

ISTTE 36TH ANNUAL CONFERENCE

The Living Laboratory

OCTOBER 15-17, 2017 | CHARLESTON, SC USA



CONFERENCE PROCEEDINGS

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A Message from The President

Welcome to the 36th annual conference of the International Society of Travel and Tourism Educators! The ISTTE Board of Directors and the 2017 conference committee is excited to host you in beautiful Charleston, South Carolina.

As the 2017 conference theme, “The Living Laboratory in Tourism and Hospitality Education” implies, there are various research and workshop sessions that focus on hands-on and experiential learning concepts in tourism education. Topics including study-abroad, cultivating critical thinking skills, developing case studies, and online teaching best practices are just a few that you can choose from.



We're glad you took the opportunity to join us for a few days of networking, learning, and collaboration! Our conference committee has built in time for you to learn, catch up with old friends, and make new friends and connections. You might even meet a few of Charleston's ghosts on Sunday night if you join us downtown for the ghost tour!

Everyone is encouraged to take advantage of opportunities to explore Charleston, as well as the College of Charleston. Some of the greatest benefits of being hosted by a university like COFC is for our delegates to learn about the university, network with tourism and hospitality faculty, explore facilities, and be inspired by new ideas to take back to their own institutions. Enjoy your time at the ISTTE conference. We're delighted to welcome you into our family!

All the best,

Nicole L. Davis, PhD
President

Executive Committee

Nicole L. Davis, Ph.D., President

Southern Illinois University

Currently a non-tenure-track instructor in the Hospitality and Tourism Administration program at Southern Illinois University, Dr. Davis teaches a variety of tourism-related courses in the areas of marketing, convention management and service, destination management, and event planning. In addition to her work in ISTTE, Davis is an advocate for connecting industry needs to the classroom. As a result, she spends a great deal of time working with industry leaders on a volunteer and professional basis. This outreach effort often translates into opportunities for her students to gain real-world experience while learning in the classroom. Dr. Davis is active in the development of distant education initiatives on the SIU campus and serves as a liaison between distance education offices and faculty. She is an avid technology user and works to integrate technology into the classroom where appropriate; insisting that students learn how to use industry-related technology as well as common tech tools associated with daily work life.

Janet Zinck, Vice President

Monroe Community College

Stacy Tomas, Ph.D., Secretary/Treasurer

Tennessee Tech University

Tomas is an assistant professor at the School of Agriculture in the College of Agriculture and Human Ecology at Tennessee Tech University. She completed her Ph.D. in 2007 in recreation, park and tourism sciences with a specialization in tourism marketing from Texas A&M University. Before joining TTU, Tomas spent 8 1/2 years at North Carolina State University as an assistant professor and tourism extension specialist. Her research and outreach interests focus on rural tourism development (particularly agritourism, nature-based tourism, and cultural and heritage-based tourism) as a means for economic and community development. From her work, she strives to contribute to the understanding of what constitutes satisfying tourist experiences and to provide managerial suggestions to small-business owners on creating positive experiences for tourists. Through her teaching, she incorporates experiential learning opportunities for students, engaging them in real-world situations and connecting them to industry leaders.

Dominic Dillane, Ph.D., Chairman of the Board

Dublin Institute of Technology

Dillane is head of the School of Hospitality Management and Tourism at the Dublin Institute of Technology, having lectured in statistics and quantitative research the past 10 years. His academic qualifications include a bachelor's degree in actuarial science from the United Kingdom's University of Kent, a master's degree in statistics from University College Dublin, and a Ph.D. in statistics from Trinity College Dublin. He was appointed by the Irish government to the Irish Tourist Board Failte Ireland in 2003.

Cathy Hsu, Honorary Chairperson

Hong Kong Polytechnic University

Joann Bruss, Executive Director

Bruss has been associated with first ISTTE, then ISTTE, for 30 years, and in that time she has participated in helping the organization grow and change as ISTTE tries to keep pace with the ever-changing needs of its members and the travel industry at large. She has attended conferences the world over, from Vancouver, British Columbia, to Dublin, Hong Kong and Freiburg, Germany, in addition to the travel destinations in the United States. "My delightful travels in company with our great members has made the time fly past," Bruss said. "I look forward to continuing to work to make this organization and its members a success in the travel industry."

Members at Large

Robert Bosselman

Iowa State University

Miriam (Mimi) Gough

Kaplan University

Myunghwa (Michelle) Kang

University of Nebraska-Lincoln

Wayne Smith, Ph.D.

College of Charleston

Dr. Wayne Smith is the Chair and an Associate Professor in the Department of Hospitality and Tourism Management at the College of Charleston. He is a specialist in consumer behavior in relation to sponsorship and travel decision-making. Since coming to the College in 2006, his goal has been to help students become critical thinkers and good decision makers in their chosen fields. Wayne received his Ph.D. from Wilfrid Laurier University and has worked as a consultant assisting destinations to develop tourism master and strategic plans.

Kara Wolfe, Journal Editor

Bradley University

Zhen Yao

Dublin Institute of Technology/DIT

Zongqing Zhou

Niagara University

Paul Stansbie, Ph.D.

