



*The Hospitality & Tourism Educators*

# 2025

ICHRIE ETA SIGMA DELTA (ESD)



*Welcome to Tampa*

ICHRIE Eta Sigma Delta (ESD) ΗΞΔ Undergraduate Student Research Symposium  
20 - 21 February 2025 | Tampa, Florida, USA

**HOSTED BY**



UNIVERSITY of  
**SOUTH FLORIDA**

**Muma College of Business**

School of Hospitality and  
Tourism Management

# EVENT SPONSORS



UNIVERSITY of  
**SOUTH FLORIDA**

**Muma College of Business**

School of Hospitality and  
Tourism Management



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT



COLLEGE OF MERCHANDISING,  
HOSPITALITY & TOURISM  
Department of Hospitality, Event,  
& Tourism Management

UNLV



Council on Hotel, Restaurant,  
and Institutional Education

*The Hospitality &  
Tourism Educators*

Florida Gulf Coast  
University



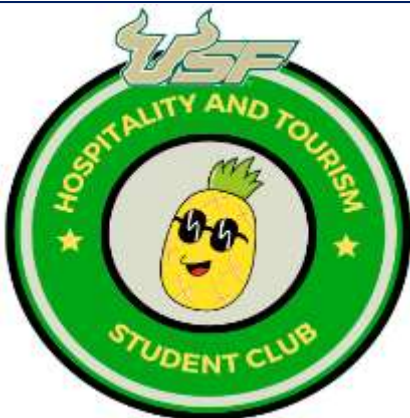
Council on Hotel, Restaurant,  
and Institutional Education

*The Hospitality &  
Tourism Educators*



Council on Hotel, Restaurant,  
and Institutional Education

*The Hospitality &  
Tourism Educators*



Busch  
Gardens

Adventure  
Island



PEACHY SOFTWARES

Your problems, our mission.



# 2025 ETA SIGMA DELTA (ESD) BOARD OF GOVERNORS

NAME	POSITION	AFFILIATION
Fran Brasseur	Chief Executive Officer (CEO)	International CHRIE
Dr. Donna Albano	Chair	Stockton University
Tim Flohr	Immediate Past Chair	University of Memphis
Dr. Stacey Smith	Secretary	Fort Hayes State University
Dr. Jeff Lolli	Treasurer	Widener University
Dr. Kate Price-Howard	Director of Marketing	Troy University
Dr. Robert Thompson	Director of Professional Development	William Carey University
Dr. Daniel Leung	APacCHRIE	The Hong Kong Polytechnic University
Dr. Willie Tao	CentralCHRIE	Oklahoma State University
Alessia Moretti	EuroCHRIE	César Ritz Colleges Switzerland
Dr. Abena A. Aidoo Hewton	NENACHRIE	George Mason University
Dr. Heather Lewis	SECSACHRIE	Troy University
Dr. Han Wen	WF CHRIE	University of North Texas

## 2025 ICHRIE ESD UNDERGRADUATE RESEARCH SYMPOSIUM ORGANIZING COMMITTEE



Dr. Godwin-Charles Ogbeide  
Symposium Chair  
Metropolitan State University  
of Denver



Dr. Han Wen  
Co-Chair  
University of North Texas



Dr. Willie Tao  
Co-Chair  
Oklahoma State University



Mary Richards  
Advancement Specialist  
International CHRIE



Fran Brasseur  
Chief Executive Officer (CEO)  
International CHRIE



Dr. Donna Albano  
Chair, ESD Board of  
Governors  
Stockton University



Marie Haidara  
President, USF Hospitality &  
Tourism Student Club  
Planning Assistant



