TOURISM / SUSTAINABILITY

Bragg, D., & Deale, C.S. (2017). Wildlife Tourism as a form of Ecotourism: The Case of the Sacred Monkey Forest Sanctuary of Ubud, Bali, accepted to the Journal of Hospitality and Tourism Cases. Abstract: This case study describes the impacts of wildlife tourism and two issues of carrying capacity at the site of the Sacred Monkey Forest Sanctuary in Ubud, Bali, Indonesia. It reviews the potential problems that may arise as the resident monkey population continues to grow and more tourists flock to experience the Sacred Monkey Forest Sanctuary.

Cobb, K.N., & Deale, C.S., (2017). Archaeological resources and sustainability: A case study of tourism in the ancient ruins of Thebes, accepted to the Journal of Hospitality and Tourism Cases. Abstract: This case study describes the intersection of tourism and archeology, using the ancient ruins of Thebes, Egypt as an example. Archaeological resources are part of the tourism sector due to tourists’ interests in exploring culture and history. However, as tourists explore archaeological resources, specifically sites and ruins, the sites can be adversely affected. Therefore, this case focuses on how increasing tourism impacts the archaeological ruins of Thebes and suggests that attention needs to be paid to strategies that focus on sustaining these unique archaeological resources, as well as the communities where they are located.

Crawford, A. Application of the EMA model to tourism entrepreneurs: motivation as a mediator. Journal of Hospitality & Tourism Research. Abstract: This research utilizes the expectation, motivation, and attitude (EMA) model, originally developed for tourists/consumers, to provide a better understanding of what guides the actions of entrepreneurs. These entrepreneurs have not been a focus in the hospitality literature therefore their desire to start the business, expectations about the business, and resulting attitudes are not fully understood. The study uses bed and breakfast entrepreneurs as the population and finds that motivation is a mediator of the relationship between expectations and attitudes. Additionally, utilizing the model in this new setting, with a new population supports the model as providing the underlying relationships at work when the population investigated is expending resources for a desired outcome. The EMA model should continue to be used in future research.

Deale C.S. (2017). Students Don’t Have to Pack Their Bags: A Case Study of an International Hospitality and Tourism Classroom Experience Without Leaving Home, Journal of Hospitality & Tourism Education, ISSN: 1096-3758 (Print) 2325-6540 (Online) DOI: 10.1080/10963758.2017.1413377. Abstract: This case study describes the virtual international learning experiences of a class of undergraduate hospitality and tourism students from a public university in the United States with classes from universities in Mexico, China, and Japan without ever leaving home through a global understanding partnership. The experiences of the students are chronicled through observations of the class and an analysis of students’ reflections on their experiences. Suggestions are provided for educators interested in promoting students’ and their own intercultural competence through virtual international experiences with other students and instructors.

Han, H., Lee, J., & Hwang, J. (2018). A study of brand prestige in the casino industry: The moderating role of customer involvement. Tourism and Hospitality Research, 18(1), 96-106. DOI: 10.1177/1467358415627302. This study explored the important role of brand prestige in the casino industry. More specifically, based on a literature review, it was proposed that (1) brand prestige positively affects three outcome variables: social value, customer satisfaction, and revisit intentions; (2) social value has a positive influence on customer satisfaction and revisit intentions; and (3) customer involvement plays a moderating role in this process. Based on the proposed hypotheses, a conceptual model was developed and tested using empirical data from 236 casino customers who had played casino games in the United States. Data analysis results showed that brand prestige is an important determinant of social value and customer satisfaction, both of which bear a significant impact on revisit intentions. Lastly, customer involvement plays an important moderating role in the relationship between brand prestige and customer satisfaction. The possible interpretations and managerial implications of these findings are provided in the last section of the article.
Kubickova, M. and Lee, S. (2017). Cuba today: An overview of tourism competitiveness. *Tourism Planning & Development*, 1-21. Abstract: The US and Cuba have alleviated the half a century of Cold War-era isolation and have tried to resume diplomatic relations. Due to the continuous development in policies between US and Cuba, many US tourists may be likely to visit Cuba for the first time. The purpose of this article is to assess Cuba’s current tourism position among 29 Latin American and Caribbean countries through the application of the Tourism Competitiveness Index. The results from the competitiveness analysis indicate that Cuba is well positioned in terms of price competitiveness, with a great potential to become the top performer among these countries. The study provides valuable information for managers, policymakers, key decision makers and government officials in Cuban tourism.

