



"Explore the World of Hospitality"

Thursday-Saturday Feb 1-3, 2024

WF CHRIE CONFERENCE PROCEEDINGS

Hosted by: MSU DENVER



SCHOOL OF
HOSPITALITY

WEST FEDERATION CHRIE BOARD OF DIRECTORS 2023 - 2024



President
Sandra Ponting
San Diego State University



Vice President
Michelle Millar
University of San Francisco



Immediate Past President
Saehya Ann
California State University, East Bay



Treasurer
Shane Blum
Texas Tech University



Secretary
Harold Lee
University of North Texas



Director of Member Services
Hyunsuk Choi
California State University,
Sacramento



**Director of
Networking/Marketing**
Michelle Alcorn
Texas Tech University



Director of Research
Kelly Min
Cal Poly Pomona



**Director of Industry
Relations**
Janet Mansinne
Knowledge Matters



Director of Education
Smita Singh
Metropolitan State University of
Denver



Conference Chair
Godwin-Charles Ogbeide
Metropolitan State University of
Denver

Dear friends and colleagues,

I am ecstatic to share that the 2024 WFCHRIE conference hosted by Metropolitan State University - Denver was a great success. This year's theme "Explore the World of Hospitality" was designed and executed by MSU-Denver students under faculty guidance. More than 105 registered attendees gathered to share their innovative research on a broad range of topics including technology, education, consumer behavior, human resources, food and beverage, marketing, travel and tourism, and so much more. The conference shared more than 85 presentations, posters, and general sessions. Thank you to all authors and reviewers who contributed their passion, time, and effort in advancing hospitality and tourism research.

I would like to extend my heartfelt gratitude to all the authors, reviewers, and committee members who have dedicated their valuable time and effort to ensure the high quality of the work presented. Your rigorous scholarship and thoughtful insights are the foundation of what makes the WFCHRIE conference so great. I am confident that the knowledge shared in this proceeding will continue our dialogues on impactful education and innovative research. Please enjoy!

Regards,

Sandra Ponting, PhD
President (2023-2024)
West Federation CHRIE

ABSTRACTS TABLE OF CONTENTS

How proactive personality leads career success: understanding employees' motivation to get along and ahead using socioanalytic theory view	4
Hyojung "Julie" Jung ¹ , Michelle Alcorn ² , Robert Paul Jones ³ ^{1,2,3} Texas Tech University	
Examining the hospitality curriculum for law and ethics	5
Cho Tin Tun Kirkpatrick ¹ , Jean Hertzman ² ¹ Colorado Mountain College, ² New Mexico State University	
The impact of job insecurity and financial stress on immigrant employee well-being and work productivity in the hospitality industry	8
Louisa El-Abdullah Omar ¹ , Christina Dimitriou ² ^{1,2} New Mexico State University	
Exploring self-perceived employability in the United States hospitality and leisure industry	11
Cho Tin Tun Kirkpatrick ¹ , Jean Hertzman ² , and Andrea Arrigucci ³ ¹ Colorado Mountain College, ^{2,3} New Mexico State University	
Examining immersive marketing in the wine industry	12
Faezeh Cheraghi ¹ , Jean Hertzman ² ^{1,2} New Mexico State University	
Facilitating networking with socially assistive robots (sar): examining robot design, environmental context, and attendee personalities in business events	13
Pei Zhang ¹ , Jijun Chen ² , Xingyi Zhang ³ ¹ California Polytechnic State University, ² Purdue University, ³ University of North Texas	
Determinants of tourists' willingness to pay for air tours	15
Niansong Zhang ¹ , Soyeon Jung ² , Carola Raab ³ ^{1,2,3} University of Nevada, Las Vegas	
Making Low Fat and Dairy-free Lasagna with An Innovative Culinary Approach	16
¹ Jacie Hu, ² Irene Hu, ³ Shih-Ming Hu ^{1,2,3} Southern Utah University	
What's in a name? job titles of meeting and event professionals	19
Thomas C. Padron California State University	
Exploring generational differences in environmental knowledge, attitudes, values, and willingness to pay for sustainable wines	21
Philip Bonney ¹ , Jean Hertzman ²	

^{1,2}New Mexico State University

- Enhancing awareness and empowerment of hotel staff in the United States to combat human trafficking 22
Cho Tin Tun Kirkpatrick
Colorado Mountain College
- U.S. department of labor's september 8, 2023, overtime rule publication proposal: overtime effect on the shareholder wealth of us restaurant firms 24
James Drake
Northern Arizona University
- What makes an academic conference enjoyable? a cross-cultural analysis of preferences in Asia and north America 26
Harold S. Lee¹, Junghoon Song², Sua Jeon³
¹University of North Texas, ^{2,3}Texas Wesleyan University
- Emotional bonds as catalysts for value co-creation: unveiling the power of customer citizenship in tourism 27
Reynolds Opoku Kusi¹, Daniel Spears², Bernard Kofi Fosu³
^{1,2} University of North Texas, Denton, ³Kwame University of Science and Technology
- Tourist perceptions of service quality of heritage sites: a case study of the Elmina Castle, Ghana 29
Reynolds Opoku Kusi¹, Daniel Spears², Gloria Owusu Sarpong,³ Bernard Kofi Fosu⁴
^{1,2} University of North Texas, ^{3,4} Kwame University of Science and Technology
- Digital literacy in the hospitality industry by using the extended UTAUT & TAM model 31
Grace Sarfo¹, Betsy Stringam²
^{1,2} New Mexico State University
- Tourist psychological behavioral model: an analytical study of typical tourist behavior pre- and post-vacation 33
Shahid Khan¹, Jizhe Sun²
^{1,2} Western Community College

COMPLETED RESEARCH

HOW PROACTIVE PERSONALITY LEADS CAREER SUCCESS: UNDERSTANDING EMPLOYEES' MOTIVATION TO GET ALONG AND AHEAD USING SOCIOANALYTIC THEORY VIEW

Hyojung "Julie" Jung, Michelle Alcorn, Robert Paul Jones
Texas Tech University, Lubbock, TX, USA, hyojung@ttu.edu

Introduction

The socioanalytic theory of personality (Hogan, 1982) suggests that personality attributes reflect the tendency of individuals' underlying motivations to get along with others and get ahead among them in structured hierarchies. Employees are expected to be cooperative and contribute to the group/organization to get along (Hogan & Holland, 2003). Moreover, demonstrating capability, leadership, and personal discipline to achieve accomplishments fulfills the desire for social status (Penney et al., 2011). Accordingly, we propose that employees with proactive personalities (PAP) shape positive perceptions of their subjective career success by building favorable team-member exchange (TMX) and leader-member exchange (LMX) relationships. Additionally, we argue that the positive association between TMX and LMX sequentially mediated the direct link between PAP and subjective career success (SCS).

Methods

Our study focuses on hospitality employees in Western countries, which are often characterized by individualism and a lower power distance because the quality of LMX in Western cultures has been found to have a greater impact on employees than in Eastern (Chang et al., 2020). With this in mind, we collected a total of 287 responses from employees currently working for hospitality/tourism organizations in Western countries, including the U.S. and Europe, via Prolific. Our sample was comprised of 58.66% male participants and 71.58% aged between 18 and 34. We used structural equation modeling, with 5,000 bootstrapping procedures, to evaluate direct and indirect relationships, including serial mediation.

Results/Discussion/Implication

Our results revealed that PAP builds positive TMX relationships by supporting group interests and identifying the members' needs for assistance. This leads to advantageous support from leaders, thereby fostering their subjective career success. Theoretically, our findings evidenced that proactive personality rationalizes why and how individuals with unique personality attributes foster positive perceptions of their careers. Previous researchers argued the adverse consequences of the positive relationship between LMX and PAP in a teamwork environment (e.g., coworkers' envy or competition among peers) (e.g., Sun et al., 2021). However, we found that PAP understands effective social relationships with coworkers. Such relationships help to acquire beneficial relationships with their leaders; thus, the positive contributory role of PAP in building quality TMX leads to better LMX and SCS. These findings suggest that leadership must establish a supportive teamwork climate to foster group members' positive relations instead of creating a competitive work setting, which eventually helps achieve employees' SCS.

References are available upon request.

