

**2018 ICHRIE Annual Conference & Marketplace Schedule** *(schedule subject to change)*

TUESDAY, 24 JULY 2018		
8am-5pm <b>Malta A &amp; B</b>	ICHRIE Board of Directors Meeting	
5-7pm <b>Crystal Ballroom Registration Desk</b>	Conference Registration Open	
8:30am-4:30pm <b>Rhodes A &amp; B</b>	STR SHARE Center – Certification in Hotel Industry Analytics (CHIA) Workshop	
7-9pm Off-site	ICHRIE Board of Directors Dinner	
WEDNESDAY, 25 JULY 2018		
7:30am-8pm <b>Crystal Ballroom Registration Desk</b>	Conference Registration	
8:30am-12pm <b>Rhodes A &amp; B</b>	STR SHARE Center – Certification in Hotel Industry Analytics (CHIA) Workshop	
8am-12pm <b>Crystal Ballroom G</b>	<b>Career Academy</b> Research Consortium	
9-11:45am <b>Crystal Ballroom H</b>	Deans' and Directors' Program <i>(invitation only)</i>	
12noon-1pm <b>Crystal Ballroom I</b>	Deans' and Directors' Luncheon <i>(invitation only)</i>	
1-5pm <b>Crystal Ballroom G</b>	<b>Career Academy</b> Leadership Consortium	
3:30 – 4:15pm		
Crystal H	Graduate Gathering <i>(open to all grad students)</i>	Hosted by Linda Shea, University of Massachusetts, Amherst & Christ Roberts, DePaul University
3:30 - 4:00pm SYMPOSIA & COMMITTEE MEETINGS		
Capri Roundtable	An Analysis of Mobile Check-In Technologies in the Lodging Industry	Suzanne Markham-Bagnera, Boston University   Paul Bagdan, Johnson & Wales University
Corfu Roundtable	Co-Creation in an Online Platform	Lisa Cain, Florida International University   Christopher Cain, University of Nevada, Las Vegas
Corsica Moderator: Kimberly J Harris	The Science of Hospitality (Hospitality Psychology): A new paradigm for the hospitality and tourism professionals	Godwin-Charles Ogbeide, Indiana University-Purdue University Indianapolis
Cannes Moderator: Veda Ward	Virtual Field Trips of Hospitality Enterprises: A teaching and learning tool for hospitality management studies	Anoop Patiar, Griffith University   Sandra Kensbock, Griffith University   Ying Wang, Griffith University   Pierre Benckendorff, University of Queensland   Richard Robinson, University of Queensland   Andy Lee, University of Queensland   Hugh Wilkins, Edith Cowan University   Edmund Goh, Edith Cowan University   Scott Richardson, Emirates Academy of Hospitality Management
Malta AB	Partial Least Squares Based Structural Equation Modelling (PLS-SEM): Can it be a useful tool for hospitality and tourism research?	Faizan Ali, University of South Florida Sarasota Manatee
Monte Carlo Moderator: Ruth Smith	In the Class: Ways to Improve Unique Outreach and Sustainability	Nichole Hugo, Eastern Illinois University   Grace Wilken, Eastern Illinois University   Ping Liu, Eastern Illinois University
Crystal I	Special Interest Group Council	AJ Aluri, West Virginia University   Donna Albano, Stockton University
3:45 – 4:15pm	Coffee Break	
4 – 4:45pm CONCURRENT SESSIONS		
Rhodes A Services Marketing & Management  Moderator: Claudia Brennan	42 - Influence of Transformational Leadership and Emotional Labor on Service Recovery Performance in the Hospitality Industry: The influence of culture	Anqi Luo, University of Houston   Priyanko Guchait, University of Houston   Lindsey Lee, University of Houston   Juan M. Madera, University of Houston
	64 - The Influence of the Social Servicescape on Experiential Value in the Leisure Cruise Industry	Robert Kwortnik, Cornell University   Anna Matilla, The Pennsylvania State University   Mark Bonn, Florida State University
	38 - Quantity of Customer Feedback and Quality of Organizational Attention: An organizational learning perspective in the lodging industry	Erfan Rezvani, University of Massachusetts, Amherst

<b>4 – 4:45pm CONCURRENT SESSIONS</b>		
Rhodes B Marketing  Moderator: Marissa Orłowski	27 - Validation and Examination of Millennials Traveler Segments	David M. Pearlman, University of New Orleans   Ata Atadil, University of West Florida
	45 - Beer Style Tribes: Committing them to be loyal!	Carl Boger, University of Houston   Jookyung Kwon, University of Houston   Marisa Ritter, University of Houston
	102 - Co-branding of Hotels and Celebrity Chef Restaurants	Ryan P Smith, San Francisco State University   Cathy Hc Hsu, The Hong Kong Polytechnic University
St. Tropez Lodging  Moderator: Chris Woodruff	10 - An Empirical Examination of the Effects of Diamond Rating Changes on Hotels' Performance	Diego Bufquin, University of Central Florida   Mike Nalley, University of Central Florida   Jeong-Yeol Park, University of Central Florida
	76 - AAA Diamonds and Online TripAdvisor Reviews Impact on the Financial Performance of Hotels	Suzanne Markham-Bagnera, Boston University   Thomas Schrier, Iowa State University
	74 - Hotels and Shared Economy Accommodations: Analysis of business travelers preferences	Jeffery Kreeger, Central Connecticut State University   Scott Smith, University of South Carolina   H.G. Parsa, University of Denver
<b>4:15 - 4:45pm SYMPOSIA</b>		
Corfu Roundtable	Protection of Student Work: A discussion of who has the rights to use graduate papers, theses and dissertations	Andrew Moreo, Florida International University   Lisa Cain, Florida International University   Miranda Kitterlin, Florida International University
Corsica	Recruiting and Onboarding Adjuncts	Susan Gregory, Eastern Michigan University   Bia Hamed, Eastern Michigan University   Christopher Woodruff, Lake Michigan University
Cannes	Feast or Famine? Lodging Operations in a Resort Environment	Michael Collins, Florida Gulf Coast University   Marcia Taylor, Florida Gulf Coast University   William Frye, Niagara University
Barcelona	New and Critical Trend in the Hospitality and Tourism Education Curriculum Development	Godwin-Charles Ogbeide, Indiana University-Purdue University Indianapolis
<b>4:15 – 4:45pm</b>		
Crystal H	Passport to ICHRIE	Hosted by AJ Aluri and Donna Albano
<b>4:45 – 5:45pm</b>		
Stir	First Time Attendee Reception	
<b>5 – 5:45pm CONCURRENT SESSIONS</b>		