Dr. Seden Dogan  
University of South  
Florida(USF) Symposium  
Planner

# PAPER REVIEW TRACK CHAIRS AND SUPER REVIEWERS

TRACK CHAIRS		
NAME	TRACK	AFFILIATION
Dr. Godwin-Charles Ogbeide	Chair, Event/Tourism	Metropolitan State University of Denver
Dr. Han Wen	Chair, Sustainability/Technology	University of North Texas
Dr. Willie Tao	Chair, Hospitality/Education	Oklahoma State University
SUPER REVIEWERS		
NAME	TRACK	AFFILIATION
Dr. Adam Carmer	Hospitality/Education	University of South Florida
Dr. Bonhak Koo	Sustainability/Technology	Texas Tech University
Dr. Cho Tin Tun Kirkpatrick	Hospitality/Education	Colorado Mountain College and Nova Southeastern University
Dr. Daniel Leung	Sustainability/Technology	The Hong Kong Polytechnic University
Dr. Hong Soon Kim	Sustainability/Technology	University of Delaware
Dr. Jangwoo Jo	Sustainability/Technology	Metropolitan State University of Denver
Dr. Jeff Lolli	Hospitality/Education	Widener University
Dr. Jihee Choi	Event/Tourism	The City University of New York
Dr. Ken Khan	Hospitality/Education	Western Community College, Canada
Dr. Kiyam Shafieizadeh	Sustainability/Technology	Metropolitan State University of Denver
Dr. Kunsoon Park	Event/Tourism	South Dakota State University
Dr. Luana Lanu	Hospitality/Education	University of South Florida
Dr. Mary Olle	Event/Tourism	Stephen F. Austin State University
Dr. Mi Ran Kim	Event/Tourism	Michigan State University
Dr. Pei Liu	Event/Tourism	University of Missouri-Columbia
Dr. Robert Q. Gip	Hospitality/Education	Texas A&M University
Dr. Rohit Kanda	Event/Tourism	Lincoln University College of the Commonwealth System of Higher Education KL
Dr. Smita Singh	Hospitality/Education	Metropolitan State University of Denver
Dr. Soona Park	Hospitality/Education	University of North Texas
Dr. Stacey Smith	Sustainability/Technology	Fort Hayes State University
Dr. Wei Wang	Event/Tourism	The University of Southern Mississippi
Dr. Xiaolong Shao	Event/Tourism	Metropolitan State University of Denver
Dr. Xingyi Zhang	Sustainability/Technology	University of North Texas
Dr. Yanyan Zheng	Sustainability/Technology	University of North Texas
Dr. Yidan Huang	Sustainability/Technology	University of North Texas
Nikol Lopez-Llantuy	Hospitality/Education	Iowa State University

# GENERAL SESSION SPEAKERS



**Dr. Christian Hardigree**  
Keynote Speaker

Regional Chancellor, USF, St. Petersburg

**Dr. Christian Hardigree has been the Regional Chancellor** of USF's St. Petersburg campus since May 2022. Previously, she was the founding dean of the School of Hospitality at Metropolitan State University in Denver, where she led its transition to a free-standing school, secured over \$3.7 million in external funding, and redesigned multiple degree programs. She also served as the founding director of the Michael A. Leven School of Culinary Sustainability and Hospitality at Kennesaw State University and has extensive experience in law, specializing in employment discrimination and labor relations. A recognized researcher and educator, she holds a juris doctorate from Mercer University and a bachelor's degree in hospitality from the University of Nevada Las Vegas.



**Dr. Trishna Mistry**

Panel Discussion Moderator

**Dr. Trishna Mistry is an Assistant Professor** at the University of South Florida's School of Hospitality and Tourism Management. She teaches hospitality human resources, strategic management, leadership, and organizational effectiveness at both undergraduate and graduate levels. Her research focuses on human resources, organizational behavior, employee well-being, and leadership styles in hospitality, with a particular interest in employee mistreatment, generational differences, and ethical issues. She holds a Ph.D. and Master's in hospitality and tourism management from UCF and a Bachelor's in broadcast journalism from UF. Before academia, she gained extensive experience in the lodging sector and is an active member of CHRIE and SHRM.