EXAMINING THE HOSPITALITY CURRICULUM FOR LAW AND ETHICS

Cho Tin Tun Kirkpatrick¹, Jean Hertzman²

¹Colorado Mountain College, Steamboat Springs, CO, USA

²New Mexico State University, Las Cruces, NM, USA, jhertzma@nmsu.edu

Introduction

Hospitality operators face a multitude of legal and ethical challenges, necessitating thorough preparation for students entering the industry. Research indicates that significant legal cases in hospitality predominantly involve employment law, negligence, procedural issues, franchise agreements, and contracts (Morris & Barber, 2019). Similarly, ethical concerns such as theft, sexual harassment, hazardous waste disposal, bribery, and fraud are highlighted as critical by industry perspectives (Yeung, 2004). Ethical leadership is underscored as pivotal in hospitality and tourism organizational behavior (Dimitriou, 2021), with a strong emphasis on fostering personal integrity in all hospitality programs (Vallen & Casado, 2000). While hospitality law courses are prevalent, ethics education seems less systematically incorporated. For instance, only three out of 24 analyzed institutions explicitly integrate both law and ethics into their curriculum. This raises questions regarding the extent to which ethics education is dispersed throughout the curriculum, prompting the need for further examination and potential restructuring of hospitality education programs.

Methods

This qualitative study explored: 1) Which law and ethics courses are part of hospitality programs? 2) What topics do these courses cover? 3) How are materials and methods utilized? 4) What content do industry practitioners recommend for these courses? The study involved 12 participants: four curriculum designers/ administrators (Group 1), four faculty teaching law or ethics (Group 2), and four industry experts (Group 3). Zoom interviews, followed semi-structured questions and consent procedures, with thematic analysis and inductive coding conducted using NVivo.

Results/Discussion/Implication

All participants emphasized the necessity of integrating both law and ethics into mission and vision statements. Participant 4 from Group 1 (G1P4) noted, "I think ethics is articulated more frequently than law...". G2P4 stressed the importance of covering ethics in mission and vision statements for various reasons. G3P2, an industry expert, affirmed the significance of ethics training. The study revealed that while law classes are standalone requirements in the curriculum, ethics topics are woven throughout courses like leadership, management principles, sustainability, and capstone courses. Participants acknowledged that legal matters are typically handled by corporate lawyers, absolving managers from expert-level knowledge. Furthermore, teaching ethics in the U.S. varies based on state policies, with ethics often considered political, as asserted by P2G1. Nonetheless, all participants unanimously agreed on the critical importance of ethics and law, advocating for their enduring presence in hospitality education to meet the ongoing demand for comprehensive knowledge in these areas. This research identified overlaps, current teaching practices, and industry opinions on law and ethics to inform curriculum

adjustments. Despite a small sample size limited to undergraduate 4-year programs, data saturation was achieved.

References are available upon request

RESEARCH PROPOSAL

THE IMPACT OF JOB INSECURITY AND FINANCIAL STRESS ON IMMIGRANT EMPLOYEE WELL-BEING AND WORK PRODUCTIVITY IN THE HOSPITALITY INDUSTRY

Louisa El-Abdullah Omar¹, Christina Dimitriou²

^{1,2}New Mexico State University, Las Cruces, NM, USA, [1leomar@nmsu.edu](mailto:leomar@nmsu.edu), [2ckd@nmsu.edu](mailto:ckd@nmsu.edu).

Introduction

The hospitality industry contributes to the global economy with the most diverse workforce. It is characterized by demanding physical and emotional work conditions. 1 out of 3 workers in the hospitality industry are immigrant employees (New American Economy Research Fund, 2020). Many authors support that demanding working conditions, long hours, uneven pay without health benefits, and stressful encounters with guests significantly worsened through the pandemic and led to increased rates of burnout, substance abuse, and suicide for employees (Popely & Uhler, 2023).

Low-wage and insecure immigrants in America must continue working on their present visas, regardless of the unacceptable working circumstances (Gleeson & Griffith, 2021). Meanwhile, hospitality organizations ignore this critical issue. Only 40% of US hospitality employees provide health benefits to their employees compared to 90% of all other US employers who do so (Varga et al., 2023). Almost 70% of hospitality employees “claim to have some type of wellness program, formal or informal, but 31% reported having no wellness program” (Popely & Uhler, 2023, p. 20). Limited studies explored the factors impacting immigrant workers’ well-being in the U.S. This paper bridges the gap by examining how job insecurity and financial stress influence immigrant hotel employees’ well-being and work productivity.

Literature Review

Job Insecurity and Its Impact on Immigrant Employee Well-being

Job insecurity in the hospitality industry is defined as an individual's opinion of threat and ambiguity over the longevity of their jobs, which usually stems from a sense of little control or predictability over their job's prospects (Yoo, 2023). Employee well-being includes physical, emotional, and mental health. Hotel employees' isolation, job insecurity, and financial uncertainty coupled with their stressful working conditions bring about increased levels of anxiety and depression. (Elshaer, 2023). Job uncertainties lead to negative health issues such as high rates of cardiovascular disease, diabetes, ulcers, migraines, back pain, insomnia (Indeed Editorial Team, 2022), sadness, anxiety (Üngüren et al., 2021; Sarwar et al., 2021) and risky habits such as smoking (Wooll, 2021). Furthermore, incidences of alcohol abuse and reported suicides are extremely high in hospitality (Popely & Uhler, 2023, p. 10). Lack of support creates job insecurity perceptions which negatively impact employee well-being (Doyle, 2021). Immigrants often experience the highs and lows of job insecurity (Chen, 2023).

Financial Stress and Its Impact on Immigrant Employee Well-being

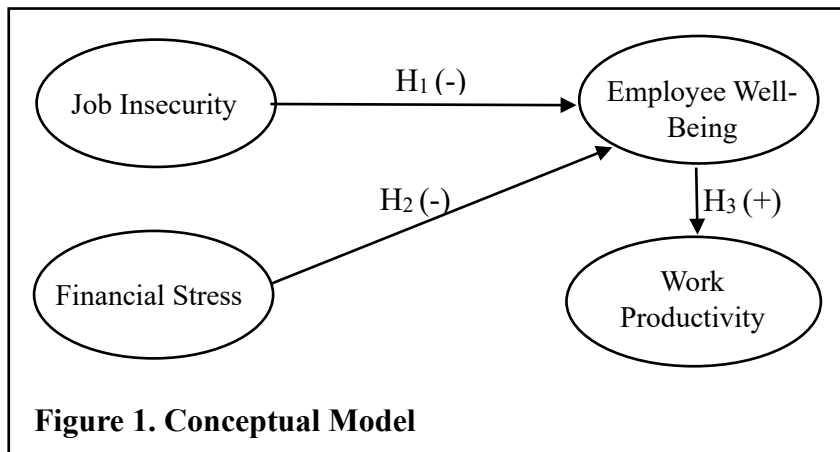
Financial stress “has been referred to by researchers as economic stress, economic hardship, economic strain, and economic pressure” and “can induce physical and psychological responses” (Kim & Garman, 2003, p. 2). It is defined as: “difficulty meeting basic financial commitments due to a shortage of money” (Clarke, 2022, para. 1) and encompasses subjective assessments of one's financial condition, satisfaction, savings, and debt-related worries (Kim & Garman, 2003). Immigrant workers receive the bare minimum wage that their employers can get away with, making it impossible for them to get by (Chen, 2023). Metlife’s (2023) survey revealed that falling financial health led to the decline of holistic health and lower mental health (48% of employees). Financial stress negatively affected workers' sleep (56%), mental health (55%), physical health (44%) and relationships at home (40%) (PwC, 2023).

The Relationship Between Immigrant Employee Well-being and Work Productivity

Organizations that prioritize employee well-being, encompassing physical, mental, and emotional health, can experience higher levels of work productivity (Bonifacio, 2023; Gallup, 2019). Work productivity refers to the individual contribution of each team or member to the overall success of the organization (Perry, 2023). The multifaceted nature of employee well-being suggests that holistic approaches, such as wellness programs and initiatives, effective leadership, and positive workplace culture, create an environment conducive to higher work endurance, commitment, and overall productivity (Vertanen & Wallenius, 2023). Low productivity rates result in lower employee well-being, highlighting the reciprocal relationship between the two factors (Baquero, 2023; Dsouza et al., 2023; Demirović Bajrami et al., 2022) which is especially true for immigrant workers.