Grand Valley State University

Dr. Paul Stansbie is an Associate Dean of the College of Community and Public Service. Since joining Grand Valley State University (GVSU) in the summer of 2003, Dr. Stansbie has been a faculty member and chair of the Department of Hospitality and Tourism Management (HTM). He had previously spent 9 years working as a Senior Lecturer in Operations Management and International Tourism at University College Birmingham (An Accredited College of the University of Birmingham), England.

Dr. Stansbie has over 20 years of higher education teaching and leadership experience working within Hospitality and Tourism education programs at graduate and undergraduate levels in England, Hong Kong, the USA, and the Maldives. Prior to his academic career, he spent a number of years working for Marriott Hotels and Intercontinental Hotel Group (IHG) in both the US and UK holding a variety of managerial positions in hotels and the food and beverage areas. He currently serves on the Board of Michigan Lodging and Tourism Association (MLTA) and The International Society of Travel and Tourism Educators (ISTTE) and is an author and guest reviewer for a number of prominent HTM journals.

He holds an MBA from the University of Nottingham, England and a Ph.D. in Tourism Business Management from the University of Plymouth, England.

Mary Beth Walsh

Moraine Valley Community College

Mary Beth Walsh, CTC, CMP is a full professor and coordinator of the Travel-Tourism Studies, Meeting Planning & Special Events Department/ at Moraine Valley Community College. The college is the second largest in Illinois with an enrollment of over 17,000 students each semester.

Ms. Walsh received her B.A. and M.A. in instructional training and technology from Governors State University in Chicago. Prior to her full time tenured teaching position, her experience included the development of training courses and podium work for both Eastern, and United Airlines. She also possesses experience in the travel agency field, working for both leisure and corporate travel agencies as an agent and a trainer. Her prior meeting and event experience has been acquired during 20 years tenure at the college arranging events and galas.

Her professional affiliations include the International Society of Travel and Tourism Educators, ASTA, and The Travel Institute and the Professional Convention Management Association. She has given numerous presentations for ASTA, the Travel Institute, and PCMA as well as other professional groups, and has published articles for various trade magazines.

Keynote Speaker



Mayor Joseph P. Riley, Jr. is widely considered one of the most visionary and highly effective governmental leaders in America. First elected Mayor in December 1975, Mayor Riley is serving an unprecedented ninth term. Under his leadership, Charleston has increased its commitment to racial harmony and progress, achieved a substantial decrease in crime, experienced a remarkable revitalization of its historic downtown business district, seen the creation and growth of Spoleto Festival U.S.A., built the beautiful Waterfront Park, developed nationally-acclaimed affordable housing, and experienced unprecedented growth in Charleston's size and population. Mayor Riley has led a city government with an impressive record of innovation in public safety, housing, arts and culture, children's issues, the creation of park and other public spaces, and economic revitalization and development. The City of Charleston is recognized as one of the most livable and progressive cities in the United States.

Some of Mayor Riley's accomplishments include:

- Served as President of the U. S. Conference of Mayors 1986-87 and currently serves on the USCM's Executive Committee.
- Served as Chairman of the Cities Task Force of the Southern Growth Policies Board and served as President of the National Association of Democratic Mayors (1988-92).
- Received the Outstanding Mayors Award from the National Urban Coalition, the Distinguished Citizen Award by the National Association of Realtors and named the 1991 Municipal Leader of the Year by American City & County.
- Received the Order of the Palmetto, been named South Carolinian of the Year, and given the 1982 Verner Award by the South Carolina Arts Commission for outstanding contributions to the arts.

Schedule at a Glance

Saturday, October 14th, 2017

09:00	ISTTE Board Meeting	Beatty 301
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Sunday October 15th, 2017

10:00	Registration Table Opens	Tate Gallery
13:00	Research Paper Presentations	Beatty 301
	Workshop	Tate 202
	<i>"Emotional Intelligence Lessons That Can Be Used in Class"</i>	
14:00	Research Paper Presentations	Beatty 301
	Fulbright Presentation – Stephen Litvin	Beatty 201
	Workshop	Tate 202
	<i>"Developing Tourism and Hospitality Cases: Teaching Tools"</i>	
16:00	Opening Reception	Tate Gallery
20:00	Ghost Tour	Beatty Lobby

Monday, October 16th, 2017

08:00	Registration Table Opens	Tate Gallery
08:00	Continental Breakfast	Tate Gallery
09:00	Welcome & Opening	Tate 202
10:00	Research Paper Presentations	Beatty 220
	Workshop	Tate 202
	<i>"Experiential Learning Through Joint Classroom Collaborations (National and International)"</i>	
11:00	Snacks Available	Tate Gallery
11:10	Research Paper Presentations	Tate 202
	Research Paper Presentations	Beatty 220
12:15	Lunch – Keynote – Joe Riley Jr.	Stern Center
14:00	Beverage Break	Tate Gallery
	Research Paper Presentations	Beatty 301
	Workshop	Tate 133
	<i>"Current Issues Related to Online Teaching That Can Lead to Best Practices"</i>	
	Workshop	Tate 202
	<i>"Are your students 'Wired That Way?': Integrating Personality Types into the Administration of Group Projects"</i>	
16:00	Poster Session with Hors d'oeuvres	Tate Gallery
19:00	Harbor Cruise	Aquarium Wharf
20:00	Awards Ceremony	On boat

