

2024

GLOBAL ESG CONFERENCE

MAISON GLAD | 27- 29 TH
HOTEL, JEJU | MAY 2024

HOST



Consortium for Global
Sustainability



Jeju Development
Center

ORGANIZER

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Valley

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Korea Tourism Research Association

MESSAGE FROM THE FOUNDER

KI-JOON BACK, PH.D.

**CONRAD N. HILTON COLLEGE
OF GLOBAL HOSPITALITY
LEADERSHIP,
UNIVERSITY OF HOUSTON**

Founder of CGS,
Associate Dean for Research and
Graduate Studies,
Moores Chair Professor



WELCOME MESSAGE

Welcome to the second Global ESG Conference in Jeju, Korea. We are honored to host this fantastic event on the beautiful travel destination, Jeju, supported by the Jeju Development Center (JDC) and the Center for Social Value and Environmental Studies (CSES).

We established the Consortium for Global Sustainability (CGS) to connect multiple stakeholders from academia and industry to answer any ESG-related questions in the global market and share the benefits with various communities.

Specifically, this year's conference aims to network with our CGS members, esteemed scholars, students, industry members, and community leaders to develop a sustainable and better living world together.

We want to take this opportunity to thank all of the academic and corporate sponsors for making this conference possible. Also, we would like to extend our gratitude to the organizing committee and panel members.

Finally, we offer special thanks to all graduate and undergraduate student researchers who will present at the conference. We trust you will enjoy this opportunity to network and prepare yourself to become a global leader.

Congratulations to all the presenters and participants at this conference!

CONGRATULATORY MESSAGE

KAYE CHON, PH.D.

SCHOOL OF HOTEL AND TOURISM MANAGEMENT, HONG KONG POLYTECHNIC UNIVERSITY

Dean and Chair Professor,
Walter & Wendy Kwok
Foundation Professor in
International Hospitality Management



Dear Consortium for Global Sustainability (CGS) and Jeju Development Center,

It is with great pleasure that I extend heartfelt congratulations on behalf of the School of Hotel & Tourism Management at The Hong Kong Polytechnic University for your remarkable achievement in organizing the 2024 Global ESG Conference in Jeju, Korea.

Environmental, social, and governance (ESG) principles are pivotal in shaping the way organizations conduct themselves in relation to our planet and its inhabitants. The increasing emphasis on ESG criteria by socially conscious investors underscores the importance of your work. The CGS, alongside esteemed academics and industry pioneers, has been instrumental in advancing these standards, as evidenced by the success of last year's inaugural ESG conference in Seoul.

This year's conference program promises to be exceptionally enriching, featuring a diverse array of expert panels and insightful paper presentations from both the academic sphere and industry professionals. The inclusion of a case studies competition for hospitality and tourism students is a commendable initiative that will undoubtedly inspire and challenge the next generation of leaders in these fields.

I am confident that all attendees will depart from the conference with renewed perspectives and innovative approaches to apply to their respective practices, pedagogy, and research endeavors. The School of Hotel & Tourism Management is proud to sponsor an event that champions such a noble cause.

May the 2024 Global ESG Conference be a resounding success. I look forward to the continued excellence of CGS and the Jeju Development Center in spearheading these vital discussions and initiatives.

Warmest congratulations once again on this significant occasion.

CONGRATULATORY MESSAGE

YOUNGCHUL YANG, PH.D.

JEJU FREE INTERNATIONAL CITY DEVELOPMENT CENTER (JDC)