Rhodes A Human Resources	92 - What Drives Migrant Employee's Job Engagement? A Case of Hotel Employees in Riyadh, Saudi Arabia	Muhammet Kesgin, Rochester Institute of Technology   Yu-Chin Jerrie Dr. Hsieh, Rochester Institute of Technology   Abdulaziz Alqusayer, Rochester Institute of Technology
Rhodes B Foodservice Management  Moderator: Mahmood Khan	11 - The Constructive Research Approach (CRA): A practical methodology for hospitality research	Ben Nemeschansky, AUT University
	17 - The Effects of Background Colors and Calorie Information Disclosure on Consumers' Food Decision Making: Dynamics of emotional arousal, temptation, and self-control	Seontaik Kim, Morgan State University
	91 - The Effect of the Traffic Light Labeling System upon Students' Food Choices in a University Dining Center	David Olds, Bradley University   Magdalena Sas, Bradley University
St. Tropez Travel, Leisure & Recreation  Moderator: Cathy Horton	21 - The Impact of Perceived Cultural Similarity on Travel Intention: Based on the market of Chinese outbound tourism to the United States	Yiwei Li, Cornell University   Robert Kwortnik, Cornell University
	103 - A Culture of Resilience: A case study of the New Orleans hospitality and tourism industry	Kim Williams, University of New Orleans   David Njite, University of New Orleans   Yvette Green, University of New Orleans   Bridget Bordelon, University of New Orleans   Harsha Chacko, University of New Orleans
	48 - The Utility of Protection Motivation Theory to Explore Potential Visitors' Behaviors Related to Zika Outbreak in Florida	Ignatius Cahyanto, University of Louisiana at Lafayette
<b>5 – 5:30pm SYMPOSIA, SIG &amp; COMMITTEE MEETINGS</b>		
Corfu Roundtable	Social Entrepreneurship: Community cafés and their societal impact	Brian Barker, DePaul University
<b>5 – 5:30pm SYMPOSIA, SIG &amp; COMMITTEE MEETINGS</b>		
Corsica	First Year Experience Supporting Career, Academic, and Co-Curricular Success: The Pineapple Club	Ann Lara, California State Polytechnic University, Pomona   Lea Dopson, California State Polytechnic University, Pomona
Gibraltar	Symposium on Marijuana Legalization and Impacts on Tourism and Leisure/Entertainment Industries With Updates	Jack Samuels, Montclair State University

Cannes	The Future of Gastronomic Festivals and Events: An interactive roundtable	Wally Rande, Northern Arizona University   Keith Mandabach, New Mexico State University
Barcelona	A Discussion of the Amusement Park Industry in Hospitality & Tourism Education	Thomas Schrier, Iowa State University
Monte Carlo	STR Workshop: Advanced Hospitality and Tourism Analytics	Steve Hood, STR Share Center
6-7pm <b>Crystal Ballroom A-F</b>	<b>Opening Keynote Session</b>	Mary Niven, Senior Vice President, Experience Development and Integration, Disneyland Resort
7-9pm <b>Emerald Ballroom Exhibit Hall</b>	<b>Marketplace Grand Opening and Welcome Reception</b>	
<b>THURSDAY, 26 JULY 2018</b>		
7:30am-6pm <b>Crystal Ballroom Registration Desk</b>	Conference Registration	
7-7:45am <b>Crystal Foyer</b>	Continental Breakfast	
8am <b>Crystal Foyer</b>	Cyber Café Open	
8-9am <b>Crystal Ballroom A-F</b>	ICHRIE Annual Business Meeting	
9:00-10am <b>Crystal Ballroom A-F</b>	<b>Second Keynote Session</b>	Fedele Bauccio, Chief Executive Officer, Cofounder, Bon Appétit Management Company
11am-2pm <b>Emerald Ballroom Exhibit Hall</b>	Marketplace Open	
12:15 – 1:15pm <b>Emerald Ballroom Exhibit Hall</b>	Marketplace Lunch	
<b>10 - 11:15am INDUSTRY PARTNERSHIP SESSION I</b>		
Crystal Ballroom A-F	<b>Industry Session I—Effectively Engaging Industry</b>	Panel: Chris Roberts, DePaul University   Mary Jo Dolasinski, DePaul University   Carl Winston, San Diego State University   Moderator: Steve Hood, STR SHARE Center
<b>11:15am – 12noon TWO YEAR FORUM SESSION</b>		
Crystal Ballroom G	Enticing Students into the Wonderful World of Hospitality: A round table discussion focusing upon enrollment strategies to attract individuals into hospitality management programs	David Schweiger, Northampton Community College
<b>11:15 – 11:45am POSTER SESSIONS</b>		
1A	9 - The Role of Aptitude and Service Recovery System in Service Recovery Performance	Esra Ibrahim, Cal Poly Pomona
2A	14 - Hospitality Students' Cross-Cultural Course Experiences, Cultural Intelligence, and Attitudes toward Cross-Cultural Working Environments	Yao-Chin Wang, University of Arkansas   Lobat Siahmakoun, University of Arkansas
3A	17 - Application of Problem-Based Learning in a Undergraduate Quantity Food Production Course in South Africa: A case study	Gerrie Du Rand, University of Pretoria   Lakshman Rajagopal, Iowa State University
4A	18 - Do Hospitality and Tourism Students have Different Emotional Intelligence Strengths When Compared to Others?	Kara Wolfe, Bradley University
5A	19 - Blended Instruction in Higher Education: Student characteristics, Perceptions, and Experiences	Cydna Bougae, Montclair State University   Li-Chun Lin, Montclair State University
6A	96 - Exploring Restaurant Selection Attributes of Vegetarian Customers	Hyun-Woo Joung, The University of Mississippi   Hayeon Choi, The University of Mississippi
7A	23 - Exploring Factors Influencing Purchasing Intention to Use Meal-kit Delivery Service	Wanying Liu, University of Missouri, Columbia   Pei Liu, University of Missouri, Columbia
8A	37 - Developing and Implementing a Positive Deviance Approach to Food Safety Training in Northern California Commercial Foodservice Operations	Adrienne Widaman, San Jose State University   Hareem Siddiqi, San Jose State University

<b>11:15 – 11:45am POSTER SESSIONS</b>		
9A	43 - University Students' Perceptions of an On-Campus Foodservice Operation: The case of an HBCU	Ruth Annette Smith, Bethune-Cookman University   Andrea White-McNeil, Bethune-Cookman University
10A	65 - Health-promoting Leadership and Employee Well-Being in Foodservice Operations	Jaemin Cha, Michigan State University
11A	3 - The Effect of Leadership Styles on Employees' Food Safety Behavior in Quantity Food Production	Wen-Hwa Ko, Fu Jen catholic university
