

# 17TH ASIA PACIFIC FORUM (APF) CONFERENCE PROGRAM

## DAY 1 - WEDNESDAY, MAY 16, 2018 @ ALA MOANA HOTEL BY MANTRA

Time	Event	Room
15:00 – 18:00	<i>Registration</i>	<i>Kona Tower Lobby</i>
17:00 – 19:00	<i>Welcome Reception</i>	<i>Signature Prime Steak &amp; Seafood Restaurant, 36<sup>th</sup> Floor</i>

## DAY 2 - THURSDAY, MAY 17, 2018 @ HAWAI'I CONVENTION CENTER

Time	Event	Room
08:00 – 17:00	Registration	304AB Foyer
09:00 – 10:30	Refreshment Service	306AB Foyer
09:00 – 10:15	Concurrent Session I ( <a href="#">details</a> )	Various
10:30 – 12:00	Opening Ceremony & Keynote Address Dr. Pauline Sheldon, University of Hawai'i, Mānoa	304AB
12:00 – 13:30	Luncheon Banquet	306AB
13:30 – 14:45	Concurrent Session II ( <a href="#">details</a> )	Various
14:45 – 15:15	Refreshment Break	306AB Foyer
15:15 – 15:30	Mission and Vision of the APF Dr. Kaye Chon, Hong Kong Polytechnic University	304AB
15:30 – 16:30	General Session I: A Guide to Academic Research Moderator: Dr. Juanita Liu, University of Hawai'i, Manōa Panelists: Dr. Daniel Spencer, University of Hawai'i, Mānoa Dr. Daniel Fesenmaier, University of Florida Dr. Amit Sharma, The Pennsylvania State University	304AB

## DAY 3 - FRIDAY, MAY 18, 2018 @ HAWAI'I CONVENTION CENTER

Time	Event	Room
08:00 – 17:00	Registration	304AB Foyer
08:30 – 10:30	Refreshment Service	306AB
09:00 – 10:15	Concurrent Session III ( <a href="#">details</a> )	Various
10:30 – 11:00	Webinar: Industry Outlook Steve Hood, Smith Travel Research	304AB

<b>11:00 – 12:00</b>	<b>General Session II: The Future of Travel</b> Moderator: Ms Jennifer Chun, Hawai'i Tourism Authority Panelists: Mr. Kevin Sahara, Expedia Hawai'i Mr. Robert Oneha, Airbnb Hawai'i Mr. Daniel Chun, Alaska-Virgin Airlines Ms. Mari Kam, Marriott Waikiki Complex	<b>304AB</b>
<b>12:00 – 13:00</b>	<b>Poster Session (<a href="#">details</a>)</b>	<b>308AB Foyer</b>
<b>18:00 – 21:00</b>	<b>Awards Dinner &amp; Closing Ceremony</b>	<b>306AB</b>

#### DAY 4 - SATURDAY, MAY 19, 2018 (OPTIONAL)

<b>Time</b>	<b>Event</b>	<b>Location</b>
<b>07:00 – 10:00</b>	<b>Visitor Industry Charity Walk</b> Updates will be sent to those who have elected to participate. For more information, email: lee-ann@pacificrimconcepts.com	<b>TBA</b>

# PAPER PRESENTATIONS

## CONCURRENT SESSION 1 – THURSDAY, MAY 17, 09:00 – 10:15

### ROOM 304AB: FINANCE/ECONOMICS

**Moderator: Dr. Amit Sharma**

Presentations:

Cost-efficiency and firm performance in the US restaurant industry: *Hyewon Lee, Kyung Hoon Bae, Kyu Wan Choi and Eliza Tse*

Message framing and financial performance of Airbnb properties: *Yue Teng-Vaughan, Yoon Koh and Jaewook Kim*

Are recession strategies really functioning? Probing selection biases in restaurant firms: *Sangwon Jung and Soocheong Jang*

### ROOM 308AB: SUSTAINABLE TOURISM

**Moderator: Dr. Saeya Ann**

Presentations:

Sustainable tourism, evaluation of El Nido Palawan: A risk management development. *April Grace Sacueza*

Rapid, low-cost, and systematic assessment of the sustainability of cultural heritage sites: An exploratory field test in Southeast Asia. *Emma-Louise Sargeant and Daniel Spencer*

Targeted poverty alleviation of smart tourism under the integration of Beijing-Tianjin-Hebei area. *Yunpeng Li, Dongxin Li and Qianhong Hao*

### ROOM 309: CONSUMER BEHAVIOR

**Moderator: Dr. Junehee Kwon**

Presentations:

Understanding generation Y's favorite spa scent, spa food versus spa service experience. *Irini Lai Fun Tang*

