

**Las Vegas International Hospitality and Convention Summit
June 5-7 2005
Hosted by the University of Nevada, Las Vegas**

Conference Program

Friday, June 3			
8:30am – 5:00pm	CHE Training (See note 4 below)	Polly Buchanan, Joe Perdue	Room 220
Saturday, June 4			
8:30am – 5:00pm	CHE Training	Polly Buchanan, Joe Perdue	Room 220
Sunday, June 5			
8:30am – 12:00pm	CHE Training	Polly Buchanan, Joe Perdue	Room 220
2:00pm – 7:00pm	Registration Open	Student Help Desk open	Foyer
2:00pm – 5:00pm	Computer Lab Open	Check email	Room 203
2:00pm – 2:55pm	General Session: Technology Revolution: Preparing for the Next Wave	Steven V. Seghers (bio below)	Room 220
3:00pm – 3:25pm	Paper: The Bed and Breakfast Experience: An Analysis of Hosts and Guests' Expectations	Danielle Felix, Sue Broad, Maureen Griffiths (Monash University, Australia)	Room 220
3:00pm – 3:25pm	Paper: Estimating the Short-term Effects of an Increase in Par on Reel Slot Performance	Anthony Lucas, Karl Brandmeir (UNLV)	Room 201
3:30pm – 3:55pm	Paper: From the Marketing to the Management of Destinations: An investigation of the role of the DMO	Angelo Presenza, Lorn Sheehan, J. R. Brent Ritchie (University of Calgary) Canada	Room 201
3:30pm – 3:55pm	Paper: The Hotel Sales Professionals' Perceptions of Sales Computerization and Technology Tools: A Gap Analysis	David L. Jones (San Francisco State), Seyhmus Baloglu (UNLV), Nazmi Kozak (Anadolu University) Ibrahim Birkan (Baskent University, Turkey)	Room 220

4:00pm – 7:00pm	Exhibits Open	Check email	Foyer
4:00pm – 4:30pm	Poster Session: Assessment of Risk Perception on Cruise Ship Meetings	Soyoung Boo, Patti Shock, Bomin Kim (UNLV)	Casino Lab
4:00pm – 4:30pm	Poster Session: The Impact of Communication Technology Infrastructure on Convention Site Selection for Associations' Annual Conference	Seungwon "Shawn" Lee, Suzanne Murrmann (Virginia Tech)	Casino Lab
4:00pm – 4:30pm	Poster Session: Development of an Ecotourism Product in Las Golondrinas, Chiapas, Mexico	Georgina Ramirez, Marcella Ibanez (University of the Americas, Mexico)	Casino Lab
4:00pm – 4:30pm	Poster Session: The Use of Call Monitoring to Ensure High Quality Service in Hospitality	Jae-Yoon Rim, Karl Mayer (UNLV)	Casino Lab
4:35pm – 5:00pm	Poster Session: Wine Allocation: Overcoming and Industry Problem	Heather M. Bigley, Deborah Barrash (UNLV)	Casino Lab
4:35pm – 5:00pm	Poster Session: Leadership Styles of On-Site Foodservice Managers and Subordinates Perceptions	Godwin-Charles Ogbeide, James L. Groves (University of Missouri-Columbia)	Casino Lab
4:35pm – 5:00pm	Poster Session: Asian Market: An Emerging Viable Segment for Las Vegas Hotels and Casinos	Diana Xu, Billy Bai (UNLV)	Casino Lab
4:35pm – 5:00pm	Poster Session: Measurement of Tradeshow Exhibitors' Level of Knowledge on Training Topics	Yonghee Kim, Soyoung Boo (UNLV)	Casino Lab
5:00pm – 6:30pm	Opening Reception	Welcome: Stuart Mann , Dean, Harrah College of Hotel Administration, UNLV	Salons A, B and C
Monday, June 6			
8:00am – 8:25am	Deluxe Continental Breakfast Sponsor: Las Vegas Convention and Visitors Authority Exhibits Open 8:00 am – 10:30 am		Salons A, B and C
8:00am – 4:00pm	Registration Open	Student Help Desk Open	Foyer
8:30am – 10:00am	Crystal Ball Panel: Forecasting the Future for the Hospitality Industry across a Variety of Dimensions.	<i>Moderator:</i> Stuart Mann (UNLV), Punam Mathur (MGM Mirage), Gus Tejada , (Bellagio), John Bruns (Harrah's)	Salons A, B and C
10:00am –	Refreshment Break	Check email/Room 203	Foyer

