened and observed (Baker, 2006) conversations and behaviors of Chinese tour groups in Kyoto, Japan. Field notes were taken at historical temples and shrines with a substantial traffic of Chinese tourists. No tourist activities were interrupted or interfered during the process. The observation data were analyzed with a grounded theory approach in three stages. First, raw data were rearranged into research memos with line-by-line interpretation of the field notes. It assisted in sorting open codes and identifying themes (Goulding, 2002) of the data. Second, relationships amongst open codes were established through axial coding. Lastly, selective coding connected relevant axial codes, and major findings emerged.

Results and Discussion
Three thematic findings are generated from the study. 1) Ethnocentrism promotes family bonding for Chinese tourists. The Sino-Japan relation is a powerful force that further segregates Chinese tourists from the Japanese surroundings. The tourists’ psychological resistance to the attractions leaves much space and time for internal interactions within families. The Japanese environment seems to only serve as a background of such interactions. 2) Ethnocentrism discourages Chinese tourists to form a positive impression of Japan. The “we-others” mentality reinforced by the war makes it difficult for Chinese tourists to wholeheartedly appreciate the historical and religious messages of the attractions. 3) Existing travel agencies rarely advocate tourists’ understanding of the Japanese culture. The tour guides’ sole responsibility is to encourage tourist spending. The results suggest that the outbound travel to Japan enhances family ties for Chinese tourists. But their engagement with the indigenous culture is lacking.
**DUBAI REBRANDING: LOGO AWARENESS AND BRAND POSITIONING**

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**Introduction**

In tourism, the world’s largest industry, cities nowadays are regarded as brands. Destination logo is crucial to city branding as its main goal is to enhance awareness and build a beneficial destination image (Hem & Iversen, 2012). In recent years, Dubai, an emirate in the United Arab Emirates (UAE) has enjoyed rapid growth as a tourist destination. It has successfully and dramatically diversified its economy into tourism to reduce its economic dependence on supplies of oil (Kotsi & Michael, 2015). The new Dubai Brand logo was launched in May 2014 during the Arabian Travel Market (Gulf News, 2014). It consists of the word ‘DUBAI’ written in English and Arabic, the two most prominent languages in the country, reflecting a city where the worlds come together (Dubai Tourism & Commerce Marketing, 2015).

Bagaeen (2007) describes how Dubai’s focus on mega projects and luxury lifestyle made it an instantly recognizable city globally. Many perceive Dubai with two very contrasting images: ‘a modern wealthy city’ on one hand, and the Arabic culture and desert scenery on the other (Coombe & Melki, 2011; Govers, 2011). These images were conceived from the media coverage and website content that the people were exposed to, before the launch of the new Dubai Brand logo. This paper discusses the overall effectiveness and awareness of the Dubai brand logo and compares it to the old “Definitely Dubai” logo. Furthermore, it analyzes the people’s perceptions of Dubai as a tourism destination among different populations of the Emirate.

**Methods**

The researchers conducted a total of 120 surveys in March 2015 to test the awareness level of the Dubai brand logo and the image of Dubai as a place destination among the different population of the UAE. Participants were categorized into three groups: 40 Emiratis, 40 expatriates living in the UAE, and 40 international tourists visiting Dubai. These groups were chosen because the population of the UAE consists of 15% locals, 85% expatriates, and tourist arrivals in the UAE grows annually at 5.3% (Kotsi & Michael, 2015). The locals and expats were chosen based on convenience sampling while tourists were chosen using random sampling. The questionnaire included open-ended, close-ended questions and Likert-type scale.

**Results/Discussion**

The results show that 100% of locals, 83% of expats and 73% of tourists were able to recognize the logo. Also, 83% of respondents expressed their preference of the new Dubai Brand logo over the previous logo, showing positive feedback to the change. Lastly, 45% of the respondents favor the promotion of culture and heritage, proving that many people want to see Dubai as more than just a place of luxury and modernity.

This research concludes that Dubai has been successful in promoting its new logo as the different stakeholders are now able to recognize Dubai as a brand and the perception of the city is one of a luxury destination. Yet, both visitors and residents would like to see more of the culture being promoted. There are certain limitations to the research since the scope of the study is limited within the UAE. A future study can test the Dubai brand logo on an international level.
GENERATIONAL GAPS OF CHINESE TOURISTS TO JAPAN: AN ATTITUDBINAL ANALYSIS

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Current study aims at investigating Chinese tourists’ attitudinal structure consisting of Sino-Japan events and tourism to Japan, as well as the difference between Cohort 60 and Social Reform Generation. This study also attempts to propose a new perspective of inquiring dark tourism based on the case of Chinese tourists (sites of dark events) to Japan (origin of dark events).

Based on textual in-depth interview data, this study identified different attitudinal structure of the two generations. In terms of attitudes toward Sino-Japan events, Japan as a country and tourism to Japan, the attitudinal associations are stronger for Cohort 60 tourists than Social Reform Generation. Meanwhile, the relative weights of cognitive attitude and affective attitude differ between the two generations.

Supporting this difference, Cohort 60 tourists are found to hold stronger stereotype and prejudice to Japanese than do Social Reform Generation tourists. The different strength of stereotype and prejudice is considered as the foundation for formation of interattitudinal structure in question. Because of closer relationships among the three attitude categories, Cohort 60 tourists experience higher cognitive dissonance when they decide to travel to Japan. The inconsistency between perceived social norm of anti-Japanese attitude and tourism interest motivates Cohort 60 tourists to justify their travel behavior.

This study reveals an alternative perspective of dark tourism and identified the attitude of tourists from sites of dark events to the destination that generated the events. Individuals who refuse traveling to Japan tend to imagine the journey as uncomfortable and deterring, based on their belief of this ethnic group. This type of dark tourism is not unique between China and Japan. The Fascism expansion during Second World War caused lots of tragedies in many victim countries such as France and Poland. Investigating the experience, attitude and motivation of tourists from these countries might contribute to extending the research scope of dark tourism.
TRUSTWORTHINESS AND COMMUNITY SUPPORT FOR TOURISM DEVELOPMENT

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Introduction
In order to better engage and empower local residents in the tourism planning process, researchers have developed conceptual models and frameworks with a focus of residents’ perceptions or attitudes (Látková & Vogt, 2012; Nunkoo & Ramkissoon, 2011). At the same time, research acknowledges that the long-term viability of sustainable initiatives relies on community members’ initial endorsement and ongoing support (Nunkoo & Ramkissoon, 2011). Although researchers have used different theories to examine resident attitudes, many scholars indicate that trust is the most important variable in this exchange process (Blau, 1962; Nunkoo & Ramkissoon, 2012). However, very limited scholarly work has examined the meaning and structure of trust in the context of residents’ support for tourism development. Therefore, this study aims to examine the impact of trustworthiness of local authority, along with economic, social, and environmental benefits and costs, on residents’ overall perception of the tourism development. Accordingly, a series of hypothesis are proposed and tested under a structural framework.

Methods
Residents in a rural community in the southeastern part of the U.S. were surveyed to determine their level of trust in the local agency which coordinated the feasibility study of a proposed new tourism development project. A survey was developed based on the literature addressing social exchange theory, resident attitudes, tourism planning, and trust. In addition, qualitative research results of focus groups and interviews assisted the development of the questionnaire and the trustworthiness scale.

Data collection took place during the summer of 2012 in various times and locations in the community. Self-administered survey and systematic random sampling was used, and a total of 308 usable questionnaires were completed.

Results/Discussion/Implication
Based on the analysis results, trustworthiness acts as an essential influencing factor on local residents’ overall perception, along with perceived benefits and costs associated with the tourism development. Furthermore, perceived benefits and costs serves as mediator between trustworthiness and residents’ positive perception toward local tourism development. Theoretically the structure model extends the existing literature by incorporating trustworthiness as a predictor of residents’ support for tourism project, and examines tourism benefits and costs from economic, social and environmental perspectives. Practically, the findings provide important implications for tourism policy and planning. Tourism planners can use the findings to make tourism more supportive in local community. For example, it is essential for planners to ensure that residents are aware of benefits the tourism development could bring to the area. Furthermore, local authority should operate the tourism development project in an honest and integrative way in order to improve its trustworthiness among local residents.
EXAMINING SERVICE RECOVERY’S EFFECT ON PERCEIVED VALUE OF TWO-PRODUCT TRAVEL BUNDLES

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Introduction
In the context of the hospitality industry, service recovery has long been understood to have significant practical repercussions. With respect to the travel industry, however, and particularly in relation to bundles combining two or more different products into a single purchasable package, little investigation into the effect of service failures and recovery attempts has been conducted. The research problem which this study addresses is this: Is there a significant difference in customers’ perception of the value of a vacation travel package following absent, moderate, and full levels of service recovery?

Research on bundling has explored consumers’ reasons for opting for bundles (Guiltinan, 1987; Harris & Blair, 2006a, 2006b). Research on bundling in the context of the travel industry shows that one-third of the travel money spent on travel in the United States and Europe involves bundles, which travel service providers market to increase brand interaction and to hide costs (Carroll, Kwortnik, & Rose, 2007). Research in service recovery underscores its importance with respect to customer satisfaction and retention (O’Neill & Mattila, 2004; Reichheld & Sasser, 1990); it has shown also that the thoroughness of a service recovery effort has an important effect on customers’ intent to repatronize (Leong, Kim, & Ham, 2002). The literature on perceived value shows that its definition varies widely (Yang, Liu, Jing, & Li, 2014; Zeithaml, 1988). The definition adopted for this study is that of Grewal, Monroe, and Krishnan (1998), who divide perceived value into the constituent elements of perceived acquisition value and perceived transaction value.

Methods
This study utilized a 15-item survey instrument designed to assess respondents’ attitudes toward vacation travel packages consisting of airfare and lodging. Before receiving the survey, participants were presented with one of six service failure and recovery scenarios created by the researchers. The scenarios were evenly divided between failures in the airfare and lodging services; each service had one scenario in which recovery could be classified as absent, partial, and full. This survey was distributed to a sample of 250 participants in the United States by Qualtrics, Inc.

Results/Discussion/Implications
ANOVA was conducted to explore if there were meaningful differences in the attitudes and perceived values of participants responding to different service recovery attempts. The first ANOVA analysis reveals that there are statistically significant differences between respondents to the flight service failure resolution attempts. Similarly, the second ANOVA analysis shows that there are statistically significant differences between respondents to the hotel service failure resolution attempts. Our findings reveal that there are indeed meaningful attitudinal and behavioral differences towards different levels of recovery attempts. Acquisition and careful analysis of the results of this study stand to provide considerable insight into how customers’ travel-package-related perceptions of value are affected by varying levels of service recovery.
THE IMPACT OF SIMILARITY ON SOCIAL IDENTITY, SOCIAL TRUST, AND DESTINATION SOURCE CREDIBILITY

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Introduction
Social media are currently used as one of the main communication sources that provide information to tourists about future destinations (Xiang, Magnini & Fesenmaier, 2015). While information about tourism destinations is available from diverse sources, it remains unclear how potential tourists evaluate the credibility of destination information in planning their visits. In the theory of social identity, the perceived similarity with others is recognized as a significant cue that can lead to social trust and information credibility through a group identification process (Brocato, Voorhees & Baker, 2012; Kwon, Ha & Im, 2015). That is, the similarity of social identity can play a significant role in persuading potential tourists to choose a certain destination. In tourism literature to date, however, there has been little discussion about the effect of the similarity in relation to the credibility of destination information. The purpose of this study is to examine a conceptual framework of the relationships among similarity, social identity and social trust in the process of evaluating destination source credibility.

Methods
Based on an extensive literature review, the survey instruments consisted of a total of 20 items in the following four variables: similarity, social identity, social trust and destination source credibility on a seven-point Likert scale. This study included a sample of fishing and hunting license holders across the U.S. who travel for their outdoor activities. The research venue was a popular tourist destination in Canada that offers diverse outdoor tourism activities including fishing and hunting. The survey included a collection of 27 images containing landscapes and 14 photos of outdoor travelers depicted in the destination, along with a brief caption of travel experiences from previous visits by hunters and anglers. The online survey platform of Qualtrics was employed to collect data for the month of October 2015. An invitation letter was emailed to 3,800 people and 426 participated in the survey. After the removal of missing data and outliers, a total of 420 responses were used for data analysis of a confirmatory factor analysis and structural equation model.

Results/Discussion/Implications
Results revealed that the similarity positively influenced social identity, which in turn, lead to social trust. This finding is consistent with previous literature (He, Li & Harris, 2012). The social trust, in turn, had a positive impact on the credibility of destination information. Results highlighted that individual identity acted as a significant mediator between perceived similarity and the social trust. A notable contribution of this study is that this is the first attempt to identify similarity as an underlying driving force that builds social identity and trust in the destination evaluation process based on the social identity theory. It is recommended that destination marketers consider using past travelers’ social identity and experiences to target future travelers.
Work-in-Progress – Consumer Behavior
STUDY OF TOURISM IMAGE OF URBAN DESTINATIONS THROUGH CONTENT ANALYSIS

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Introduction
The main purposes of the study are to, first, analyze tourists’ perception of urban tourism image in social media, and second, explore the mechanism of influences of urban information over consumers in a virtual social network. The research method is to conduct text analysis and atlas analysis of urban image in social media network and build an urban tourism image structure. The study can provide beneficial references for network marketing policies making, destination image building and tourism product designing of related departments and tourism enterprises, etc.

Methods
In this paper, the text analysis software ROST Content Mining System (ROST CM) is adopted for word frequency analysis, social network and semantic network analyses. TripAdvisor is the website for sample collection so as to collect users’ perception data on the image of Shanghai. Soukey is applied to capture comments on main scenic spots in Shanghai on the destination homepage of TripAdvisor. The captured data is divided into nine parts according to users’ nationality, division of Shanghai’s customer markets and data classification: North America (U.S. and Canada), Europe (Britain, France and Germany), Australia and New Zealand, Singapore, Southeast Asia (Indonesia, Philippines, Malaysia and Thailand), South Asia (India and Pakistan), Hong Kong, Taiwan, Japan, South Korea and China mainland.

Results
This paper summarizes the overall tourism image of Shanghai and builds detailed images of Shanghai on different markets, the following is the conclusion: First, in terms of tourists’ perception of Shanghai, there are such high frequency words as “city”, “beautiful”, “gorgeous” and “modern” and other rich perceptions like “building”, “museum”, “garden”, “metro”, “Bund” and “store” which characterize its tourism functions and basic environment. It means that Shanghai has been quite improved in its overall function construction and basic environment. Tourists’ cognition of Shanghai as a destination is considerably positive. Second, what’s worth noting is that the expressions of Shanghai’s urban cultural image are extremely abundant and moreover, form a strong secondary relation in the social semantic network. With significant perception on such target markets as Europe and America, Southeast Asia, Japan and South Korea, Hong Kong and Australia, it means that Shanghai has achieved spectacular effects in cultural product design, promotion and cultural image construction and built a three-dimensional and diversified tourism cultural image. Third, this study finds that tourists’ high frequency words about Shanghai’s tourism service image and brand personality image are few and fall short of details. It indicates that Shanghai has weak publicity about its tourism service and urban brand personality so tourists have weak perception accordingly. At a deep level, the two of them demonstrate tourists’ vivid expression of Shanghai and such tendency is supposed to be formed out of graphic cognition and emotional filtering in the process of visiting or after tourists finish visiting. The image building of a tourist destination is an extremely crucial part.

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THE IMPACT OF RELATIONSHIP BENEFITS ON COMMITMENT, EMOTION, AND BEHAVIORAL INTENTION IN THE CONTEXT OF KIDS CAFE IN SOUTH KOREA

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Introduction
In this day and age, the meaning of a playground has drastically changed from a simple fun space to a more culturally complex and leisure environment that incorporates usability and efficiency to satisfy various customers’ desires. Based on these current changes, the meaning of café has also shifted from a simple place for enjoying tea or coffee to an elaborate venue which can provide numerous convenience services such as study room, individual room, and play zone for child. As new market segmentation in the foodservice industry, Kids café, has been delineated as a solid representative of the multipurpose leisure space. Kids café has been receiving critical attention as an appropriate indoor play area for children that provides a variety of experiential activities such as diverse educational programs and experiential spaces as well as resting places for adults (Moon & Shin, 2012).

Relationship benefit has been regarded as a critical variable that has been closely and significantly related to various favorable outcomes in hospitality industry (Henning-Thurau et al., 2002; Kim & Ok, 2009; Ryu & Lee, 2013). These literatures have lucidly identified that relational benefits have a positive influence on customer intangible aspects such as emotion, commitment, and behavioral intention. Hence, this study explores meaningful marketing strategies that increase competitiveness of people using Kids café. Specifically, the present study has sought to establish a strategic marketing plan for the management and business performance of Kids café by evaluating the effects of Kids café relationship benefit on customer emotion, commitment, and behavioral intention.

Methods
Following the translation process, a pilot test was conducted on a sample of 43 visitors to a kids café in southeastern South Korea. Based on the results of the pretest, the wording of several items was revised prior to the main data collection. Using the finalized survey, the main data were collected from other kids cafes located in Midwestern and southeastern South Korea. A research team of trained graduate students was granted access to kids cafe visitors on a selected day to solicit participation in the research. The researchers then provided each respondent with $3 gift card as a token of thanks for participating in the study. A total of 300 responses were collected in this manner. Of these, 250 usable responses remained after excluding responses with incomplete information.

Discussion
The purpose of this study was to investigate the relationship among relationship benefit constructs, consumer emotion, commitment, and behavioral intention in the Kids café segment. The empirical findings reveal that above and beyond customer emotion the relational benefits associated with Kids café is what drives consumer commitment. This finding is critical in that relational benefits play a significant role, in the Kids café service relationship, by creating an alignment that impacts post-consumption evaluation; where it can potentially bolster consumers to develop a greater sense of faithfulness.

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EFFECT OF GROUP MEMBERSHIP ON GREEN PURCHASING DECISION: AN EMPIRICAL STUDY

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Introduction
Communication and marketing literature associated with green consumerism talks primarily about the importance of framing green messages appropriately and suitable to the situation. A significant part of the literature focuses on ‘positive and negative framing’ and loss aversion (which leads people to refrain from behaving in a way that would bring negative outcomes). However, Grankvist et.al. (2004) found that people who are not interested in environmental issues are not affected by loss aversion. Hence, the potential of utilizing loss aversion as a medium to persuade people to consume sustainably (by highlighting the negative outcomes associated with a behavior) is less in the case of people who already have not a strong opinion about it. At the same time, Briley & Wyer (2002) in their study on the influence of group identities on decisions found that if people’s group identities, which is a special case of collectivists attitude, are called upon, they would exhibit a prevention mindset or goal frame, which would make them avoid negative outcomes. Since, prevention mindset is found to be associated with affinity towards sustainable behavior, organic purchasing etc, testing Briley & Wyer’s (2002) theory in the context of environment-friendly consumption would provide the key to get the environmentally indifferent people to consume sustainably and responsibly.

This study aims to examine the effect of collectivist attitude and cultural identity on green purchasing decisions. Specifically, the study investigates whether collectivist mindset would encourage people to make decisions that are in favor of environment and other people.

Methods
The methodology involves an online survey experiment, by which the constructs involved are measured. Participant’s ‘degree of collectivist mindset’, cultural identity and environmental concern are captured using existing scales. Green purchasing intention is measured using two different variables- willingness to pay and preference for green alternative. The scale for environmental concern is an adapted version of Dunlap (2008), where as willingness to pay is captured using a direct questions as done by Laroche, et.al, (2001). Both, cultural identity and collectivist/individualistic mindset are measured using the traditional measurement approach by (Lee, et.al, 2000). Amazon’s MTurk platform is used to collect the data, which would be analyzed using the structural equation modeling framework.

Results/Discussion/Implication
The study is in the data collection stage, and is expected to produce evidence for the positive influence of group membership on green purchasing behavior and purchasing satisfaction. This research work has important implications in gren-product advertising. The study would provide insights about the type of sustainability messages which would be most effective in inducing environment-friendly behavior among people who are indifferent about the environment.

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THE INFLUENCE OF GENERATION Y’S INTERACTIONS ON SNSS: AN EXPLORATORY STUDY ON CUSTOMER BRAND LOYALTY IN THE HOSPITALITY INDUSTRY

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Introduction
Over the last decade, the growing number of social network sites (SNSs) such as Facebook, Twitter, Linkedin, MySpace, wiki, blogs has changed people’s daily routine of communication (Nusair, Bilgihan, & Okumus, 2013). Generation Y or the Millennials are considered digital native since they grew up interacting with information technology extensively as they actively search, share, consume and contribute to SNSs (Prensky, 2001; Bolton et al., 2013).

Although Generation Y consumers frequently browse, interact, and decide hotel service purchase through SNSs, how such behavior contributes to Generation Y’s loyalty toward hospitality brands has not been well explained in the literature. In this regard, this study aims to identify different dimensions of social interactions (viewing posts, sharing posts and eWOM) on SNSs, and illustrate the relationship between Generation Y’s social interactions on SNSs and their loyalty toward hospitality brands through SNSs. Therefore, this research contributes to the present understanding on Generation Y’s brand loyalty and its antecedents for furthering theoretical development and it will also provide valuable insights for managers to implement strategies to benefit from SNSs in the hospitality industry.

Methods
This study will use online survey method to randomly select participants from online panel (Amazon Mechanical Turk) and gather responses from Generation Y customers who used SNSs to interact with others regarding hospitality brands and its services. We will send an e-mail describing the present study and invite recipients to participate via an online questionnaire.

All the variables will be measured using multiple-item scales adopted from prior studies. Changes will be made to tailor the items to this context for the use on a 7-point Likert type scale. Prior to the main survey, a pilot test will be used to identify the dimensions that reflect Generation Y’s social interaction settings to finalize and refine main survey instruments. In the main survey, Generation Y customers will be emailed with an online survey link that contains a self-administered questionnaire. Structural equation modeling will be used for the data analysis to test the proposed conceptual model.

Implication
This study bridges the research gap by furthering our present understanding as to younger generation’s social behavior on SNSs and how it transfers to loyalty in hospitality brands. Moreover, the proposed model highlights Generation Y’s social interaction pattern on SNSs and its’ effect on brand loyalty formation in hospitality settings. Additionally, this study integrates observational learning theory and information sharing theory to understand social interactions on SNSs furthering prior research findings. Managerial implications include: (1) this study suggests the important role of SNS in the hospitality industry as Generation Y depend on sources from SNSs and frequently engage in SNSs; (2) findings of this study will help hospitality managers to market Generation Y customers through updating fans pages and initiating topics frequently for browsing, sharing and commenting.
SERVING WITH PROFESSIONAL LOOK: RESTAURANT WAITRESS INFLUENCES CUSTOMER’S TIPPING BEHAVIOR

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Introduction
The tipping custom is a multi-billion-dollar phenomenon that widely adopted in numerous countries. Customers voluntarily leave tips after the service is generally expected in various service contexts such as restaurants, bars, hotels, hair salons, etc. (Azar, 2005). Approximately, 21 million people eat out at full-service restaurants everyday in US, and most of them leave tips to servers (Lynn & Sturman, 2010). Generally, tipping, as a voluntary after-the-fact economic transaction, makes up over $40 billion per year for restaurant workers in US (Azar & Yossi, 2008).

Frontline employees make direct contact with customers, presenting the walking brand of the services. Supported by the axiom “what is beautiful is good”, more attractive employees gain payment premiums of up to 10 % in the workplace (Hamermesh & Biddle, 1994). Yet, only few of prior articles have addressed how the image of waitperson’s appearance would influence the portion of tipping gains from server’s perspective. (Jacob, Guegue, & Delfosse, 2012; Jacob & Gueguen, 2014). To address above question, this research aims to investigate the effect of server’s physical appearance (cosmetic condition and clothing appearance) on consumer tipping behaviors. Additionally, this study will examine if in different restaurant segments consumers might have different expectations regarding servers’ physical appearance.

Methods
To examine the proposed hypotheses, a 2 (cosmetic condition: with cosmetics vs. cosmetics free) by 3 (clothing appearance condition: uniform vs. casual clothes vs. alternative clothing) by 3 (restaurant type: upscale vs. family vs. fast-casual) between-subject design is used in this research. Participants recruited from a web-based survey panel are randomly assigned to one of the conditions.

Participants are instructed with dining scenarios, then they are asked to look at a photograph of a restaurant waitress. After that, participants are required to rate server’s facial appearance and clothing appearance in the given setting. Each of the scales is rated on a 7-point Likert scale. Based on Bujisic, Wu, Mattila and Bilghihan (2014)’s study, participants are asked to sign a realistic-looking restaurant bill (with constant amount across the scenarios) and add the gratuity. Then, the dollar amount is calculated into tip percentage to measure the tipping size. ANOVA will be used for the statistical analysis.

Implication
By understanding the image of appearance, front-line employees may receive larger tipping portions by improving their physical appearance. Recognizing the significance of employees’ attractiveness, marketers can develop efficient strategies regarding employee appearance to enhance the brand image of the organization. Moreover, findings of present study demonstrate that uniforms may not benefit images of all types of restaurant whereas appropriate dressing that matches restaurant type would enhance consumer perceptions. In addition, current research contributes to understanding of physical appearance and highlighting the distinctions of various restaurant types.

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SERVICE AND SATISFACTION: WRITING THE RIGHT PRESCRIPTION FOR YOUR HEALTHCARE FACILITY

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Introduction
The study of hospitals as a segment within the service and hospitality literature has been a mainstay since the early 1990s. In large part this is because the US healthcare industry has transformed into a competitive marketplace seeking to attract and retain new patients, or customers, through engaged service and exceptional environments (Vandamme & Leunis, 1993). While past research has established the linkage between patient experience, specifically service interactions and satisfaction (Nathorst-Boos, et al, 2001), less attention has been focused on what physical environmental factors influence customer satisfaction through the confirmation of expectancies. Therefore, the purpose of this study is to test the basic premise of Herzberg’s Two Factor Theory as an indicator of patient satisfaction with the physical and service quality of healthcare facilities.

Methods
Based on previous testing of five group-specific questionnaires; the (Dis)Confirmation of Expectancies Scale (DCES), the Affective State Index (ASI), the Self-Esteem Maintenance Behavior Scale (SEMBS), the Intentions for Sport Consumption Behavior Scale (ISCBS), and the Venue Service Experience Scale (VSES) (Trail, Fink, and Anderson, 2003; Fink, Trail, and Anderson, 2002; Madrigal, 1995), the researchers constructed a Patient Experience Questionnaire (PEQ). Scale A of the PEQ is a three-item measure that focuses on patient expectations of the facility. It utilizes a 7-point Likert scale with anchors 1=much worse than expected, and 7=much better than expected. Scale B is a 14-item measure that focuses on patient intent with regard to returning to or recommending the facility. Scale B utilizes a 7-point Likert scale with anchors 1=strongly disagree and 7=strongly agree. Scale C contains 25-items pertaining to the satisfaction with, and importance of, specific venue aspects. Scale C also utilizes a 7-point Likert scale, with anchors 1=not at all satisfied, or not at all important, and 7=very satisfied, or very important. Collectively, these separate measures will be combined for a total 52-item questionnaire.

The questionnaire, along with a study information letter, will be distributed through Amazon’s Mechanical Turk (MTurk). The primary inclusion criterion will be having visited a specialist health care clinic or facility for a doctor’s appointment or consultation in the six months preceding survey participation.

Results/Discussion/Implication
The results of this research will have practical implications for healthcare facility administrators. Primarily, administrators will be able to identify those physical environment factors that influence customer satisfaction levels of patients. As patients may visit various types of healthcare facilities, it is important to understand what satisfiers and (dis)satisfiers affect a patients decision to visit or not visit a healthcare facility.
AN EXAMINATION OF QUALITY OF LIFE AS AN EXTENDED VALUE OF SATISFACTION OF LOCAL FESTIVAL ATTENDEES

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Introduction
With a growing attention in quality of life (QoL) and well-being as an emerging field in hospitality and tourism, a stream of research has attempted to demonstrate that unique tourism experiences are related to one’s quality of life (Kruger, Rootenberg, & Ellis, 2013; Liburd & Derkzen, 2009; Neal, Sirgy, & Uysal, 1999; Neal, Uysal, & Sirgy, 2007). However, only a few studies to date have reflected the impact of festivals on quality of life of attendees (Kruger, Rootenberg, & Ellis, 2013; Liburd & Derkzen, 2009); furthermore, research on festivals and events still has been limited when focusing on an associative network among a level of satisfaction which is accounted for by performance-based satisfaction (attribute-level satisfaction), consumption value (perceived value-based satisfaction), overall festival satisfaction, and a more extended level of satisfaction involving the QoL. Therefore, the objective of this study is to investigate how festival service factors affect attendees’ consumption value and overall festival satisfaction and, in turn, contribute to the QoL of attendees, especially in the context of local festivals.

Methods
The model will be empirically tested on data collected from several local festivals, which will be held around Phoenix during Fall 2015 to Spring 2016. As popular outdoor events, all of potential festivals will include music, food, and other several activities including child-friendly one, and the admission fee of all festivals will be affordable less than $25. Data will be collected via intercept surveys on-site, using a self-administered questionnaire. To facilitate the research questions, Exploratory Factor analysis (EFA) and Structural Equation Model (SEM) will be employed.

Results/Discussion/Implication
This study develops and empirically tests a conceptual model of an associative QoL network such as relations among festival service attributes, consumption values linked with experience, and consumer’s QoL. Local Festivals could be good examples to provide a ‘festive or playful consumption environment’ (Lee et al., 2008), as well as to examine festivalscape effects on attendees’ consumption value, overall satisfaction, and by extension, the higher level of satisfaction involving their quality of life. The study will contribute to the extent literature review of both community based events or festivals and its impact on the quality of life, illustrating a detailed picture of the connection between unique tourism products (local festival) and consumers’ quality of life. Furthermore, result findings will discover some specific factors positively embodied with attendees’ consumption, thereby resulting in enhancing quality of life; it will help festival managers create positive experience for visitors. As a part of their promotion strategy, this study will also lead to understand customers’ preference and needs, and improve the festival service experience. Lastly, it suggests that future research may further investigate whether attendees’ perceptions can be different depending on demographic characteristics. Alternatively, the future study may examine whether attendees’ enhanced perception regarding their QoL has a positive impact on revisiting the festival or destination, and provide insight into the relationship between the hierarchy of satisfaction and loyalty.

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BE OUR GUEST…THE DOCTOR WILL SEE YOU NOW: DEFINING CUSTOMER SERVICE FACTORES FOR MEDICAL CLINIC PATIENTS

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Introduction
Since the first U.S. News & World Report on “America’s Best Hospitals” in 1990, the healthcare industry has tried to determine what satisfaction variables indicate a patient’s intent to return. How those wants and expectations impact retention is vital if a medical clinic is going to prosper in the competitive healthcare market. This study’s intent is to focus, not on hospitals, but on the patient customer service expectations at medical clinics.

Marquis et al. (1983) discovered that consumer satisfaction with medical care does predict future changes in the medical care field and that patient satisfaction ratings have a predictive validity. Just as hospitals have renovated patient rooms to resemble hotel accommodations and have turned waiting rooms into lobbies complete with concierge services, clinics are finding that addressing the emotional needs of their patients is worth the investment.

Gathering patient experience data is difficult. Even with the federally required HCAHPS data, hospitals struggle with formulating continuous quality experiences for their patients. Most hospitals only survey around 4 percent of patients (Sweeney, et al, 2010). If improving a patient’s experience is hard with an existing instrument and analysis in place – how much more so could it be for the smaller, medical clinic where no such instrument exists?

Methods
This study will include a triangulation of existing passive comment cards, focus groups of clinic employees and patients, and a literature review to determine customer service variables pertaining to experiences. Using the identified variables, the Servqual customer satisfaction survey, the Picker Patient Experience Questionnaire, and the Service Evaluation Questionnaire, will be modified to provide a survey instrument based on medical clinic customer satisfaction themes. The survey will be constructed for each ‘high-touch’ department in medical clinics. The survey will be offered to the patients as part of the checkout procedure, optimizing the gathering and analysis of the patient data, resulting in a real-time result.

Results/Discussion/Implication
This study will add to the existing patient experience research, exploring the integration of hospitality concepts to the medical field by providing empirical data measuring patient intent to return. For clinic administrators, this study may offer assistance in identifying existing gaps between the patient visitor expectation and what the employees thought was being offered. Knowing existing gaps could help guide employee training in an effective and efficient manner. In addition, developing or monitoring a clinic’s business plan, marketing strategy, employee training, or even a mission statement could be enhanced by knowing what that clinic’s patients are expecting.
CONSUMERS’ PROPENSITY TO POST FAKE ONLINE REVIEWS

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Introduction
Word of mouth has a huge impact on consumer behavior (Chevalier & Mayzlin, 2006; Trusov, Bucklin, & Pauwels, 2009). People simply trust other consumers’ recommendations for a particular brand or product more than they trust company-generated communication (Hennig-Thurau & Walsh, 2003). Recently, however, there is considerable evidence that fake reviews generated by businesses undermine the credibility of online reviews. This unethical behavior draws attention from regulators and there is an increasing interest in fraudulent or deceptive reviews in academia (e.g. Anderson & Simester, 2014; Luca & Zervas, 2013; Mayzlin, Dover, & Chevalier, 2012). Yet, there is no research focusing on consumers’ motivation to engage in writing a fake review. To fill this gap, this study examines whether different incentives such as self-benefit vs. helping others (i.e. other-beneficiary) influence consumers’ propensity to write fake reviews. Moreover, we propose that an individual’s sense of power will influence one’s response to the two types of incentives, resulting in different levels of intention to engage in posting a fake review.

Methods
In the pretest, one hundred twenty participants recruited through Amazon Mechanical Turk will be assigned to one of the four scenarios: 2 (review valence: positive vs. negative) × 2 (incentive type: self-beneficiary vs. other-beneficiary), describing situations where a restaurant manager asks the study participant to write a fake review and offers incentives in return, and asked to rate how they perceive the action in the scenario as ethical/unethical, moral/immoral, self-beneficial/other-beneficial/ and selfish/altruistic (Dubois et al., 2015).

In study 1, one hundred twenty participants recruited from Amazon Mechanical Turk will be randomly assigned to one of four conditions: 2 (power: high vs. low) × 2 (beneficiary: self vs. others) between-subjects experimental design. For the power manipulation, participants will complete a power recall task (Galinsky, Gruenfeld, & Magee 2003). After the priming task, participants will be given one of two scenarios (beneficiary: self vs. others), which is and then asked to complete the items related to likelihood to engage in posting a positive fake review.

In study 2, one hundred twenty participants, recruited from Amazon Mechanical Turk, will be randomly assigned to one of four conditions: 2 (power: high vs. low) × 2 (beneficiary: self vs. others) between-subjects experimental design. Except for different valence of scenario, we will use the same manipulation for power and beneficiary in study 1 as well as measurement for the dependent variable.

Results/Discussion/Implication
This research will contribute to the hospitality management literature by showing that an individual’s propensity to post a fake review depends on one’s sense of power and incentive types. Our findings will also have important practical implications for online review platform managers. For luxury hotels and fine-dining restaurants, for example, the practitioners might want to present a preventative message, which read, “Your deceptive review will hurt your self-esteem”, instead of “Your fake review deceive other people”.

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UTILIZING THE SELF-CONGRUITY THEORY TO IDENTIFY THE LOCAL FOOD CONSUMER

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Introduction

Consumers are expressing themselves and their values through their purchasing decisions as evidenced by their food choices (Senauer, 2001). People favor products that reflect their self-concept (Govers & Schoormans, 2005) signifying a desire to see themselves in the product image. As the local food movement continues to grow, research into the characteristics of the consumers of local food can provide insight into the rapidly expanding market. The purpose of this study is to establish a product image for local food and an overall image of the typical local food purchaser through the application of the self-congruity theory. The study will also explore the relationships between self-concept dimensions and consumer behavior.

The symbolic meaning of the product, and why individuals relate to it, can be explored through personality related concepts including brand personality and brand-user image (Govers & Schoormans, 2005). These constructs can provide an understanding of the stereotypical brand user for local food. According to the self-congruity theory, consumer behavior is partially determined by a person’s comparison of themselves and the image of the brand through stereotypical users of the brand (Sirgy, 1982; Sirgy et al., 1997).

Methods

The global measurement approach to self-congruity theory asks participants to rate the brand directly against themselves using self-image (Sirgy et al., 1997). This is an acceptable method because no descriptive words are pre-generated (Sirgy & Su, 2000). This method will be used to determine the self-congruity of participants and identify the stereotypical image of the local food purchaser. Sampling will consist of purchasers and non-purchasers of local food products identified through a systematic sampling process. A list of participant generated adjectives describing the stereotypical local food purchaser will be used to identify the product image. Demographic variables will be correlated with actual behavior to generate a description of the typical local food shopper. A correlation table for the self-concept dimensions, demographic variables, and behavior questions will be analyzed to examine similarities among purchasers and non-purchasers and those that have a high/low self-congruency with local food. A correlation table will also be used to examine the relationship between self-concepts and consumer behavior.

Results/Discussion/Implication

The local food movement is growing rapidly both in and out of restaurants. It is anticipated that the results of this study will contribute to the overall image of the typical local food purchaser and provide restaurants with new information to better focus their marketing campaigns and potentially increase overall sales of these products. The application of the self-congruity theory in exploring the product image of a group of items that do not have a singular company marketing the product is unique in the literature. The self-congruity constructs can contribute understanding on a new dimension of the local food movement.
SWEET TEA THEORY: A STUDY OF CULTURAL INFLUENCES ON WINE PREFERENCE IN THE SOUTHERN U.S.

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Introduction
Ferris writes in her 2014 book The Edible South that “food reflects...our regional culture as surely as do art, literature, music, politics, and religion.” The truth in this observation highlights the purpose of this study: To determine to what extent cultural factors may influence sweet wine consumption. Phenomenal growth rates over the past two years for sweet wines (Gray, 2015) have shown that this is a serious market segment. It has been said that sweet tea is the house wine of the American South, and the researchers therefore hypothesize that the cultural influence of regular sweetened nonalcohol beverage consumption is related to sweet wine consumption. This study aims to determine if the sweet wine market extends beyond the demographics that previous studies have identified to include nontraditional sweet wine consumers whose regional heritage engenders an appreciation for regular consumption of sweetened nonalcoholic beverages. Sweet Tea Theory, in practical application, seeks to provide wine marketers with additional insight into consumer behavior.