Are you taking more than you can eat? The impact of trayless university dining implementation on consumers' food selection, consumption, waste behavior, and satisfaction. *Wenhao Zhang, Junehee Kwon, Inneke Sarwono, Aaron Landrith, Mary Hastert, Amber Paxton and Gerit Wagner*

Examining the role of virtual avatar in digitalized hotel service. *Fuad Mehraliyev, Youngjoon Choi and Sam Kim*

**CONCURRENT SESSION II – THURSDAY, MAY 17, 13:30 -014:45**

**ROOM 304AB: CONSUMER BEHAVIOR**

**Moderator: Dr. Lu Zhang**

Presentations:

So unfair: My boarding pass is differently colored! Yizhi Li and Stephanie Liu

How travelers find special experience?: An examination of boutique hotels. Hwijin Jeon and Soocheong Jang

Experience and behaviors: An effects of virtual reality on theme park visitors' social presence approach. Ruoxi Qi, Wei Wei and Lu Zhang

**ROOM 308AB: HUMAN RESOURCES MANAGEMENT**

**Moderator: Dr. Lenna Shulga**

Presentations:

The impact of kitchen employees' commitment on job outcomes. Vicky Tsui Yan Leung and Pearl M.C. Lin

The influence of service orientation on counterproductive work behavior: Through the mediating effect of emotional labor. Kay Hei-Lin Chu and Alice Chang

Exploring the leadership competencies: Challenges of the study tour leader. Winnie Wai Ling Chiu

**ROOM 309: DESTINATION MANAGEMENT**

**Moderator: Dr. Jaewook Kim**

Presentations:

Engagement strategies for Chinese regional destination management organizations. Dongjie Li, Zhenxing Mao, Wan Yang and Xiaoxiao Fu

The effect of different detailed levels of negative electronic word-of-mouth on tourist's destination choice. Zhongqi Zhao and Vincent Ting Pong Cheng

The impact of themed entertainment on destination choice. Omid Sharbati and Kwanglim Seo

**CONCURRENT SESSION III – FRIDAY, MAY 18, 09:00 – 10:15**

**ROOM 304AB: BIG DATA/INFORMATION TECHNOLOGY**

**Moderator: Dr. Kwang-ho Lee**

Presentations:

Orphanage tourism: Sentiment, structure and key actors in Twitter social network. So Young Park and Bing Pan

What makes travelers click? A decision tree model-based approach to online travel booking behavior. Yejin Lee and Dae-Young Kim

The effect of language type and managerial responses on consumers' attitudes toward hotels. Yusi Cheng, Lu Zhang and Wei Wei

**ROOM 308AB: TRAVEL AND TOURISM**

**Moderator: Dr. Youngjoon Choi**

Presentations:

Case study: The introduction of practical English tour guide training to a Japanese college. Naoko Tanaka and Kyoko Morikoshi

The relationship between environmental compliance by Puerto Princesa hotels and customer satisfaction and loyalty. Lynn Donesá

Endogenous and exogenous tourism and hospitality curriculum development for Akans of Ghana. John Amoo-Bediako

**ROOM 309: CONSUMER**

**Moderator: Dr. Stephanie Liu**

Presentations:

Developing an assessment framework for hotel day spa service and facility provision in Hong Kong. Iriini Lai Fun Tang and Wilco Chan

Factors affecting customer satisfaction with service recovery, word-of-mouth and customer loyalty in the hotel industry. Kai Lin and Lenna Shulga

Medium-tariff hotel service quality evaluation: International hotel chains vs. local boutique hotels in Hong Kong. Janelle Chan and Chloe Lau

**POSTER SESSION – FRIDAY, MAY 18, 12:00 – 13:00**

The influence of the first hotel internship experience on college students' work ethical perception based on predictably irrational. *Zhenxiong Mai and Xiaoli Li*

Event safety climate: Conceptualization and scale development. *Dede Hamm, Yao-Chin Wang, and Kelly Ann Way*

Event employees' innovation behavior: Effect of event managers' fashion leadership and organization climate. *Courtney Troxtel and Yao-Chin Wang*

The impacts of hotel smartphone apps on hotel guest satisfaction and intention to re-use: An experimental value approach. *Hyeongmin Kim and Myong Jae Lee*

Housekeeping staff motivation and job satisfaction: A case of San Francisco, California in the United States. *Jacqueline Suratos, Saeya Ann and Hyunsuk Cho*

A model of cyber-victimization recovery practices in online travel communities. *Any Ung, Kwang-ho Lee and Donghee Kim*

Exploring destination image of Gabon among Japanese potential tourists. *Stephane Ogandaga*

A study on the dimensionality of information quality of live streaming and its impact on destination image: Case of Yizhibo and Japan. *Jiixin Xiao and Youngjoon Choi*

Sustainable tourism and eco-tourism. *Yuliya Katsman*

Airbnb vs. Hotels: A price and value comparison. *Martina Kostalova and Kwanglim Seo*