12A	35 - #MeToo in Hospitality, But, Now What?	David M. Pearlman, University of New Orleans
13A	56 - Examining the Impact of Psychological Ownership on Satisfaction and Loyalty: The moderating effect of membership	Fredrick Meitner, Iowa State University   So Jung Lee, Iowa State University
14A	55 - Examining Factors Influencing Consumers' Intentions to Use Smartphones Apps for Flight Ticket Bookings	Faizan Ali, University of South Florida Sarasota Manatee   Yuan Zhou, Beifang University of Nationalities
1B	31 - Management Practices in the Hotel Industry Across Countries	Linda Woo, The Hong Kong Polytechnic University
2B	65 - Examining Agglomeration Effect on Airbnb Market Performance	Seunghyun Kim, Michigan State University   Jin-Won Kim, University of Florida
3B	39 - An Analysis of Airbnb Hosts' Pricing Strategy	Linchi Kwok, California State Polytechnic University Pomona   Karen Xie, University of Denver
4B	9 - Trust for Airbnb: An integrative model	Zhenxing Eddie Mao, Cal Poly Pomona   Jiaying Lyu, Zhejiang University   Wei Wei, University of Central Florida   Margie Jones, Cal Poly Pomona
5B	29 - Service Co-Innovation: The case of travel industry	Hsin-Hui Sunny Hu, Ming Chuan University   Pei-Chun Lai, National Ping-Tung University of Science and Technology   Chi Ting Chen, Ming Chuan University
6B	69 - Emotional Value in Memorable Guest Experiences: An exploratory study of a hospitality and tourism marketplace	Lori Sipe, San Diego State University
7B	21 - Effective Wine Tourism Advertising: Examining Destination Type, Advertising Language, and Wine Tourism Involvement	Jungyun Christine Hur, California State University Sacramento   Soocheong Shawn Jang, Purdue University
8B	27 - The Rural Tourist Typology: Segmenting rural tourists using Three-Step Latent Class Analysis	Amy Bardwell, Illinois State University   David Martin, Auburn University   Alecia Douglas, Auburn University   Yee Ming Lee, Auburn University
9B	51 - An Innovative Evaluation of Ecotourism in a Digital World: Location tracking of Geotagged Ecotourism Photographs	Hanyoung Go, University of Nebraska, Lincoln   Myunghwa Kang, University of Nebraska, Lincoln
10B	52 - Competitiveness Analysis of Chinese Cities as Cruise Ports	Danying Song, Hainan Tropical Ocean University   Joseph S. Chen, Indiana University, Bloomington
11B	104 - The Influence of Discount Levels and Time Availability on Urgency to Purchase: Examining the moderating role of product type	David Njite, University of New Orleans   June Clarke, Delaware State University   Kim Williams, University of New Orleans
<b>11:45am - 12:15pm POSTER SESSIONS</b>		
1A	4 - The Impact of Quizzes on Hospitality and Tourism Students' Self-efficacy in Finance Subjects	Tiffany Cheng, The Hong Kong Polytechnic University
2A	30 - Perceived Importance and Performance of Career Fair - Perspectives from Hospitality Management Students	Myong Jae Lee, California State Polytechnic University, Pomona   Patrick Lee, California State Polytechnic University, Pomona   Belinda de Villa-Lopez, California State Polytechnic University, Pomona
3A	35 - Academic Responses to Industry: On-campus hotels?	Reg Foucar-Szocki, James Madison University   Miguel Baltazar, James Madison University
4A	20 - M&A Performance: A comparison between lodging and non-lodging firms	Yuan Li, Montclair State University   Manisha Singal, Montclair State University
5A	1 - The Important Items of Food Safety and Sanitation for Preparation of Chinese Cuisines According to Expert Views	Wen-Hwa Ko, Fu Jen catholic university   Meng-Yun Liu, Fu Jen catholic university
6A	88 - Consumer Bias toward the Caloric Content of Ethnic Cuisines	Jonghan Hyun, Kent State University   Kiwon Lee, Kent State University
7A	26 - Bringing Food to Seniors in Need: An Efficiency Perspective	Anish Parikh, Montclair State University   Jigar Patel, Montclair State University
8A	32 - Development of Food Allergy Training Program for Foodservice Employees Using Andragogy as a Framework	Lilly Jan, Iowa State University   Lakshman Rajagopal, Iowa State University
9A	47 - Restaurant Menu Design, Gaze and Attention: Relationships to menu mix and purchase intent	Sybil Yang, San Francisco State University
10A	36 - The Impact of Cultural Intelligence on Task and Attitudinal Outcomes for Customer Contact Employees	Hyounae Min, Cal Poly Pomona   Hyun Jeong Kim, Washington State University
11A	64 - Increasing Management Retention: The mediating role of coworker support on job embeddedness and turnover intention	Timothy Self, University of Nevada, Las Vegas   Susan Gordon, Purdue University   Ankita Ghosh, University of Nevada, Las Vegas

<b>11:45am - 12:15pm POSTER SESSIONS</b>		
12A	7 - A Pilot Study of the Social Status of China's Hospitality Service Employment	Sandy Chen, Ohio University   Carla Kroeze, College of Southern Nevada
13A	39 - Motivations and Intentions of Tourists to Visit Dark Tourism Locations	Heather Lewis, Troy University   Thomas Schrier, Iowa State University
14A	22 - Assessing the Effects of Benefits on Hospitality Recruits' Pursuit Intentions	Phillip Jolly, The Pennsylvania State University   Timothy Self, University of Nevada, Las Vegas   Susan Gordon, Purdue University
15A	59 - The Effect of Other Consumers on Complaining Behavior: The moderating role of gender	Sung Jun Joe, University of Nevada, Las Vegas   Choongbeom Choi, University of Nevada, Las Vegas
1B	38 - For or Against?: Residents' perceptions and attitudes toward legal gaming in Bahamas	Kenia Taylor, The University of Tennessee   Rachel Jc Chen, The University of Tennessee
2B	63 - Analysis of Casino Guests' Motivations and Perceived Values	Wei Wang, The University of Southern Mississippi   Byeongjoon Kim, The Progressive Corporation
3B	75 - Bed and Breakfasts (B&Bs) Business Performance: A metafrontier approach	Chia-Ning Chiu, National Ilan University
