

West Federation CHRIE Conference - February 10 & 11, 2017

Schedule for Friday (February 10, 2017)

	SHUTTERS WEST I	SHUTTERS WEST II	BRICKSTONE
08:00 - 09:00	Registration (South Foyer) and Hot Buffet Breakfast (The Gallery)		
09:15 - 10:00	General Session - HM Bookstore Presents: "Disruptors in the Hospitality Industry" (Shutters East I & II) Ken Edwards, Rick Tomljenovic and Molly Milliken		
10:00 - 10:50	<p style="text-align: center;">Impact of the Airbnb on Traditional Room Blocks and Hospitality Education (50 min roundtable) - Shinyong Jung, Sungsik Yoon and Eunmin Hwang - UNLV</p>	<p style="text-align: center;">Beverage Education Within Hospitality Management Programs (50 min roundtable) - Carol Ann Castello and Jean Hertzman - New Mexico State University</p>	<p style="text-align: center;">U.S. Department of Labor's Final Rule: Overtime Effect on the Shareholder Wealth of Hotel Firms (20 min presentation) - James Drake - Metropolitan State University of Denver</p> <p style="text-align: center;">Willingness to Participate in Consumer Generated Advertisement and its Effect on Loyalty (20 min presentation) - Lenna Shulga, Billy Bai and James Busser - UNLV</p>
11:00 - 11:20	<p style="text-align: center;">Restaurant Analytics: Textbook vs. Practice of Successful Managers - Michael Wray - Metropolitan State University of Denver</p>	<p style="text-align: center;">A Taxonomy of Casino Loyalty Program Customers - Eunmin Hwang, Sarah Tanford and Seyhmus Baloglu - UNLV</p>	<p style="text-align: center;">Using Case Study Methods to Assess Learning Outcomes in a Hospitality Management Capstone Course - Britt Mathwich - Colorado Mesa University</p>
11:30 - 11:50	<p style="text-align: center;">Customers' Willingness-to-pay for Local Craft Beers - Michael Vieregge - Western State College of Colorado</p>	<p style="text-align: center;">Purpose Driven Hyatt: A Journey to Distinguish Organizational Identity - Sandra Sun-Ah Ponting - San Diego State University</p>	<p style="text-align: center;">Managerial Accounting Skills Needed in Hotel Operations - Toni Repetti - UNLV</p>
12:00 - 12:20	<p style="text-align: center;">The HTM Signature E-Portfolio: Integrating coursework, high impact experiences, and professional passions to develop leaders in the experience economy - Lori Sipe and Alana Dillette - San Diego State University</p>	<p style="text-align: center;">Repeat Purchase on Room-Sharing Platforms: Effects of Consumer Experience and Host Attributes - Karen Xie - University of Denver and Linchi Kwok - Cal Poly Pomona</p>	<p style="text-align: center;">One Size Does Not Fit All: Hotel Forecasting by Booking Channel - Amanda Belarmino and Yoon Koh - University of Houston</p>
12:30 - 13:45	Lunch - (12:30 - 13:30 - Buffet) (The Gallery) and WCHRIE Scholarship Awards Presentation (13:30 - 13:45)		
14:10 - 14:30	<p style="text-align: center;">Hospitality College Student Mentoring: Formal Mentoring vs. Informal Mentoring Effectiveness - Jason Tang and Joseph McKay - UNLV</p>	<p style="text-align: center;">Exploring the Three Major Trends of Disruptive Marketing - Sungsik Yoon and Mehmet Erdem - UNLV</p>	<p style="text-align: center;">Are certifications still relevant in the hospitality industry? - Alison Green, University of West Florida, Andrew Moreo - FIU, and Robert O'Halloran - East Carolina University</p>
14:40 - 15:30	<p style="text-align: center;">Experiential Learning in our Curriculum: A Round Table Discussion (50 min roundtable) - Chad Gruhl - Metropolitan State University</p>	<p style="text-align: center;">The importance of influential factors of hospitality management students' career decision (20 min presentation) - Patrick Lee and Myong Jae Lee - Cal Poly Pomona</p> <p style="text-align: center;">Students Attitudes Towards a Variety of Learning Methods (20 min presentation) - Scott Smith, Laura Brieser-Smith and Nadine Dame - Johnson & Wales University, Denver Campus</p>	<p style="text-align: center;">The Innovation Dilemma in Hospitality Education (20 min presentation) - Robert Rippee and Jie Sun - UNLV</p> <p style="text-align: center;">An Examination of the Mentor EDGE Leader Development System Using the PREPARE Framework for Student Mentoring (20 min presentation) - Lori Sipe and Mark Testa - San Diego State University</p>
15:40 - 16:00	<p style="text-align: center;">Perceptions and Attitudes of International Intern Students toward Hospitality Career Pursuit - Liping Liu, University of Hawaii Maui College and Zhou Li - Shenzhen Tourism College of Jinan University</p>	<p style="text-align: center;">The Dual Perspective Revisited in Pacific Island Hotel Operations - T. S. Stumpf, Kate Lancaster and Nancy Vizenor - Humboldt State University</p>	<p style="text-align: center;">Leadership Development in an Experiential Event Management Course: Student Perceptions of Learned and Demonstrated Qualities Results from a Pilot Study - Thomas C Padron - California State University, East Bay</p>
16:10 - 16:30	<p style="text-align: center;">Exploring New Approaches to Data Collection for Analyzing Diffusion in Social Networks of Hospitality Firms - Ray Cho and Daryl Boykin - UNLV</p>	<p style="text-align: center;">Study of Lodging Employee Tourism Training in Southeastern New Mexico - Sarah Ruiz, Keith Mandabach and Elizabeth Betsy Stringam - New Mexico State University</p>	<p style="text-align: center;">Hospitality Industry and Academic Collaboration: Class Marketing Plan Project and Student Self-Efficacy - Jeffrey Yedlin, Lenna Shulga and James Busser - UNLV</p>
16:45 - 17:45	Reception (Catalina II)		
18:30 - 19:30	Reception (hors d'oeuvres and host bar) hosted by SDSU (Stone Brewing) - Self Travel 15-30 minute cab/Uber		
19:30 - 21:30	Optional Dinner on own expense (Stone Brewing - See flyer for reservations)		