**Zach Feinstein**

Panelist

**Zach Feinstein is the CEO of The Feinstein Group (TFG)**, a leading restaurant and event management company known for its innovative approach to hospitality. He has created successful dining destinations like The Living Room, Sonder Social Club, Highland House, and The Black Pearl in Dunedin and Wesley Chapel. Alongside his wife Christina, he is one of Tampa's youngest restaurateurs, redefining the local food scene. TFG's success is built on its H.O.M.E. culture—Hospitality, Opportunities, Meritocracy, and Excellence—fostering exceptional service and team empowerment. Zach's leadership, creativity, and commitment to excellence continue to shape Tampa Bay's hospitality industry.



**Juan Lopez**

Panelist

**Juan Lopez, CMP, is the Sales & Marketing Manager** at the Tampa Convention Center, overseeing event marketing, sales, and bookings as part of the Executive Team. With over 27 years in the hospitality industry, he has held venue management roles at the Yuengling Center at USF and the Kaseya Center in Miami. He holds bachelor's degrees in Sports Administration from the University of Florida and Finance from the University of South Florida. Lopez is an active member of industry associations, serving on the CSPI Board of Directors and as Florida state representative for IAVM Region V.






**Michael Seth McDaniels**

Panelist

**Michael Seth McDaniels is a results-driven Hospitality Executive** with extensive leadership experience in top-tier hotel brands. As General Manager of Wyndham Grand Clearwater Beach under Davidson Hospitality, he successfully transitioned the property, optimized operations, and increased profitability. Previously, as Vice President of Openings & Experience at Davidson and Director of Openings at Hyatt, he led over 50 hotel openings and transitions, enhancing guest experiences and operational efficiency. He also excelled as General Manager of The Epiphany in Palo Alto, driving revenue growth and service excellence. A Florida International University graduate and industry award recipient, Seth continues to shape hospitality through innovation and leadership.

# DAY 1 (FEBRUARY 20)

2:00 PM - 6:00 PM	<b>General Session 1, Room 3707 (Moderator: Dr. Godwin-Charles Ogbeide)</b>	
2:00 PM - 4:00 PM	<b>Registration</b> At Marshall Student Center	
3:00 PM - 3:45 PM	<b>Welcome Speech:</b> The Significance of Effective Leadership and the Power of Research Skills By <b>Dr. Christian Hardigree</b> , Regional Chancellor of the University of South Florida, St. Petersburg	
4:00 PM - 6:00 PM	<b>Welcome Reception / Mix and Mingle</b> <b>At Tree Top Kitchen, Busch Garden</b> Sponsored by the University of South Florida and Busch Garden	  