4B	101 - The Secret to Winning the TripAdvisor Certificate of Excellence: A case study on hotels	Eun Kyong Cindy Choi, University of Mississippi   Daegeun Kim, University of Mississippi   Euntae Lee, University of Memphis
5B	14 - Role of Customer Satisfaction in Brand Experience and Customer Citizenship Behavior among Cruise Customers	Jiseon Ahn, University of Houston   Kijoon Back, University of Houston
6B	25 - The Role of Emotions in Airside Food and Beverage Outlet Patronage: A survey approach	Thorsten Merkle, Hochschule für Technik und Wirtschaft HTW Chur   Ilias Vlachos, University of Leeds   Jim Keane, University of Gloucestershire
7B	41 - Testing Memory Dominant Logic on Cellar Door Services	Rhonda Hammond, Washington State University   Robert Harrington, Washington State University   Michael C. Ottenbacher, Heilbronn University   Byron Marlowe, Washington State University
9B	11 - A Conceptual Model of Tourism Destination Image of Mississippi	Sungsoo Kim, University of Southern Mississippi   James Dombrosky, Slippery Rock University
10B	12 - Branding Image of the State of Mississippi's as a Tourism Destination: A competitive analysis with neighboring states	Sungsoo Kim, University of Southern Mississippi   James Dombrosky, Slippery Rock University
11B	62 - Hedonic Browsing and OTA Sites	Hyo Geun Song, University of Nevada, Las Vegas   Chih-Chien Chen, University of Nevada, Las Vegas
12B	89 - Developing the Measurement Scale of Slow Travel Characters Based on Cyclists	Li-Pin Lin, MingChuan University   Shu-Chun Huang, ShiShin University
13B	98 - A Fog-assisted Architecture to Support an Evolving Hospitality Industry	Prasanna Kansakar, Kansas State University   Arslan Munir, Kansas State University   Neda Shabani, Kansas State University
<b>1:15 - 1:45pm POSTER SESSIONS</b>		
1A	2 - Students' Perceptions of Private Clubs and Careers in the Club Industry: A scholarship of teaching and learning study	Cynthia Deale, East Carolina University
2A	18 - Emotional Intelligence and Preparing Hospitality Entry Level Managers	Erich Steinbock, Iowa State University
3A	82 - Hospitality Learners Model: A review of the research	Alison Green, University of West Florida   Gail Sammons, University of Nevada, Las Vegas
4A	46 - Assessing Changes in Intercultural Competence Among Undergraduate Students Enrolled in a Four-year Hospitality Program	Angel Gonzalez, California State University Monterey Bay
5A	60 - Cannabis Management—Will It Be a Part of the Future of Hospitality Management Programs?	Tierney McCleary, Eastern Michigan University
6A	5 - An Exploratory Study of Variations in Capitalization rates	Amrik Singh, University of Denver
7A	24 - The Influence of Food Image on Tourist Satisfaction and Place Attachment: A case of Hanoi local cuisine	Kwang-Woo Lee, Daegu University   Nguyen Minh Tu, Daegu University
8A	25 - Needs Assessment of Food Allergy Training for Employees of Chinese Restaurants	Lilly Jan, Iowa State University   Lakshman Rajagopal, Iowa State University
9A	53 - The Acceptability of Dairy-Free Lasagna	Shih-Ming Hu, Southern Utah University
11A	16 - Employees in Independent Restaurants: How can managers ensure a more supportive environment?	Susan Gordon, Purdue University
12A	42 - Sentiment Analysis for Medical Tourism	Jangwoo Jo, University of Mississippi   James Taylor, University of Mississippi
13A	49 - User's Perceptions of Theme Park Mobile Applications: An examination of the Disney MyMagic+ Program	Thomas Schrier, Iowa State University   Suzanne Markham-Bagnera, Boston University

<b>1:15 – 1:45pm POSTER SESSIONS</b>		
1B	37 - Investigating Determinants Influencing Tourists' Accommodation Choices - The case of Japan	Kayhan Tajeddini, Sheffield Hallam University   Thorsten Merkle, Hochschule für Technik und Wirtschaft HTW Chur
3B	6 - Developing a Food Safety Practices Checklist for Student-led Food Events Using the Delphi Expert Consensus Method	Sangwook Kang, Eastern Kentucky University   Lakshman Rajagopal, Iowa State University
4B	8 - Food Safety Policies and Procedures for Student-led Food Events at Colleges and Universities in the United States	Sangwook Kang, Eastern Kentucky University   Lakshman Rajagopal, Iowa State University
5B	34 - Customer Acceptance: Business models and value propositions	Lenna Shulga, University of Hawaii at Manoa   James Busser, University of Nevada Las Vegas
6B	13 - Applying the Theory of Planned Behavior to Explore the Behavior of Tourists from Southeast Asian Nations	Ching-Shu Su, Ming-Chuan University   Hsuan-Hsuan Ho, Jin-Wen University of Science and Technology
7B	20 - Race and Ethnicity: A review of major hospitality and tourism journals	Alana Dillette, San Diego State University
8B	29 - Innovative Culinary Tourism: The Fun of Thai Cooking Tourism	Hsiang-Fei Luoh, Fu Jen Catholic University
9B	45 - Investigation of Determinants of Tourist Intention to Purchase Medical Tourism via Online	Xi Wang, Iowa State University   Yiqi Wang, Iowa State University   Jewoo Kim, Iowa State University
10B	106 - Celebrating Seafood! Examining The Visitor Profile Of The Louisiana Seafood Festival	Yvette Green, University of New Orleans   David Njite, University of New Orleans   Kim Williams, University of New Orleans
11B	65 - Cannabis Tourism: A possible new adventure for undergraduate students over Spring Break	Mary Elizabeth Schultze, Texas Tech University   David Rivera, Texas Tech University
12B	48 - Effects of Biophilic design in the Lodging industry	Seung Hyun Lee, East Carolina University   Brittany Burk, East Carolina University
1:30 – 2:30pm Valencia V & VI	IJCHM Editorial Board Meeting	
<b>2 – 3pm INDUSTRY PARTNERSHIP SESSIONS</b>		
Crystal Ballroom A-F	Industry Session II— <b>Internships: Value of pre- and post-graduation opportunities</b>	Moderator: John Cornyn, Foodservice Consultants Society International; Panel: TBA
3 – 3:30pm	Coffee Break	
3:15 – 3:45pm Crystal Ballroom A-F	HIPSIG Meeting	Hosted by Brook Luedke, Hyatt
<b>3:15 – 3:45pm SYMPOSIA &amp; COMMITTEE MEETINGS</b>		