Conceptual Model

The purpose of this study is to present and test a model that examines the relationships between job security, financial stress, immigrant employee well-being, and work productivity, and is presented in Figure 1.



The model proposes that job insecurity and financial stress negatively affect immigrant employee well-being and shows a positive relationship between employee well-being and work productivity.

Hypotheses

Taking all the above into consideration, this study attempts to examine the following hypotheses:

H1: Increased job insecurity is negatively associated with immigrant employee well-being.

H2: Increased financial stress negatively impacts immigrant employee well-being.

H3: There is a positive relationship between immigrant employee well-being and work productivity.

Methodology

The sample will consist of three hundred (300) hotel immigrant employees working in various hotel segments (midscale, upscale, luxury, etc.) in the United States. A paper-based questionnaire will be mailed to HR managers. It will be translated in Spanish, so back translation will be provided.

This is a five-section instrument. The first section measures job insecurity using De Witte's (2000) scale. The second section measures employee well-being using Pradhan and Hati's (2019) scale. The third section measures financial stress using Heo et al.'s (2020) multidimensional scale. The fourth section measures work productivity using the multidimensional Health and Work Questionnaire (HWQ). The fifth section will include demographic information. Procedural controls will be implemented to avoid any common method bias.

Discussion

Hospitality managers in the U.S. must change their ways regarding immigrant employee well-being, from establishing fair wages to improving working conditions, and recognize how it impacts their organizations. Putting employees first pays off as unhappy employees can significantly damage service quality and firm performance (Dimitriou & Tin Tun Kirkpatrick, 2023). Hospitality organizations should emphasize this issue by strengthening their diversity initiatives. HR managers must focus on implementing practices that promote a supportive environment, improve work productivity, and seriously consider those employees' needs. Doing so can significantly improve the whole industry's image.

Conclusion

The hotel industry must re-evaluate its policies around job insecurity and the financial well-being of immigrant hotel employees. It is worth taking care of the people who take care of hospitality guests. The industry will benefit from actively supporting effective wellness initiatives. Now is the time to make things right.

References are available upon request.

EXPLORING SELF-PERCEIVED EMPLOYABILITY IN THE UNITED STATES HOSPITALITY AND LEISURE INDUSTRY

Cho Tin Tun Kirkpatrick¹, Jean Hertzman², and Andrea Arrigucci³

¹Colorado Mountain College, CO, USA, chotintun@gmail.com

^{2,3}New Mexico State University, Las Cruces, NM, USA

Introduction

The Bureau of Labor Statistics (2023) projects a 1.3% annual growth in the U.S. leisure and hospitality sector, expecting to add 1.9 million jobs by 2031, accounting for 23.1% of new jobs post Covid-19. Despite this growth, tough competition exists for hospitality jobs, leading to challenges for recent graduates. Factors contributing to their not pursuing hospitality careers or departure from the industry include compensation (Wahab et al., 2020), gender, and work experience (Chuang, 2010), competition for basic operational positions, limited managerial opportunities, and restricted pay/promotion prospects (Le et al., 2018).

Employability differs significantly from employment. Alpler et al. (2021) shared employability revolves around securing and sustaining employment, encompassing the capacity to navigate independently and handle career-related shifts. Employability is “about the capability to move self-sufficiently within the labor market to realize potential through sustainable employment” (Hillage & Pollard, 1998, p. 3); “a set of achievements – skills, understandings, and personal attributes – that makes graduates more likely to gain employment and be successful in their chosen occupations” (Yorke, 2004, p. 7). Gaining a deeper understanding of the perceptions of hospitality students, alumni, faculty, and employers regarding employability and the factors influencing it is crucial to assist the hospitality and tourism industry with solving its labor challenges and promoting persistence with careers in the industry.

Methods

This study aims to explore SPE for the industry using the Rothwell and Arnold (2008) SPE matrix. Acknowledging industry-specific demands, a tailored matrix, as suggested during the 2023 ICHRIE conference, will be considered. The research will adopt a two-step approach, beginning with qualitative research involving four groups: hospitality students, faculty members, recent graduates, and industry experts. Pilot online focus group sessions will refine study questions, followed by 60–90-minute online discussions. Insights from this phase will inform a subsequent quantitative survey targeting students and recent alumni to validate the developed tool.

Implications/Limitations/Future Research

Findings from this research could provide valuable support to students, institutions, organizations, and businesses, helping prepare the workforce for current and future needs. Addressing potential disconnects between students' career expectations and their education could improve satisfaction and persistence in the workforce. Understanding hospitality students' perceptions of employability could also benefit institutions, organizations, and businesses in fostering rewarding careers in the field. However, limitations such as challenges in participant recruitment and data analysis exist.

References are available upon request

EXAMINING IMMERSIVE MARKETING IN THE WINE INDUSTRY

Faezeh Cheraghi¹, Jean Hertzman²

^{1,2} New Mexico State University, Las Cruces, New Mexico, USA, cheraghi@nmsu.edu¹, jhertzma@nmsu.edu²

Introduction

The global wine market size is anticipated to grow at a compound annual growth rate of 6.4% from 2021 to 2028 (Grand View Research, n.d.). With wine's high consumption and the industry's growth rate, marketing has a key role in helping wine businesses increase their sales and brand awareness and strive for success in this competitive industry. Moreover, the expansion of the internet and its tools have provided unique opportunities for businesses to combine and integrate modern marketing techniques that can lead to success and differentiation, and have the potential to create international opportunities for wine marketing. There is limited academic literature available on immersive marketing practices in the wine industry. This exploratory paper aims to systematically study current practices of immersive marketing.

Methods

This study, currently in progress, focuses on a literature review and industry analysis to explore the effectiveness of using immersive marketing practices on brand awareness, consumer engagement, and loyalty in the wine industry.

Results/Discussion/Implication

Immersive experience can be described as “imagination brought to life” (Lightware, 2021). The goal of such technology is to create an experience that integrates digital or simulated realities with the physical world for a fully immersive experience (Lightware, 2021). Many businesses are now adopting this immersive marketing trend to enhance their promotion strategies. According to MarTech Cube (2023), the global market for immersive technologies is poised to expand to \$571 billion by 2025, with a compound annual growth rate of 33.2%. Since studies have indicated that immersive experiences can increase engagement, brand awareness, customer loyalty (MarTech, 2023), drive empathy, and change perceptions (Forbes Communications Council, 2020), more businesses tend to employ immersive marketing. Immersive technologies like Augmented Reality (AR), Virtual Reality (VR), and mixed reality (MR), can reinvent business processes, and their advancement has unlocked new opportunities for creative marketers (Forbes Communication Council, 2020). A Deloitte study (2016) reported 42% of companies were utilizing virtual demos or other interactive tools to improve interaction between employees and customers with their products and services.

AR technology has allowed wine companies to narrate interactive, interesting stories since wine is a beverage that has history, romance, culture, art, and poetry. People enjoy drinking wine for both its flavor and the stories accompanying it (Pixelplex, 2020). VR provides an opportunity for companies to create immersive, multi-sensory experiences for their customers (Regt et al., 2021). With the advent of the Metaverse, a new world of opportunity has opened for wineries. Some wine brands like Sarah Jessica Parker's Invivo X, Yao Family Wines, and Graham Norton's He-Devil, have introduced NFTs for their wines and brands (Trident3, 2023). The metaverse can be used by wine companies for virtual shows in the grapevines, touring the winery location, as well as interactive partnerships with influencers. (Gellido,2022).

