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ABSTRACTS

POSTERS

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TRACK 1 – Management

1.1 Talent Management: Comparing Male and Female Administrator Views on the Impact of Mentorship and Sponsorship in Hospitality Academia? (4)

Authors:

Carole Sox, Columbia College
Sheryl Kline, University of Delaware

Abstract:

This research explores the impact of mentor and sponsor relationships on the careers of hospitality and tourism academic leaders. Barriers and benefits of these relationships will also be identified. This qualitative study employs a modified Delphi technique. The study's population is women and men holding hospitality and tourism academic administrative positions. The findings will offer insights and propose a model for academic leaders and those aspiring to leadership positions within academia. From this research, career development programs can be created and implemented to assist advancement within this area working toward and further promoting gender equality within academic leadership.

1.2 Direct and Indirect Rebound Effects of Cost Savings from a Peer-to-peer Accommodation Stay (15)

Authors:

Minsun Kim, Louisiana State University Shreveport
Mehdi Darban, Louisiana State University Shreveport
Chihyung Michael Ok, Temple University

Abstract:

The sharing economy, also known as the peer-to-peer economy, has arisen as a new socioeconomic system. Resulting from the remarkable growth of the sharing economy in the tourism and hospitality industries (i.e., Airbnb), examining its potential impacts on travelers and tourism destinations is essential. Our study seeks to identify how the price difference between traditional hotels and Airbnb affects travelers' behaviors and spending patterns in a destination. We will recruit the participants using Amazon's Mechanical Turk—an online crowdsourcing platform. We will use a scenario-based experiment mimicking the booking experience on an Online Travel Agent website.

1.3 Hotel Room Rate Pricing Strategy and Property Owner Types (16)

Authors:

Chun-Hung Hugo Tang, Purdue University
Minsun Kim, Louisiana State University Shreveport
Ming Ju, Louisiana State University

Abstract:

The objective of the present study is to offer an understanding of the hotel owner type effect on pricing strategies and performance at the property level. The plan is to use property-level data to identify common pricing strategies by owner types and quantify the pricing strategies' impact on the properties' performance and risk.

1.4 Theoretical Examination of Work Inclusion for People with Disabilities (PWDs) in the Hospitality Organisations (19)

Authors:

Aziean Jamin, Bournemouth University, United Kingdom
Gbolahan Gbadamosi, Bournemouth University, United Kingdom
Svetla Stoyanova-Bozhkova, Bournemouth University, United Kingdom

Abstract:

The study contributes to understanding psychosocial factors among non-disabled co-workers toward supporting work inclusion for People with Disabilities (PWDs) in the organisations. The aim is to fill the gap in the literature regarding the supportive behaviours of co-workers in the hospitality industry. Existing Human Resource Management (HRM) research has concentrated on policies and organisational practices from managerial and employer levels. To strengthen inclusive practises, further investigations into employee behaviours and the elimination of discriminatory behaviour are obligated. The study aims to expand the model of goal-directed behaviour (MGB). The study uses a deductive approach. Non-disabled co-workers working in hospitality organisations will be the study sample. The findings have significant implications for understanding individual behaviour within the organisation, particularly creating an inclusive work environment for this marginalised group. Underlying factors in defining positive employee behaviours can help businesses improve inclusive policies and practices, reduce work stress, and promote positive work environments.

1.5 The men behind the syndrome: Exploring the managerial role of hotels on the mental state of young male professionals who are experiencing the imposter syndrome (20)

Authors:

Veerle Rengeling, Breda University of Applied Sciences

Abstract:

A mixed-method study has been designed to: (1) identify the indicators of Imposter Syndrome for young male hospitality professionals, (2) research the role of the hospitality industry culture on the origin of Imposter Syndrome among young male professionals, (3) identify the consequences of Imposter Syndrome for young male hospitality professionals, and (4) provide hotel management's with recommendations on how to support young male professionals working in the hospitality industry coping with Imposter Syndrome. By conducting both online questionnaires and semi-structured interviews with: (1) young male hospitality professionals, (2) Human Resource Managers, and (3) Live Coaches, a multifaceted understanding of the research has been developed. The current study's sampling is based on specific criteria that has resulted in purposeful sampling in most situations, based on the construction of three interviewee groups. Based on the analysis of the quantitative and qualitative data, the current study demonstrated that there is a need for better understanding of the needs and wants of the young professionals working in the hospitality industry to improve their mental well-being. Although human resource departments have become more aware and concerned with employees' mental well-being in recent years, the findings have demonstrated that even more can be done to raise awareness about mental well-being while an assessment of this generation's needs and wants is made to improve the hospitality industry's working conditions.