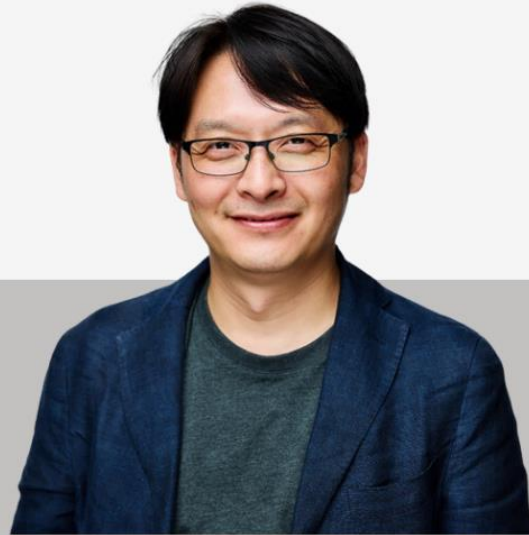
Chairman & CEO



We sincerely welcome every erudite scholars visiting Jeju. JDC is a public enterprise located in Jeju island established as a government-subsidized organization, whose mission is to manage and facilitate Jeju as a free international city since 2002. JDC runs approximately 700 employees and USD 13 billion amounts of assets. With various achievements so far, JDC is proceeding with the core projects related to Healthcare, Education, Amusement and High-tech industries necessary for a better future. Most of industries in Jeju and main projects of JDC are very closely related to tourism and hospitality. I believe this precious chance of ESG Conference with CGS would allow us to connect with world-widely renowned scholars and fertilize Jeju ultimately. We hope you get rich inspiration with this opportunity and enjoy your time in Jeju island with pleasure.

DISTINGUISHED PANEL SESSION : INDUSTRY SESSION

MODERATOR MINWOO LEE, PH.D.



**CONRAD N. HILTON COLLEGE OF
GLOBAL HOSPITALITY LEADERSHIP,
UNIVERSITY OF HOUSTON**

Associate Professor

Dr. Minwoo Lee is an Associate Professor and Director of Hospitality Analytics and Innovation Lab at the Conrad N. Hilton College of Global Hospitality Leadership at the University of Houston. Dr. Lee is an author of more than 120 peer-reviewed publications including journal articles, conference proceedings, book, book chapters, and trade articles in hospitality, tourism, and information systems. His research focuses on the impact of innovative technologies, ESG, corporate digital responsibility, big data and business analytics, machine learning, and persuasion and decision-making in social media. Dr. Lee has won more than 12 research excellence and best paper awards and worked as a consultant and research associate for Accor Bali Group, Hotel, Hilton, and IHG.

DISTINGUISHED PANEL MR. STEVE HOOD



SMITH TRAVEL RESEARCH (STR)

Senior Vice President of Research

Mr. Steve is Senior Vice President of Research for STR. He has been with STR for 28 years and is the Founding Director of the SHARE Center, STR and CoStar's program to support hospitality, tourism, and real estate education with over 1,000 schools involved from over 80 countries. The SHARE Center provides hotel and real estate data for research and for use in the classroom as well as educational resources including student certifications. Steve serves on advisory boards and guest lectures for leading international hotel, tourism and real estate schools and has received several awards for his commitment to hospitality education.

DISTINGUISHED PANEL SESSION : INDUSTRY SESSION

DISTINGUISHED PANEL **MR. JIN HO LEE**

**SHINWHA WORLD
RESORT AND HOTELS**

DISTINGUISHED PANEL **PORNPISANU PROMSIVAPALLOP, PH.D.**

**HOSPITALITY AND TOURISM,
PRINCE OF SONGKLA UNIVERSITY**

Dean



Dr. Pornpisanu Promsivapallop is an Associate Professor and Dean at the Faculty of Hospitality and Tourism, Prince of Songkla University. He earned his Ph.D. in Hospitality Management from the University of Surrey, U.K., a Master of Business from the University of Queensland, Australia, and a Bachelor of Business from Monash University, Australia, along with a UK Senior Fellowship of the UK Professional Standards Framework. Dr. Promsivapallop holds roles as the National Representative of the Asia Pacific Tourism Association and Vice President of the ASEAN Tourism Research Association. He has authored 23 academic journal articles and 2 book chapters, and serves on multiple editorial boards, including the Asia Pacific Journal of Tourism Research.

DISTINGUISHED PANEL SESSION : ACADEMIC SESSION

MODERATOR **JAEWOOK KIM, PH.D.**

**CONRAD N. HILTON COLLEGE OF
GLOBAL HOSPITALITY LEADERSHIP,
UNIVERSITY OF HOUSTON**

Associate Professor



Dr. Jaewook Kim is an accomplished author with more than 16 peer-reviewed journal articles and conference proceedings, featured in publications such as the *Journal of Marketing Management*, *Journal of Travel & Tourism Marketing*, *Journal of Hospitality Marketing & Management*, *Journal of Tourism Research and Hospitality*, and *Hospitality Review*. He has taught over 10 courses, including hospitality law, human resource management, gaming and casino operation management, F&B service management, and hospitality marketing strategies. Additionally, his diverse work experience over the past six years spans the casino industry to diplomatic public services, which have directly influenced his research topics and teaching subjects.