10:30am	Exhibits Close		
10:30am – 10:55am	Paper: Assessing Service Quality in the Meetings and Convention Industry: An Application of the SERVQUAL Model.	Don MacLaurin (University of Guelph, Canada)	Room 220
10:30am – 10:55am	Paper: A Comparison of Two Music Festivals: Implications for Festival Managers and Planners	Bonnie S. Martin (Western Carolina University), William C. Bridges (Clemson University)	Room 201
10:30am – 12:00pm	Technology Presentation: Online Training with Games	Gail Sammons (UNLV)	Room 203
11:00am – 11:25am	Paper: Customer Satisfaction and Loyalty in Tourism Web	Young-Guk Kwon (Seoul National University of Technology), Hyun-Jee Park (Dept. of Tourism Information, TongMyung University of IT) Korea	Room 201
11:00am – 11:25am	Paper: Your Night Shift is Killing You: The Impact of Working at Night on Employee Health	Robert H. Woods (UNLV)	Room 220
11:00am - 11:25am	Presentation: Violence in the Workplace	Christian Hardigree (UNLV), Denise McCurry (MGM/Mirage)	Room 203
11:30am – 11:55pm	Paper: Embracing Point-of-Sale Systems: Investigating Attitudes of Table-Service Chinese Restaurant Operators	Danny Lung-Chiuan Chiang, Mehmet Erdem, Yvette Green (University of New Orleans)	Room 201
11:30am – 11:55pm	Paper: Approaches to Studying Bank Size in Casino Servicescapes	Soyoung Boo, Anthony Lucas (UNLV)	Room 220
12:00pm – 1:25pm	Luncheon Sponsor: International Association of Exposition Managers		Salons A, B and C
1:30pm – 1:55pm	Paper: Expectation and Perception of Service Quality: An Exploratory Study of the Front Office in Taiwan	Shu-Chuan Liu (Oklahoma State University) , Cheng-Ho Wu (Providence University)	Room 201
1:30pm – 2:30pm	BYOB Simulation Build Your Own Bar Software Demonstration	Drew Bennett, BYOB	Room 203
2:00pm – 2:25pm	Paper: Understanding the Image of the Accommodation Product: The Case of the Condominium Offer	Sergio Moreno Gil, Josefa D. Martín Santana, Asunción Beerli Palacio (Universidad de Las Palmas de Gran Canaria, Spain)	Room 203
2:00pm –	Paper: The Impact of Monetary and Non-	Eun-ju Suh, Anthony F.	Room

