I am writing this article as ORCID celebrates the fifth annual Peer Review Week. The original idea was to recognize the efforts of many who agree to peer review and the amount of time that goes into doing a quality peer review. Peer review is essential to scholarly communication, and the lifeblood of quality research. Alice Meadows in her Scholarly Kitchen blog of January 8, 2015 (https://scholarlykitchen.sspnet.org/2015/01/08/peer-review-recognition-wanted/) argued for the challenging times peer review is facing; research output is continually increasing by 3 to 4% annually. The hospitality academy is no different. The fact that all of our submissions for the New Orleans ICHRIE conference were reviewed by no less than 2 reviewers is a testament to the efforts of our track chairs, reviewers, and Don Schoffstall. Don’s summary statistics of the submissions was enlightening and at the same time consistent with what we have seen in the past.

Chris Taylor’s article this month emphasizes the importance of the research we undertake and the impact that it has on our teaching; further, he discusses the opportunity to contribute our discovery. Presentation of those discoveries without quality peer review undermines the trustworthiness of the discovery. That we have 103 reviewers and 17 associate editors for the Journal of Hospitality and Tourism Research helps to ensure that trustworthiness in the peer review process. In the end, it is crucial that we develop theory through research and publish our findings in the most impactful ways possible. Publications then become the basis on which we build knowledge and drive future research. As ours is an applied field, applied research is equally fundamental. These do not have to stand in opposition to each other, and yet the divide between the two has polarized theoretical and applied researchers in all of our programs. Some maintain that one is more relevant, and therefore has more value, than the other. Yet neither can actually stand on its own, for there is no applied research without theory, and theoretical research is irrelevant without application.

Our field is a diverse one, and we celebrate that in our research and teaching. Shouldn’t we also prize diverse methods of contribution as well? Yet we still seek to promote our own opinions of what is relevant and what is not. This baffles me. We chose to enter academia because of our passion for, and deep curiosity about, our field, which propels continued discovery. Seeking to dictate the
When I talk to my colleagues in other associations, I always come to the same conclusion about ICHRIE members—no other association I hear about has the number of people giving back to the association through volunteerism. Our members serving on committees, on the Federation and ICHRIE boards or participating in Special Interest Groups number in the hundreds. They are people who more often than they’d like (or more often sometimes than they should) spend thousands of hours making sure that our association continues to try to add value to its members. I know I’m prejudiced, but I think there is something unique and pretty special about ICHRIE and the members who give of their time and energy on behalf of the organization. And there’s something special to be said about the organizations and schools that employ these ICHRIE members for their willingness to sometimes allow ICHRIE business to take priority over their “real” jobs.

In discussions with ICHRIE members throughout the year, we often hear comments from quite a few people who are willing to help in any way we need. Whenever we put out a call to serve asking ICHRIE members to let us know which committees they would like to work—I mean serve—on in the next couple of years, it’s truly amazing how many of you let us know of your willingness!

Of the people who respond to our call to serve, there are always a number of people who have never served before and a number of newer members who respond as well. It’s always encouraging to see such a great response and there’s a lot to be learned from our long-time volunteers. We have many ICHRIE members who work (some for decades) on an ICHRIE committee and these long-serving volunteers can teach new committee members an enormous amount about the work we try to accomplish on behalf of our overall membership. Serving on a committee is also an excellent way to learn about the organization! Each committee member contributes valuable time, sometimes boundless energy and vitally-needed new ideas and talents to ICHRIE when you work on a committee. If you are interested in serving on the ICHRIE board or on a committee, please let our current President, Jeff Beck (beck@broad.msu.edu), know! You can see the list of committee choices by visiting the ICHRIE website at https://www.chrie.org/i4a/pages/index.cfm?pageid=3341.

I’d like to take the time to thank both groups of committee volunteers—those who continue year after year to work for the organization and its goals and those who have recently signed up. Volunteering your time and talents can reap rewards you never anticipated and help connect you with other members and industry giants. The work you do is truly needed and important. The staff of International CHRIE depends upon the efforts of our dedicated members who serve on our committees and boards.