Tuesday, October 17, 2017

08:00	Registration Table Opens	Tate Gallery
	Continental Breakfast	Tate Gallery
09:00	Research Paper Presentations	Beatty 301
	Workshop	Tate 202
	<i>"Global Learning in the Uncertain World"</i>	
10:00	Research Papers Presentations	Beatty 301
	Workshop	Tate 202
	<i>"Teaching Event Planning & Management to Undergrad Communications Students: How We Create a Major University Conference in Three Months"</i>	
11:00	Refreshments Available	Tate Gallery
12:00	Lunch – Annual Meeting	FFC Faculty
13:30	Charleston Walking Tour/Site Visits	Beatty Lobby

Detailed Schedule

Saturday, October 14, 2017

09:00 **ISTTE Board Meeting** Beatty 301

Sunday, October 15, 2017

10:00 **Registration Tables Open** Tate Gallery

Staffed by students of the College of Charleston.

This is the hub for registration, conference information, tour sign-ups, city and dining information, and other needs.

13:00 **Research Paper Presentations** Beatty 301

MORE IS BETTER...MOSTLY SO, WITH TRIPADVISOR

Stephen W. Litvin & Reagan N. Sobel

ABSTRACT

TripAdvisor's Review Express and similar review solicitation programs, add considerable numbers of postings to a hotel's consumer generated media review page. But are these additional reviews good for the hotel's image? This working paper presents research that compares solicited reviews with organically posted reviews for fifty USA hotel properties. The research results are strong, but mixed. For example, organic reviewers are more active TripAdvisor posters and more often have their reviews rated as helpful, while solicited reviews were numerically higher than were organic reviews. These findings and others provide insight for hotel management as they consider their property's use of review solicitation programs.

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STUDY ABROAD PROGRAMS AND THEIR INFLUENCE ON STUDENT VALUES AND ETHICAL TRAVEL BEHAVIORS

Dr. Simon Hudson

ABSTRACT

Very little research has been conducted in the U.S. to examine the educational outcomes of study abroad programs (Kast, Kline & Lamoureux, 2011). Research that has focused on educational

travel has not specifically looked at study abroad programs and the influence such programs have on the values of participants and their subsequent travel behaviors during and after their study abroad experience. The subject of values is of particular importance today, given the cultural shifts in behavior and values in recent years. Likewise, ethical or responsible tourism has emerged as a critical area of study given today's emphasis on sustainable tourism, yet we

know little about responsible tourist motivation and decision-making (Weeden, 2011). The objectives of this research project therefore are to measure the changing values of students participating on a 'living laboratory' – a four-month global educational experience.

Workshop

Tate 202

"Emotional Intelligence lessons that can be used in class"

Kara Wolfe

14:00 **Research Paper Presentations** Beatty 301

CULTIVATING CRITICAL THINKING SKILLS: USING CASES TO BRING REAL-WORLD TOURISM PROBLEMS INTO THE CLASSROOM

Garrett A. Stone & Lauren N. Duffy

ABSTRACT

Teaching students to think critically may help prepare them for careers in a dynamic tourism industry. When implemented effectively, and appropriately linked to course content, the case study method may facilitate the development of critical thinking skills. The method allows students to assume the role of a key decision maker and work through the process of identifying problems, analyzing and evaluating evidence, and ultimately developing well-reasoned solutions to 'real-world' problems. In this presentation, we explore how to employ the case study method effectively and report on research that investigated the relationship between case study learning and critical thinking – assessed using the California Critical Thinking Skills Test. Pre- and post-course data were collected from students (n = 85) enrolled in three iterations of a junior level tourism management course. Data were analyzed using paired sample t-tests of the Overall Critical Thinking score and its five subdomains: Inference, Induction, Deduction, Analysis, and Evaluation. A Holm's Sequential Bonferroni Procedure was used to reduce the potential for Type I error associated with repeated testing within the same dataset. Results from this study (triangulated with positive student evaluations of case study assignments and incremental improvements in the quality of student case reports) suggest that cases may teach students less commonly imparted skills (e.g., inference, induction, and deduction) and improve overall critical thinking. Moreover, the authors found that when including cases in curriculum it is important to consider: (1) time constraints, (2) oversimplification of real-world issues, and (3) student preparation and management.

