

# Global Hospitality and Tourism Research Summit-Fukuoka

May 15-18 2025



## CONFERENCE PROGRAM



# Welcome to Global Hospitality and Tourism Research Summit-Fukuoka

## Welcome Message

We are pleased to announce that the "Global Hospitality and Tourism Research Summit," focusing on Innovation, Competitiveness, and Sustainability in Tourism, will take place from May 15 to 18, 2025, at Kyushu Sangyo University in Fukuoka City. This summit, being held in Japan for the first time, is also the sister event of the "World Research Summit for Hospitality and Tourism," which has been successfully organized by the Rosen College of Hospitality Management at the University of Central Florida. This time, the event is co-hosted by Kyushu Sangyo University, aiming to provide an international platform for academic exchange on the future of tourism.

Hospitality and tourism are crucial academic fields for maximizing the value of interaction within local communities and economies, while also building a sustainable future. The hospitality and tourism industries encompass all economic activities directly or indirectly related to travel and tourism. They are constantly evolving, with new trends emerging every year. To deepen discussions on the future of tourism, this conference will focus on three major research areas—destinations, local communities, and tourism enterprises—under the overarching theme of Innovation, Competitiveness, and Sustainability. Tourism not only generates temporary economic benefits but also carries the responsibility of protecting regional cultures and natural environments while contributing to peace through people-to-people exchanges and the allure of attractions. We look forward to exchanging opinions with participants on these research areas and challenges as we work together to explore practical solutions.

We are thrilled to hold this summit in Fukuoka, a vibrant and rapidly growing city in Japan. Located in northern Kyushu, Fukuoka has long served as a historical gateway to Asia. The New York Times has described Fukuoka as both "a culinary heaven" and "a cultural heaven." In this dynamic city, we aim to welcome participants from around the world to expand networks and deepen discussions. We sincerely hope that you will take advantage of this excellent opportunity to participate in discussions that promise to contribute to the future development of destinations, local communities, and tourism enterprises.

We eagerly look forward to your participation and the registration of your presentation topics. We look forward to seeing you in Fukuoka.

Co-Chair

Vice President Soutetsu Sen, Kyushu Sangyo University, Japan

# Conference information

## Date

From 15th to 18th of May 2025

## Venue

Kyushu Sangyo University (KSU) : <https://www.kyusan-u.ac.jp/>  
(2 Chome-3-1 Matsukadai, Higashi Ward, Fukuoka, 813-8503 Japan)

## Registration

The registration site is in the Entrance-hall of Building 3

The registration starts from 12:00pm, 15th May .

## Keynote Speech, Pannel Session and Roundtable Discussion ()

We will hold several special sessions which are listed from the next page.

## Important Note for Presenters of Concurrent session

The multimedia projectors will be available in the session room. To ensure that your presentation goes on without a hitch, we recommend you to download your Microsoft presentation files to the computer in the session room and test the compatibility at least 30 minutes before your presentation. If you want to use your own laptop, please check the compatibility of your laptop with a projector in the session room at least 30 minutes before your presentation. A computer expert will be available from one hour before each concurrent session at the venue(3<sup>rd</sup> floor of Building 3).

## Presentation Time

Presentation time is total 20 min.

Presentation: 15min., Discussion: 5min.

**\*1<sup>st</sup> bell: 12min. 2<sup>nd</sup> bell: 15min. 3<sup>rd</sup> bell: 16min.**

### Free Wi-Fi

Free Wi-Fi is available in KSU campus during the conference period.

**ID : KIND\_Wi-Fi\_Guest**

**Pass Word: guest25may**

# Global Hospitality and Tourism Research Summit-Fukuoka

## Conference Schedule

### DAY1 May15(Thu)

12:00	Venue   Building3,1st Floor <b>Registration</b>
13:00   14:30	Workshop1 Venue   Building3,8th Floor Room3801 or Building1,6th Floor OA1 <b>“Tourism Data Analysis Using ‘R’ – Theory and Practice”</b> Trainer: Dr.Noboru Takaki,Kyushu Sangyo University
15:00   17:00	Workshop2 Venue   Building3,8th Floor Room3801 <b>“Applying Generative AI in Hospitality and Tourism Research”</b> Trainer: Dr.Siriwut Buranapin,Chiang Mai University
17:30	Venue   Building3,1st 8th Floor Room3802 <b>Welcome Drink Party</b>

### DAY2 May16(Fri)

9:00	Venue   Building3,1st Floor <b>Registration</b>
10:00	Venue   Auditorium, Building 1, 2nd Floor <b>Opening Ceremony</b>
10:30	Keynote Speech Venue   Auditorium, Building 1, 2nd Floor <b>“TEDQUAL and Tourism Education ”</b> Mr.Antonio Carles,TedQual Advisory Board Member; TedQual External Auditor
11:30	Venue   Small Hall Building 1, 2nd Floor <b>Refreshment</b>
12:00	Panel Session Venue   Auditorium, Building 1, 2nd Floor <b>“A New Era of Tourism: Innovation and Creativity Shaping the Future”</b> Moderator Prof.Namigata Ikuyo,Seibu Bunri University;JTB Tourism Research & Consulting Co. Panelists Mr.Akihiro Shindo,Director of the Tourism Department, Kyushu District Transport Bureau Mr.Taichi Shimazu, Director General, Toyooka Tourism Innovation Business Headquarters Mr.Takashi Hamasaki,Deputy Director General, Business Headquarters, Kyushu Tourism Organization Mr.Joe Sato,General Manager, Grand Hyatt Fukuoka
13:10	Venue   Building3,8th Floor Room 3802 <b>Lunch</b>
14:10	Keynote Speech Venue   Auditorium, Building 1, 2nd Floor <b>“Tokyo’s Evolution into a Global City: Mori Building’s Urban Development and Innovations in Tourism Promotion ”</b> Mr.Hiroo Mori, President and CEO, Mori Hospitality Corporation
15:20	Venue   Building3,3rd Floor <b>Concurrent Session 1</b>
16:30	Venue   (Poster Session)Building3,3rd Floor Room 3303 / (Refreshment) Room 3306B <b>Refreshment &amp; PosterSession</b>