1.6 Thriving destinations – an ecosystem approach and the new role for the DMO (30)

Authors:

Inge Gijsbers, Saxion UAS
Ellen Schulten, Saxion UAS

Abstract:

Thriving destinations welcome visitors while ensuring a positive benefit for people and nature through constant renewal in a purpose driven local economy. Combining the thought of destinations as cohesive systems by utilising the intelligence of nature with the transformation of destinations functioning as ecosystems, a new and challenging role can be seen for the DMO in the future. The aim is to reshuffle and specify the five hexagons community, environment, economy, mindset and organisation. The paradigm will be embraced in the sustainability debate that damage limitation is deficient and that tourism is part of a harmonious interconnected social-ecological system. The visualised conceptual model will be input for further discussion, research in practice and the integration of the art of regenerative destination building into the curriculum.

1.7 To Stay or not to Stay---Voice of Hotel Employees from Glassdoor (95)

Authors:

Emily Ma, Professor of Hospitality/Events Management, University of Surrey
Liang Wang, Zhejiang University
Aaron Hsiao, Griffith University

Abstract:

Employee turnover has been a major challenge for the hotel industry, and researchers and actioners have made continued efforts to investigate the major causes of turnover. Existing studies mostly relied on employees' self-reported data which is not free of social desirability bias and examined turnover intention instead of turnover. Using employees' shared comments on their current and past employers on Glassdoor, this identified the main factors of hotel employees' turnover based on word-frequency analysis and a systematic coding process. The study further categorized these factors into hygiene factors and motivators and assessed their influence on employees' turnover decisions using sentiment analysis and regressions. The study contributes to Herzberg's Two-factor Theory by providing an alternative way of operationalizing the theory. It focused on actual turnover decisions rather than turnover intentions. It also has important methodological implications by using employee-generated comments on social media.

TRACK 2 – New and Emerging Hospitality and Tourism Offerings

2.1 Family holidays in small vans: is it feasible without a Porta Potti®? (74)

Authors:

Paola Ossola, César Ritz Colleges Switzerland
Daniele Grechi, Insubria University
Patrizia Gazzola, Insubria University
Enrica Pavione, Insubria University

Abstract:

Motorcampervan is a growing and promising trend in tourism. Many families chose it for the contact with nature, freedom and experiences. Some families look for a sense of adventure and might be interested in travelling with small vans. This choice could be however complicated. The aim of this paper is to explore whether going on a holiday with a small van is feasible for a family and what are the factors that might influence the decision of buying one of these vans despite the lack of comfort. Findings contribute to the still limited literature about campervans and give interesting insights for producers, tourism companies and policymakers that want to target families.

TRACK 3 – New technologies

3.1 A systematic review of smart hotel research (18)

Authors:

Jiaolong Cheng, University of Surrey
Hongbo Liu, University of Surrey
Iis Tussyadiah, University of Surrey

Abstract:

Information and communication technologies (ICTs) have been transforming the hotel industry, with the trend of smart hotels emerged in the recent decade. Research on smart hotels also has been increasing in recent years. This study aims to provide a critical and comprehensive review of smart hotel literature to point out the status quo, research gaps, implications on service design, and which factors lead to the customer experience through a systematic literature review. This study will also provide insights into the future research directions of smart hotel research. This study will follow the PRISMA guidelines and procedures developed by Moher (2009) and Yang (2017) to conduct the systematic literature review. Content analysis will be used to analyse the collected literature.

TRACK 5 – Education

5.1 The floor is yours! Lessons learned from using Barcamps as a method for introductory courses (7)

Authors:

Florian Aubke, FHWien der WKW

Abstract:

This contribution shares experiences with the Barcamp method as an effective didactic format for an introductory course. This format builds on a constructivist understanding of learning and was found to be particularly effective in harvesting prior knowledge among heterogeneous student groups. Lessons learned related to the planning, set-up, realization, and documentation of a Barcamp.

