



**TTRA**

Advancing Travel Insights Globally

# 2023 NORTHEAST TRAVEL & TOURISM RESEARCH ASSOCIATION ANNUAL CONFERENCE

**COLLABORATIVE FUTURES**  
**APRIL 14-16, 2023**

Temple University  
1810 Building  
1810 Liacouras Walk  
Philadelphia, PA 19122

## Friday, April 14th

2:30-4:30 PM	<b>Board Meeting</b> <u>Speakman Hall, Suite 390</u> <i>U.S.-Asia Center Conference Room</i>
4:30-6:30 PM	<b>Welcome Happy Hour</b> <u>Yards Brewing Co</u> 500 Spring Garden St, Philadelphia

## Saturday, April 15th

8:00-9:00 AM	<b>Breakfast &amp; Registration</b> <u>1810 LW 502</u>
9:00-9:15 AM	<b>Welcome Remarks</b> <u>1810 LW 520</u>
9:15-10:00 AM	<b>Keynote Addresses</b> <u>1810 LW 520</u>  <b>Greg DeShields</b> , Executive Director, Tourism Diversity Matters <b>Erik Evjen</b> , Director of Data Analytics and Insights, Tourism Economics
10:15-10:30 AM	<b>Coffee Break</b> <u>1810 LW 502</u>
10:30-11:45 AM	<b>DMO Panel Discussion: Destination Management Challenges and Innovations</b> <u>1810 LW 520</u>  <i>Moderator: Dave Gerdes</i> , Happy Valley Adventure Bureau  <b>Bree Nidds</b> , Discover Lehigh Valley <b>Jason Meredith</b> , NYC & Company <b>Chris Barrett</b> , Pocono Mountains Visitors Bureau <b>Kelly Keeling</b> , Visit Bucks County

## Saturday, April 15th (continued)

12:00-1:00 PM	<b>Lunch</b> <u>1810 LW 502</u>
1:15-2:30 PM	<b>Research Presentations</b>  <b>Track One:</b> Tourism and Recreation Insights: Understanding Experiences, Relationships, and Indicators ( <u>1810 LW 520</u> ) <ul style="list-style-type: none"><li>• <b>Visualizing GPS Tracks for Outdoor Recreation: A Case Study in Grand Canyon National Park</b><ul style="list-style-type: none"><li>◦ Colby Parkinson*, Sophie Morris, Will Rice, Bing Pan, &amp; Derrick Taff</li></ul></li><li>• <b>Visitors' Perceptions of Sustainable Tourism Indicators in Rural America: An Importance-Performance Analysis for the Upper Valley Region of Vermont and New-Hampshire</b><ul style="list-style-type: none"><li>◦ Jinyang Deng, Doug Arbogast*, Daniel Eades, &amp; Jada Lindblom</li></ul></li><li>• <b>A System for Framing Tourism Relationships</b><ul style="list-style-type: none"><li>◦ Jorge Ridderstaat, Jianwen Li*, &amp; Jeong-Yeol Park</li></ul></li><li>• <b>A Systematic Review of Entertainment Experience: Future Directions for Tourism and Hospitality Research</b><ul style="list-style-type: none"><li>◦ Bingna Lin PhD Candidate &amp; Xiaoxiao Fu PhD*</li></ul></li></ul> <b>Track Two:</b> Hospitality Insights: Hotel and Restaurant Management Considerations ( <u>1810 LW 502</u> ) <ul style="list-style-type: none"><li>• <b>Examining Human Mobility Patterns in Restaurant Patronization: A Social Vulnerability Perspective of Demand and Supply</b><ul style="list-style-type: none"><li>◦ Xiang Chan*, Ailing Jin, &amp; Ran Xu</li></ul></li><li>• <b>The Effect of Organizational Culture on Restaurant Performance: Moderating Role of Franchising and Economic Condition</b><ul style="list-style-type: none"><li>◦ Hong Soon Kim PhD* &amp; SooCheong (Shawn) Jang PhD</li></ul></li><li>• <b>Exploring Review Spam in Tourism and Hospitality: A Preliminary Study</b><ul style="list-style-type: none"><li>◦ Yi Liu PhD, Huimin Liu*, Zinyu Zhang, Fangfei Han, &amp; Xiang (Robert) Li PhD</li></ul></li><li>• <b>Beyond Accuracy: The Advantages of k-Nearest Neighbor Algorithm for Hotel</b><ul style="list-style-type: none"><li>◦ Timothy Webb*, Misuk Lee, Zvi Schwartz, &amp; Ira Vouk</li></ul></li></ul> <p>* Indicates speaker of presentations</p>
2:30-2:45 PM	<b>Coffee Break</b> <u>1810 LW 502</u>