# DAY 2 (FEBRUARY 21)

7:30 AM - 8:30 AM	<b>Networking Breakfast, Room 3707</b> At Marshall Student Center	
8:00 AM - 12:00 PM	<b>Registration</b> At Marshall Student Center	
8:30 AM - 10:00 AM	<b>General Session 2, Room 2709</b>	
8:30 AM - 9:15 AM	<b>Panel Discussion:</b> Current Issues and Future Trends in the Hospitality and Tourism Industry <b>Moderator:</b> Trishna Mistry (Assistant Professor, USF School of Hospitality and Tourism Management) <b>Panelists:</b> Seth McDaniels (GM at the Wyndham Grand Clearwater), Zach Feinstein (CEO of The Feinstein Group (TFG), and Juan Lopez (Sales & Marketing Manager at the Tampa Convention Center).	
9:15 AM - 9:30 AM	Greening the Table: Advancing Sustainability in Restaurant Systems Through Innovation and Farm-to-Table Practices. By Kristianna Anderson and Ruth Smith (Bethune-Cookman University)	
9:30 AM - 9:45 AM	Beyond the Stereotypes: Examining the Challenges and Opportunities for Authentic Native American Tourism. By Mikayla Herrera and Willie Tao (Oklahoma State University)	
9:45 AM - 10:00 AM	The Impact of Emotional Intelligence on the Hospitality and Tourism Industry By Tyrin Register and Godwin-Charles Ogbeide (Metropolitan State University of Denver)	
10:00 AM - 10:15 AM	<b>Break, Room 3713</b>	
10:15 AM – 11:30 AM	<b>Concurrent Session 1, Room 3704 (Moderator: Dr. Willie Tao)</b>	
This session is about: <b>Event &amp; Tourism</b>	Economic Impact of Major Events on the Lodging Sector: A Case Study of Taylor Swift's "The Eras Tour" By Gabriella DeFrancisco, Noel Criscione-Naylor, and Jennifer Aarons (Stockton University)	
	Understanding and Enhancing Student Involvement in Academic and Extracurricular Activities By Tara Marsh and Alexander Eckmeder (Stockton University)	
	How Charleston and Its Local Businesses Are Affected by Growing Tourism By Riley Johnston and Stephen Litvin (College of Charleston)	
	Event Planners and Plants: Creating a Blooming Experience By Rebekah Rowland and Mary Olle (Stephen F. Austin State University)	
	Reimagining the Events Industry Post-Pandemic: Elevating Engagement, Inclusivity, and Sustainability as Pillars of Innovation and Transformation. By Cassandre Bossicot and Ruth Smith (Bethune-Cookman University)	
10:15 AM – 11:30 AM	<b>Concurrent Session 1, Room 3708 (Moderator: Dr. Han Wen)</b>	
This session is about:	Enhancing Workforce Readiness in the Hospitality Industry: A Gender-Based Study of Hospitality Business Students' Internship Experiences. By Kira Saroken, Yongwoo Nam, Benjamin Kim, Mi Ran Kim, Hala Sun, and Troy Walker (Michigan State University)	
	Spaces that Spark: The Impact of Hotel Servicescape Design on Employees' Creativity By Griffin Whalen and Peihao Wang (Temple University)	



