

26 May, Friday I Time : 13 : 20 ~ 14 : 20  
International Session – Stand-up Presentation I

Room: 09-117(Seminar Room, 1F)

Moderator: Jichul Jang (Kansas State University)

Time	Title	Speaker	Affiliation
13:20-13:40	Self-construal and travel destination choice	Kyeong Sam Min	University of New Orleans
		Jae Min Jung	California State Polytechnic University at Pomona
		Drew Martin	University of Hawaii at Hilo
13:40-14:00	Effects of a gaming company's csr and perceived gambling costs on communities quality of life	Jungsun Kim	University of Nevada Las Vegas
		Choong-Ki Lee	Kyung Hee University
14:00-14:20	How to enhance hotel employees' eco-friendly behavior and environmental performance via green human resource management?	Woody Kim	Florida State University
		Yong Kim	Florida State University

Room: 09-302(3F)

Moderator: Jumyong Lee (Florida International University)

Time	Title	Speaker	Affiliation
13:20-13:40	Who is a "Good" management hire: comparing the perceptions of hospitality industry recruiters and managers with hospitality management students	Stacey Wood	University of North Texas
		Bharath Josiam	University of North Texas
		Lynn Brandon	University of North Texas
		Bailey Moody	University of North Texas
13:40-14:00	A comparative analysis of digital e-menus and traditional paper restaurant menus based on customer perceptions: An experimental design approach	Bailey Moody	University of North Texas
		Bharath Josiam	University of North Texas
14:00-14:20	Using structural equation modeling to recognize the impact of movies and television on destination image, tourist activity and purchasing behavior of Chinese consumers	Bharath Josiam	University of North Texas
		Daniel Spears	University of North Texas
		Han Wen	University of North Texas
		Sanjukta Pookulangara	University of North Texas
		Yi Yang	University of North Texas
		Nathaniel Saul	University of North Texas

Room: 09-303(3F)

Moderator: Chulmo Koo (Kyunghee University)

Time	Title	Speaker	Affiliation
13:20-13:40	Intermediate linkages in the relationship between mice satisfaction and destination: applying spillover theory	Kyungmin Lee	KyungHee University
		Tam Nguyen	KyungHee University
		Namho Chung	KyungHee University
		Chulmo Koo	KyungHee University
13:40-14:00	Cruise travelers' experience as an antecedent of well-being perception	Faizan Ali	University of South Florida Sarasota Manatee
		Yuan Zhou	Beifang University of Nationalities
14:00-14:20	Luxury Restaurant Customer's Willingness to Pay a Price Premium: A Michelin-starred Restaurant Context	Kiattipoom Kiatkawsin	Sejong University
		Heesup Han	Sejong University

Room: 10-312(3F)

Jinsoo Lee (Hong Kong Polytechnic University)

Time	Title	Speaker	Affiliation
13:20-13:40	Provincial bus companies and tourism in Naga city, Camarines sur: its status and prospects	Cynthia Liza Arce	University of Nueva Caceres
13:40-14:00	Undergraduate tourism students' perceptions and attitudes towards tourism industry: an application from South Korea	Demet Tüzünkan	Woosong University
		Volkan Altintas	Woosong University
		Michalis Toanoglou	Woosong University
14:00-14:20	Geotourism as an approach for sustainable development in rural areas, a case study of yazd province, central iran	Nastaran Ehsani	Kharazmi University
		Mehdi Kehtarpoor	Islamic Azad University

Room: 10-314(3F)

Moderator: Bomi Kang (Coastal Carolina University)

Time	Title	Speaker	Affiliation
13:20-13:40	Determinants of online overall rating and hotel performance	Jun Justin Li	Florida State University
		Woody G Kim	Florida State University
13:40-14:00	Asset ownership, investment-cash flow sensitivity and return on invested capital in the U.S. lodging industry	Kwanglim Seo	University of Hawaii
		Jungtae Soh	Pennsylvania State University
14:00-14:20	Does Weather Risk Mediate the Effect of Disconfirmation on Tourist Behavioral Intentions?	Hossein Gt Olya	Sejong University

Panel Session I. Research I Time : 15 : 40 ~ 16 : 40

Room: 09-117(Seminar Room, 1F)

Moderator: Hossein Olya (Sejong University)

Panelists : Choongki Lee (Kyunghee University), Kijoon Back (University of Houston), Kyeong Sam Min (University of New Orleans)

27 May, Saturday I Time: 10 : 00 ~ 11 : 00  
International Session – Stand-up Presentation II

Room: 09-302(3F)

Moderator: Young-Joo Ahn (Sejong University)