## DAY3 May17(Sat)

8:30	Venue   Building3,1st Floor <b>Registration</b>
9:30	Keynote Speech    Venue   Auditorium, Building 1, 2nd Floor <b>“Competing Paradigms in Tourism Sustainability”</b> Prof.Tanja Mihalic, University of Ljubljana, Slovenia; Fellow of the International Academy for the Study of Tourism
10:20	Venue   Small Hall Building 1, 2nd Floor <b>Refreshment</b>
10:40	Panel Session    Venue   Auditorium, Building 1, 2nd Floor <b>“Transformative Research: Relevance, Impact, and Sustainability: The Editors’ Perspective”</b> Moderator Dr. Nan Hua, Professor, UCF Rosen College of Hospitality Management Panelists Dr. Kyuho Lee, Professor, School of Business, Sonoma State University; Editor – Journal of Foodservice Business Research Dr. Wei Wei, Associate Professor, UCF Rosen College of Hospitality Management; Associate Editor, Journal of Hospitality and Tourism Research Dr. Murat Kizildag, Associate Professor, UCF Rosen College of Hospitality Management; Editor, Journal of Hospitality Financial Management Dr. Mehmet Altin, Associate Professor, UCF Rosen College of Hospitality Management; Senior Associate Editor, International Journal of Contemporary Hospitality Management (IJCHM)
11:40	Venue   Building3,8th Floor Room 3802 <b>Lunch</b>
12:40	Venue   Building3,3rd Floor <b>Concurrent Session 2</b>
13:50	Keynote Speech    Venue   Auditorium, Building 1, 2nd Floor <b>“Educational Applications of Generative AI ”</b> Dr.Siriwut Buranapin, Chiang Mai University
14:40	Venue   Building3,3rd Floor Room 3306B <b>Refreshment</b>
15:00	Roundtable Discussion    Venue   Building3,3rd Floor Room 3306A <b>“Redefining Education and Research: The Agenda, Trajectory, and Roadmap for Artificial Intelligence”</b> Conductors Prof. Youcheng Wang, University of Central Florida Dr. Murat Kizildag, Associate Professor, UCF Rosen College of Hospitality Management
16:00	Venue   Building3,3rd Floor Room 3306B <b>Refreshment</b>
16:20	Venue   Building3,3rd Floor <b>Concurrent Session 3</b>
17:30	Panel Session    Venue   Auditorium, Building 1, 2nd Floor <b>“Destination Management, Competitiveness and Sustainability: Challenges and Opportunities”</b> Moderator Dr.Alan Fyall, University of Central Florida Panelists Dr.Tadayuki Hara, University of Central Florida Dr.Jusuke Ikegami, Waseda University Ms.Keiko Igaue, Executive Director, Fukuoka Convention & Visitors Bureau Mr.Takuya Horie, Specialist in DMO Planning and Marketing, Marketing Division, Kyoto City Tourism Association
18:40	Venue   Building 1, Main Hall <b>Conference Dinner</b>

## DAY4 May18(Sun)

9:00	Venue   Building3,3rd Floor <b>Concurrent Session 4</b>
10:10	Venue   Building3,3rd Floor Room 3801 <b>Refreshment</b>
10:30	Venue   Building3,8th Floor Room 3802 <b>Farewell function &amp; Closing Ceremony</b>
11:00	Venue   Building3,8th Floor Room 3803 <b>Introduction to Optional Tours by Fukuoka Prefecture and Fukuoka City</b>

# Presentation Schedule(Tentative)

## Concurrent Session 1

May16(Fri) 15:20~16:20

### 1.1 Sustainable Tourism and Environmental Responsibility(Building 3, Room 3301A)

Moderator:**Eiji Sawada**(Kyushu Sangyo University)

THE SUSTAINABLE TURN OF HOTELS AS A SERVICE HUB WITHIN LOCAL COMMUNITIES	<b>Vanessa Borkmann</b> (Fraunhofer Institute for Industrial Engineering IAO)
TOWARDS SUSTAINABLE TOURISM: WHAT MAKES EMPLOYEES CONTINUE TO ENGAGE?	<b>Kexin Yuan</b> (Colorado State University)
BEYOND PROFIT: EXAMINING THE IMPACT OF PRODUCT MARGIN AND FIRM SIZE ON GREEN BURGER OFFERINGS IN SWEDEN	<b>Ivar Padrón-Hernández</b> (Hitotsubashi University); <b>Yoshikatsu Shinozawa</b> (Hitotsubashi University)

### 1.2 Tourism Marketing and Consumer Behavior (Building 3, Room 3301B)

Moderator:**Eiko Yamashita**(Kyushu Sangyo University)

CONCEPTUALISING EMPLOYEES' HEALTHY INSTITUTIONAL DINING EXPERIENCES IN CHINA	<b>Fiona Chi</b> (Technological and Higher Education Institute of Hong Kong); <b>Monica Wai-Chun Choy</b> (Technological and Higher Education Institute of Hong Kong); <b>Vicky Leung</b> (Technological and Higher Education Institute of Hong Kong); <b>Vanessa Li</b> (Technological and Higher Education Institute of Hong Kong); <b>Jim Luki</b> (Technological and Higher Education Institute of Hong Kong); <b>Paul Wai-Kei Tsang</b> (Technological and Higher Education Institute of Hong Kong); <b>Teresa Yang</b> (Esquel Group)
HEALTH TOURISM KNOWLEDGE AND AWARENESS LEVEL OF EMERGENCY HEALTHCARE STAFF	<b>Faruk Tumen</b> (Karabuk University); <b>Seza Zerman</b> (Karabuk University); <b>Umut Kadir Oguz</b> (Karabuk University); <b>Selma Yavuz</b> (Karabuk University)
RESEARCH ON THE IMPACT OF TOURISM DESTINATION CO-CREATION EXPERIENCE ON TOURISTS' SATISFACTION AND LOYALTY IN USER-GENERATED CONTENT ENGAGEMENT PLATFORM	<b>Wen Bao</b> (Lanzhou Vocational Technical College); <b>Pinglu Zhou</b> (Lanzhou University); <b>Abukhalifeh Alaa Nimer</b>

### 1.3 AI, Technology, and Innovation in Tourism (Building 3, Room 3302A)

Moderator: **Kazutoshi Nakamura**(Kyushu Sangyo University)

UNLOCKING HOTEL SUCCESS: THE SYNERGISTIC IMPACT OF INFORMATION TECHNOLOGY AND HUMAN CAPITAL IN THE U.S. HOSPITALITY INDUSTRY	<b>Yoo Ri Kim</b> (University of Central Florida); <b>Agnes DeFranco</b> (University of Houston); <b>Jaewan Heo</b> (University of Central Florida); <b>Nan Hua</b> (University of Central Florida); <b>Xinyuan Zhao</b> (Macau University of Science and Technology)
OVERTOURISM IN KYOTO: EXAMINING HIGH DENSITY TOURIST ZONES THROUGH BIG DATA ANALYTICS	<b>N.W.T. Dilshan</b> (Toyo University)
DEMOGRAPHIC DIFFERENCES IN SERVICE ROBOT ADOPTION: A STUDY OF HOTEL GUESTS' INTENTIONS	<b>Ahmet Bulent Ozturk</b> (University of Central Florida)

### 1.4 Hospitality management and Leadership (Building 3, Room 3302B)

Moderator: **Yuko Okata**(Kyushu Sangyo University)

THE IMPACT OF SENIOR MANAGERS' LEADERSHIP STYLE ON FRONTLINE EMPLOYEES' PERCEIVED EMPOWERMENT IN LUXURY HOTELS	<b>Esra Ibrahim</b> (University of Central Florida); <b>Murat Hancer</b> (University of Central Florida); <b>Jeong-Yeol Park</b> (University of Central Florida)
ENHANCING LEADERSHIP COMPETENCIES WITH AI INTEGRATION IN ETHICAL DECISION-MAKING	<b>Burcin Turkkan Zencirli</b> (University of Central Florida); <b>Fevzi Okumus</b> (University of Central Florida); <b>Mehmet Altin</b> (University of Central Florida)
FROM CULTURE TO CONDUCT: EXPLORING THE ROLE OF CULTURAL FACTORS IN SHAPING JAPANESE EMPLOYEES' WORK BEHAVIORS	<b>Misun "Sunny" Kim</b> (University of Massachusetts Amherst); <b>Yoko M. Negoro</b> (Pennsylvania State University)