Pepela, A. and O’Halloran, R.M. (2017). Targeting Kenya’s Coastal Gastronomic Market: A Case Study, *Journal of Hospitality & Tourism Cases*, 6 (1) 48-56. Abstract: Food, gastronomic or culinary tourism has increasingly become a valuable tool for tourism destinations enabling guests to differentiate one tourism destination from its competitors. However, many countries have not yet embraced it. This case study identifies the gastronomic market in Kenya’s leading tourism hub, the northern circuit of Kenya’s coastal strip. Research in this area also suggests that socio-demographic profiles could be used to segment and or predict guest participation in gastronomic activities in the region. The goal of food tourism is to enable a region to plan and diversify its tourism products and increase its profitability by using a food as a destination focus.

Pouder, R. Clark, D., Fenich, G.G. (2018) An Exploratory Study of How Destination Marketing Organizations Pursue the Sports Tourism Market. *Journal of Destination Marketing and Management*. Volume 9, September 2018:184-193. Abstract: In recent years destination marketing organizations (DMOs) have taken advantage of the opportunities that sports tourism offers their communities. Although researchers acknowledge the important role played by DMOs in pursuing the sports tourism market, little is known about how they actually do so. This study is an exploratory attempt to identify specifically what actions DMOs have taken to seize these emerging opportunities. Using a five-step analytic approach in interviews with DMO officials, four groups of dominant themes that DMOs considered in their pursuit of the sports market were identified. Each of these themes is discussed and their implications for practice and future research are considered.

Taylor, C., Barber, N. & Deale, C. S., (2017). Guests Repeat Patronage of Pro-environmental Hotels, accepted to the *Journal of Hospitality and Tourism Management*, 33(1), 62-72. Abstract: A hotel's environmental management practices may be justified due to many reasons including competitive advantage and community support; however, little is known about the deeper aspects of consumer behavior, such as assessing guests’ pro-environmental behavior and repeat patronage. A random sample of the US. Population was surveyed to investigate whether guests will repeat their stay at a hotel, recommend a hotel, or even be willing to pay higher prices for hotels that practice mindful behavior. Highly mindful guests were found to more often be female, but it would be interesting to know if these guests travel with less mindful guests.

Tucker, C.S. & Deale, C.S., (2018). Embedded and Exposed: Exploring the Lived Experiences of African American Tourists, *Journal of Tourism and Cultural Change*. (online) https://doi.org/10.1080/14766825.2018.1445745. Abstract: The United States is experiencing a shift in racial demographics. Recent projections suggest that minority groups will make up over 40% of the country’s population by 2050. Such increases have made the topics of race, ethnicity, and culture an important area of study for researchers and tourism professionals alike. Existing explanations of differences in African American travel suggest that decisions are made due to marginality or ethnicity. Because travel preferences may be a byproduct of learned behaviors passed down through generations, it is imperative to understand both current and historical aspects of leisure behavior. In this qualitative study, the narratives of 12 African American tourists provided information which suggests that marginality, ethnicity, and issues related to discrimination impact their tourism-related attitudes and behaviors. Capturing the voices of African American travelers offers a more inclusive understanding of their travel experiences and insights into the relationship between race and tourism.
Deale, C. S. & Lee, S.H., (2017). Are They on the Same Wavelength? Industry Professionals’ and Students’ Perceptions of Online Graduate Degree Programs in Hospitality and Tourism, accepted to the Journal of Hospitality and Tourism Education. Abstract: The topic of graduate study in hospitality, particularly in an online format, deserves to be studied further to determine additional insights into how to make graduate programs in hospitality and tourism relevant in the 21st century and to reveal current perceptions of online degree options. Therefore, this research study sought to find out more about what undergraduate students and industry professionals, who are potential graduate students, currently think about online hospitality and tourism graduate programs. A survey of tourism professionals and hospitality students found differences between the perceptions of the two groups. Industry professionals favored opportunities to complete a program readily as a part-time student and desired research methods courses, whereas students considered the ability to complete a program in one year as a full-time student and preparation toward a doctoral degree more important. Implications for educational programs in hospitality programs are discussed.