Time	Title	Speaker	Affiliation
10:00-10:20	WHAT IS THE POINT OF TIPPING? EXAMINING TIPPING INTENTIONS OF AMERICAN MILLENNIALS BASED UPON SERVICE QUALITY AND TIPPING SYSTEMS	Bhookong Thierawan	University of North Texas
		Bharath Josiam	University of North Texas
		Nathaniel Saul	University of North Texas
10:20-10:40	Change or Not? a variety menu challenge in the restaurant industry	Pla Sauerwald	University of North Texas
		Oluwakolapo Smith	University of North Texas
		Young Hoon Kim	University of North Texas
10:40-11:00	Memories of the frequent traveller: The impact of mindfulness on airline crews	Ivan Ninov	Stenden Univeristy
		Christopher S. Dutt	The Emirates Academy of Hospitality Management
		Vida Ninov	N/A

Room: 09-303(3F)

Moderator: Kwanglim Seo (University of Hawaii)

Time	Title	Speaker	Affiliation
10:00-10:20	The roles of tourism experience, autobiographical memory, and involvement in destination image formation	Hee Chung Chung	KyungHee University
		Namho Chung	KyungHee University
		Sung-Byung Yang	KyungHee University
10:20-10:40	Exploring cheapest room rate in hotels across booking days and channels	Woody G. Kim	Florida State University
		Eric Luberto	Florida State University
		Hyung-Min Choi	Florida State University

Room: 10-312(3F)

Moderator: Hossein Gt Olya (Sejong University)

Time	Title	Speaker	Affiliation
10:00-10:20	The effects of accreditations awareness and brand image on customer's behavior of spa and wellness services	Yoksamon Jeaheng	Sejong University
		Hossein Gt Olya	Sejong University
		Heesup Han	Sejong University
10:20-10:40	Demographic Profile Of Halal Customers And Their Attitudinal And Behavioral Responses	Amr Alansi	Sejong University
		Hossein Gt Olya	Sejong University
10:40-11:00	Consequences of green marketing in airline industry	Hossein Gt Olya	Sejong University
		Rita Viktoria Zsigmonde	Eastern Mediterranean University
		Turgay Avcı	Eastern Mediterranean University

Room: 10-314(3F)

Moderator: Jungsun Kim (University of Nevada Las Vegas)

Time	Title	Speaker	Affiliation
10:00-10:20	You Can't Always Get What You Want: Making The Second Best Choice	Kyeong Sam Min	University of New Orleans
10:20-10:40	The Role of Augmented Reality to Enhance Visitor Engagement at Science Festivals	M. Claudia Tom Dieck	Manchester Metropolitan University
		Timothy Hyungsoo Jung	Manchester Metropolitan University
		Philipp Rauschnabel	University of Michigan-Dearborn
10:40-11:00	Website Effectiveness for Destination Marketing Organizations and Convention Centers in Asian Countries: Focusing on Korean Tourism Marketing Websites	Jumyong Lee	Florida International university
		Bomi Kang	Coastal Carolina University

Panel Session II. Time: 13 : 30 ~ 14 : 30

Room: 09-302(3F)

Moderator: Seul Ki Lee (Sejong University)

Panelists : Timothy Lee (Ritsumeikan Asia Pacific University), Jinsoo Lee (Hong Kong Polytechnic University), Young Hoon Kim (University of North Texas)

27 May, Saturday I Time : 15 : 50 ~ 16 : 50  
International Session – Stand-up Presentation III

Room: 09-302(3F)

Moderator: Kisang Ryu (Sejong University)

Time	Title	Speaker	Affiliation
15:50-16:10	Customers' intentions to visit restaurants with foodborne illness outbreaks	Faizan Ali	University of South Florida Sarasota – Manatee
		Kimberly Harris	Florida State University
16:10-16:30	A study of customer motivations to stay in vacation rental condominiums using pull & push theory	Hassan Yilmaz	University of South Florida Sarasota – Manatee
		Faizan Ali	University of South Florida Sarasota – Manatee
16:30-16:50	Shopping destination competitiveness: scale development and validation	Miju Choi	The Chinese University of Hong Kong
		Jin-Soo Lee	The Hong Kong Polytechnic University
		Nelso Tsang	The Hong Kong Polytechnic University

Room: 09-303(3F)

Moderator: Heesup Han (Sejong University)

Time	Title	Speaker	Affiliation
15:50-16:10	Understanding How the Cittaslow (Slow City) Movement Impacts Tourism in Small Places	Therez B Walker	Tourism Antigua & Barbuda
		Kisang Ryu	Sejong University
16:10-16:30	Sustainable coastal cities as convention destinations: expiatory study on their attributes based on the perception of convention attendees	Jumyong Lee	Florida International University
		Bomi Kang	Coastal Carolina University
16:30-16:50	Factors affecting customer satisfaction in the telecommunications industry in Qatar	Faruk Azad	Sejong University