Capri Roundtable	Building Cultural Awareness with Food and Beverage in Study Abroad	Michael Wray, Metropolitan State University of Denver   Michael Higgins, International Exploration Society
Corfu Roundtable	Creating and Implementing an Effective Assessment of Learning Outcomes Process for Hospitality Programs: The process we used and the challenges we faced	Allen Reich, Northern Arizona University   Galen Collins, Northern Arizona University   Agnes Defranco, University of Houston
<b>3:15 – 3:45pm SYMPOSIA &amp; COMMITTEE MEETINGS</b>		
Corsica	Increasing Revenues through Experience Enhancement Services	Jack Samuels, Montclair State University
Toulon	Finance \ Financial Development Committee	Lea Dopson, Cal Poly Pomona
Gibraltar	JHTE Review Board	Miyoung Jeong, University of South Carolina   HyunJeong Jenny Kim, Washington State University   Michael Ottenbacher, Heilbronn University
<b>3:15 – 3:45pm SYMPOSIA &amp; COMMITTEE MEETINGS</b>		
Cannes	Beverage Management SIG Meeting	Jean Hertzman, New Mexico State University
Barcelona	Awards Committee	Amit Sharma, Penn State University
<b>3:15 – 4pm CONCURRENT SESSIONS</b>		
Rhodes A Lodging	30 - A Hotel's First Contact with the Guest: A comparison of desktop and mobile load times	Betsy Stringam, New Mexico State University   John Gerdes, University of South Carolina   Pete Mitchell, New Mexico State University   Jean Hertzman, New Mexico State University
Moderator: Lu Zhang	67 - Hotel-Like Hospitals: Patient satisfaction	Ali Poorani, University of Delaware   Reta Fearon, University of Delaware
	43 - What Matters to Airbnb Users' Experiences? – A content analysis using Leximancer	Chuhan Renee Wang, University of South Carolina   Ercan Sirakaya-Turk, University of South Carolina

<b>3:15 – 4pm CONCURRENT SESSIONS</b>		
Rhodes B Event Management  Moderator: Michelle Millar	107 - A Two Year Comparison of The Economic Impact of a Local Festival	Yvette Green, University of New Orleans   Kim Williams, University of New Orleans   David Njite, University of New Orleans
	100 - The Role of Perceived Value on Behavioral Intentions of Local Festival Attendees	Jeongyeon Jennie Ahn, University of Mississippi   Eun-Kyong Cindy Choi, University of Mississippi   Hyun-Woo Joung, University of Mississippi
	50 - An Exploratory Study of Class Reunion Nostalgic Experiences	Suosheng Wang, Indiana University, Indianapolis
St. Tropez Education  Moderator: Faizan Ali	56 - The Examination of Factors Influencing Students Toward Choosing Hospitality as a Major: The case of undergraduate hospitality students	Ali Alalmi, Jazan University   Shane Blum, Texas Tech University
	54 - Motivations of Students to Study HTM at International Collaborative Program in China: A study of a US-China program in hospitality and tourism management (HTM)	Danqing Liu, Tianjin University of Commerce   Jinlin Zhao, Florida International University
	58 - Learning by Doing!! Internship Experience on Self-Improvement, Work Value, Employability and Career Development in Hospitality	Chi Ting Chen, Ming Chuan University   Hsin-Hui Sunny Hu, Ming Chuan University   Pei-Chun Lai, National Ping-Tung University of Science and Technology
4-5pm <b>Crystal Ballroom A-F</b>	Career Fair Set-up	
4:15 -4:45pm <b>Hotel Fountain</b>	CHRIE FutureFund™ Duck Race	
4:30-6pm <b>Rhodes A</b>	NENA Federation Board of Directors Meeting	
4:45-5:45pm <b>Stir</b>	Mix & Mingle Reception Sponsored by Metropolitan State University of Denver	
Open Night	Explore Palm Springs	
<b>FRIDAY, 27 JULY 2018</b>		
7:30 - 5pm <b>Crystal Ballroom Registration Desk</b>	Conference Registration Open	
7 - 8:30am Meet at 6:55am	<b>Lodging SIG</b> Back-of-the-House Tour	William Frye, Niagara University
7:30 - 8:30am	Continental Breakfast	
8am - 5pm	Cyber Café Open	
8:30 - 10am <b>Crystal Ballroom A-F</b>	Career Fair	
<b>9:15 - 10am CONCURRENT SESSIONS</b>		
Rhodes A Hospitality Education  Moderator: JungYun Christine Hur	3 - The Best of Three Worlds: Integrating teaching, research, and service through learning about tomorrow's tourists	Cynthia Deale, East Carolina University
	80 - Identifying the Factors that Contribute to Student Satisfaction with a Professional Industry Experience	Michael Collins, Florida Gulf Coast University   John Stephan, Coastal Carolina University
	87 - The Effect of Offering Hospitality and Tourism Degrees Overseas on the Home Campus Faculty	Rick Lagiewski, Rochester Institute of Technology   Paul Barron, Edinburgh Napier University
Rhodes B Human Resources  Moderator: Nancy Scanlon	1 - Beyond the Surface: Examining the relationship tattoos personality, and workplace deviance	Michael Tews, The Pennsylvania State University
	53 - Investigating the Effects of Leadership Style and Error-related Organizational Culture on Employees' Job Satisfaction: Examining the mediation effect of error tolerance	Xingyu Wang, University of Houston   Priyanko Guhait, University of Houston
St. Tropez Services Marketing & Management  Moderator: Myunghwa Kang	24 - Is Your Loyalty Program Fair? How Perceptions of Fairness Influence Member Loyalty	Eunmin Hwang, University of Nevada, Las Vegas   Sarah Tanford, University of Nevada, Las Vegas   Seyhmus Baloglu, University of Nevada, Las Vegas
	40 - The Impact of Corporate Social Responsibility Perspective on Local Management Practices: The case of Istanbul hotels	Aysin Pasamehmetoglu, Ozyegin University   Mustafa Gokoglu, Dokuz Eylul University
	68 - Effect of Brand Story Structure on Luxury Hotel Consumers' Narrative Transportation	Kyungin Ryu, Purdue University   Xinran Lehto, Purdue University   Susan Gordon, Purdue University   Xiaoxiao Fu, University of Central Florida
Toulon Tourism, Leisure & Recreation  Moderator: Ali Green	12 - Stress Relief through Travel and Tourism: Examining leisure farm tourists in Taiwan	Chun-Chu Chen, University of Idaho   Ying-Hsiao Lai, Chaoyang University of Technology   Yueh-Hsiu Lin, National Kaohsiung University of Hospitality and Tourism