References are available upon request

FACILITATING NETWORKING WITH SOCIALLY ASSISTIVE ROBOTS (SAR): EXAMINING ROBOT DESIGN, ENVIRONMENTAL CONTEXT, AND ATTENDEE PERSONALITIES IN BUSINESS EVENTS

Pei Zhang¹, Jijun Chen², Xingyi Zhang³

¹California Polytechnic State University, San Luis Obispo, California, USA, pzhang11@calpoly.edu

²Purdue University, West Lafayette, Indiana, USA, chen4098@purdue.edu

³University of North Texas, Denton, Texas, xingyi.zhang@unt.edu

Introduction

Attendees at business events are motivated to participate for networking and relationship-building (Stefansdottir & Crowther, 2022). However, not all feel comfortable engaging with unfamiliar individuals. In fact, many report experiencing social interaction anxiety (SIA), which impedes their participation in these interaction opportunities at conferences (Lu et al., 2022). Socially Assistive Robots (SAR), defined as robotics that are both physically task assistive and socially interactive, have shown effectiveness in improving social engagement in a variety of interaction environments (Feil-Seifer & Matarić, 2011). Existing studies indicate that well-designed robots can foster rapport and build trust between customers and service providers (Kim et al., 2022). However, the event sector, where the environment is inherently social-intensive, has yet to fully capitalize on SAR, especially concerning SIA reduction. Thus, the purpose of this study is to explore the impact of key variables in three realms—SAR design, environmental context, and attendee personality—on service well-being and SAR adoption intention among event attendees, through reduced SIA.

Methods

We will conduct a 2 (SAR personality: humorous vs. rational) × 2 (social crowdedness: high vs. low) × 2 (attendee personality: extravert vs. introvert) between-subjects design to understand how these factors influence business event attendees' SAR adoption intention and perceived service well-being. We will also examine the mediating role of SIA in these relationships.

Participants in the survey will be asked to imagine that they were attending a business event with the intention of interacting with other attendees. A three-way analysis of variance will be conducted to test the main effects, and the mediation and moderation effects will be tested by running the PROCESS Model 12.

Results/Discussion/Implication

Anticipated results indicate that participants perceived SAR with positive personalities as being more socially interactive (Woods et al., 2005), which implies better capability in facilitating social networking. The humorous style of SAR can elicit greater attendees' interaction enjoyment (Huang et al., 2021), and ultimately shape their adoption behaviors during HRI (Zhang et al., 2021). Additionally, the intensity of social crowdedness markedly affects attendees' intentions toward robot adoption by changing their psychological states (e.g., social withdrawal tendency, well-being, etc.) (Hou et al., 2021).

This study expands the existing knowledge of SAR, shedding light on their role in facilitating networking beyond mere task completion. Such insights offer valuable implications for event

organizers in tailoring SAR design in operation in accordance with the environmental context, aiding people with different personalities to communicate more comfortably during events. Also, this study broadens the applications of the SIA in HRI, underscoring the potential of such theories in this field.

References are available upon request

DETERMINANTS OF TOURISTS' WILLINGNESS TO PAY FOR AIR TOURS

Niansong Zhang¹, Soyeon Jung², Carola Raab³
^{1,2,3}University of Nevada, Las Vegas, Las Vegas, Nevada, USA,
niansong.zhang@unlv.edu¹, soyeon.jung@unlv.edu², carola.raab@unlv.edu³

Introduction

According to the United Nations World Tourism Organization, the volume of international tourism at the end of 2023 was 88% of pre-pandemic levels (UNWTO, 2024). In the US, one area of tourism that witnessed a robust rebound was visitations to national parks (Miller-Rushing, et al., 2021). Visitation to national parks contributed significantly to the tourism economy (Hubbart, 2020; Thomas et al., 2019). Air tour, flight by airplane or helicopter for sightseeing (US Title 14 Code of Federal regulations), is one of the popular tourism activities when visiting national parks (Schewer et al., 2000). Although air tours have been in operation for decades, academic studies on air tourists' behavioral intentions are absent. Applying the Theory of Planned Behavior and the Iso-Ahola's theory of motivation, this study pioneers the examination of the determinants of air tourists' buying intentions and their willingness to pay (WTP) for air tours. The study also strives to gain an understanding of the embedded monetary value of air tour experiences. Both theoretical and practical implications of the study will be discussed.

Methods

We will conduct this study through a Qualtrics online survey. A screening question will be used to limit the survey to participants who are aged 18 years or older and who have participated in air tours at least once in the past ten years. The survey instruments will be adapted from the relevant tourism literature (Kim & Han, 2010; Snepenger et al., 2006). Participants will be asked to respond to 7-point Likert scale survey questions.

We will recruit a convenience sample by sending emails to previous customers of an air tour company in Utah which is collaborating with us. We plan to sample 660 participants, a size which enables us to detect a small effect ($p=0.15$) at a significant level of 0.05 and power level of 0.8 of a survey study that contains eight main relationships (Gatsonis & Sampson, 1989).

Our data analysis will include descriptive statistics of air tourists' demographic information as well as their stated WTP, followed by factor analysis, SEM and Path analysis.

Results/Discussion/Implication

This study contributes to both theory and practice. In terms of theoretical pursuits, this paper will add value to the literature by introducing a theoretical framework that combines the Theory of Planned Behavior (Ajzen & Fishbein, 1980) and Iso-Ahola's four-dimensional motivation model (Ross & Aloha, 1991), a model that pioneers the antecedents of air tourists' behavioral intentions to take air tours and their willingness to pay for them.

Practical implications include enhanced management understanding of identifying tourists' intentions and their WTP. Managers will be better able to implement accurate pricing strategies and consequently attract appropriate target markets.

References are available upon request

Making Low Fat and Dairy-free Lasagna with An Innovative Culinary Approach

¹Jacie Hu, ²Irene Hu, ³Shih-Ming Hu
^{1,2,3}Southern Utah University, Cedar City, Utah, USA, shu@suu.edu

Introduction

Health concerns have led consumers worldwide to reduce consumption of food perceived as high in fat and cholesterol, which has led to the demand in the international market for new food ingredients that provide essential nutritional value and benefits that can contribute to improving consumer well-being. According to the American Heart Association (2013), nearly 70% of Americans are either overweight or obese, leading to an increase in health problems such as cardiovascular disease (CVD), stroke, and hypertension. It is predicted that the mortality from CVD will increase to 23.6 million cases by 2030 (Smith et al, 2022).

Dairy products are energy-dense and rich in cholesterol and saturated fatty acids (SFA). Intake of saturated fat increases low-density lipoprotein cholesterol (LDL-C), raising the incidence of CVD (Jakobsen et al., 2009). Therefore, typical dietary recommendations for preventing CVD include reduced saturated fat intake, for example, low-fat dairy instead of whole-fat dairy (Praagman et al., 2015).

Consumption of soy foods and the incorporating of soymilk and its by-products in human diets are increasing due to their reported beneficial effects on nutrition and health (Rinaldoni et al., 2022). According to the United Soybean Board (USB, 2018), consumers reported eating soy-based products has risen from 64% in 2011 to 72% in 2017; nearly 27% of consumers ate soy-based products once a week or more in 2012, and it increased to 36% in 2017. Approximately 73% of consumers view soy-based products as "healthy," with the majority of these rating soy-based products as "very healthy" (USB, 2018).

Lasagna is a classic Italian pasta casserole dish consisting of alternate layers of pasta, ricotta cheese, and often other ingredients such as ground beef with tomato sauce. It is one of the most well-liked recipes in school foodservice (Dragoni et al., 2005). The whole milk ricotta cheese is very high in saturated fat, cholesterol, calories, and overall fat. Consuming too much ricotta cheese may increase the risk of obesity and CVD. Making delicious and safe food is not enough for customer's demands today. Food providers and chefs should also be responsible for helping their customers to eat healthfully. Therefore, creating healthy recipes has become a requirement for food production, and the ability to develop healthful food options is necessary for culinary training (Nestle, 2019). This study investigates the acceptability of using tofu as a cheese replacer in lasagna and develops the best application replacement methods. The findings may provide solutions to combat the rising trend in obesity, diabetes, and heart disease in today's world.

Methodology

Design of Study

Four lasagna pasta will be prepared using regular ricotta cheese (control) and three different textures of tofu, including soft, medium-firm, and firm tofu produced by House Foods America (HFA, 2017) for the taste evaluation. A cross-sectional study using a Triangle Test will evaluate whether using tofu as a substitution for ricotta cheese in lasagna could be detected. According to Meilgaard et al. (2007), questions about preference, acceptance, degree of difference, or type of difference between samples cannot be asked in the Triangle Test because

the subject's choice of the odd sample may bias the participant's responses to these additional questions. Therefore, a Multisampling Difference Test will be administered, followed by the end of the Triangle Test to investigate the overall acceptance of each product and the type of difference between sample products. With the application of these two tests, more information can be obtained and analyzed to determine the acceptability of tofu in place of ricotta cheese in the appropriate preparation of lasagna pasta.

