



# 2024



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Miami!



ICHRIE Eta Sigma Delta (ESD)  
Undergraduate Student  
Research Symposium

21 February 2024 | Miami, Florida, USA

**HOSTED BY: FLORIDA INTERNATIONAL UNIVERSITY (FIU)**

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Chaplin School of  
Hospitality & Tourism  
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## PAPER REVIEW TRACK CHAIRS, SUPER REVIEWERS, AND REVIEWERS

### TRACK CHAIRS

NAME	TRACK	AFFILIATION
Dr. Godwin-Charles Ogbeide	Chair, Event and Tourism	Metropolitan State University of Denver
Dr. Han Wen	Chair, Consumer Behavior, DMO, and Sustainability	University of North Texas
Dr. Willie Tao	Chair, Hospitality Technology, Education, and Careers	Oklahoma State University

### SUPER REVIEWERS

NAME	TRACK	AFFILIATION
Dr. Amelia Asperin	Consumer Behavior, DMO, and Sustainability	The Culinary Institute of America
Dr. Bonhak Koo	Hospitality Technology, Education, and Careers	Texas Tech University
Dr. Cho Tin Tun Kirkpatrick	Hospitality Technology, Education, and Careers	Colorado Mountain College and Nova Southeastern University
Dr. Cynthia Deale	Event and Tourism	East Carolina University
Dr. Daniel Leung	Hospitality Technology, Education, and Careers	The Hong Kong Polytechnic University
Dr. Hong Soon Kim	Event and Tourism	University of Delaware
Dr. Jangwoo Jo	Event and Tourism	Metropolitan State University of Denver
Dr. Jeff Lolli	Hospitality Technology, Education, and Careers	Widener University
Dr. Kiyan Shafieizadeh	Hospitality Technology, Education, and Careers	Metropolitan State University of Denver
Dr. Mary Olle	Consumer Behavior, DMO, and Sustainability	Stephen F. Austin State University
Dr. Smita Singh	Consumer Behavior, DMO, and Sustainability	Metropolitan State University of Denver
Dr. Stacey Smith	Consumer Behavior, DMO, and Sustainability	Fort Hayes State University
Dr. Xiaolong Shao	Event and Tourism	Metropolitan State University of Denver
Dr. Yao-Chin Wang	Hospitality Technology, Education, and Careers	University of Florida
Dr. Yvette Green	Event and Tourism	University of New Orleans

### REVIEWERS

NAME	TRACK	AFFILIATION
Dr. Andrea White-Mcneil	Event and Tourism	Bethune-Cookman University
Dr. Eunmin Hwang	Consumer Behavior, DMO, and Sustainability	University of South Alabama
Dr. Fang Shu	Event and Tourism	Florida International University
Dr. Pei Liu	Consumer Behavior, DMO, and Sustainability	University of Missouri-Columbia
Dr. Ruiying Cai	Hospitality Technology, Education, and Careers	Washington State University
Dr. Wei Wang	Hospitality Technology, Education, and Careers	The University of Southern Mississippi
Dr. Yee Ming Lee	Consumer Behavior, DMO, and Sustainability	Auburn University

# GENERAL SESSION SPEAKERS



**Cihan Cobanoglu,**  
McKibbon Endowed Chair, Dean of the  
School of Hospitality and Tourism  
Management

**Dr. Cihan Cobanoglu** is the dean of the School of Hospitality and Tourism Management. He holds the McKibbon Endowed Chair Professor of the School of Hospitality and Tourism Management at USF's Muma College of Business in Sarasota-Manatee. He also serves as the director of the M3 Center for Hospitality Technology and Innovation and is the coordinator of international programs for the college. Additionally, Cobanoglu is the director of international partnerships for the college, responsible for coordinating global affairs. Dr. Cobanoglu is a renowned hospitality and tourism technology expert and a Fulbright specialist. He is a Certified Hospitality Technology Professional and is editor of the Journal of Hospitality & Tourism Technology, the Journal of Global Business Insights; is associate editor of Tourism Review and a co-author of six books and 10 conference proceedings. He serves as president of the Association of North America Higher Education International. He is a board member of Hospitality Technology magazine and an editorial board member of Cornell Hospitality Quarterly, the International Journal of Contemporary Hospitality Management, among many others.



**Steve Hood,**  
SVP, Research and Director, SHARE  
Center

**Steve Hood** is senior vice president of research for STR. He has been with STR for over 17 years and was involved in the original development of the STAR program. Steve played a major role in the historical launch of programs that incorporated daily, group and transient, and international data. He is currently responsible for research-related activities at STR, while helping to manage STR's relationships with several major organizations. Steve also serves as the founding director of the SHARE Center, STR's outreach to universities around the world. He represents STR at national and international lodging and tourism conferences and you can see his articles in publications such as Hotel News Now ([www.hotelnewsnow.com](http://www.hotelnewsnow.com)). Steve serves on several advisory boards for industry and academia. In 2012, Steve was recognized by ICHRIE with the Industry Recognition Award for demonstrated commitment to advanced hospitality and tourism education. In 2013, he was named an honorary faculty member at the University of Delaware. Prior to STR, Steve served as vice president at two database consulting firms in the Northern Virginia area.