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PAIRING CRITICAL REFLECTION WITH SCENARIO-BASED AND SERVICE-LEARNING ACTIVITIES: PEDAGOGIES THAT FACILITATE TRANSFORMATIVE LEARNING IN THE CLASSROOM

Lauren Duffy, Christina Cavaliere & Karla Boluk

ABSTRACT

The purpose of this paper is to investigate the effectiveness of scenario-based learning and service learning – paired with critical reflection – as techniques for creating transformative learning experiences in the classroom. Transformative learning can be considered to be a result of a change in perspective or challenge to existing assumptions. Utilizing a modified version of Brookfield's (1995) Critical Incident Questionnaire (CIQ), this study explores responses from two tourism and leisure classes at North American universities to detect for evidence of transformative learning. While both courses employed the CIQ six times over the fall 2016 semester, each course took a different pedagogical approach to specific class activities. Inductive open and thematic coding were conducted independently among the research team who then converged to locate similarities/disagreements of interpretations. After these initial discussions, which in themselves became part of the reflexive practice of the teacher-scholars involved, a final round of deductive selective coding was conducted specifically to identify notions of transformative learning or perspective change among the students. The study found that intentional critical reflection paired with SBL and/or SL are appropriate approaches for facilitating TL as demonstrated through the perspective change among many students. Additionally, the utility of the CIQ itself as a mechanism for students' to critically reflect was also found to be an important component of the learning activities. Specific attention will be given to the design elements of critical reflection or learning activities that led to transformative learning.

Fulbright Presentation – Stephen Litvin

Beatty 201

Workshop

Tate 202

Developing Tourism and Hospitality Cases: Teaching Tools

Robert O'Halloran

16:00

Opening Reception

Tate Gallery

Come help kick off the 2017 Annual Conference for the International Society of Travel and Tourism Educators at our opening reception. Come network with colleagues from around the world. Cocktail or business attire is encouraged.

20:00

Ghost Tour

Beatty Lobby

The night's not over yet. Stay downtown while Bulldog Tours takes you to some of the spookiest locations in the Charleston Area.

Monday, October 16th, 2017

08:00 **Registration Table Opens** Tate Gallery
 Continental Breakfast Tate Gallery

09:00 **Welcome & Conference Opening** Tate 202

10:00 **Research Paper Presentation** Beatty 220

EVALUATING THE EFFECTIVENESS OF AN EMPLOYEE TRAINING PROGRAM FOR THE TOURISM INDUSTRY: A STATE PARK SYSTEM CASE STUDY

Stacy R. Tomas & Kiyan Shafieizadeh

ABSTRACT

One of the most important steps to provide high quality services in many organizations is staff training. This is particularly important in the service-oriented tourism industry. Despite the importance of employee training in business performance, the tourism industry is generally a poor trainer (Dewhurst, Dewhurst & Livesey, 2007). Literature suggests many barriers for the tourism industry regarding employee training and the justification of budgeting funds to support it. This paper documents the use of a Logic Model process to articulate the process and effectiveness in establishing and delivering a customer service training program for all front-line employees within a state park system. It is believed that a better understanding of the effectiveness of such training and a clear process for evaluation will aid in the continuation of funding for employee training programs.

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ANALYSIS OF THE NASCAR HALL OF FAME EXHIBITION EVENT: A GENERATION-BASED MARKET SEGMENTATION APPROACH

Kakyom Kim & Giri Jogaratnam

ABSTRACT

The current study investigated generational differences in the exhibition dimensions, satisfaction, future intentions, and trip characteristics of visitors to the NASCAR Hall of Fame Exhibition event held in a medium-sized city in the southeastern region of the U.S. Analysis confirmed the existence of six dimensions labeled as "exhibits", "staff", "facility", "concessions", "audio tours", and "hard cards" in the exhibition event. As part of the most substantial results, there were both dissimilarities and similarities in the exhibition dimensions across four generations including "Matures", "Baby Boomers", "Generation X", and "Generation Y. Analysis also suggested significant differences in exhibition visitors' overall satisfaction, future intentions, and trip characteristics across the generations. Some useful implications are discussed for exhibition event managers and organizers.

Workshop Tate 202

"Experiential Learning Through Joint Classroom Collaborations (National and International")

Angela Durko

11:00 **Snacks Available** Tate Gallery

11:10 **Research Paper Presentations** Tate 202

TRADER HARASSMENT BEHAVIORS AT TOURIST DESTINATIONS: A TYPOLOGY

Annmarie Nicely

ABSTRACT

One problem that has plagued visitor harassment research for some time is the behaviors that constitute trader harassment. As a result, in 2013 a typology of trader harassment (TH) behaviors was created however this was developed using data from a single territory, the Caribbean island of Jamaica. Therefore, in 2017 a revised typology was developed but this time using data collected from visitors to various parts of the world. The objectives of this study were to: 1] create the revised typology of trader harassment (TH) behaviors at tourist destinations; 2] determine the most dominant types of TH behaviors visitors experienced at these destinations; and 3] ascertain the common emotional responses visitors had after these experiences. To accomplish these objectives, 682 respondents completed the study's survey and the data analyzed using both qualitative and

quantitative data analysis techniques. Findings from the Jamaica study was also found across the world. For example, the most common type of TH harassment reported across the world were individual non-contact that occurred during the solicitation phase of the small trade process; and the most common emotions the visitors experienced after their TH episode were fear and anger, in general, and overwhelmed and pressured, in particular. It was also concluded that there are now approximately 21 behaviors visitors characterize as TH.