### 1.5 Tourist Experience, Culture, and Psychology (Building 3, Room 3304)

Moderator: **Akimasa Suganuma**(Kyushu Sangyo University)

THE ROLE OF ON-SITE PARTICIPATION IN ACADEMIC CONFERENCES: A COMPARATIVE STUDY OF FOREIGN AND JAPANESE ATTENDEES	<b>Hidekazu Iwamoto</b> (Josai International University); <b>Tadayuki Hara</b> (University of Central Florida); <b>Masashi Ishitani</b> (Josai International University)
THE INFLUENCE OF PSYCHOLOGICAL DISTANCE ON HOTEL SELECTION DECISIONS: A CONSTRUAL LEVEL THEORY APPROACH	<b>Hodaka Ito</b> (Tokyo Metropolitan University); <b>Lingling Wu</b> (Tokyo Metropolitan University)
CONNECTING EMOTIONS TO LOYALTY: THE IMPACT OF FLIGHT ATTENDANTS' AESTHETIC LEADERSHIP ON CUSTOMER SATISFACTION	<b>Dohee Kwon</b> (Youngsan University); <b>Jihyeon Park</b> (Youngsan University)
UNDERSTANDING THE PRIMING FACTORS AFFECTING PREFERENCE BETWEEN HOME CULTURE CONNECTEDNESS AND AUTHENTIC DESTINATION EXPERIENCE IN INTERNATIONAL TRAVEL	<b>Yu Pan</b> (University of Jinan); <b>Youcheng Wang</b> (University of Central Florida); <b>Yamei Liu</b> (Shanghai Open University)

## Poster Session

May16(Fri)16:30~

(Building 3, Room 3303)

THE ROLE OF “KAWAII” SERVICE ROBOTS IN SHAPING MEMORABLE EXPERIENCES	<b>Marco Nutta</b> (Hitotsubashi University); <b>Satoko Suzuki</b> (Hitotsubashi University)
AM I SEEN AS OVERQUALIFIED? THE ROLE OF OVERQUALIFIED CANDIDATES’ STEREOTYPE-SPECIFIC IMPRESSION MANAGEMENT IN RECRUITERS’ PERCEPTIONS	<b>Yoko M. Negoro</b> (Pennsylvania State University); <b>Heyao (Chandler) Yu</b> (Pennsylvania State University); <b>Michael Tews</b> (Pennsylvania State University)
WHAT ARE THE MOTIVATING FACTORS FOR TRAVELERS AND LOCALS TO DO HEALTH AND WELLNESS ACTIVITIES?	<b>Tugce Under</b> (Bolu Abant Izzet Baysal University); <b>Bendegul Okumus</b> (University of Central Florida); <b>Bekir Bora Dedeoglu</b> (Nevsehir HBV University); <b>Cihan Cobanoglu</b> (University of South Florida)
ON THE “TOURISM INTERNSHIP PROGRAM” OF KYUSHU SANGYO UNIVERSITY’S DEPARTMENT OF TOURISM, AIMED AT DEVELOPING HUMAN RESOURCES IN TOURISM	<b>Ichiro Maki</b> (Kyushu Sangyo University)
TOURISM IN THE ANTHROPOCENE	<b>Youka Katase</b> (Kyushu Sangyo University)
RESEARCH INTO AN EDUCATIONAL MODEL FOR TRAINING INTERNATIONAL STUDENTS AS HOTEL PERSONNEL	<b>Tsubasa Konishi</b> (Nishitetsu international business college)
SUSTAINABLE TOURISM AND CHANGING TOURIST BEHAVIORS: A CASE STUDY OF DAZAIFU TENMANGU IN THE AGE OF SOCIAL MEDIAPAPER	<b>Noriko Miyamae</b> (Kyushu Sangyo University)
MARKETING GENDERED DESTINATIONS: THE EFFECT OF VOICE PITCH	<b>Wai Ching Wilson Au</b> (City University of Macau); <b>Fiona Chi</b> (Technological and Higher Education Institute of Hong Kong); <b>Pengchen Zhao</b> (City University of Macau)
THE IMPACT OF PERSONALIZATION AND DIVERSITY ON TRUST, USEFULNESS AND SATISFACTION IN PHOTO-BASED SOCIAL MEDIA TRAVEL RECOMMENDATION	<b>Sua Lee</b> (Sejong University); <b>Jae Hyup Chang</b> (Kongju National University); <b>Chung Hun Lee</b> (Sejong University)
EXPANDING SMART TOURISM TECHNOLOGY ATTRIBUTES FROM THE TOURIST’S PERSPECTIVE	<b>Ruiyu Deng</b> (City University of Macau); <b>Wai Ching Wilson Au</b> (City University of Macau); <b>Fiona Chi</b> (Technological and Higher Education Institute of Hong Kong)
NUDGING WITH COLORS IN ELECTRIC VEHICLE RENTALS: THE EFFECT OF BRIGHTNESS CONTRAST IN BUTTON DESIGN	<b>Wai Ching Wilson Au</b> (City University of Macau); <b>Pearl M.C. Lin</b> (The Hong Kong Polytechnic University); <b>Fiona Chi</b> (Technological and Higher Education Institute of Hong Kong); <b>Bruce Xie</b> (City University of Macau)



MESSAGE FRAMING IN THEMEPARK'S CROWD MANAGEMENT: AN APPLICATION OF THE SOCIAL VALUE ORIENTATION THEORY	<b>Jinghan Du</b> (City University of Macau); <b>Wai Ching Wilson Au</b> (City University of Macau); <b>Fiona Chi</b> (Technological and Higher Education Institute of Hong Kong)
JAPANESE REGIONAL CUISINE IN FOOD TOURISM: WHAT ARE THE ISSUES?	<b>Natsumi Fujiwara</b> (Kyushu Sangyo University)
EXPANDING SERVQUAL: CULTURAL AUTHENTICITY IN BEIJING COURTYARD HOUSE B&Bs	<b>Zixuan Pang</b> (City University of Macau); <b>Wai Ching Wilson Au</b> (City University of Macau); <b>Fiona Chi</b> (Technological and Higher Education Institute of Hong Kong); <b>Pearl M.C. Lin</b> (Hong Kong Polytechnic University)
POSSIBILITY OF ONLINE TRAVEL CONSULTATION – THE CASE OF THE TRAVEL AGENCY HIS –	<b>Yuji Murooka</b> (Kyushu Sangyo University)
EXPLORING THE SOUNDWALK EXPERIENCE FOR PEOPLE WITH VISUAL IMPAIRMENT	<b>Dongmin Park</b> (Sejong University); <b>Chung Hun Lee</b> (Sejong University)

## Concurrent Session 2

May17(Sat) 12:40~13:40

### 2.1 Sustainable Tourism and Environmental Responsibility (Building 3, Room 3301A)

Moderator: **Kazuo Doi**(Kyushu Sangyo University)