	32 - Do Vacations Really Make us Happier? Exploring the Relationships between Tourism, Wellness and Quality of Life	Alana Dillette, San Diego State University   Alecia Douglas, Auburn University

<b>9:30 – 10am SYMPOSIA, SIG &amp; COMMITTEE MEETINGS</b>		
Capri Roundtable	HBCU Hospitality Management Program Student Recruitment and Retention: An analysis of current status and best practices	Ivan Turnipseed, Cheyney University of Pennsylvania   Berkita Bradford, Virginia State University
Corfu	Face-to-Face Overload	Tassie Pippert, James Madison University
Corsica	Professional Development Committee	Catherine Curtis, Oklahoma State University
Gibraltar	STR Workshop: Examples of Research Utilizing STR Data	Duane Vinson, STR Share Center
Cannes	Club Management SIG Meeting	Hosted by Clayton Barrows, University of Delaware
Monte Carlo	Nominating Committee	Amit Sharma, Penn State University
Crystal H	The Importance of Innovation and Technology Labs in the Hospitality and Tourism Programs	Ajay Aluri, West Virginia University
<b>10:15-11:15am FEDERATION MEETINGS</b>		
Capri	Asia-Pacific CHRIE Federation	
Corfu	Central Federation	
Corsica	EuroCHRIE Federation	
Gibraltar	Southeast, Central and South American Federation	
Cannes	North East North American Federation	
Barcelona	West Federation	
11:30 – 12:45pm	<b>Lunch on your own</b>	
<b>Barcelona WINNING CASE STUDY PRESENTATIONS</b>		
12:45 – 1:15pm	Third Place: IHOP and Applebee's: Stacking up more than Pancakes!	Judy Rady, Virginia Tech   Amanda Baden, Virginia Tech   Umair Ali, Virginia Tech   Mahmood Khan, Virginia Tech
1:15 – 1:45pm	Second place: Swachh Bharath (Clean India) Campaign and the Indian tourism industry: Strategic challenges and cultural impediments	H.G. Parsa, University of Denver   Surabhi Singh, Institute of Management Studies – Gaziabad   Vijaya Vi Narapareddy Zinnoury, University of Denver
1:45 – 2:15pm	First Place: The Hiring Decision: Who Should Be The Next General Manager?	Frederick Parker, Brigham Young University Hawaii
<b>12:45 - 1:15pm SYMPOSIA, SIG &amp; COMMITTEE MEETINGS</b>		
Capri Roundtable	Approaches to Teaching Hospitality Strategic Management	Jinlin Zhao, Florida International University   Manisha Singal, Virginia Tech
Corfu	Recent Lawsuits Against Hotels, Restaurants, and Casinos: Learn from others' mistakes!	Karen Morris, Monroe Community College
Corsica	Simulation Learning from face-to-face and on line formats: Challenges, successes, and students' perspective	Kate Price-Howard, Troy University   Heather Lewis, Troy University   Jim Schroeder, Knowledge Matters
<b>12:45 - 1:15pm SYMPOSIA, SIG &amp; COMMITTEE MEETINGS</b>		
Gibraltar	ESD Board of Governors & Advisors	Ruth O'Rourke, University of Maryland, Eastern Shore
Cannes	Education Committee	Catherine Curtis, Oklahoma State University
Crystal I	Culinary Arts SIG Meeting	Hosted by Tassie Pippert, James Madison University
<b>12:45 - 1:45pm SIG PRESENTATIONS &amp; MEETINGS</b>		
Malta AB	Hospitality Information Technology Professionals SIG	Hosted by Mehmet Erdem, University of Nevada, Las Vegas
Monte Carlo	Facilities Management SIG	Hosted by Dina Marie Zemke, University of Nevada, Las Vegas
<b>12:45 - 1:30pm CONCURRENT SESSIONS</b>		
Rhodes A Foodservice Management Moderator: Michelle Millar	44 - Differences in Perception of Inspection Systems among Consumers, Restaurant Managers, and Inspectors: Are they on the same page?	JooHo Kim, James Madison University   Barbara Almanza, Purdue University   Jing Ma, University of Delaware
	62 - Antecedents of Emotional Attachment and Restaurant Longevity: An exploratory study	Mohamed Hefny, Virginia Tech   Mahmood Khan, Virginia Tech
	19 - Theory Based Classification of the Restaurant Industry and Empirical Evidence	H.G. Parsa, University of Denver   Barry Shuster, North Carolina Central University   David Njite, University of New Orleans   Milos Bujisic, The Ohio State University



<b>12:45 - 1:30pm CONCURRENT SESSIONS</b>		
Rhodes B Education	57 - Facebook as a Vital Platform for the Hospitality Ethics and Corporate Social Responsibility Education	Jeou-Shayn Horng, Jinwen University of Science and Technology   Hsuan Hsu, National Taiwan Normal University   Chang-Yen Tsai, MingDao University
Moderator: John Cornyn	60 - A Review of Literature Regarding the Teaching of Ethics within Hospitality Management Programs: What we know, what we don't, and recommendations for continuing education and improved pedagogy	Britt Mathwich, Colorado Mesa University
St. Tropez Lodging	73 - Prospect Theory Explains Demand for Lodging Shared Economy	Jeffery Kreeger, Central Connecticut State University   Scott Smith, University of South Carolina
Moderator: Claudia Brennan	78 - The Effects of Airbnb on Hotels: A tale of ten cities	Tarik Dogru, Boston University   Makarand Mody, Boston University   Courtney Suess Raesainafchi, Boston University
	31 - Does the Market Recover Itself? A Temporal Analysis of the Lodging Market and State Economy Recovery from Hurricane Sandy	Danny Choi, Texas Tech University   Manisha Singal, Virginia Tech   Seoki Lee, The Pennsylvania State University
<b>1 - 5pm Career Academy</b>		
<b>Crystal Ballroom G</b>	Teaching Consortium	Details to come
<b>1:30 - 2pm BEST CONFERENCE PAPER PRESENTATION</b>		
Crystal H	Parallel Pathways to Brand Loyalty: Mapping the consequences of authentic consumption experiences for hotels and Airbnb	Makarand Mody, Boston University   Lydia Hanks, Florida State University   Tarik Dogru, Boston University
<b>1:30 - 2pm SYMPOSIA, SIG &amp; COMMITTEE MEETINGS</b>		
Capri	STR Workshop: Introduction to the SHARE Center and the CHIA	Steve Hood, STR Share Center
Corfu	Bylaws, Policies & Procedures Committee	Alecia Douglas, Auburn University
Corsica	Scientific Paper Review Committee, with Symposium Review Committee	Don Schoffstall, Johnson & Wales University   Keith Mandabach, New Mexico State University
Gibraltar	Meetings, Events, Exhibitions and Convention Management SIG Meeting	Lisa Thomas, DePaul University
<b>1:45 - 2:30pm CONCURRENT SESSIONS</b>		