## Saturday, April 15th (continued)

2:45-3:30 PM	<p><b>Poster Session</b></p> <p><u>1810 LW 502</u></p> <ul style="list-style-type: none"><li>• <b>The Impacts of Jaystaycationer Behaviors on Hotel Workers' Job Attitudes: An Application of Complexity Theory</b><ul style="list-style-type: none"><li>◦ Wai Ching Wilson Au* &amp; Nelson K. F. Tsang</li></ul></li><li>• <b>Conceptualizing Viewer's Engagement in Tourism Live Streaming</b><ul style="list-style-type: none"><li>◦ Yidan Chi*, Dan Wang, &amp; Bing Pan</li></ul></li><li>• <b>Economics of Time, Mind and Spirit: A Holistic Approach to Teaching Tourists Decision-Making</b><ul style="list-style-type: none"><li>◦ David Axelrod* &amp; Yawei Wang</li></ul></li><li>• <b>Destination Management Organizations' Perceptions of Tourism Clusters in the Appalachian Region</b><ul style="list-style-type: none"><li>◦ Jinyang Deng* &amp; Doug Arbogast</li></ul></li><li>• <b>Hainan Sport Tourism Development - A SWOT Analysis</b><ul style="list-style-type: none"><li>◦ Erwei Dong*, Bing Fu, Yuntan Li, Hengyu Hu, Jianing Jin, Yajing Ma, Zecheng Zhang, Qianwen Xu, &amp; Zhu Cheng</li></ul></li><li>• <b>Consumers' Responses to Different Types of Service Failure in Peer-to-Peer Accommodation</b><ul style="list-style-type: none"><li>◦ Niguan Fan*, Shiyang Lai, &amp; Xiang (Robert) Li</li></ul></li><li>• <b>The Power of Digital Social Influence in Tourism and Hospitality Marketing: Understanding the Practices of Travel SMIs</b><ul style="list-style-type: none"><li>◦ Xingyu Huang* &amp; Xiang (Robert) Li</li></ul></li><li>• <b>The Northeastern Historic Preservation Trades Workforce: Implications for Tourism</b><ul style="list-style-type: none"><li>◦ Jada Lindblom*, Molly Donovan, &amp; Scott Slattery</li></ul></li><li>• <b>The MSapeMER: A Symmetric, Scale-Free, and Intuitive Forecasting Error Measure for Hospitality Revenue Management</b><ul style="list-style-type: none"><li>◦ Zvi Schwartz, Jing Joy Ma*, &amp; Timothy Webb</li></ul></li><li>• <b>A Meta-Analysis of the Relationship Between Risk Perception and Travel Intention</b><ul style="list-style-type: none"><li>◦ Yoonyoung Nam* &amp; Yang Yang</li></ul></li><li>• <b>The Changing Attitudes and Behavior Toward Sustainability in an Emerging Economy: Perspectives of Travelers and Industry Practitioners</b><ul style="list-style-type: none"><li>◦ Yawei Wang* &amp; Yang Yang</li></ul></li><li>• <b>Climate Disaster and Lodging Demand</b><ul style="list-style-type: none"><li>◦ Yang Yang* &amp; Yoonyoung Nam</li></ul></li><li>• <b>Iranian Women's Perception of Working in the Tourism Industry: An Exploratory Study</b><ul style="list-style-type: none"><li>◦ Joanne Jung-Eun Yoo*, Farhad Tabatabaei, &amp; Mana Khoshkam</li></ul></li></ul>
3:45-5:00 PM	<p><b>Networking + Closing Session</b></p> <p><u>1810 LW 520</u></p>

**Sunday, April 16**

10:00-11:30 AM

**Guided Tour (optional)**

Philly Gayborhood Tour by Beyond the Bell Tours

REGISTER HERE!

For those who would like to join us, an informal lunchtime discussion will follow shortly after.

Sponsored by:



**Recreation Management and Policy**



**University of New Hampshire**

Peter T. Paul College of Business and Economics



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**SCHOOL OF  
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**Notes:**