Deale, C.S., Lee, S.H., & Schoffstall, D. J., (2018). Exploring followership in Hospitality and Tourism Education, Journal of Hospitality, Leisure, Sport, & Tourism Education, 22(1), 42-51. Abstract: This study explored followership in the discipline of hospitality and tourism. The purpose of this qualitative study was to learn more about what hospitality and tourism students, educators, and industry professionals think about followership by investigating their personal views of followership in the field of hospitality and tourism, with the goal of guiding further research and education in this area.

Deale, C.S., Schoffstall, D. J. & Lee, S.H., (2018). Perceptions of Ethical Issues in Hospitality and Tourism Research and Education, accepted to the Journal of Hospitality and Tourism Education. Abstract: In hospitality and tourism research, little is known about faculty members’ and graduate students’ perceptions of ethics. This study examined those perceptions to investigate how these groups have witnessed unethical behavior and their perceptions of ethics in research. Results showed that assigning authorship appears as an ethical issue for both faculty and graduate students, whereas plagiarism, as may be expected, was reported in work conducted by graduate students more than in work conducted by faculty members. Based on the findings of the study, implications and recommendations regarding ethical issues in hospitality and tourism research are provided.

Lee, J., Crawford, A., Weber, M. & Dennison, D.H. (2018). Antecedents of cultural intelligence among American hospitality students: Moderating effect of ethnocentrism. Journal of Hospitality and Tourism Education, 30(2), 167-183. Abstract: As interactions and markets become increasingly global, hospitality firms must retain culturally-intelligent managers and hospitality education must nurture its students, so they are qualified to meet this demand. This study examines the relationship between the cultural intelligence (CQ) of American hospitality students and its possible antecedents: cross-cultural academic training, foreign language skills, daily intercultural social contact, and international travel. Using hierarchical regression analysis of data from 938 American college students enrolled in hospitality programs in the United States, our study demonstrated that these variables generally predict CQ with a few exceptions. Results of multi-group analysis further showed that student ethnocentrism moderates the relationships between the antecedents and CQ. Theoretical and managerial implications of the results and directions for future research are discussed.

Han, H., S, Choo, Lee, J., & Hwang, J. (2017). Examining the influence of rapport between players and dealers on customer satisfaction, revisit intentions, and word-of-mouth in the casino industry: The moderating role of gender. Journal of Quality Assurance in Hospitality and Tourism, 18(1), 107-123. DOI: 10.1080/15280008X.2016.1169472. This study explores the role of rapport between players and dealers in the casino industry. More specifically, based on a literature review, it was proposed that (1) rapport positively affects three outcome variables: customer satisfaction, revisit intentions, and word-of-mouth; (2) customer satisfaction has a positive influence on revisit intentions and word-of-mouth; and (3) gender plays a moderating role in this process. Based on the proposed hypotheses, a conceptual model was developed and tested using empirical data from 227 casino table players. Data analysis results showed that rapport is an important determinant of customer satisfaction, revisit intentions, and word-of-mouth. In addition, it was revealed that customer satisfaction bears a significant impact on revisit intentions and word-of-mouth. Lastly, gender has key moderating functions in the relationship between (1) rapport and customer satisfaction and (2) rapport and revisit intentions. The possible interpretations and managerial implications of these findings are provided in the last part of the article.
Lee, J., Ok, C. M., Lee, S-H., & Lee, C-K. (2018). Relationship between emotional labor and customer orientation among airline service employees: Mediating role of depersonalization. *Journal of Travel Research*, 57(3), 324-341. DOI: 10.1177/0047287517696978. Drawing on Hobfoll’s conservation of resources theory and Maslach’s burnout theory, this study proposed and tested a conceptual model depicting relationships among the two forms of emotional labor strategies, depersonalization and customer orientation (CO). The model also examined the mediating role of depersonalization in the relationship between emotional labor and CO. Multigroup analyses were conducted to examine moderating effects of job position and job responsibility. Data obtained from cabin crews, airport service staff, and call center representatives working for an airline company in Korea were used to gauge these relationships. Results of structural equation modeling revealed that deep acting affects CO positively while surface acting affects CO negatively. The results further suggest that these relationships are mediated by both reduced and increased depersonalization, and the strength of the direct relationships may differ by employee position and area of service work. Theoretical and management implications are discussed based on the findings.