5.2 Hosting collective learning: students being there for the other (28)

Authors:

Bastienne Bernasco, s.h.c.m.bernasco@saxion.nl

Kim Meijer, k.m.t.meijer@saxion.nl

Abstract:

In this paper, we argue that the current focus on study success is detrimental for the development of an in-class culture of learning. In most higher education institutes (HEI), the primary goal of teaching is the transfer of knowledge from lecturers to individual students, preparing them for successful assessment performance. At the same time, students are encouraged to gather knowledge only to set and achieve individual learning goals. This culture of competition implies that students effectively hide their intelligence from other students. Three designs for collective learning are presented as attempts to foster a culture of responsibility for understanding, collaboration, and progress.

TRACK 6 – Research Methodologies

6.1 A duo-ethnographic tale of solo female researchers' fieldwork experiences in remote Australia: Gender and liminality in academic fieldwork (9)

Authors:

Anita Manfreda, Torrens University Australia

Isabella Q. Ye, University of Greenwich

Abstract:

Academic fieldwork is a crucial component in scientific advancement, knowledge production, and research training. While fieldwork is often reported on its conduct, methods and techniques, the intersection between liminality and gender in the solo fieldwork experience of female scholar has yet been fully scrutinised in tourism research. Adopting a duo-ethnographic methodology and through the use of visual memory-work, this study explores the experiences and evaluates the effects of entering liminal and masculine tourism spaces on two female scholars conducting solo fieldwork in remote Australia. The study is expected to contribute to theoretical advancement in the areas of gender studies, reflexivity, liminality, and transformative experiences. The study also provides practical implications for institutions and researchers engaged in remote tourism fieldwork.

TRACK 7 – Consumer Behaviour & Experiences

7.1 Addressing the Service Innovation Gap: The Case of a Fast Food Chain (2)

Authors:

Thorsten Merkle, ZHAW Zurich University of Applied Sciences
Dominik Knaus, University of Applied Sciences of the Grisons
Chantal Siegrist, University of Applied Sciences of the Grisons

Abstract:

With this poster submission, we intend to report on lessons learned from a Service Design project conducted for a Fast Food Chain in a central European country. Using the double diamond framework as underlying scaffolding, a number analysis methods and approaches for idea generation and prototyping were applied. Conceptually, we make use of the Service Innovation Gap as referencing model, allowing to contextualise Service Design as a powerful innovation method for scalable services.

7.2 What It Takes for Guests to Mention a Staff Member By Name in Online Reviews: A Study of Luxury Hotels (46)

Authors:

Henrik Vejlgard, Copenhagen Business Academy

Abstract:

Online reviews by guests have become a fixture in many service industries, not least the hospitality industry. Management as well as staff are likely interested in knowing what it takes for guests to mention a staff member in online reviews. The theoretical approach in this study is about the role of host and how this role can be exercised, for instance, by being accommodating, caring, attentive, interested, and respectful. The aim of this paper is to examine which host values, host attitudes, and host behavior guests focus on in online reviews of luxury hotels when the name of a staff member is mentioned in the review. The study's method is content analysis of document data (written text in a digital format). The reviews of two luxury hotels in London were analyzed. The findings show that having an accommodating attitude is what most frequently will get a staff member mentioned.

7.3 How to Successfully Sell Plant-Based Protein Products in a Carnivore State: Case of Oklahoma, USA (58)

Authors:

Lisa Slevitch, Oklahoma State University
Willie Tao, Oklahoma State University
Erica Besch, Oklahoma State University

Abstract:

The current study examines factors essential to successfully selling plant-based products in foodservice settings in the market with predominantly carnivorous preferences like Oklahoma, USA. The study employs a mix-method design to evaluate: (1) factors that make plant-based protein products attractive to carnivorous customers, (2) factors that make those products attractive to non-carnivorous customers, and (3) factors essential to successful operation of a vegan restaurant in a predominantly carnivorous market. Several successful vegan restaurant business operators will be interviewed about the factors facilitating their success. Observations of business practices and social media postings related to the vegan restaurants will be analyzed for triangulation of information obtained from the interviews with restauranteurs. Additionally, customers of the participating restaurants will be surveyed to identify what attracts them to those businesses. The results will point out key success factors for restaurants that aim to incorporate more plant-based products as well as the factors that are critical to customers.