I often remark that we could never accomplish all we do without the work of our volunteers. That’s not a statement made just to make people feel good about their contributions, it’s the absolute truth! For all who contribute to the organization and who have answered the call to serve, you’re due much appreciation and all the recognition that selfless service brings.
Thank you to the many hospitality researchers from around the world that submitted papers and posters for inclusion in the ICHRIE Conference to be held in New Orleans this summer. As scientific paper committee chair, I thought I would share some statistics regarding this year’s submissions and conference.

This year (2019) for the New Orleans conference, we received 102 scientific paper submissions and 72 scientific poster submissions. This was a slight increase from 2018 in Palm Springs. This year authors from 20 countries in addition to the United States submitted papers/posters for review. Global authors accounted for 23% of the total authors (356) who submitted work this year. Our most popular submission tracks were Tourism, Leisure, and Recreation (32 submissions), and Foodservice Management and Human Resources (both with 29 submissions).

The 2019 acceptance rate for papers was 64.7%; 30.4% of the submissions were accepted as posters. In 2018, the acceptance rate was 73.3% for papers with 25.7% of papers accepted as posters. The 2019 acceptance rate for poster submissions was 95.8%, which was an increase of about 10% over 2018. Overall, there was a total of 166 accepted submissions, with 135 acceptances (papers and posters) plus 31 papers accepted as posters and 8 rejections. When compared to 2018, this is an increase of 7 accepted papers.

The submission tracks with the highest acceptance rates were Event Management and Finance and Accounting, but each track only had 3 submissions respectively. The tracks with the lowest acceptance rates were Tourism, Leisure, and Recreation, Hospitality Education, and Lodging. Currently, we are looking for ways to attract more submissions in some of our lowest submission tracks, including the areas of Club Management, Events Management, Finance and Accounting, and Legal and Gaming.

Credit for making this year’s scientific review process a success goes to our wonderful and dedicated track chairs (listed below), along with our reviewers working with each track chair. Paper and poster submissions go through double-blind review, with 31.5% receiving a third review. Thank you to all of our track chairs and reviewers for making this year’s review process a success.

Finally, we look forward to welcoming submissions for the Phoenix Conference shortly and will be sending out the 2020 Call-for-Papers in the few couple of weeks.

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**Conference Research Summary Report**

*Donald G. Schoffstall is Chair of the Scientific Paper Review Committee.*

**Club Management**
- Clayton Barrows
  - University of New Hampshire

**Education**
- William Thibodeaux
  - Nicholls State University

**Event Management**
- Rai Shacklock
  - Educational Consultant

**Finance/Accounting**
- Nan Hua
  - University of Central Florida

**Foodservice**
- Miranda Kitterlin
  - Florida International University
- Keith Mandabach
  - New Mexico State University

**Governmental Affairs/ Gaming**
- Toni Repetti
  - University of Nevada, Las Vegas

**Human Resources**
- Seonghee Cho
  - University of Missouri
- Michael Tews
  - Penn State University

**Information Technology**
- Mehmet Erdem
  - University of Nevada, Las Vegas

**Lodging**
- William Frye
  - University of New Hampshire
- Rai Shacklock
  - Educational Consultant

**Marketing**
- Seung Hyun (Jenna) Lee
  - East Carolina University
- Li Miao
  - Oklahoma State University

**Services Mgmt. & Marketing**
- Yinghua Huang
  - San Jose State University
- Seon Jeong (Ally) Lee
  - Kent State University

**Tourism, Leisure & Recreation**
- Seung Hyun (James) Kim
  - Michigan State University
- Jason Draper
  - University of Houston
In no particular order:

**Emotional Dissonance Among Frontline Hospitality Employees: An Exploratory Study Examining Habituation Theory using fMRI**

Danny Choi, Tim Kelley, Barent McCool, and Michael O’Boyle, All representing Texas Tech University

The purpose of this exploratory study is to analyze the emotional dissonance among frontline hospitality employees by examining the responses of brain regions of interest to customers’ incivility. Using fMRI (functional magnetic resonance imaging - measuring brain responsiveness), the analysis found the significant habitation of the brain regions of interest among the frontline hospitality employees. The data analysis between the survey and fMRI suggests that the frontline employees are progressing toward emotional burnout and anxiety. These findings suggest the call for more in-depth analysis regarding emotional dissonance and managerial implications preventing further progress of the symptom.