Methods
Subjective knowledge will be measured by utilizing the subjective knowledge scales developed by Brucks (1985). Objective knowledge will be measured by providing five specific multiple choice questions on wine knowledge based on research (Barber, 2008; Dodd et al., 2005; Park et al., 1994; Raju et al., 1995). Product involvement will be measured utilizing Srinivasan’s and Ratchford’s Product Involvement Scale (1991). The scale will be modified to focus on wine as a product category, and the scaled responses will be revised from seven-point to five-point Likert-type measure in order to facilitate statistical analysis with other variables. Additional questions will determine the frequency with which participants consume both wine and sweet tea, as well as providing some general demographic information. Cultural factors will be tested using the intergroup level of self-categorization, where participants are asked to rate the degree to which they identify as members of the American South.

Results/Discussion/Implication
Based on the results of this study, research will be conducted to determine in what ways the wine marketers might respond to these differences across geographic regions to better direct potential markets. This extension is valuable for the increased consumer insight and may result in the development of more targeted marketing strategies. With sweet red wine sales increasing over the past several years, it is time to undertake a multifaceted approach to identifying potential customers and appropriately addressing their needs.
THE EFFECT OF EXHIBITOR CHARACTERISTICS ON TRADE SHOW SELECTION

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Introduction
Participating in trade shows fastly becoming a very popular marketing communication tool (Menon & Manoj, 2013). According to 2014 The Global Exhibition Industry Statistics conducted by UFI, the Global Association of the Exhibition Industry, there are approximately 31,000 exhibitions per year, corresponding to 124 million square meter of total net exhibition space rented. As the trade show industry became more competitive, the breadth and depth of the “product line” increased (Shoham, 1999). In fact, there are always a large number of trade shows for exhibitors to choose. As the constraints of time and budget, exhibitors have to decide which one to participate in.

This study will examine and explore the effect of exhibitor characteristics on their preference in trade show characteristics at the event selection stage.

Methods
The independent variables, exhibitor characteristics, are based on the conceptual model of Herbig, O’Harra and Palumbo’s (1997) study. Trade show characteristics, which are dependent variables, will be clarified by the criteria of UFI. According to the basic features, such as size and quality of visitors, location, organizer reputation, etc., trade fairs will be placed into different categories. Then, author will randomly select two or more events of each category. The exhibitors data will be collected form their official websites and official trade fair brochures, which include a brief profile of all exhibitors. Then, data will be recorded and coded on the questionnaire sheets based on types of business, products, firm size, etc. At the same time, trade show profile will be collected from the official reports or websites and recorded on a previously developed trade show questionnaires sheet as well.

For the analysis session, in attempt to explore this effect, the study will utilize multivariate regression to measure the effect of exhibitors’ characteristics on their preference in trade show characteristics.

Results/Discussion/Implication
This study attempts to measure the effect of exhibitor characteristics on their preference in trade show characteristics at the event selection stage. Three main outcomes of this study will be: (1) to clarify what dimensions are included in exhibitor characteristics; (2) to figure out what dimensions are included in trade show characteristics; (3) to measure the role of different exhibitor characteristics on their preference of trade show characteristics at trade show selection stage.

Based on a better understanding of this effect, it will help trade show organizers to design and plan a “fit” event for their target exhibitors or help them to figure out their target customers when the events are already planned and organized.
EFFECTS OF CONSUMERS’ ETHICAL CONSUMPTION VALUES ON GREEN RESTAURANT PATRONAGE INTENTION

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Introduction
Consumers’ ethical consumption interest levels are increasing worldwide (Shen, Wang, Lo, & Shum, 2012; Bhattacharya & Sen, 2004), and consumers are ready to proactively be involved in their own consuming actions in accordance to their ethical values (Thøgersen, 1999; Dickson & Littrell, 1996). Researches signify a strong positive relationship between environmental interest levels and environmental consumption behavior (Schweiker & Comwell, 1991; Stern, Dietz, Kalof, & Guagnano, 1995), and consumers’ environmental values directly affect their decision making (Grunert & Juhl, 1995; Harrison, Newholm, & Shaw, 2005). This explains the increase of green restaurants (Kim, 2009; Jang, 2010; Hu, Parsa, & Self, 2010). Green restaurant patronage intentions can be interpreted as signs of consumers’ willingness to make ethical choices.

While most studies defined ethical practices as matters only related to labor, Diddi (2014) included items in concern of environmental impacts or sustainability as well. This study will also expand the definition of ethical values to those regarding the wellness of the society. The purpose of this study is to identify and organize attributes of the ethical consumption value in an attempt to clarify the definition of it. Furthermore, results are expected to contribute to the market for establishing precise societal marketing strategies by examining how these attributes influence consumers’ green restaurant patronage intention.

Methods
The Theory of Reasoned Action (TRA) will be used to evaluate the possible behaviors of consumers, as it is a widely used expectancy-value method among researches predicting human behavior (Raats, Shepherd, & Sparks, 1995).

500 questionnaires will be distributed in South Korea and the US each to consumers who dine out on a regular basis of at least once a month. The survey will be composed of three main sections: ethical consumption values, green restaurant patronage intention, and demographics. The ethical consumption value will be divided into five sub-categories: labor rights, environmental concern, animal rights, societal concern, and observation of rules and laws. Collected data will be analyzed by SPSS v22.0 and AMOS v22.0.

Results/Discussion/Implication
Despite the rapid growth in consumers’ ethical consumption awareness levels, little research highlights the relationship between ethical values and environmental consumption behavior. This study expects to discover the relationship between consumers’ ethical values and their environmental consumption behaviors by measuring respondents’ green restaurant patronage intentions. It is hypothesized that consumers’ personal ethical beliefs and ethical consumption values positively affect their green restaurant patronage intentions. Furthermore, clear marketing directions for the restaurant industry can be driven by embossing important consumer ethical values that influence purchase intentions. It is significant to take part in refining the undeveloped theory of ethical values, and lay groundwork for future research.
A PILOT STUDY: DEMOGRAPHICS, PATIENT PARTICIPATION, AND PATIENT SATISFACTION AND DISSATISFACTION

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Introduction
Herzberg’s (1968) two factor theory states that certain factors cause job satisfaction and dissatisfaction. The hospitality industry uses Herzberg’s theory to determine which factors cause customer satisfaction and dissatisfaction (Balmer & Baum, 1993). With the Affordable Care Act, and as Baby Boomers retire, the healthcare industry is seeking new ways of competing to attract new customers and acknowledging that customer satisfaction is a high priority (Chan & Baum, 2007). Since many facilities now seek to provide a 5-star hotel experience in medical services, it is worthy of examining in a hospitality context. Patients can expect health providers to increasingly include them in the medical-decision-making process to meet the needs of diverse patients (Florin, Ehrenberg, & Ehnfors, 2008). No research could be found that examined the relationship between demographic factors, patient participation in the medical-decision-making process, and patient satisfaction and dissatisfaction factors. This study will seek to examine this gap.

Methods
This study will be conducted on Amazon Mechanical Turk, where there will be approximately 55 questions on the survey. The survey is self-administered; the estimated time to complete the survey is approximately 10-15 minutes.

This study will survey individuals, through convenience sampling, who visited a medical facility, other than a hospital, in the past six months for service.

Patient satisfaction and dissatisfaction are dependent variables measured in this study; however, both variables will be combined to determine which factors cause patient satisfaction and dissatisfaction. Demographics and patient participation are the independent variables measured in this study. The data will be analyzed using paired-sample t-tests for like items measuring importance to the customer and satisfaction after the visit. ANOVA will be utilized measuring demographic and participation effect on the importance of satisfaction variables.

Results/Discussion/Implication
For the paired-sample t-tests, factors of patient satisfaction and dissatisfaction are expected to derive from intangible and tangible aspects of medical facilities, respectively. Results from ANOVA are expected to demonstrate a significant relationship between demographics and patient satisfaction. Also, results from ANOVA are expected to demonstrate a positive relationship between patient participation and patient satisfaction, where an increase in patient participation will increase patient satisfaction.

By determining the factors that cause patient satisfaction and dissatisfaction, medical facilities will have a better understanding their customers’ needs and wants. Additionally, they will know if patient participation in the medical-decision-making process affects patient satisfaction. Using this information, medical facilities can implement approaches to improving service quality.
SODIUM INFORMATION ON MENUS: IMPACT ON RESTAURANT PURCHASING INTENTIONS

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Introduction
Sodium reduction has been a target of several recent government health initiatives (IOM, 2010; The New York City Department of Health and Mental Hygiene, 2013; CDC, 2014; WHO, 2012). However, the new menu labeling regulation that will go into effect December 1, 2016, only requires calories with sodium content to be “available” upon request (Food and Drug Administration, 2015).

Studies have looked at the effect of sodium information on the menu (Auchincloss et al., 2013; Bruemmer, Krieger, Saelens, & Chan, 2012; Pulos & Leng, 2010), but only when other nutrient information is also offered (calories, fat or carbohydrates). Because of sodium’s impact on health and difficulty consumers have in estimating sodium in restaurant meals (Chobanian & Hill, 2000; WHO, 2008; He & MacGregor, 2010; Whelton, et al., 2012; Scourboutakos, et al., 2013), the impact of providing sodium information by itself on the menu should also be studied. The purpose of this study is to examine the relationship between sodium information on restaurant menus and purchasing intentions. Specific objectives include:

1. Determine the influence of sodium content of a meal on purchasing intentions in a full-service casual restaurant.
2. Determine the relationship between providing sodium content of a meal plus information indicating recommended daily sodium intake on purchasing intentions in a full-service casual restaurant.

Methods
This study will utilize a within-subject experimental design with an online survey of adult consumers who are 18 years of age and older, living in the United States, who have eaten at a full-service casual restaurant within the past month. Participants will be randomly assigned to one of three groups: no sodium information; sodium content information; and sodium content, plus the recommendation, “Intake of less than 2300 milligrams (mg) of sodium per day is recommended for most adults.” A description of two meals from a full-service casual restaurant that are similar in calories but different in sodium will be presented to participants. A questionnaire informed by the Health Belief Model will be utilized to ascertain nutrition attitude, attitude toward the product, health beliefs and cues related to sodium, and purchase intention. One-way analysis of variance (ANOVA) will be used to determine the significance of the relationship between the independent (sodium information) and dependent variables (attitudes and purchase intention).

Results/Discussion/Implication
Study implications for consumer health include determining whether sodium information may help consumers select lower sodium restaurant meals. Additionally, results may influence policymakers to include sodium information in future menu labeling requirements.
**IS BIG DATA MEANINGFUL TO THE MICE INDUSTRY? DISCOVERING THE INFLUENCE OF BIG DATA ON MEETING PROFESSIONALS’ DECISION MAKING**

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**Introduction**
Big data analytics has become a demanded skillset that can be used to enlighten business decisions under uncertainty. With the rapidly expanding volumes of data that customers and/or the public generate, the resulting analyses can provide valuable information that can enable hospitality organizations to optimize and enhance the guest experience. This can help the company become more competitive and profitable. Nevertheless, application of big data in the hospitality industry is still minimal and has not been fully integrated into daily operations (Xiang, Schwartz, Gerdes, & Uysal, 2015). This means that organizations could be missing opportunities to take the guest experience to the next level. The meeting and events industry is beginning to look at the potential this data could provide. As the meeting industry is maturing and real-time data collection is becoming increasingly available, the ability to utilize the information garnered could help generate more satisfied attendees. This study will examine how significant big data could be in meeting professionals’ decision making.

**Methods**
In an attempt to gather deeper information about current situations and perceptions of big data analysis from meeting professionals, personal interviews will be conducted. This study limits the focus to MICE industry professionals who are in a managerial position or in a key decision making position. Snowball sampling will be utilized to specifically reach the population who has been using, or has considered using, big data analytics. The data will be analyzed in two phases. First, interviews using open-ended questions will be recorded and transcribed for analysis. Then, this information will be utilized to develop a survey. These surveys will be conducted via email to acquire any missing information or subsidiary data that could help explain the initial results more explicitly.

**Results/Discussion/Implication**
Adapting big data analysis is an inevitable step for meeting industry professionals who seek ways to better accommodate meeting attendees and for those who want to stay competitive. Although there are various kinds of challenges that needs to be addressed and understood, big data analytics can be a valuable tool for industry professionals and researchers to better understand consumer behavior. At a crossroads between intuition based and data driven approaches, meeting professionals need to be able to construct logical management decisions. The study results could help develop a foundation for the meetings industry in what has been used already and what should be considered for the future.
FOOD IN TOURISM: EXPLORING INHERENT INFLUENTIAL FACTORS IN FOOD DECISION PROCESSES OF TRAVELERS

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Introduction
Food is a central aspect to the tourist experience and plays an important role to the millions of tourists worldwide. The purpose of this research is to explore the factors that have significant effects on the gastronomic choices of travelers who visit destinations with dissimilar food choices than those available in their home environments. An existing conceptual model (Mak, Lumbers, Eves, & Chang, 2012) will be modified and tested. The interaction between the predicting and the predicted variables is analyzed and a moderating variable (involvement) is introduced into the existing model. The findings of the study will report the factors that influence the decision making process with regard to local food purchases.

Methods
A quantitative approach will be utilized to obtain descriptions of attitudes, behaviors, opinions, and/or trends of the population sample. A survey design will be used (Babbie, 1990; Creswell, 2013). The target population will be individuals who visited an international destination away from their place of origin. The pilot study questionnaire was administered to a convenience sample of subject matter experts in hospitality and tourism, and individuals that travel away from their home setting frequently.

In order to test the proposed hypotheses and to describe the sample of the study, the Statistical Package for the Social Sciences: SPSS 21.0 will be utilized. The analyses consist of the following steps:
1. Screening the Data
2. Confirming the Factor Structure and Reliabilities of the Scales in the Study
3. Testing the Hypotheses

To test the hypotheses that local food consumption is not composed of multiple factors or components, the data reduction techniques of exploratory factor analysis (EFA) will be performed. For each research questions a regression will be performed isolated for each variable, with the exception of factors that are similar in nature, as well as for the mediating factor. In the case of the latter, a process of building on each variable will be implemented as a hierarchical regression.

Results/Discussion/Implication
The results, discussion and implications section is currently in progress.
THE LUXURY VALUE PERCEPTION OF CHINA’S MILLENNIALS WHEN SELECTING A LUXURY HOTEL

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Introduction
China will become the world’s largest luxury hotel market and generate 20% of the global luxury consumption by 2015 (McKinsey & Company, 2011). Xinhuannet.com (2015) pointed that the occupancy rate for 5 star hotels in China is approximately 60%, which lost a total of 20 billion RMB. In contrast, the occupancy rate for local non-rated luxury brands is approximately 90%, which caused them to degrade their star ratings through the Chinese Government.

The 1980s was the start of luxury consumption in China especially by the Only-Child Generation (OCG). The effect of an improved economy in China since 1980s and the One-Child policy have created the indulgence environment for China’s millennials, which have made them the main consumer for luxury products including staying at luxury hotels. So the main purpose of this study is to examine the value perception of China’s OCG millennials when selecting a luxury hotel in order to assist hotel managers to understand this generation.

Methods
Respondents will be randomly selected from a Chinese national sample of millennials who had stayed at a luxury hotels (standard 4 or 5 stars hotels) in the last two years. A national Chinese online marketing panel will be used to collect the surveys for three months. A statement at the beginning of the survey will describe the definition of a luxury hotel and the survey’s purpose.

Measurements
Seven measurements of luxury value perception will be used from the model created by Tynan, McKechnie and Chhuon in 2010. The measures we will use for this study is from the Shukla & Purani (2012) study except for relational value, where we will use Veloutsou and Moutinho (2009) measurement, the measurements include: a) five self-expressive symbolic/expressive value items, outer-directed symbolic/expressive value, c) experiential/hedonic value, d) utilitarian value, e) cost/sacrifice value, f) relational value, and g) overall luxury value. All the corresponding items will be randomized in the survey and measured on a 5-point scale from (1) strongly agree to (5) strongly disagree. The data analysis will include a three-step procedure: 1) CFA Solution, 2) Path Analysis and 3) Hypothesis Testing.

Results/Disussion
The functionality value doesn’t impact the overall luxury brand value for China’s millennials when selecting a luxury hotel for both older and younger millennials. Self-expressive, outer-expressive, and hedonic/experiencial values have the most significant impact on overall luxury brand value for China’s millennials when selecting a luxury hotel for both younger and older millennials. However, relational value does not have significant impact on overall luxury brand value for older millennials but have significant impact at 0.1 for younger millennials. We also tested for the moderating effects of age difference between older and younger millennials. There is a significant moderating effects of cost value on older and younger millennials.
SHARED FOOD IS A DOUBLE JOY: THE IMPACT OF SHARING INTENTION ON VARIETY SEEKING BEHAVIOR AND CHOICE SATISFACTION

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Introduction
Many of our decisions take place in a group setting. Previous research suggests that consumers tend to seek more variety in the presence of others to express their uniqueness and that they are less satisfied with their choices (Ariely & Levav, 2000). However, cross-cultural research suggests that individuals in a collectivistic culture do not incorporate variety into their decisions in a group setting because they lack a self-expression motive. Also, their satisfaction seems to be unaffected by the group setting (Yoon, Suk, Lee, & Park, 2011).

The goal of this study is to further identify individuals’ variety seeking behaviors in a collectivistic culture (vs. individualistic culture). We argue that individuals in a collectivistic culture seek variety (as individuals in individualistic culture do) when they have an intention to share the dish with others. Also, when sharing is primed (vs. absent), we expect that collectivistic individuals’ choice satisfaction will be enhanced. However, we expect that consumers in an individualistic culture will exhibit similar levels of choice satisfaction regardless of the sharing prime.

Methods
Data will be collected from two distinct cultures, United States (individualistic culture) and Korea (collectivistic culture) through an online survey. Participants in both countries will be randomly assigned to one of two restaurant advertisements (sharing primed vs not). Participants in sharing prime condition are exposed to an advertisement in which the main dishes are placed in the center of the table with serving utensils. Conversely, while participants in the no prime condition are exposed to an advertisement that has the main dishes distributed across the table on individual placemats. Then they choose their dishes given what the fellow diners have chosen.

Variety seeking behavior will be measured based on the dish the participant chose compared to the choices of others. At the end of the survey, participants will answer questions tapping into their choice satisfaction and regret (adopted from Ariely & Levav, 2000). Age, gender and food preferences will be used as control variables.

Results/Discussion/Implication
When customers in collectivistic culture intend to share food with their fellow diners, they are expected seek more variety than when they are not primed with the sharing cue. Conversely, customers in an individualistic culture are not expected to show significant differences in variety seeking tendency across the two sharing conditions. For anticipated choice satisfaction, when customers in collectivistic culture are primed with a sharing cue, they are more likely to be satisfied with choices compared to their counterparts in the sharing cue absent condition. Again, customers in an individualistic culture are expected to show similar levels of satisfaction across the two sharing conditions.
CULTURAL DIMENSION REFLECTED IN SOJOURNERS’ CONSUMER BEHAVIOR ON KOREAN LOCAL RESTAURANTS

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Introduction
Today, we live in a society where individuals share different languages, beliefs, values, traditions, and religions (Heine, 2012). An individual’s needs, beliefs, motives, and attitudes that become evident in behaviors are formed by cultural values (Sheppard, Hartwick, & Warshaw, 1988). Recently, cultural influence has been highlighted in various academic fields such as international retail (de Mooij & Hofstede, 2002), tourism (Strickland, 2013), psychology (Kitayama & Cohen, 2007), and etc. Despite the growing interest in cross-cultural research in the hospitality area, little empirical research has been conducted on the effects of culture on consumers’ behavior of restaurants.

Two main keywords in this research title, ‘sojourners’ and ‘cultural dimensions’ imply the significance of this study. Many researches have been conducted on topics of quality control, selection attributes, service failures in restaurants; but most have undertaken on vast and vague groups of people as research targets. This study aims to identify different clusters of sojourners with restaurant selection attributes and cultural dimensions in Korean local restaurants.

Methods
This research will be conducted in quantitative method. The survey will be developed and distributed to 400 sojourners who have experienced Korean local restaurant in South Korea. The questionnaire will be developed into four parts: cultural value, restaurant selection attributes, overall experience towards Korean local restaurants, and demographics. Cultural value section will refer to Hofstede’s five cultural dimensions which are: power distance, uncertainty avoidance, individualism versus collectivism, masculinity versus femininity, and long-term versus short-term orientation (Hofstede, 2001). Restaurant selection attributes will include items such as originality, ingredient preference strength, prior knowledge, quality, price, animal welfare, friendly environment, employee’s service, and etc. The overall experience about the restaurant will measure individuals’ expectation, satisfaction and cognitive dissonance.

The collected data will be analyzed with SPSS Statistics and AMOS. The structural model based on Theory of Planned Behavior (Ajzen, 1991; Padgett, Kim, Goh, & Huffman, 2013) will be applied.

Results/Discussion/Implication
One of the most important expected results may show sojourners’ cognition toward Korean local restaurant and find out contradicting values, and how these affect behavioral aspect. Moreover, restaurant selection attributes or sojourners’ behavior might be influenced by some cultural values. According to advanced researches, cultural values cannot be neglected in consumer behavior studies especially when it is related to profitability (de Mooij & Hofstede, 2002). In turn, this research attempts to provide new targets-different clusters of sojourners, to the Korean local restaurant market. Also, the results would help suggest alternative marketing strategies understanding various sojourners’ needs.
ENCOURAGING GUESTS TO CONSERVE WATER IN THE GUESTROOM: A NUDGE APPROACH

Jovani Salceiro¹, Howook “Sean” Chang², Chang Huh³
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Introduction
Massive droughts continue to impact Southern California. It has affected the way water used not only by its residents, but also by its businesses including hotels. Water used in hotels accounts for approximately 15 percent of the total water use in commercial and institutional facilities in the United States (Dziegielewski, 2000). To mitigate impacts from the drought, California government implemented tiered pricing structures in which higher rates are charged per unit of water above defined consumption thresholds. A study by the American Hotel & Lodging Association found that the average hotel consumes about 209 gallons of water per occupied hotel room each day—almost as much as the 243 gallons consumed by the typical U.S. household (Brodsky, 2005). To reduce operating cost on water use, hotels have installed water-efficient aerators, shower heads, and toilets in the guestrooms. However, they are known to adversely affect the guest experience. Thus, this study is aimed at developing a water conservation nudge that helps guests save water without forcing them to do so and compromising guest comfort. Therefore, the purpose of the study is to examine if water conservation nudge that is developed in the study would encourage hotel guests to conserve water in the guestroom.

Methods
A nudge is a tiny behavioral intervention that leads people to a particular behavior without forcing them to do so (Thaler & Sunstein, 2008). Opower, the U.S. energy provider, achieved an average reduction of 2.5% household energy by providing an energy conservation nudge incorporated with a monthly utility bill that shows their current rate of energy use with a comparison to that of their neighbors (Businessweek, 2009). The psychological reason why the nudge works is the impact of social norms (Allcott, 2011; Goldstein, Cialdini, & Griskevicius, 2008; Nolan, Schultz, Cialdini, & Griskevicius, 2008)

To implement social norms on a water conservation nudge, this study adopts a digital meter that measures all the water that goes down the drain in the bathroom of a guestroom. By using the digital drain meter, trained room attendants provide guests with a memo that shows guests’ water consumption of a previous day with a comparison to that of other guests staying at the same hotel. Then the changes in water consumption rates are examined on the following day. To investigate the water conservation nudge framed with social norms is effective, a field experiment administering actual hotel guests who stays two consecutive nights or more is adopted.

Results/Discussion/Implication
When anticipated results are generated from the experiment, hotels can adopt the water conservation nudge that encourages their guests not to waste water in the guestroom.
EXPLORING THE PERCEIVED NEGATIVE CROSS-CULTURAL CUSTOMER-TO-
CUSTOMER INTERACTIONS (CC-CCI) IN THEME PARKS: A ROLE THEORY
APPROACH

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Introduction
In various service settings, the presence of other customers frequently impacts the focal customer’s service experience. Furthermore, the commonalities and differences which exist between cultures are widely perceived as relevant to understanding consumer behavior and perceptions in hospitality industries (Nicholls, 2011). The topic of cross-culture is well established in the hospitality management literature. However, there is a lack of research on the cultural impacts on customer-to-customer interactions. This study attempts to fill the research gap by exploring and classifying the perceived negative cross-cultural customer-to-customer interactions (CC-CCI).

Some CC-CCI tensions arise from customers from one culture breaking the social norms of customers from other cultures. Negative CC-CCI is often the result of cultural norms and values differing between customers (Nicholls, 2011). Role theory is identified as the theoretical foundation for this study. Role theory concerns one of the most important characteristics of social behavior – the fact that human beings behave in ways that are different and predictable depending on their respective social identities and the situation (Biddle, 1986).

Proposed Methodology
There are few empirical studies on CCI interactions in leisure and tourism settings with high hedonic content (i.e., pleasure-oriented experiences) (Nordvall et al., 2014). Since theme parks are prime examples of such experiences, interviews with theme park attendees to explore other cross-cultural attendees’ behaviors that trigger irritation or repulsion in them are deemed ideal for this study.

For this exploratory study, a minimum of fifty in-depth personal interviews are projected to be conducted at the three identified major theme parks located in Orlando, Florida (i.e., Walt Disney World, Universal Orlando, and SeaWorld). The selection of interviews is to gather as much relevant information about negative CC-CCI incidents as possible. Open-ended questions will be designed to solicit attendees’ negative CC-CCI experiences at theme parks. The responses will then be content analyzed for repetition and popularity, resulting in a typology of negatively perceived incidents in the context of CC-CCI.

Discussion and Implications
This study proposes promising benefits to the academic literature. This study will be one of the first of its kind to systematically examine how culturally different CCI might upset or repel other customers from different cultures, which in turn negatively affect attendees’ overall theme park experience.

The expected findings are also of important practical significance. Service companies are in constant competition with each other to provide customers with the optimal experience. In addition to delivering the expected service, managers have been suggested to train and motivate their employees to manage potential customer conflict and be alert to opportunities to foster positive encounters between or among customers.

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CULTURAL DIMENSION REFLECTED IN SOJOURNERS’ CONSUMER BEHAVIOR ON KOREAN LOCAL RESTAURANTS

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Introduction
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Methods
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The collected data will be analyzed with SPSS Statistics and AMOS. The structural model based on Theory of Planned Behavior (Ajzen, 1991; Padgett, Kim, Goh, & Huffman, 2013) will be applied.

Results/Discussion/Implication
One of the most important expected results may show sojourners’ cognition toward Korean local restaurant and find out contradicting values, and how these affect behavioral aspect. Moreover, restaurant selection attributes or sojourners’ behavior might be influenced by some cultural values. According to advanced researches, cultural values cannot be neglected in consumer behavior studies especially when it is related to profitability (de Mooij & Hofstede, 2002). In turn, this research attempts to provide new targets-different clusters of sojourners, to the Korean local restaurant market. Also, the results would help suggest alternative marketing strategies understanding various sojourners’ needs.
ENCOURAGING GUESTS TO CONSERVE WATER IN THE GUESTROOM: A NUDGE APPROACH

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Introduction
Massive droughts continue to impact Southern California. It has affected the way water used not only by its residents, but also by its businesses including hotels. Water used in hotels accounts for approximately 15 percent of the total water use in commercial and institutional facilities in the United States (Dziegielewski, 2000). To mitigate impacts from the drought, California government implemented tiered pricing structures in which higher rates are charged per unit of water above defined consumption thresholds. A study by the American Hotel & Lodging Association found that the average hotel consumes about 209 gallons of water per occupied hotel room each day—almost as much as the 243 gallons consumed by the typical U.S. household (Brodsky, 2005). To reduce operating cost on water use, hotels have installed water-efficient aerators, shower heads, and toilets in the guestrooms. However, they are known to adversely affect the guest experience. Thus, this study is aimed at developing a water conservation nudge that helps guests save water without forcing them to do so and compromising guest comfort. Therefore, the purpose of the study is to examine if water conservation nudge that is developed in the study would encourage hotel guests to conserve water in the guestroom.

Methods
A nudge is a tiny behavioral intervention that leads people to a particular behavior without forcing them to do so (Thaler & Sunstein, 2008). Opower, the U.S. energy provider, achieved an average reduction of 2.5% household energy by providing an energy conservation nudge incorporated with a monthly utility bill that shows their current rate of energy use with a comparison to that of their neighbors (Businessweek, 2009). The psychological reason why the nudge works is the impact of social norms (Allcott, 2011; Goldstein, Cialdini, & Griskevicius, 2008; Nolan, Schultz, Cialdini, & Griskevicius, 2008).

To implement social norms on a water conservation nudge, this study adopts a digital meter that measures all the water that goes down the drain in the bathroom of a guestroom. By using the digital drain meter, trained room attendants provide guests with a memo that shows guests’ water consumption of a previous day with a comparison to that of other guests staying at the same hotel. Then the changes in water consumption rates are examined on the following day. To investigate the water conservation nudge framed with social norms is effective, a field experiment administering actual hotel guests who stays two consecutive nights or more is adopted.

Results/Discussion/Implication
When anticipated results are generated from the experiment, hotels can adopt the water conservation nudge that encourages their guests not to waste water in the guestroom.
EXPLORING THE PERCEIVED NEGATIVE CROSS-CULTURAL CUSTOMER-TO-CUSTOMER INTERACTIONS (CC-CCI) IN THEME PARKS: A ROLE THEORY APPROACH

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Introduction
In various service settings, the presence of other customers frequently impacts the focal customer’s service experience. Furthermore, the commonalities and differences which exist between cultures are widely perceived as relevant to understanding consumer behavior and perceptions in hospitality industries (Nicholls, 2011). The topic of cross-culture is well established in the hospitality management literature. However, there is a lack of research on the cultural impacts on customer-to-customer interactions. This study attempts to fill the research gap by exploring and classifying the perceived negative cross-cultural customer-to-customer interactions (CC-CCI).

Some CC-CCI tensions arise from customers from one culture breaking the social norms of customers from other cultures. Negative CC-CCI is often the result of cultural norms and values differing between customers (Nicholls, 2011). Role theory is identified as the theoretical foundation for this study. Role theory concerns one of the most important characteristics of social behavior – the fact that human beings behave in ways that are different and predictable depending on their respective social identities and the situation (Biddle, 1986).

Proposed Methodology
There are few empirical studies on CCI interactions in leisure and tourism settings with high hedonic content (i.e., pleasure-oriented experiences) (Nordvall et al., 2014). Since theme parks are prime examples of such experiences, interviews with theme park attendees to explore other cross-cultural attendees’ behaviors that trigger irritation or repulsion in them are deemed ideal for this study.

For this exploratory study, a minimum of fifty in-depth personal interviews are projected to be conducted at the three identified major theme parks located in Orlando, Florida (i.e., Walt Disney World, Universal Orlando, and SeaWorld). The selection of interviews is to gather as much relevant information about negative CC-CCI incidents as possible. Open-ended questions will be designed to solicit attendees’ negative CC-CCI experiences at theme parks. The responses will then be content analyzed for repetition and popularity, resulting in a typology of negatively perceived incidents in the context of CC-CCI.

Discussion and Implications
This study proposes promising benefits to the academic literature. This study will be one of the first of its kind to systematically examine how culturally different CCI might upset or repel other customers from different cultures, which in turn negatively affect attendees’ overall theme park experience.

The expected findings are also of important practical significance. Service companies are in constant competition with each other to provide customers with the optimal experience. In addition to delivering the expected service, managers have been suggested to train and motivate their employees to manage potential customer conflict and be alert to opportunities to foster positive encounters between or among customers.
IS CELEBRITY CHEF BRANDING SUCCESSFUL? THE ROLE OF CHEF PERSONA AND EXPERTISE

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Introduction
Celebrity chefs renowned by the public for their specialty culinary skills (Henderson, 2011) are increasingly expanding their realms out of their kitchens to diverse international markets (Henderson, 2011; Scholes, 2011). Regarding the celebrity chef brand extension, this study posits that the impact of brand personality on brand extension evaluation will become stronger and chef persona will be a further extension, since the brand in chef brands, a human being, is distinct from an artificially created non-human personality brand (Ouwersloot & Tudorica, 2001). On the other hand, the effectiveness of chef expertise on positive consumer evaluations of the chef brand extensions would be valid only within food-related categories, which have a high perceived fit between chef and extension categories (Henderson, 2011).

The purpose of this study is to examine how consumers respond to celebrity chefs’ brand extensions within food-related categories—the original source of the chef’s fame come from, as opposed to non-food-related brand categories—an incongruous category extension—the area where additional competence beyond professional cooking expertise should be applied. Based on that, this study will further examine how a celebrity chef’s persona as a brand personality and field expertise affect consumers’ evaluation of those two types of celebrity chef brand extensions differently.

Methods
The study is a 2x2x2 experimental design with two category fits (food-related and non-food related category) crossed with two types of chef personas (matched and not matched) and two levels of chef expertise (high and low) to yield eight scenario-based experimental designs as chef brand extensions. In the experiment, a virtual chef profile with information about chef persona (e.g., a pin-up & outgoing persona embeds food and cooking in a lifestyle of leisure and entertainment) and expertise (e.g., Italian cuisine) will be given to all respondents. Then one of the eight scenario-based chef brand extensions (e.g., Italian cooking convenience meal for a picnic) will be randomly assigned to a respondent. The respondent will be asked mainly to assess the degree of fit and likelihood of purchasing the celebrity-endorsed products on 7-point Likert scales. A web-based survey through Amazon MTurk will be conducted with sample populations of general consumer respondents aged over 18. For data analysis, a multivariate test will be carried out using SPSS Statistics 22.0.

Results/Discussion/Implication
This study will provide evidence that a celebrity chef’s persona as a brand personality and field expertise are determinants of chef brand extensions. First, this study would become the groundwork on culinary theme-based brand extension. The findings on celebrity chefs’ personality, or culinary persona, will provide broadened explanations for the factors that can overcome the incongruity of distant category extension, giving new insight to relevant fields such as marketing and brand literature. Second, this study will help restaurant managers and celebrity chefs understand how a celebrity chef as a brand can be used as a marketing strategy to increase consumers’ acceptance of brand stretch and prevent its counter-effects; in turn, this will lead them to achieve business success.

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Introduction
Each company has their own brand. This brand conveys to the public where the company places their values and beliefs, the ethics held by the company, and the overall atmosphere the company personifies. Starbucks has a very unique brand and culture that has allowed them to develop their own niche in the marketplace. Through Starbucks’s brand development strategies, we, as a society, have not only seen Starbucks grow exponentially by becoming “third largest restaurant chain”, but the overall fascination with coffee, tea, and gourmet coffee beverages has grown to be so popular that it is the second most sought after commodity in the world after crude oil (Goldschien, 2011).

Recently, customer service training has focused solely on a standardized way of service (Kaufman, 2015). On the basic level, all customer service encounters should consist of some basic elements that anyone would expect. A good attitude, promptness, and respectfulness are a few examples of those basic elements. These basic elements may satisfy the basic needs of a customer, but this is not what real customer service is about because each customer is different and values different things. This means that employees need to be able to adapt to different customers by changing their service behavior to meet the different needs of the variety of customers that will be encountered.

Methods
A series of complaints will be studied from the Better Business Bureau about the Starbucks Corporation. A quasi-experimental design will be conducted using a group of approximately 100 hospitality students as a treatment group and a group of 100 non-hospitality students as the control group. A survey will be conducted sampling the two groups about their beliefs and attitudes towards customer service and how customer complaints should be handled, training implications when a store has received a complaint, and questions relating to customer service and the fundamental principles of the Starbucks Corporation. The treatment group will then go through a lab where they will be receiving hands-on experience in the food and beverage industry. The treatment group will take the survey again upon completion of the course to determine if their attitudes and beliefs had changed after experiencing the treatment and compare their answers to the answers of the control group. Students are used in the study because today’s students will be tomorrow’s managers.

Implications
Based on this study, training methods could be developed to improve customer service and how to handle customer complaints. Receiving views of students allows for the development of programs that fit student needs, determines what knowledge hospitality students are lacking in regards to customer service in the food and beverage industry so students will be better prepared to enter the work place, and it assists food and beverage companies to better target students through the evolvement of their customer service models.
WHEN CREATIVITY IS TOO MUCH TO DIGEST: DISH INNOVATION AND MOLECULAR GASTRONOMY EXPERIENCE

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Introduction
As competition becomes more severe in food services, restaurant businesses employ radical changes in their product and service offerings. One of the new trends appearing in the industry is the ‘molecular gastronomy movement’. Molecular gastronomy is defined as a type of cooking methods that adopts “chemistry and physics behind the preparation of any dish” (This, 2006). Chefs who are engaged in such a way of cooking can create highly innovative and creative dishes encompassing a wide range of science, and consumers of molecular gastronomy dishes can be exposed to surprising, delightful, exciting multisensory experience (Cousins et al., 2010).

However, current media attention around molecular gastronomy is diverged into two. One view is that this is a temporary phenomenon in which people have an initial interest but lose interests when the ‘wow’ factor is gone (This, 2006). The other view is that such attempts will open up a new way of eating and consumers can be adaptive to the whole new dining experience (Experimental Cuisine, 2011). Such view is based on the fact that despite people living in an era of technology innovation, food eating and cooking habits have not yet been significantly influenced by science and technology (This, 2006). These two distinct predictions on the future of molecular gastronomy and consumer experience bring the following questions; What are the drivers that will stimulate consumers to challenge their comfort zone and try innovative dishes? How can the degree of creativity affect consumers’ intention to try dishes involving molecular gastronomy?.

Prepositions

\[ P_1 \] When dish innovation is less complex to comprehend, the innovation involved in new dish will trigger consumer curiosity.

\[ P_2 \] When the new dish innovation is closer to consumers’ existing usage pattern, the innovation involved in new dish will trigger consumer curiosity.

\[ P_3 \] When dish innovation is too complex to understand, the innovation involved in new dish will trigger consumer discomforts.

\[ P_4 \] When dish innovation is completely different from consumers’ existing usage pattern, the innovation involved in new dish will trigger consumer discomforts.

\[ P_5 \] When consumers are curious, they will have a higher intention to try new dish innovation.

\[ P_6 \] When consumers feel discomforts, they will resist the new dish innovation.