Triangle Test

All samples will be coded with a three-digit random number by using a computational random number generator. Participants will be presented with three sets of food. Each set has two identical and one odd sample, which will be presented simultaneously in a predetermined counterbalanced order. Equal numbers of the combinations ABB, BAA, AAB, BBA, ABA, and BAB (Meilgaard et al., 2007), where A is the control sample, and B is the substitute sample, will be prepared and randomly presented among the panelists. Taste evaluations will be conducted to investigate whether the participants can identify the odd sample after eating three lasagna cooked with ricotta cheese and tofu. The data will be transferred to STATA 11 (STATA Corp, College Station TX, US) for analysis after double data entry. To determine whether the total number of correct responses for the total number of participants is statistically significant, the critical number of correct responses in a Triangle Test (Meilgaard et al., 2007) will be analyzed.

Multisampling Difference Test

After the Triangle Test, the participants will be provided a final set of samples, including ricotta cheese lasagna, soft tofu lasagna, medium-firm tofu lasagna, and firm tofu lasagna. A self-administered sensory evaluation questionnaire will be provided to each participant to evaluate each sample product for its flavor, texture, moistness, and overall acceptability. In this taste evaluation, products were coded A (firm tofu lasagna), B (medium-firm tofu lasagna), C (soft tofu lasagna), and D (control; ricotta cheese lasagna). A 5-point Likert scale ranging from 1 (strongly unacceptable) to 5 (strongly acceptable) will be used to evaluate the acceptability of each attribute. Four coded samples will be given to the participants at each evaluation station. The order in which the participants evaluated the samples will be based on the participants' choice. Distilled water will be provided between each tasting to refresh the participants' palates. The collected data will be analyzed by compiling the results in chart form. The results will show the mean score ratings of each product based on the five quality attributes. One-way Analysis of Variance (ANOVA) techniques (IBM SPSS version 21, 2015) will be conducted to compare the mean scores of the four batches to determine the differences in the sensory characteristics and acceptability. A probability of equal or less than .05 will be considered significant. Scheffe post hoc multiple comparisons will be conducted to test all possible pair-wise differences in a set of means if the results of ANOVA analysis indicate statistically significant differences among the sample products.

References are available upon request

POSTERS

WHAT'S IN A NAME? JOB TITLES OF MEETING AND EVENT PROFESSIONALS

Thomas C. Padron

California State University, East Bay, Hayward, California, USA, thomas.padron@csueastbay.edu

Introduction

The meeting and event industry has seen major changes in the last 20 years. The industry has fought for legitimacy and respect and in June of 2016, was classified by the U. S. Department of Labor as “meeting, convention, and event planners.” (U.S. Bureau of Labor Statistics, 2022). According to Sperstad and Cecil (2011), “The primary reason the meeting management profession has been misrepresented is that it has historically been viewed as an immature and informal job and seen as a subset of the hospitality and tourism industry” (P. 313). Sperstad and Cecil (2011) stated that “meeting planners build environments that transform careers and business performance and advance human achievements” and contend that “many of the terms or concepts used in discussing or describing meeting management are incorrectly used” (P. 314). “Meeting professionals must be defined by what they create and not by what they buy” and “...the challenge is separating meeting creation and service” (P. 321). According to Vanneste (2007), rather than focusing on the knowledge domain of hospitality, event management focuses on multiple domains including business, marketing, communications, media, theatre, organizational theory and development, psychology, sociology, adult learning, and social anthropology.

Along with industry expansion, growth, and inclusion has been the evolution of job titles. “Sexy” titles sell but not all jobs and their titles correlate to what students “perceive” are part of the meeting and event industry and thus jobs they can attain through education and experience. The problem is perception as well as a lack of awareness of the multitude of job titles and offerings by the industry. Students are not fully aware of all of the job titles that encompass meeting and event professionals.

Methods

A preliminary search of meeting and event job titles was conducted using a range of resources including industry resource books, a textbook, and an industry glossary for the purpose of identifying current job titles of meeting and event professionals. Preliminary findings indicate a wide range of titles, which was expected. The titles represent a vast array of responsibilities and authority from such event segments within the meetings and event industry including associations, corporations, live events, special events, sporting events, and exhibitions. Further research will include attendance at additional conferences and conventions along with a comprehensive review of event-related textbooks, college and university websites of event-related programs, membership lists of major event-related international associations as well as a survey of meeting and event students.

Results/Discussion/Implication

Thus far, information gathered from several resources including meeting and event industry certification resource books, an academic textbook, an association skills matrix, a

government website, and the use of artificial intelligence has garnered a wide range of job titles. The titles can be grouped into several categories including coordinator/specialist, manager, director, executive level/vice president, president/CEO, and owner. There are notable nuances to titles as referenced in the association skills matrix which included a review of results from 2017 and 2023. For instance, the association matrix was divided into four categories (exhibition operations, sales/business development, marketing, and meeting and event operations) and including three levels (entry level, mid-management, and senior/executive). Changes included an increased listing of types of senior/executive roles in all four categories with entry level and mid-management receiving a few, if any, additional titles.

Faculty must be able to provide recent and relevant meeting and event job titles to students so that they can have something to aspire to. The jobs and job titles of today show the vastness of the opportunities that are available and attainable by students. What must also be conveyed to students is that there are many titles that do not correlate with meetings or events or do not indicate that in the title but are responsible for planning and executing all types of meetings and events such as Marketing Manager, Communications Manager, etc. The goal of this research is to provide a comprehensive list of job titles that can be utilized in education and industry as a reference tool.

References are available upon request

EXPLORING GENERATIONAL DIFFERENCES IN ENVIRONMENTAL KNOWLEDGE, ATTITUDES, VALUES, AND WILLINGNESS TO PAY FOR SUSTAINABLE WINES

Philip Bonney¹, Jean Hertzman²

^{1,2}New Mexico State University, Las Cruces, New Mexico, USA, jhertzma@nmsu.edu

Introduction

Global initiatives such as the United Nation's Sustainable Development Goals (UN, 2015) are pushing the world toward sustainability. Environmental sustainability has become a focal point, prompting increased awareness and actions to mitigate humanity's environmental impact (Mariani & Vastola, 2015). Wine consumers show growing inclination to consider how products impact the natural environment (Barber, 2012). Vineyards and wineries are adapting- grape growing, production, and marketing to meet the rising demand for sustainable products (California Wine Community Sustainability Report, 2021). Generational differences play a pivotal role in shaping knowledge, attitudes, and intentions regarding sustainable wine choices (Williams & Page, 2011). This exploratory study will investigate potential generational disparities in knowledge, attitudes, values, and willingness to pay for sustainable wines.

Method

This research will employ an exploratory quantitative survey to investigate generational disparities in wine environmental knowledge, attitudes, values, and WTP, utilizing an internet-based survey to gather data from US wine consumers. All survey participants will have purchased wine within the last year. Survey questions will be developed from Barber et al., (2009), Dodd et al. (2005), and Taufique et al. (2017) with a goal of measuring environmental knowledge. For environmental attitudes, adapted questions will come from Bradley et al (1999), Barber (2010), and Laroche et al. (2001). Questions measuring consumer values will be adapted from McCarty & Shrum (1994) and Laroche et al. (2001). Pilot tests will be conducted to refine the survey's clarity, relevance, validity, and reliability.

The researchers will summarize - responses using descriptive statistics. Researchers will employ ANOVA and MANOVA with appropriate post-hoc tests to explore generational differences in wine consumption, environmental knowledge, attitude, values and WTP

Expected Results and Discussion

The study anticipates variations in knowledge, attitudes, values and WTP for sustainable wines across generational cohorts. The study will discuss each generation's perspectives, highlighting unique attitudes and behaviors regarding sustainable wine consumption. Research output will analyze practical implications for wineries and wine marketers, emphasizing the need for tailored strategies to accommodate diverse generational preferences.

The researchers anticipate potential biases due to varying internet accessibility of different demographics and participants providing socially desirable responses, which could impact data accuracy. Future qualitative and quantitative studies can delve further into the research topics.