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CHINESE TOURISTS TRAVEL TO JAPAN AS DARK TOURISM

Shangzhi (Charles) Qiu Ph.D, Liping Cai Ph.D, & Yunzi Zhang Ph.D

ABSTRACT

This study proposes an alternative approach of studying dark tourism based on the experiential conceptualization of dark tourism. The case of Chinese people travel to Japan is used to illustrate the approach that concerns about tourists from the dark sites to the origins of the dark events. The attitude structures of two Chinese generations (Chinese Cohort 60 & Social Reform Generation) regarding the relationship between the Sino-Japanese dark events and tourism to Japan have been identified. Result indicates that the associations between the attitudes toward tourism and the dark events are stronger for Chinese Cohort 60 than for Social Reform Generation. The dark events caused prejudice toward the Japanese, as well as the anti-Japanese social norm, thereby producing cognitive dissonance and dark feelings for those interested in visiting Japan. Social Reform Generation holds more neutral attitude toward Japan tourism and their intention to travel to Japan is less influenced by their attitude toward the dark events.

Research Paper Presentations

Beatty 220

AN EXAMINATION OF SENIORS' QUALITY OF LIFE FOR TOURISTS AND LOCALS IN RURAL TOURISM—EVIDENCE FROM CHINA

Jieyu Shi, Liping A. Cai, Susan Gordon & Dongfan Wu

ABSTRACT

A pressing challenge for many countries with rising aging populations like China is to find solutions to improve the quality of life for seniors. The purpose of this study is to explore the relationship between an atmospheric rural community and quality of life for Chinese senior tourists and senior locals. Through semi-structured in-depth interviews, findings reveal some similarities and differences between two senior groups. Five common elements were revealed. They are tangible attractions, intangible attractions, interaction, rusticity, and infrastructure. However, their ranking varied by the two groups. In addition, only senior locals emphasized the importance of personal interactions in quality of life, other features of health, income, children's lives, and personal hobbies are identified by both groups with difference significance, though. Based on the findings, two major recommendations for China's rural tourism development are presented. One is to enhance the governmental supports in finance, promotion, and advertising, as well as supervision and regulation; the other is to integrate rural tourism with distinctive local traditions, representative local industries, and desired aspects of senior tourists' and senior locals' quality of life. This study is the first to include both senior tourists and senior locals in the Chinese context and to propose the concept of atmospheric community for rural tourism to improve seniors' quality of life.

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IMPROVING QUALITY OF LIFE THROUGH RURAL TOURISM: AN ANALYSIS OF GOVERNMENT ROLE IN CHINA

Chunyan Liu, Xueting Dou, Jiangfeng Li, & Liping A. Cai

ABSTRACT

Rural tourism has significant impacts on rural development and rural resident quality of life (QOL). Yet little is known of the government role in improving rural resident QOL through tourism. Rural tourism in China is currently at the stage of flourishing development. Chinese scholars have observed that such prosperity of rural tourism is benefited from the national government's emphasis on rural area regeneration and the implementation of a series of policies, such as "New Socialist Countryside" and "Beautiful Countryside." This study aims to develop a framework of rural tourism, QOL, and government role. Using data from China which experiences both structural transformation and scale developments in tourism, the study reviews publications in academic and mass media and analyzes government documents on rural tourism, as well as policies on the development of rural areas in general. Five dimensions of rural resident QOL have been identified, including sense of economy well-being, sense of community well-being, sense of emotional well-being, sense of

environment well-being, and sense of governance and rights. The findings reveal that the national government of China plays a key role in the development and growth of rural tourism by promoting it synergistically with the overall development of rural areas; yet the impact of rural tourism is affecting rural resident QOL both positively and negatively. A recommendation of optimizing the rural tourism social-ecological system has been provided, and implications for rural tourism and rural area development as well as improving resident QOL in China and around the world have been presented.

12:15 **Lunch – Keynote – Joe Riley Jr.** Stern Center Ballroom
 With Mayor Joseph P. Riley, Jr.
 Introduction by Brian McGee, Provost

14:00 **Beverages Available** Tate Gallery

Research Paper Presentations Beatty 301
MULTIGENERATIONAL TRAVELS: CHINESE FAMILY TRIPS TO THE U.S.
 Yunzi (YaaYaa) Zhang & Liping A. Cai

ABSTRACT

Multigenerational travel remains an important market segment in tourism. Family dynamics develop when family members travel abroad together. Particularly, it is important to understand how families from emerging markets co-create the travel experience at a developed destination given the rise of outbound travels globally. Using textual data from online travel blogs, this exploratory study investigates how Chinese families experience and interpret the U.S. as a destination together. Results demonstrate that traditional Chinese values assist family members to construct a quality experience abroad. Families consider their trips as a combination of leisure and task. Different generations fulfill their respective functions with pleasure and responsibility. The study suggests that a quality travel experience for Chinese families are constructed upon the consumption of the physical and tangible environment. Functional benefits are central to their trip planning.