Rhodes A Hospitality Education	109 - Exploring Strategies to Improve Gender Equity in a Masculinized Field of Study	Christopher Cain, University of Nevada, Las Vegas   Lisa Cain, Florida International University   Nancy Lough, University of Nevada, Las Vegas
Moderator: Marissa Orłowski	33 - Improving Revenue Management Curriculum in Hospitality Schools: Perspectives of revenue managers and hospitality schools	Tevfik Demirciftci, University of Nevada, Las Vegas   Gurel Cetin, Istanbul University   Mehmet Erdem, University of Nevada Las Vegas   Ismail Kizilirmak, Istanbul University
Rhodes B Human Resources	20 - Change Trajectory of Strain during a Stressful Event: The roles of group cohesion and group members' emotional variability	Shi Tracy Xu, University of Surrey   Hubert Van Hoof, The Pennsylvania State University   Larry Martinez, Portland State University
	29 - Perceptions are Reality: A study on how perceptions of emotional labor affect professional mobility	Sean McGinley, Florida State University   Wei Wei, University of Central Florida
St. Tropez Travel, Leisure & Recreation	72 - The Effect of Individual Identities on Festival Evaluations in Aruba	Dan Jin, University of South Carolina   Robin B. Dipietro, University of South Carolina
Moderator: Ruth Smith	84 - Perspectives on Tourism Contributions in Arctic Destinations	Joseph S. Chen, Indiana University Bloomington   Tanmay Sharma, Indiana University Bloomington   Wei Wang, The University of Southern Mississippi   Tim Huang, Indiana University Bloomington
	41 - Global Citizenship and Responsible Travel Behavior at Semester at Sea: Pre- and post-voyage comparisons	Soo Kang, Colorado State University
<b>2 - 3pm SIG PRESENTATIONS</b>		
Malta AB	Sustainability & Innovation SIG: Resiliency: Planning for Post-Disaster Recovery from Climate Related Events for Hospitality Businesses and Tourism Communities	Hosted by Nancy Scanlon, Florida International University, with Faith Taylor, Fmr. SVP Global Innovation, Wyndham Worldwide
Monte Carlo	Revenue Management SIG	Hosted by Scott Smith, University of South Carolina
Crystal I	Hospitality Programs in Business Programs Colleges (HpBC) SIG	Hosted by AJ Aluri, West Virginia University
2:30 - 3pm	Coffee Break	
<b>2:15 - 2:45pm BEST CONFERENCE PAPER PRESENTATION</b>		
Crystal H	Workplace Humor and Hospitality Employees' Job Embeddedness	Han Chen, Wiley College   Baker Ayoun, Auburn University

<b>2:15 – 2:45pm SYMPOSIA, SIG &amp; COMMITTEE MEETINGS</b>		
Capri	International and Domestic Experiential Learning Opportunities: Trends and updates	Jack Samuels, Montclair State University   Carl Winston, San Diego State University
Corfu <i>Master Teaching Session</i>	The "Wheelchair Jimmy" Project: Teaching ADA-friendliness vs. compliance	Dina Marie Zemke, University of Nevada, Las Vegas   Cynthia Mejia, University of Central Florida
Corsica	Young and Future Tourists' Perceptions on Destination Attractiveness	Godwin-Charles Ogbeide, Indiana University-Purdue University Indianapolis
Gibraltar	Financial Investment Subcommittee	Lea Dopson, Cal Poly Pomona
Cannes	Research Committee	Chris Taylor, University of Houston
<b>2:45 – 3:30pm CONCURRENT SESSIONS</b>		
Rhodes A Information Technology  Moderator: Faizan Ali	85 - Understanding Consumer Adoption of the Uber Mobile Application: Testing the moderating effects of technology readiness	Somang Min, University of South Carolina   Kevin Kam Fung So, University of South Carolina   Miyoung Jeong, University of South Carolina
	94 - The Power of E-Commerce: Does e-commerce enhance the impact of loyalty programs on hotel performance?	Nan Hua, University of Central Florida   Kyle Hight, University of Central Florida   Wei Wei, University of Central Florida   Ahmet Ozturk, University of Central Florida   Xinyuan Zhao, Sun Yat-Sen University   Agnes Defranco, University of Houston
	81 - In-person versus Online Focus Groups: A comparison of data diversity	Brendan Richard, University of Central Florida   Stephen Sivo, University of Central Florida   Marissa Orłowski, University of Central Florida   Robert Ford, University of Central Florida   Jamie Murphy, University of Eastern Finland   David Boote, University of Central Florida   Eleanor Witta, University of Central Florida
Rhodes B Information Technology	26 - Guilt by Association: Impacts of Data Breach Locality on the influence of error management on customer attitude and engagement behavior	Lu Zhang, Michigan State University   Wei Wei, University of Central Florida   Nan Hua, University of Central Florida
St. Tropez Event Management  Moderator: Cathy Horton	15 - One Step Forward, Two Steps Back? Unmet Demand and False Starts on the Path to Sustainable Surfing Events	Jess Ponting, San Diego State University
	51 - Role of Social Identity in the Process of Planned Behavior of Sports Events Participation	Suosheng Wang, Indiana University, Indianapolis
<b>3 – 3:30pm BEST CONFERENCE PAPER PRESENTATION</b>		
Crystal H	Conformity vs. Differentiation: The effects of hotel-like attributes on Airbnb listing performance	Karen Xie, University of Denver   Cheri Young, University of Denver
<b>3 – 3:30pm SYMPOSIA &amp; COMMITTEE MEETINGS</b>		
Capri Roundtable	Entrepreneurship Case Study Research Workshop	Po-Ju Chen, University of Central Florida   Noga Collins-Kreiner, University of Haifa
Corfu Roundtable	Can Augmented Reality Change the Way Consumers Connect, Communicate and Carry On Commerce in the Hospitality Industry?	Ajay Aluri, West Virginia University
Corsica	Improving the Effectiveness of the Marketing Strategy Selection Process with New and Existing Graphical Models: A discussion of how to improve marketing education	Allen Reich, Northern Arizona University
Gibraltar	Past Presidents' Council	Amit Sharma, Penn State University
<b>3:15 – 4:15pm SIG PRESENTATIONS &amp; MEETINGS</b>		
Cannes	Conference Committee	Alleah Crawford, East Carolina University
Malta AB	Lodging SIG	Hosted by William Frye, Niagara University