REUSING BUILDINGS: CIRCULAR ECONOMY OR GENTRIFICATION IN TOURISM?	<b>João Romão</b> (Yasuda Women's University)
VISUAL FUTURES OF FOOD MARKETING: SHAPING CONSUMER PERCEPTIONS OF SUSTAINABLE FOOD WITH AI-GENERATED IMAGERY	<b>Janelle Chan</b> (The Hong Kong Polytechnic University)
AN UPDATE ON THE THEME PARK INDUSTRY IN JAPAN: ANALYZING SUCCESSES AND CHALLENGES	<b>Carissa Baker</b> (University of Central Florida); <b>Tadayuki Hara</b> (University of Central Florida)

### 2.2 Tourism Marketing and Consumer Behavior (Building 3, Room:3301B)

Moderator: **Hyemi Bang**(Kyushu Sangyo University)

THE VALUE OF THRILLS: UNDERSTANDING CONSUMERS' WILLINGNESS FOR AMUSEMENT AND THEME PARKS	<b>Juliana Rodrigues Vieira Tkatch</b> (University of Central Florida); <b>Sergio Alvarez</b> (University of Central Florida); <b>Carissa Baker</b> (University of Central Florida)
DAIRY TOURISM: A NICHE SEGMENT IN FOOD TOURISM AND ITS EMERGING ROLE IN JAPAN	<b>Maria Yotova</b> (Ritsumeikan University)
PSYCHOLOGICAL DRIVERS OF VOLUNTARY CARBON OFFSET PARTICIPATION	<b>Jihyeon Park</b> (Youngsan University); <b>Kwon Dohee</b> (Youngsan University)

## 2.3 AI, Technology, and Innovation in Tourism (Building 3, Room 3302A)

Moderator: **Joohee Ahn**(Kyushu Sangyo University)

UNDERSTANDING TOURISTS' ADOPTION OF AI-POWERED MEDICAL CHATBOTS: EXTENDING TAM IN HEALTH-FOCUSED TRAVEL CONTEXTS	<b>Frank Badu-Baiden</b> (University of Central Florida); <b>Arthur Huang</b> (University of Central Florida); <b>Nancy Grace Baah</b> (The Hong Kong Polytechnic University)
TOURISTS' CONTINUANCE INTENTION TO USE CHATGPT: THE ROLE OF INFORMATION QUALITY AND LITERACY	<b>Jisun Won</b> (Sejong University); <b>Jae Hyup Chang</b> (Kongju National University); <b>Chung Hun Lee</b> (Sejong University)
THE SERVICE TRIAD BETWEEN CUSTOMERS, SERVICE ROBOT AND FRONTLINE EMPLOYEES: A NATURALISTIC OBSERVATIONAL APPROACH	<b>Ruby Hong Ngoc Nguyen</b> (University of Central Florida); <b>Valeriya Shapoval</b> (University of Central Florida); <b>Cynthia Mejia</b> (University of Central Florida)

## 2.4 Hospitality management and Leadership (Building 3, Room 3302B)

Moderator: **Yuji Murooka**(Kyushu Sangyo University)

SUPPORTING RESTAURANTS THAT SUPPORT THEIR COMMUNITY: INNOVATIVE MINDFULNESS PRACTICES TO REDUCE STRESS AND TURNOVER	<b>Vicki Lavendo</b> (University of Central Florida); <b>David Boote</b> (University of Central Florida)
TOURISM AS A CATALYST FOR ECONOMIC GROWTH IN AFRICA: ASSESSING THE IMPACT OF GHANA'S YEAR OF RETURN INITIATIVE.	<b>Anthony Etsibah</b> (University of Ghana); <b>Linda Kissiwaa Ofori</b> (University of Ghana); <b>Emmanuel Agyarko Oware</b> (University of Ghana); <b>Daniel Agyarko</b> (University of Ghana)
BALANCING TECHNOLOGY AND HUMANITY: THE MODERATING EFFECT OF DEHUMANIZATION IN AI TRAINING PROGRAMS	<b>Burcin T. Zencirli</b> (University of Central Florida); <b>Jeong-Yeol Park</b> (University of Central Florida); <b>Jorge Ridderstaat</b> (University of Central Florida)

## 2.5 Tourist Experience, Culture, and Psychology (Building 3, Room 3304)

Moderator: **Yuko Okata**(Kyushu Sangyo University)

RE-IMAGINING CULTURAL TOURISM THROUGH RETRO PRODUCTS	<b>Zuhui Liao</b> (The Hong Kong Polytechnic University); <b>Vincent Tung</b> (The Hong Kong Polytechnic University)
THE INFLUENCE OF PERCEIVED SAFETY AND PSYCHOLOGICAL EMPOWERMENT ON RESIDENT AND TOURISTS' EMOTIONAL SOLIDARITY AT A CULTURAL FESTIVAL	<b>Kayode D. Aleshinloye</b> (University of Central Florida); <b>Frank Badu-Baiden</b> (University of Central Florida)

## 2.6 Events, Festivals, and Regional Revitalization (Building 3, Room 3305)

Moderator: **Masaya Yukihiro**(Kyushu Sangyo University)

COUNTING ATTENDEES FOR A NON-GATED OPEN-FIELD FESTIVAL	<b>Bob Lee</b> (Bowling Green State University)
INVESTIGATING THE ROLE OF PERCEIVED BENEFITS OF HOST-GUEST INTERACTION IN THE FESTIVAL TOURISM CONTEXT	<b>Bingna Lin</b> (City University of Macau); <b>Haoyuan Zhu</b> (City University of Macau)

VISUALIZING SPATIAL MISMATCH BETWEEN SUPPLY AND DEMAND IN REGIONAL TOURISM	<b>Won Ji Chung</b> (University of Florida); <b>Jinwon Kim</b> (University of Florida)
--	---

### Concurrent Session 3

May17(Sat)16:20~17:20

#### 3.1 Tourism Marketing and Consumer Behavior (Building 3, Room 3301B)

Moderator: **Yuko Okata**(Kyushu Sangyo University)

FINDING THE SWEET SPOT: HOW DESTINATION MARKETING SPENDING SHAPES TOURISM OUTCOME RETURNS IN JAPAN	<b>Midori Yamazaki</b> (University of Central Florida); <b>Jorge Ridderstaat</b> (University of Central Florida); <b>Jeong-yeol Park</b> (University of Central Florida)
TRAVEL PHOTOGRAPHY AS A PATH TO GREEN CONSUMPTION: MECHANISMS AND CHALLENGES IN THE CITY OF SHANGRI-LA	<b>Peng Liu</b> (Cornell University); <b>Yifei Li</b> (Cornell University)

#### 3.2 AI, Technology, and Innovation in Tourism (Building 3, Room 3302A)

Moderator: **Joohee Ahn**(Kyushu Sangyo University)