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ITINERARY PLANNING: MODELING CRUISE LINES' LENGTHS OF STAY IN JAPANESE PORTS.
 Jamie M. Chen & Peter Nijkamp

ABSTRACT

Cruise tourism is a fast-growing segment of the tourism industry that generates substantial benefits to port cities. Consequently, many port cities seek to add their names to cruise line itineraries. However, optimizing these itineraries poses major challenges for all stakeholders (cruise lines, tourists, port, etc.). This study explores strategic aspects of cruise lines' itinerary planning and models the determinants of their lengths of stay in ports. The empirical research is based on detailed and extensive observations of network data collected from several cruise ports in the emerging Japanese market. The results of the Weibull duration model show that a cruise line's length of stay in a port is primarily influenced by the gross tonnage of a cruise ship, the number of passengers, the sailing distance from a preceding port, the sailing distance to a subsequent port, the nature of international cruise lines, the specific home ports of cruise ships (e.g., Yokohama), and the attractive ports of call (e.g., Kyoto). A further robustness check is conducted using an ordinary least square model and a panel data model, and the gross tonnage of a cruise ship is rejected in the two approaches. Moreover, the panel data model also rejects the number of passengers and the sailing distance from a preceding port. It is thus found that four variables significantly influence cruise lines' lengths of stay in ports: the sailing distance to a subsequent port, the nature of international cruise lines, the home ports of cruise ships, and the attractive ports of call.

14:00 **Workshop** Tate 133
 "Current Issues Related to Online Teaching That Can Lead to Best Practices"
 Mimi Gough

Workshop Tate 202
 "Are your students "Wired That Way?": Integrating Personality Types into the Administration of Group Projects"
 Lorraine Taylor

Enhancing Students Perception of Experiential Education: The Usefulness of Simulation Software
Frances Burnett

ABSTRACT

This study assessed the use of a restaurant software simulation as a basis for improving learning and engagement practices in education, experiential learning, and to add empirical evidence to this model of learning from the perception of the student. The concept for this study surrounded whether culinary students who use the software for a 11-week food service management course feel competent that the information they are using will raise their knowledge of the food service industry. Likewise, by engaging in the software, will a positive relationship exist between a learner's level of perceived effectiveness and well-being post-graduation? The hypothesis was that students would have a positive perception of the simulation's usefulness. Data collected from students who participated in an online restaurant simulation software as a requirement for a face to face course, was surveyed for experiential education, decision making skills, and of learning complex mathematical and accounting. This raises the theoretical underpinning of making them more apt to feel confident in the real life situations from experiential education to help in their overall well being post-graduation.

Education in Tourism and Leadership in Different Cultures: A Case Study Using "What's App" and Other Technology

Cynthia S. Deale & Kymbat Asaova

ABSTRACT

This case study explores the use of technology, specifically the What's App tool, to enhance student learning about leadership in different cultures through observations and the analysis of student products and reflections. Students in a class in the United States worked with students in a class in Kyrgyzstan to compare and contrast tourism and leadership in their respective countries, using video and chat technology. Student projects and reflections on the project and process involved were examined via content analysis to reveal findings regarding learning and the use of the app tool and other technology.

A Different Approach to Teaching Tourism Courses

Christina K. Dimitriou

ABSTRACT

Most educators tend to teach tourism courses based primarily on traditional teaching techniques that rely heavily on long lectures during class time where students remain passive. However, as classrooms are becoming more diverse, welcoming students of all nationalities, with different learning needs and levels a more engaging and progressive teaching style is needed to effectively meet those needs and address these changes. The author prepared and taught a "principles of tourism" course by adapting a hands-on approach and using a combination of teaching methods that can significantly improve student learning and is sharing her strategies and results of her initiative.

ABROAD VOLUNTEER TOURISM OF COLLEGE STUDENTS: A PHENOMENOLOGICAL STUDY

Kalina Gajda, Zhuowei Huang & Carla Santos

ABSTRACT

This study elaborates the meanings of abroad volunteer tourism from the perspective of college students. A phenomenological approach was used to design the research, collect data and analyze the data. 16 in-depth interviews were conducted with college students who had abroad volunteer tourism experiences in the last one year. The results of data analysis reveal that college students regard the abroad volunteer tourism experiences as an eye-opening experience with giving and gaining, and mixed emotions during the process. Abroad volunteer tourism experiences are transformative that they play an important role in affecting students' future decisions on personal growth, career choice, etc.

"THE ANTECEDENT TO SUCCESS: CLUB COMPETENCIES IN THE 21st CENTURY"

Gilpatrick Hornsby & Neil Marrin

ABSTRACT

The purpose of this study is to reexamine the club competencies identified in previous literature to determine if they have changed over time. The authors will also create an updated taxonomy of competencies needed in club education to produce well trained hospitality graduates. Using an exploratory, mixed method approach, data will be collected in a three phase process examining club general managers, early career club professionals, and faculty who teach a club management curriculum. The anticipated implications of this study will assist current hospitality education programs assess if club management courses are aligned with the club management industry.

TRACKING HEDONIC CONSUMPTION OF TOURISTS USING GEOTAGGED FOOD PHOTOGRAPHS

Myunghwa Kang, Yunwoo Nam & Hanyoung Go

ABSTRACT

Food consumption is an essential tourism activity for international tourists. The consumption provides pleasure and entertainment to tourists. The international tourists are likely to take pictures of tourism experiences and share their photos through social media. Using geotagged food photos this study tracks and analyzes tourist food consumption pattern by location. The geotagged food data presents the pattern of tourist food consumption location. The study explores the central point of places for tourist daily activities from the geotagged food images.