**Jason R. Younce,**  
Encore Vice President - Campus  
Partnerships

**Jason R. Younce** is Encore Vice President - Campus Partnerships. He is a senior leader with significant business development and process implementation experience, regionally and nationally. Possesses strengths in developing, building, and mentoring a "team win" culture to support the implementation of operational efficiencies and goals-based strategy. Key Characteristics and Competencies Include:

- Strategic Account Management & Business Development
- Process Improvement & Optimization
- Goal & Results Driven
- Building Team Cohesion
- Business Intelligence/Financial Analysis
- Strategic Thinking/Anticipation
- Passion & Energy



# DAY 1 (FEBRUARY 20)

8:00 PM - 4:00 PM

Registration

4:00 PM - 6:00 PM

Welcome Reception / Mix and Mingle

Sponsored by Florida International University (FIU)



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# SHARE CENTER



**SHARE Center**

The CoStar Group SHARE Center provides in-depth resources and training materials for the academic community.



**STEVE HOOD**  
SR VICE PRESIDENT OF RESEARCH

### ABOUT STR

We deliver data that is confidential, accurate and actionable, and our comprehensive solutions empower our clients to strategize and compete within their markets.



### COMPANY OVERVIEW

Founded in 1985, STR provides premium data benchmarking, analytics and marketplace insights for the global hospitality industry. STR was acquired in October 2019 as a division of CoStar Group, Inc. (NASDAQ: CSGP), a leading provider of online real estate marketplaces, information and analytics in the commercial and residential property markets.



# encore

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ANNUAL EVENTS



**JASON YOUNCE**  
Vice President  
Campus Partnerships

# 2,100+ IN-HOUSE VENUES



# DAY 2 (FEBRUARY 21)

8:00 AM - 8:55 AM	<b>Registration and Networking Breakfast, KCC Room 122</b>
9:00 AM - 10:00 AM	<b>General Session 1, KCC Room 120 (Moderator: Dr. Godwin-Charles Ogbeide)</b>
	<b>Keynote:</b> The Importance of Research to the Hospitality and Tourism Industry and the Characteristics of an Excellent Research Paper. By <b>Dr. Cihan Cobanoglu</b> , McKibbon Endowed Chair, Dean of the School of Hospitality and Tourism Management at <b>USF's Muma College of Business</b>
10:05 AM - 10:50 AM	<b>General Session 2, KCC Room 120 (Moderator: Dr. Godwin-Charles Ogbeide)</b>
	Hakka restaurants in Canada: An exploration of ethnic cuisine and culture By Ava Barger and Willie Tao, <b>Oklahoma State University</b>
	Empowering Inclusivity: Leveraging Technology for Designing Accessible Events By Jazmyn Johannassen, Smita Singh, and Godwin-Charles Ogbeide, <b>Metropolitan State University of Denver</b>
	Unraveling the Impact of Different Festival Stimuli on Consumers' Intention to Purchase Food and Beverage Products By Zichun Huang, Xinrui Wang, & Daniel Leung, <b>The Hong Kong Polytechnic University</b>
10:50 AM - 11:05 AM	<b>Break, KCC Room 122</b>
11:10 AM – 12:25 PM	<b>Concurrent Session 1, KCC Room 124 (Moderator: Dr. Han Wen)</b>
This session is about: <b>Hospitality Education/Careers</b>	Understanding Implications of Restaurants in a Post-Pandemic World: A Tourism and Hospitality Case Study for La Tasca By Callyn Anderson, Marisol Banda, Katie Hale, and Stacey Smith, <b>Fort Hays State University</b>
	The Effects of Small Talk on Employees' Work-Related Outcomes By Maya Doyle and Michael Tews, <b>Penn State University</b>
	Investigating Masculinity and Femininity Effects on Work-Family Conflict By Abigail Garland, <b>Penn State University</b>
	Where are all the hospitality majors going? By Lydia Pool, <b>Stockton University</b>
	“Eat Local, Drink Local”: Consumer Behavior and Willingness-to-Pay in Locavore Movements in West Tennessee By Alexandra Moser, Rui Qi, and Timothy Flohr, <b>University of Memphis</b>
11:10 AM – 12:25 PM	<b>Concurrent Session 1, KCC Room 126 (Moderator: Dr. Willie Tao)</b>
This session is about: <b>Hospitality Technology</b>	Harnessing the Power of Large Language Models (LLMs) in Crafting Employee Manuals: A Case Study of a Small Local Restaurant By Camille Rawinski and Jangwoo Jo, <b>Metropolitan State University of Denver</b>
	Tech-Savvy Hospitality: A Strategic Approach to Overcoming Labor Shortages By Donna Haywood and Smita Singh, <b>Metropolitan State University of Denver</b>
	Effectiveness of Generative AI in Craft Beer Promotional Campaigns for Small Breweries By Christopher Eastment and Jangwoo Jo, <b>Metropolitan State University of Denver</b>
	An Exploratory Study on the Use of Artificial Intelligence for Tourism Marketing in the Midwest By Katie Hale, Callyn Anderson, Marisol Banda, and Stacey Smith, <b>Fort Hays State University</b>
	MetaSustainED: Nurturing Greener Events Using Metaverse Technology By Conner Brown, Christopher Eastment, and Jangwoo Jo, <b>Metropolitan State University of Denver</b>
12:30 PM – 1:25 PM	<b>LUNCH, KCC Room 122</b>
12:45 PM – 1:25 PM	<b>General session 3, KCC Room 122 (Moderator: Fran Brasseux)</b>