<b>3:15 – 4:15pm SIG PRESENTATIONS &amp; MEETINGS</b>		
Monte Carlo	Experiential Education SIG	Hosted by Jack Samuels, Montclair State University
Crystal I	Hospitality Sales & Marketing SIG	Hosted by Bob Gilbert, HSMAI
<b>2:30 – 3pm Refreshment Break</b>		
<b>3:45 – 4:15pm FORUM MEETINGS</b>		
Corsica	4-year Educators Networking Meeting	Lea Dopson, Cal Poly Pomona
Crystal G	2-year Educators Networking Meeting	David Schweiger, Northampton Community College
Toulon	Industry Networking Meeting	Brook Luedke, Hyatt Hotels

<b>3:45 – 4:15pm SYMPOSIA, SIG &amp; COMMITTEE MEETINGS</b>		
Capri Roundtable	Making Choices on Collegiate Hospitality and Tourism Textbooks: A roundtable discussion	Eric Brown, Iowa State University   Nicholas Thomas, DePaul University   Lisa Thomas, DePaul University   Donald Schoffstall, Johnson & Wales University, Charlotte
Corfu	New Model of Ethical Reasoning	Reg Foucar-Szocki, James Madison University   Miguel Baltazar, James Madison University
Gibraltar	Marketing Committee	Michael O'Fallon, James Madison University
Cannes	JHTR Review Board	Chris Roberts, DePaul University; Linda Shea, University of Massachusetts, Amherst
Barcelona	Networking Committee	AJ Aluri, West Virginia University
<b>3:45 – 4:30pm CONCURRENT SESSIONS</b>		
Rhodes A Service Marketing & Management  Moderator: Chris Woodruff	52 - Alleviating Service Quality Inconsistency: An approach using Financial Portfolio Theory	Donghee Kim, University of Memphis   Soochong Shawn Jang, Purdue University
	71 - The Joint Impact of Customer Participation and Service Failure Type on Service Recovery Satisfaction and Consequent Behavioral Intentions	Dan Jin, University of South Carolina   Robin B. Dipietro, University of South Carolina   Alei Fan, Purdue University
	77 - Service Recovery in the Restaurant Industry: The moderating roles of restaurant type and failure severity	Suiwen Sharon Zou, Temple University   Steven J. Migacz, Texas A&M University
Rhodes B Marketing  Moderator: Pat Moreo	16 - International Travelers' Preferences toward Home Sharing Services: A U.S.-China comparison	Yuan Wang, Temple University   Laurie Wu, Temple University   Karen Xie, University of Denver   Xiang Li, Temple University
	49 - A Theory of Loyalty Matrix for Hotel Brands	Yao-Chin Wang, University of Arkansas
	108 - Time to Arrival to a Destination and Online Search Activity: An S-shape Model	Ye Zhang, Florida Atlantic University   Melih Madanoglu, Florida Atlantic University   Anil Bilgihan, Florida Atlantic University   Peter Ricci, Florida Atlantic University
St. Tropez Lodging  Moderator: Ernest Boger	28 - Does Location Really Matter? The Influence of Customer Reviews and Distance in Travel Decisions	Esther Kim, University of Nevada, Las Vegas   Sarah Tanford, University of Nevada, Las Vegas
	36 - Travellers Who Book Online as Well as Ahead of Time	Martin Falk, Austrian Institute of Economic Research (WIFO)   Markku Vieru, University of Lapland
	46 - Hospitality Leadership Perspectives on Interpreting and Operationalizing Purpose-Driven Organizational Identity	Sandra Sun-Ah Ponting, San Diego State University
<b>4:30 – 5pm SYMPOSIA &amp; COMMITTEE MEETINGS</b>		
Capri Roundtable	Program Structures, Recruiting Ideas and How We Grew Our Academic Program From 22 to 350 in Four Years	Jack Samuels, Montclair State University
Corfu Roundtable	Tip Elimination and Its Effects on the Industry – (Part III)	Paul Bagdan, Johnson & Wales University   Brian Warrener, Johnson & Wales University
<b>4:30 – 5pm SYMPOSIA &amp; COMMITTEE MEETINGS</b>		
Corsica	ICHRIE Research Reports Editorial Board	Amit Sharma, Penn State University
Gibraltar	Member Services and Development Committee	Eric Brown, Iowa State University
Cannes	Strategic Planning Committee	Jeff Beck, Michigan State University
Barcelona	CHRIE FutureFund™ Committee	Bob Bosselman, Iowa State University
Crystal I	JHTC/Case Study Review Board	Po-Ju Chen, University of Central Florida
<b>4:30 – 5:30pm SIG PRESENTATIONS</b>		
Malta AB	Travel & Tourism SIG	Hosted by Stanley Li-Ming Chiang, East Stroudsburg University
Monte Carlo	Hospitality Financial Management SIG	Hosted by Ray Schmidgall, Michigan State University
Crystal H	Historically & Predominantly Black Colleges and Universities SIG	Hosted by Ivan Turnipseed, Cheyney University of Pennsylvania
<b>4:45 – 5:30pm CONCURRENT SESSIONS</b>		
Rhodes A Human Resources	6 - Construct Expansion and Validation of Empathy in a Senior Living SERVQUAL Model	Cynthia Mejia, University of Central Florida   Devner Severt, University of Central Florida
	83 - Emotional Labor Intervention: Customer perspective taking	Lindsey Lee, University of Houston   Juan Madera, University of Houston

4:45 – 5:30pm		CONCURRENT SESSIONS	
Rhodes B Tourism, Leisure & Recreation + Services Marketing & Management	4 - Using The Process Model to Uncover Tourists' Emotion Regulation Strategies	Jie Gao, Montclair State University   Ye Zhang, Florida Atlantic University   Mingfang Zhu, Jinan University   Yawei Wang, Montclair State University	
	5 - Customer Delight and Outrage in Theme Parks	Edwin Torres, University of Central Florida   Ady Milman, University of Central Florida   Soona Park, University of Central Florida	
	105 - Is It All in the Name? A New Model of Measuring the Effectiveness of Services Marketing In Sports Tourism	John Stephan, Coastal Carolina University   David Martin, Auburn University   Michael Collins, Florida Gulf Coast University   Kelly Martin, Auburn University	
5:30 until close		CONFERENCE CEREMONY & EVENTS	
5:30-6:30pm <b>Stir</b>	Past Presidents' Reception ( <i>invitation only</i> )		
6:30-7pm <b>Crystal Ballroom A-F</b>	Pre-Awards Mix & Mingle Reception		
7-8:30pm <b>Crystal Ballroom A-F</b>	Awards Dinner	Theme: 'Mardi Gras'	
8:45-9:45pm <b>Crystal Ballroom A-F</b>	Awards Ceremony		
9:45pm + <b>Crystal Ballroom A-F</b>	Photo Opportunity for Award Winners		
SATURDAY, 28 JULY 2018			
8am-1pm <b>Malta A &amp; B</b>	Board of Directors Meeting		