2:25pm	Monetary Promotions on Slot Machine Volume.	Lucas (UNLV)	220
2:30pm – 2:55pm	Paper: Menu Engineering Using Activity-Based Costing: A Buffet Restaurant Example	Carola Raab (University of New Hampshire), Karl Mayer (UNLV)	Room 201
2:30pm – 2:55pm	Paper: An Assessment of the Level of Guest Satisfaction and Training Practices in the Front Office Department of Upscale Hotels.	Yolande Wong, Don MacLaurin (University of Guelph, Canada)	Room 220
3:00pm – 3:30pm	Refreshment Break	Check email/Room 203	Foyer
3:00pm – 5:00pm	PCMA Faculty Task Force Meeting		Room 220
3:30pm – 3:55pm	Tours: Sign up at Registration desk. Each tour limited to 12.	Tours today include: The Las Vegas Convention Center, The Venetian, Freeman Company, Four Seasons	
6:00	Open Evening	Enjoy Las Vegas	
Tuesday, June 7			
8:30am – 4:00pm	Student Help Desk Open		Foyer
8:30am – 9:00am	Deluxe Continental Breakfast	Check email/Room 203	Foyer
9:00am – 9:05am	Presentation of Best Paper Award (see note 7 below)	Stuart Mann	Salon A and B
9:05am – 10:00am	Keynote Speaker: ‘The 21 st Century Leader – Just do it’ 	Jim Moore (bio below) Sponsors: Fleming’s Steakhouse and Roy’s Restaurants	Salon A and B
10:00am – 10:25am	Refreshment Break	Check email/Room 203	Foyer
10:30am – 10:55am	Paper: Compensating Restaurant Employees Through Tips: An Antecedent for Organizational Commitment	Brian Miller (University of Delaware)	Room 220
10:30am – 10:55am	Paper: National Categorization Policies: A Tool for ‘Greening’ the Hospitality Industry	Daniel P. Zlatev (The George Washington University)	Room 201
11:00am – 11:25am	Paper: Need-Identification of International Tourists Visiting India	Subhash Chandra Sharma (Jai Narain Vyas)	Room 203

		University, India)	
11:00am – 11:25am	Paper: Decentralized Approach to the Tourism Policy in the EU	Sibel Mehter Aykin (Akdeniz University), Ibrahim Birkan (Baskent University) Turkey	Room 220
11:00am – 11:25am	Paper: Empowering Stakeholders in Community-Based Tourism Development	Attama Nilnoppakun (Edith Cowan University, Australia)	Casino Lab
11:30am – 11:55am	Paper: The Pulse of Public Spaces: Liberating and Constricting the Lives of Hotel Guests in the Gilded Age and Progressive Era, 1890-1916	Brooke Portmann, William R. Host (Roosevelt University)	Room 201
11:30am – 11:55am	Paper: Using Three-Dimensional Photo Elicitation for Post-Experience Convention Assessment	Kathryn A. LaTour, Michael S. LaTour, (UNLV), Tony Henthorne (University of Southern Mississippi)	Room 220
12:00pm – 2:00pm	Luncheon with Industry Speaker: Present at the Creation: A Fast Review of the History of the Foodservice and Hospitality industry for the Past 50 Years	Phillip Cooke (bio below)	Salon A and B
2:00pm – 2:45pm	Technology Demo: Expocad. The most widely used software for managing exhibitions.	Josh Thacker, Expocad	Room 203
2:00pm – 2:25pm	Paper: The EMBOK as a Risk Management Framework for Events	Julia Rutherford Silvers (UNLV)	Room 220
2:30 pm – 2:55 pm	Paper: The Identification of Management-Process Critical Success Factors that Will Achieve Competitiveness and Sustainable Growth for an International Tourism Destination	J. A. Jonker (Nelson Mandela Metropolitan University, South Africa)	Room 220
3:00pm – 3:30pm	Refreshment Break	Check email/Room 203	
3:30pm – 6:00pm	Tours	Four shuttles are scheduled for tours of the new Wynn Resort.	
6:00	The Summit Concludes	See you again next year!	

Industry Speakers

<p>John Bruns is Corporate Vice President of Service Operations for Harrah's Entertainment, Inc., a \$4.1 billion company, publicly traded on the New York Stock Exchange. In his capacity, John oversees the company's Customer Satisfaction Assurance efforts and all Hotel and Food & Beverage operations.</p> <p>Prior to joining Harrah's in 2000, John held the dual responsibility of Director of Quality and General Manager of the Ritz Carlton in Cleveland. Under his direction, the hotel received the 1999</p>	<p>John Bruns Corporate Vice President of Service Operations Harrah's Entertainment, Inc.</p>
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Malcom Baldrige National Quality Award. In the 25 years before his service with Ritz Carlton, John worked for Westin Hotels in seven locations and Stouffer/Renaissance in four locations. He held such notable positions as Assistant to the President, General Manager and Vice President of Development – North America.