THE ETHICAL IMPLICATIONS OF GENERATIVE AI IN THE HOSPITALITY AND TOURISM WORKPLACE: BALANCING INNOVATION WITH EMPLOYEE WELL-BEING	<b>IokTeng Esther Kou</b> (City University of Macau); <b>Yaqi Wang</b> (City University of Macau)
APPLICATION OF DIGITAL TECHNOLOGY IN SAUNA FACILITIES: A CASE STUDY OF UNMANNED SAUNA OPERATION	<b>Tsutomu Yoshioka</b> (Toyo University)
ADVANCED URBAN AIR MOBILITY (UAM) ROUTING FOR INTEGRATED TRANSPORTATION AND TOURISM: A CASE STUDY IN BUSAN, SOUTH KOREA	<b>Hyeseon Han</b> (Korea University); <b>Young Dae Ko</b> (Sejong University)

#### 3.3 Hospitality management and Leadership1 (Building 3, Room 3302B)

Moderator: **Yumiko Nakahara**(Kyushu Sangyo University)

HOW HOTELS UTILIZE THEIR RESOURCES AND CAPABILITIES TO GAIN COMPETITIVE ADVANTAGE: INSIGHTS FROM INTERVIEWS WITH JAPANESE HOTEL MANAGERS	<b>Michiko Honda</b> (The Institute of International Tourism & Hospitality Inc.)
OPTIMIZING HOTEL LOCATIONS: TRADE-OFFS BETWEEN PROFITABILITY AND TOURIST ATTRACTION EFFECT	<b>Young Kwan Ko</b> (Sejong University); <b>Young Dae Ko</b> (Sejong University)
CUSTOMERS AND OTHER SOURCES OF WORKPLACE SUPPORT FOR U.S. RESTAURANT EMPLOYEES AND ITS INFLUENCE ON WORKER WELL-BEING, RETENTION, AND TURNOVER INTENTIONS DURING A CRISIS.	<b>Craig J. Rapp</b> (Valencia College); <b>Kevin Murphy</b> (University of Central Florida)

### 3.4 Hospitality management and Leadership2 (Building 3, Room 3304)

Moderator: **Kazuo Doi**(Kyushu Sangyo University)

VOLATILITY PARAMETER CLUSTERING OF REITS	<b>Mahala Geronasso</b> (University of Central Florida); <b>Brianna Morman</b> (University of Central Florida); <b>Murat Kizildag</b> (University of Central Florida)
HOTELL – SOLUTION FOR PERSONALIZED HOSPITALITY	<b>Mariia Blizniuk</b> (Russian International Academy of Tourism)
ENHANCING JAPAN’S LODGING INDUSTRY: INSIGHTS AND STRATEGIC APPROACHES FROM LEADING TOURISM COUNTRIES	<b>Hiroko Suzuki</b> (Japan Transport and Tourism Research Institute); <b>Yasushi Takahashi</b> (Japan Transport and Tourism Research Institute); <b>Ryoko Okada</b> (Japan Transport and Tourism Research Institute); <b>Takeharu Jofuku</b> (Japan Transport and Tourism Research Institute),)

### 3.5 Events, Festivals, and Regional Revitalization (Building 3, Room 3305)

Moderator: **Hyemi Bang**(Kyushu Sangyo University)

TOURISM AND COMMUNITY AWARENESS BUILDING: FOCUSING ON THE ACTIVITIES OF THE CITY OF MINAMATA, KUMAMOTO PREFECTURE, JAPAN	<b>Akimasa Suganuma</b> (Kyushu Sangyo University)
WILLINGNESS-TO-PAY FOR SUSTAINABLE TRANSPORT: UNDERSTANDING TOURISTS’ PREFERENCES FOR LOW-EMISSION MOBILITY AT URBAN DESTINATIONS	<b>Richard Hrankai</b> (Hong Kong Metropolitan University)
UNRAVELLING THE DISTRIBUTIONAL IMPACTS OF INDONESIA’S INBOUND TOURISM	<b>Oscar Tiku</b> (Tohoku University)

## Concurrent Session 4

MAY18(Sun)9:00~10:00

### 4.1 Tourism Marketing and Consumer Behavior (Building 3, Room 3301B)

Moderator: **Masaya Yukihiro**(Kyushu Sangyo University)

THE INFLUENCE OF CITY BRAND AND E-WOM ON VISITOR SATISFACTION AND REVISIT INTENTIONS IN CITY EVENTS	<b>Jinyoung Lee</b> (Konyang University); <b>Keoljae Lee</b> (Konyang University)
HOW BLIND-BOX OFFERINGS ENHANCE TOURIST PURCHASES IN SPIRITUAL DESTINATIONS	<b>Xiyao Chen</b> (City University of Macau); <b>Xunyue Joanne Xue</b> (City University of Macau)
THE IMPACT OF NOSTALGIA ON CONSUMER PREFERENCES FOR MAJORITY-ENDORSED MORNING TEA PRODUCTS:THE ROLE OF SOCIAL CONNECTEDNESS AND MODERATING EFFECTS OF PLACE ATTACHMENT AND BRAND ENGAGEMENT	<b>Yuhong Liu</b> (Macau University of Science and Technology); <b>Yang Zhang</b> (Macau University of Science and Technology); <b>Liuyan Han</b> (Macau University of Science and Technology)



## 4.2 AI, Technology, and Innovation in Tourism (Building 3, Room 3302A)

Moderator: **Chenxi Gao**(Kyushu Sangyo University)

ANALYZING CHINESE TOURIST MOTIVATIONS FOR HOKKAIDO DESTINATIONS USING TRANSFORMER MODELS AND STATISTICAL METHODS	<b>Zhenzhen Liu</b> (Kitami Institute of Technology); <b>Juuso Eronen</b> (Prefectural University of Kumamoto); <b>Fumito Masui</b> (Kitami Institute of Technology)
ISSUES CHALLENGING SMALL WINERY OPERATIONS IN THE U.S. IN THE DIGITAL ERA	<b>Kyuho Lee</b> (Sonoma State University)
BASED ON THE HMSAM FRAMEWORK: RESEARCH ON THE APPLICATION OF VR TECHNOLOGY IN CULTURAL HERITAGE MUSEUMS AND USER PERSISTENCE	<b>Yuanhan Fang</b> (Yonsei University); <b>Xin Ju</b> (Yonsei University); <b>Wangqi Tian</b> (Chung-Ang University)

## 4.3 Hospitality management and Leadership (Building 3, Room 3302B)

Moderator: **Hiroataka Sunaguchi**(Kyushu Sangyo University)