7.4 Mindset Theory for Mindful Consumption in Tourism (60)

Authors:

Muhammad Khogali, University of Eastern Finland (UEF)
Juho Pesonen, University of Eastern Finland (UEF)

Abstract:

This extended abstract poster aims to evaluate research on mindset from theoretical perspectives, traditions, and common limitations that have implications for ethical consumption in tourism and hospitality. It intends to synthesize the state of knowledge and establish a research agenda using a semi-systematic literature review to explore the impact of mindsets on sustainable consumption in tourism. The poster demonstrates that literature started utilizing the mindset concept in the past decade using several approaches: fixed and growth mindsets, deliberative and implemental mindsets, learning and performance goal orientations, and prevention and promotion mindsets. The results suggest that tourism businesses can design experiences that change the mindset toward more sustainable consumption. Changing tourists' mindset is one approach to developing more environmentally friendly tourism. This poster fulfills a critical need to examine the mindset concept as a foundation for tourism experiences to achieve mindful consumption, which is urgently needed, especially within the tourism and hospitality sector.

7.5 The role of consumers' personal values in accessing food well-being (91)

Authors:

Ophélie Mugel, FERRANDI Paris

Abstract:

This qualitative research explores the manifestation of food well-being (FWB) using consumers' memories of lived experiences. Following the grounded theory process (Glaser and Strauss, 1967), emerging findings highlight the role of personal values (Schwartz, 1992) in accessing FWB. We expose a taxonomy of FWB according to four dimensions of values : Conservation, Self-transcendence, Openness to change and Self-enhancement. This research exposes the concept of food eudaimonia, an alignment between consumers' personal values, their definitions of well-being and their experiences of well-being related to food. Thus, we suggest implications for public policies, hospitality and tourism practitioners concerned by consumer well-being issues.

TRACK 8 – Sustainability and Ethics

8.1 Perceived collective efficacy and self-efficacy on Generation Z restaurant customers' food waste reduction intentions: The moderating roles of interdependent self-construal and independent self-construal (79)

Authors:

Li Ding, Institut Paul Bocuse

Abstract:

This study aims to (1) examine the effect of restaurant customers' perceived collective efficacy toward food waste reduction on their self-efficacy toward food waste reduction, (2) test the effect of perceived collective efficacy toward food waste reduction on customers' food waste reduction intention, (3) investigate the mediating role of self-efficacy in the relationship between perceived collective efficacy and food waste reduction intention, and (4) explore the moderating roles of customers' interdependent self-construal and independent self-construal in the proposed framework. The findings are expected to bring innovative thoughts on restaurant customers' food waste reduction attitudes and behaviors.

TRACK 9 – General Track

9.1 Reflections on the Theory of Constructivism in the Metaverse Time (73)

Authors:

Giuseppina Menconi, Cesar Ritz Colleges Switzerland

Abstract:

In this work the author is reflecting on the theories of constructivism in relation to the most recent technology advancement and the future introduction of Metaverse. Several discussions are already occurring to assess how educational applications could enhance experiential learning: a central notion to the constructivist's approach.

TRACK 10 – Resilience - COVID-19 Implications

10.1 Pathways to survive in adversities: An fsQCA analysis of entrepreneurial team resilience configurations (94)

Authors:

Jian Liu, University of Twente

Rainer Harms, University of Twente

Haibo Zhou, University of Nottingham Ningbo China

Petra C. de Weerd-Nederhof, Open Universiteit

Abstract:

New ventures are generally founded by teams instead of individual entrepreneurs. An entrepreneur's team will inevitably encounter adversity that threatens its functioning and workings. The purpose of this paper is to explore what are the configurations of resilience resources and capabilities that credibly enable entrepreneurial teams to survive adversity. We will fuzzy-set Qualitative Comparative Analysis (fsQCA) to explore the different pathways for the entrepreneurial team to be resilient. The UT challenge, a student entrepreneurship competition, served as the context for collecting two-round survey data. Various pathways of ETR will be investigated for teams to resist adversity.