**The Impact of Booking Window Shifts on Hotel Revenue Management Forecasting**

Timothy Webb, Zvi Schwartz, Zheng Xiang, and Manisha Singal, Representing University of Delaware and Virginia Polytechnic Institute and State University

Forecasts are a critical component of the revenue management cycle as they are used as inputs to optimization algorithms that generate pricing decisions. In recent years anecdotal evidence has suggested that the booking window (reservation lead time) may shift. These shifts present challenges for revenue management professionals as many forecasting techniques are estimated based on the reservations on hand. The study estimates the accuracy of seven different models across four properties and tests the consistency of accuracy after a booking window shift. Results indicate that curve based forecasting approaches are less susceptible to accuracy deterioration when the booking window fluctuates.

**Virtual Reality in Hotel Commercials: An Experimental Study of Advertising Effectiveness**

Xi Leung, Jiaying Lu, and Billy Bai, Representing University of North Texas, Zhejiang University, and University of Nevada Las Vegas

The purpose of this study is to explore the immediate and delayed effects of hotel VR commercials as compared to traditional video commercials. Based on the perceptual load theory and elaboration likelihood model, this study designed and conducted a 2×2 experiment with two waves of data collection. The study proved that VR commercials produced better immediate effects, especially with high elaboration likelihood level. However, the findings also revealed significant decreases in purchase intention with VR commercials and significant increases in attitudes with traditional commercials. The study then provides suggestions for hoteliers to leverage the power of VR in marketing.
what our Journal editors, Director of Research, and authors desire are reviews (and reviewers) that provide strong, objective evidence that support the tough decision. With the proliferation of research, we must make sure that we are training quality peer reviewers for the future.

As the former chair of the Scientific Paper Review committee for the annual conference, and an Associate editor for the Journal of Hospitality and Tourism Research, there are a number of good habits for peer review. First and foremost is to acknowledge the deadline for the review. We all run into interruptions based on the demands on our time; being collegial to those who have submitted requires diligence on our part. Jasmine Wallace in her article on how to be a good peer reviewer urges reviewers to be ‘intentional’ (https://scholarlykitchen.sspnet.org/2019/09/17/how-to-be-a-good-peer-reviewer/). By being intentional she writes, the peer reviewer is willing, and has a desire to, make the submission better. The motivation for those of us to review should be to make the submission better, without being concerned with spelling grammar, and formatting. The best reviews are those that help scholars develop by offering feedback in a constructive fashion. Reviews that are complete and provide explanation for the comments are the most helpful. We are scholars and educators; helping others is our central purpose for being in the academy. Of course, helping others should be in that spirit; offering feedback that the reviewer (themselves) would not want to receive is counterproductive.

A recent conversation I had with Clayton Barrows, editor of the Journal of Hospitality and Tourism Administration, should be of concern to all in the Hospitality research academy: predatory publishers. Jeffrey Beall, in a 2012 column in Nature (https://www.nature.com/news/predatory-publishers-are-corrupting-open-access-1.11385), describe the characteristics of these journals: “These predatory publishers are dishonest and lack transparency. They aim to dupe researchers, especially those inexperienced in scholarly communication. They set up websites that closely resemble those of legitimate online publishers and publish journals of questionable and downright low quality.” It is up to all of us in the hospitality academy to avoid taking shortcuts and be mindful of fake open access journals that diminish the quality of hospitality research. The first step is to make sure that if submitting to an open source journal, that it is not on Cabell’s blacklist (https://www2.cabells.com/about-blacklist). According to a most recent tally, the Cabell’s list includes over 12,000 journal suspected of unethical practices.

At this time, I would like to thank Chris Taylor for his service as the ICHRIE Director of Research. In our upcoming election, we will have two very strong candidates for the position of Director of Research. Please be sure to vote for all of the open positions; we have compelling candidates in each of the open positions, thanks to Chris Roberts and the nominating committee. Thank you for being a member of ICHRIE!

Don’t Wait!

Plan your ESD Ceremony Early!

Time is running out! Be sure to schedule your chapter’s fall ceremony now.