John is the Past Chairman of the General State Street Council and Commissioner for the City of Chicago. He also served as the Treasurer and PAC Chairman for the Tennessee Hotel/Motel Associations, and President of the Nashville and Cincinnati Hotel/Motel Associations.

He is a 1972 graduate of the University of Denver and received his Certified Hotel Administrator designation in 1989. John and his wife, Chris, live in Henderson, NV, and have two grown sons.

Phillip S. Cooke is chairman emeritus of FSA Group, an association management, communications, and meeting and events planning firm specializing in the foodservice and hospitality fields. Mr. Cooke founded the company in 1969, moving it to Louisville, KY in 1978.

Before creating FSA Group, Mr. Cooke had previously served as editor-in-chief of Restaurants & Institutions magazine, moving from New York to Chicago to assume that position. In New York, he served as editor of Chain Store Age, Restaurant Editions, and as managing editor of Restaurant Management. He began his journalism career following graduation from Grove City College in Pennsylvania with the New York Times.

He has served as the chief paid executive of the Society for Foodservice Management, Foodservice Consultants Society International, and the Inflight Foodservice Association. His firm manages 12 additional associations, including the International Association of Culinary Professionals, the American Society of Hospital Food Service Administrators, the Mobile Caterers Association, and the American Cheese Society. In 1999 he worked closely with Bob Kinkead of Kinkead's in Washington, DC, to create the Council of Independent Restaurants of America.

Mr. Cooke served on the advisory board and the board of directors of the New England Culinary Institute for 13 years. He is a past member of the Dietetic Intern Advisory Board of



Phillip S. Cooke

Chairman Emeritus

FSA Group

Massachusetts General Hospital and a former member of the advisory board of Second Harvest.

In October, 2004 he was presented with the lifetime achievement award by the Society for Foodservice Management. He has announced that he will be retiring on August 1, 2005.

Punam Mathur serves as Senior Vice President of Corporate Diversity and Community Affairs and a Corporate Officer for MGM MIRAGE (NYSE: MGG), one of the world's leading hotel and gaming companies that is headquartered in Las Vegas. She was promoted to his position in May 2004 and began her career with Mirage Resorts, Inc. in April 1996.

In this capacity, she is responsible for the oversight and implementation of the company's Diversity Initiative, as well as for government affairs, diversity relations, and community outreach, including corporate philanthropy and the employee-funded Voice Foundation.

Prior to joining the hospitality industry, she held the position of Senior Vice President for the Las Vegas Chamber of Commerce. Ms. Mathur worked for the LVCC for six years. She has also owned and operated small businesses.

Active in the community, Ms. Mathur currently is a member of the United Way of Southern Nevada Board of Directors and the University of Nevada, Las Vegas Liberal Arts Advisory Group, and a board member of the Las Vegas After School All-Stars. Ms. Mathur was nominated by Nevada Governor Kenny Guinn to serve as a commissioner for the Nevada Commission on Tourism. She was also appointed by former Governor Bob Miller to serve on the Governor's Task Force on Welfare Reform. Additionally, she serves as Co-Chair of the American Gaming Association's Diversity Task Force, in 2004 was named to the Board of Directors of the National Minority Supplier Diversity Council, and is Co-Chair of the Clark County Regional Business Development Advisory Council.

She is the proud mother of two amazing sons and a spectacular daughter.



Punam Mathur

**Senior Vice President
of Corporate
Diversity and
Community Affairs
and a Corporate
Officer for MGM
MIRAGE**

Jim Moore is the Keynote Speaker. He has a national reputation as a leader and turn around specialist having accomplished that feat over ten times for various companies.