DISTINGUISHED PANEL **SOOCHEONG (SHAWN) JANG,** **PH.D.**

**HOSPITALITY AND TOURISM MANAGEMENT,
PURDUE UNIVERSITY**

Professor



Dr. SooCheong (Shawn) Jang is a Professor of Hospitality and Tourism Management at Purdue University since 2005. He was selected as a University Faculty Scholar at Purdue University and a Fellow at the International Academy for the Study of Tourism. Before joining Purdue University, Dr. Jang worked as Assistant Professor at Kansas State University, USA. Apart from his academic background, Dr. Jang has over ten years of industry experience working as an investment banker. Dr. Jang's research interests are in hospitality strategic management, service management, and business analytics. As a part of his research program, Dr. Jang has published more than 250 papers in top-tier refereed journals. Dr. Jang was a recipient of the W. Bradford Wiley Memorial Best Research Paper of the Year Award 2009, the Martin Oppermann Memorial Award for the JTTM Best Article of the Year 2014, and the Michael D. Olsen Research Achievement Award 2015, the Founder's Award 2024 at the Graduate Education and Research Conference in Hospitality and Tourism. Dr. Jang has presented his research at numerous international conferences. During the past 20 years, 26 of the presented papers were selected as among the best papers at the conferences. Dr. Jang has developed and now operates a business analytics center (CHRIBA) within the White Lodging-J.W. Marriott, Jr. School at Purdue.

DISTINGUISHED PANEL SESSION : ACADEMIC SESSION

DISTINGUISHED PANEL **DENNIS REYNOLDS, PH.D.**

**CONRAD N. HILTON COLLEGE OF
GLOBAL HOSPITALITY LEADERSHIP,
UNIVERSITY OF HOUSTON**

Dean, Professor,
Barron Hilton Distinguished Chair



Dr. Dennis Reynolds proudly serves as dean of the University of Houston Conrad N. Hilton College of Global Hospitality Leadership. Prior to this appointment, he held the Ivar Haglund Endowed Chair of Hospitality Management and was the director of the Wine Business Management Program at the Washington State University Carson College of Business. A former J. Thomas Clark Professor of Entrepreneurship and Personal Enterprise at Cornell's School of Hotel Administration, Dean Reynolds earned both his doctorate and Master of Professional Studies there. He also received a Bachelor of Science in Hotel, Restaurant and Institutional Management from Golden Gate University. Dean Reynolds is ranked 15th among the world's most prolific hospitality-management authors; he has published more than 100 articles and six textbooks. He is a frequent and sought-after speaker across the globe and has served as a member of the editorial boards for all of the leading hospitality journals.

DISTINGUISHED PANEL **HAIYAN SONG, PH.D.**

**SCHOOL OF HOTEL AND
TOURISM MANAGEMENT,
HONG KONG POLYTECHNIC UNIVERSITY**

Associate Dean and Chair Professor



Professor Haiyan Song is currently Associate Dean and Chair Professor of the School of Hotel and Tourism Management at the Hong Kong Polytechnic University. His research interests are in the areas of tourism economics, tourism supply chain management and sustainable tourism development. He has published widely in these areas. Professor Song is an elected Fellow of the International Association for the Study of Tourism, and received the Life Time Achievement Award from the International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) in 2010 and 2023, respectively. Professor Song is also a frequent speaker on such topics as tourism demand modeling and forecasting, tourism service quality and satisfaction research, and tourist sustainable behavior.

SESSION SCHEDULE

MONDAY, MAY 27, 2024
PRE-CONFERENCE DAY

15:00-17:00

Pre-Conference

JDC Headquarter

STR Workshop
(By Invitation Only)

Presented by Steve Hood,
*Senior VP of Research for STR and
Founding Director of the
SHARE Center*

TUESDAY, MAY 28, 2024

MAIN CONFERENCE DAY

8:45-9:30

Opening Ceremony

Crystal Hall

Opening remarks:

Dr. Ki-Joon Back,
University of Houston

Welcome remarks:

Dean Kaye Chon,
Hong Kong Polytechnic University

Welcome message:

Dr. Youngchul Yang,
*Jeju Free International City
Development Center (JDC)*

Congratulatory message:

Dr. Deog-Seoung Oh,
President of Woosong University

Mr. Seong Hoon Park,
*Head of Planning Office & Head of S-Lab,
Center for Social Value Enhancement
Studies*

TUESDAY, MAY 28, 2024

MAIN CONFERENCE DAY

9:30-10:20

Panel Discussion 1

Crystal Hall

Practical ESG Issues for Multiple Stakeholders

Moderator:

Dr. Minwoo Lee,
University of Houston

Panels:

Mr. Jin Ho Lee,
Shinwha World Resort and Hotels

Dean Pornpisanu Promsivapallop,
Prince of Songkla University

Mr. Steve Hood,
Smith Travel Research (STR)

10:20-11:45

ESG Global Student Challenge

Crystal Hall

Undergraduate and Graduate
Student Presentations

Moderator: Dr. Jaewook Kim

| | Authors | Title |
|---|---|---|
| Undergraduate Student Presentation | 1 Ho Lam Chung, Wei Xiang Lim and Zekai Chen | GREENIE, a one-stop online search platform for browsing hotel's ESG commitments and performance benchmarking |
| | 2 Emily Yeh, Xavier Thierry, Jeonguk Yoon and Yoon Koh | A novel approach to solve the labor shortage challenge in the cruise industry |
| | 3 Hoi Lam Poon, Mina Kang and Sung In Kim | Trash to Trend (T2T): Upcycling Hotel Waste into Fashionable Treasures |
| Graduate Student Presentation | 1 Sisi Su | Empowering Women through Community-Based Tourism: Perspective from Fuliang County in Jiangxi Province |
| | 2 Ran Zhao, Chuyun Han and Michael S. Lin | The Influence of ESG Strategy Implementation among Hospitality SMEs: Cost and Benefit Analysis |
| | 3 Yun-Na Park, Minjung Shin and Ki-Joon Back | The impact of moral identity and reduced psychological distance on the willingness to support ESG goals, with group categorization as a moderator. |
| | 4 Simon Hahn | Environmental, Social, and Governance (ESG) Practices In Hospitality Firms: A Comparison With Non-hospitality Firms |
| | 5 Qianni Zhu and Pei Liu | Effect of Message Framing Strategies on Consumer Dining Behaviors in Hotel Restaurants |
| | 6 Fiona Chi and Dan Wang | Using AI-generated Content to Nudge Hotel Consumer's ESG Behavioral Intentions |
| | 7 Grace Kim and Dustin Maneethai | Unseen Forces: Understanding the Influence of Moral Emotions in Response to Sexual Harassment |
| | 8 Yoojin Noh | Eliciting customers' engagement on hotel green practices: Application of nudging theory |
| | 9 Cong Thanh Nguyen, Hoang Tran Phuoc Mai Le and Tien Chau Thuy Huynh | Green Social Media Influencers' Characteristics Driving Trust, Parasocial Relationship, Green Behaviors: The Moderating Effects of Consumers' Environmental Factors |
| | 10 Sungyeon Ryoo, Minjung Shin and Ki-Joon Back | Increasing ESG engagement of Gen Z, Millennials: Motivation to create user-generated content |
| | 11 Zhanyue Zhang, Deniz Kucukusta and Deniz Kucukusta | The Impact of Hotel ESG Practices on Wellness Tourists' Travel Intentions and Health Well-being |

12:00-13:15

Lunch - Sponsored by JDC

Crystal Hall

13:30-14:45 **Concurrent Session 1**

Amethyst Hall

Stand-Up Presentations

ESG – JDC Sponsored Session: Community Wellness

Moderator: Dr. Minjung Shin

| Authors | Title |
|---|---|
| Xuejie Qiu, Fei Hao and Hengyun Li | Sustainable tourism research in China: Review of its evolution and new trends |
| Jaebeom Suh, Seongbae Lim, Steve Sohn and Paradise Park | An Exploratory Study of Korean-American Seniors' Preference for Senior Town in Korea: ESG Perspective |
| Wai Ching Wilson Au and Pearl M C Lin | NUDGING WITH COLORS: PROMOTING A HEALTHIER DIET IN THE SENIOR TOURIST MARKET |
| Sung In Kim, Heewon Kim, Jaehee Gim and Soona Park | How Can Hotels Co-create Value through the Localized Mini Bar in the Room: Discrete Choice Modeling Approach with CSR strategies and local products |