Methods
2 of 2x2 between subjects experimental design is employed to test the abovementioned hypothesis. In order to reduce confounding effects, this study will use a scenario method. That is, first it will develop a scenario that best manipulates dish complexity and familiarity of dish innovation. It will measure curiosity and discomforts level and finally examines the behavioral outcomes. Once, it confirms the effectiveness of the stimuli, this study will use online panel data to further test its proposed model.

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THE EFFECTS OF MESSAGE CONTENTS ON WATER CONSERVATION PROGRAMS: A MODERATING ROLE OF HOMOSEXUAL IDENTITY

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Introduction
Large amounts of water are used in the lodging industry each day to fulfill all personal preferences of overnight customers. Water scarcity has widely remained an environmental concern in most practical fields. Lodging, for example, is one of those industries directly impacted by this pressing issue. By this concern, many lodging planners and marketers as well as hospitality researchers have put in efforts to address the problems by using various methods. Using message cards is one of the most well-known methods used in the hospitality industry to promote towel reuse programs as well as water conservation programs (Shang et al., 2010).

However, it is unclear how carefully customers read and internalize such messages. Moreover, the majority of existing studies have not investigated guests’ identities specifically (i.e., gay, lesbian, bisexuals, and transgender), which could potentially be considered as a moderating factor. Therefore, this study will focus mainly on homosexual behaviors, and how homosexual guests will be affected by message contents that encourage them to reuse towels and decline towel services during their stays. The purpose of the study is 1) to examine the relative effectiveness of messages (i.e., descriptive norm, injunctive norm, and incentive based) on guest attitude, intention, and behavior and 2) to test a moderating effect of homosexual identity between the effect of messages and behavioral outcomes.

Methods
Data will be collected at specific gay-friendly accommodations that highly support homosexual guests. Message cards are the main tools used in the study. One card will contain only one message, which is either the descriptive norm, the injunctive norm, or incentive-based. Data collection will measure homosexual behavior in response to the messages displayed in the room, including the treatment, with no message cards placed in the control rooms to determine the number of guests who hang up their towel without being asked to do so.

Implications
This study attempts to measure actual behavior of homosexual guests staying at gay-friendly hotels and how they respond to message-based appeals to decline towel exchange each day. The message placed in each room should be a simple, short message with appropriate colorful graphics that may supplement any room theme. Moreover, lodgings should acknowledge the importance of water conservation at the location, directly to guests. The information should be available on the hotel’s website, in brochures, or on large displays in a hotel’s corner such as in the lobby or inside elevators.
ONLINE REVIEWS CONTENT ANALYSIS & VISITORS INFLUENCE TO PUBLISH REVIEWS ON TRIPADVISOR: THE CASE OF GEORGE EASTMAN MUSEUM INTERNATIONAL MUSEUM OF PHOTOGRAPHY AND FILM

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It is becoming increasingly difficult to ignore the role and relevance of online reviews for prospect visitors (Buhalis & Mamalakis, 2015). Online reviews have become an important Internet marketing tool in attracting and maintaining visitors (Harden & Heyman, 2009). It is important to note that not only visitors nowadays depend heavily on content provided online as a source of information, but the social media is used by visitors to write about their experiences. They also interact with other online community members. In these dialogue based platforms, their interactions create invaluable information for attractions (Xiang, Schwartz, & Uysal, 2015). Listening to this information plays vital role and relevance to understand the nature of visitor experiences and find meanings from visitors perspectives and more importantly to explore and understand what they say about a certain attraction (Ascaniis, Borre`, & Marchiori, 2015). This online content and the level of visitors’ online reviews provides important insights for managing and marketing visitors’ attractions successfully (Rossetti, Stella, Cao, & Zanker, 2015). This kind of user generated content (texts, videos and photos) about the visitor’s experiences stay on the web for a long period of time. Other visitors see these reviews while searching about a product or service and they are influenced by these reviews (Hennig-Thurau et al., 2004). Since this information remains visible for potential visitors and researchers, it is possible to measure and understand the overall visitor experience. As online reviews are publicly available, it is possible for researcher to collect these data to study it and find meanings of online reviews. The reviews are the focus of the current study and will be used to measure the factors that determine the visitor experiences to the Museum. Whether theses experiences were positive or negative, and what influence visitors to publish a review or make a visit based on TripAdvisor reviews.

Within this overall framework, this study is set to provide an analysis of online reviews published on TripAdvisor about George Eastman Museum International Museum of Photography and Film in Rochester, New York. The following research questions are formulated for this study:
Work-in-Progress – Finance & Economics
**HOW DO INVESTMENTS IN EMPLOYEE SATISFACTION AFFECT FIRM-SPECIFIC RISK IN THE RESTAURANT INDUSTRY?**

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**Introduction**

Restaurant firms increasingly recognize that establishing and sustaining competitive advantages are vital components of their success in the market (Bharadwaj, Varadarajan, & Fahy, 1993). Specifically, a superb working environment in the service industry makes employees more customer-focused and loyal to organization, which in turn promotes customer loyalty and stability of firms’ cash flow. Therefore, investing firms’ resources in improving employee satisfaction is one of the critical factors that lead to a business success. (Chi & Gursoy, 2009; Luo & Bhattacharya, 2009). However, given the operational issues in the restaurant industry such as high overheads costs, and sensitivity to rises in production and labor costs (Assaf, Deery, & Jago, 2011), allocating their resources into practices that benefit employee satisfaction should be expected to achieve an efficacy and value maximization.

Many previous studies attempted to explore the relationship between employee satisfaction and firms’ financial performance (Chi & Gursoy, 2009; Koys, 2001, 2003). Those studies found positive direct or indirect effects of employee satisfaction on firms’ financial performance. However, some studies (Bernhardt, Donthu, & Kennett, 2000; Wiley, 1991) also indicated that there is no significant direct relationship between employee satisfaction and financial performance. No precedent study in the restaurant context has attempted to investigate how employee-related practices affect business risk and explore a curvilinear relationship between employee satisfactions and firm performance as well. Therefore, the current study proposes to examine the effect of employee-related investments on business risk measured by unsystematic risk that is one of the important determinants of evaluating firms’ value. This study hypothesizes that given the importance of employee satisfaction and limited resources, investing for improving employee satisfaction would have a curvilinear relationship with restaurant firms’ unsystematic risk.

**Methods**

The publicly traded U.S. restaurant firms’ performance is this study’s sampling basis for the period 2000 to 2013. This study will use several data sources to measure variables: KLD STATS to measure employee-related practices; Compustat database to collect firms’ annual financial data and relevant control variables; CRSP database to estimate unsystematic risk. The dependent variable is an unsystematic risk, which is used to measure the variability of stock returns that is specific to firms’ events such as a strike, natural disaster or the effects of firms’ strategic choices. The independent variable is restaurant firms’ employee-related practices. This study will consider five control variables: firm size, leverage, liquidity, capital intensity, and the degree of franchising.

The current study will perform panel data analysis to account for unobserved effects of firms and time. Based on the Breusch-Pagan Lagrange Multiplier Test and Hausman Test, this study will select the most appropriate model from among pooled-OLS, random-effects model and fixed-effects model (Wooldridge, 2001).
FRANCHISING AND INVESTMENT CASH FLOW SENSITIVITIES OF U.S. RESTAURANT FIRMS

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Introduction
The investment cash flow sensitivity (hereafter ICFS) has continuously attracted attentions from many researchers in corporate finance and financial economics (Alti, 2001; Bhagat et al., 2005; Cleary et al., 2007). Modigliania and Miller (1958) proposed the irrelevance theorem that investment decision, which is the spine of the firms’ growth, is not relevant to financing decision under the assumption of perfect market. However, contrary to the theorem, investment and financing decisions seem interdependent to each other in reality. This can be explained by many studies based on the assumption of the imperfect capital market (Myers & Majluf, 1984; Stigliz & Weiss, 1981; Jensen & Meckling, 1976). More specifically, information asymmetries may generate disadvantages from using external financing, possibly creating financing hierarchy renowned for pecking-order theory. Agency problem may also give rise to overinvestment in terms of free cash flow (Jensen, 1986). Accordingly, firms can be sensitive to internal cash flows when investing in various projects (Attig et al., 2012).

In the hospitality context, several studies (Jang & Ryu, 2006; Jang & Kim, 2009) supported the imperfect capital market assumption that implies the dependency between firms’ investment and financing decisions. Nevertheless, little has been done to explore various direct issues of the ICFS in the hospitality setting. Therefore, the current study proposes to examine the ICFS in the restaurant context. Moreover, this study also proposes that franchising can moderate the relationship between cash flows and investment decision (that is, ICFS). The restaurant industry uses the franchising the most in the U.S. economy (Anwer, 2011) and this study argues that superior franchise system leads to a reduction in the information asymmetry and agency costs that would lower ICFS. Findings of this study will not only add value to the ICFS literature, but also provide some managerial implications.

Methods
This study will use panel data of publicly traded U.S. restaurant firms. Firms’ financial data such as revenue, total assets and liabilities will be retrieved from the COMPUSTAT database for the period of 1999 to 2014, based on the Standard Industrial Code (SIC) of 5812. The study will also collect the number of franchised and total units from annual reports (10Ks) to estimate the degree of franchising.

To examine the proposed relationships, this study will extend the model proposed and examined in the past literature (Attig et al., 2012; Cleary et al., 1999; Fazzari et al., 1988; Kaplan & Zingales, 1997) by incorporating the franchising and an interaction term of franchising and internal fund to test the moderating effect of franchising on ICFS. To account for unobserved effects in the panel data, and also heteroscedasticity and autocorrelation, this study will perform a fixed- or random-effects model. For the specific econometrics model selection, both Breusch-Pagan Lagrange Multiplier Test and Hausman Test will be conducted.
THE INFLUENCE OF LANGUAGE ON THE PERCEPTION OF TRANSACTION COSTS IN RESTAURANT MENU CHOICES

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Introduction
There has been little research examining the language influence on perceived transaction cost. Therefore, this study attempts to find the extent of ESL (English as a Second Language) language effect on the perception of transaction costs and to investigate if the perceived transaction costs would affect menu choices in a casual-theme dining restaurant. In addition, the current research intends to examine whether perceived transaction cost will mediate the effect of the English language level on the willingness to purchase from a selection of menu choices. In particular, this study focuses on examining whether language limitations could lead to misperception of information costs.

Methods
For external validity, proportional stratified random sampling will be conducted with native and international college students at a large university, representing native and non-native English speakers, respectively. A 2x4 between group factorial design and logistics regression will be used to test the hypotheses. Online Survey questionnaire with scenarios will be developed based on the literature and present the participants with a role-playing situation. The experiment will present the respondents sample of menu items from a hypothetical casual-theme restaurant in the form of written display only, written and visual display, visual display with the name and the name only. Respondents will provide their opinions about transaction cost of selecting menu items and purchasing decisions of menu items in a casual-theme dining restaurant setting.

Results/Discussion/Implication
This study expects to find that ESL consumers would perceive transaction costs higher for menus in written only form than written and visual form, and consequently higher perceived transaction costs will result in low willingness to purchase. Until now there has been little research about the impact of language on perception of transaction cost and measure of transaction cost on individual level. Therefore, it is meaningful to examine the effect of language from an economic perspective.

In terms of the practical implications, the findings of this study can help restaurant managers have a better understanding of their ESL customers and reduce their perceived transaction costs. Based on reduced transaction costs, restaurant customers can make more economic and efficient purchasing decisions. Limitations of this study can arise from the research sample and survey instruments. The study draws the sample from a large State University that limits the generalizability of the results and also the survey with presentation of menus may lack reality and authenticity.

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CSR AND UNCERTAINTY AVOIDANCE: EFFECT OF CEO’S NARCISSISM

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Introduction
This study proposes to examine the relationship between a cultural factor (i.e., uncertainty avoidance) and CSR (Corporate Social Responsibility) performance in the hospitality context. CSR has become a critical aspect of strategic decision making of a firm after high-profile governance failures and increasing concerns for sustainability. National culture is one of the determinants of CSR (Welford, 2005). Out of the six dimensions of national culture, uncertainty avoidance (UA) refers to the degree to which people in the society are uncomfortable with risks and UA (Hofstede, 2010). Reducing general risks and predictability is one of the expected effects of CSR, thereby prompting our research question to explore the relationship between UA and the level of CSR activities. Society with high UA is more likely to establish rules and regulations that promote conformity to the society (Hofstede, 1984). Thus, the expectation is that as an international U.S. firm intensively operates in foreign countries with a high of UA it tends to invest more in CSR activities and to comply with such cultural expectations.

Moreover, according to Upper Echelon’s (UE) theory (Hambrick et al., 1984), CEO and top management team (TMT) are the key decision makers in an organization (Hambrick & Mason, 1984). In as much as strategic choices partly reflect the idiosyncrasies of decision makers (Child, 1972), examining the influence of a CEO’s personality on deciding CSR activities would be beneficial not only for the CSR literature, but also for the practitioners. According to Chatterjee and Hambrick (2011), the more CEOs become narcissistic, the more oblivious to context and less affected by outside environment. Therefore, we hypothesize that CEOs’ level of narcissism moderates the relationship between UA and CSR performance. In other words, as CEOs become more narcissistic, the positive effect of UA on the level of CSR activities becomes weaker.

Methods
First, we will retrieve firms’ annual financial data such as total assets and revenues from Compustat. Second, we will hand-collect the data of foreign countries where firms operate and franchise from firms’ annual reports (10Ks). The sample of publicly traded restaurant firms with SIC code of 5812 will be analyzed. For the main analysis, the study will conduct the panel analysis, either two-way fixed- or random-effects model, based on results of Hausman test. The model will include a firm’s level of CSR activities as dependent variable (MSCI database score); the degree of narcissism and UA, respectively as independent variables (Herfindhal-Index); the interaction term of the two independent variables, and four control variables (i.e., size, leverage, profitability and franchising).

Implication
This study is expected to fill the gap in the existing CSR, culture and TMT literature and serve as an evidence of UE theory in the context of national culture and CSR. The findings about how CEOs’ personality influences on firms’ CSR strategy and risk-taking behavior will provide practical implication about firms investment portfolio.
ROLE OF OPERATIONAL EFFICIENCY IN RAPID INTERNATIONAL EXPANSION OF SERVICE COMPANY

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Introduction
The globalization of the world economy and business has created opportunities for service companies to further grow and achieve profitability. Rapid international expansion is an effective strategy to enhance firm performance in the global market because it connects a firm to different networks and exposes it to various innovative contexts.

Although many scholars have investigated international expansion as an important global strategy that benefits companies’ performance, only a few examined speed of international expansion and firm value (e.g., Garcia-Canal et al., 2002). To service companies’ speed of international expansion, franchising plays a critical role for two reasons: first, it is an actively adopted expansion strategy (Grewal et al., 2011), and second, it accelerates speed of expansion. Operational efficiency, therefore, matters to service companies as carefully developed operating system saves costs and maximizes franchisees’ profit, which eventually accelerates service companies’ international expansion.

This paper aims to fill the gap by investigating moderating role of operational efficiency on the relationship between rapid international expansion and firm value. This study hypothesizes that operational efficiency positively moderates the relationship between rapid international expansion and firm value. This study contributes to the service literature by examining moderating role of operational efficiency to the relationship between speed of international expansion and firm value. The operational efficiency is an important attribute to service companies whose adoption of franchising is high, yet has not gained much attention so far.

Methods
This study’s dataset consists of U.S. publicly-traded restaurant companies’ financial data from 1993 to 2014. This study has utilized two data base: (1) Compustat for annual financial data such as current assets, total assets, total sales, shareholder’s equity, etc., and (2) 10K reports for internationalization data including number of properties outside U.S., number of total properties, etc. After cleaning observations with no international operations and missing data, 517 observations remained for analysis. To alleviate possible bias of standard errors in panel data analyses, this study uses clustered standard errors. The proposed model is as following:

\[ FV_{it} = \alpha_{0i} + \alpha_1IE_{it} + \alpha_2OE_{it} + \alpha_3IE_{it} \times OE_{it} + \alpha_4SIZE_{it} + \alpha_5PS_{it} + \alpha_6AS_{it} + \alpha_7DOI_{it} + \mu_{it} \]

where \( FV \) represents a firm’s value, measured by Tobin’s Q \( \left[ = \left( \frac{\text{MVE} + \text{PS} + \text{DEBT}}{\text{TA}} \right) \right] \) where MVE = market value of the firm equity \( \left[ = \left( \text{stock price} \times \text{number of shares outstanding} \right) \right] \), PS = firm preferred stock liquidating value, DEBT = (short-term liabilities – short-term asset) + (the book value of long-term debt), and TA is the book value of the firm’s total assets; IE represents international expansion, estimated by the number of foreign offices divided by number of years of expansion; OE represents operational efficiency, estimated by recoverable slack which is the selling, general, and administrative expenses divided by sales; \( IE \times OE \) represents an interaction term; SIZE represents firm size, estimated by log of market capitalization; PS represents firm’s potential slack, estimated by debt-to-equity ratio; AS represents available slack, estimated by current ratio; DOI represents degree of internationalization, estimated by the ratio of number of stores outside US over total number of stores; \( \mu \) represents an error term, and subscripts \( i \) and \( t \) represent individual restaurant and time respectively.

The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Temple University
Work-in-Progress – Food Service
THE IMPACT OF SOCIAL MEDIA ON RESTAURANT PERFORMANCE: INVESTIGATING THE MODERATING EFFECT OF EXCELLENCE CERTIFICATE

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Introduction
This study incorporates traditionally salient attributes (e.g., food, service, value, atmosphere, and guest overall rating), emerging social media reviews (e.g., number of online reviews), competitive ranking of subject unit relative to comp sets, and an operational efficiency measure (e.g., guests served per labor hour). In terms of measuring the financial performance of the restaurant business, this study also adopts comprehensive performance measures, incorporating customer counts, average check, and net sales. Therefore, this study investigates the influences of comprehensive restaurant-specific attributes on restaurant financial performance.

This research takes into consideration a seemingly important factor affecting restaurant financial performance: the role of an excellence certificate, which is regarded as a moderating variable, on the relationship between predictors and restaurant financial performance. Therefore, the objectives of this study are three-fold: 1) to identify the relatively new and unexplored determinants of restaurant performance from a broad perspective (e.g., emerging social media reviews, competitive ranking of subject unit relative to comp sets, and an operational efficiency measure); 2) to test the effects of the above determinants on financial performance of the restaurant business; and 3) to examine the moderating effect of an excellence certificate on the relationship between the determinants and performance.

Methods
We acquired a specific set of metrics from a regional restaurant chain company operating in more than 50 restaurants and more than 10 states and cities. First, we illustrated the descriptive statistics to give a detailed picture of all the variables. Second, to identify the relationships among the control variables, independent variables, and dependent variables, we performed a Pearson correlation analysis. Third, we performed a series of hierarchical multiple regressions to test the research hypotheses.

Results/Discussion/Implication
The results indicate that restaurant ranking did significantly contribute to the predication of restaurant performance. This study also confirms the moderating effect of excellence certification between number of reviews and restaurant financial performance. Restaurants with an excellence certificate experienced an increase in revenues, customer counts, and average check as more comments emerged, but restaurants without an excellence certificate did not experience this increase. As more restaurant comments occur, more guests are willing to visit more often and pay price premium for a restaurant with an excellence certificate.
MEASURING THE EFFECTIVENESS OF SOCIAL MEDIA CAMPAIGN IN THE RESTAURANT INDUSTRY

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Introduction
Social media marketing is the process of increasing customer relations and restaurant website traffic through social media outlets, including Facebook, Twitter, Google+, Instagram, LinkedIn, and YouTube. Restaurateurs use social media to engage with their clientele and use social media tools to increase the number of patrons walking through their doors. Social media marketing is an effective vehicle to digitally reach customers in a fast and easy way. Utilizing the right social media platforms and posting frequently enough and at the right times are ways that social media marketing can increase restaurant brand visibility and increase click-through rates.

The primary objective of this study is two-fold: (a) to compare the marketing effectiveness of five different social media sites (Twitter, YouTube, Google+, Instagram, and Facebook); (b) to evaluate which promotional tool is more effective in meeting restaurant marketers’ social media marketing goals.

Methods
A restaurant chain that owns and operates more than 50 restaurants in different states and cities in the United States agreed to give us access to their Facebook, Twitter, Google+, YouTube, and Instagram accounts. By logging into the restaurant’s five social media sites, we gathered the number of posts, re-tweets/shares, favorite clicks/likes/+1, and the number of comments on each restaurant’s posting from January to August, 2015.

To measure social media marketing efforts, we decided to adopt the analytical tool developed by TrueSocialMetrics. TrueSocialMetrics is a social media analytics tool that tracks metrics such as posts, re-tweets/shares, favorite clicks/likes/+1, and comments in order to calculate the conversation, amplification, applause, and economic value to determine which social media platforms are more effective than others to the business.

Results/Discussion/Implication
To measure the restaurant chain’s social media efforts across different platforms as well as promotional tools, we used TrueSocialMetrics to calculate four social media metrics (conversation rate, amplification rate, applause rate, and economic value). By comparing the values, it could easily identify the sites that are most likely to bring economic benefits to the restaurant chain. Results indicated that YouTube and Facebook deliver the most value to the restaurant chain. Posting the menu specials was the most significant promotional tool in enhancing the number of likes/favorites to this restaurant chain. Letting guests participate in trivia and contests (naming new drinks or desserts on the menu, etc.) delivered the second highest value to the restaurant chain.
FOOD TRACEABILITY IN SCHOOL FOODSERVICE OPERATIONS
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Introduction
The United States Department of Agriculture provides approximately 17% of the food used in schools through the USDA Food Distribution Program and because of the amount of food provided, the USDA has implemented procedures to track the flow throughout the food chain before it reaches the school (U.S. General Accounting Office [GAO], 2002). However, there are no similar procedures in place for schools that procure the majority of their food through commercial vendors (U.S. GAO, 2002).

Traceability has emerged as food safety incidents and bioterrorism have increased. Therefore, it is paramount for school foodservice managers and directors to ensure that food at every stage of production, processing, and distribution can be documented and tracked. There is a paucity of research related to food traceability systems and their potential applications in the foodservice context. Therefore, the purpose of this study is to explore food traceability systems in the school foodservice setting. Specific objectives are to

1. Identify the status of food traceability systems in schools.
2. Identify the perceived benefits of implementing a traceability system in school.
3. Determine challenges to implementing a traceability system in schools.

Methods
The data will be collected using a self-administered questionnaire that was adapted and developed from previous studies (Mai, Bogason, Arason, Árnason, & Matthiasson, 2010; Miao, 2010; Zhang et al., 2010). Minor adjustments have been made to the questionnaire to align with school foodservice.

To assess content validity, two researchers familiar with food safety, traceability systems, and the school environment reviewed the questionnaire. It was then pilot tested online with four school foodservice directors to check the wording of questions and the reliability of the scales.

The final version of the questionnaire will be used to collect data using Qualtrics®, an online survey platform of a random sample of 2,000 school foodservice directors in the U.S.

The data collected will be analyzed using the Statistical Package for the Social Sciences (SPSS®), version 22. Descriptive statistics (means & standard deviations), T-tests, and frequencies will be computed.

Discussion/Implication
No previous research has explored traceability systems in the school setting. Due to the volume of food served in schools and the impact a food safety or bioterrorism incident could have on children, local communities, and the National school lunch program, it is important to explore the completeness of traceability systems in schools and the benefits of and challenges to their application. Results will have a practical implications for school foodservice directors and decision makers at the National and state levels.
AN ANALYSIS OF FOOD TOURIST INTENTIONS TO CONSUME LOCAL CUISINE

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Introduction

Food tourism has become a major component of the tourism industry, contributing greatly to tourism revenue generation (Hjalager, 2002; Wolf, 2014). Interest is partly driven by a strong demand for local cuisines (UNWTO, 2012). Demand is especially strong among food tourists, people actively seeking to appreciate and understand a destination’s local cuisine (Mason & O’Mahony, 2007). Evidence suggests that a majority of travelers were food tourists during the past year (Mandala Research, 2013), but food tourists are not a homogenous group (Hjalager, 2003). While some previous studies have segmented food tourists, there is a paucity of research that has compared food tourist segments and resultant behavior specifically related to eating local cuisine, a form of food tourism. Considering the economic relevance that the consumption of local cuisine by food tourists has for many destinations, as well as a lack of research addressing behaviors of different food tourist segments, this proposed study aims to: determine factors that influence food tourists’ desires and intentions to consume local cuisine while traveling and to determine if those factors vary among food tourist segments.

Methods

This study will be based off of a modified and more developed model of goal directed behavior. As such, it will contain the constructs of food involvement, attitude, motivation, group norms, anticipated positive emotions, anticipated negative emotions, perceived behavioral control, frequency of past behavior, self-identity, desire and behavioral intentions.

To obtain data, this study will utilize a self-administered questionnaire. The first section will contain previously tested items pertaining to the constructs in the proposed model. The second section of the survey will measure demographic information as well as each respondent’s food tourist segment affiliation. This study’s food tourist segmentation is based on Mandala Research’s (2013) analysis of the American culinary traveler and divides food tourists into those who are “deliberate” and normally choose a destination based on food-related activities available; those who are “opportunistic” and typically research food-related activities after choosing a destination; and those who are “accidental” and typically participate in food-related if they are convenient. Questionnaires will be distributed in two cities in the southeastern United States which are well-known food tourist destinations. In each city, two restaurants will be selected for sampling.

Implications

In conducting this study, there are clear implications for researchers and practitioners. Notably, both researchers and practitioners can increase their understanding of the behavioral differences among food tourist segments. More specifically, researchers can obtain greater theoretical awareness for which constructs from this study’s model influence intentions to consume local cuisine. For practitioners, an understanding of the behaviors of different food tourist segments will allow them to more precisely tailor their marketing content when promoting food tourism services.
UNDERSTANDING WHY PEOPLE VISIT MICROBREWERIES

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Introduction
Microbreweries have become increasingly popular in the U.S., increasing from only 82 in 1982, to 1,871 in 2014 (Brewery Association, 2015; Schnell, 2003). Microbreweries distribute their products locally and are usually associated with one area or town. They often incorporate the local culture into their marketing, beer names, and décor (Flack, 1997). As a result, they stimulate the local economy, foster the idea of neolocalism, and appeal to a more sophisticated beer consumer (Flack, 1997).

Multiple studies have been done to investigate consumer behaviors regarding winery visits (e.g. Brown & Getz, 2005; Sparks, 2007). In contrast, little efforts have been made to investigate consumer behaviors concerning microbrewery visits. This is surprising, considering the amount of attention, and growth microbreweries have experienced. This study examines the antecedents of the intentions to visit microbreweries. The main theory that will be used is the theory of planned behavior (TPB), which will be extended to include physical surroundings, and self-identity.

Methods
The population of the study is U.S. consumers who are 21 years old or older. The target sample is patrons of local microbrews in Alabama. As Fishbein and Ajzen (1975) suggested, the analysis will be divided into two phases. The first phase will be an exploratory phase to discover underlying beliefs about visiting microbreweries. A series of semi-structured interviews will be conducted with 25 microbrewery visitors in Alabama. For the second phase, a self-administered survey questionnaire will be developed and distributed to microbrewery patrons in Alabama.

Structural equation modeling (SEM) will be conducted to see the causal relationships among variables. Data will be analyzed with SPSS 23.0 and Mplus 7. Based on the two-step approach suggested by Anderson and Gerbing (1988), a measurement will be estimated before evaluating the structural model.

Implications
This study will provide useful information to microbrewery owners through identifying customer intentions and motives to visit microbreweries. Therefore, the study will help them meet their customers needs and expectations more effectively. In addition to practical implications, the creation of a conceptual model based on theory will add to the body of knowledge regarding microbreweries.
THE PERCEIVED VALUE OF SOMMELIERS, A RESTAURANT’S PERCEPTION

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Introduction

In a restaurant setting, sommeliers are responsible for many aspects of the wine program, including creating the wine lists, purchasing wine, inventory management, staying current on consumer trends, participating in proper rotation of inventory and promoting wines, and helping with food and wine paring at the table (Aspler, 1991). Over past five years, the number of people participating the Introductory Exam & Course has almost doubled, and the number of people participating in the Certified Sommelier Exam has increased by 20% (Teeter, 2014).

As the popularity of Court of Master Sommelier (CMS) certification increases, the criticism of the CMS rises as well. Demmond (2014) argues that a sommelier is position, not a certification. Along with a number of other notable certification programs, CMS was not established in the U.S. until the 1980’s (Demmond, 2014). In addition, Demmond questions the relevance of certain parts of the test, such as cigar service. Most importantly, he asserts that sommelier certification does not determine whether or not an individual is a sommelier.

In this initial study on the topic, we will examine the perceived benefits of sommeliers certifications and the perceptions restaurant managers and owners have toward certification programs.

Methods

This study will exam the perceived benefits of CMS certifications and the perceptions restaurant managers and owners have towards certification programs. Using replicated methods in a recent study conducted on chef certification (Johnston & Phelan, 2015), self-reported data will be collected based on a 39 item survey instrument which was originally developed based on extant research conducted on professional certifications in other related fields (ACF, 2012; Damitio & Schmidgall, 2001; Morrison et al., 1992). The questionnaire will consist of four sections; (1) demographic information, (2) participants’ perceptions regarding objective (i.e. salary, career advancement, and skill acquisition), (3) subjective (i.e. self-efficacy, comparative judgment, and professionalism) factors of CMS certifications and non-CMS certification programs, and (4) will be a section for those that hold a CMS certification and their opinions regarding the certification. A 5-point Likert scale of measurement will be employed to categorize responses with 1 representing “strongly disagree” and 5 representing “strongly agree.”

Once data is collected, the analysis will be done using SPSS 20 (IBM Corp, 2012) to run mean variance, t-tests and ANOVA.
THE EFFECT OF TRADE-OFF ATTRIBUTES AND ORDER TIMING ON CONSUMER’S MENU SELECTIONS

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Introduction

Complementary food choices are those consecutive choices of side dishes, drinks, or desserts ordered following one’s main dish selection (Dhar and Simonson, 1999). Complementary food choices require trade-offs between food product attributes where two conflicting values are salient: the hedonic value of taste enjoyment and the utilitarian value of maintaining good health (Chandon and Wansink, 2007; Fishbach and Dhar, 2005). The purpose of this study is to explore complementary choices with regard to highlighting or balancing through trade-off attributes and order timing in a consumption episode, and to assess how complementary choices influence consumers’ anticipated satisfaction and need for self-control.

Methods

This study will employ a 2 (trade-off attributes: between two goals vs. between a resource and two goals) x 2 (order timing: simultaneous vs. sequential choices) between subject experimental design. The trade-off attributes will either be between two goals, as represented by health and taste or between a resource (e.g., money) and two goals (e.g., health and taste). In the context of trade-offs between two goals, consumers will be told that when they make their menu selections, taste and food healthfulness are part of their consideration. In the context of trade-offs between a resource and two goals, consumers will be told that when they make their menu selections, other than taste and healthfulness of the food, price is a key consideration. The order timing will be represented within the scenario by either simultaneous or sequential choices. In simultaneous choices, consumers will choose multiple menu items at once, while in sequential choices, consumers will select menu items separately.

Participants will be recruited through the use of an online survey tool. Once the respondents begin the survey, they will be randomly assigned to one of four experimental menu stimuli. When participants read through the menu, they will be asked to identify which menu item they would likely order in accordance with the various stimuli. Then, respondents will be directed to a questionnaire. A nonparametric chi-square test with menu order as the dependent variable will be used in order to analyze consumers’ food choices. Furthermore, Multivariate Analysis of Covariance will be conducted to test the hypotheses.

Results/Discussion/Implication

The food choice process is complex because it is influenced by many internal and external factors. Limited research has been conducted on the influence of individual food decision-making rules such as trade-off attributes, and contextual cues such as order timing on consumers’ menu selections. Results will provide a better understanding of personal goal pursuit, order timing, and food choices.
EXPLORING FACTORS INFLUENCING RESTAURANT SELECTIONS AMONG VEGETARIAN CUSTOMERS

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Introduction
Over the last decade the number of people practicing a vegetarian diet has experienced tremendous growth. A vegetarian is defined as one whose “Diet excludes meat, poultry, game, fish, shellfish, crustaceans and their by-products” (Preddy, Burrow, & Watson, 2009, p.523) and vegetarians were estimated at approximately 16 million people in the United States which accounts for 5% of the US population in 2014 (Watters, 2014). In addition, over half of the top 10 food trends for 2015 relate to vegetarian dining (NRA, 2015). Given the amount of people practicing a diet that is vegetarian and the unique characteristics of vegetarian customers, vegetarian customers have a noted effect on the restaurant industry. However, many restaurants still unknowingly alienate these customers and by doing so also may turn away non-vegetarian customers as well. Furthermore, there are limited studies explaining the purchase decision making process of vegetarian customers. Therefore, the current study will examine factors that vegetarian customers consider when they dine. By determining those factors we can determine what non-vegetarian restaurants can do to attract vegetarian/vegan customers. The restaurant industry will benefit from this study because it will provide much needed information on the likes and dislikes of the vegetarian customer which will result in an increase in revenue and add to their current customer base.

Methods
Because of the limited literature related to vegetarian customers, a mixed-method will be used for this study. In the first step of data collection, personal interviews with 2 vegetarian customers will be conducted to find out possible attributes for restaurant selection when they dine out. Based on the findings from the interviews and existing studies about attributes for restaurant selections among general customers (e.g., Harrington, Ottenbacher, & Kendall, 2011; Moschis, Curasi, & Bellenger, 2003), a self-administered online questionnaire will be developed. The data will be collected using convenience sampling by recruiting respondents from online communities for vegetarians (e.g., vegetarian.meetup.com) in November, 2015. An exploratory factor analysis will be performed to determine factors associated with restaurant selection and the factors will be ranked from the most important factors to the least important factors for each group.

Result/Discussion/Implication
The desired outcome of this research is to provide the restaurant industry the importance of acknowledging the vegetarian/semi-vegetarian/vegan customer. Through a more concise understanding of their wants and needs and the reasons they choose a particular restaurant, restaurants can gain a valuable customer that will help the restaurant’s revenue continue to grow.
IMPROVE HANDWASHING THROUGH BEHAVIOR-BASED TRAINING

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Introduction
Personal Hygiene is a significant risk factor that may lead to foodborne illness (FDA, 2009). Appropriate handwashing behaviors can significantly reduce foodborne illness (Guzewich & Ross, 1999) however, current knowledge-based training may not be sufficient to ensure or change certain food safety behaviors (Diogo, Elke, & Veridiana, 2014). Therefore, training methods that can directly influence employee behavior and ensure that food safety behaviors are both automatic and habitual are strongly recommended. Behavior-based training, which applies the “antecedent-behavior-consequence” (ABC) model, was used in this study to modify employees’ handwashing behaviors directly.

Methodology
Based on the ABC model (Krause, Hidley, & Hodson, 1992), a multiple-intervention experimental design was used in this research. The study was conducted in a student-management restaurant with 88 students who each worked four shifts per week. Handwashing frequencies, duration and nine critical handwashing behaviors were selected as measurements in this research (FDA, 2011). Six-hour work shifts (9:00AM to 3:00PM) were separated into three categories: preparation, service, and cleaning. A video camera (FOSCOM Tilt IP Camera) was fixed on top of the handwashing sink to record employees’ handwashing behaviors. The baseline phase consisted of observing employees handwashing behaviors periodically over two weeks to determine the existing level of handwashing. In training phase, a multimedia knowledge-based online training video (http://handwashingforlife.com/) was used to train employees on proper hand washing. Next, the Motivational Phase was introduced during a two-week post-training period, which included a motivational soap dispenser and weekly handwashing safety meeting.

Result
Handwashing frequencies increased from 58.5 times per shift to 71.2 times after the knowledge-based training and increased to 107.7 times per shift during the Motivational Phase. There was no significant improvement in handwashing duration after the knowledge-based training, but it did increase from 11.4 seconds to 20.9 seconds after the two-week Motivation Phase. For the proper rates of handwashing behaviors, there were five behaviors with rates lower than 60% in the Baseline Phase. After the Motivational Phase, the proper rates of these five behaviors were all more than 80%.

During the Baseline Phase, the main challenge was that handwashing performance dropped dramatically during the service time category, which was the period that employees had the most hand contact with food. After the knowledge-based training, handwashing performance increased during production and cleaning, however, it still did not improve during service. After the Motivational Phase, there was a significant improvement in handwashing performance during service.

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A STUDY OF THE PLATE WASTE IN ON-CAMPUS DINING HALLS

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Introduction
Annually, food waste generated by universities is estimated at nearly 540,000 million tons (Whitehair & Shanklin., 2013). Food waste can result from number of reasons e.g. food spillage or students taking more food on their plate than they plan to eat and such waste can create environmental, social, and nutritional problems (Sobal & Nelson, 2003). Reducing food waste is a potential measure to overcome world hunger and reduce the environmental effects resulting from foodservice operations (Engstrom & Carlsson-Kanyama, 2004). Foodservice operations need to identify best practices to manage food waste to reduce food and operational costs, and benefit society as a whole. Identifying the amount and type of waste is the first step undertake before implementing any waste management programs in a foodservice operation. The purpose of this study is to estimate the amount and type of plate waste in a student dining hall at a major university in the Midwestern United States before and after reducing portion sizes of deli and dessert foods.

Methodology
- An experimental research design will be used to assess the effect of reducing portion sizes of deli and dessert foods on the amount of food waste generated.
- Data will be collected in the Fall semester (pre-intervention) and the Spring semester (post-intervention).
- Waste audits will be conducted using the gold standard of individually weighing leftovers before and after intervention at a university dining hall during peak lunch hours (noon-1:00 pm) and lean hours (1:00 pm-2:00 pm) on two days every week for seven weeks.
- Food waste originating from deli and desserts were chosen because these foods were identified by dining hall managers as foods that generate the highest amount of food waste.
- This study aims to address the following research questions:
  - How much plate waste is generated in terms of weight and composition from deli and desserts when compared to rest of the food before intervention?
  - What types of deli and dessert foods are wasted more commonly by diners at a university dining hall?
  - Do changes in portion sizes of deli foods and desserts affect plate waste in the dining hall after intervention?