For ten years Jim acted as **President of Far West Concepts**, overseeing the largest Dinner House chain in California, with over 7,000 employees.

Jim began his career in the restaurant and hotel industry as a management trainee for the Stouffer Foods Corporation and rose to become their **Vice President of Operations**.

Jim is the Founder and President of Moore Ideas, Incorporated, which focuses on communication, training and advising to the hospitality and service industries.

He is a Consultant to many of the leading hospitality and service companies in the country today.

Jim is the author of the book **“First You Slay the Dragon: Overcoming the Myths of Leadership** and an Audio album entitled **“The Six Myths of Leadership.”** He is also a contributing author of the book **“Grand Stories.”**



Jim Moore

Moore Ideas, Inc.

Steven Seghers

Technology Revolution: Preparing for the Next Wave

Most hospitality professionals would agree that our industry is woefully behind the curve on major technology trends. The Internet hit our industry like an apocalyptic wave, despite its bright foreshadowing. What is next? What can we predict? Better yet, what can we see and *reasonably act upon* right now? The Internet revolution is here to stay, but its true evolution and lifecycle is at its infancy. In order to compete in the new economy, hospitality marketers must be the first to act, using technology as a source of strength in our ever-growing marketplace.

Prepare for the next technology wave and learn:

- New trends in emarketing and distribution
- Group selling technology and techniques
- Integrated system and marketing tools
- Close the loop communication principles
- Advanced tracking and analysis tools
- Customer intimacy and relationship building



Steven Seghers

HyperDisk Media

Steven Seghers is Vice President of Hospitality for HyperDisk Media Inc., a leading emarketing and technology agency that have represented over 150 hotels and tourism destinations worldwide. Highly regarded within the field of hospitality technology marketing, Steven has a nuanced and proven strategy to help hoteliers and destination marketers improve their sales through the use of the Internet and digital technology. He has pioneered a new direction in marketing: one that is focused on pinpointed results and flexibly integrated media. Steven has been a widely involved in the hospitality industry worldwide, including guest speaking and training with Orbitz.com, HSMAI, Orange Country Tourism, Destination Hotels & Resorts, The Hotel Group and HIC Cono Sur South America. He is also honored to be one of the rare certified Master Hotel Suppliers (MHS) by the American Hotel & Motel Association.
<http://www.hyperdisk.com/hospitality>

Gus Tejada is the Executive Director of Convention Sales for Bellagio, a position he has held since May 2002. Gus is responsible for both the Convention Sales and Services Departments, which account for the booking and servicing of 220,000 room nights (700 groups) annually.

Before joining Bellagio, Gus was the Director of Sales for the Four Seasons Hotel Las Vegas for four years. Prior to the Four Seasons, Gus was employed with The Mirage from 1991 to 1996, in various capacities which included: Assistant Convention Services Manager, Convention Services Manager and Convention Sales Manager. In 1996, he was promoted to Director of Convention Sales for the pre-opening effort at Bellagio. Gus earned a Bachelor of Science degree in Hotel Administration and a minor in Business Administration from UNLV.



Gus Tejada
Executive Director of
Convention Sales
Bellagio

Notes:

1. The program lists times the computer lab will be open for attendees to check email.
2. Tours are optional. Sign-up will be at registration, first-come, first-served. Since the shuttle busses are being sponsored by the Rio Secco Golf Course, there will be no transportation fee.
3. Website: <http://tca.unlv.edu/summit>

4. The CHE is the Certified Hospitality Educator training, administered by the Educational Institute of the American Hotel & Lodging Association:
<http://tca.unlv.edu/UNLVCHE.htm>
5. Registration form: <http://tca.unlv.edu/summitregist.htm>
6. Hotel information: <http://tca.unlv.edu/summithotel.htm>
7. The best paper was selected by the review committee. The recipient will be presented with a plaque and a \$500 check at 9:00 am on Tuesday, June 7
8. Version of program: June 2, 2005