Room: 09-304(3F)

Moderator: Jinsoo Hwang (Sejong University)

Time	Title	Speaker	Affiliation
15:50-16:10	Political impact to the progress of tourism industry.(Korea-China THAAD issue)	Abu Saleh Md Masud Reyad	Sejong University
16:10-16:30	A study of the effects of age and educational level on job satisfaction in the hotel industry	Clarissa Stafford	University of South Florida Sarasota Manatee
		Faizan Ali	University of South Florida Sarasota Manatee
16:30-16:50	The investigation of higher education in Malaysia	Bee-Lia Chua	Universiti Putra Malaysia
		Sanghyeop Lee	Yongsan University
		Heesup Han	Sejong University

Room: 09-305(3F)

Moderator: Hyuk Soo Kim (Cheongju University)

Time	Title	Speaker	Affiliation
15:50-16:10	3S tourism image and its determining factors: evidence from North Cyprus	Habib Alipour	Eastern Mediterranean University
		Hossein Gt Olya	Sejong University
		Pegah Maleki	Eastern Mediterranean University
16:10-16:30	Investigation of social impacts of peer-to-peer accommodation on the customer's behavior	Anouchka Bastard	ESC Pau
		Hossein Olya	Sejong University
16:30-16:50	Airbnb guest reviews' data analysis: identifying guest satisfaction factors	Olena Ciftci	University of South Florida Sarasota-Manatee
		Cihan Cobanoglu	University of South Florida Sarasota-Manatee
		Faizan Ali	University of South Florida Sarasota-Manatee
		Katerina Berezina	University of South Florida Sarasota-Manatee

Room: 10-312(3F)

Moderator: Jonghun Chung (Catholic Kwandong University)

Time	Title	Speaker	Affiliation
15:50-16:10	Measuring the intention of visitors to pay more to visit an eco-friendly museum	Benedicte Sigg	ESC Pau
		Hossein Olya	Sejong University
16:10-16:30	Tourist expenditure behavior toward sun, sea and sand packages	Javaneh Mehran	eastern Mediterranean university
		Hasan Kilic	eastern Mediterranean university
		Habib Alipour	eastern Mediterranean university
		Hossein Gt Olya	Sejong University
16:30-16:50	Negative emotion, power, and voice: self-presentational concerns	Hyounae Min	Washington State University
		Hyun Jeong Kim	Washington State University

Room: 10-313(3F)

Moderator: Sun Bai Cho (Cheongju University)

Time	Title	Speaker	Affiliation
15:50-16:10	Different approaches to assess the electronic word-of-mouth effects in twitter	Seunghyun Brian Park	University of Central Missouri
		Kwangsoo Park	North Dakota State University
16:10-16:30	The role of green image in the airline industry	Seulgi Park	Baekseok University
		Jinsoo Hwang	Sejong University
16:30-16:50	Developing and Validating Multidimensional Quality Scale for Honeymoon Tourism Destination: Aa Investigation of the Structural Relationships among Perceived Quality, Tourist Satisfaction and Relational Value	Pipatpong Fakfare	The Hong Kong Polytechnic University
		Jinsoo Lee	The Hong Kong Polytechnic University



Room: 10-314(3F)

Moderator: Bonghyun Kwon (Baekseok University)

Time	Title	Speaker	Affiliation
15:50-16:10	A Means-end Chain Approach to Decision-making for Meal Solutions	Geun-A Kim	Kyonggi University
		Kisang Ryu	Sejong University
16:10-16:30	The different perceptions of tourism students, educators and employers of the accommodation industry: The Case of Japan	Fumie Ishimura	Ritsumeikan Asia Pacific University
		Kisang Ryu	Sejong University
16:30-16:50	Convention Attendees' Perception on Competitive Greening as a MICE Destination	Jumyong Lee	Florida International University

Room: 10-315(3F)

Moderator: Hyunjung Choi (Baekseok University)

Time	Title	Speaker	Affiliation
15:50-16:10	Employee's retention in the mice industry: effects of employee's perceptions of the work environment and job satisfaction	Millicent Njeri	University of North Texas
		Young H. Kim	University of North Texas
16:10-16:30	Millennials' Attitudes Toward Sustainability Efforts on Social Media Sites	Bomi Kang	Coastal Carolina University
16:30-16:50	The Millennial Travel Market: Motivations Affecting Eco-Destination Decision Making	Ashley De Leon Torres	University of North Texas
		Rachel Wilson	University of North Texas
		Birendra KC	University of North Texas
		Bharath Josiam	University of North Texas
		Daniel Spears	University of North Texas
		Young Hoon Kim	University of North Texas