Implications
This study will help managers at university dining halls to identify the composition of deli and desserts items being wasted by students and ways to minimize plate waste by reducing portion sizes. Outcomes of this study will have implications on cost savings, reducing food waste, and support sustainability initiatives in university dining halls.
PERCEPTION OF COOKING IN ASIA AND AMERICA AS A CAREER

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Introduction
People can obtain knowledge and information is more accessible than ever. Technology is replacing manual labor-intensive jobs traditionally done by hand. Working in a manual labor job, such as a culinarian, carries a unique perception from others not pursuing manual labor careers. However, the perception of working in a kitchen has changed over time in certain cultures due to advertising and television programming. A recent study discovered that 84% of participants watched television shows with celebrity chefs and the primary reason for watching celebrity chef television shows was for entertainment value (Lane & Fisher, 2015). Chefs are more than ever now branding their name as a way to market their restaurant, in addition, to building the reputation as a chef (Caraher, Lange, & Dixon, 2000).

Previous literature has investigated changes towards cooking through attitudes, behavior, and knowledge (Levy & Auld, 2004); however, with the changes in advertising and television over the last 10 years, the image of cooking has changed as more individuals are exposed to the art of cooking.

The objective to the research is to investigate the perception of culinary arts as a career and how perception is affected by attitudes, behavior, and skills of cooking.

Methodology
This study will look at the student’s perception of working in food and beverage. The sample selected will be hospitality students from two universities, Hong Kong Polytechnic University (HKPU), Hong Kong S.A.R. and University of Houston (UH), U.S.A. Target sample size is 150 samples from UH and 150 samples from HKPU during the academic year 2015-2016. The sample will be students taking the introductory cooking course at their respective university with no cooking experience prior to the course.

Results/Discussion/Implications
The results will suggest whether there has been a shift in the perception of culinary arts by comparing it to previous research. In addition, the results will spread light on if the perception of working in food and beverage influences the intention to complain or give praise in a restaurant in the future.
SERVICE CLASSIFICATION FOR CENTERS FOR CHILDREN’S FOODSERVICE MANAGEMENT (CCFSM) IN SOUTH KOREA USING IMPORTANCE-PERFORMANCE ANALYSIS

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Introduction
Social concerns regarding quality of childcare foodservice were spread due to some childcare facilities which had failed to meet children’s dietary needs (Oh, 2014). In an effort to overcome these challenges, the Centers for Children’s Foodservice Management (CCFSMs) were established by the Korean government to provide childcare centers with supports in regards to child nutrition and food service operations (MFDS, 2015). Since 2011, over 160 CCFSMs have been established to provide various services at no cost to childcare facilities which are registered for CCFSM services (CCFSM, 2015; Oh, 2014).

Even though the CCFSM operational guidelines specify the mandatory service areas and frequency of its core services including nutrition/hygiene support and educational programs, each CCFSM operates independently, and this has led to overlapping or omitting services (Jeong, 2014). In addition, current evaluation protocol caused heavy workload and unclear expectations for their employees, leading to an increased employee turnover (Park, 2014). Therefore, the purpose of this research is to assess the importance and performance of CCFSM services using the Importance–Performance Analysis (IPA) model. Identifying the perceptions of CCFSM employees (service providers) and childcare facility directors (service users) will help optimize effectiveness of current services in satisfying needs of all parties.

Methods
The questionnaire will include the core service areas specified in the CCFSM guidelines (MFDS, 2015). Ten content experts (i.e., CCFSM directors and researchers) will review the questionnaire for content validity. The instrument will be converted to an online format using Qualtrics and pilot-tested for usability and clarity. The link for the final survey will be emailed to 148 directors of CFMSMs that have been in operation in more than 6 months. Directors will be asked to forward survey links to all childcare centers which are registered to each of CCFSMs and all CCFSM employees. The desired sample size of CCFSM employees is 150 and directors of childcare facility is 300. The CCFSM employees and directors of childcare facilities will rate the importance and performance services provided by CCFSMs using a 5-point Likert scale. In addition to IPA for services, childcare facility directors will also be asked a question regarding overall satisfaction with CCFSM services.

Data analysis will be conducted using SPSS (v.20.0). Descriptive statistics will be utilized to summarize the data, and scores will be calculated for each service item and for the groups identified by Principal Component Analysis (PCA). Gap scores will be calculated to identify differences between importance and performance of services provided by the CCFSMs.

Results/Discussion/Implication
The findings related to IPA and gap analyses will identify strategies for enhancing the service quality and identifying strategies to reduce service gaps. Meeting service recipients’ expectations will enhance their satisfaction and ultimately, improve children’s wellbeing at childcare facilities.

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DOES GREEN MEAN SAFE AND HEALTHY? THE ROLE OF GREEN DESIGN AND GREEN MARKETING MESSAGE

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Introduction
Within the past decades global corporations have widely adopted “sustainable practices” as a set of company’s activities that aim to preserve natural resources through alteration of management standards and norms (Bansal, 2005; Engardio et al., 2007). As the restaurant industry has shown excessive energy consumption, restaurants invest in green practices to generate higher profits and communicate a sustainable brand image to consumers (GRA, 2015). Unfortunately, consumers who have a lower environmental knowledge cannot clearly perceive the restaurant “greenness” due to the limited transparency of green practices (Jeong, Jang et al., 2014; Schubert et al., 2010). As a result, contemporary consumers seek for more tangible evidences of business pro-environmental behavior, higher credibility of pro-environmental claims (Tucker et al., 2012), and direct benefits of sustainable consumption for consumers’ health and the environment (Namkung & Jang 2013). For instance, sustainable architectural design strongly contributes to the environment preservation since use of green materials reduces energy and GHG emissions (Pitt et al., 2009; Treloar et al., 2001). Nevertheless, previous research neglected to examine the potential impact of the unstated, visual cues of the service environment design on customer perception of sustainability. Building on Chaiken’s Heuristic-Systematic Model of information processing and Tversky & Kahneman’s (1974) Anchoring-and-Adjustment theory, this study aims to empirically examine how restaurant customers process green marketing messages and sustainable design in regards to their assessment of green value, food healthiness, and safety of foods.

Methods
This study will employ a 2 X 2 experimental factorial design with two manipulations prepared in 3D gaming engine and graphic design software: (1) sustainability of restaurant design (green vs. non-green design) and (2) type of marketing message (green vs. non-green message). A fast-casual restaurant will be selected as a service setting. An online survey with the link to access teaser website containing the experiment manipulations will be distributed to Amazon MTurk database of participants. Targeted sample of 480 usable responses would fulfill an acceptable size of 20-50 participants per cell (Hair et al., 2006).

Results/Discussion/Implication
If proposed hypotheses are supported, expected results will suggest valuable implications for restaurant developers and marketing practitioners who market their businesses as pro-environmental. The findings will be relevant specifically for businesses in the fast casual segment that aim to promote pro-environmental initiatives to potential customers. Serving food in a sustainable environment designed with recycled and eco-friendly materials would assure their customers about the safety and healthiness of their food. Furthermore, transparency of sustainable practices in restaurants could mitigate customers’ suspicions regarding greenwashing in marketing. Moreover, this implication could be tested as a potential strategy for restaurants that wish to improve customers’ perceptions of establishment’s food safety.
THE PERCEPTION AND ATTITUDE OF US TRADITIONAL COLLEGE STUDENTS ON ASIAN MENUS IN CAMPUS FOODSERVICES

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Introduction
The college student population in the United States continues to grow until fall 2018. Campus foodservices are essential to the students. In the global age, the variety of the food menu and needs for acculturation would expedite the popularity of ethnic foods with US college students. Asian foods have been getting more prevalent due to increasing Asian students and accepting foreign culture to young generation, ‘traditional college students.’ Ethnic foods should be evaluated by actual customers’ perceptions of their food attributes.  
However, in the campus foodservices setting, not many studies have been done to investigate the attributes of Asian foods and to emphasize the distinctive characteristics of each ethnic food category. In order to fill this gap, this study attempts to find out the perception of attributes of Asian foods among traditional US college students and their positions in customers’ mind. The purpose of this study is to explore whether Asian food menus are acceptable and which menu items are preferred from the perspective of traditional college students in the US regarding on-campus foodservices. Furthermore, this study will examine the relationships between demographics and determinants of the students’ food selection on campus dining.

Methods
An invitation email will be sent to students actively enrolled in courses at a university in the US to recruit them for interviews. Once all interviews are recorded and transcribed verbatim, the data will be analyzed in a qualitative analysis. The transcripts will be coded by using NVivo software. Then, the survey instrument will be developed to finalize measurement items and an online survey will be conducted. Descriptive statistics, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), t-test, ANOVA, and regression will be done for the analysis of the data.

Results/Discussion/Implication
The most influential determinants will be suggested and the reasons will be inferred. The insight from the interview transcripts will be provided and the patterned themes will be classified. The inference on the findings from ANOVA and regression analyses will be discussed based on the theoretical foundations from the previous literature. The results from EFA and CFA may endorse the knowledge accumulated from previous literature. The students’ perceptions of the campus foodservices and their perspectives on Asian menus will clearly show their food attitudes such as preference and acceptability of the ethnic foods, which can result in the expansion of the food items as the sign that young generation in the US are more favorable to diverse food options on campus than the old generations.
EXPLORE FOOD SAFETY OF SUSHI RESTAURANTS IN CALIFORNIA: REGULAR SUSHI RESTAURANTS VS. FULL-SERVICE SUSHI KIOSKS IN GROCERY STORES

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Introduction
The number of Japanese restaurants in the U.S. doubled from 1996 to 2006, and currently over 10,000 Japanese restaurants are operating in the U.S. (Carson, 2010). Growing sushi businesses is noticeable in grocery stores as well. Vandermey (2015) reported that the sales from grocery store sushi have increased by 27% between 2011 and 2015 with the recent annual sales of $705 million. In addition, a research study has found that Japanese cuisine was ranked the second to Chinese cuisine in terms of people acknowledging and eating it in the U.S., in spite of the fact that it is identified as the most expensive food category among all Asian cuisines (Jang & Ha, 2009). The increased popularity of Japanese cuisine, especially sushi, may have been also influenced by an increasing number of Americans who are concerned about their health and weight (Japan External Trade Organization [JETO], 2011). Traditionally, ingredients of sushi are low in fat, sugar, and calories and considered healthy choices (JETO).

Despite the popularity of Japanese cuisine, specifically sushi, ensuring safety has been challenges. The Foodborne Illness Outbreak Database (FIOD) revealed that there have been 11 major foodborne outbreaks originated from Salmonella or Norovirus in sushi restaurants in the U. S. since 2004 (FIOD, 2015). In 2015, the Centers for Disease Control and Prevention (CDC) reported multistate foodborne illness outbreaks of Salmonella that affected 65 people from infants to elderly in 11 states, after eating sushi made with raw tuna (CDC, 2015). Therefore, it is imperative that sushi restaurant employees follow safe food handling practices. Health inspectors may play an important role when identifying and minimizing risks of foodborne illness outbreaks in these restaurants. Therefore, the purposes of this study are to: (1) perform multiple comparisons in the health inspection scores among different types of sushi establishments, and (2) explore frequently violated food codes for each sushi establishment.

Methods
Food safety inspection data for sushi restaurants in California will be collected from the online health inspection record provider (HDScore.com), which publicly provides restaurant health inspection information in the U.S. Descriptive statistics will be calculated to summarize the data. A series of ANOVAs will be performed to explore frequent food code violations in different types of sushi establishments (i.e., sushi kiosk in grocery stores, non-chain sushi restaurants, and chain sushi restaurants) and to detect the effects of the different types of sushi establishments on food code violations. All analyses will be conducted using SPSS 22.0 with P<0.05.

Results/Implication
Results will reveal types and numbers of food code violations in different sushi establishments. The food safety scores from sushi kiosks in grocery stores and chain sushi restaurants may be higher than independent sushi restaurants due to greater expectations from the corporates and resources. Finding may provide information for food safety training tools and strategies for sushi restaurant operators and inspectors to improve food handling practices in these restaurants.
SOCIODEMOGRAPHIC CHANGE AND RESTAURANT PERFORMANCE IN U.S. METROPOLITAN AREAS

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Introduction
With the intense competition in the restaurant industry, performance analysis has become more and more important for a better understanding of the competitive advantages and disadvantages of a single restaurant. Previous studies have disclosed the association between restaurant location and neighborhoods’ socio-demographic attributes (Galvez, Morland, Raines, et al., 2007; Morland, Wing, Roux, 2002; Smoyer-Tomic, Spence, Raine, et al., 2008). However, no known research has probed the impact of socio-demographic factors on restaurant performance. A better understanding of these socio-demographic influences can help investors formulate more appropriate location and marketing strategies to improve the overall performance of a restaurant. This study aims to investigate the influence of the change of socio-demographic characteristics on the change of restaurant sales over time in most U.S. metropolitan areas.

Methods
We utilized a multiple linear regression model to investigate the associations between the change of socio-demographic characteristics and the change of restaurant sales (per restaurant) over time in the U.S. The data of restaurants in metropolitan areas were obtained from the Restaurant Growth Index (RGI) operated by Restaurant Business, including restaurant numbers and restaurant sales. The socio-demographic characteristics at the metropolitan level were acquired from the US Census Bureau. These included total population, population by age, population by race, housing units, household size, education attainment, median household income, and mean travel time to work. Based on the data availability, the time frame for the change of socio-demographic characteristics and the change of restaurant sales was from 2006 to 2014.

Results/Discussion
The estimation results of regression models highlighted several determinants of restaurant performance at a metropolitan level, such as the change of total population, the change of older population, the change of Hispanic population, the change of housing units, and the change of education attainment. In general, our results suggested that the restaurants with a higher average sales growth that could be found in metropolitan areas witnessed a higher growth rate of overall population, a lower growth rate of population older than 65, a higher growth rate of Hispanic population, a higher increase in housing units, and a higher growth rate of high school degree or higher degree attainment. From the supply side, this study facilitates the understanding of the association between restaurant sales growth and local demographic changes from 2006 to 2014, and provides vital information on operational decision making of location choice for new restaurant entrants. From the demand side, the paper imparts vital insights on how the changes of residents’ socio-demographic characteristics affect restaurant sales growth in a metropolitan area. Furthermore, more specific marketing efforts can be adapted to target the appropriate market segments by observing the demographic changes.
PERCEIVED QUALITY ON HIGH-LOW SERVICE PERFORMANCE OF GERMAN RESTAURANTS

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Introduction
Service quality is considered a powerful construct involving the giving of competitive benefits because it increases perceived service value (Cronin et al., 2000; Nguyen & Leblanc, 1998) and customer satisfaction (Cronin et al., 2000), and it ultimately provides customer retention and operational profit to service firms (Cronin et al., 2000; Rust & Zahorik, 1993; Yavas et al., 2004). Consumers perceive food quality to be the most important factor determining purchase intention at upscale restaurants, along with service and store atmospherics (Dube et al., 1994), but this could be different for quick-service restaurants (Dipietro et al., 2010; Qin & Prybutok, 2008), as consumers have different service expectations at different types of restaurants. On the one hand, consumers from different cultures are deemed to have different expectations for service encounters (Tanrikulu & Gelibolu, 2014; Winsted, 1997), and previous studies have underlined the effect of culture on perceived service quality (Furrer et al., 2000; Ueltschy et al., 2007). This empirical study examined how customers’ behavioral intentions (willingness to pay and purchase intention) are distinguished according to the different levels of restaurant attributes in comparison with fine-dining and quick-service restaurant sectors in Germany, which is regarded as featuring one of the low-context cultures. Though this mechanism has already been considered in previous studies, this study attempted to gain deeper insights into restaurant service quality by manipulating the level of service performance and different types of restaurants.

Methods
This study is a 2x2x2 experimental design with different levels of service performance (high and low) for each restaurant quality attribute (food, service, and ambiance) to yield eight experimental scenarios. The eight scenarios were applied to both quick-service and fine-dining restaurants as two separate experiments. All scenarios were pre-tested with 30 subjects. For the main study, data were collected in Germany, and a total of 498 participants were recruited from the students of a large German university and used in the final analysis. For data analysis, MANOVA and ANOVA were conducted using SPSS 22.0.

Results/Discussion/Implication
This study reveals that the perceived restaurant quality of all attributes has a positive relationship with behavioral intentions across different restaurant types, as previous studies have confirmed. For fine-dining restaurants, food has the strongest effects on behavioral intentions, and the best scenario of service performance shows the highest value for both willingness to pay and purchase intention, while the worst case indicates the lowest scores as expected. For quick-service restaurants, the same pattern is shown. One interesting result we found is that when German consumers experience the poorest performance, they show exceptionally low purchase intention, and regarding behavioral intentions, the difference between the best and the worst scenario of service performance is larger in quick-service restaurant settings than in fine-dining restaurants.

For managerial implications, to increase profits, both fine-dining restaurants and quick-service restaurants prioritize food quality over other service attributes. Further, this study contributes to literature by suggesting the value of cultural context in perceived service quality.
REUSABLE WATER BOTTLES: SUSTAINABLE, YES – SANITARY, MAYBE?
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Introduction
The massive consumption of disposable, bottled water has been connected to increased pollution and landfill waste. The environmental cost of bottled water has led to a social push to adopt reusable water bottles. Since reusable bottles are more environmentally friendly and money saving because consumers can repeatedly fill and refill the bottles. However, observation of consumer behaviors related to reusable water bottles suggests that users are regularly refilling bottles without a corresponding effort at cleaning. Consumers may not be aware of the potential hazards related to water bottles; thus, there is a possibility for complacency with regard to cleaning behaviors.

Add in the difficulties associated with cleaning the bottles adequately, as well as the variability in designs and materials, and the foodborne illnesses associated with contaminated water, it is easy to see the that improperly cleaned water bottles may present a potential contamination risk and thus be a risk for foodborne illness. Therefore, the purpose of this study is two-fold: first, to measure microbial samples from water bottles that are in use, and second, to collect survey data from the bottle owners as to their bottle usage and cleaning behaviors.

Methods
This study proposes to solicit participation by offering college students immediate evaluation of their water bottle cleanliness, and also offering to clean their bottle post-test by use of a three compartment sink. Bottles will be photographed and documented as to design characteristics, such as construction material, diameter of mouth opening, and closure type. Bottle owners will also be asked to complete a short survey. This survey will ask behavioral questions such as frequency of cleaning, cleaning method and types of liquids held in the bottle. The data be statistically analyzed using ANOVA procedures to determine significant differences in microbial contamination.

In order to assess the level of microbial contamination, two methods are proposed. First will be the use of the adenosine triphosphate (ATP) test. ATP tests provide evidence as to the level of general cleanliness (Griffith et al., 2000). The second proposed method will be to quantify microbial contaminations through aerobic plate counts (APC), a more laborious, but also more precise means of measuring contamination levels. Finally, coliform testing will be used to assess more potentially risky coliform bacterial contamination.

Expected Results
Study outcomes are expected to contribute to the understanding of the food safety risks associated with reusable water bottles. A strong correlation between cleanliness (ATP, APC, and coliform values) and cleaning behavior is expected to be revealed from this study. That is, users’ efforts on cleaning water bottles will make a difference in the level of microbial contamination. The impact of other design factors, such as diameter of mouth opening, is also expected to be significant. Furthermore, since a part of this study involves cleaning the bottles post-test, an appropriate cleaning protocol will be developed for the various types of bottle designs found in this study and presented as part of the research findings.
**Introduction**

It is not surprising that social media is becoming one of the most popular marketing tools used by colleges and universities. These institutions are beginning to embrace social media and realize the power and implications of using it as one of their marketing strategies (Reuben, 2008). In particular, colleges and universities are utilizing social media as a recruiting tool to find and reach out to prospective college students. (Morgan, 2012).

It is also important to identify how college students use social media to select preferred hospitality management programs. Parrot and Tipton (2010) indicate that 81% of students are utilizing various online resources established by universities when choosing hospitality programs. This study aims to investigate how social media affected college students’ decisions to enter a hospitality management program at a large public university in the southwestern region of the United States.

**Methods**

This study will use a survey method based on retrospective behavior. The sample will be current freshman college students majoring in hospitality management at a public university in the US. The survey questions will consist of six different parts. The first part will be questions regarding the students’ daily social media usage on the university’s social media pages. The second part will ask what students’ involvement was with on the university’s social media pages when choosing a college or university. The third part will ask what students’ involvement was with the hospitality management program’s social media. The fourth part will focus on the what specific social media contents that were relevant to students’ decision-making process on choosing a hospitality management program. The fifth part will explore what factors on social media students used that influenced them to choose this specific hospitality program. The last part will include demographic questions. The questionnaire will also contain open-ended questions so respondents can answer freely.

**Results/Discussion/Implication**

Social media provides benefits to colleges and universities as an effective recruitment tool. It is therefore important to recognize students’ activities on social media when they make decisions to enter hospitality management programs. This study is expected to reveal how social media may give students the opportunity to genuinely voice their own experiences or opinions in the selection process of a hospitality management program. Because social media is commonly used, prospective students have an increasingly strong tendency to utilize it as a decision-making tool when choosing a hospitality program. Consequently, this study will provide useful insight into various opportunities to involve social media as an effective marketing tool to college student recruiters in hospitality management programs.
SELECTION CRITERIA OF HOSPITALITY PROGRAMS: A COMPARISON OF UNDERGRADUATE AND GRADUATE INTERNATIONAL STUDENTS

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Introduction
Globally, the hospitality and tourism industry plays an important role in the economy. According to the World Travel & Tourism Council (WTTC, 2014), the hospitality and tourism industry generated almost $7 trillion of total economic activity worldwide in 2013. The increasing demand for the hospitality and tourism industry has also caused the need for more hospitality and tourism employees. This huge job vacancy is one of the reasons that lead to the lack of skilled employees. The other reason for the lack of skilled employment in the hospitality industry is employee turnover. One of the main causations for the high turnover rate is that the employees are sometimes not qualified to be in their position (Kysilka & Csaba, 2013). This phenomenal growth in the United States has created demand for talented globalized hospitality students and in turn has resulted in an increased demand for international students to be involved in hospitality programs in the United States. Additionally, international students played an important role in hospitality programs because the hospitality industry is becoming a more international business (WTTC, 2015). However, limited studies exist that focus on the factors affecting undergraduate and graduate international students who are choosing a hospitality program. To provide a better understanding of international students majoring in hospitality management, this current study will identify the factors that affect international students’ decisions on choosing a hospitality program and compare the similarities and differences between the factors that affect undergraduate international students and graduate international students when choosing a hospitality program.

Methods
Based on the comprehensive review of literature related to factors affecting different students’ school choice, a questionnaire will be developed. The data will be collected using convenience sampling by recruiting responses from international students from different universities. An exploratory factor analysis will be performed to determine factors associated with international students’ choices of hospitality program and then the factors will be ranked from the most important factor to the least important factor. Independent t-tests will be performed to examine the mean differences between undergraduate students and graduate students.

Results/Discussion/Implication
The findings of this study will provide insight to hospitality programs to better market themselves to attract more international students. An increased number of international students assist students in becoming more successful in their future careers, in which they will be able to provide better service for customers from other countries. The more talented and globalized our human resources become from studying in the hospitality field, the more likely our industry is to have a bright future with high economic growth.
AN EXPLORATION INTO THE TRAVEL MOTIVATIONS OF INTERNATIONAL CHINESE STUDENTS WITHIN THE UNITED STATES

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Introduction
China has become one of the largest market for outbound travel and is regarded as a lucrative emerging market by tourism destinations (Ryan & Gu, 2008). International Chinese travelers took 109 million trips in 2014, an increase by 11% from 2013 (China Daily, 2015). Chinese tourist spending also increased 28% in the same period to $168 billion which accounts for 11% of global tourism revenues (China Daily, 2015). These numbers highlight the significant role of China’s outbound tourism for the global economy.

This study is important for several reasons. The number of Chinese students in the US grew from 190,029 to 235,597 between 2012 to 2013, an increase of 21.4% (Institute of International Education, 2015). It is also documented that Chinese students while abroad have a high propensity to travel for leisure during the holidays (Xu, Morgan, & Song, 2009). Understanding their travel behaviors is therefore useful for tourism market segmentation and targeting since segmentation and targeting of consumers by nationality is an existent practice in the tourism industry (Cho, 1991).

Methods
Data were collected from mid-March to early April 2015. Using convenience sampling, Qualtrics Online Survey Solutions was responsible for sending the survey out through its panel partners to the targeted respondents. This self-administered questionnaire consisted of two sections. The first section consisted of motivation factors as identified from previous research (Huang & Tian, 2013). The second section was about the socio-demographic profile.

Results/Discussion/Implication
A descriptive analysis of the travel motivations revealed, “to live exciting experiences,” “to discover new places,” and “to seek adventure” were the most important in motivating international Chinese students to travel within the United States. Mean comparisons showed significant motivational difference in the demographic characteristics of gender and relationship status. Gender had a significant motivational difference on: “to discover new places,” “to alleviate stress,” “to explore historical and cultural heritage,” “to live exciting experiences,” “to visit friends/relatives,” and “to visit other school.” Relationship status had a significant motivational difference on: “to live exciting experiences,” “to improve my English language proficiency,” and “to seek adventure.”

This being an initial study and work in progress, there are several limitations to the study. The main one is the sampling technique used. Convenience sampling cannot allow the generalization of the study to the population (Malhorta, 2012). Besides measuring average student income, it also might be more applicable to measure “disposable incomes” and the source of the income. Students with large family funds might have very different motivations as compared to those who are 100% self-supporting. Other future studies should examine travel behaviors of international Chinese students in the US and make a comparison between them.
REVENUE MANAGEMENT PRICING AND CUSTOMERS’ LENGTH OF STAY
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Introduction
This study explores the lodging industry pricing practices in relation to customers’ length of stay (LOS), and contrasts these industry practices with customers’ pricing expectations. Economics and revenue management theoretical considerations result in inconclusive arguments, “predicting” both an upward and a downward sloping curve, that is, depicting the expected relation between room rates and LOS to be either positive or negative. Theory also seems to suggest a negative relation between LOS and customers’ willingness to pay (WTP). An empirical study aimed to assess these supply and demand quantity/price relations is therefore called for.

Methods
The data collection addresses both demand a supply. On the supply side, the research will record online quoted rates of 1,000 randomly selected hotels in the United States, China and Europe for six LOS periods with six different booking windows. Data for 500 US hotels has been collected for 4 months including weekdays and weekends. On the demand side, estimating the relation of LOS and WTP will be done through an online survey of several hundreds, randomly selected, respondents using a commercial online panel provider service. The ultimate number of participants depends on grants secured for this research project. Respondents demographic and tripographics information will also be recorded and analyzed for possible moderating effects on the LOS/WTP relation.

Results/Discussion/Implication
Analysis of 500 US hotels (18,000 data points) indicates that within the tested LOS and booking window ranges, room rates are mostly (statistically significantly) higher with longer LOS periods. That is, there seems to be strong support for the traditional upward supply curve, and little for the hypothesized quantity discount driven relation. Furthermore, these relations appear to be moderated by the booking window where the moderating effect is U shaped.

If the demand side analysis will indeed reveal customers’ preference for lower room rates with longer LOS, our findings will identify a discrepancy between hotels actual pricing practices and what their customers expect. If exists, this expected incongruity is a reason for concern to revenue managers, but also an opportunity for improved competitive revenue management pricing strategies.

Limitation includes the arbitrary nature of the LOS and booking windows tested levels, concerns about the sample size (1000 US hotels out of an estimated 80,000) and the constrained ability of this research approach to provide explanations, for example, which of the theoretical considerations explains the positive upward direction of the supply curve.
AN INVESTIGATION OF ALUMNI PERCEPTIONS OF AND PROGRAM EXECUTIVES’ DESIRED PROSTART PROGRAM STUDENT OUTCOMES

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Introduction
ProStart program is a two-year high school curriculum combined with classroom learning, mentoring and hands-on experience. In this program, teachers teach everything related to restaurants including cooking skills, budgeting, marketing and management. It builds practical culinary management skills on real-life opportunities (Curtis, 2011). A great number of ProStart alumni recommend the program not because they offer certifications after graduation but because this program changes many student’s life. Kelvin was a graduate from the ProStart program of Santee Education Complex high school in Los Angeles. He recalled how ProStart changed his life. Before he attended ProStart, he was a gang member. Participating in ProStart gave him a new life that is different from his neighbors and turned his high school experience around. In Doug Brooks words, ProStart has changed many young people’s life (Curtis, 2011).

ProStart plays such an extremely vital role in the students’ life. However, little is known about the effectiveness of the program in increasing student academic ability. There is a great need to assess the effectiveness of this program and improve accordingly. There are two goals in this research: the first goal is to assess the benefits to the students who graduated from the ProStart program; The second goal is to assist in curriculum development by collecting and comparing the philosophy of executives and the feedbacks from graduate student from ProStart.

Methods
Interviews and focus group will be used to gather data in this study. Interviews will give the well-founded understanding of ProStart from leadership perspective which is a critical component of the data collection and research methodology. Six executives and managers who directly run ProStart program at National Restaurant Association Education Foundation (NRAEF) and the California Restaurant Association Education Foundation (CRAEF) will be interviewed via telephone.

In addition, a focus group of twelve current students from the Collins College of Hospitality Management that participated in a ProStart program in their high school will be conducted. They will be invited to discuss their own experiences of ProStart and share their opinions about this program. The University Institutional Review Board approval will be required to conduct this research.

Implication
This empirical study will reflect views from both people who run the program and people who go through the program to give a rounded picture of this program. By comparing perspectives from both side will provide ideas on curriculum development to make a better program in the future.
LIGHTS, CAMERA, ACTION...WELCOME! DISCOVERING THE EFFICACY OF WELCOME VIDEOS FOR ONLINE LEARNERS

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Introduction
As the number of online learning situations becomes more widely used by universities and professional organizations, the necessity of measuring the efficacy of web-based class components will continue to grow.

Comfort and communication are key components to establishing connection with online students so that ultimately productive engagement can be fostered within the learning process. According to the Community of Inquiry (COI) model (Garrison, Anderson, Archer, 2000), the educational experience is enhanced through three main elements: social presence, teaching presence, and cognitive presence. These elements can be used to entice engagement by creating opportunities for learners to connect with each other, the instructor, and the course material. To what extent these elements in the COI affect online learners has not been quantified as yet.

Methods
Undergraduate online classes in both the Personal Finance and Hotel and Retail Management departments have been selected based on whether a particular class contained a Welcome Message in text format or video format. Within a week of the class opening, a variable survey, based on the COI framework and which format the welcome message is delivered, has been administered to the online students. The students remained anonymous.

During the spring semester, utilizing the same online classes, the researchers will switch the Welcome Message delivery format. In other words, the classes that used a text welcome message format will be provided with a welcome video (verbatim to the text version) and vice versa (the video welcome messages will be distilled to text only). The variable survey will be administered to the class participants.

Once the survey results have been recorded, the researchers will analyze the data for its quantitative support of the COI framework using IBM SPSS.

Implications
Developing a survey instrument guided by the COI framework will support the theory of social presence, teaching presence, and cognitive presences with empirical data. Specifically, this study will examine the impact of a particular sub-element, the welcome message, on online learners.
EVENT MANAGEMENT – PEDAGOGY AT A SOUTHEASTERN UNIVERSITY
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Introduction
Event management has become a major segment of the hospitality industry and an important component of many hospitality curriculums. While many hospitality programs have experienced a strong and/or steady increase in enrollment numbers, lecture-based courses have been the predominate method of teaching hospitality students (Canberg, 2009). However, beyond the quintessential lecture-style design, little is known about the types of teaching methods used by hospitality educators (Deale et al, 2013). The purpose of this study is to describe the pedagogical approach used for teaching an event-management course at a university located in the southeastern United States.

Currently, in higher education, collaborative-learning environments via team projects is paramount in assisting students to develop workforce skills. Encouraging students to work together to answer questions, solve problems, and produce a comprehensive project (Smith & MacGregor, 1992) mirror those behaviors which are critical to employers. According to Cohen and Bailey (1997), more than 80\% of organizations employ various types of workplace teams. Prospective employers, accrediting agencies, and educators advocate cooperative learning (Colbeck, Campbell, & Bjorklund, 2000). Therefore, it is prudent to model common practices within the industry and behaviors in the educational curriculum of hospitality students which include \textit{learning through ambiguity, learning through activity, and learning through technology}.

According to Carroll and Fahlbruch (2011) learning includes both understanding and action. The ability to learn from experience and the ability to cope with continuous change are critical when developing new skills. Dilworth (1996) found a need to interrelate academic and workforce domains, which provides a prudent strategy for hospitality educators. Canberg (2009) posited \textit{real} events are a meaningful and productive way to teach students about managing events. Three-major components were employed during the teaching and execution of the course: \textit{learning through ambiguity, learning through activity, and learning through technology}. The concept of \textit{ambiguity}, or rather, how to manage the anxiety of unsureness in event operations is vital to operational success. To facilitate the acquisition of information and knowledge of students, the instructors utilized technology in a variety of ways. Learning through action was achieved in a variety of ways such as volunteering and fundraising activities.

Methods
The proposed research design will use a mixed-method approach. Students will be given a pre-test to assess current knowledge levels of event management and post-test to gauge learning outcomes of the course. Comments provided via the instructor evaluation form will be analyzed using NVivo v. 11 to determine qualitative themes while SPSS v. 20 will be used for quantitative analysis.

Discussion/Implications/Conclusion
The authors expect to gain further insight of course pedagogy in meetings and event management from students, with the ultimate goal of preparing students for future endeavors. It is the hope of the authors to stimulate future research and dialogue regarding effective instruction in meetings and events.
THE EFFECT OF PARENTAL FINANCIAL SUPPORT ON HOSPITALITY STUDENTS

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Introduction
Many college students in the United States have been struggling to afford tuition and living expenses as colleges continue to increase tuition and fees every year (Baum & Ma, 2010; Murphy, 2013). Therefore, an increasing number of students rely on some type of financial assistance - some students take out student loans to pay for college, while others receive partial or full financial support from their parents (Ziskin, Fischer, Torres, Pellicciotti, & Player-Sanders, 2014). Previous studies have shown that the more financial aid college students receive from their parents, the lower the grades the students receive (Bodvarsson & Walker, 2004; Hamilton, 2013). Hamilton (2013) conducted research to study the relationship between parental financial aid and students’ grades in higher education and found that the students who received the highest level of parental financial support received the lowest grades.

However, students majoring in hospitality management may have a different perception of financial aid from parents because students must work in the field in order to graduate. Many hospitality management programs require students to work in the hospitality industry as a part of their curriculum (Bae, Kwon, & Blum, 2015). Hospitality students often take classes and work simultaneously to fulfill academic requirements. Although Barron (2007) claimed that working while in school may have a negative effect on studying, hospitality students need to work because the hospitality industry values work experience. Students who receive financial support from their parents can afford to search for positions in the hospitality industry without considering pay as a primary factor (e.g., unpaid internship), but students without financial support are more likely to take a job that pays more. Therefore, students who benefit from the financial flexibility provided by parental support have a better chance of finding a job after graduation.

Methods
The target population will be students majoring in hospitality management. The research hypotheses will be tested by chi-squared analysis to measure the relationship between parental financial aid, student attitudes toward work and study, and current grades. The initial survey questionnaire will be developed based on the theory and a comprehensive review of literature. The results will show the separated student groups: one group of students who receive financial aid from parents, and another group that does not receive financial support.

Results
Results of this study will provide educators in hospitality management with insights of financial support and its relationships with student attitudes toward work and study and their grades. This study will also provide parents of hospitality students with helpful suggestions to make a better decision.
Work-in-Progress – Human Resource
AMERICAN HOTEL EXPATRIATES IN THE MIDDLE EAST: THE INFLUENCE OF HOFSTEDÉ’S INDIVIDUALISM/COLLECTIVISM DIMENSION, CROSS-CULTURAL ADJUSTMENT, AND PERCEIVED ORGANIZATIONAL SUPPORT ON EXPATRIATE PERFORMANCE

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Introduction

Expatriates’ perceptions of cultural differences between their home country and the host country may significantly impact their personal interactions with locals and their adjustment in the foreign society, which may subsequently influence their on-the-job performance. The adjustment to a new culture could also be explained in the context of individualism/collectivism, which Hofstede (1984) defined as the degree to which individuals are integrated into groups. In addition, for expatriates, perceived organizational support (POS) may help to enhance their overall experience in the new work and social setting. Takeuchi et al. (2009) demonstrated that POS while on- and off-the-job could lead to a better overall job performance of expatriates. POS can also influence cross-cultural adjustment, which in turn directly influence expatriates’ performance (Kraimer, Wayne, & Jaworski, 2001).

Seldom being studied, the Middle East region is among the fastest developing hospitality markets in the world, highlighting the need for more hospitality expatriates going on assignments in that region. Since the Middle East has a different work culture to that of the U.S., cross-cultural adjustment and performance of expatriates will likely vary. Little research currently exists on the impact of cultural dimensions, cultural adjustment, and POS on American hotel expatriates performance in the Middle East. Thus, the current study seeks to answer the following research questions: (1) Does Hofstede’s Individual/Collectivism dimension affect American hotel expatriates’ cross-cultural adjustment while on assignment in the Middle East? If yes, to what extent? (2) To what extent does POS influence American hotel expatriates’ cross-cultural adjustment while on assignment in the Middle East? (3) Do Hofstede’s Individual/Collectivism dimension, cross-cultural adjustment, and POS impact American hotel expatriates’ performance while on assignment in the Middle East? If yes, to what extent?

Methods

The target population for this study will consist of American hotel expatriates who have worked or currently work on assignment in the Middle East. Participation will be solicited from expatriation-focused websites (e.g., forums and social media). The survey will feature questions on demographic information, individualism/collectivism, cultural adjustment, POS, and expatriate performance. Individualism/collectivism will be adopted from Hofstede’s (2013) value survey module (VSM) with five items. The 14-item cultural adjustment scale will be adopted from Black (1988). POS will be measured using the nine-item version of Eisenberger et al.’s (1990) scale. The expatriate performance scale will be adopted from Abdul Malek et al. (2013). Pearson correlation will be conducted to assess the relationships among individualism/collectivism, cultural adjustment, POS, and performance. Multiple regression analysis will then be employed to examine the proposed relationships among the study variables.