References are available upon request

ENHANCING AWARENESS AND EMPOWERMENT OF HOTEL STAFF IN THE UNITED STATES TO COMBAT HUMAN TRAFFICKING

Cho Tin Tun Kirkpatrick

Colorado Mountain College, Steamboat Springs, CO, USA, chotintun@gmail.com

Introduction

Human trafficking (HT) is a global crisis, with the hospitality industry playing a crucial role in identifying and preventing trafficking incidents (Ashton et al., 2021; Kragt, 2020; Mills et al., 2019; Paraskevas, 2020; Paraskevas & Brookes, 2018; Polaris Project, 2018; Rossi et al., 2023). The U.S. HT hotline managed by the Polaris Project recognizes hotels as major sites for labor and sexual exploitation (Anthony et al., 2018). HT encompasses various forms of exploitation, impacting numerous adults and children globally (Paraskevas, 2020; Sarkisian, 2015). Frontline hotel staff are crucial in preventing HT, observing signs of trafficking and offering vital information to law enforcement (National Human Trafficking Hotline, 2020; Shelley, 2010). Training programs aim to equip staff with the knowledge and tools to identify, report, and respond effectively to HT incidents (Polaris Project, 2018; Powell et al., 2017; Sarkisian, 2015). Comprehensive empirical research on program effectiveness is essential for long-term impact assessment (Lederer & Wetzel, 2014; Wen et al., 2020).

Methodology

The research utilizes a mixed-method approach, beginning with qualitative research to formulate survey questions for three participant groups: front office and housekeeping staff, managers, and officials, which informs subsequent quantitative research evaluating the impact of HT training on staff. Drawing on Social Learning Theory (Bandura, 1977) and Diffusion of Innovation Theory (Rogers, 1962), the study investigates how HT training programs enhance awareness and reporting of trafficking indicators among hotel staff. Trained personnel are anticipated to serve as early adopters, potentially influencing industry-wide adoption of anti-trafficking practices.

H1-Knowledge Enhancement: Hotel staff who have received HT training will have a significantly higher level of knowledge regarding HT indicators compared to staff who have not received training. *H2-Attitude Modification:* Trained hotel staff will exhibit more favorable attitudes toward recognizing and reporting suspicious activities related to HT compared to untrained staff. *H3-Perception Improvement:* Hotel staff who have undergone HT training will perceive their hotel's response to HT as more effective compared to untrained staff. *H4-Training Variations:* The type of HT training (online, in-person) and content (topics covered) will significantly influence the knowledge, attitudes, and perceptions of hotel staff. *H5-Training Duration and Frequency:* The duration of HT training (hours) and frequency (occurrence) will significantly influence the knowledge, attitudes, and perceptions of hotel staff.

Implications/Limitation/Conclusion

The study holds implications for policymakers, advocacy groups, and advocates, aiming to improve HT training programs, heighten awareness among hotel staff, and empower them to

identify and respond to trafficking incidents, ultimately safeguarding the rights of vulnerable individuals.

References are available upon request

U.S. DEPARTMENT OF LABOR'S SEPTEMBER 8, 2023, OVERTIME RULE PUBLICATION PROPOSAL: OVERTIME EFFECT ON THE SHAREHOLDER WEALTH OF US RESTAURANT FIRMS

James Drake

Northern Arizona University, Flagstaff, Arizona, USA, James.Drake@nau.edu

Introduction

The US Department of Labor announced its intention to publish a proposal that would lead to a “rule” concerning overtime pay. The new rule, if enacted by the department, would benefit salaried workers who currently earn less than \$55,068 annually in that they would be no longer exempt from being paid overtime (DOL, 2023). Currently, salaried workers who earn \$35,568 annually or more are exempt from collecting overtime pay in the US. This new rule would provide overtime eligibility to an estimated additional 3.6 million workers in the US (DOL, 2023).

Because the US restaurant and hospitality industry employs an estimated 15 million workers (Dzierlatka, 2023) it makes sense to focus on this industry and its stakeholders (specifically shareholders). Does the investing public feel trepidation about the possibility of new wage expenses being paid by the companies in which they have invested?

Methods

An event study will be conducted to determine the impact (if any) of this intention by the US Department of Labor. The announcement itself took place on September 8, 2023 (which was a trading day). For the purposes of this study, a contracted event window, which is defined in this study by the day of the announcement of the publication announcement, September 8, 2023 (which is noted as day “0” in an event window) and three trading days before and after the event day (noted as “-3” to “+3” in an event window) will be employed. This relatively brief event window is recommended by Ababneh and Tang (2013) and Thomas (1999), where they suggest that the event window should be as short as possible. Thus, the event window will be noted as (-3,0, +3).

A 255-day estimation window is used to obtain a set of daily abnormal (or “excess” returns on the share price) from which to draw a base for comparison. Fama, Fisher, Jensen and Roll (1969) suggest the use of the ordinary least squares model (OLS), where the return on any given security is regressed against the concurrent returns of the market.

The event study will examine the change in the mean abnormal returns in securities for the major lodging firms examined in this study. The securities data, which will be the firms’ daily common stock price, was obtained from Yahoo Finance, from August 29, 2022, to September 1, 2023, to develop the 255-day set of share data to establish the base for comparison. The event window itself will include share data from September 5 to 13, 2023 (-3, 0, +3).

This event study will be performed using the Single Index Market Model, which in this case will be the S&P 500 Index. The primary test used in this model is the t-value of abnormal returns on share price. The event study will examine the change in the mean abnormal returns in securities for thirteen publicly traded foodservice firms in the U.S.

More companies could be included in this study, depending upon if there is a statistical significance and we can reject the null hypothesis and accept the alternative. The primary hypothesis is as follows:

Null Hypothesis H1: There is no significant difference in the size of the mean cumulative-abnormal return (or shareholder wealth), for the noted restaurant companies listed above, upon the September 8 announcement of the publication of the overtime rule by the Department of Labor.

Results/Discussion/Implication

We start with Darden Brands, which owns the Olive Garden restaurant brand, among others. Although there was no significant result for the date of the announcement, there was a significant result for the t-value of -3.178, which produced a p-value of .0016 for a two-tailed t-test on September 5. More research would need to be done to look for other factors in this event window concerning information made available to the market on that date.

The next firm that is examined is The Cheesecake Factory. Although there was no significant result for the date of the announcement, there was a significant result for the t-value of -2.274, which produced a p-value of .0238 for a two-tailed t-test on September 5. More research would need to be done to look for other factors in this event window concerning information made available to the market on that date.

Finally, our last examination in this exploratory study focuses on Bloomin' Brands, which owns The Outback Steakhouse. Although there was no significant result for the date of the announcement, there was a significant result for the t-value of -3.048, which produced a p-value of .003 for a two-tailed t-test on September 5.

The results of this event study using the event window parameters outlined are expected to show that any new information that becomes available to the market will have an impact on the expected returns of the foodservice organizations involved in this study. As a result, this new information theory is associated with Fama (1965) in that any such new information accessible to the market on a given date will affect the value of a share, as this value is based, on the expected future cash flows of the firm (Torchio, 2009).

This is a continuing study that will include the addition of more hospitality firms such as hotel firms and leisure-oriented companies (ski resort firms such as Vail Resorts, for example and vacation-ownership firms, such as Wyndham Destinations).

References are available upon request

WHAT MAKES AN ACADEMIC CONFERENCE ENJOYABLE? A CROSS-CULTURAL ANALYSIS OF PREFERENCES IN ASIA AND NORTH AMERICA

Harold S. Lee¹, Junghoon Song², Sua Jeon³

¹University of North Texas, Denton, Texas, USA, harold.lee@unt.edu

^{2,3}Texas Wesleyan University, Fort Worth, Texas, USA

Introduction

The MICE (Meetings, Incentives, Conventions, and Exhibitions) industry has witnessed significant growth in the past decade, contributing substantially to the hospitality sector (Aburumman, 2020). With over 13,000 meetings held globally in 2019 and an estimated industry value surpassing \$1 trillion, projections suggest further expansion in the coming years (ICCA, 2020). Academic conferences, a subset of the MICE industry, serve as platforms for knowledge exchange, networking, and feedback among participants. Understanding the diverse preferences and expectations of conference attendees from different regions is crucial for delivering tailored experiences and enhancing overall satisfaction. This research aims to explore the preferences of conference attendees in North America (Los Angeles, Las Vegas, Houston, Chicago, New York, etc.) and Asia (Macau, Seoul, Tokyo, Beijing, Singapore, etc.), to uncover the impact of cultural disparities on conference amenities. By identifying these differences, organizers can better plan and execute conferences, leading to increased attendee satisfaction and event success.