<p><b>Hospitality &amp; Education</b></p>	<p>The Challenges and Costs of Employing Temporary Foreign Workers in a Resort Community By Nadia Falcone, Ronessa Myers, Abril Rivas-Jimenez, Jennifer McGurk, Michael Collins (Florida Gulf Coast University), and Juan Montenegro (University at Buffalo, State University of New York)</p>
	<p>How Accessibility Impacts The Guest Experience For Deaf And Hard-Of-Hearing Individuals By Franco Di Paolo and Karima Lanfranco (Lynn University)</p>
	<p>Understanding the Hospitality and Tourism Workforce By Saray Galvan and Huy Robert Gip (Texas A&amp;M University)</p>
<p>11:30 AM – 12:30 PM</p>	<p><b>LUNCH, Room 2709</b></p>
<p>12:30 PM – 1:45 PM</p>	<p><b>Concurrent Session 2, Room 3704 (Moderator: Dr. Willie Tao)</b></p>
<p>This session is about: <b>Sustainability &amp; Technology</b></p>	<p>Enhancing Event Inclusivity: Applying Immersive Technology for People with Disabilities By Emily Howe and Willie Tao (Oklahoma State University)</p>
	<p>Investing in the Future: Leading Financial and Economic Innovation in Hospitality By Elsie Rector and Ryan Greathouse (West Virginia University)</p>
	<p>Sustainability in the Cruising Industry: Innovations in Air Quality, Energy Efficiency, and Waste Management. By Fikret Durmus and Mi Ran Kim (Michigan State University)</p>
	<p>Human Intelligence vs. Artificial Intelligence in Hotel Services: Analyzing Gender-Based Customer Perceptions. By Abylay Musabay and Mahlagha Darvishmotevali (The Hong Kong Polytechnic University)</p>
	<p>Sustainability in Practice: Evaluating Animal Care, Conservation, and Community Engagement at Moody Gardens. By Rebekah Cisna and Mary Olle (Stephen F. Austin State University)</p>
<p>12:30 PM – 1:45 PM</p>	<p><b>Concurrent Session 2, Room 3708 (Moderator: Dr. Han Wen)</b></p>
<p>This session is about: <b>Event &amp; Tourism</b></p>	<p>The New Space Race: Gen Z's Perception with Emerging Space Tourism By Callyn Anderson, Delanee Bedore, and Stacey L. Smith (Fort Hays State University)</p>
	<p>Factors That Contribute to the Success of Managing Professional Sports Leagues By Dailyn Gaines and Jeff Lolli (Widener University)</p>
	<p>International Accessibility in Tourism Hotspots: A Cross-Cultural Comparison By Nora Beebe and Han Wen (University of North Texas)</p>
	<p>Globalization vs. Culture Preservation in Gastronomy Tourism: Using Mexico as An Example By Jennifer Estrada and Han Wen (University of North Texas)</p>
	<p>Understanding study abroad decision-making to improve faculty-led programs By Emma Peters and Brumby McLeod (College of Charleston)</p>
<p>1:45 PM - 2:00 PM</p>	<p><b>Break, Room 3713</b></p>
<p>2:00 PM – 3:00 PM</p>	<p><b>Concurrent Session 3, Room 3704 (Moderator: Dr. Willie Tao)</b></p>
<p>This session is about: <b>Sustainability &amp; Technology</b></p>	<p>Exploring the Impact of Voice-powered AI Concierge and its Influence on Personalized Guest Experiences and Operational Efficiency. By Amelia Szczesny, Kristen Kelly, and Ajay Aluri (West Virginia University)</p>
	<p>The Impacts of Artificial Intelligence on Customer Service in the Hospitality Industry By Caitlyn Horton and Huy Robert Gip (Texas A&amp;M University)</p>
	<p>From Miso to Smile: The Impact of Hedonic and Utilitarian Names on Robot Perception in Hospitality By Fatmah Almeer and Amit Sharma (Pennsylvania State University)</p>
	<p>Hospitality Training and its Influence on Resident Autonomy and Quality of Life in CCRC's By Hannah Jones, Amy Lorek, and Phillip Jolly (Pennsylvania State University)</p>
<p>2:00 PM – 3:00 PM</p>	<p><b>Concurrent Session 3, Room 3708 (Moderator: Dr. Han Wen)</b></p>
<p>This session is about:</p>	<p>Hidden in Plain Sight: Exploring the Role of Hotels in Human Trafficking Networks By Katie Hale, Marisol Banda, Cory Cimaglia, and Stacey L. Smith (Fort Hays State University)</p>
	<p>Tourism-Driven Revitalization and Its Impact on Community Nonprofits: Insights from Atlantic City.</p>


<b>Event &amp; Tourism</b>	By Cassandra Gould and Noel Criscione-Naylor (Stockton University)
	Navigating Career Paths In Hospitality By Lydia Pool, Ashlyn Szczypinski, and Noel Criscione-Naylor (Stockton University)
	A Global Palate: The Role of Cultural Diversity in Redefining Contemporary Restaurant Menus and Culinary Innovation. By Kavon Kisnasammy and Ruth Smith (Bethune-Cookman University)
3:00 PM - 3:15 PM	<b>Break, Room 3713</b>
3:15 PM - 4:00 PM	<b>Award Ceremony/Closing, Room 2709 (Moderators: Dr. Godwin-Charles Ogbeide and Marie Haidara)</b>
	Best Paper and Meritorious Paper Awards

### About Eta Sigma Delta (ESD) Honor Society

In 1978, a group of students from the University of New Hampshire's Whittemore School of Business and Economics (now The Peter T. Paul College of Business and Economics) identified a need to recognize hospitality and tourism students for outstanding academic achievement, meritorious service and demonstrated professionalism. At that time, honor societies existed for other disciplines, but not for the field of study serving one of the world's largest industries.

As a special project, the students researched and evaluated a variety of options for fulfilling this need. The end result was the establishment of the first chapter of Eta Sigma Delta International Hospitality Management Society. Today, there are over 90 active Eta Sigma Delta chapters throughout the world. The growth is testament to the dedication of both students and professionals in hospitality and tourism to the pursuit of academic, professional, and personal excellence. The guidance and support of International CHRIE has made it possible for ESD to grow. It is the intent that this Society will lead hospitality and tourism educators and professionals to the highest levels of professionalism and achievement.