Results/Discussion/Implication

This study will fill the gap in the literature of expatriation and the hospitality industry from the perspective of American hotel expatriates in the Middle East. The results of this study will be used as reference for international hospitality companies to better manage their expatriates around the world in general, and in the growing Middle East region in particular.

The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Temple University
HOSPITALITY REPATRIATE MANAGERS’ ADJUSTMENT AND TURNOVER INTENTIONS: THE ROLE OF SOCIAL NETWORKING MEDIA

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Introduction
Repatriation is the transition process from a foreign country back to one’s own after working in an international business assignment for a significant period of time. Although research indicates that repatriation can be more difficult in terms of the adjustment than expatriation (Forster, 2000), problems associated with expatriates returning to home country from international assignments seldom receive the needed organizational attention. The inability of the repatriate to cope with the socio-cultural, familial and work-related changes happening in the home country may eventually lead to turnover.

While the repatriation literature has been replete with calls about the need for improved communication as a means to reduce repatriate turnover intentions, the use of social networking media on the repatriate adjustment is still underexplored area in expatriation literature. Maintaining technology-based social networks with the home office may be crucial for the expatriate’s adjustment upon return. That is, the use of social networking media can lower the anxiety and depression caused by coping with new foreign environment and when returning back to home country (Riding & Lapke, 2013). Thus, the current empirical study seeks to answer the following research questions: (1) To what extent do hospitality expatriate managers’ use social networking media to communicate with their home organizations? (2) To what extent does the use of social networking media increase the level of expatriate managers’ adjustment to their home organizations? (3) To what extent does the level of adjustment that increased by the expatriates’ managers’ use of social networking media during their foreign assignment lower their intentions to turnover when they return home?

Proposed Methods
The target population for this study will be hospitality repatriate managers who had worked in international business assignments. Data will be collected through a web-based self-administrated survey designed using Qualtrics. The survey instrument will consist of four sections: demographics information, managers’ use of social networking media such as type, frequency and the purpose of usage, measured on a scale adapted from Steinfield et al. (2009), managers’ work and life adjustment by Kim (1988), and managers’ turnover intentions, measured on a scale adapted from Wayne et al. (1997). Participants will be asked to evaluate survey statements on a 5-point Likert-type scale. Confirmatory Factor Analysis will be used to confirm the overall adequacy of the measures. Correlation will be performed to test the relationship between the repatriate managers’ use of the social networking media and their level of adjustment when they returned to their home countries. Regression test will be conducted to predict the repatriate managers’ turnover intentions based on the level of adjustment they had as influenced by their use of the social networking media.

Implication
This empirical study is anticipated to delineate the gap in the hospitality literature about the importance of utilizing the social networking media in the repatriation process. From a business perspective, highlighting social networking media as a means to increase repatriate managers’ adjustment can provide de facto recommendations to the hospitality companies on how to develop technology-based practices that reduce the repatriate managers’ possible intentions to turnover when they return home.

The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Temple University
WHY ARE HOSPITALITY MANAGERS WITH MULTICULTURAL INVOLVEMENT WILLING TO ACCEPT EXPATRIATE ASSIGNMENTS?

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Introduction
Cultural intelligence (CQ) is an individual’s capability to detect, assimilate, reason, and act on cultural cues appropriately in situations characterized by cultural diversity (Van Dyne et al., 2012). It is an individual’s capabilities to function and manage effectively in culturally diverse settings (Earley & Ang, 2003).

Extant studies on CQ have been predominantly done in the non-hospitality context. Despite the hospitality industry is an industry that undergoes globalized operations, workforce diversification, and increased global tourism, hospitality research into the concept is still meager.

Therefore, the purpose of this study is to examine if a manager’s multicultural involvement influences his/her willingness to accept expatriate assignments and CQ. This study is also to examine if the relationship between multicultural involvement and expatriate assignment willingness is facilitated by CQ.

Methods
This study will hypothesize that (1) hospitality managers with multicultural involvement is more likely to accept expatriate assignments, (2) managers with multicultural involvement has a high level of CQ, (3) culturally intelligent managers are more likely to accept expatriate assignments, and (4) managers with multicultural involvement are more likely accept expatriate assignments due to their high levels of CQ.

Structural equation modeling will be performed for data analysis. Descriptive statistics will be conducted for all items on the questionnaire to analyze demographic information of the samples. Confirmatory factor analysis will then be applied to evaluate the dimensionality and adequacy of the measurement items. For hypothesis testing, four-step mediation analysis (Baron & Kenny, 1986) will be conducted to test direct and indirect relationships between multicultural involvement and expatriation willingness via CQ.

The sample of this study will be 400 managers working for hotels and restaurants in the United States. Online survey questionnaire will be used to collect data. Various measurements used in previous studies will be used to assess the constructs in this study.

Results/Discussion/Implication
The hospitality academia and industry need more rigorous studies to provide a more accurate understanding of the CQ concept and relational mechanism. Therefore, the major significance of this study is to provide insights for hospitality operators on how to enhance employee CQ from engaging in multicultural involvement and subsequently use it in their expatriate assignments.
THE IMPACT OF PAYMENT METHODS ON RESTAURANT EMPLOYEES’ ABUSE BEHAVIORS: APPLICATION OF REGULATORY FOCUS THEORY

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Introduction
The concept of self-regulatory resources suggest that as an individual’s self-regulatory resources decrease, the behaviors to attain their goals decrease as well (Baumeister & Heatherton, 1996; Vohs, 2006; Baumeister, Vohs, & Tice, 2007). Ample literature provides evidence that depletion of self-regulatory resources (e.g., self-control) will stimulate illicit behaviors, such as drug abuse, alcohol abuse, and/or violence (Cobbina & Oselin, 2011).

In most businesses, salaries are paid biweekly; however, many restaurant employees are compensated daily, weekly, biweekly, or monthly. When compensated daily, employees finish their shift with cash in their pocket. In other words, even though restaurant employees may have greater levels of self-control, receiving wages often (i.e., daily basis) could stimulate their abusive behaviors, which could eventually impact turnover intention. Considering the high rate of turnover in the restaurant industry, it is important to maintain current employees to maximize operating profit.

Therefore, the main objective of this study is to examine the impact of salary payment method on abusive behaviors. Specifically, this study will examine: 1) the relationship between self-control and abusive behaviors; 2) the relationship between payment methods and abusive behaviors; and 3) the moderating effect of payment methods on the relationship between self-control and abusive behavior. Results of this study are expected to provide theoretical and empirical implications. Theoretically, this study will provide a chance to consider salary payment method within the self-regulatory focus theory. Empirically, it will illustrate which payment method is optimal to reduce restaurant employee’s abusive behavior.

Methods
To fulfill the research objectives, this study defines the population as restaurant employees, and samples will be collected from restaurant employees who have been working in a restaurant continuously for at least one year. The sample will be collected by hiring an online marketing company in the U.S. For analysis, this study will use Moderated Regression Analysis suggested by Sharma et al. (1981). The independent variable is employees’ self-control (Tangney et al., 2004) and the dependent variable is defined as abusive behaviors (Shepard & Campbell, 1992). Payment method (i.e., daily, weekly, and biweekly) will be used as a moderator. Furthermore, gender, age, and education will be included as control variables.

Results/Discussion/Implication
From a managerial perspective, this study will illustrate whether the compensation method of the firm should be analyzed in terms of employees’ abusive behavior. In other words, if there is a positive correlation between compensation type and abuse behaviors, then a restaurant may prefer to pay employees in a two-week paycheck, rather than provide nightly cash to its employees. Theoretically, this study will demonstrate that even though regulatory resources, such as self-control, have not been depleted, people still can become involved in abusive behavior when they are compensated often.
MEASUREMENT DEVELOPMENT: INTERCULTURAL SENSITIVITY SCALE (ISS)
FOR FRONTLINE EMPLOYEES IN THE HOSPITALITY INDUSTRY

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Introduction
According to a report from the U.S. Department of Commerce, the United States generated nearly $166 billion of economic revenue from international visitors in 2012. The number of international visitors to the United States is expected to grow by three percent annually through 2018 (selectusa.commerce.gov). It is evident that the growth of international visitors creates employment opportunities for US economy, especially for the hospitality industry. However, while the increase in international travelers may boost the US economy, it also presents a unique challenge for the hospitality industry. (Sizoo et al., 2005). That is, a problem is presented based on intercultural sensitivity of frontline employees in the industry because service-encounters between frontline-employees and international travelers may create conflict and frustrations for both of them (Mattila, 2000). This may occur because rules and customers’ expectations related to services are different across cultures (Armstrong et al., 1997). Despite this significant concern in the hospitality industry, existing intercultural sensitivity scales have not been developed in hospitality-specific; thus, they have excluded interactions between frontline-employees and international customers. Therefore, the purpose of this study is to develop a measure that assesses intercultural sensitivity of frontline employees in the hospitality industry.

Methods
Underlying dimensions for ISS will be developed from relevant literature and open-ended questionnaires of frontline employees and managers in the hospitality industry. Based on the literature review and pre-survey, initial survey items will be developed (Hinkin, Tracey, & Enz 1997). The items will be contextualized afterward for hospitality-specific. The developed initial items will be assessed for their content adequacy with experts and frontline employees in the hospitality industry. The measures will hire seven-point Likert-type response format and will be pilot-tested to frontline employees. In order to finalize items, ISS will retain items with a .8 or higher of alpha. The finalized items will be tested to frontline employees for the main analysis. Prior to conducting a factor analysis, items showing low inter-item correlation will be deleted (Kim & Mueller, 1978) for producing error and unreliability (Churchill, 1979). Upon generating enough data, the sample was divided for EFA and CFA. For reliability, items showing .7 of α (Churchill, 1979) will be obtained. Criterion-related validity, known group validity using t-test will be conducted. Finally, after establishing reliability and validity of ISS, the scale will generate a large sample size with national sample.

Results/Discussion/Implication
The purpose of this study is to develop a measure that assesses intercultural sensitivity of frontline employees in the hospitality industry. For practitioners, this scale will help to evaluate to what extent their frontline employees are ready for service-encounters with international travelers. Therefore, it can be used as a training tool to make their employees prepare for service-encounter with international travelers. Also, it will contribute to the body of knowledge by developing a measure that has not appeared in hospitality-specific.

The 21st Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Temple University
THE EFFECT OF WORK PLACE CHARACTERISTICS ON EMPLOYEES’ PERCEPTIONS OF JOB EMBEDDEDNESS AND TURNOVER INTENTIONS IN THE HOSPITALITY INDUSTRY

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Introduction
The hospitality industry has historically faced high voluntary staff turnover with rates much higher than other industries (Ricci & Milman, 2002). The reason for this high turnover could be that the hospitality industry has accepted high turnover as normal which can create a culture that causes managers to virtually ignore turnover because of the belief of its inevitability (Deery & Shaw, 1997; Iverson & Deery, 1997; Ricci & Milman, 2002).

The conventional method of studying turnover in the hospitality industry has been to examine the various factors that lead employees to quit the company or leave the hospitality industry (Barron, 2008; Davidson, McPhail, & Barry, 2011; Kusluvan & Kusluvan, 2000; Walsh & Taylor, 2007). However, researchers have also found that turnover decisions are not just about job satisfaction, attitude, or alternative jobs opportunities, but also include perceived and real attachment to the job and community (Tanova & Holtom, 2008). Job embeddedness (Holtom & Inderrieden, 2006; Mitchell & Lee, 2001), a framework of influences on an employee’s decision to stay at a company, allows for a more positive look at turnover while at the same time moves the industry toward an understanding of how to motivate employees to stay.

Methods
The research will employ a survey methodology to query frontline employees from two major hotel management companies and two major restaurant companies. Using Social Identity Theory (Tajfel & Turner, 1986) as a framework, employees will also be asked about their perceived diversity climate, age similarity, and satisfaction with coworkers, in addition to Job Embeddedness.

A one way analysis of variance using hotels and restaurants as the independent variable will be used to determine whether there are significant differences in employee engagement between the two sectors of the hospitality industry. In addition, a hierarchical regression is planned to be used to test hypotheses. This research plans to utilize Preacher and Hayes (2008) method for testing a mediation effect.

Results/Discussion/Implication
The aim of this study is to aid managers in understanding what influences frontline employees’ job embeddedness with the hope of reducing turnover intentions. Retaining key employees in the service industry provides a competitive advantage and helps in the reduction of training costs. Furthermore, examining coworker age similarity allows managers to better understand team demographics and its influence on job embeddedness. In addition, to understanding employees’ satisfaction with coworkers, managers can work toward improving relationships within their employees. Lastly, by examining perceived diversity and its impact on job embeddedness managers can focus on hiring practices that can build stronger team cohesion.
EMOTIONAL INTELLIGENCE AND SOCIAL SUPPORT AS MODERATORS IN A NEGATIVE SPIRAL OF INCIVILITY

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Introduction

Employees working in the service industry have the responsibility to interact with customers, which can result in extreme stress for them (Brotheridge & Lee, 2002). However, most previous research on workplace incivility has mainly focused on investigating intra-organizational sources overlooking extra-organizational sources of workplace incivility, such as customers (Grandey, Dickter, & Sin, 2004). Some recent research has suggested that employees who are a target of incivility reciprocate the uncivil behavior by targeting the source (Lavelle, Rupp, & Brockner, 2007). Also, affective events theory (Weiss & Cropanzano, 1996) proposes that being treated disrespectfully is a significant negative event triggering negative emotions that might be expressed through deviant behaviors to coworkers in the organization. However, according to the Conservation of Resources theory (COR: Hobfoll, 1989) and the Job Demand-Resource theory (JD-R: Bakker, Demerouti, De Boer, & Schaufeli, 2003), resources act as moderators in the relationship between demands/threats and negative outcomes. Thus, the purpose of the study is to investigate the buffering role of personal resource (i.e., emotional intelligence) and job resource (i.e., social support) in a negative spiral of incivility based on the COR theory and JD-R theory.

Methods

The target population of the study is front-line employees who are currently working at full-service restaurants in the United States and have an account with Amazon Mechanical Turk (Mturk). In order to collect the data, an online survey will be conducted through Mturk. The self-administered questionnaire will be used for data collection. Descriptive statistics will be applied to construct respondents’ profiles. A confirmatory factor analysis and structural equation modeling will be conducted to test the measurement and to assess the proposed model, respectively. In order to test the moderating effect, hierarchical multiple regression analysis will be conducted. For data analysis, SPSS and AMOS 20.0 version will be used.

Results/Discussion/Implication

The finding will provide researchers with a better understanding of a negative spiral of incivility, consistent with the target similarity model. It will also propose the impact of an extra-organizational source of incivility on intra-organizational incivility, based on the affective events theory. Moreover, it will extend the JD-R model by integrating the moderating effects of personal and job resources in the negative spiral of incivility. It will also help practitioners to understand the importance of managing customer-related stressors for precluding employees from behaving in an uncivil manner. At the same time, it will provide means to improve the quality of service and enhance employee wellbeing.
THE RELATIONSHIP BETWEEN ROLE STRESS AND BURNOUT OF HOTEL FRONTLINE EMPLOYEES: AN IMPACT OF MENTORING AS A MODERATOR

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Introduction
In the rapidly changing and growing hospitality industry, hotel employees could receive lots of pressure to meet the demands from organizations and customers, this pressure could catalyze role stress, and then the role stress could increase in the burnout of employees. As a result, the psychological problems of employees could have a negative effect on the companies’ performance (Babakus, Cravens, Johnston, & Moncrief, 1999; Hu & Cheng, 2010). Thus, the reduction of role stress and burnout of employees have gained attention in the hospitality industry. Some studies have been focusing on the relationships between mentoring and job outcomes, such as burnout, job satisfaction, and organizational commitment of employees in service industries (Jung, Yoon, & Kim, 2012; Karatepe & Karatepe, 2009; Karatepe & Uludag, 2008; Lankau, Carlson, & Nielson, 2006; Lee & Ashforth, 1996; Viator, 2001).

This study aims to investigate the role of mentoring as a moderator in the relationship between role stress and burnout. This study will use two dimensions of role stress as an independent variable: role conflict and role ambiguity; three dimensions of burnout as a dependent variable: emotional exhaustion, depersonalization, and reduced personal accomplishment; and mentoring as a moderating variable.

Methods
Data will be collected from frontline employees in four– and five star hotels in the USA. The survey instrument will be composed of three sections. Role conflict and role ambiguity as role stress will be measured by using fourteen items of Rizzo et al.’s scale (1970). Burnout will be measured by 20 items from Maslach and Jackson (1981). The study will measure mentoring by 17 items from Noe (1988) and Dreher and Ash (1990). A 5-point Likert scale will be used for measuring variables. For analysis of this study, CFA will be undertaken to evaluate the overall fit of the model and SEM will be used to verify the validity of the model and hypotheses.

Results/Discussion/Implication
The study findings will provide some implications regarding mentoring of employees which may alleviate the relationship between employee role stress and burnout. The findings of the study will help the development and the implementation of mentoring programs in the hotel industry.
EFFECTS OF HOTELS’ RESPONSES TO GUESTS’ REVIEWS ON TRIPADVISOR

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Introduction
Online reviews play an important role in purchase intention. The objectives of this study are to investigate effects of hotels’ responses on prospective customers’ attitude toward the hotels and to explore service recovery strategies for the travel review websites. Hotel responses are important to customer’s emotion and behaviors (Zhang & Vásquez, 2014). Customers will post their positive or negative online review to travel review websites. Hotel employees will reply by three ways which are emotional, functional, and both to customers. After customers receive those responses, their emotion will be positive and negative. Finally, customers will choose intent to revisit or not (Wei, Miao, & Huang, 2013).

Methods
A quasi-experimental design utilizing 3 (apology) by 3 (contact information) factorial design will be used to examine the effects of hotels’ responses and service recovery strategies on customers’ attitudes towards the hotels. The apology will have three conditions, emotional, functional, and both. The contact information will also have three conditions, general manager, an employee writing a response, and none.

Results/Discussion/Implication
The current study has several practical implications for managers and employees in the hospitality industry. First, we expect the findings from this research to increase hotels’ awareness of the importance of online hotel review, hotels’ responses, and service recovery strategies. Instead of simply offering a technical apology, it might be more effective to keep customers satisfied through an establishment of service recovery strategies for travel review websites (Zhang & Vásquez, 2014). Second, our findings would further suggest that hotels might invest in training their employees to respond to online consumer reviews. Finally, since service recovery can be understood as a follow-up service provided to the customer, hotels’ responses have a significant effect on recovery satisfaction and consumers’ hotel choices. Hotel managers should therefore seriously consider the online reviews and hotels’ responses as two key factors in improving online business. From an academic perspective, this study contributes to the hospitality literature by revealing the effects of hotels’ responses to online consumer reviews on consumers’ attitudes towards hotels.

References are available upon request
There’s no heading for references and no space for references. Please include references only in the text in APA format (Ok et al., 2014). Some of the references cited in this template are included for illustrative purposes only (Ok & Oak, 2015). Be kind to respond to the requests for references in the email. If any, the acknowledgment should be placed at the end.
DEVELOPING A HOLISTIC DIVERSITY MANAGEMENT FRAMEWORK WITHIN THE HOSPITALITY INDUSTRY

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Introduction
Organizations have adopted numerous practices aimed at fostering diversity, such as mentoring programs focused on developing women and ethnic minorities, diversity training, networking programs that connect employees who share a similar demographic background, and supplier diversity programs (Madera, Dawson, & Neal, 2013). However, academic literature lacks the foundation of a comprehensive diversity framework. Consequently, the purpose of this study is to propose a holistic diversity management framework within the hospitality industry.

Researchers have found seven major themes reflecting the following seven diversity management programs: corporate diversity council, diversity training programs, supplier diversity, employee networking and mentoring, cultural awareness, support for women, and lesbian, gay, bisexual, and transgender network (LGBT) programs and same-sex benefits. The purpose of this study is to advance academic literature and identify the criteria to assess a holistic diversity management program within the hospitality industry through a rating scale.

Proposed Methodology
This study proposes a multi-level investigation process involving different stakeholders of the hospitality industry to identify an all-inclusive rating scale. DiversityInc’s 2015 list of top 50 companies include five companies from the hospitality and tourism sector, which have been selected for this study.

The first phase will comprise of content analysis of these companies’ websites as well as industry reports available for the identified companies. The second phase will include key informant interviews from the five companies mentioned above as well as academic experts to identify different facets that fall under the strategies of a holistic diversity management program. The third phase of the investigation will include focus group surveys involving hospitality industry employees. The fourth and final phase will incorporate a detailed organizational survey from managers and employees of the same five hospitality companies. The content will then be compared to the theoretical research findings related to diversity management programs, as well as results from the content analysis, key informant interviews, and focus group results for parallels.

Discussion
The multi-level investigation process employed for this research will identify a list of critical attributes in order to holistically measure corporate diversity management programs from management as well as employee perspectives. This will enhance the categories and best practices summarized by Madera (2013) and the DiversityInc list.

Furthermore, this research will also create a purified scale to rank the identified criteria on the basis of importance to provide the industry with a prioritized list of options for a broad set of recommended diversity management practices. This study will not only contribute to the developing literature in diversity management, but also provide a genuine application model for the hospitality industry.
AN ANALYSIS OF JOB SATISFACTION AND MOTIVATIONAL FACTORS AMONG HOTELS EMPLOYEES IN RIYADH, THE KINGDOM OF SAUDI ARABIA

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Introduction
Travel and tourism in Saudi Arabia is responsible for 603,000 jobs and contributes 2.4% of GDP (WTTC, 2015). The government’s loosening regulation of tourist visas, and investment in key infrastructure have attracted investors and international hotel companies. Riyadh, the capital of Saudi Arabia, is the largest city and a prime destination for business tourism. It features 4- and 5-star hotels that cater to global business travelers who have high expectations of service quality. As a labor-intensive industry, hospitality requires human resources to deliver services. Previous studies have shown that employees who feel satisfied with their jobs provide service resulting in higher levels of customer satisfaction (e.g., Chi & Gursoy, 2009; Yee, Yeung, & Cheng, 2008). Foreign workers dominate the labor market in the Saudi tourism industry. Even with new labor policies of Saudization, the percentage of Saudi nationals working in tourism is still low. Because of cultural differences, employees working in Saudi hotels may be motivated in different ways, and have different perceptions of job satisfaction. With rising interest from international hotel chains entering Saudi Arabia’s hotel market, this paper will provide insight to the factors that motivate and satisfy hotel employees in Saudi Arabia.

The purpose of this study is to investigate job satisfaction levels and motivational factors among hotel employees in Riyadh, the Kingdom of Saudi Arabia. Specifically, this study intends to answer the following questions:
1. What motivational factors are most important to hotel employees in Riyadh?
2. What is the job satisfaction level of hotel employees in Riyadh?
3. What is the engagement level of hotel employees in Riyadh?
4. What role do demographics, job components, and organizational and personal factors play in determining the different levels of motivation, satisfaction, and engagement among hotel employees in Riyadh?

Methods
A structured questionnaire was developed to collect data. Survey questions were mainly adopted from previous studies (DiPietro, Kline, & Nierop, 2014; JRA, 2009; Kovach, 1987; Ozturk, Hancer, & Im, 2011). Because of time and financial constraints of this study, a convenience sample was used for this study. Data were collected from 6 hotels in Riyadh. Data management and analysis were performed using SPSS Statistic 22. Both descriptive and inferential statistics were employed for data analysis.

Implications
The hotel industry relies tremendously on happy employees to deliver quality service. The culturally diverse labor force in the Saudi Arabia’s hotels makes it even more difficult to motivate and satisfy employees. The findings of this study will increase understanding of this diverse labor market and provide resources for top management to better manage their human capital and increase employee morale, resulting in excellent customer service and strong customer loyalty.
A MIXED METHODS INVESTIGATION OF PERSONALITY AND AFFECTIVE TRAIT PROFILES EFFECTIVENESS ON THE SELECTION OF ENTRY LEVEL MANAGERS IN THE HOSPITALITY INDUSTRY

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Introduction
Today, hospitality organizations seeking to fill entry-level management positions are utilizing pre-employment assessment methodologies in an effort to reduce the costs associated with training and turnover (Davidson, Timo, & Wang, 2010). Personality and affective trait assessments are being used more often by companies as a means to evaluate potential candidates (Bedford & Ineson, 1995). The growing popularity in pre-employment assessments warrants further examination, especially in the hospitality industry where turnover is high. Therefore, this study presents the primary research question: are companies that utilize assessments receiving a return on investment in both human capital and financial measures?

Methods
The research will consist of three parts. First, a convenience sample of ten hospitality companies will provide employment data over a five year period. This employment data will contain demographic information, tenure and turnover information, as well as information regarding the use of assessments in pre-employment screening. Second, interview questions for qualitative inquiry will be created from the results of the assessment information and demographic data. Recruiters from the same ten companies will be interviewed in a semi structured, face-to-face format. Data from these interviews will be utilized to develop a list of traits, qualities, and other pertinent variables that recruiters and hiring professionals’ value most in potential entry level candidates. These will be incorporated into the development of an additional survey instrument. The third phase of the study will utilize the survey instrument from the prior step. The survey instrument will use a 7 point Likert scale format and will be piloted for validity and reliability. Qualtrics will be used to solicit 150-200 different recruiter respondents to survey how important recruiters feel assessments are in the hiring process and which characteristics hospitality recruiters see as most important.

For phase one, a one-way ANCOVA will be able to determine if employees who utilize assessments in pre-employment screening have better retention rates than those who do not use assessments, controlling for demographic variables. The second phase of the study will use NVivo 9.0 qualitative software to determine what factors are most important in hiring for hospitality recruiters. Finally, non-parametric tests will determine if rankings of the variables generated from the prior phase covary, such that those companies that rate the use of assessments as high also rate other specific factors in the hiring process as high.

Implications
This research will assist hospitality researchers and industry professionals in determining the impact of personality and affective trait profiling has on reducing the costs of hiring, retention and turnover in the hospitality industry. Further, by developing a list of variables desirable by recruiters, hospitality educators can begin to understand the impact of assessments on hiring decisions of hospitality graduates.

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AN EXPLORATORY STUDY OF POSITIVE CUSTOMER FEEDBACK CHAIN: FROM THE PERSPECTIVE OF VALUE CO-CREATION

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Introduction
Value co-creation is a nascent management concept (Grönroos, 2008; Ramaswamy & Gouillart, 2010) and customers not only make use of the firm-generated value, but also actively reproduce and enlarge the value by participation—termed “cocreators” (Vargo & Lusch, 2004). The empirical evidence, however, on how customer feedback can indeed create value to both firms and customers has barely been understood. Moreover, positive feedback has been overlooked compared to negative feedback, despite its greater appearances in reviews (Pantelidis, 2010). This study aims to examine the role of positive customer feedback (PCF) in creating value for both service employees and firms, and its returning value for customers, completing the chain of value co-creation. Within the chain, this study also identifies antecedents and consequences of employees’ organizational pride which is poorly understood but an important construct.

Based on the positive feedback model (Nasr, Burton, Gruber, & Kitshoff, 2014), PCF has spillover effects on employee well-being that may lead to job satisfaction. The PCF may also elicit organizational pride (e.g., Baush & Fisher, 2000) either directly or indirectly through job satisfaction (Arnett, Laverie, & McLane, 2002). The positive behavioral outcomes of organizational pride would enhance organizational citizenship behavior (OCB; Gouthier & Rhein, 2011), which then contributes to perceived service quality and customer satisfaction (e.g., Bell & Menguc, 2002). Finally, satisfied customers likely provide PCF (Erickson & Eckrich, 2001), resulting in virtuous circulation.

Methods
Using a web-based survey platform, data will be collected from both service employees and customers from the same firm (e.g., Starbucks, Bob Evans) in order to enable practical correlational relationships with one another. Specifically, front-line employees will be recruited since they immediately impact customer perceptions. Questionnaires will be developed following prior research and will utilize 5-point Likert scales. In employee surveys, respondents will be instructed to recall PCF recently received, complimenting the service or the firm, and will rate the level of subsequent job satisfaction, organizational pride, and OCB. For controls, characteristics of the recalled PCF, demographics, work period, and job positions will be asked. Consumer questionnaire will consist of three sections of questions: perceived service quality, customer satisfaction, and intention to present PCF. The two-step approach proposed by Anderson and Gerbing (1988), including Structural Equation Modeling, will be used to analyze data. AMOS program will be applied.

Results/Discussion/Implication
This study would not only highlight the unacknowledged areas of PCF and organizational pride, but also add to the conceptual literature by validating the value co-creation process with empirical evidence, presenting implications to service researchers, managers, and customers.
THE CONSTRUCTION OF A PROFESSIONAL COMPETENCY FRAMEWORK FOR HOTEL TRAINING MANAGERS IN CHINA

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Introduction
In hospitality industry, proper training can lead to many benefits such as commitment and job satisfaction, intention to remain in the organization, superior service quality and employee performance (Kusluvan et al., 2010). The training manager is the planner, organizer, and implementer of the training programs in hotels. Their professional competency is likely to have a major influence on the effectiveness of the training work. Besides, a clear overview of their professional competencies can facilitate recruitment, assessment, competency development and achievement management. However little attention has been paid to the training manager and their competency by both researcher and practitioners. The empirical study on the framework of training managers' professional competency is particularly lacking. In view of the aforementioned research gap, this study mainly aims to construct a professional competency framework for hotel training managers.

Methods
Professional competency includes knowledge, skill and ability or attitudes (Cheng, Lu & Chen, 2012), which could be analyzed by on-site observation, in-depth interview, and Delphi expert survey (Gonczi, Hager & Oliver, 1990). As a structured technique, the Analytic Hierarchy Process (AHP) is widely used for organizing and analyzing complicated decision in the field of business. The DEMATEL (decision-making and trial evaluation laboratory) method is suitable for understanding some cluster-related issues and hierarchical structure (Tzeng, Chiang & Li, 2007). Therefore, we will adopt multiple methods to construct the professional competency for hotel training managers.

In the stage of framework development, literature review, relevant text data collecting and analyzing will firstly be done to define the concept of professional competency and identify the aspects of professional competency for training managers in hotels. In the second step, in-depth interview will be adopted to establish the indicators of professional competency in each aspect. It is supposed to be held with 6 academic experts and 2 training managers from hotels. They will be asked relevant questions and their answers will be recorded and analyzed. In order to confirm the construction of a professional competency framework, Delphi expert survey will be held with 6 academic experts to draw on their experience and knowledge. Two rounds of survey will be done to minimize the personal bias of experts.

In the stage of analysis, the AHP questionnaire will be firstly distributed to 6 academic experts and 6 hotel training managers to assess the relative importance of the competency indicators identified in the framework development stage. In order to clarify and identify the critical professional competency indicators and the causal relationship between indicators, DEMATEL method will be used.

This study is expected to initiate a better understanding of hotel training manager’s professional competency. The findings will enrich the existing literature and give directions for the practitioners to enhance the effectiveness of training work by recruiting, selecting and developing capable training managers in hotels.

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Work-in-Progress – Information Technology
SERVICE INNOVATION: ENGAGING GENERATION Y TO CO-CREATE THROUGH MOBILE TECHNOLOGIES

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Introduction
Service innovation has been one of the growing fields of research in service marketing and management (e.g. Rogers, 2010; Adner & Kapoor, 2010; Agafonovas & Alonderiene, 2013). Both academia and practitioners have acknowledged that in today’s ever changing competitive market, ongoing service innovation is the lifeblood that is capable of helping service firms’ success and competitiveness (e.g. Agafonovas & Alonderiene, 2013; Bugshan, 2014). The ideology of value co-creation is further supported with the ongoing technological advancements and the emerging tech-savvy market segment for example Generation Y customers (Chahal & Kumar, 2014; Lazarevic, 2012). Service innovation therefore has the potential to tap into the innovative mindset of Generation Y customers.

Based on Diffusion of Innovation (DOI) theory proposed by (Rogers, 2010), this study established a theoretical framework and have identified factors that affect mobile technology adoption and the subsequent impact of value co-creation and co-innovation: Interpersonal Networks, Innovativeness, Problem solver, Technological infrastructure, Ease of use, Informal communication, and Peer networks.

Methods
Data was collected from a sample of Generation Y customers aged between 20-34 years old, who have used mobile technology to co-create value and engage with firms. A structured questionnaire was developed based on relevant literature and a panel of experts was invited to assess the appropriateness of the questions. Qualtrics served as the platform for the design of the questionnaire. A pilot test was conducted to ensure the reliability and validity of the instrument. After data screening, 689 valid responses were collected with a response rate of 85%.

Results/Discussion/Implication
The entire data set was split into two parts. A smaller sample was tested using EFA. A larger sample of 400 randomly selected participants (58% of the entire sample) was used for the confirmatory factor analysis. The entire sample of 689 participants was used to test the hypothesized model using SEM. The overall fit indices for the proposed model were acceptable, with a χ²-to-df (2.002), CFI (0.980), GFI (0.925), AGFI (0.897), RMSEA (0.026) and PCLOSE (1.000). Results indicated that the direct relationships between Ease of use and Engagement of value co-creation (β =0.37) was positive at the p<0.01 level. However, the study found no significant relationships between problem solver, technological infrastructure and Engagement of value co-creation (β =0.14, 0.13 respectively). Social factors including interpersonal networks, peer networks, and informal communication were found highly correlated to Generation Y’s engagement of value co-creation (β =0.45, 32, 56 respectively). The results indicate a significant relationship between innovativeness and engagement of value co-creation (β =0.21).
A COMPARATIVE ANALYSIS OF DIGITAL AND PAPER RESTAURANT MENUS ON THE BASIS OF CUSTOMER PERCEPTION AND NUTRITIONAL INFORMATION

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Introduction
In a restaurant, the menu is the primary source for “marketing, presentation, and operation of a restaurant business” (Johns, et al., 2013, p 275), and much research has been done on the effectiveness of restaurant menus and customer perception (Burton, et al., 2009). Enhancing customer experience with menus that include pictures, item descriptions, and nutritional information (NI) is becoming the norm, especially in light of the recent menu labeling legislation (Mills & Thomas, 2008; “Food Labeling,” 2014).

A 2013 study by Wang and Wu touted how the use of tablets “could improve the efficiency of hospitality services for customers.” It is suggested that utilizing digital tablet menus can enhance customer experience with photos, item descriptions, and detailed NI, all of which would not be conceivable to put on a paper menu (Wang & Wu, 2013). It is because of these factors that the present study intends to explore menu formatting styles by comparing both paper and digital menus in relation to overall customer perception and nutritional labeling.

Methods
This research will implement a between-subjects, quantitative, experimental method to empirically test the hypothesized relationships proposed in the research model: a 2X3 factorial design will be utilized in order to gauge both the interaction and main effects of the amount of NI on the menu type as it affects the menu attributes.

The variables studied in this research model are the menu type (digital/paper); NI (none/brief/extensive); menu attributes (perceived effectiveness, perceived ease of use, information quality); and outcomes (value/satisfaction). The population for this study is all people who dine out at restaurants. The sample comes from diners at a student-run restaurant, the patrons of which are widely varied. Participants will be selected using a simple random sampling method. About 300 participants are desired, with 50 participants in each group. Selected individuals will be approached by the researcher to take a brief, self-administered survey, and then placed into one of the six experimental groups randomly.

Results/Discussion/Implication
The variables within the proposed model will be analyzed using descriptive statistics. The relationships between the proposed hypotheses will be analyzed using ANOVA, with post hoc tests as needed. Linear regression testing will be used to analyze the relationship between the menu attributes and the outcomes. Cohen’s d will be calculated to determine effect size.

The theoretical knowledge gleaned by this study will be of greater significance due to its real life setting in an actual restaurant – addressing weaknesses of earlier studies. This study examines customer preference for the presence and presentation of NI, rather than the nutritional effect of it, which addresses a large gap in the literature. It also sets the foundation for future academic research by providing a basis for more in-depth studies regarding menu formatting and labeling. Learning more about customer expectations will behoove restaurant managers as patronage is likely to increase the more satisfied customers become (Beldona et. al., 2013). The hedonic nature of dining is also explored, which gives restaurateurs a chance to differentiate.

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MANAGERIAL RESPONSE IMPACT ON USER-GENERATED HOTEL REVIEWS

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Introduction
The hospitality industry has been forced to adapt to an increase in the usage of technology, specifically the use of social web 2.0 collaborative technologies, like TripAdvisor. Third party User-Generated Content (UGC) reviews have become more pronounced in the lodging industry, as the online community has embraced the credibility behind them. Hotel brands want to make sure that the most positive reflection of their property is viewable for potential guests. The purpose of this study is to examine the influence that a manager’s response has on the peer-to-peer communication of a lodging operation. The properties ranked as the Top 25 Hotels from the website TripAdvisor will be analyzed in this study.

Methods
The dependent variable of this research is the measurement of hotel bookings. This study will conduct a content analysis of the responses of both the users and the lodging operations staff, as posted on TripAdvisor. Grounded theory will be the approach to identify the themes as they emerge from the reviews. An examination of the annually announced TripAdvisor’s Top 25 Hotels in the United States will identify the emerged themes posted by the reviewers. The data set will include hotels, with variation in brand and independent status, with 30 to 403 guestrooms. Additionally, the properties either have no star rating or range between 3-5 stars. The most recent five posted reviews for each hotel will be examined; resulting in 125 reviews. The study will identify the various ways in which management has responded to comments posted by guests of each hotel.