	<b>Title:</b> Certification in Advanced Hospitality and Tourism Analytics (CAHTA) and Certification in Hotel Industry Analytics (CHIA). By <b>Steve Hood</b> is senior vice president of research for <b>STR</b> .
1:30 PM – 2:45 PM	<b>Concurrent Session 2, KCC Room 124 (Moderator: Dr. Han Wen)</b>
This session is about: <b>Sustainability and Consumer Behavior/Event</b>	Importance-Performance Analysis of Green Practices in Hotels: The Customers' Perspective By Yola Hao and Daniel Leung, <b>The Hong Kong Polytechnic University</b>
	Guest Retention for Casinos: An Analysis of Online versus In-Person Gambling By Xitlalic Rodriguez and Kiyan Shafieizadeh, <b>Metropolitan State University of Denver</b>
	Applying customer segmentation to fundraising events: A case study of St. Jude Children's Research Hospital By Kathryn Soliz and Inna Soifer, <b>The Culinary Institute of America</b>
	Developing a Student-Run Workshop Introducing Event Management Competencies for Non-Hospitality Students By Liam Cox and Amelia Asperin, <b>The Culinary Institute of America</b>
	Where in the world can we vertically farm: A cross-cultural study on consumer acceptance of vertical farming By Phoebe Elias and Amit Sharma, <b>The Pennsylvania State University</b>
1:30 PM – 2:45 PM	<b>Concurrent Session 2, KCC Room 126 (Moderator: Dr. Willie Tao)</b>
This session is about: <b>Destination Marketing Organization (DMO) and Tourism</b>	University Students' Perspective of Technology in Tourism Industry By Rebekah Cisna and Mary Olle, <b>Stephen F. Austin State University</b>
	Investigating Overtourism Approaches in National Wildlife Refuges: The Case of New Jersey By Zachary Lorenz and Noel Criscione-Naylor, <b>Stockton University</b>
	The Impact of Mergers and Acquisitions on Online Travel Agency Stock Prices: A Comprehensive Analysis By Xiaoyu Tang and Simone Bianco, <b>The Hong Kong Polytechnic University</b>
	The Role of Destination Marketing Organizations in the United States Sustainable Tourism Development By Molly Mildenerberger and Godwin-Charles Ogbeide, <b>Metropolitan State University of Denver</b>
	The Effect of Taylor Swift's "The Eras Tour" on the Hospitality Industry By Samantha Hoff and Iris Gersh, <b>Fairleigh Dickinson University</b> and Godwin-Charles Ogbeide, <b>Metropolitan State University of Denver</b>
2:50 PM - 3:00 PM	<b>Break, KCC Room 122</b>
3:05 PM - 3:20 PM	<b>General session 4, KCC Room 120 (Moderator: Fran Brasseux)</b>
	<b>Title:</b> Career Tracks in Event Technology By <b>Jason R. Younce</b> , <b>Encore</b> Vice President - Campus Partnerships
3:20 PM - 4:00 PM	<b>Award Ceremony/Closing, KCC Room 120</b> <b>(Moderators: Dr. Godwin-Charles Ogbeide, Dr. Willie Tao, and Dr. Han Wen)</b>
	Certificate of Submission Awards Meritorious Paper Awards Best Paper Awards
<b>Thank you to all the authors, speakers, sponsors, and ICHRIE Staff.</b> <b>ICHRIE Eta Sigma Delta extends special gratitude to the presenting sponsor of this first ICHRIE ESD Undergraduate Research Symposium, Florida International University (FIU).</b>	



## About Eta Sigma Delta 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 Eta Sigma Delta 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 Eta Sigma Delta?

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.

# Eta Sigma Delta 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.  
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