Sapphire Hall

ESG – Innovative Technology Session

Moderator: Dr. Kwangsoo Park

| Authors | Title |
|---|---|
| Qingyan Zheng, Xinyue Ni and Dan Wang | Refining Hotels' ESG Communication: The Power of Medium Framing on Social Media |
| Shuxu Liu, Fei Hao and Chen Zhang | Investigating the Influence of Avatars on Promoting Awareness in Regenerative Tourism |
| Jingxian Liu, Fei Hao and Chen Zhang | Investigating the Mediating Role of Psychological Needs Satisfaction between Virtual Tour Experience and Tourist Satisfaction |
| Minwoo Lee, Hs Chris Choi, Myunghee Ha and Woojin Lee | Integrating Digital Transformation and ESG: Conceptualizing Corporate Digital Responsibility in the Tourism, Hospitality and Event Industry |

14:50-16:05

Concurrent Session 2

Amethyst Hall

Stand-Up Presentations

ESG – Consumer Behavior Session

Moderator: Dr. Jaebeom Suh

| Authors | Title |
|---|--|
| Adil Masud Aman, Fei Hao and Chen Zhang | Exploring the influence of avatars in encouraging healthy eating and improving customer satisfaction in restaurants |
| Pei Liu, Han Wen and Anna Mattila | Factors Affecting Consumers' Organic Food Purchase Behaviors when Traveling |
| Pearl Ming Chu Lin, Summer Juan Xia, Vicky Tsui Yan Leung and Wilson Wai Ching Au | Exploration of dining experiences of tourists with dietary restrictions |
| Feng Lin, Kisang Ryu and Jenny Kim | Understanding the importance of café portable cup design and environmental concern on consumers' green purchase behavior: Case of Starbucks portable cup |

Sapphire Hall

ESG – Operation & Management Session

Moderator: Dr. Jinsoo Lee

| Authors | Title |
|---|--|
| Jinah Park, Yixing Lisa Gao and Xiaolu Janice Guo | Visualizing sustainability: The impact of virtual hotel tours on customer perception and engagement with hotels' ESG practices |
| Michael S. Lin and Hengsong Oliver Ye | ESG Scores and Their Differential Impacts on Financial Performance in the Hospitality Industry |
| Chihyung Ok, Hyojung Jung and Kwangsoo Park | Are we ready to include people with disabilities as colleagues? |
| Xiaodan Mao-Clark and Rino Nakajima | Trafficked: An Exploratory Study on Sex Trafficking And The Hospitality And Tourism Industry |

SK CSES Special & 3 Minute Power Talk Session

Moderator: Dr. Minwoo Lee

SK CSES Special Talk

Mihyun Yoo

A Comparison Study of Korea and China on ESG public awareness with ESGGame (The binary option questionnaire Game)

3 Minute Power Talk

Jinsoo Lee, Nelson Tsang,
Sung Gyun Mun, Maxime Wang,
Crystal Shi and Neil Li

Developing and validating a scale for environmental, social, and governance (ESG) issues of Convention and Exhibition (C&E) centers in Hong Kong

Seunghun Shin

Understanding the Impact of User Comments on ESG Advertising Perception in Hospitality Social Media Campaigns

Hyekyung Park

Unveiling Frontline Employees' Role Conflict and Coping Behavior in Corporate Digital Responsibility

Dustin Maneethai

Enhancing Social Impact through a Climate of Diversity: The Impact on Psychological Wellbeing and the Moderating Role of Racioethnicity

17:15-18:05

Panel Discussion 2

Crystal Hall

Academic ESG Research Idea
Generation

Moderator:

Dr. Jaewook Kim,
University of Houston

Panels:

Dr. Dennis Reynolds,
University of Houston

Dr. Haiyan Song,
Hong Kong Polytechnic University

Dr. SooCheong Jang,
Purdue University

18:20-20:15

**Award Dinner and
Closing Ceremony**

Crystal Hall

Closing remarks:

Dr. Changyong Yang,
Jeju National University

Dr. Dennis Reynolds,
University of Houston

* May 29, 2024 (Wednesday): Post-Conference Day OPTIONAL Field Trip