Implication
This study will be a compilation of content collected from UGC in a framework on lodging operations, in a conceptual format, in preparation for additional research. The examination of the UGC will identify the similarities in reviews and identify commonalities among guest comments as well as management responses being made in hotels throughout the United States. Through an examination of the responses made by management in the top-ranked hotels on TripAdvisor, the researcher will be able to identify current management practices for two-way communication.
AN EMPIRICAL STUDY ON FACTORS AFFECTING CONTINUANCE INTENTIONS OF USING MICE MOBILE APPLICATIONS

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Introduction

The Meetings, Incentives, Conferences, and Exhibitions (MICE) sector has become tech-savvy (Park & Gretzel, 2007). As the use of meeting-specific apps continues to rise, meeting planners are expected to face greater pressure to incorporate technology into events (World Tourism Organization [UNWTO], 2014). Expectations regarding interactivity with other attendees, the ability to share opinions and “view” a meeting in progress, as well as have access to information about presenters and content are growing among meeting attendees. While available tools and ease of use are also growing, incorporating these elements does not yet appear to be a consistent component of continuance intentions of using mobile apps (Meeting Professional International [MPI], 2014). In this respect, the questions to be asked are, what needs are fulfilled by mobile apps and what motivational factors make individuals continue to use mobile apps. As such, the purpose of this study is to analyze the effects of motivational factors on continuance intentions of using MICE Mobile Apps (MMA). This study presents the Expectation Confirmation Model (ECM), which integrates Technology Acceptance Model (TAM), and past experience in order to investigate what determines user continuance of MMAs.

Methods

A self-administered and closed-ended questionnaire was designed for measuring the constructs. The questionnaire will include three parts. In the first section, respondents will be asked to evaluate four constructs on continuance intentions of using mobile apps. In the second section, respondents will be asked to evaluate past experience of MMAs. The third section will assess demographics (e.g., age, gender) and overall past technology experience (e.g., usage frequency).

A pilot test will be undertaken by distributing a survey to 15 event planners working in the MICE industry. Based on feedback received, changes will be made for clarity. The sample will consist of MICE-related mobile application users who live in the United States. A survey link will be posted on Amazon Mechanical Turk and individuals over 18 years old will be recruited to complete the survey. This study will employ Amos 7.0 to test the conceptual model and hypotheses with a two-step approach suggested by Anderson and Gerbing (1988).

Implication

The result of this study will not only contribute to theoretical development of customer usage of MICE mobile apps, but also provide practical implications for destination marketers to improve the design features of the apps.
TRUST AND HOTEL BOOKING INTENTION: THE ROLE OF PERCEIVED CREDIBILITY OF ONLINE REVIEWS

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Introduction

Within a hotel context, online reviews have become a powerful decision making tool in selecting a future hotel stay (Litvin, Goldsmith, & Pan, 2008). However, online reviews tend to involve several issues regarding content credibility. For example, research shows that consumers who post a comment online are either extremely satisfied or extremely dissatisfied, thereby providing an information biased (Anderson, 1998; Hu, Zhang, & Pavlou, 2009b). Also, deceptive or negative comments are often posted by either the company or by the competitors in an attempt to improve or denigrate the company’s reputation (Dellarocas, 2003; Dellarocas, 2006).

Since the expectation that a firm is reliable and will deliver on its brand promise is one of the most essential factors that determine consumers’ online purchase intentions, it is crucial to establish consumer trust in the online purchase space (Sirdeshmukh, Singh, & Sabol, 2002). The purpose of this study is to examine how a range of factors could be linked to the level of trust in the hotel, and how trust is related to future booking intent for the hotel. Specifically, this study aims to answer the following research questions: (1) does the perceived credibility of online reviews affect trust in a hotel and to what extent? (2) does trust in a hotel affect consumers’ hotel booking intention?

Methods

The population of this study is composed of potential hotel consumers. The samples of the study will be recruited by a company that facilitates online surveys. Study participants will be given a hypothetical web site posting hotel online reviews. A total of eight different scenarios will be randomly assigned. A 2 x 2 x 2 independent group factorial design will be used with the following factors: the presence or absence of detailed description of first-hand experience, the presence or absence of personal identifying information, and the presence or absence of the agreement of other reviewers. Since it is believed that reviews containing both positive and negative comments are most likely reliable, all reviews in the eight scenarios are framed ambivalently in terms of the valence of reviews (Cheung et al., 2009). The layout and visual content will also be identical to avoid appearance-related effects (Lee & Cranage, 2011). After that, the participants will be presented with survey questions measuring their perceived credibility of these online hotel reviews, trust in a target hotel, and booking intention. The response items are anchored on a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Results/Discussion/Implication

This study is expected to add to empirical evidence that tests the theoretical relationship between the perceived credibility of online reviews, consumer trust, and future purchasing intention. We also hope that the study findings can offer academicians and practitioners in the hotel industry a deeper understanding of how trust in a hotel is influenced by perceived credibility of online reviews and how it affects consumers’ hotel booking intention.
COMMUNICATING FOOD SAFETY INFORMATION USING SOCIAL MEDIA

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Introduction
Foodborne illness outbreaks can cause considerable losses to the economy and society (Centers for Disease and Prevention, 2011). Health departments (HDs), because of their role in monitoring food handling practices in restaurants, investigating foodborne illness outbreaks, and informing consumers about food safety issues such as inspection reports, outbreaks, and recalls, play an essential role in ensuring food safety for consumers. Unfortunately, health department efforts in protecting public health will have limited success if food safety information is not well communicated to consumers.

How can health departments engage consumers and communicate food safety information more broadly? Traditionally, food safety information has been communicated through push channels that are passive in message delivery, such as TV and newspapers. This has limited the reach and relevance of food safety communication and thus the impact (Charles & Lawrence, 1990; Dutta-Bergman, 2004). If food safety information were more accessible and the communication could be more engaging, consumers would be more likely to use it (Worsfold, 2006). In this regard, social media presents great possibilities for communicating food safety information to the public.

To this point, health departments have resisted the use of social media (Thackeray et al., 2012); those that are currently using social media generally use it for one-way messaging - much like traditional media (Bortree & Seltzer, 2009). Health department interest in social media has increased, however, not all of their efforts have been successful (Chapman, Raymond, & Powell, 2014; R. Thackeray, B. Neiger, A. Smith, & S. Van Wagenen, 2012). Some research has been conducted on how social media could be utilized for food safety communication; few studies have considered the experiences of users with social media.

This project will examine three components of social media’s role in food safety communication from the viewpoint of the users. The first study will investigate consumer communication preferences, food safety information needs, and use of information. The second study will employ Website Experience Analysis (WEA) and map social media features to consumer perceptions. The third study will use the results from studies one and two in an extended EPPM model to test the generalizability of the results. Finally, best practices will be identified to help health departments improve food safety communication using social media.

Methods
The first study will utilize a survey to gauge consumer preferences, motivations, and needs. Building on the results of study one, study two will employ Website Experience Analysis (WEA) and map social media features to consumer perceptions. Finally, study three will test the generalizability of results from studies one and two in the extended EPPM model using a scenario-based survey and SEM analysis.
GENERATION Y’S ATTITUDES TOWARD USING SMARTPHONE APPS IN SELECTING RESTAURANTS

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Introduction
There are an increasing number of mobile application downloads. For example, in June 2014, more than 75 billion apps had been downloaded from the App Store (Statista, 2015). Many available applications are related to the hospitality industry, such as Yelp, TripAdvisor, and Priceline. These apps have important roles in consumers’ purchasing decisions (Bellman, Potter, Treleaven-Hassard, Robinson, & Varan, 2011).

Generation Y, i.e. Gen Yers or Millennials, refers to those people born between the 1980s and the late 1990s (Jang, Kim, & Bonn, 2011). This generation is technology-savvy and has great market potential (Martin, 2005). One of their characteristics is using mobile devices frequently. The generation has become an important market segment in the hospitality industry. However, it is also a challenging market (Jang, et al., 2011; Lukovitz, 2009). It is necessary to explore their attitudes toward hospitality apps.

The objectives of this study are as follows: (1) to explore Gen Yers’ attitudes toward using smartphone apps in selecting restaurants; (2) to reveal smartphone app characteristics which Gen Yers are most interested in; and (3) to provide suggestions for app designers and mobile marketers.

Methods
Focus groups will be used in this study. According to the study of Vernon, Essex, Pinder, and Curry (2003), “focus groups can be effective in exploring the nature of an issue where previous research has been insufficient to form grounded hypotheses that can then be tested further” (p. 55). It has been applied in many previous hospitality studies (Gursoy, Maier, & Chi, 2008; Huang & Hsu, 2005; Lockyer, 2005; Vernon, Essex, Pinder, & Curry, 2003).

A series of focus group discussions will be conducted among students born between the 1980s to the late 1990s at a university in the United States. There will be five focus group discussions, with 6 students in each group. The discussions will take place in a meeting room on campus. At the beginning, interviewees will be informed about the purpose of the current study and the confidentiality of the discussion. Then two sheets will be provided: one with 7 questions is for collecting demographic information, and the participants will write down their answers; the other one with 8 open-ended questions is provided for the discussions, on which the participants can write down key ideas and talk about each question accordingly. Each session of the focus group discussion will last around 45 minutes.

The discussions will be voice recorded. Notes of key ideas and themes will be written down by researchers during the interview. Data analysis will be based on the above recordings and notes.

Implications
This study will enrich existing research by exploring generation Y’s attitudes toward smartphone apps in the hospitality industry and provide practical suggestions for improving these apps.
INTERACTIVE RESTAURANT SELF-SERVICE TECHNOLOGY (IRSST): THE ROLE OF INNOVATIVENESS AND GADGET-LOVING PROPENSITY

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Introduction
Technology-enabled service innovation is one of the most competitive strategies in the service industry since it improves operational efficiency and customer experience (Nyheim & Connolly, 2012; Wang & Qualls, 2007). In recent years, many restaurants have started adopting interactive self-service technology (IRSST), such as in-store iPads, tableside electronic monitors, and table-top multi-touch screens. IRSST is the tablet-based restaurant self-service technology that allows customers order foods, listen to music, play games and pay bills free from restaurant servers. Although the advantages of adopting technology-enabled service innovation are obvious, a systematic understanding of the customers who use technologies is critical (Lee et al., 2015) and essential for business success (Ding et al., 2007; Froehle, 2006; Iqbal et al., 2003). Lee, Verma, and Roth (2015) argue that it is meaningless for service companies to continuously invest in technology-enabled service innovations without an understanding of how customers use the technologies. This study employs a stimulus-organism-response (SOR) model (Mehrabian & Russell, 1974) and aims to fulfill the following research objectives: (1) to examine how consumers’ perceived attributes of interactive restaurant self-service technology (S) induce perceived value and emotional response (O) and influence behavioral intention (R), and (2) to investigate whether the S-O mechanism is moderated by individuals’ innovativeness and gadget-loving propensity.

Methods
A web-based survey of general consumers (aged from over 18) who have ever experienced interactive restaurant self-service technology will be conducted. A total of 20 items across four dimensions (functionality, enjoyment, design, and customization) on a self-service technology quality scale (SSTQUAL) will be adapted from Lin and Hsieh’s (2011) study. Three items on perceived value will be adapted from existing scales used in previous studies (Al-Sabbahy et al., 2004; Oh, 2000) to measure cognitive states. Sixteen items on the PAD scale will be adapted from Mehrabian and Russell’s (1974) study to measure affective states. Approach-avoidance behavior will be measured with scales adapted from Donovan and Rossiter (1982). With regard to individuals’ propensities, Bruner and Kumar (2007)’s gadget-lover (GL) scale and the motivated consumer innovativeness (MCI) scale developed by Vandecasteelea and Geuens (2010) will be adapted. Structural equation modeling will be applied to test the proposed model.

Results/Discussion/Implication
The findings of this study will yield a systematic approach to understand customers experience of interactive restaurant self-service technology, which is different from traditional restaurant service settings, and the uniqueness of this study is that it will illustrate how individuals’ different innovativeness and gadget-loving propensities moderate perceived attributes of interactive restaurant self-service technology and cognitive/affective states in the SOR model. First, this study would provide a new insight on the SOR model, since existing SOR research models in the restaurant sector have focused on traditional restaurant services. Second, the findings of this study would help the restaurant industry enhances the favorable attributes of interactive restaurant self-service technology as a strategic differentiator.
EXAMINING ONLINE CONSUMER’S INTENTION TO BOOK HOTEL ROOMS

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Introduction
Tourism continues to be the number one industry in online transaction volume with 6.5% of all web inquiries being travel related (Toh, Dekay & Raven, 2011). Online channels contributed 52.3% of major hotel brand bookings (Pan, Zhang & Law, 2013). When observing travel buyer reach, consumers check third party websites 83% of the time and hotel proprietary websites 58% of the time (“World global trends”, 2013). The trend toward increasing Internet hotel room booking is attributed toward price transparency and the perception of lower prices.

Because Internet usage is continuously growing, it is vital to understand and identify how potential consumers perceive both chain and independent hotel websites as well as online travel agency websites. Such information may be able to give an indication of how online hotels reservations can be increased and profitability improved. By developing an integrative model, it may be possible to determine not only which variables significantly affect intention to purchase a hotel room online, but also the ones that have the strongest impacts, which enhances the understanding of online hotel booking. This study and model is based on Amaro and Duarte’s 2015 study which examined consumers’ intention to purchase travel online. This study adds to the online travel research by narrowing the focus from the broadness of purchasing travel online to purchasing hotel rooms online using three different types of websites: chain hotel websites, independent hotel websites, and third party websites.

Methods
Data was collected through Amazon Mturk. Six hundred and fifty responses were targeted. Attributes were gathered from the literature for all the variables and adapted to booking a hotel room online, except the intention to book a hotel room through a chain/independent/third party website. The statements were then measured on a 5 point Likert scale. The survey instrument also contained demographic variables including: participants’ age, gender, education, race, marital status, income, and occupation. Reliability of the measurement items were checked by calculating Cronbach’s alpha. A confirmatory factor analysis and structural equation model using AMOS were used as data analysis methods.

Results/Discussion/Implication
No common variable had a statistically significant relationship with all three intentions to book a hotel room through a chain, independent, or third party website. Perceived behavioral control had a statistically significant relationship with intention to book a hotel room through an independent hotel website. Compatibility, communicability and attitude all had a statistically significant relationship with intention to book a hotel room through a chain hotel website.

By determining what factors motivate a traveler to book hotel rooms on a third party site compared to either a hotel chain website or independent hotel website, this allows online travel websites to focus on improving the sites based on what factors contribute to a favorable attitude. For hoteliers, this study helps to identify how they may be able to encourage more travelers to book directly on their websites, which will reduce their reservations costs since OTA sites retain a substantial portion of the room revenues booked.
EXAMINATION OF CONSUMER RESISTANCE TO TABLETOP TECHNOLOGY IN RESTAURANTS

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Introduction
The recent infusion of self-service technology in restaurants bring many unanswered questions about consumers’ level of acceptance on these new technologies. While the industry suggests that self-service technology has gained wide acceptance by the consumers and improved service dramatically, there is still a lack of empirical research to attest to industry’s assertion about the tabletop technology. Given the lack of academic research on this phenomenon and the pressing need to cover this issue, our study tries to examine consumer acceptance of these tabletop technology in restaurants and their level of resistance towards it.

Methods
Using Claudy, Garcia, Driscoll (2014) Consumer Resistance to Innovation Model as our basic theoretical framework, we will conduct online survey on consumer’s level of acceptance and resistance to tabletop technology. The scope of this survey is limited to casual restaurant settings, since it is the only category which experience the most implementation of these technologies into their operation. Our sample will consist of individuals who previously used the tabletop tablet within the last two weeks and dined in one of the pre-determined restaurants in our survey. In addition to customers, managers and servers will also be surveyed to measure their level of acceptance in embracing these technologies into their daily operation and duties. Descriptive and multiple regression will be used to analyzed the data of the study.

Results/Discussion/Implication
We expected that we see generational difference in consumers level of acceptance to tabletop technology. Younger consumers who are more technology savvy than their older counterpart, should be more comfortable and have higher intention to utilize tabletop technology in their restaurant experience. However, older consumers are probably more inclined to do so.

In consumer resistance to tabletop technology in restaurant, we expect that psychological barriers (norms, tradition, image barriers) will be the major factor cited to consumer’s refusal to accept this technology into their service experience. Tabletop technology changes the norm of how consumers interact with their servers and place their orders. With less moments of interaction with the servers, consumers would feel great unease to use the tabletop technology.
Work-in-Progress – Lodging
IMPACT OF NATIONAL MINIMUM WAGE POLICY ON MALAYSIAN HOTEL INDUSTRY

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Introduction
The Malaysian employment studies in 2009 revealed nearly 40% of employees in private sectors earned below the Poverty Line Income level (Guie, 2012). Therefore, the government took initiatives to implement the first national minimum wage policy throughout all businesses in January 1, 2013 (Central Bank of Malaysia, 2013). Hotels were given until October 1, 2013 to implement the wage policy due to financial difficulties. The new minimum wage policy has triggered a serious debate from those businesses that are labor intensive and highly dependent on non-Malaysian employees (e.g. hotels) because their labor and operational costs increased tremendously (Mahyut, 2013; Yuen, 2013).

The Malaysian Association of Hotels introduced four minimum wage models (MAH, 2014a, 2014b) and each of these models elicited mixed reactions among employees. Therefore, there is a need to evaluate the impact of implementing the national minimum wage policy based on these four models. The objectives of this study are to: 1) explore the minimum wage models in the Malaysian hotel industry, 2) identify how readiness for change has impacted policy implementation, and 3) investigate the overall impact of minimum wage implementation on hotel employees’ quality of life and productivity.

Methods
A mixed method will be used whereby more qualitative data will be used to support more quantitative findings. A descriptive cross-sectional study will be applied to explain the relationships among the research model variables. Moreover, a purposive non-probability sampling will be used for both methods. As of December 2013, the total population of hotels throughout Malaysia was 97 five-star and 146 four-star hotels. From that population, approximately 23 four-star and 25 five-star hotels in the Federal Territory of Kuala Lumpur will be selected (MAH, 2013).

For the more quantitative method, ten non-managerial employees in each hotel will be selected to participate in the survey resulting in a potential sample of 480 respondents. This closed-ended survey will use a five-point Likert-type scale, which will be developed based on items adapted from previous literature (MOHR, 2013b; Yuen, 2013; Mahyut, 2013; MAH, 2014a, 2014b; Ibrahim & Said, 2015). Additionally, for the more qualitative data, ten employees in managerial positions will be chosen for semi-structured interviews with the intent of gathering an in-depth understanding about the impact of minimum wage policy phenomena.

Implications
It is expected that the increase in minimum wage could enhance employees’ productivity and their quality of life. Nevertheless, the readiness of firms will influence the effectiveness of the policy implementation. Findings can be used by the government when revising the wage policy. Also, this study could help hoteliers revise their current wage models and make better decisions in choosing the best wage models that fit with their organizations. Since the policy was implemented throughout Malaysia, the impact may be different for well-established international brand hotels compared to the local brands.

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THE IMPACTS OF NEW HOTELS ON NEIGHBORING HOTELS’ OPERATIONAL PERFORMANCES: THE CASE OF HOUSTON METROPOLITAN AREA

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Introduction
Over the last several decades, the lodging market has seen a large number of new hotel openings. In 2015, 3,597 hotels are under construction and the development pipeline will continue to increase steadily (Higley & Miner, 2015). Despite the rapid increase in the U.S. room supply, limited number of studies have been conducted in terms of the effects of recently opened hotels on neighboring hotel performances.

Patel and Corgel (1995) conduct an analysis of new hotel opening’s impact that allows researchers to identify possible impacts of new opening hotels on neighboring hotels’ operational performances. Moreover, Kalnins (2005) suggests that it is better to analyze effects of new opening hotels on existing hotel properties by evaluating the revenue change of various hotel properties. By applying the methods used in these studies, researchers can conduct an impact study that evaluates operational performance changes caused by the new opening units. The purpose of the current study is to investigate how new hotel openings affect neighboring hotels using operational performance data in the Houston metropolitan area.

Methods
This study uses secondary data from the Houston metropolitan area. The data was obtained from Source Strategies, Inc. Houston is the largest city in Texas and has the second highest number of hotel properties in the state. The quarterly-based data ranges from 2011 to 2014. The data includes hotel names, zip codes, ADR, occupancy, and RevPAR. Because it is longitudinal data, new hotel properties can be easily recognized.

In this study, multilevel regression analysis will be employed. The independent variables are the geographical area (zip code), quarterly and yearly time period, and 2015 Smith Travel Research (STR) hotel chain scales (Luxury, Upper Upscale, Upper Midscale, Midscale, Economy and Independent). The dependent variables are the hotel’s operational performance indicators, such as ADR, occupancy percentage, and RevPAR.

Results/Discussion/Implication
With an increasing number of new hotel properties, the existing or surrounding hotels should be aware of the possibility of serious impacts. This study will reveal the impacts of new hotel openings on the operational performances of adjacent hotels. This approach will be a more accurate measurement of the impacts because it takes into account more than one operational statistic. Hoteliers will be able to obtain information regarding the possible impacts made by new hotel properties on their operational performance. They will then be able to develop and implement strategic plans in order to adjust to the new circumstances caused by new hotel openings.
INTRODUCTION

Tipping is a behavior that facilitates the server-client relationship in the service industry (Azar, 2007b; Lynn & Grassman, 1990; Shamir, 1984). In the U.S., a recent market report found that 99% of participants (of 2,019 adults) leave tips for their waiter or waitress at a sit-down restaurant for good service (PR Newswire, 2014). However, another ongoing online poll (of 950 voters responded by September 2015) found that less than 30% of the participants always leave tips in hotel rooms (Cleveland.com, 2014). It seems that the norm of tipping appears to be an important aspect influencing guests’ tipping behavior. Given the absence of a tipping norm in hotel rooms, more and more hotels and organizations are advocating tipping of room attendants.

Most scholarly attention to tipping behavior has involved three primary aspects: economic, social, and psychological (Azar, 2004, 2005, 2007a, 2007b, 2011; Lynn, 2015; Lynn & Wang, 2013; Shamir, 1984). From the economic aspect, a tip could be a cost-effective way to motivate servers for delivering good service (Bodvarsson & Gibson, 1994; Shamir, 1984). From the sociological aspect, guests may feel pressure if they did not leave a tip (Azar, 2007b), and the bill can be a significant predictor of restaurant tips, accounting for 70% of the variance (Lynn & McCall, as cited in Lynn, 2015). From the psychological aspect, tipping researchers found that when guests were in a positive mood, they left a larger tip (Rind, 1996; Strohmetz, Rind, Fisher, & Lynn, 2002). Therefore, this study plans to incorporate the aforementioned three approaches to examine the effects of different messages printed on gratuity envelopes on hotel guests’ tipping behavior in hotel rooms.

METHODS

An experiment design will be employed to investigate the effects of gratuity envelopes on guest tipping behavior in hotel rooms. The study will be conducted in an upscale independent hotel in a southwestern city in the United States. With assistance from the hotel’s management, different gratuity envelope messages will be developed from three perspectives: (1) economic aspect; (2) sociological aspect; and (3) psychological aspect. The period for the data collection will be four weeks, one week for a control condition and three weeks for experimental conditions. The room attendants will be recruited to report the room numbers and tip amounts daily. An analysis of variance (ANOVA) will be conducted to analyze the results among different conditions.

RESULTS/DISCUSSION/IMPLICATION

Tipping is a sensitive issue; an expectation of tipping might offend guests and potentially hurt a hotel’s reputation. However, helping room attendants to receive more tips can still be beneficial. For example, if room attendants’ hard work is recognized, it may create a motivational work environment. Therefore, work performance may improve, as well as guest satisfaction. Moreover, if room attendants’ income increases, it may increase their job satisfaction and reduce turnover. As for the theoretical implications, the research results will provide empirical evidence for the theoretical development on guests’ tipping behavior in hotels.
UNDERSTANDING THE LIFESTYLE OF BED-AND-BREAKFAST INNKEEPERS

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Introduction
Bed-and-Breakfast (B&B) has gained significant importance as a nontraditional form of accommodation that provides guests with unique experiences (Oh, Fiore, & Jeoung, 2007). Extant research often refers to B&B innkeepers as lifestyle entrepreneurs who operate businesses to maintain a certain level of quality of life rather than to maximize their income (Dawson, Fountain, & Cohen, 2011). Although it seems clear that innkeepers enter the innkeeping business with good intentions to improve their lives, research shows that, to some extent, innkeepers are experiencing emotional exhaustion as a sign of burnout (Vallen & Rande, 2002). There could be a discrepancy between what innkeepers expect and what they actually experience. Research is needed to examine the lifestyle as well as the subjective well-being of B&B innkeepers based on how they manage their work and life as well as why they enter the business.

The objectives of the current research are: (1) to understand the lifestyle of innkeepers, (2) to evaluate the impact of lifestyle motives on the subjective well-being of innkeepers, and (3) to investigate how innkeepers cope with work and life stress arising from the highly integrated nature of their work-life environment.

Methods
The survey contains measures of border characteristic, motive, subjective well-being, work-life conflict, coping strategy, and control variables including the gender and age of innkeepers, property size, and business performance. Border characteristics will be measured by a set of context-specific formative indicators developed by PAII (2010). Motive will be measured by ratings on six items identified by Getz and Peterson (2005). Subjective well-being will be measured by the five-item Satisfaction with Life Scale. Participants will be asked whether they experience work-life conflict. If the answer is yes, they will be asked to identify the coping strategies they use to reduce work-life conflict. Descriptive analysis will be used to examine border characteristics and regression analysis will be used to assess the effect of motive on subjective well-being. Content analysis will be used to examine coping strategy.

Results/Discussion/Implication
This research contributes to the literature in three ways. First, this study would advance theoretical understanding of the unique lifestyle of innkeepers. Second, while existing literature tends to measure work-family integration using scale measures, this study measures the physical integration of innkeepers’ work and life in terms of places, times, and relations. Third, to the best of our knowledge, this study would be the first of its kind to examine the coping strategies of B&B innkeepers.

This research may have several implications for practitioners and aspiring innkeepers. With the findings of this study, aspiring innkeepers will be more prepared for the lifestyle and issues of innkeeping should they decide to become innkeepers. The findings on coping strategies may also benefit existing innkeepers as they can learn from their counterparts on how to handle stress associated with innkeeping. In addition, innkeepers may adjust the way they manage their work and life to enhance their subjective well-being.

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THE RELATIONSHIP BETWEEN GASOLINE PRICE FLUCTUATIONS AND LODGING DEMAND IN THE INTERSTATE HOTELS

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Introduction
According to The U.S. Travel Association (2015) 79% of leisure trips and 48% of business trips in the US are made by car. With such a high a portion of travelers using car as their preferred mode of travel, the fluctuations in the gasoline price may seriously affect consumers final decision to travel and thus, lodging demand. 2012 U.S. Travel Gas Price Survey results showed that 44% surveyed leisure travelers indicated that they would make less trips, or substitute them with shorter trips (35.7%) and 22.3% of the business travelers would cut hotel accommodation related expenses as the result of the increase in the gasoline prices (US Travel, 2012).

Over the last 10 years the US gas price challenged its historical limits. In July 2008, it reached the historical high level of $4.11 per gallon but in January 2015, gas price was back to its 2005 level (US Department of Energy, 2015). Thus, exploring the period between 2005 and 2015 may be very useful for testing interrelations between gas price fluctuations and hotel room demand. The importance of the gasoline price for the room sales was also acknowledged by many individual hotels that included “gas packages” in their loyalty and promotional campaigns such as Choice Hotels Privileges rewards providing $50 gas cards to the members in the time of the “skyrocketing” gas prices in 2008 (Hotelchatter, 2015).

Canina, Walsh, & Enz (2003) in their analysis of gasoline price in different hotel segments found that hotels that can be reached only by private transport such as interstate (highway) hotels are more vulnerable to gas price fluctuations than, those that can be reached through multiple means of transportation. Additionally, low income makes the target audience of budget hotels especially sensitive to gasoline price fluctuations (Walsch, Enz, & Canina, 2004). However, no study has analyzed the differences in gas price impact on interstate lodging demand within different states. Consequently, the purpose of this study is to explore and compare the impact of the gasoline prices fluctuations on the occupancy of interstate hotels in different states of the USA, controlling for differences in income per capita and the accessibility of public transport. The findings from this study will be important for understanding the impact of the gasoline prices on hotel occupancy over time for different states of the USA.

The following hypotheses were proposed: (H1) Lodging demand in the states with lower income per capita and higher gasoline prices will be more vulnerable to the gas price fluctuations. (H2) Lodging demand in the states with less developed public transportation systems will be more vulnerable to the gas price fluctuations.

Methods
The sample of the hotels for the study will consist of all interstate hotels in the USA included in the Smith Travel Research (STR) database. The period covered by the study will cover 10 years between 2005 and 2015. Occupancy rates were obtained from the STR per each month by state within the given period. The dynamics of gasoline price was collected from the US Energy Information Administration. Finally, Census data was used to gather information about the US income per capita and the usage of public transportation in different states.

The multiple regression model will be used as the primary instrument in this study. The following multiple regression model is proposed to investigate the relationship between interstate hotel room demand and gas price and income in different states of the USA: \[ \text{Interstate hotel occupancy rates} = \beta_0 + \beta_{\text{state}} + \beta_{\text{gas price}} + \beta_{\text{income}}. \]
US STUDENTS’ ATTRIBUTES OF HOSTEL CHOICE
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Introduction
With the rise of generation Y and Millennials, the hostel segment becomes a promising market with untapped potential for growth. In 2012, every third youth traveler used hostels as a way of accommodation turning it into a multibillion-dollar business (Tourism Research and Marketing, 2013). While youth travel used to be a rather insignificant segment, nowadays it has contributed to 20% of all tourist arrivals in the world and generated the $183 billion worldwide (Kakyom & Jogaratnam, 2003; Thyne & Davis, 2006; Tourism Research and Marketing, 2013).

Students comprise the majority of the hostel travel market. However, research of student travelers’ preferences is scarce and a gap exists in understanding of their wants and needs in hostel accommodations (Kakyom & Jogaratnam, 2003). Thus, the purpose of the current study is to address this gap and provide insights into what student travelers are looking for when selecting a hostel.

Methods
Convenience sample was used in the current study. The sample included 114 undergraduate students. A paper-based survey was used to collect data. The survey included two parts. Part one consisted of 112 attributes (identified on the basis of previous literature) and asked respondents to evaluate the importance each attribute using a 7-point Likert scale (Dolnicar & Otter, 2003; Locker & Murphy, 1995; Maoz, 2007; Nash et al., 2006). The second part of the survey contained demographic information items. The number of attributes was reduced to 51 using cut off point of mean equal to 6, and mode of 7. Then Principal Component Analysis (PCA) was used to examine dimensions of the identified most important attributes.

Results
The average age of the respondents was 21.7. 71% of all responders were women. With regard to the nationality, the majority of the students (79 out 114 responders) were Americans. Thirty two of the students that participated in the survey stayed in the hostel before.

Keiser-Meyer-Olkin value (.78) exceeded the required threshold. Also the Batlett’s test of sphericity was significant at 1% level. Thus, data was suitable for PCA. In total, ten components were identified: 1) F&B facilities; 2) room conditions; 3) security; 4) Wi-Fi quality; 5) staff quality; 6) reservation; 7) hostel services; 8) reception services; 9) website quality; 10) price. Comfort of bed (.5), number of roommates (.58), quietness (.8); cleanliness of the room (.3), and the availability of a private bathroom (.6) were identified as the top room attributes. Price (.8), service quality (.65), and availability of kitchen utensils (.75) were mentioned as top F&B attributes. Laundry (.74) and ironing services (.67) were the most demanded hostel services. The most important reception aspects included multilingual skills of staff (.76); their familiarity with local attractions (.46), and possibility to pay with different currencies (.71). Also students placed high value on security with regard to the area (.84), hostel (.79), room (.74) and luggage (availability of safe luggage room) (.33). The price (.78) stood out as an important single attribute component. The speed (.8) and price of Wi-Fi (.7), as well as the presence of website (.83) and photos online (.76) had high importance for youth travelers. Room/bed availability (.72), hours of operation (.55), and bill accuracy (.4) were found to be the most important reservation aspects. Finally, efficiency (.57), politeness & friendliness (.6), and the ability of staff to understand guests’ requests precisely (.7) were the top attributes related to staff quality.
Work-in-Progress – Management
INTER-CITY COMPARISONS OF THE ECONOMIC IMPACT OF THE CONVENTION INDUSTRY

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Introduction
In recent years, the convention industry has become one of the most influential areas affecting the tourism industry (World Tourism Organization [UNWTO], 2014). As the industry has grown, more cities have started to look toward convention centers as ways to alleviate their financial stress (Getz & Page, 2015). However, despite the rise in interest in convention centers, few researchers have attempted to conduct empirical research on the topic (Whitfield, Dioko, Webber & Zhang, 2014). According to Getz and Page (2015), it is difficult to find the appropriate and empirical data that is needed to evaluate the impact of convention centers on host communities. Therefore, the main objective of this paper is to use the Data Envelopment Analysis (DEA) technique to investigate the relative efficiencies among convention centers’ economic impact, and provide suggestions and implications to business experts and operators in order to increase convention centers efficiency. In addition, this study will provide a clear benchmark to industry practitioners to help them improve their economic benefits.

Methods
This paper employs the DEA method to evaluate the efficiency of the convention sector in the United States. Unlike a static framework, the DEA approach gives a comparison of a city’s convention industry considered as a Decision-Making Unit (DMU) with respect to their past performance as well as the performance of other cities. In this study, a total of fifty cities in the U.S. whose basic information is available on the Cvent website (Cvent, 2015) will used as DMUs. The input and output variables to be selected for the efficiency measurement of the sectors should have the best representative quality in estimating the efficiency. By performing DEA on square feet and gross revenue as inputs, and using the number of employees and wages per employee of the convention industry in each city as outputs to benchmark conventions’ economic impact, the research model is designed to determine the optimal benchmark for convention centers. By applying DEA, this study can help identify the benchmark of convention centers’ economic impacts by comparing all DMUs to provide a comprehensive index for measuring the overall efficiency.

Implication
The expected findings will fill the research gap related to quantitative studies in the area of the economic impact of convention centers. Also, this study will provide an objective perspective to the public that shows how to determine the efficiency of convention centers, and provide a clear benchmark to industry practitioners to help them improve their economic benefits. Finally, the expected findings can provide decision makers with a better understanding of how exactly convention centers affect their community and how to enhance their existing productivity.

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THE RELATIONSHIP BETWEEN SATISFACTION, INVOLVEMENT, AND PERCEPTIONS OF SERVICE QUALITY AT A UNIVERSITY RECREATION CENTER

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Introduction
Recreation centers are a service provided for college students on university campuses. They can help students stay healthy, enhance students’ academic potential, and make for a more fulfilling university experience for college students (Osman et al., 2006). Osman et al. (2006) mentioned that it is necessary to understand students’ perceptions of service quality at university recreation centers because studying customers’ perceptions of service quality helps an institute improve their facilities, activities, and operation processes (Anderson, 1995).

Thus, this research is designed to investigate how college students perceive service quality at a recreation center and to examine the relationships among students’ perceptions of service quality, their involvement at the recreation center, and their satisfaction with the services.

Literature Review
This study adopts the five dimensions of the SERVQUAL model to identify student users’ perceptions of service quality including a) tangibles; b) reliability; c) responsiveness; d) assurance; and e) empathy (Lam et al., 2005).

The concept of involvement can be described as a person having motivations generating interests and encouraging him/her to interact with situations, products, and activities. Involvement can be stated as “goal directed arousal capacity” (Mittal & Lee, 1989). Nowadays, user satisfaction is an important factor that managers of fitness centers are concerned with in order to meet users’ levels of expectation (Theodorakis et al, 2004). Additionally, user satisfaction is related to user involvement at recreation centers (Turman & Hendel, 2004).

Methods
This research is designed to collect quantitative data by using a survey. The questionnaire consists of four sections including (1) service quality, (2) exercise involvement, (3) user satisfaction, and (4) demographic information. A total of 200 college students will be recruited as participants for this study. SPSS (Statistical Package for the Social Sciences) will be used to analyze the data set.

Results/Discussion/Implication
As the researchers are in the process of collecting the data, the expected results are as follows. Service quality will influence the students’ involvement in the recreation center. It will help the recreation center provide the promised service for the users.

Limitation and Future Research
This research aims to use a convenience sample (i.e., students who will visit a recreation center in a Southwest university in the U.S.). Thus further study will be needed with more generalizable samples other than students.
REVISITING CORPORATE SOCIAL RESPONSIBILITY FROM A CONSUMER PERSPECTIVE

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Introduction
Customer expectation has become a major driver for the growing interest on corporate social responsibility (CSR), which presses tourism and hospitality firms to behave more responsibly (Martínez & del Bosque, 2013). Therefore, it becomes necessary to understand CSR from a consumer perspective, a topic deserving more attention in tourism and hospitality research. To facilitate understanding of CSR from a consumer perspective, this paper attempts to report the authors’ ongoing efforts in identifying key factors affecting consumers’ attitudinal and behavioral responses to companies’ CSR activities, and building a conceptual framework on the consumer evaluation and reaction process toward companies’ CSR activities.

Building on previous studies in marketing, management, as well as tourism and hospitality literature, a conceptual framework on how consumers evaluate and react to CSR information is proposed. If companies’ CSR activities are evaluated positively by consumers, the favorable attitude will more likely to spill over to their image and products. Evaluation of CSR by consumers is a complex and multifaceted process. This model identifies perceived sincerity of CSR, CSR-corporate ability relation, fit of CSR, and CSR reference as key determinants influencing consumer evaluation and reaction toward companies CSR activities. Specifically, consumers will evaluate CSR with considerations on whether companies’ CSR engagement is sincere, whether CSR activities contradict companies’ core business, whether CSR fits companies’ identities, and whether companies’ CSR efforts lag behind their competitors’. During the process, consumers’ demographic characteristics and collectivist value will moderate their perception and reaction to CSR.

The conceptual framework may be empirically tested from various perspectives. An example is proposed to examine the effects of perceived sincerity of CSR, fit of CSR and CSR reference on consumer evaluation toward hospitality firms’ CSR efforts.

Methods
An experimental study, proposed as an example, will use 2 (CSR fit: high vs. low) * 2 (CSR reference: salient industry CSR tradition vs. non-salient industry CSR tradition) between-subjects design to collect data. A total of 500 participants who stayed in a hotel in the previous six months will be recruited as hotel customers at Amazon MTurk. Participants will be randomly assigned to four groups. Text about a hotel’s CSR efforts will be presented to participants, with manipulated CSR fit and CSR reference to indicate different scenarios. Perceived sincerity of the hotel’s CSR activity, hotel image and purchase intention will be measured via Likert-scales. Structural equation model will be used to estimate the influence of CSR sincerity on both hotel image and consumer purchase intention, as well as the moderation effects of CSR fit and CSR reference.