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Schedule for Saturday (February 11, 2017)

	SHUTTERS WEST I	SHUTTERS WEST II	BRICKSTONE
07:00 - 07:30	Poster Setup (The Gallery)		
07:30 - 08:30	Registration and Hot Buffet Breakfast (The Gallery)		
08:30 - 09:30	General Session - Keynote Speaker: Jeff Cava "What makes a hospitality school great!" (The Gallery)		
09:30 - 10:15	Poster Session (The Gallery)		
10:00 - 10:20	<p><i>The Effect of Cooperative Learning Training on Chinese Students Performing a Formal Table Setting for American Service</i> - Michael Wray, Metropolitan State University of Denver, Mick Lalopa and Annmarie Nicely - Purdue University</p>	<p><i>The Effect of Blackboard Tools on the Community of Inquiry and Learner Satisfaction with LMS-Enabled Courses in Hospitality Higher Education</i> - Alice Swift, UNLV and Jean Hertzman - New Mexico State University</p>	<p><i>Examining the Moderating Role of Behavioral Involvement on Positive-Negative Asymmetry in Tourism Destination</i> - Jie Sun, Billy Bai - UNLV, Rob Law - The Hong Kong Polytechnic University and Davis Fong - University of Macau</p>
10:30 - 10:50	<p><i>Sustainability Certification as a Driver of Millennial Demand for Sport Tourism Lodging</i> - Jess Ponting - San Diego State University</p>	<p><i>Comparing celebrities' credibility and customers' perceived importance of restaurant attributes between celebrity-chef and celebrity-owned restaurants</i> - Yang-Su Chen, Carola Raab and Sung Jun Joe - UNLV</p>	<p><i>Teaching Ethics in Hospitality Management Programs: Review, Analysis, and Recommendations</i> - Britt Mathwich - Colorado Mesa University</p>
11:00 - 11:20	<p><i>High Impact Practices: Incorporating Live Case Studies and Google Apps in Hospitality Education</i> - Alison Green - University of West Florida and Mehmet Erdem - UNLV</p>	<p><i>Summer Recreational Water Tourism: A Deadly Human Encounter with Naegleria fowleri</i> - Said Ladki - Lebanese American University</p>	<p>West CHRIE Board Meeting (Board Members Only - Shutters East - 10:30 - 11:30)</p>
11:30 - 12:15	Transit to SDSU via Trolley or on Foot (approx 30 min travel time. See flyer for reserving lunch and trolley)		
12:15 - 13:00	Lunch and Wine Pairing with Linda McWilliams from San Pasqual Winery - Room 307 & 309 Extended Studies Bldg (SDSU)		
13:00 - 13:45	Speaker: Bill Sysak - Beer and Donut Pairing - Room 307 & 309 Extended Studies Bldg (SDSU)		
14:00 - 15:15	West Federation CHRIE Membership Meeting and Best Paper Award Presentations - Room 307 & 309 Extended Studies Bldg (SDSU) - All invited, encouraged, and welcomed to attend!		