Please send your ESD materials to the ICHRIE Office at:
ESD/ICHRIE
2810 North Parham Road
Suite 230
Richmond, Virginia USA 23294

To find out more information about ESD ceremonies, the induction process or to start a chapter at your institution, please contact:
ICHRIE Office: 01 (804) 346-4800 | Fax: 01 (804) 346-5009
Email: ESD@chrie.org

*Please allow three weeks for processing and delivery.
I hope everyone’s fall semester is starting off great. It is always such a pleasure to welcome students back to campus and get in full swing for our teaching, research, and service. Hopefully, you have time in your busy schedule to prepare a submission to present at our 2020 West Federation conference February 6-8 in Pomona, California hosted by the Collins College of Hospitality Management at Cal Poly Pomona. The theme is “A Call to Action: A Commitment to Success”.

Lea Dopson and her staff and faculty are planning an amazing conference. We start with a reception on Thursday, February 6 and the final sessions will end at 3:00 pm on Saturday, February 8. We will have sessions and meals at the college and the Restaurant at Kellogg Ranch, as well as a Friday evening excursion to Downtown Disney. All information about the conference is available on the adjacent Call for Papers link and at the conference website: https://www.wfchrie.com

Following the success of last year’s format, we will again have two tracks – Education/Teaching/Pedagogy and Applied Research. There are four types of presentations:

1. 20-minute stand-up presentation—featuring completed empirical research.
2. 50-minute panel/round-table discussion/workshop/symposium—The 50-minute panel/discussion/workshops should focus on a particular problem, challenge, or idea, not completed research.
3. 10-minute stand-up “speed” presentation—Presentation focused on empirical research in progress or summaries of research. 5 minutes or less discussing project without a formal slide presentation. 5 minutes discussion and feedback.
4. Poster presentation—Posters should feature empirical research in process or just completed.

Proposals are due by 10 pm (Pacific), Sunday, October 6, 2019 and are submitted through Easy Chair at the following link: https://easychair.org/conferences/?conf=wfchrie2020

Thanks to the gracious sponsorship of University of Houston, we will have four awards this year—Best Proposal for a Stand-up Presentation in each track, Most Innovative Proposal, and Best Proposal Reviewer. The federation also sponsors two scholarships for conference attendance—one for faculty and one for students. The scholarship application is available on the conference website.

Early bird conference registration is already available at this link: http://buytickets.at/thecollinscollege/293563. Early Bird rates last until January 6 and start at $189 for Full-time faculty/industry ICHRIE members, $129 for adjunct faculty, secondary instructor or retired ICHRIE members, and $119 for student ICHRIE members. The full registration fee schedule is available in the Call for Papers and the conference website.

Conference hotel accommodations at special rates are at DoubleTree by Hilton Pomona OR La Quinta by Wyndham. Both hotels are located directly across from each other and conveniently just minutes from The Collins College at Cal Poly Pomona.
parameters of that discovery is contrary to the very spirit of the academy, and I want us to move beyond it.

The applied nature of hospitality lends itself to broad research agendas and creates boundless opportunity for us all to contribute. What we all do is of value. We present our research to peers at conferences and share it in journals. But we also have a responsibility to convey our discoveries to industry, and the best way of doing that is integrating those discoveries into what we teach our students. They can and will go out into industry and apply our recommendations to their work in our field. A full circle of impact from the research we all do. Research that informs and impacts teaching. That’s academia to me.

To that end, when we go to conferences, we should not simply look to the research that supports what we are doing, but to that which introduces new ideas to bring into our classrooms. We have a tremendous opportunity to learn from each other. As I close, let me ask you to consider the impact your research could have on colleagues, students, and the industry.

A call for papers for the summer ICHRIE conference will be coming out soon, and I hope you all will submit your work so that we may share and celebrate the unique research you do.

In Vino Veritas…. Chris Taylor
Director of Research for ICHRIE

We welcome people from all federations to submit proposals and attend the conference. We promise that it will be an awesome education and networking event. If you have any questions, please contact me at jhertzma@nmsu.edu or westfedcrhie@gmail.com.

Sincerely,

Jean Hertzman, Ph.D., CCE, CSW
Director & Professor
New Mexico State University
West Federation CHRIE President

Transitions

Send news about ICHRIE member marriages, births, deaths, promotions and any other of life’s transitions to agrayson@chrie.org.

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