Implication
This results of this study can facilitate understanding of CSR from a consumer perspective. The findings will help tourism and hospitality firms to be more sophisticated in selecting and communicating their CSR programs.

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THE GLOBAL ENTREPRENEURSHIP TRENDS FROM 2010 TO 2014: LATENT GROWTH CURVE APPROACH

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Introduction
There is a notion that a small number of large established firms are the major source of economic growth globally (Stevenson & Lundström, 2001). This economic structure encourages the entrepreneurs to create wealth (Daily, McDougall, Covin & Dalton, 2002; Ireland, Hitt, & Sirmon, 2003). Entrepreneurship has been recognized as a highly important driving force of small-sized independent firms for socio-economic prosperity (Brandstätter, 2011).

As hospitality industry has been traditionally characterized by a small- and medium-sized enterprise (Bastakis, Buhalis, & Butler 2004), entrepreneurship is much essential and important in the industry (Russell & Faulkner, 2004). However, few previous studies investigated what the trend of entrepreneurship in hospitality industry is and how that trend is associated with other economic status (Böheim, Stiglbauer, & Winter-Ebmer, 2009; Cope, Jack, & Rose, 2007). So, the main purpose of this study is to (1) precisely measure the longitudinal entrepreneurship trend and (2) identify macroeconomic variables that influence that trend. By applying macroeconomic variables including unemployment rate, GDP growth, and population growth, this study could fulfil this research purposes.

Methods
To understand the trend in the entrepreneurship development across the world, a Latent Growth Curve (LGC) model will be employed. LGC model in structural equation modelling is an analysis of longitudinal data with multiple waves (Bollen & Curran, 2006; McArdle, 2009). By estimating initial status (mean intercept) and growth rate (slope), this study can figure out the trend of the growth anticipated in the longitudinal data. Also, it could include both time-invariant and time-variant covariates that affect trajectories (Curran, Obeidat, & Losardo, 2010). By comparing a series of models with different methods and potential time variant covariates, this study can find out the best fitting model in overarching longitudinal trend of entrepreneurship around the world. The empirical analysis mainly draws from data published by the Global Entrepreneurship Monitor (GEM) programmed by the GEM Consortium. Entrepreneurship is measured by Total early-stage Entrepreneurial Activity (TEA). The macroeconomic data including unemployment rate, GDP growth, and population growth of corresponding countries are collected from database of The World Bank and OECD.

Results/Discussion/Implication
This study will make a theoretical contribution by investigating macro-perspective global entrepreneurship trend. This study is pioneer to empirically demonstrate the trend of entrepreneurship and its association with macroeconomic variables using longitudinal data analysis. The LGC model enables this study to draw the most recent five-year global trend of entrepreneurship. By adding time-variant covariates, this study could enhance the effects of macroeconomic variables on the trend of entrepreneurial venture. Hospitality industry heavily relies on the macroeconomic situation. Therefore, by drawing a trend of entrepreneurship as a general, the hospitality academia could gain comprehensive understanding about reaction and future directions of entrepreneurship in our industry.

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WEIGHING THE FREQUENCY OF COMPETENCE VS INTEGRITY-BASED TRUST VIOLATIONS IN HOSPITALITY INDUSTRY

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Introduction
Leaders sometimes violate the trust of their followers in the normal course of affairs. They say things that are not true, make promises that are broken, take advantage of followers’ goodwill, and fail to provide necessary support. Scholars have increasingly become interested in how trust can be restored after it has been interrupted (Kim, Dirks, Cooper, & Ferrin, 2006; Kim, Ferrin, Cooper, & Dirks, 2004; Okimoto & Wenzel, 2014; Palanski, 2012). This issue is especially important in the hospitality industry where the leader–follower relationship is typical and trust is necessary to aid in co-creation of the guest’s experience (Klausner, 2012; Xu, Loi, & Ngo, 2014; Zhu, Newman, Miao, & Hooke, 2013). Determining the types of trust violations in the hospitality industry that are most common is a first step in determining what strategies will be most effective in restoring trust. The purpose of this paper is to explore the conditions under which trust violations are more or less likely to happen in hospitality industry.

A recent study of leader-follower trust violations found that violations were commonplace and that trust could be recovered following some violations but not others (Grover, Hasel, Manville and Serrano-Archemi, 2014). Recoverable trust violations include supervisor incompetence, lack of caring, and interference with work activities. Irrecoverable violations include deceptions and abuse of power. The differences between these two categories of trust violations require theoretical explanations that have not yet been explored, especially in the hospitality literature.

Previous research on trust outside the domain of the hospitality literature has shown that trust repair is more likely for breaches based on competence versus those based on integrity (Kim et al, 2006; Kim et al, 2004). To date, what types of trust violations are most prevalent in the hospitality industry have not been examined. In order to address mechanisms aimed at trust restoration, it is important to determine the frequencies and nature of trust violations within the hospitality context.

Methods
Based on the model developed by Grover, Hasel, Manville and Serrano-Archemi (2014), this research aims to conduct an exploratory study of the hospitality industry that reveals common leaders’ and followers’ trust violations. The main focus will be to determine which types of trust violations are more prevalent between leaders and followers. The sample will consist of both students currently working in the industry, as well as individuals currently working in entry level positions within the industry. Identifying the most common trust violations in the hospitality industry will help future researchers create restoration scenarios based on the top five trust violations for each category (integrity based and competency based) violations.

Results/Discussion/Implication
The results of this study will identify the most common trust violations in hospitality industry. The contribution of this study is to investigate through different directions to elevate leader and follower’s relationships in hospitality industry. This research provide the general ideas for what kinds of trust violations are most likely to occur in hospitality industry with an aim toward future research that addresses the trust restoration process.

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COUNTRY-OF-ORIGIN AGGLOMERATION EFFECTS IN THE HOTEL INDUSTRY

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Introduction

Many hotel researchers have identified spillover effects that accrue from firms’ co-location, labeling these “agglomerating effects.” Recent empirical studies using hotel firms have advocated a positive effect of agglomeration and found an interdependence between co-location and service differentiation (e.g., Baum & Haveman, 1997; Canina et al., 2005; Kalnins & Chung, 2004; Mazzeo, 2002).

On the other hand, research in other fields has recognized other types of agglomeration effects. Some scholars have focused on foreign firms located near firms of the same country of origin (i.e., country-of-origin agglomeration) and identified that the benefits of country-of-origin agglomeration are more local knowledge and support in the new market (e.g., Chung & Alcacer, 2002; Chang & Park, 2005; Nachum & Wymbs, 2005; Shaver & Flyer, 2000). The benefits from country-of-origin effects may be particularly significant for hotel firms that attempt to enter countries in which they have less experience or greater difficulty accessing local knowledge. However, limited evidence suggests that co-location among foreign hotels from the same country may give an advantage to new entrants that are from the same country.

Although studies on hotel agglomeration have provided some significant findings, they have thus far researched particular aspects of agglomeration and neglected different types of agglomeration effects. In this study, we seek to extend the hotel agglomeration literature by examining country-of-origin agglomeration. More specifically, we explore the effect of country-of-origin agglomeration on hotels’ entry decisions and investigate this agglomeration effect among foreign hotels.

Methods

This study uses a conditional logit model which has been widely used to examine location choice (e.g., Chang & Park, 2005; Shaver & Flyer, 2000; Tan & Meyer, 2011). This model estimates the probability that a foreign hotel will enter a given market (i.e. dependent variable).

Our data are obtained from Smith Travel Research database, and sample consisted of 494 international hotels. The impact of country-of-agglomeration (i.e. main independent variable) is measured by the number of foreign hotels with the same country of origin in a given country at the time of the focal hotel’s entry.
MAXIMUM OR MINIMUM DIFFERENTIATION? THE EFFECTS OF MIXED STRATEGY ON HOTEL PERFORMANCE

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Introduction

A complete understanding of the consequence of strategic distance from the competitor, in both geographical and other product spaces, is vital to the establishment of good strategy. However, the literature provides mixed results regarding such distances, as firms generally face two contrasting incentives. Firms may be incentivized to minimize spatial and product differentiation from their competitors in order to jointly achieve heightened demand (Pinske and Slade, 1998), and firms may seek to locate further or maximize product differentiation in pursuit of mitigating price competition (Porter, 1980).

Since Hotelling’s (1929) celebrated location model predicts clustering rather than the dispersion of firms, subsequent theoretical literature has shown that any equilibrium configurations can be achieved with relaxed assumptions on the model, such as both ends on the minimum-maximum differentiation spectrum. Most notably, Irmen and Thisse (1998) argued that firms generally compete in a multi-dimensional characteristics space, and in such cases firms tend to maximize differentiation in their dominant characteristic, while at the same time minimizing differentiation in the others.

Theoretical predictions based on this mixed strategy has been supported by two empirical studies in the context of hotels. Baum and Haveman (1997) and more recently, Urtasun and Gutiérrez (2006) have investigated strategic product positioning of entrant hotels with respect to location, price, capacity, and/or service, finding that new hotels tend to locate close to others on one product dimension but further on other product dimensions, in order to simultaneously gain the benefits of agglomeration, a form of minimum differentiation, while alleviating competition.

Urtasun and Gutiérrez (2006, p. 398) stated that an important direction for future research would be to look at performance since “no measure of the explicit impact of positioning at founding on performance” has been published. A better understanding about the effectiveness of mixed strategy may lead to improved performance outcomes. Therefore, the objective of this study is to extend the contributions of Baum and Haveman (1997) and Urtasun and Gutiérrez (2006) by empirically investigating the effects of the mixed strategy on hotel performance.

Methods

To accomplish this study’s objective, we propose a two-way fixed effects model, using panel hotel performance data on the Houston lodging market from third quarter of 2011 to third quarter of 2014. Performance will be modeled as a function of multi-dimensional differentiations, control variables, and intercepts controlling for time- and hotel-specific effects. Data analysis is expected to be completed by the end of January, 2016.

Implications

The results of this study will inform both theory and management by identifying the optimal mixed strategy to ensure successful performance. Especially, such an examination would be valuable to hotel practitioners and developers seeking to decide whether to choose similar or different products from the competitors.
HALO/HORNS EFFECTS ON HOTEL SERVICE QUALITY MEASUREMENT: IN EMPIRICAL TEST OF MYSTERY SHOPPING

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Introduction
In the past 50 years, tourism is believed to be a rapidly growing industry that has a great impact all around the world, and will continue contributing to the society and economy in the future (Ramsaran-Fowdar, 2007). There is a long history of marketing research regarding service quality and most of them reveal that it is of vital importance to understanding service quality in customer service contexts (Dabholkar & Overby 2005; Grönroos 1998; Johnston 1995). Mystery shopping method, providing valued results from measuring service quality process, but assumed that consistency exists between the influential factors of the service quality, ignoring subjective effect such as emotion (Palmer, 2010).

Therefore, the objectives of this research are to (1) determine if the model of SERVPERF works in the context of hospitality industry, and (2) determine if a halo/horns effect exists within each dimension in evaluating hotel service quality, in case of mystery shopping evaluation. Research questions are as follow: (1) is there a direct relationship between reliability, assurance, tangibles, empathy, responsiveness and perceived service quality, (2) is there any significant halo/horns effect existing beyond current SERVPERF model, affecting perceived service quality measurement, by means of mystery shopping.

A pretest – posttest experimental research design with the treatment given in the form of scenarios will be chosen for the study. Approximately 100 shoppers will be recruited, basically potential hotel customers, with various preferences such as different brand preference, color preference, language preference and personality within United States, to conduct a 3-month period experiment. The survey will target the assessment of service quality of participants’ two mystery shopping experience using the SERVPERF scale using seven-point Likert scale.

This study will be significant from both theoretical and managerial perspectives. The confirmation of SERVPERF model in hotel context will enhance the validity of the model in management. This study might also be able to explore new detailed elements that could be influential during the process of testing five different dimensions, which may strengthen service quality measurement model in hospitality context. In addition, this study will test if cognitive factor such as emotion and brand image could affect perceived service quality. Last but not the least, as mentioned before, mystery shopping may lack of consideration of halo/horns effect, and thus leading reliability issue, the question whether people are able to fulfill the investigative goal of measuring service quality by mystery shopping might be answered if halo/horns effect is taken into consideration, providing important managerial implication.
Work-in-Progress – Marketing
CONTENT ANALYSIS OF BIG DATA IN HOSPITALITY AND TOURISM ACADEMIC RESEARCH: 2000-2015

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Introduction
Over the years, the topic of Big Data (BD) has been highlighted by various industries and countries due to its promising potential values to society and economy. Due to the advancement in information technology, hospitality industries can obtain as much customer information as possible.

With a proper analysis utilized, BD can be a powerful tool to better understand the customers’ needs, to identify their specific needs, and to predict their future needs even when they do not realize these needs yet. However, even with its promising results, BD is rarely being explored by hospitality and tourism industry researchers. The purpose of the study is to thoroughly investigate previously published BD articles in hospitality and tourism academic journals for the past 16 years and to identify the research trends and any potential gaps in hospitality and tourism research. This research provides comprehensive review and content analysis on all the hospitality and tourism articles that are BD related.

Methods
The research analyzes the content of all the articles, focused on BD, from peer-reviewed hospitality and tourism journals from year 2000 to year 2015. Major electronic databases including Hospitality & Tourism Complete, Science Direct, Scopus, Emerald Library, and ABI/Inform will be utilized for conducting an online search.

From the search results, only the articles related to hospitality and tourism industry will be included in the content analysis. To include all published articles on BD in the study, the researchers will review the references of all the articles and also cross-check the articles with the result from Google Scholar. All the articles will be reviewed and analyzed by both researchers to achieve reliability and consistency of the study in examining and categorizing the articles to identify trends. The research will examine articles to find the particular areas explored by the study, the research methods and design implemented by the study, the academic journal where the study was published, and the major findings and limitations.

Implication
Due to various challenges in technical and managerial and reliability issues on the datasets of BD, hospitality and tourism researchers are only in the stage of beginning and curiosity in utilizing BD in their research. Yet, it is crucial concept for industry professionals and researchers to adapt either not to fall behind compared to their business competitors or to better analyze and even predict customer behavior patterns.

Data driven science, like BD, with a proper focus and direction can be a powerful tool which can prosper in the hands of right researchers. This research not only provides comprehensive reviews of all the BD articles up to date but also demonstrates potential significance of BD in the academia and industry.
MEASURING THE INFLUENCE OF PERSUASION MARKETING ON CHINESE MILLENNIAL WINE CONSUMERS

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Introduction
China became such a desired target market in the wine industry in recent years. China’s millennials, with a population over 300 million, represent one of the largest population segments in the world (Stanat, 2015). Being more affluent and educated than their older generations, Chinese millennials are profoundly impacting global consumption and creating demand for many businesses, and their spending power continues to increase (Suzuki, 2015). Thus, understanding the consumer behavior and communication style of this generation cohort can help marketers better take the opportunities and challenges presented by China’s millennials.

However, very few marketing study is conducted to explore this huge cohorts’ wine purchasing behavior. In this study, we will adopt the model created by Taylor and Barber (2012) to measure the influence of persuasion marketing on Chinese’s millennial wine consumers.

Methods
Based on a previous study on millennial consumers in the United States (Henrie & Taylor, 2009) and one conducted on millennial wine consumers (Taylor & Barber, 2012), millennial aged students will be randomly assigned into two groups and given different scenarios. One will be designed for persuasion knowledge to be more likely utilized and a second where is will be less likely to used. The respondents will be exposed to a scripted sales scenario and their perceptions of the salesperson will be measured.

Again, based on findings from Taylor & Barber, 2012), it is hypothesized that the use of persuasion knowledge with millennial Chinese wine consumers will be more likely to develop negative affective and cognitive attitudes toward the salesperson, and will be less likely to develop purchase intentions than those not using persuasion knowledge, as it was with millennial wine consumers from the US. However, as these are two distractingly different cohort groups, the research hopes to identify those differences. Factor analysis will be used to confirm that three dimensions exist, as with the studies by Henrie and Taylor (2009) and Taylor and Barber (2012), and a follow-up MANOVA/ t-test will be used to measure the differences between the two different treatment groups.
THE PERCEIVED JUSTICE AND PSYCHOLOGICAL PROCESS OF RESTAURANT CUSTOMERS’ PARTICIPATION IN VALUE CO-CREATION

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Introduction
While the direct effect of customer justice perception was found as a motivational factor of customer engagement behavior, few studies attempted to track the underlying psychological process of the relationship between customer justice perception and customer behavior. Researchers found that customer justice perception significantly influences customer attitude and behavior through positive/negative affect and trust. However, given that customer value co-creation requires customers to invest their capabilities and abilities, the role of customer competence on the relationship between customer justice perception and customer participation was not examined.

The purpose of the study is to investigate the psychological process of customers in terms of customer competence on the relationship between customer perceived justice and customer participation. Specific objectives are: a) to investigate the effects of customer justice perception on customer self-efficacy and motivation, b) to assess the effects of self-efficacy and motivation on customer participation, and c) to find the effect of customer participation on customer satisfaction.

Methods
The target population of the study is casual restaurant customers in the United States who can be recruited from Amazon Mechanical Turk (MTurk) by using convenient sampling method. An online survey will be conducted with a self-administered questionnaire. For better quality of data, a monetary incentive ($1) will be offered for those who successfully complete the survey. The respondents will be asked to recall their latest visit to a casual dining restaurant within the past three months and to answer based on that particular experience.

The questionnaire consists of five sections with thirty items. All of the items were adapted from previous studies and were measured using a seven point-Likert scales. The data will be analyzed by conducting descriptive statistics, confirmatory factor analysis, and structural equation modeling with the assistance of SPSS 20.0 and AMOS 20.

Results/Discussion/Implication
This study is expected to provide a theoretical contribution by revealing customers’ psychological process on the relationship between customer justice perception and customer participation. Since the previous studies only discussed emotion/affect, the effect of self-efficacy and motivation extends the understanding of the customer psychological process in the value co-creation literature. In addition, hospitality firms can facilitate policies and procedures to promote customer fairness perception during their experience so that customers can feel competent and be motivated to be part of the process by creating their own experience.
EXAMINING CHINESE EXHIBITORS’ MOTIVATION TOWARD ATTENDING US-BASED TRADE FAIRS

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Introduction
China’s exhibition industry appeared in the 1980s, and has undergone rapid development in the three decades since then (UFI, 2014; Weber, Bauer and Jin, 2010; CCES, 2014). With the growth of Chinese companies and their booming awareness about internationalization, there has been a tremendous increase in the number of Chinese exhibitors attending trade fairs around the world. According to China Council for the Promotion of International Trade, the nation-wide quasi-governmental organization responsible for organizing Chinese exhibitors to attend overseas trade fairs, up to 48,000 Chinese exhibitors participated in some 1,488 trade fairs in 64 countries and regions in 2012, with the top three destination countries being the USA, Germany, and Russia (CCPIT, 2013).

This research identifies the Chinese exhibitors’ reasons for attending US-based trade fairs, and analyzes the motivational factors by incorporating the push and pull factor theory, a two-dimensional conceptual framework widely used in tourism and convention, into the context of exhibition. In addition, as many Chinese companies are coming to the US on their own for business, this study investigates differences in motivation between independent Chinese exhibitors and exhibitors organized in groups, which are a dominant form of participation adopted by the majority of Chinese exhibitors for many years.

Methods
The motivations for participation in trade fairs are identified from an extensive literature review, and then those items are content-analyzed through a pilot study with Chinese exhibitors and a panel discussion with exhibition organizers. With the help of Chinese exhibition organizers, a questionnaire survey will be distributed to Chinese exhibitors who participated in US-based trade fairs in the past 12 months via email for collecting data.

Exploratory factor analysis will be first conducted to delineate the underlying dimensions of the motivation for participation in trade fairs. Independent samples t-test will then be carried out to compare the motivations held by independent and group exhibitors. One-way analysis of variance (ANOVA) will be conducted to examine Chinese exhibitors’ motivational factors with respect to company size, sales volume, and their socio-demographic variables.

Results/Discussion/Implication
The success of future events relies heavily on both the exhibitors’ satisfaction and their intention to return to future events (George, 2012; Jung, 2005), therefore, it is crucial that Chinese exhibitors’ motivations be precisely identified so that their wants and needs can be served. Given the fact that tens of thousands of Chinese exhibitors are exhibiting at US-based trade fairs, finding their motivational factors with other characteristic variables can help trade fair organizers in the US to attract new Chinese exhibitors and exceed their expectations in the future events they will host.

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THE IMPACT OF ONLINE REVIEWS ON FINANCIAL PERFORMANCE: THE MODERATING ROLE OF BRAND REPUTATION

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Introduction
In the Internet era, the effect of word-of-mouth (WOM) has been further enhanced in the form of electronic word-of-mouth (eWOM) (Litvin et al., 2008). Given the critical influence of eWOM on the hospitality industry, and especially the hotel segment (Cantallops & Salvi, 2014), online reviews have a key component of hotel marketing (Leung et al., 2013). Previous studies have found that online reviews influence consumers’ buying decisions (Bansal & Voyer, 2000; Duan et al., 2008; Zhu & Zhang, 2010), customer satisfaction and revisit intentions (Berezina et al., 2012), and sales (Liu, 2006; Zhang et al., 2011; Zhu & Zhang, 2010). Despite this prevalent role for online reviews, little is known about the relationship between such reviews and firm financial performance (Duverger, 2013). Given that brand reputation is considered as a critical business asset that brings sustained business success (Strike, Gao & Bansal, 2006), it is necessary to examine brand reputation as a moderator in explaining the effect of online reviews on financial performance. The purpose of this study is to examine the moderating role of brand reputation on the relationship between online reviews and a firm’s performance in hotel industry.

Methods
This study’s dataset will utilize two databases: (1) TripAdvisor.com, a major hotel-review website, which offers access to more than 150 million reviews and opinions covering more than 3.7 million accommodations and related products (TripAdvisor, 2014); (2) COMPUSTAT, which provided financial data for U.S. publicly traded hotels between the years 2011 and 2014. This study employs panel data that ranged from 2011 to 2014. Consumer reviews are auto-parsed from TripAdvisor.com using two crawlers that were developed by Ruby. More specifically, for each hotel we sample, we will extract every consumer review, including the overall rating and hotel attribute ratings (i.e., ratings of value for money, location, room quality, cleanliness, and employee services) on a scale of 1 to 5 (1 = terrible to 5 = excellent). Although this method allows for obtaining efficient estimates, repeatedly observing data points from similar sets of companies over time incurs concerns for autocorrelation and biased standard errors (Stock & Waston, 2007). In order to reduce the possible bias of standard errors while accessing the value of the power of the panel data, the study collected standard errors. The study was tested by the ordinary least square (OLS) regression method.

Expected Implications
A theoretical contribution of this paper is its comprehensiveness in investigating features of online reviews as well as the moderating role of brand reputation on the relationships between online reviews and a firm’s performance in the hotel industry. Hospitality practitioners could use the findings of this research to better understand the importance of online review in financial performance. In addition, hotel managers actively utilize brand reputation in order to enhance the effect of online review on financial performance.
IMAGE CONVERGENCE AND PERSONALITY DIVERGENCE OF BUDGET HOTELS’ DIFFERENT BRAND POSITION

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Introduction
Comparing budget hotel segment and the development history and current situation in China, it could find that product design is monotonous in Chinese present budget hotel industry. Budget hotel segment has not shown enough product differentiation and personality and they are still in the stage of brand extension in China hotel industry (Shen, 2007). Budget hotels need to not only develop brand extension, but also establish their positioning and uniqueness, especially in the times of experience. Researchers and hotel managers should pay much more attention to the relationship between brand personality and customer themselves than tangible product brand (Chen, 2007). There is lack of studies in hotel brand personality and it calls for an urgent analyze in this field.

This study aims to identify China budget hotel brands’ positioning strategy and customers’ perception towards budget hotel brand image and personality. From the perspective of composite image and personality, this study will make contributions to the brand image literatures and budget hotel industry.

Methods
A qualitative method will be used in this study. This study collected qualitative data from hotel guests’ reviews, three hotel brands marketing and advertising information from their official websites in order to understand the hotel managers’ current positioning strategies and hotel guests perceived brand image and personality. About 300 reviews will be conducted on three local budget hotel brands. A comprehensive measure on hotel image and personality from the perspective of the guest and hotel managers and features of brand image and personality and the relationship between them will be collected.

A content analysis will be used to analyze the data collected to show the connection between the image words. Using the word frequency analysis, the high frequency words of projected and perceived image will be acquired to show brand image and personality.

Expected Results and Implication
The expected results may show the image convergence and personality divergence (both in customer perceptive level and official projecting level) in budget hotel segment. It may illustrate that the homogenous budget hotels could position differentially though brand personality divergence in the case of brand convergence, so that brands could achieve sustained competitiveness, customers’ loyalty to the brand could be increased, and the enterprise could keep good development eventually.
COMPARATIVE ADVERTISING FOR DESTINATIONS: TO COMPARE OR NOT?

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Introduction
This study is interested in comparative appeals in destination advertising. Comparative appeals involve direct or indirect comparisons of a sponsored brand in advertising (Williams & Page, 2013). Comparative advertising has been frequently used in diverse consumer products and services such as food (e.g., Burger King vs. McDonald’s, Quiznos vs. Subway, Wendy’s vs. McDonald’s), airline (e.g., Lufthansa vs. American, Delta and United), beverage (e.g., Pepsi vs. Coke) and computer (e.g., Toshiba vs. Compaq) (Williams & Page, 2013). Although it is not yet widespread, comparative appeals are starting to be used in destination advertising as well. The objective of this study is to examine whether comparative appeals can be more effective to induce positive tourists’ responses than non-comparative appeals in destination advertising.

Methods
A survey was administrated to collect data on tourists’ responses toward comparative vs. non-comparative destination advertisements. “Whistler” ski resort in Canada was selected for a well-known destination, while a fake ski resort named “Kampen” was created for an unknown destination. Both comparative and non-comparative advertisements were designed for both Whistler and Kampen. “Vail” ski resort in Colorado was selected as the comparison destination. For data collection, an online research firm was hired and they randomly distributed a survey to the panels who had visited ski resorts within the last three years. Respondents were randomly assigned to either Whistler or Kampen. After eliminating unusable responses, a total of 65 samples were used in this study.

Results/Discussion/Implication
This study examined the impacts of comparative appeals in destination advertising. Tourists view comparative appeals to be more persuasive than non-comparative appeals but show less positive attitudes toward comparative appeals in destination advertising. However, tourists unexpectedly consider comparative advertising more persuasive for well-known destination than unknown destination. This might be because tourist still lack information about well-known destinations and appreciate comparative appeals as a source of information.

This study contributes several important implications. It is confirmed tourists’ mixed responses toward comparative appeals in destination advertising. Comparative advertising is considered to be cognitively more persuasive but affectively less favorable by tourists. Further, comparative advertising is found to be more persuasive for well-known destinations and tourists who are already aware of the destination. Destination managers can thus use comparative advertising to target those tourists who have already visited their destination. Likewise, well-known destination can use comparative advertising often to provide more information. Future studies are expected to investigate diverse influential factors in destination advertising.
THE SOCIAL EXPERIENCE OF LODGING ACCOMMODATION IN SHARING ECONOMY: A CASE OF AIRBNB

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Introduction
Airbnb, an online peer-to-peer platform, has been experiencing exponential growth, with the revenue exceeding $423 million in 2014 (Krishnan, 2015). In the Airbnb business model, members engage in the entire process online and offline, not only interacting with hosts but also with other guests. To our best knowledge, there are few studies on the social dimension of a typical Airbnb lodging experience. To fill the research gap, this study aims to 1) examine the relationship among Airbnb social experience, perceived emotional value, and online behavioral intention; 2) uncover which element of social experience has notable influence on emotional value; and 3) identify the moderating effect of social bonding on emotional value and online behavioral intention.

Customer experience has been depicted as any connection between a customer and a company containing website, communications, and use of products/services, influencing customer response (Meyer & Schwager, 2007; Robinette et al., 2001). The social experience of Airbnb accommodation includes three different aspects (i.e., communication and online, affective trust, and relations) since customer experience is multi-dimensionally organized (Gentile et al., 2007). Communication is conceptualized as a process that covers message exchanges and meaning formation (Gudykunst & Nishida, 2001). Online peer review is delineated as online reports on a product/company made by potential, actual or former consumers, presenting to numerous people and organizations (Hennig-Thurau et al., 2004). The impacts of communication and online review on customer trust appeared to be significant (Gudykunst & Nishida, 2001; Sparks & Brwoning, 2011). In terms of affect, trust is defined as willingness to accept based on positive expectations or others’ behavior (Rousseau et al., 1998). Particularly, affective trust refers to the extent to which one feels secure and comfortable about relying on the trustee (Komiak & Benbasat, 2004). Relations that are acquired through socialization with other members in an online community influence trust building (Hung et al., 2011). Such an overall experience is highlighted as a driver of emotional customer value (Robinette & Brand, 2001), which is described as the feeling/affective states occurred by consumption (Sheth et al., 1991; Sweeney & Soutar, 2001), affecting loyalty intention (Sanchez et al., 2006). Furthermore, social bonding, as a moderator, is elaborated as an interpersonal rapport that takes place in a certain space and has a strong effect on loyalty (John et al., 2015).

Methods
A self-administered survey will be distributed online to respondents who have used Airbnb in the last 6 months. The measurement items will be adapted from previous literature and modified to fit this research (Brady & Cronin, 2001; Brocato, 2007; Brown et al., 2005; Chiu et al., 2006; Komiak & Benbasat, 2006; Li et al., 2006; Kunz & Seshadri, 2015; Sweeney & Soutar, 2001). The collected data will be analyzed using SPSS 20.0.

Implication
Theoretically, to the best of our knowledge, this study is one of the first investigations that explore the relationship among Airbnb social experience, emotional value, social bonding, and online behavioral intention. It will shed light on dimensions of social experience and users’ response resulting from interactions with hosts and other guests.
MARKETING EFFECTIVENESS OF HOTEL TWITTER ACCOUNTS IN SAUDI ARABIA: A MIXED METHODS STUDY

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Introduction

Social media (SM) is considered to be one of the most innovative marketing instruments that has been embraced by businesses in Saudi Arabia. Despite the wide integration of SM in Saudi Arabia, the examination of the effectiveness of SM practices in the hospitality industry is still lacking. Palmer and Koenig-Lewis (2009) claimed that measuring the effectiveness of SM marketing is a challenge.

The present study will investigate the influence that Twitter plays in improving hotels’ marketing effectiveness that in turn, leads to enhanced hotel performance. To accomplish this research purpose, a two-phase, sequential embedded mixed methods intervention trial design will be employed. The use of this design will allow the researcher to learn about effective Twitter marketing strategies used by hotels. Moreover, the following tasks are planned to achieve the purpose of the study: categorize tweets based on the characteristics of tweets that Saudi hotels post on their hotel Twitter accounts; find out the marketing effectiveness of different types of tweets on Saudi hotel Twitter account; and propose the best marketing practices for the Saudi hotel industry on how to use Twitter for marketing effectively.

Methods

The study uses a two-phase, mixed-methods research embedded design. In the qualitative phase, the study will be based on thematic analysis for six Saudi hotel Twitter accounts to find out the most comment formats and content of Saudi hotel tweets. In the quantitative phase, a 3x3 experimental design, followed by a questionnaire will be distributed to 450 Saudi hotels’ SM followers. Data from the experiment survey will be analyzed using MANOVA to test both the main effects and the interaction effects of various types of tweets effectiveness on consumer attitudes towards the tweets; perceptions of the brand; and willingness to book/recommend.

Results/Discussion/Implication

The results of the qualitative phase are completed. The most common tweet format used in Saudi hotel Twitter accounts are text, photos, and hyperlinks (videos, on the other hand, are scarcely used). With regards to tweet content, brand, product, and engagement are most commonly used.

The findings of the quantitative phase have not been collected yet; however, based on previous research, it is hypothesized that the nine types of tweet posted on the simulated hotel Twitter account will have different marketing effectiveness. Moreover, the interaction between the tweet format and tweet content in these nine types is assumed to be significant.

This study will suggest some essential implications for the hotel industry. The results will encourage hotel managers to undertake practices to improve their effectiveness through the use of Twitter as a marketing and advertising tool. It also can help hoteliers to understand how marketing through Twitter can entice guests to join their hotel Twitter account, resulting in guests’ intention to book the hotel, and raising their intention to spread the electronic word-of-mouth (eWOM).

The anticipated timeline for the completion of this study is August 2016.
THE MARKETING EFFECTIVENESS OF HOTEL MOBILE APPLICATIONS

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Introduction

The rapid development of mobile technologies has created a new channel for marketing (Liu, Sinkovics, Pezderka and Haghirian, 2012). Other than the traditional tools, mobile devices can provide additional advanced mobile services, such as banking service, commerce, chat room, gaming service, parking services, etc. (López-Nicola’s, Molina-Castillo, & Bouwma, 2008).

There are few studies on examining the marketing effectiveness of mobile applications in the hospitality industry. This study aims to enrich the existing knowledge on mobile app marketing effectiveness by modifying the Attitude-toward-the-Ad (AAD) model. The model was first introduced by Mitchell and Olson (1981), which is very effective when testing consumers’ favorable/unfavorable feelings toward a particular advertisement after the ad exposure. It is a widely used tool of investigating the effectiveness of advertising (McMillan, Hwang, & Lee, 2003). However, it has been rarely applied in the hospitality field. The current study puts forward a modified AAD model – Attitude toward mobile application (AMA) model and identifies factors that influence marketing effectiveness of hotel mobile apps. There are four hypotheses:

- **Hypothesis 1:** Mobile experiences have a positive effect on the consumers’ attitudes toward hotel mobile applications.
- **Hypothesis 2:** Consumers’ attitudes toward the mobile application have a positive effect on the attitudes toward hotel brands.
- **Hypothesis 3:** Consumers’ hotel brand awareness has a positive effect on their attitudes toward the hotel brand.
- **Hypothesis 4:** Consumers’ attitudes toward a hotel brand have a positive effect on their booking intention.

Methods

A survey will be developed based on previous studies and characteristics of hotel mobile applications. The survey will consist of two sections. The first section is demographic information, which aims to identify specific consumer characteristics that may affect consumers’ decisions. The second section aims to investigate relationships between variables and the effectiveness of hotel mobile applications. It will mainly be based on a 5-point Likert scale (1 = strongly disagree and 5 = strongly agree). Some examples of measures for the variables in this study are as follows: “my attitude toward the hotel mobile application is favorable”; “my attitude toward the hotel brand is favorable”; “my willingness to book the hotel is very high.”

The survey will be conducted by Qualtrics. The population of interest is consumers who have used hotel mobile applications for hotel reservation. The collected data will be processed and analyzed in SPSS.

Implications

This study proposes an AMA model and examines the relationship between mobile experience, attitude toward the mobile application, attitude toward the brand, brand awareness, and intention to booking. It will contribute to the knowledge of mobile marketing effectiveness in the hotel industry and also provide practical suggestions for hotel marketers.

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RELATIONSHIP MARKETING STRATEGIES ON HOTEL WEBSITES: A COMPARISON OF BUDGET HOTELS IN THE UNITED STATES AND CHINA

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Introduction
Relationship marketing is the process of attracting, maintaining, and enhancing relationships with customers and other constituents that have an interest in the company’s business (Morgan & Hunt, 1994). Tellefsen and Thomas (2005) point out that successful companies build long-term and mutually supportive relationships with their customers. A number of studies have revealed that web is a useful tool as a hotel information source and a hotel reservation medium (Gilbert & Powell-Perry, 2003). Web can be regarded as an intangible bridge between hoteliers and guests. There is a need to understand website marketing of hotels today and provide suggestions for better relationship marketing strategies.

Budget hotels are those hotels that focus on the customers who are middle and small enterprise business people (business travelers), leisure and self-help tourists (leisure travelers). A budget hotel is a small or medium-sized hotel with moderate price. The “budget” means “cost” and “worth”. It refers to the “price” rather than just in the sense of “cheap” (Yu, 2012). Budget hotels are chosen in this study because (1) they are one of the important hotel segments, (2) many traditional hotel studies focus on upper-scale or large-size hotel groups, but only a few studies have been conducted on budget hotels (Peng, Zhao & Mattila, 2015), and (3) there is a research gap of web-based relationship marketing of budget hotels.

The objectives of the current study are as follows: (1) to analyze features of budget hotel websites with the adapted framework of Relationship Marketing (RM) by Gibert (1996); (2) to compare different web mechanisms of budget hotels in the U.S. and China; (3) to provide implications for future RM studies and give suggestions for marketers who apply web based marketing strategies.

Methods
A total of 20 websites are selected for further investigation, including the top 10 budget hotels in the U.S. and the top 10 budget hotels in China. Content analysis is an effective technique for gathering and analyzing the content of text, thus it will be used in this study. A coding scheme is developed based on the RM theoretical framework and will be used to check characteristics of those budget hotel websites. The frequency of each item will be recorded. SPSS will be utilized to process and analyze the data.

Implications
The study will reveal current web relationship marketing strategies of budget hotels. New features of these strategies will be discussed. The results will not only help budget hotels develop better web relationship strategies but also shed light on the difference of web relationship marketing strategies between budget hotels in the U.S. and those in China. Future studies may examine difference of web relationship marketing between up-scale hotels and budget hotels.
Work-in-Progress – Travel & Tourism
PERCEPTIONS OF RESIDENTS TOWARD RURAL TOURISM AND ITS EFFECTS IN VIRGINIA

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Introduction
Rural tourism (e.g. agritourism) enhances the attractiveness and long-term growth of the region (Dorobantu, Georgica, & Puiu, 2013). Rural areas can profit from local farms, harvest festivals, and cultural activities to promote tourism. Farm-based agritourism operations have added substantially to the overall farm income. Research done in agriculture has led to the conclusion that tourism can be a product of rural farms.

Community Supported Agriculture Cooperatives (CSA) programs connect farmers and local residents or community members through a sustainable partnership to direct sales of farm produce during the season (Bougheraraa, Grolleaub, & Mzoughic, 2009). The CSA program aims to support local farm practices and reduce the distance between people and local food supply through holding events and activities. Research showed that CSA participants joined the program for fresh local produce, built community and also shared financial risk with farmers (Pole & Gray, 2012). Research also revealed that consumers join CSA programs because of their concerns for the environment (Cone & Myhre, 2000). Consumers believe that buying produce grown locally contributes to a stronger sense of community and improvement in the overall health of the community (Ostrum, 1997).