Existing literature highlights the influence of various factors, including venue facilities, accessibility, education, and networking opportunities, on conference attendee satisfaction. Previous studies from Taiwan, Malaysia, Macao, and the United Kingdom reveal regional disparities in attendee preferences, emphasizing the need for a comparative analysis between Eastern and Western insights (Cavusoglu et al., 2023, Hashemi et al., 2018, Kuo et al., 2010, Mair & Thompson, 2009, Zhang, 2010)

Methods

The proposed methodology involves collecting survey data from North American and Asian conference attendees using third-party data collection platforms (Prolific) and locally administered surveys. Authors aim to collect a minimum of 300 responses from each region. Statistical analyses such as ANOVA, regression, or factor analysis will be employed to analyze the data and draw meaningful conclusions.

Implication

This research contributes to academic discourse by shedding light on cross-continental variations in attendee expectations within the context of global academic conferences. By examining the impact of cultural nuances on conference organization, it sets a precedent for future scholarly inquiries and provides practical guidance for conference organizers. Finally, the findings aim to inform the customization of conference amenities to better align with the diverse preferences of attendees from different regions, thereby enhancing the overall conference experience and success.

References are available upon request

EMOTIONAL BONDS AS CATALYSTS FOR VALUE CO-CREATION: UNVEILING THE POWER OF CUSTOMER CITIZENSHIP IN TOURISM

Reynolds Opoku Kusi¹, Daniel Spears², Bernard Kofi Fosu³

^{1,2} University of North Texas, Denton, Texas, United States, Reynolds@my.unt.edu¹, Daniels.Spears@unt.edu²

³ Kwame University of Science and Technology, Kumasi, Ashanti Region, Ghana, bkfosust@knust.edu.gh

Introduction

Tourism is a cornerstone of economic development in most developing countries, including Ghana. The industry is known for fostering long-term growth and sustainability. The study aims to investigate the impact of customer citizenship- feedback, advocacy, helping, and tolerance- on customer value co-creation, focusing on the mediating effect of emotional bonding. Tourists from different cultural backgrounds will be used for the data collection.

Despite numerous studies on customer value co-creation in the tourism study (Grissemann & Stockburger-Sauer, 2012; Cha et al., 2016), there needs to be more research to understand customer citizenship as a determinant of co-creating customer value. Existing studies have focused on tourist co-creation experience and innovative tourism experience (Sengupta & Pillai, 2017; Alexiou, 2020; Taheri et al., 2017; Al Halbusi et al., 2020; Prayag et al., 2020).

Additionally, the role of employee behavior in terms of frequent communication, effective customer service, and orientation towards customer service has been revealed as precursors of customer value co-creation (Xie et al., 2020a; Guan et al., 2018; Sthapit, 2019; Prayag et al., 2020). However, the mediating effect of emotional bonding in such a nexus within the tourism context (sales context Delpechitre et al., 2018) is yet to be fully addressed in the literature. As posited by (Ge and Gretzel, 2018; Erhardt et al., 2019), the importance of emotions in shaping value co-creation cannot be understated. This study is the first known study to examine how emotional bonds significantly influence tourists' interactions, repeat visit and positive word-of-mouth marketing.

A synthesis of the co-creation experience theory (Chen, 2018) and social exchange theory (Hsiao et al., 2015a) will provide a comprehensive understanding of the joint role played by tourists and tourism site management in effective value creation and serve as the theoretical foundation of this study to explore how tourists and the management of tourist sites can collaboratively work towards effective value creation. Based on these, we hypothesize that;

H1: Customer citizenship will have a positive significant impact on customer value co-creation.
H2: Customer Citizenship will have a positive significant impact on emotional bonds.
H3: Emotional Bonds will have a positive significant effect on customer value co-creation.
H4: Emotional Bonds will mediate the relationship between customer citizenship and customer value co-creation.
H5: Years of experience with tourists will intensify the nexus between customer citizenship and customer value co-creation.

Methods

The proposed study will employ a mixed method for data collection. A non-probability sampling technique, specifically convenience sampling, targeted visitors at Elmina Castle for data collection through self-administered questionnaires via in-person intercepts and Google Forms. To curb the difficulty in managing the relationships that exist between some of the variables, especially the nexus between emotional bonds and value co-creation, interviews will be conducted to supplement the quantitative data gathered.

AMOS will be utilized to conduct data analysis for confirmatory factors, while SPSS will be used for the preliminary tests, including validity, reliability, and normality. PLS-SEM will examine the nexus of customer citizenship, emotional bonding, and value co-creation.

Implication

Firstly, the study will limit the gap in the literature by examining the intervening effect of emotional bonds in the nexus between customer citizenship and customer value co-creation. Secondly, the study will gauge the moderating influence of tourists' experience on the relationship between CC and CVC. Also, the study will ensure enhanced recognition of customers' contributions beyond transactions fostering a positive shift in attitude. This could help the management to design tailored employee training to equip employees with skills in emotional intelligence, customer-centricity, and relationship-building.

Again, for employees at Elmina Castle, the finding of this study will provide a thorough understanding of how customer citizenship leads to a shift in tourist's perception of the destination encouraging proactive customer engagement. Finally, tailored tourist experiences will ensure tourist's involvement in co-creating value and forging stronger emotional connections thereby facilitating a positive feedback loop, creating a symbolic relationship where engaged tourists contribute to effective service delivery.

References are available upon request

TOURIST PERCEPTIONS OF SERVICE QUALITY OF HERITAGE SITES: A CASE STUDY OF THE ELMINA CASTLE, GHANA

Reynolds Opoku Kusi¹, Daniel Spears², Gloria Owusu Sarpong,³ Bernard Kofi Fosu⁴

^{1,2} University of North Texas, Denton, Texas, United States, Reynoldskusi@my.unt.edu¹, Daniels.Spears@unt.edu²

^{3,4} Kwame University of Science and Technology, Kumasi, Ashanti Region, Ghana, gosarpong@knust.edu.gh³ bkfosu1@st.knust.edu.gh⁴

Introduction

The measurement of service quality at tourist destinations provides feedback for management to evaluate and improve their services. However, over the years, a lot of concerns have been raised about how tourists' dissatisfaction affects tourists' well-being and the growth of business for the destinations. This menace is common within the Ghanaian Tourism Sector, especially at Elmina Castle.

The Elmina Castle, constructed in 1482, has served various roles throughout history, from a central trading post on the transatlantic slave trade route to an administrative seat and prison. Currently, it is maintained by the Ghana Museum and Monuments Board (GMMB) as a significant historic monument and tourist destination. For over four centuries, Elmina and similar neighboring sites in Ghana existed as a 'shopping street' of West Africa to which most nations came to exchange their goods (UNESCO, 2017a). The Assistant Administrative Secretary of the GMMB declared that there was a significant increase in the number of tourist visits to the Elmina Castle and the Cape Coast Castle in 2019, due to the "Year of Return" initiative by the Government. However, most of these tourists express their feelings of dissatisfaction when departing according to Mr Clifford Eshun, the Regional Director of the GMMB, in an interview conducted with the GNA (Ghananewsagency.com, 2019). This dissatisfaction may be due to the quality of services rendered to tourists.

Service quality is directly linked to customer satisfaction. Quality involves consistent delivery of products and guest services in line with expected standards (Kapiki, 2012). Visitors are willing to pay more when they visit destinations offering services and products that meet or exceed their prior expectations. The level of quality service is therefore an important factor in guests' experiences during their visits (Kempiak et al., 2017), and not only management of the sites have crucial roles but also tour guides. Tour guides should have detailed information about the destination and tourism features at the sites and must be enlightened to understand the fundamental characteristics of visitors (Weiler and Black, 2015). According to Al-Ababneh (2013), quality service delivery influences the sustainability of the industry and its ability to survive in a competitive market. Income generation and employment opportunities from the tourism sector have been affected by the standard and quality of services (Bednarska, 2013). All tourism businesses intend to reinforce customer loyalty by increasing technical and functional quality and improving business image (Gronroos, 1984).