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A	B	C	D
<p>1A</p> <p>An Investigation of the Important Attributes for Hotel and Airbnb Listing - Shih Cheng Weng and Linchi Kwok - Cal Poly Pomona</p>	<p>1B</p> <p>Distribution of Hotel Rooms - Where were We Yesterday, where are We Today, where are We Going Tomorrow? - Michelle Millar, Sun-Young Park and Jonathan P Allen - University of San Francisco</p>	<p>1C</p> <p>The business-to-business relationship between destination marketing organizations and hotels: A qualitative inquiry - Tiziana Oggioni - Cal Poly Pomona</p>	<p>1D</p> <p>Rebranding Denmark - Helle Sorensen, Megan McLinden, Heather Burnham, Samuel James and Morgan Rohrbouck - Metropolitan State University of Denver</p>
<p>2A</p> <p>The effect of experience quality on perceived value, brand attitude, and brand loyalty for coffee franchises - Michelle Yoo and Wan Yang - Cal Poly Pomona</p>	<p>2B</p> <p>A profile of event management students' interest and experience - Matthew Stone - California State University, Chico, and Thomas C Padron - California State University, East Bay</p>	<p>2C</p> <p>Environment around the 4E's: An experience economy investigation into the esthetics of weather and wine tourism - Byron Marlowe and Rhonda Hammond - Washington State University</p>	<p>2D</p> <p>What parameters of technology affect travelers' intention to choose a destination? - Faranak Memarzadeh - San Jose State University</p>
<p>3A</p> <p>Viking Cooking - Helle Sorensen, Heather Burnham, Megan McLinden, Morgan Rohrbouck and Samuel James - Metropolitan State University of Denver</p>	<p>3B</p> <p>Understanding Student Perceptions of Food Preparation Laboratories in a Hospitality Program - Angel F. Gonzalez, California State University, Monterey Bay, Molly Jansen -Monterey Peninsula College, and Catherine Curtis - Oklahoma State University</p>	<p>3C</p> <p>Travelers' Motivation of Using Social Media in the Travel Process - Eunmin Hwang and Seyhmus Baloglu - UNLV</p>	<p>3D</p> <p>Child Friendliness of Restaurants Part 2 - Tanya Ruetzler - Ole Miss</p>
<p>4A</p> <p>Exploring High Impact Experiences using Kolb's Experiential Learning Theory in Hospitality and Tourism Education - Alana Dilletta and Lori Sipe - San Diego State University</p>			