Studies have been done to explore residents’ attitudes towards tourism development (Nunkoo & Ramkinsoon, 2008; Raymond & Brown, 2007); which indicate that the residents who benefit economically from the industry have a positive attitude toward it. The state of Virginia has hundreds of small farms that are declining due to lack of income. How the residents of Virginia perceive the rural farm tour and CSA will undoubtedly affect their attitude. This research underpins the Theory of Planned Behaviour (TPB), which measures the individual’s mindset and estimates the perceived behavioural beliefs (Oskamp, 1977). The purpose of the study is to 1) examine the level of awareness about CSA among local residents, 2) determine residents’ perceptions on the role of CSA in economic development of Virginia, and 3) determine the residents’ willingness to support/join CSA.

Methods
Questionnaires will be given to local residents. Participation will be voluntary and anonymous. Statistical analysis will include descriptive summaries.

Results/Discussion/Implication
The results of the study will be useful to policy makers, investors and farmers in Virginia. Valuable strategies will be developed to better market CSA programs in Virginia. Rural farmers could be successful when implementing CSA programs, which will play an important role in the economic sustainability of a rural farm operation.
TRAVEL MOTIVATIONS OF CHINESE COLLEGE STUDENTS: A COMPARISON OF MALE AND FEMALE

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Introduction
Due to the rapidly increasing number of the Chinese population and the growing travel trend of Chinese people, the Chinese tourism market is gradually expanding. According to the UNWTO World Tourism Barometer (2015), the overall expenditure of Chinese travelers reached $165 billion in 2014, a 28% rise since 2013. In 2014, the number of out-bound tourists from China reached 107 million, up 19.49% compared with 2013 (Simpson, 2015). Additionally, millennial tourists who were born between the early 1990s and 2000s spent $217 billion in 2012, which is more growth than any other generation group despite the global economic climate (Mohn, 2013). Chinese college students are a very important part of the millennial tourist group because there were almost 30 million college students in China in 2012, and the number is still increasing every year (Ye, 2011). This group has more time for traveling due to leisure vacations and enough money support by their parents and part-time jobs.

Travel motivation is an important aspect to understand tourist behavior in destination choices and decision-making. (Seebaluck, Munhurrun, Naidoo, & Rughoonauth, 2015; Swanson & Horridge, 2006). Research shows that people travel for the reasons that they are pushed by psychological factors (Crompton, 1979). In contrast, there are some travel reasons that people are pulled by external forces toward specific destination attributes (Dann, 1977). Several researchers have identified the travel motivation factors for college students (Kim, Oh, & Jogaratnam, 2007). However, there is no existing study investigating the motivation factors for travel focusing on Chinese college students to the best of our knowledge. In addition, as suggested by several researchers, men process information differently and follow different decision making processes compared to women (Kim, Lehto, & Morrison, 2007). Therefore, this study will (1) identify the push and pull factors that influence travel motivations of Chinese college students and (2) compare the different pull and push factors between male and female Chinese college students.

Methods
Based on the comprehensive review of literature related to travel motivations, a self-administrated survey will be developed. The data will be collected in December, 2015 using convenience sampling. The push and pull factor items will be analyzed using exploratory factor analysis and an independent t-test will be performed to examine the mean differences between gender.

Results/Discussion/Implication
The findings of this study will help many tourism companies to develop specific products targeting Chinese college students by better understanding their needs and wants.
Introduction
In the increasingly global nature of the 21st century society, international exposure seems to be essential for a more valuable education and it is often regarded as a must-have step in a student’s career. Consequently, many universities nowadays offer some forms of study abroad programs, resulting in an increasing number of participants overall.

Studying abroad represents a significant source of learning and students attending a study abroad program benefit at both professional and personal levels. Improving foreign language skills, developing multicultural awareness and independence, increasing self-confidence are only some of the benefits that add to the opportunities for traveling, experiencing a new culture and forming new friendships. On the other hand, studying in countries other than their own, could present flows that sometimes limit the attractiveness of the program; the main barrier is typically the cost.

The overall purpose of this study is to assess the benefits and challenges of a short-term summer study abroad program from students’ perspective, and measure them through a series of pre and post evaluation surveys. In addition, the role of time is considered when comparing short and long term effects of travel for study abroad.

Methods
A mixed-method design has been chosen for this study. Participants of a summer short-term study abroad program will be asked an online questionnaire organized in three sections. In the first one, they will be asked about their demographics and their previous travel experiences. This will provide an overall picture of the sample and will allow a description of applicants to the programs. Following questions will focus on their expected benefits of the experience, based on a 5-point Likert scale. Finally, an open-ended question will allow any additional opinion and could provide a qualitative insight to the study.

In order to capture the impact of time on the assessed benefits and compare short and long effects of travel, the survey will be repeated before participants’ departure from the United States, immediately after their return from their study abroad destination, after six months and, finally, again after one year.

The study design will rely on self-reported data, and according to Norris and Gillespie (2009) this could question validity and reliability. The inclusion of validity questions throughout the survey is therefore also considered.

Results/Discussion/Implication
The findings from this paper could serve as a marketing tool for educational institutions to promote their short-term study abroad programs. Moreover, they will assist students in their study abroad decision-making process.
STUDYING THE IMPACT OF PERCEIVED QUALITY AND PERCEIVED VALUE ON SATISFACTION USING SEM ANALYSIS

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Introduction
Starting in the late twentieth century, medical tourism and its related business have been mentioned as one of the most profitable hospitality sectors for many destination countries (Han, 2013; Heung, Kucukusta, & Song, 2011). The term “medical tourism” has been defined as the practice of patients travelling outside of established cross-border care arrangements to access medical services abroad (Crooks et al, 2010). In recent years, it is reported that medical tourism have grown explosively with thousands of US patients moving to countries such as India, Thailand and Mexico to consume medical services. There were approximately three million US citizens traveled overseas for medical purposes in 2009, and more than 23 million are predicted to engage in medical tourism in 2017 (Keckley. 2008). The increases in number of patients have resulted in an extremely intense competition in international medical tourism marketplace.

In order to have a deep understanding the trend in medical tourism, it is important to look at the overall evaluation of medical tourists after consuming medical services from other countries. The purpose of this research is to investigate in the impact of motivational factors and destination image into the overall perceived quality of medical treatment. Other than that, the relationship between perceived quality, perceived value and overall customer satisfaction in the US medical tourism market is also examined through the conceptual model.

Methods
In order to assess the proposed research hypotheses, researcher will apply descriptive research method with the purpose of collecting quantitative data. This method is used to descirde the profile of US medical tourists, collecting data through questionnaire to evaluate the relationship between motivational factors, perceived destination image, perceived quality, perceived value, and overall satisfaction of US medical tourists. Survey questionnaire will be used as main data gathering instrument to test the reliability and validity of the conceptual model and research hypotheses.

Researcher is planning to contact to Qualtrics to have the questionnaire distributed to the respondents. The target respondents of this research is US citizens living in the US and have travel outside the country for any medical services.

Results/Discussion/Implication
The authors believe that the outcome of this research will contribute to the development of medical tourism industry in both theoretical and practical perspective. In terms of theoretical knowledge, this study is expected to make contribution to the existing amount of literature in the field of medical tourism with the impact of perceived quality, perceived value to the overall customer satisfaction. On the other hand, in a highly competitive market for medical tourists in medical destinations, the results of this study are expected to offer medical service providers knowledge about customers’ expectation and evaluation when coming back from medical treatment. Entrepreneurs can apply the findings of this research to improve their services and develop marketing efforts to satisfy customers.

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CRISIS EXPANSION: HOW PERCEIVED IMAGE AFFECTS OPPORTUNITIES FOR TOURISM IN EGYPT

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Introduction
Scholars have noted that crises have a significant impact on destination image and could influence travel for years since tourism is “highly susceptible to external factors” (Ritchie, 2004, p. 670). This study will recognize these factors and focus on crisis expansion, which Tarlow (2014) defines as areas which are not necessarily in crisis however due to collateral damage of the surrounding region a new risk crisis occurs. Furthermore Tarlow (2014) explains that “during a crisis, geographic confusions occur” (p. 105) which has the ability to expand a crisis beyond the geographic limits. Crisis expansion is based on crises that exist within one geographic region however are not present in a neighboring destination. The perception of crisis expansion can be critical to a destination’s tourism landscape therefore it is important to study traveler’s perceived risk, destination image and the intent to travel. Unlike prior research on perceived risk as it impacts the decision to travel, this study will be one of the first of its kind to examine crisis expansion and how it impacts the intent to visit based on perceived risk and destination image.

Egypt was chosen for this study based on the current crises and travel warnings established in the surrounding areas of Libya, Chad, Sudan, Israel, and Saudi Arabia. The U.S. international travel warnings currently recognize these countries as ‘high risk’ destinations due to ongoing crime/violence, civil war, terrorism, or unstable government (DOS, 2015). Egypt is unique in this respect as there are no other destinations in the world where all of the surrounding countries are recognized as ‘unsafe.’ This study will have an opportunity to explore the extent of crisis expansion as perceived by travelers. Despite the fact that Egypt is not currently on a travel warning list, the perceived risk, destination image and decision-making process will be analyzed based on the geographic spread of the neighboring countries affected by crises.

Methods
The research instrument proposed is a cognitive and affective image based questionnaire designed to target American travelers. In order to determine differences in perceived risk, destination image, and intent to travel to destinations where neighboring destinations are in crisis, this study will examine three groups – one control and two treatment groups. Data will be collected online and these dimensions will be measured on a seven-point Likert scale. Further information to collect socio-demographics and psychographics will be included in the survey.

Results/Discussion/Implication
The expected results of this study should show a negative correlation between crisis expansion and how it affects perceived risk, destination image and the decision to travel to Egypt, however visual information promoting tourism will improve the desirability of the destination.

The primary implication of this study will be for destination marketing organizations (DMO) to utilize the information with the intention to manage the potential negative image of perceived crisis expansion. The theoretical implication will support the theory of decision-making and the risk perception of crisis expansion pertaining to destination image.
A STUDY ON THE PUBLIC’S SITUATIONAL PERCEPTION AND POLICY SUPPORT: A CASE OF THE KOREA GRAND SALE

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Introduction
The Korea Grand Sale (KGS) is the largest shopping tourism festival for foreign tourists in Korea. During the festival, diverse tourism corporations participate in the KGS covering the areas such as shopping, accommodations, entertainment, and so on. Yet, the number of participating corporations in Seoul was only about 100 in 2015 winter season. This indicates that more policy PR communication is needed for the tourism corporations. They are actor of policy implementation as well as policy target group. The policy target groups are the public who form groups around a particular policy or issue in public relations (PR) communication. Recently policy PR studies have focused on the publics (Bang, 2012; Hamilton, 1992; Rhee et al., 2013). However, only a few studies have been conducted in the tourism policy arena. The aim of this study is to examine the influence of the public’s situational perception on the policy support for the KGS policy.

Methods
The research model and hypotheses were established based on the literature review. Two main hypotheses were established as follows. First, situational perception will influence policy support. Second, there will be differences in the level of policy support according to the situational types of the publics. The situational perception consists of knowledge and involvement in this study. The measuring variables of knowledge are media exposure, discussion experience, and amount of information, assurance, policy goals and policy details. The measuring variables of involvement are consequence, relevance, attention, attractiveness and necessity. As the dependent variable, policy support is measured by diverse variables; consent, direction, expectation, effectiveness, intention of the action and word of mouth intention. This study adopts a questionnaire survey method. The questionnaire will be designed as a self-administered type. The study will use a quota sampling method to select employees who work in the tourism corporations participating in the KGS policy. SPSS will used for the data analysis. The specific methods of analysis will be primary factors, regression analysis, cluster analysis and one-way ANOVA.

Results/Discussion/Implication
The following results are expected. First, each factor of situational perception will influence policy support. Second, there will be differences within typology of publics according to the dimensions of knowledge and involvement for policy support. Theoretically, this study will be important in that it will apply PR communication theory to the tourism policy field. Further, it will provide empirical evidence of the relevance of situational perception and communication behavior as policy support. Practically, this study will suggest policy PR strategies for the public organizations for enhancing policy effectiveness.

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AN ANALYSIS OF THE LOCAL GOVERNMENT’S TOURISM CRISIS COMMUNICATION MANAGEMENT: THE CASE OF MERS OUTBREAK IN KOREA

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Introduction
The tourism industry throughout the world has experienced diverse risks and disasters. These crises dramatically impacted upon the tourism industry. Recently the Korean tourism industry also has experienced severe crisis. At the time of the Sewol ferry accident in 2014, the loss of tourism industry was estimated about 40 million US dollar and 70,000 jobs. Also, the outbreak of Middle East Respiratory Syndrome in 2015 put the industry into nearly disastrous situation. In this context, the crisis management has become an important topic in the academic arena. Above all things, the importance of crisis communication management is emphasized in an effort to prevent and lessen the negative outcomes of crises. Therefore, this study aims to analyze the tourism crisis communication management of the local government in the tourism destination focusing on a case of Jeju Island in South Korea. Specifically, this paper attempts to examine the communication management process of the local government according to the stages of tourism crisis and thereby to suggest the practical strategies for successful tourism crisis management policy.

Methods
This study adopts the case study method designed by Yin(2009). Based on the previous research, this study constructed a research model which consists of three stages of crisis communication management: pre-crisis, crisis, and post crisis. The factors of crisis communication management are composed based on the crisis management theories, the crisis communication research, tourism crisis management research. The research case of this study is Jeju Island, one of the most popular tourism destinations in Korea. According to the Jeju Provincial Tourism Association, the number of tourists in June and July stood at 937,400 and 1,078,060, a fall of 12.2 percent and 6.7 percent, respectively, from a year before. The time period of the pre-crisis stage is established as the days before the outbreak of the MERS. The crisis stage is established as from the day the first patient was confirmed, May 20, 2015 to the announcement of de facto end, July 27, 2015. The post crisis stage is established as from July 28, 2015 to the MERS evaluation briefing session in Jeju, August 28, 2015. The empirical data for the analysis is collected from the official documents, media articles, and social media contents. For the analysis, the pattern matching method is adopted.

Results/Discussion/Implication
This study will describe and verify how the local government manage tourism crisis communication. Through this, this study will address the importance of procedural rationality of tourism crisis communication management. Also, this study expects to provide practical implications to the practitioners of the tourism industry regarding tourism crisis management strategies and procedures.
DOES THE CONSUMPTION OF LOCAL FOOD MAKE YOU HEALTHIER?

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Introduction
Today’s travel is taking people beyond mere get-away from daily routine. Its importance in enhancing one’s sense of wellbeing is increasingly emphasized (McCabe & Johnson, 2013). Although there has been a recent surge of interest converging on exploring the relationship between travel and wellbeing (Uysal, Sirgy, Woo, & Kim, 2015), it is unclear as to which part of a travel experience enhances tourist perceived wellbeing and quality of life. As instrumental part of a travel experience, tourist consumption of local food is possibly a major contributor in enhancing individuals’ perceived wellbeing. Tourists consume local food with such motivations as health concern and psychological wellbeing of self-satisfaction and happiness (Kim, Eves, & Scarles, 2009). Tourists’ level of interest and importance of food to themselves, referred to as “food involvement”, can also play an important role in enhancing their perceived wellbeing after local food consumption (Kim, 2013). The current study sets three baseline research objectives: a) to examine whether tourist local food consumption enhances perceived wellbeing, b) to understand the role of food involvement level in amplifying tourist perceived wellbeing after their local food consumption, and c) to conceptualize the psychological processes and motives of how local food consumption leads to an increase of perceived wellbeing.

Methods
The research setting is an Asian destination where food is a tourism highlight. Local food choices need to be highly distinctive from those of other cultures. Targeting Western tourists that travel to Asia, the study employs a mixed method approach and includes two stages of investigations. First, surveys to be randomly distributed at local restaurants in Seoul, Korea will be used to measure a) tourists’ food involvement levels and b) tourists’ perceived wellbeing before and after local food consumptions. Food involvement levels distinguish the sample into high and low groups that lead to further analysis on the connection between interest level in food and wellbeing. The comparison between pre- and post-wellbeing statuses examines the effect of food consumption on wellbeing. The second stage aims to examine why local food consumption leads to higher (lower) perceived wellbeing. 25 Western tourists will be recruited for 30 – 40 minutes interviews to answer a series of related questions.

Potential Contributions
The research takes a step forward in examining the interplay amongst travel food consumption, food involvement and wellbeing. Using the essential element of local food consumption in travel, it provides an alternative answer to how tourism promotes wellbeing in general. For destinations, understanding the specifics that enhance tourist wellbeing will allow them in better strategizing to attract and to accommodate tourists pursuing wellbeing. Further, the findings will suggest important insights for tourists to be recognizant of wellbeing benefits of travel and local food consumption.
FINDING HAPPINESS THROUGH TRAVEL? WELLNESS TOURISM VS. TRADITIONAL VACATIONS

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Introduction
The travel and tourism industry has long been considered to provide a plethora of leisurely experiences or pursuits that renew, rejuvenate, and relax the would-be traveler. In fact, researchers have explored how vacations can enhance an individual’s well-being while also contributing to their psychological health (Voigt, Howat & Brown, 2010). Unfortunately, while holidays can lead to these positive effects, the reality of today’s travel environment is the opposite in that travel experiences can actually decrease one’s level of overall health (GWI, 2013). Current literature linking tourism to positive psychological wellbeing is scarce (Gilbert & Abdullah, 2002; Voigt et al., 2010). The available evidence seems to suggest that wellness tourism can directly impact tourists’ overall health and wellbeing (Smith & Kelly, 2006; Smith & Puczko, 2008), however there is insufficient research to draw any firm conclusions. Utilizing The PERMA Model of Wellbeing as a theoretical basis, this study will attempt to understand the positive psychological outcomes of both wellness tourism and traditional tourism forms.

Methods
Surveys will be distributed online using a panel data distribution company as well as wellness tourism companies. The targeted sample will be both wellness travelers and non-wellness travelers who have taken a wellness/non-wellness trip within the last year. First, a pilot study conducting exploratory factor analysis will be conducted to understand and validate the factor structure within the context of this study. Main study data will be collected and analyzed first by employing confirmatory factor analysis to confirm the factor structure explored in the pilot study. Second, structural equation modeling (SEM) will be used to determine what positive psychological factors derived from wellness tourism predict an increase in satisfaction with quality of life (QOL). Additionally, SEM will be used to test whether or not length of stay plays a moderating role in determining QOL. In order to determine if differences exist between wellness travelers and non-wellness travelers, a one-way analysis of variance (ANOVA) will be conducted. An importance/performance (IP) analysis will be conducted to identify how well the positive psychological factors performed based on their importance.

Anticipated Results
It is anticipated that results from this study will provide a breadth of information about both wellness and non-wellness travelers as it relates to their characteristics, motivations and positive psychological outcomes. Results should show the driving forces of wellness tourism as well as any differences in psychological wellbeing amongst groups. This will expose the level of importance of well-being travel and the possible positive effects it can have on other life domains after the travel has occurred. More specifically, the results of this study will provide applicable information to travel agents wishing to market and sell this niche tourism market to travel buyers. It is anticipated that this study will not only break new ground in travel and tourism research, but that it will also provide applicable and tangible steps for industry practitioners around the world.
THE IMPACT OF RURAL TOURISM ON THRIVING AND NON-THRIVING COMMUNITIES IN ARKANSAS

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Introduction
Changes in rural economic development have seen a rapid decline since the 1970s (Wilson, Fesenmaier, D., Fesenmaier, J. & Es, 2001). Economic restructuring caused a loss of rural manufacturing plants and many jobs, as well as, an farm crisis in the 1980s that lead to a decline in the numbers of farmers and farm ownership (Wilson, et al, 2001). As rural unemployment rates have risen (many above urban rates) rural communities have looked to non-traditional avenues to sustain themselves. One of the more popular rural development strategies has been tourism and its associated entrepreneurship opportunities (Edgell & Harbaugh, 1993). Rural areas tend to have special appeals to tourists because of the unknowing of rural areas and their agricultural, cultural, heritage, and geographic characteristics. Rural tourism is relatively inexpensive as a start-up and it’s potential is almost never-ending; therefore, it is a popular example of rural economies. Tourism helps two types of small business in particular: those directly involved with tourism (attractions, hotels/motels and bed and breakfasts) and those indirectly involved with tourism (gas stations and grocery stores)(Wilson, et al., 2001). Rural tourism also compliments existing farms by generating secondary income.

Methods
This study will incorporate a mixed-methods design by utilizing both qualitative and quantitative research designs to maximize data quality and collection. Qualitative research will be used to gain a richer and complex understanding of rural tourism and the community benefits; while quantitative research will incorporate deductive reasoning to ensure content is specific and less general. Data will be collected by using a cross-sectional survey as the basis for examining the role that rural tourism has played and could potential play in thriving and non-thriving communities. The data will be collected by using a household, self-administered questionnaire. In addition, a grounded theory qualitative approach will be used to gain insight of understanding and support of Arkansas communities and rural tourism. This approach will involve audio recording, field notes, and journaling. This is correlational research with the goal of determining the relationship between rural tourism and its impact on the thriving and non-thriving communities in Arkansas, while also recognizing any trends or patterns in the data; therefore, no variables will be manipulated in this study.

Results/Discussion/Implications
Results of this study are forthcoming. Data analysis will exercise factor analysis, regression and correlations. Implications from this study will provide leaders in agriculture, tourism, communities, government, research, education and the general public with empirically-based and timely information on the healthy functioning of Arkansas’ families and communities as well as opportunities for economic diversification through rural tourism. This project will provide a longitudinal analysis of the well-being and resilience of Arkansas’ families and the potential for rural tourism as a mechanism for increasing the well-being and resilience of rural communities.
UNDERSTANDING TOURISTS’ TRAVEL PLANNING AND EXECUTION BEHAVIORS BASED ON SENSATION SEEKING-A LATENT CLASS SEGMENTATION ANALYSIS

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Introduction
Psychographic characteristics have gained increasing attention from tourism and hospitality researchers. Specifically, personality is assumed to have great influence on tourist’s behaviors (Leung & Law, 2010). Among different types of personality traits, sensation seeking has been recognized as a valid predictor for a wide range of tourists’ attitudes and behaviors, such as destination choices and travel activities (Pizam et al., 2004; Lepp & Gibson, 2008).

However, previous studies are mainly conducted based on correlating tourist’s sensation seeking scores with various tourist behaviors or regressing behaviors or attitudes on sensation seeking, which established the relationship between individual’s sensation seeking level and certain travel behavior, but cannot provide sufficient evidence to determine the existence of different types of sensation seekers and examine how these types of sensation seekers differ in terms of their travel related behavior patterns. Therefore, the purpose of this study is to examine whether the personality construct sensation seeking is useful as a basis for segmenting travelers using latent class analysis, as well as to investigate whether groups of higher or lower sensation seekers differ from each other with respect to travel planning and execution behaviors.

Methods
Research sample of this study will be U.S. travelers who have traveled at least once during the last six months. A three-part structured questionnaire will be distributed on the Internet. The first part of the questionnaire is designed to collect information about respondent’s sensation seeking characteristics on the four sub-scales of Zuckerman’s SSS-V (on a yes-no forced choice scale). The second part of the questionnaire asks the questions with regard to respondent’s travel planning and execution behaviors (on a categorical scale), such as information searching, information sources, trip purpose, travel party composition/travel companion, destination choice, planning behavior, length of stay, and travel activities. The third part collects information about demographic profiles of respondents.

Latent class analysis will be employed to segment travelers and account for traveler heterogeneity in terms of sensation seeking behavioral patterns. After the number of segments and respondent’s segment membership are identified, these groups will be compared to examine whether there are differences in terms of demographics, travel planning and execution behaviors. The proportion of respondents in each group with regard to each characteristic and behavior will be listed on a cross-tabulation. Characteristics and behavioral patterns of each group will be analyzed to help us understand these segments as well as name these segments.

Implications
This study will help researchers and practitioners better understand the differences of tourists’ travel planning and execution behaviors from the perspective of sensation seeking. Managerial implications can be made based on the characteristics of different sensation seeker groups.
MARKET INSIGHTS: ROADTRIPPING – AMERICA’S MOST POPULAR DESTINATIONS

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Purdue Tourism and Hospitality Research Center cooperated with Roadtrippers, Inc, a road trip planning website/app company, to investigate the contemporary state of U.S. road trips from the dataset of Roadtrippers, Inc. Based on the analysis of user behavior on Roadtrippers.com, this first phase of research identified the most popular places for road trip and top attractions on the routes.

California, Florida and Texas stand out as the most popular state for road trip vacationers. It appears that most of the road trips are taken around a common set of regions or start and end in the same states. 7 of the top 10 end point states also appear in the top 10 list of road trip origin states. Driving within a state or taking a round trip and back to the state is a popular type of road trip vacation. 23.9% of the road trips start and end in the same states. Among these trips, 24.3% are taken in California. California is also a famous place for inter-state trips. The top inter-state trip starts from Washington and ends at California, followed by the reverse trip starting in California and ending in Washington. Among online planners, the tendency of planning national parks as road trip attractions is high. Canyon landscapes in west America contribute the most top road trip attractions.

The findings of this research provide valuable information to road trip vacation marketers in several aspects. For example, California and neighboring states have the highest demand for road travel and there continues to be strong demand for relevant vacation services such as car rental service and lodging along the routes. In addition, top 10 road trip attractions are almost occupied by national parks, indicating that a large segment of road trip vacations are national park driven. The canyon landscapes across southwest states such as Arizona and Colorado are attractive travel areas for American road trip vacationers. Therefore, road trip vacation product marketers might gain more benefit by targeting customers planning for national park tourism and the Colorado Grand Canyon road trip zone.

Acknowledgement

Purdue Tourism and Hospitality Research Center highly appreciates Mr. James Fisher, the Founder and CEO of Roadtrippers, Inc., for his support to the study and Mr. Oliver Li from Roadtrippers, Inc. for his assistance in producing this report. The online planning behavior collected by Roadtrippers, Inc. lays the foundation for the academy to catch the most updated market dynamics in the domain of road trip vacation.
USE OF SMARTPHONE APPLICATIONS BY MUSEUM VISITORS: AN EXTENDED TECHNOLOGY ACCEPTANCE MODEL

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Introduction
With continuous growth in mobile Internet users, museums have developed and provided mobile guide systems (e.g., smartphone applications) that support interactive museum guidance (Economou & Meintani, 2011). Although museums have started introducing mobile apps to provide visitors with detailed imagery and text descriptions of individual artwork, little is known about users’ attitudes and perceptions toward using museums’ mobile apps. We employ the technology acceptance model (TAM), which is a widely used theoretical model, to explain users’ behavioral intentions to access a technology. It is expected that technology users’ beliefs (e.g., perceived usefulness and perceived ease of use) are strong predictors of behavioral intention to use an information system. Although the TAM has become a popular model, it fails to take into account some important features explaining behavioral intentions to use information technology. As two motivation dichotomies (extrinsic vs intrinsic motivation) have been used to explain IT acceptance, some researchers have adopted “perceived enjoyment” as a new explanatory factor in the TAM mechanism. This has been proven as a strong predictor of the TAM to understand mobile application users’ intrinsic motivations (Lee, Xiong, & Hu, 2012; Venkatesh, 2000). As a result, the purpose of this study is to propose and test the extended TAM, including perceived enjoyment, as a crucial predictor to explain user acceptance of a mobile guide system in a museum.

Methods
Using an intercept survey, museum visitors will be approached and only those who have used mobile apps for a National Korean museum will be invited to fill out a questionnaire. Once they agree to participate in this survey, questionnaires will be given to participants. In this study, SPSS 21 and AMOS 21 will be used to analyze the data. First, the Cronbach’s alpha will be calculated and its reliability will be investigated to analyze the internal consistency of the constructs. Second, the measurement model will be estimated using confirmatory factor analysis (CFA) to provide support for convergent, discriminant validity, and dimensionality. After evaluation of the sufficiency of the model, the Structural Equation Model (SEM) will be utilized to test the hypothesized relationship.

Expected Results and Implications
From a theoretical perspective, our study provides the first attempt to apply the extended TAM to the museum context and its users’ attitudes and perceptions toward using museums’ mobile apps. From a practical perspective, our findings should help museum managers develop and enhance effective strategies that focus on satisfying potential visitors’ needs for mobile apps.
INTERNAL ORGANIZATION STRUCTURE OF PARTICIPATION IN COMMUNITY-BASED TOURISM: A CASE OF YOGYAKARTA, INDONESIA

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Introduction
Community-based tourism (CBT) in developing countries has shown positive impacts that lead to a pragmatic form of sustainable tourism. CBT organizations are prominent of their decision-making processes where it is often lead by most members of the community, not delegated to a specific group of leaders (Wearing & Chatterton, 2007). The literature has confirmed that the power of participation is a key factor to the operation and growth of CBT in developing areas (Manyara & Jones, 2007; Tosun, 2000, 2006). However, limited research has looked into examples of internal organizational and power structure to illuminate evidences and patterns of an effective CBT program.

Yogyakarta is a region in Indonesia that is heavily surrounded by tourist villages where guests can immerse in the village life while experiencing the agriculture and experience entertainment of the area (Susanto, 2012). Taking the case of CBT programs in these tourist villages, this paper aims to: 1) Observe the characteristics and developmental impact of CBT in Indonesian tourist villages as compared to characteristics established by existing CBT literature 2) investigate the power structure and influence that contributes to the CBT program 3) observe the impact of specific CBT programs based on the principles of the triple bottom line.

Methodology
The study will use a qualitative method using the participatory rural appraisal (PRA), a qualitative method of investigating rural community operations while extracting information from local individuals to investigate the strategies and organizational structure of an effective community-centric system (Chambers, 1994; Mosse, 1994). While similar study has been done through survey administration (Timothy, 1998), the research question of power structure is best determined through in-depth interview avoiding shorter interview answers that may jeopardize the study results (Manyara & Jones, 2007; Veal, 1997).

The study will take place in two villages of Yogyakarta, Indonesia, a rural city where a form of CBT, “tourist villages”, is a popular destination across the surrounding area. Researchers will conduct in-depth interviews with individuals with leadership positions and those without. The data is expected to satisfy assumptions on CBT programs characterization, developmental outcome, and power structure within this form of organization through mainly, but not limited to, their decision-making processes (Manyara & Jones, 2007).

Implications
This study will contribute to improving the design of community-based tourism programs worldwide. This study will also contribute to the understanding of the phenomenon and provide theoretical support to further investigate internal power structure of communities in community-based and sustainable tourism.
PERCEIVED ATTRIBUTES OF INCENTIVE TRAVEL: FROM THE VIEWPOINT OF PARTICIPANTS

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Introduction
Incentive travel is one of the fastest-growing segments of the world’s tourism and hospitality industry (Xiang & Formica, 2007). In 2013, 46% of U.S. businesses spent $22.5 billion for non-cash rewards such as incentive travels (Incentive Federation Inc., 2014). The incentive travel, one of performance-based rewards, is a highly effective way to compensate employees who achieve exceptional levels of performance (Hastings, Kiely, & Watkins, 1988). It is also an encouraging way to motivate employee performance and enhance a work engagement (Lewis, 1983; Witt, Gammon, & White, 1992). However, understanding of the value of incentive travel from employees’ viewpoint is limited (Jeffery, 2014). Studies in hospitality and tourism fields have affirmed that attributes of travel products are significant predictors of participants’ satisfaction (Han, 2013; Jang, Ha, & Silkes, 2009; Sheng, Simpson, & Siguaw, 2014). Thus, identification of the attributes of incentive travels may assist organizers to estimate the effectiveness of incentive travels as a reward for good performance. However, limited empirical studies explored attributes of incentive travels although some researchers have emphasized the role of incentive travels enhancing employees' contribution to organizational outcomes. Therefore, the purpose of this research is to uncover attributes that may affect participants’ evaluation of the incentive travel. Furthermore, this study attempts to offer incentive travel organizers insights into participants' perception of incentive travel by examining perceived importance and performance of the attributes.

Methods
A literature review and a focus group discussion will identify unexplored attributes of incentive travel. Twelve incentive travel participants will be invited for the focus group discussion to identify a list of potential attributes of incentive travel (Massey, 2011). The target population of the quantitative survey will be employees who have participated in incentive travel. Respondents will be panel members of Qualtrics survey system who have experienced incentive travel within the past six months. The attributes will be measured by both importance and performance ratings (e.g., a 5-point Likert scale) using a self-administered questionnaire. Descriptive statistics, correlation analysis, exploratory factor analysis, and importance-performance analysis will be employed to measure the evaluation of attributes from the participants' perspective.

Results/Discussion/Implication
The results of this study will offer several contributions. First, unaddressed attributes of incentive travel from participants’ perspectives will be identified. The findings will enable researchers to understand participants' attitude toward incentive travel. Second, this study will expand the current understanding of how participants recognize the attribute of incentive travel. For practitioners, the findings from the study will provide incentive travel organizers with insights on how to improve their programs. In addition, managers might learn attributes that participants find attractive or expect to experience during incentive travels.
Work-in-Progress – Insertion
INTERDISCIPLINARY PROJECT-BASED LEARNING TO PROMOTE 21ST CENTURY WORKPLACE SKILLS

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Introduction
Employers in the 21st century are increasingly looking for employees with both technical and “soft” skills (Bancino & Zevalkink, 2007). Post-secondary instructors also acknowledge the value of developing both skill-sets, realizing that “soft skills typically complement a student’s hard or technical skills” (Harris & Rogers, 2008, p.19). Thus, today’s graduates need not only technical knowledge and skills (i.e., hard skills) but also soft skills such as the ability to collaborate with others, communicate clearly, lead effectively, and solve problems (Chamorro-Premuzic, Arteche, Bremner, Greven, & Furnham, 2010; Mitchell, Skinner, & White, 2010). Historically, soft skills have not received the same attention as hard skills within formal learning contexts. However, Project-Based Learning (PjBL), where students solve authentic problems similar to what they will face in the workplace, has emerged as a way to help students develop these soft skills.

Methods
While the project is ongoing, analysis of quantitative and qualitative data collected during the fall 2014 semester revealed growth in students’ understanding of 21st century workplace skills. Students acknowledged the need to use many of the soft skills and reported significant levels of intrinsic motivation towards the PjBL activities. However, it is noteworthy that student perspectives diverged from what employers regard as most important post-graduation.

Results/Discussion/Implication
Data analysis also revealed to instructors a need for changes to the project’s design and implementation to better support students’ hard and soft skills development. For example, qualitative data revealed that the interdisciplinary aspect of the project was seen as a serialized "hand-off" from one group to the next. This realization led to instructional design changes for the fall 2015 semester, with students from all three classes expected to participate in all phases of development (although the degree to which they are involved may vary throughout the semester). Disseminating the findings of this study is important so that other educators using PjBL can do so more effectively.

In today’s workplace, where even new graduates are expected to have proficiencies beyond mere technical knowledge (Ganzel, 2001), students who can combine 21st century skills with their technical skills report an easier time finding jobs and retaining employment in tough economic times (Christopher, 2006; Evenson, 1999; James & James, 2004). This innovative course design and accompanying research project provide a model for one way of preparing students for a competitive workplace.

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TRAVELLING WITH FOOD ALLERGIES: HOW CELIAC SUFFERERS PERCEIVE THE DESTINATION EXPERIENCE

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Approximately 15 million Americans have a food allergy, an “abnormal response to a food triggered by the body’s immune system” (NIAID, 2010). More common is an intolerance, a “non-immunologic adverse reaction to foods caused by an enzyme defect” (Food Allergy Education). Symptoms range from mild to severe, can take place minutes after contact with the allergen (NIAID, 2010) and sometimes require immediate medical attention. Celiac disease is a permanent, genetic autoimmune disease affecting sensitivity to gluten in nearly 1% of the United States population and is currently only treatable by lifelong adherence to a gluten-free diet (GFD) (Kolia, 2010; Ciaccio, 2012; Hallert, 2005; Burrows, 2006). If the GFD is not followed, the small intestines will be progressively damaged and can lead to osteoporosis, reproductive problems, neurological illness (Burrows, 2006), as well as psychological and psychosocial distress (Burrows, 2006; Kolia, 2010; Hallert, 2005; Ciaccio, 2012).

Celiac disease is commonly misunderstood and misdiagnosed because the disease can be asymptomatic or present itself as severe malabsorption (Ciaccio, 2012). The restricted diet and lifestyle associated with gaining access to “safe” foods can cause feelings of isolation, shame, and prevent some individuals from traveling or dining out (Kolia, 2010; Hallert, 2005). This study seeks to provide evidence to tourism stakeholders that difficulties encountered by individuals following the GFD create a strong need for the development of quality services targeting celiac patients at popular tourist destinations and their restaurants. The proposed study examines celiac patients’ needs for gluten-free products and tests the hypothesis that destinations can increase tourism and subsequent profits by creating and promoting such products.

**Proposed Methodology**

The first objective is to test the hypothesis that people with celiac disease would select travel destinations and specific attractions based on whether or not food requirements can be adequately covered. The second objective is to further delve into the factors behind their decision to travel and dine out in a variety of settings. An electronic survey will be administered through Food Allergy Research and Education (FARE) to a sample of individuals diagnosed with celiac to determine how likely they would be to travel, knowing their allergy or intolerance will be well prepared for. They will then indicate the level of quality each factor (i.e. gluten-free products, employee training, food labels) must have to positively influence their travel decision. The data will then be analyzed using SPSS analytics software to define the scale of demand and the circumstances necessary for destinations to meet it and potentially make a profit.

**Conclusion**

Food allergy and intolerance, including celiac, limits millions of potential travelers from participating in regular tourism experiences. Tourism stakeholders including CVBs, attractions, and restaurants, need proof that providing access to gluten-free food would highly benefit their destination. This can be provided through a study that connects celiac patients’ willingness to travel to the availability of gluten-free products in tourism destinations. Destinations that support and provide information and access to safe food will succeed in attracting this significant part of the population and hopefully make a positive impact on celiac patients’ quality of life.