According to Al-Ababneh, (2013), quality service delivery influences the sustainability of the industry and its ability to survive in a competitive market. Income generation and employment opportunities from the tourism sector have been affected by the standard and quality of services (Bednarska, 2013). All tourism businesses intend to reinforce customer loyalty by increasing technical and functional quality and improving business image (Gronroos, 1984). The growing body of literature recognizes the importance of service quality and tourist satisfaction in recommendation intention in the tourism industry. Some studies examined the relationship in the

context of visiting museums (Harrison and Shaw, 2004). Hosany and Withan (2009) analyzed cruise tourism to prescribe the relationships between service quality, tourist satisfaction, and recommendation intention. However, only a few numbers of studies researched the relationship between a destination's perceived service quality and tourist satisfaction with behavioral intentions such as revisit and recommendation intention of a city (Hui et al., 2007). Relatively little research was conducted to reveal the relationships between service quality and tourist satisfaction with recommendation intention to others. This study seeks to examine the perceptions of tourists regarding service quality and how it affects their satisfaction levels.

Methods

The study will be a cross-sectional study where structured questionnaires will be used to assess tourists' perception of service quality at Elmina Castle. The researchers will supplement the questionnaires with interviews to gain more insight into what tourists perceive as quality. The respondents will be drawn using the simple random sampling technique. The data collected will be analyzed using SPSS to examine the relationship between tourists' perception of service quality and customer satisfaction.

Implication

The study will narrow the gap in the literature by investigating what tourists perceive as service quality and how it influences their satisfaction levels at the heritage sites in Ghana, especially Elmina Castle. Also, the outcome of the study will help the management of Elmina Castle to design tourist-focused services which will lead to improved satisfaction and repeat visits on the part of tourists. To the tour guides at Elmina Castle, the study will help in identifying what factors influence tourists' perceived service quality and how the tourist guides can embrace these factors as a means of serving the tourists.

References are available upon request

DIGITAL LITERACY IN THE HOSPITALITY INDUSTRY BY USING THE EXTENDED UTAUT & TAM MODEL.

Grace Sarfo, Dr. Betsy Stringam
New Mexico State University, Las Cruces, New Mexico, USA, gracesar@nmsu.edu

Introduction

This work in progress is designed to investigate digital literacy in the hospitality industry, particularly using the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) model as frameworks. As the use of technology increases, digital literacy has become increasingly essential in the hospitality industry; hence, the growing importance of digital skills among hospitality employees. This study will assess the current digital literacy levels, and other factors influencing employee behaviors towards technology adoption.

Objectives

- To assess the current level of digital literacy among hospitality industry workers.
- To determine the impact of digital literacy training on housekeeper's ability and comfort in using the technology.
- To identify the factors that influence the acceptance and use of technology in the hospitality sector.

Methods

The study is currently a work in progress, and it seeks to determine if the additional digital literacy training has an impact on technology acceptance, comfort, and proficiency, and perceptions of job readiness for housekeeping trainees. The study is a mixed method, using both qualitative and quantitative data. Housekeeping trainees at a hospitality employee training center in the Southwest U.S. will receive additional digital literacy training using devices and software like those used on the job. The study will utilize interviews, surveys, and observations. The study includes a collaboration of university and labor union researchers, industry professionals, and a technology vendor.

Results

The experiments, data collection and analysis are scheduled for 2024–2025. Data will be analyzed using NVivo, Leximancer and SPSS. Additionally, intercoder reliability measures will be applied for qualitative data analysis.

This work is partially funded by NSF Future of Work #2128954

References are available upon request.

ROUNDTABLE,
SEMINAR, OR WORKSHOP

TOURIST PSYCHOLOGICAL BEHAVIORAL MODEL: AN ANALYTICAL STUDY of TYPICAL TOURIST BEHAVIOR PRE- AND POST-VACATION

Shahid Khan¹, Jizhe Sun²

^{1,2} Western Community College, Surrey, British Columbia, Canada, ken@wcc.ca

Introduction:

The evolution of tourism as a field of study reflects the dynamic interplay of socio-economic trends, technological advances, and changing cultural practices. In exploring the underlying motivations for travel, it is essential to recognize the diverse reasons that propel individuals to leave their familiar surroundings, from leisure and business to sports and visiting friends and relatives. These motivations, deeply rooted in one's psychological and sociological needs, often reflect unarticulated deeper needs (Wlodkowski & Ginsberg, 2017). Although tourism's ubiquity is undeniable, as it stands as the most significant peacetime movement in human history (Nkyi & Hashimoto, 2020), the nuances of tourist motivation and behaviour require further study to understand the pronounced socio-cultural consequences on travellers and host communities.

This paper aims to provide a sound understanding of the role of the tourist in the tourism industry and its relationship with other tourism components. Tourists are among the least understood people despite their ubiquitousness and an increasing number worldwide (Jafari 1985). The tourism system consists of four major components: the tourists, the residents (local), the tourists (operations), and the strategists (Jafari 1985). The whole tourism industry involves the person known as a tourist. He or she is the one who invades others and disturbs their peace. He/she has the money and time to spend the power to purchase the services provided by tourists and offers foreign currency to the government and helps them in making the balance of payment.

The relationship between the tourist and the resident goes beyond the traditional effects illuminated by the social, psychological, and economic disciplines. An emphasis will be placed on the relationship of a person to his/her fellow and the importance of his/her relationship for the peace, survival and understanding of the human race. The tourist can “open the channels of communication between the other cultures of the world so an attempt can be made at understanding world attitudes [and their fellowman]” (Bosseivain 1979). Intercultural communication without tourism would be minimal, resulting in isolated communities, causing unfounded destruct and misunderstanding among the people. The relationship between the tourist and the residents provides a means for human understanding and, ultimately, for human preservation, which is more important than simple economies. Modern-day tourists are much more aware of cultural sensitivity than a few decades ago.

Tourist Psychological Model:

To understand the tourist's behaviour before and after the vacation, the Tourist Psychological model was developed based on typical Western working-class people's vacation time. The following terms are used in the model:

Usual Domain represents the everyday mundane life encountered by the same people.

Unusual Domain represents the world in which a person fulfills his/her unmet desires & fancies. Now, a tourist can satisfy the deficiencies he/she has in his/her usual life.

Time represents a path on which a person travels during his/her life, during the normal conditions of life; time occasionally drags a person into dispirited conditions, causing him/her to search for an unusual experience that would satisfy the deficiencies.

Dispirited Condition: These conditions weigh heavily upon the decision to leave the usual domain for the unusual domain.

Pull and Push Factors: What makes a person become a tourist?

Decision-Making Process: A person's psychological decision-making process before becoming a tourist.

Spree: This is the physical, social, and psychological transformation stage where a person goes through enroute to becoming a tourist.

Elation: This is the tourist's psychological and emotional separation from his/her usual life, and he/she is transformed into an entirely elated person.

Re-preparation: This is the psychological transformation and physically mechanical process of changing from the elation stage to the realization of no longer being a tourist.

Methods

In this study, we employ a methodology that utilizes a comprehensive review of existing literature to construct our theoretical framework. We identify patterns, discrepancies, and emerging trends relevant to our research questions by systematically analyzing previous scholarly articles. This method ensures a thorough understanding of the subject matter and aligns with our conceptual study design, focusing on the interpretation and integration of secondary sources to advance knowledge in our field of inquiry.

Conclusion:

A literature review reveals that the tourism industry or phenomenon of tourism exists because of the tourists. Research scholars, social scientists, philosophers, and other professionals have studied the tourist's behaviour, needs, expectations, etc., but more study is needed to understand better the relationship of tourist behaviour towards the residents, tourists, government and in general agents of industry—those who provide tourism goods and services. The presence of tourists could be noticed at any time in any community around the globe. People travel for various reasons: business, pleasure, visiting friends and relatives, recreational or religious, etc. - there is the eternal ubiquitous tourist.

It's important to note that push and pull factors are often subjective and can vary widely from person to person. What one individual perceives as mundane, another may find fulfilling. A complex interplay of personal values, aspirations, and external circumstances influences the decision to escape the mundane. The destination pull factors often work in combination, and different individuals may be drawn to a particular destination for various reasons based on their preferences and interests.

References are available upon request