26 May, Friday | 14 : 30 ~ 15 : 30

## Poster Session

No.	Title	Speaker	Affiliation
1	Perceptions of rural residents on the impacts of agricultural tourism: Case of study Kazakhstan	Irina Lim	Sejong University
		Kymbat Tuspekova	Sejong University
		Seul Ki Lee	Sejong University
2	Frequent international muslim travelers in countries located in central asia visiting Korea	Kymbat Tuspekova	Sejong University
		Irina Lim	Sejong University
		Heesup Han	Sejong University
3	Employees' perception of corporate social responsibility(CSR) and quality of work life (QWL) - moderating effect of job position	Hyelin Kim	University of Nevada, Las Vegas
		Yinyoung Ryu	Virginia Polytechnic Institute & State University
4	A comparative research on the development of marine tourism in China and Korea-A Case Study on Qingdao and Busan	Chen Mengmei	Sejong university
5	The relationship among perception of fringe benefit on organizational loyalty, service orientation and turnover intention	Seulgi Park	Baekseok University
		Bonghyun Kwon	Baekseok University
6	How smartphone applications formulate travellers attitude and behavioural engagement intentions	Muhammad Usman	Sejong university
		Hossein Gt Olya	Sejong university
7	Cosmetic surgery cooperation of medical tourism between Seoul, South Korea and Hainan, China	Fei Song	Sejong university
		Hossein Gt Olya	Sejong university
8	The role of tour guides' communication style on tourists' satisfaction about the professionalism	Pham Thi Thuy	Sejong university
		Lee Seul Ki	Sejong university
9	Does small mid-sized cities in Korea necessary to own High-involvement facilities for Tourism?	Jaewoo Park	Sejong university
10	Attracting more foreign/domestic tourists to vietnam through movies/TV programs	Nguyen Khanh Phung	Sejong university
		Lee Seul Ki	Sejong university
11	Health and safety issues in tourism	Gala Bai	Sejong university
12	Small enterprises' Corporate Social Responsibility in Hospitality and Tourism Industry	Young-Joo Ahn	Sejong university

27 May, Saturday I 11 : 00 ~ 12 : 00

Poster Session

No.	Title	Speaker	Affiliation
1	A study of employee satisfaction, service quality, customer satisfaction and firm profits un the chinese luxury hotels	Wang Liu	Sejong university
		Seul Ki Lee	Sejong university
2	Condotel-Oficetel-Hometel: Apply the location selection analysis model to three emerging investment forms in Vietnam	Duong Thi Kim Oanh	Sejong university
		Lee Seul Ki	Sejong university
3	Behavioral Intentions of Airbnb Users toward Eco-Friendly Places	Yasir Aslam	Sejong university
		Hossein Gt Olya	Sejong university
4	Developing a conceptual framework of media technology effects on digital destinations	Youngjoon Choi	The Hong Kong Polytechnic University
5	Enhancing emotional intelligence though guided viewing	Jichul Jang	Kansas State University
		Michelle Alcorn	Kansas State University
6	Hilot healing practices of Magarao, Camarines sur: a new mode for community-based wellness tourism	Cynthia Liza Arce	University of Nueva Caceres
7	Does LEED Certification Help the Financial performance of Hotels in the United States? IT Depends on Hotel Types	Jichul Jang	Kansas State University
		Juhyun Kang	Kansas State University
		Hyunghwa Oh	Kansas State University
		Gyuhyeong Goh	Kansas State University
8	Why do you select airbnb over hotels?	Jichul Jang	Kansas State University
		Juwon Choi	The University of Southern Mississippi
		Juhyun Kang	Kansas State University
		Hyeongjin Jeon	Kansas State University
9	Volunteerism of Olympic and Paralympic Games	Young-Joo Ahn	Sejong University
10	Summer Holiday Travels of Different Generation Cohorts in South Korea	Young-Joo Ahn	Sejong University
		Unji Beak	Sejong University
		Seul Ki Lee	Sejong University
11	Effect of Electronic Word-of-Mouth (eWOM) on Social Networking Sites (SNSs) for Generation Y's Booking Intention on Luxury Hotels	Harold Lee	University of North Texas
		Ji Hye Min	University of North Texas
		Jessica Yuan	Texas Tech University
12	The role of servant leadership and job crafting for promoting employee engagement in the hotel context	Jichul Jang	Kansas State University
		Hyejin Kwon	Oklahoma State University