Lee, J., Weber, M., Rivera, D. Jr. (In-press). A sociocultural perspective on expatriation willingness: The mediating role of cultural intelligence. *Journal of Hospitality Marketing and Management*. DOI:10.1080/19368623.2018.1489326. As expatriates’ lack of motivation to work overseas and firms’ ineffective screening and selection criteria for expatriates cause expatriation failures, identifying and recruiting candidates who are willing to accept future expatriate assignments has become an important strategic imperative among hospitality practitioners and educators. The purpose of this study is to identify antecedents of hospitality students’ expatriation willingness and demonstrate how the antecedents develop expatriation willingness. From a sociocultural perspective based on job resources-demands theory and self-efficacy theory, we hypothesized international travel experience, intercultural social contact in daily life, and cultural intelligence (CQ) are positively related to expatriation willingness. We also hypothesized CQ to mediate the direct relationship between international travel experience and expatriation willingness and between daily intercultural social contact and expatriation willingness. Results of structural equation modeling of the data from 370 students supported all the hypotheses in this study. Theoretical and practical implications of the findings are discussed.

Moreo, A., Green, A. and O’Halloran, R.M. (2017). What certifications are important in the hospitality industry? *Journal of Human Resources in Hospitality and Tourism*, 17, July, http://dx.doi.org/10.1080/15332845.2017.1340757. Abstract: The purpose of this study was to explore the need for certification in hospitality; and specifically, to see if professional certifications are valued when earned at the college level and brought to the workplace when hired. There were 79 online surveys completed by hospitality industry professionals at the level of hiring manager. The results of the study showed that there is value in completing certificates while in college, before entering the hospitality workforce. Such certifications as ServSafe, Alcohol Awareness, and Guest Service Professional, were found important when applying to hospitality industry related positions after earning a 4-year degree.

Smith, K. and O’Halloran, R.M. (2017). Retaining management talent, *Journal of Hospitality and Tourism Cases*, 6 (2), 88-95. Abstract: When experienced hotel managers are successfully retained in an organization they bring a wealth of knowledge and experience to a property. The issue for an organization is retaining talented managers in a very competitive market. This case study will focus on retention and turnover in the lodging sector and present a situation in which hotel leadership may need to go rethink their human resource practices to retain a valuable team member.

O’Halloran, R.M., Agena, J. and Froehlich, H. (2018). E-recruitment: Does it assess a candidate’s skills? *Journal of Hospitality and Tourism Cases*, 6 (3) 2018. Abstract: Human resource (HR) professionals play a key role in an organization. HR makes sure that the staffing of a company is consistent and continuous and are charged with finding and hiring reliable, work-driven employees and placing them in the proper roles and occupations within a company. These actions will ensure that they are qualified and have the right skills for that specific role or occupation. However, the process is a long and arduous one. E-recruitment tools can be of great assistance in this effort. This discussion provides an overview of hiring and e-recruitment systems and highlights the case of a HR manager investigating applicant complaints about hiring, placement and the use of e-recruitment systems.

Weber, M., Crawford, A., Lee, J., & Dennison, D.A., (2017). CFA and soft skill competencies for entry-level managers. *Anatolia: An International Journal of Tourism and Hospitality Research*, 28(3), 453-455. Abstract: As there is an increased awareness of the importance of interpersonal qualities in the business, firms strive to attract and retain employees with high levels of soft skills. The purpose of this study was to confirm the soft skill model developed from multiple industries
so that research can continue to move forward with a specific focus on soft skill competencies via empirical assessment and comparative analysis with these findings. Data were collected from 207 human resources managers and executives in the United States. Results of confirmatory factor analyses confirmed the five-dimensional model consisted of team developer, coach, aggressor, problem handler, and influencer. This study further showed that performance management, interpersonal, political/cultural, leadership, and communication are the most important categories of soft skills.