### Benefits of ESD Membership



Get started on building your international networks and careers. The professional benefits of Eta Sigma Delta include an opportunity for outstanding students to distinguish themselves in the eyes of educators, recruiters and industry executives in an increasingly competitive industry. In addition, ESD provides a networking system through their chapters that allows for interaction and the exchange of information among students. Often, ESD meets for special events or functions at annual trade shows. An Eta Sigma Delta column regularly appears in the ICHRIE monthly newsletter as well.

- ESD Student will become student members of International CHRIE until the December after they graduate from their programme. They will then be eligible to apply for full ICHRIE membership. The ESD designation is lifelong.
- ESD can serve as a means of uniting outstanding students for campus activities, fundraisers and volunteer programs at institutions.
- Educational benefits include the opportunity for ESD chapters to provide a stimulus for students to strive for academic excellence.
- By functioning as a resource for the hospitality program, ESD chapters can also provide tutoring or other forms of academic support for students needing assistance.
- Act as a resource from which Industry leaders can recruit.
- Gain and develop networking opportunities with other ESD students across the world within ICHRIE.



## Who is Eligible to be a Member of ESD?

The school must be a current **Executive** (*previously Institutional*) or **Gold Premium / Premium** Member of International CHRIE. In addition, the ESD Faculty Adviser will gain a complimentary full membership of International CHRIE if they have an active ESD Chapter. The ESD Society will grant membership to the following categories of individuals: Students, Alumni, Graduate Student, and Honorary.

- An undergraduate student must have completed 50% of the credit hours required for graduation in an institution that has become a chapter of the Society. Provided the criteria is met, the student may have at least a sophomore (2nd year) or junior (3rd year) standing.
- The student must be officially declared as a hospitality management major and have completed at least one complete year's course work at the institution requesting society membership.
- The undergraduate student must have obtained a 3.00 GPA or above at an institution with a 4.00 scale, or an equivalency at an institutional chapter using some other method of calculation. A student enrolled in an institution not on the 4.00 GPA, must rank at or above the top 20th percentile in class standing.

## ESD Points of Honor

**There are 6 points of honor that ESD students will recognize and shine:**

**Creativity:** We light this candle in recognition of Creativity. We realize that our ability to think creatively will affect the future of our professions. Our innovation will lead to better decisions and outcomes.

**Diversity-Equity-Inclusion:** We light this candle to demonstrate our commitment to diversity, equity, and inclusion. We respect people, value diversity, and are committed to equality for everyone. By valuing our differences, creating equitable opportunities for everyone, and welcoming all in the true spirit of hospitality, we can be role models for others.

**Ethics:** We light this candle to establish the commitment we have to Ethics. The consideration of the Ethics guides our personal and professional decision-making. May this final candle brilliantly light the way for each of us throughout our lives.

**Excellence:** We light this candle to represent our continuous pursuit of Excellence in all we do. Through the quest for Excellence, we pledge to uphold high standards for both academic and professional achievement.

**Leadership:** We light this candle as a hallmark of Leadership. A leader is like a light held high that brightens the way for others. Let us each pledge that in our personal and professional relationships; we will demonstrate the qualities of Leadership.

**Service:** We light this candle to acknowledge the importance of Service. After all, it is service that makes the hospitality industry unique. May our concern for others help promote our professional success and inspire us to lead lives of service.

**Thank you to all the authors, speakers, sponsors, and ICHRIE Staff.**

**ICHRIE Eta Sigma Delta extends special gratitude to the presenting sponsor of this second ICHRIE ESD Undergraduate Research Symposium, University of South Florida, School of Hospitality and Tourism Management in the Muma College of Business.**

Event Sponsor



Busch Gardens Tampa  
(\$2000US)



Coral Gables Sponsorship  
(\$750US)



Riverwalk Sponsorship  
(\$500US)



Sunshine  
Skyway Bridge  
(\$200US)