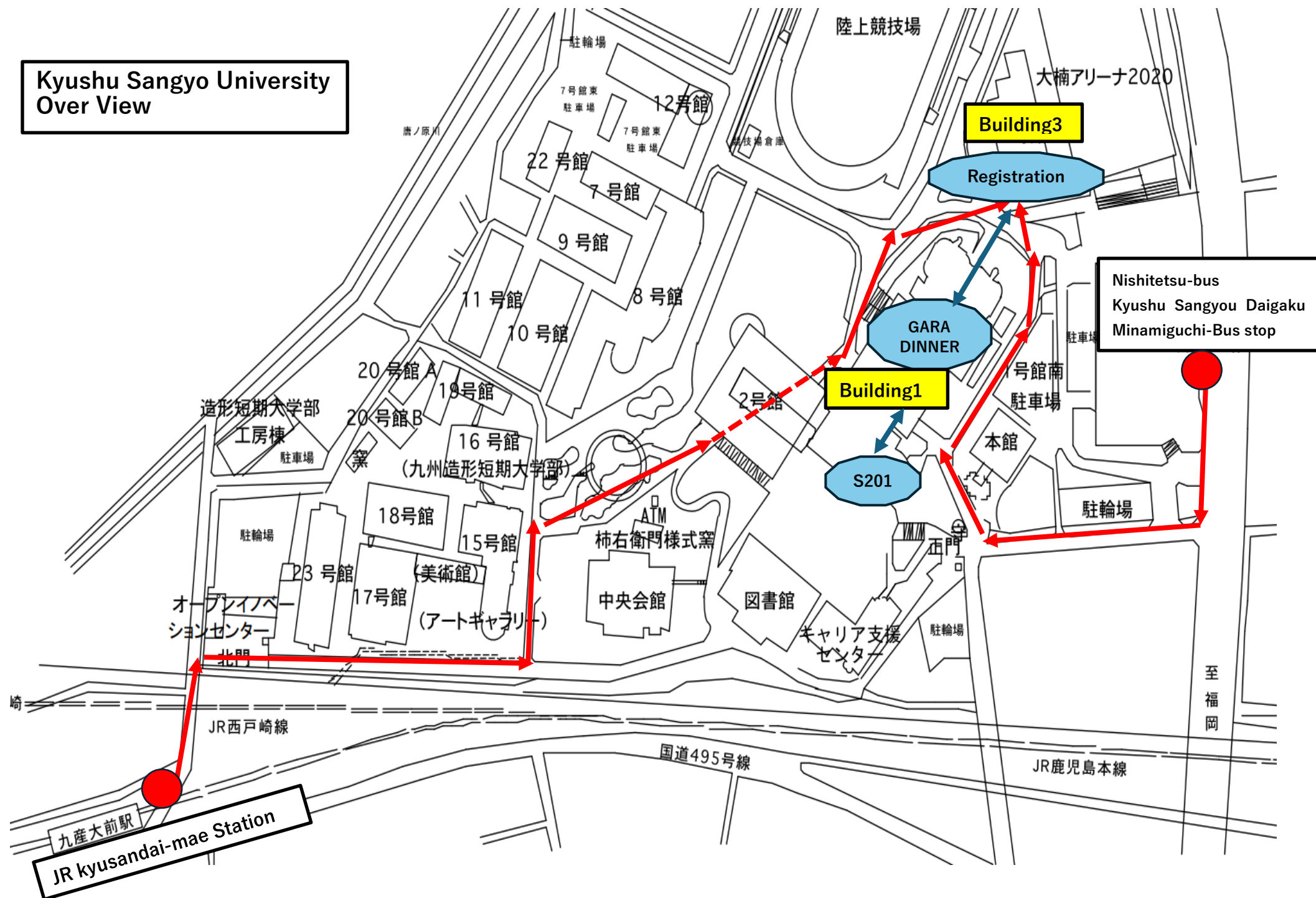
TRANSFORMING THE LOCAL TOURISM INDUSTRY INTO A HIGH-PRODUCTIVITY AND HIGH-INCOME INDUSTRY – MEASURES TO IMPROVE THE PRODUCTIVITY OF THE LODGING INDUSTRY SUCH AS RYOKAN-	<b>Yasushi Takahashi</b> (Japan Transport and Tourism Research Institute); <b>Keisuke Sakamoto</b> (Japan Transport and Tourism Research Institute); <b>Takeharu Jofuku</b> (Japan Transport and Tourism Research Institute)
LEGITIMACY OVER MARKET-ORIENTATION? HOW GOVERNMENT INFLUENCE SHAPES DESTINATION COOPERATION IN JAPAN	<b>Midori Yamazaki</b> (University of Central Florida); <b>Youcheng Wang</b> (University of Central Florida)
HOW DO (POTENTIAL) TOURISTS PERCEIVE OVERTOURISM MANAGEMENT INITIATIVES? AN EXPLORATORY STUDY	<b>Pietro Paolo Frigenti</b> (University of Manchester); <b>Lloyd C. Harris</b> (University of Manchester)

## 4.4 Tourist Experience, Culture, and Psychology (Building 3, Room 3304)

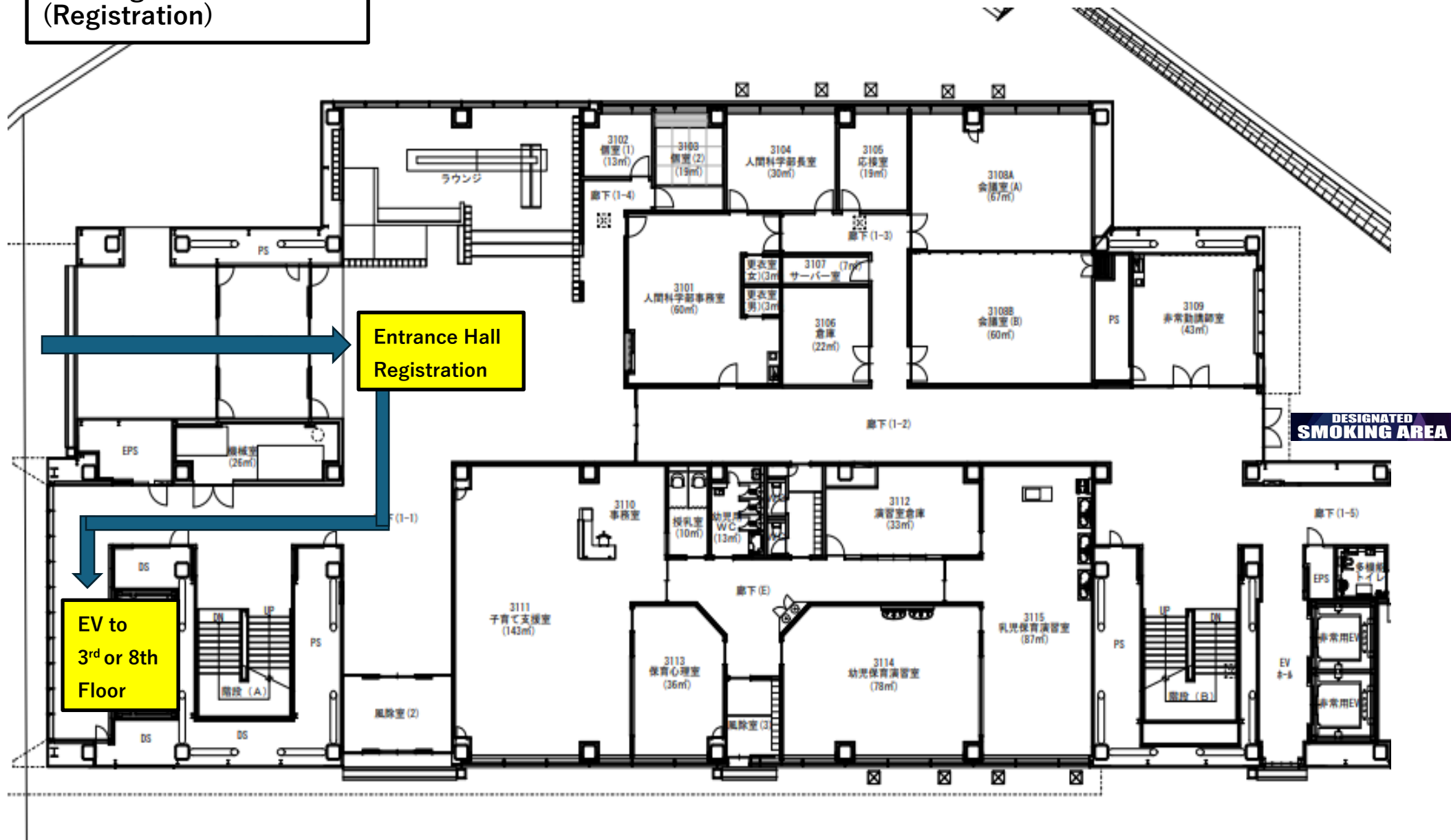
Moderator: **Yuji Murooka**(Kyushu Sangyo University)