MEETINGS & EVENTS

Draper, J., Thomas, L., Fenich, G.G. (2018) Event Management Research Over the Past 12 Years: What are the Current Trends in Research Methods, Data Collection, Data Analysis Procedures, and Event Types? *Journal of Convention and Event Tourism*, 19(1), 3-25 (January). Abstract: The meetings, expositions, events, and conventions (MEEC) sector has gained recognition as an academic field by growth in higher education programs including courses, programs, and text books, as well as research. The purpose of the extant research is to review event, tourism, and hospitality journals from 2004 to 2016 to provide insight into the current state of research in terms of data collection and data analysis procedures. Results can assist researchers identify the type of journal to target for publication with consideration of the type of event, methods, and data analysis techniques.

Pouder, R. Clark, D., Fenich, G.G. (2018) An Exploratory Study of How Destination Marketing Organizations Pursue the Sports Tourism Market. *Journal of Destination Marketing and Management*. Volume 9, September 2018:184-193. Abstract: In recent years destination marketing organizations (DMOs) have taken advantage of the opportunities that sports tourism offers their communities. Although researchers acknowledge the important role played by DMOs in pursuing the sports tourism market, little is known about how they actually do so. This study is an exploratory attempt to identify specifically what actions DMOs have taken to seize these emerging opportunities. Using a five-step analytic approach in interviews with DMO officials, four groups of dominant themes that DMOs considered in their pursuit of the sports market were identified. Each of these themes is discussed and their implications for practice and future research are considered.

Sheets, R. and O’Halloran, R.M. (2017). Event Management: Using a Servant Leadership Model, *Journal of Hospitality and Tourism Cases*, 6 (1) 33-41. Abstract: Leadership is an elusive term in business. Many companies boast that they are leaders in their industries or boast about training their employees to be the best leaders. What type of leadership is best for leaders in the hospitality industry? This case study suggests that Servant Leadership is different from other types of leadership because it focuses on leading by example and putting the needs of employees and organizations above the needs of an individual leader. Servant-leaders set an example of service for their employees to follow. In this case, a student leadership conference is an exemplar setting.

LODGING & RESORTS

Lee, S. and Lee, J. (2017). Nickel & dime guests for amenities: Exploring guests’ perceptions of resort fees. *Journal of Revenue & Pricing Management*, 1-12. Abstract: Resort fees refer to a mandatory daily surcharge imposed on guests for services and facilities. Although about 10% of U.S. hotels charge resort fees, there is a dearth of empirical studies on resort fees. Thus, this study takes an interpretative phenomenological approach and investigates guests’ view of resort fees. Based on data from https://www.TripAdvisor.com/, guests’ perceptions of resort fees are identified in three stages: the moment they learn about this fee, the assessment of quality, availability, variety, and usage of amenities during their stay, and the evaluation of the overall hotel stay experience. Practical and theoretical implications are suggested.

FOOD AND BEVERAGE

Lee, S., Lee, J, & Neilson, S. (2017). Exploring Guest Preferences of Breakfast Menu: Conjoint Analysis. *Journal of Culinary Science & Technology*, 1-16. Abstract: Many lodging operations offer a complimentary breakfast as a sales tool, a part of the brand standard distinguishing and leverage, to attract more travelers. However, there is dearth of studies focusing on which food and beverage items a hotel should decide to include at the breakfast. This study identifies which bundle of breakfast items were most preferred by travelers. Pilot survey was collected from guests to identify breakfast attributes and levels to be included in the main study. The main survey was collected using Web based panels from a marketing firm. Choice-based conjoint (CBC) experiments were carried out for data analysis. The findings suggest that managers should keep fruit bowl, waffle, scrambled egg, and coffee on their menu as core items.