Conceptualizing the Attitude Change of Tourists Towards Other Cultures Based On the Intergroup Contact Theory

Hanno Michail Martens

ABSTRACT

The aim of this paper is to conceptualize tourism as an agent for attitude changes of tourists towards other cultures through contact with another culture. Research on intercultural contact is guided by the contact hypothesis since Allport published his book *The Nature of Prejudice* in 1954. Newer research on intercultural contact shows that a positive or negative effect on prejudices depends on situational circumstances shaping the participants' attitudes. Research on intercultural contact in tourism settings points out that types of tourists show very different characteristics for the dimensions of social contact. Thus, there is a connection between attitude changes towards the host culture and the type of tourist as well as the type of travel. A framework on the attitude change of tourists through tourism experiences is developed based on the three trip stages and the intergroup contact theory.

NOSTALGIA AND AUTHENTICITY — SUBJECTIVE WELL-BEING OF CHINESE RURAL-URBAN MIGRANTS

Zhenhao (Mark) Meng, Liping A. Cai & Ying (Tracy) Lu

ABSTRACT

This study investigates subjective well-being of Chinese rural-urban migrants by examining the effects of nostalgia and perceived authenticity in the context of rural tourism. Founded on the theories of tourist motivation and nostalgia and drawn on selected Chinese philosophical values, this study develops a conceptual model of rural tourism motivation for migrants, which identifies the unique Chinese philosophical values of both "searching for ancestral roots" and "old home" as key factors of motivation for migrants returning to rural destinations. The study suggests that preserving rural authenticity can improve social and cultural welfare of hosting communities and subjective well-being of tourists.

NOSTALGIA AND AUTHENTICITY — SUBJECTIVE WELL-BEING OF CHINESE RURAL-URBAN
MIGRANTS EXTENDED

Zhenhao (Mark) Meng, Liping A. Cai & Ying (Tracy) Lu

ABSTRACT

This study investigates the subjective well-being of Chinese rural-urban migrants by examining the effects of nostalgia and perceived authenticity in the context of rural tourism. 15 qualified tourists were interviewed at rural areas outside Beijing.

Founded on the theories of tourist motivation and nostalgia and drawn on selected Chinese philosophical values, this study develops a conceptual model of rural tourism motivation for migrants, which identifies the unique Chinese philosophical values of both “searching for ancestral roots” and “old home” as key factors of motivation for migrants returning to rural destinations. Such philosophical values carry their perceptions of affiliation and belonging, even though these are not exactly the home villages in which they once lived. Rural-urban migrants deem rural area regions as, mentalities, cultures, and environments in general as their hometowns, rather than of their actual towns or villages when they think about “old home.”

The study also reveals that migrants pursue authentic rural destinations, which would have an emotional and memorable appeal, because it arouses their nostalgic feelings. The study proposes the necessity of investigating Chinese issues through the lens of Chinese philosophical values and invokes an age-old value to understand their perception process of authenticity: “one can’t have fish and bear at the same time.” Returning to rural destinations improves these tourists’ subjective well-being because they achieved an important lifetime goal based on their traditional Chinese philosophical.

Brexit - A Massive Threat to Irish Tourism

Dr. Brian Murphy

ABSTRACT

Tourism is one of Ireland’s most important economic sectors and is responsible for 4% of GNP in the Republic of Ireland. Brexit has the potential to undermine this major source of income and employment. Britain is Ireland’s biggest source market for overseas tourists. Over 4.9 million UK citizens visited Ireland in 2016, which was worth over €1.5 billion to the Irish economy. The Brexit-inspired downturn in sterling is making Ireland more expensive for British tourists. In a post-Brexit scenario, with Irish trade and employment already suffering, Ireland’s tourism industry faces massive challenges.

From servants to leaders: Exploring the longitudinal process of student supervisors at a teaching café

Shengtao Xu, Yao-Chin Wang & Han Wen

ABSTRACT

Although educating tomorrow’s hospitality leaders has been proposed as one goal of hospitality programs, literature aiming to explain the longitudinal process of students’ leadership development is still quite limited. Therefore, the purpose of this study is to explore the longitudinal process about how students grow from servants to leadership roles at a teaching café. Through a qualitative approach, this study first conducted interviews with four senior student supervisors, and then divided the longitudinal process into three periods: (1) the beginning period before becoming a supervisor, (2) the learning period in early supervising experience, and (3) the maturing period as a supervisor. Based on the interviews, an open-ended questionnaire covering questions regarding these three periods was distributed to student supervisors of a teaching café. A total of 39 completed questionnaires were collected and coded, resulting in illuminating and valuable information about students’ experiences and feelings during these three periods.

Increasing Quantitative Skill Assessment Results for Hospitality Students

Dr. Wayne W. Smith, Marcia Snyder & Melinda Patience

ABSTRACT

The purpose of this assessment was to improve ETS Major Field Test in Business scores of Hospitality

and Tourism Management majors. This was accomplished using a hybrid learning model which incorporated online and in-class learning modules for each of the relevant core disciplines in the business school. This supports the program's mission by creating a focus on improving ethical, innovative, globally aware, computationally fluent, and effective communicators who will flourish in a modern dynamic business environment.