INVESTIGATING HOW MEETING OLDER ADULTS' NEEDS INFLUENCES THEIR INTENTIONS TO JOIN SENIOR LIVING COMMUNITIES: A MIXED METHODS APPROACH	<b>Jianwen Li</b> (City University of Macau); <b>Murat Hancer</b> (University of Central Florida); <b>Abraham Pizam</b> (University of Central Florida); <b>Yunying Zhong</b> (University of Central Florida); <b>Suja Chaulagain</b> (University of Central Florida); <b>Maksim Godovykh</b> (University of Central Florida)
UNINTENDED PROSOCIAL CONSEQUENCES OF ROBOT PREVALENCE	<b>Sungwoo Choi</b> (The Chinese University of Hong Kong); <b>Jihwan Yeon</b> (Sejong University)
BOOSTERS, DECLINERS, OR INVARIANTS: PRELIMINARY RESULTS ON THE IMPACT OF TRAVEL ON WELL-BEING	<b>Michael T.H. Lai</b> (Saint Francis University); <b>Emmy Yeung</b> (Chester University); <b>Ken Ip</b> (Saint Francis University)

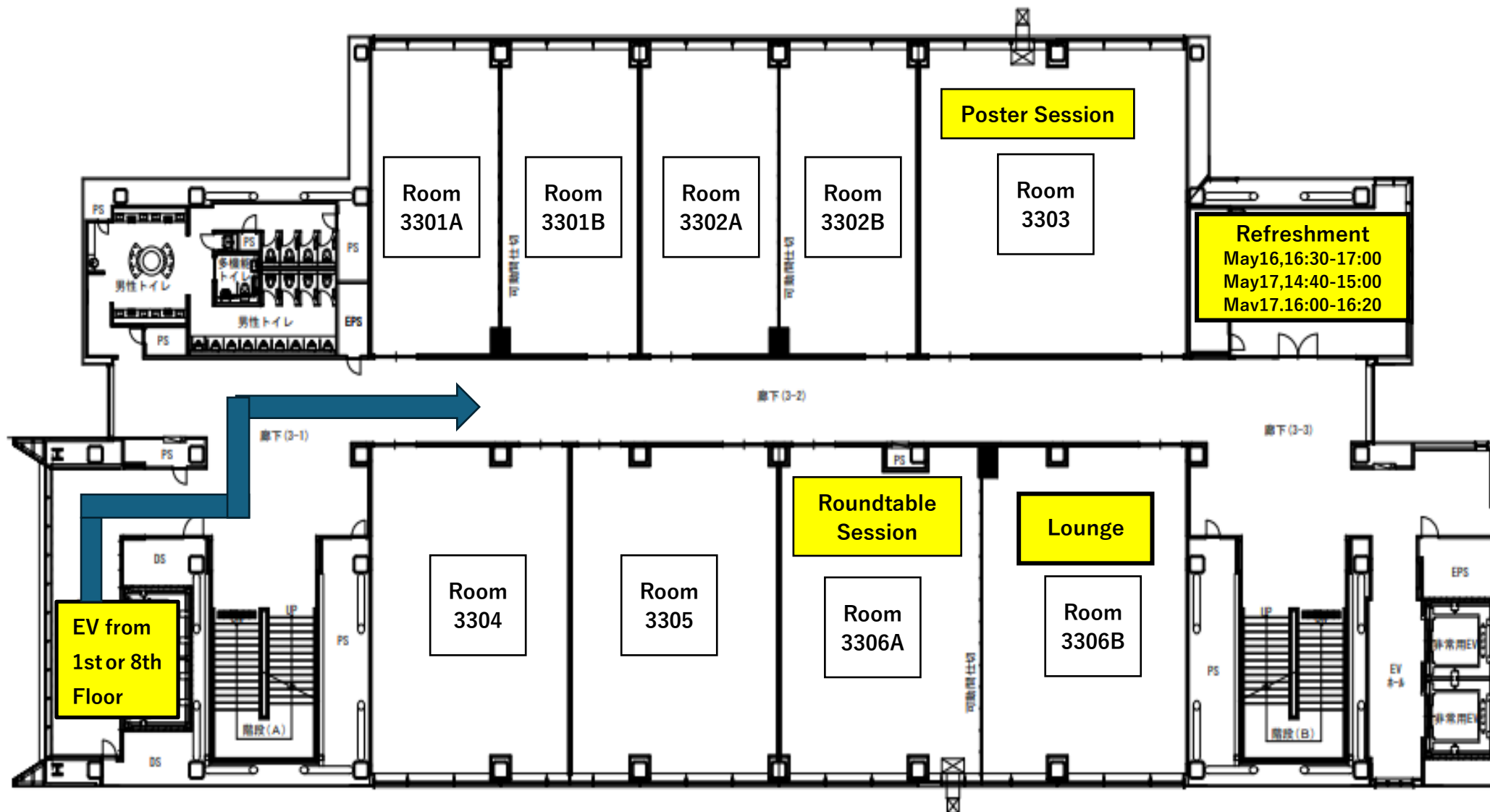
## Kyushu Sangyo University Over View



# **Building 3 1st Floor (Registration)**

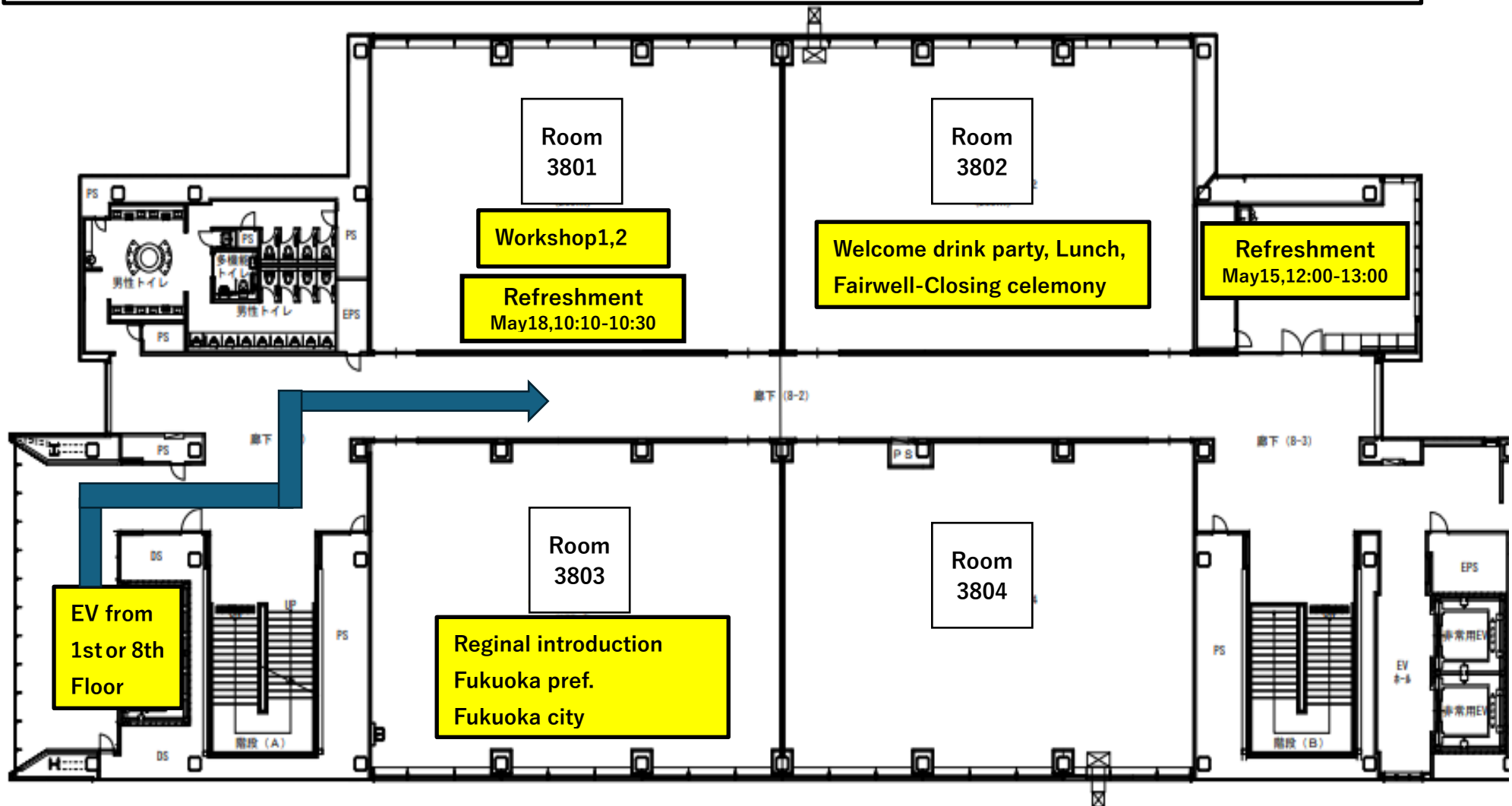


**Building 3 3rd Floor**  
**(Concurrent Session, Roundtable Session and Poster Session)**

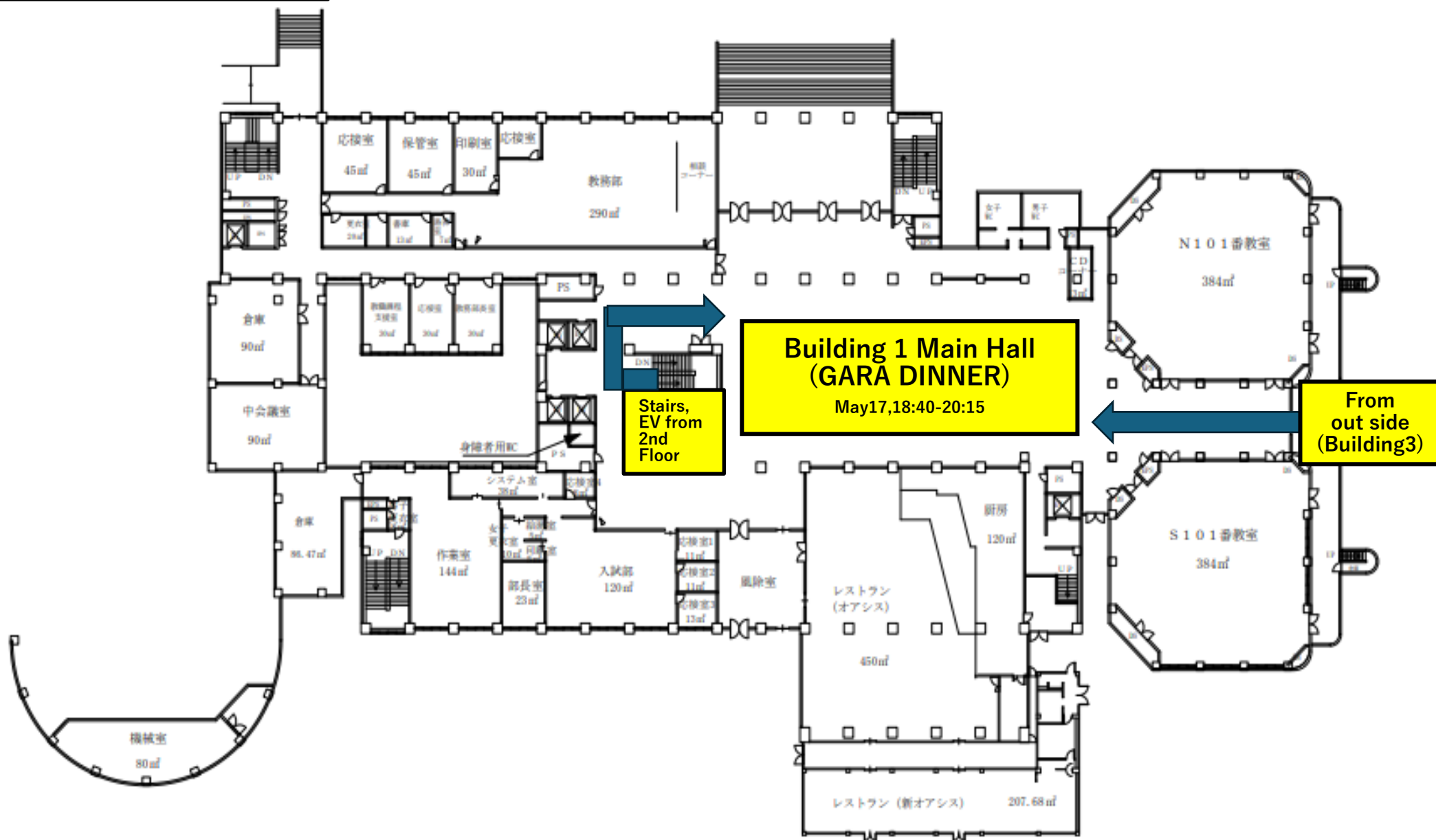




**Building 3 8th Floor**  
 (Workshop, Welcome Drink Party, Lunch, Fairwell-Closing Celemony and Reginal introduction)



**Building 1, 1<sup>st</sup> Floor  
(GARA DINNER)**



**Building1 2nd Floor**  
**(Opening Ceremony, Keynote Speech, Panel Session)**





KYUSHU  
SANGYO  
UNIVERSITY



UNIVERSITY OF  
CENTRAL FLORIDA