19:00	Harbor Cruise	Aquarium Wharf
20:00	Awards Ceremony	On Boat

Tuesday, October 17th, 2017

08:00	Registration Table Opens	Tate Gallery
	Continental Breakfast	Tate Gallery

09:00	Research Paper Presentation	Beatty 301
	SUSTAINABLE HIGHER EDUCATION: A CASE STUDY IN CREATING DEEPER LEARNING PROFICIENCIES IN A HOSPITALITY AND TOURISM MANAGEMENT CURRICULUM THROUGH EXPERIENTIAL LEARNING	
	Carroll A. Brown & Angela G. Sebbby	

ABSTRACT

Since the beginning of the 21st century, relevant education and the advancement of student learning have become areas of increasing concern in a rapidly changing work environment. Industry-based experiential learning activities provide students with the opportunity to apply classroom concepts and achieve deeper levels of learning. As the student's level of involvement increases, meaningful learning occurs. Although many hospitality and tourism programs recognize the importance of applied work experience, more studies are needed in higher education, within the area of hospitality and tourism management, that demonstrate the experiential learning approach. In this paper, we discuss the gradual integration of various types of experiential learning activities into a hospitality and tourism management curriculum situated within a college of business. Based on feedback from community focus groups, student course evaluations, and reflection papers, many experiential learning activities were re-designed to extend over two semesters rather than one semester. Two-semester project-based learning, instructional educational tours, and living learning labs were designed to provide students with more hands-on experience and ample time to engage in deeper learning. The experiential learning projects discussed in this paper generated important and appreciated outcomes for profit and nonprofit partners while providing students a valuable work experience within a group environment. Industry certifications were added to several courses to enhance specific skill sets and strengthen student resumes. When compared to one-semester projects, we suggest that, for specific hospitality and tourism management courses, the two-semester experiential learning approach can be an important teaching technique that offers students meaningful and thought-provoking learning experiences.

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TAKING A TRIP DOWN MEMORY LANE: POSITIVE, MEMORABLE LEARNING EXPERIENCES IN HOSPITALITY AND TOURISM EDUCATION
Cynthia S. Deale

ABSTRACT

This paper focuses on a scholarship of teaching and learning study that sought to investigate students' views of their most positive, memorable learning experiences in hospitality and tourism education. A total of 168 undergraduate students in the United States provided their stories of the kinds of course experiences, teaching methods, and activities that they found most memorable. Findings suggest that hands-on learning experiences, authentic projects, connections with others, and selected instructor behaviors are most memorable. Suggestions for teaching and future research,

based on the results, are included; plus considerations for the use of stories and storytelling as memorable learning tools are presented.

Workshop

Tate 202

"Global Learning in the Uncertain World"

Liping A. Cai

10:00

Research Paper Presentations

Beatty 301

"EUROPEAN HIGHER EDUCATION IN TRANSITION – THE BOLOGNA BEFORE IN THE AFTERMATH OF THE BREXIT"

Hanno Michail Martens & Prof. Dr. Florian Hummel

ABSTRACT

In 1999 the European Ministers of Education signed the Bologna Declaration to establish a harmonized space of higher education in Europe and to better compete on the international higher education market. The process of implementation of the Bologna Reform, however, has drawn multiple criticisms due to its neo-liberal voice and focus on performance, this way alienating universities from the original purpose of Plato's Academy. Further, some right-wing political movements and isolation politics in Europe are leading to strong restrictions on universities. This paper aims to generate a discussion about the possible meanings of the Bologna Reform and the Brexit for the construction of knowledge and especially the role of universities in the European Union. The conclusion of the discussion calls for universities to rediscover themselves and to get involved politically through researching, promoting and practicing international solidarity.

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A CONCEPTUAL MODEL OF TOURISM AND HEALTH-RELATED SELF-PRESENTATION

Shangzhi (Charles) Qiu Ph.D, Liping A. Cai Ph.D, Xinran Letho Ph.D, Zhuowei (Joy) Huang Ph.D, Susan Gordon Ph.D & William Gartner Ph.D

ABSTRACT

Against the backdrop of an increasing interest from academia and industry practitioners in health-related tourism experiences, this study illustrates a behavioral approach to investigating the relationship between tourism and health. Adopting a dramaturgical framework, the study has proposed a conceptual model that links tourism and health-related behaviors through the tourist's self-presentational concerns. The model posits that the destination environment is associated with the backstage of the tourist's social life while the home environment is more like the front stage. Therefore, the tourist's self-presentational concerns in general are expected to be lower in the destination environment than in the home environment. These concerns lead to behaviors that directly affect physical health. A decrease of self-presentational concerns at tourism destinations such as rural areas should effect the change of health-related behaviors, resulting in both positive and negative impacts on the tourist's physical health.

Workshop

Tate 202

"Teaching Event Planning & Management to Undergrad Communications Students: How We Create a Major University Conference in Three Months"

Waleed Rashidi

11:00

Refreshments Available

Tate Gallery

12:00

Lunch – Annual Meeting

FFC Faculty Room

13:30

Charleston Walking Tour/Site Visits

Beatty Lobby

Carriage Tour OR Gaillard Auditorium OR Walking Tour: Tourism Issues

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