

2025 American Associations of Geographers Annual Meeting – Detroit



Hajarrahmah, D. (March 2025). Solutions for Creating Effective Narrative for Regenerative Tourism: A Social Movement Perspective. *2025 American Associations of Geographers (AAG) Annual Meeting*. [Stand-up Presentation].



PAMPLIN COLLEGE OF BUSINESS
HOWARD FEIERTAG DEPARTMENT OF
HOSPITALITY & TOURISM MANAGEMENT
VIRGINIA TECH.

2025 NENACHRIE Conference – Atlantic City



Shin, J.Y., Singal, M., & Kim, E. (March 2025). Online Food Delivery: A Review. [**Stand-up presentation**].

Shin, J.Y., Singal, M., & Kim, E. (March 2025). Understanding Consumer Motivation at Beer Festivals: Exploring Intentions to Purchase Non-Alcoholic Beer. [**Poster presentation**].



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2025 Asia Pacific CHRIE Conference - Thailand



Kim E., Ko, S., & Choi, Y. (May 2025). Sustainable Dining Through Circular Economy: Exploring Factors Toward Green Innovation Adoption. [**Stand-up** presentation].

Shin, H., Song, H.J., & Nicolau, J.L. (May 2025). Navigating ESG Performance Amid Economic Shifts: The Influence of Interest Rates and Consumer Price Index in the U.S. Restaurant Industry. [**Poster** presentation].

Bianco, S., & Zach, F.J. (May 2025). Beyond the Listing Count: Why Market Structure Matters in Short-Term Rental Competition. [**Stand-up** presentation].

Zhang, H., Zach, F.J., & Xiang, Z. (May 2025). How Do Short-Term Rentals Stabilize Their Performance? A Big Data-Based Approach. [**Stand-up** presentation].



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2025 TTRA Conference – Ireland



Kim, Y. E., Nicolau, J. L. (June 2025). Popular Culture and Hotel Performance: Evidence from Event Study on International Hotel Operations. [**Poster presentation**].

Kim, Y. E., Sharma, A., Shin, H., Nicolau, J. L. (June 2025). Geopolitical impact on tourism: Analyzing inter-Korean relations on tourism firms' performance. [**Oral presentation**].

Han, Y., Zach, F. J., & Xiang, Z. (2025, June). Exploring content curation strategy for user-generated Instagram photos: The case of U.S. state DMOs. [**Stand-up presentation**].



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2025 ICHRIE Global Conference – Indianapolis



Shin, J.Y., Singal, M., & Kim, E. (2025, June 18-20). Exploring Consumer Motivation at Beer Festival: Intention to Purchase Non-Alcoholic Beer. [**Poster presentation**].

Althubiti, K., Alhamadani, A., Khan, M., Lee, S., & Park, K. (2025, June 18–20). Exploring negative dining experiences: Insights from online reviews through sentiment analysis and AI techniques [**Stand-up presentation**].



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Hokie Reunion & Visiting Scholars



Welcome Back Alumna:

Dr. Fang Meng; Professor at the University of South Carolina

Dr. Daniel Catalá-Pérez (Associate Professor at the Polytechnic University of Valencia)

Qingyun Pang (Ph.D. Student at Hong Kong Polytechnic University)

Wencan Shen (Ph.D. Student at Jinan University)



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Publication in Pamplin Elite Journals

- Althubiti, K.**, Alhamadani, A., Khan, M., & Shah, M. G. H. (2025). Unveiling negative memorable experiences of hotel guests: An innovative algorithmic analysis. *International Journal of Hospitality Management*, 126, 104087.
- Campayo-Sanchez, F., Sharma, A., **Kim, Y. E.**, **Jung, H.**, Santa-María, M. J., & Nicolau, J. L. (2026). The ideological recipe: CEO politics as the secret ingredient in boosting restaurant market value through promotions. *International Journal of Hospitality Management*, 132, 104379.
- Guo, Y.**, & Chon, K. (2025). Exploring the potential of blockchain-based donation platforms in the hospitality industry: examining their impact on customers' intention to donate. *Journal of Hospitality Marketing & Management*, 1–23.
- Kim, Y. E.**, & Nicolau, J. L. (2025). Deploying popular culture for international expansion: Effect of operational strategies on hotel firms' performance. *Tourism Management*, 111, 105240.
- Ko, S.**, Gruss, R., Kim, E., & Tao, C.-W. W. (2025). Bridging Communications: Online Food Delivery Drivers' Voices in Shaping a New Work Paradigm. *Journal of Hospitality & Tourism Research*.
- Shin, J. Y.**, Kim, E., & Singal, M. (2025). Breaking the plastic habit: Unveiling strategies for reducing single-use plastic utensil usage on online food delivery platforms. *International Journal of Hospitality Management*, 131, 104334.



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Award & Grant Recipients

Dini Hajarrahmah

- 2025 Pamplin College of Business Doctoral Summer Research Grant Program Award
- American Indonesian Cultural & Educational Foundation 2025 Dissertation Grant (\$3,000)
- Pamplin Duo+ SEED Grant by the Pamplin College of Business (\$25,000; PI: Dr. McGehee)

Yelim Kim

- 2025 HTM Doctoral Summer Research Grant Program Award

Seonwoo Ko

- Sigma Xi Research Award, which includes a \$1,000 scholarship and induction into Sigma Xi



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Student Leadership

Yutong Han

- **HTM Ph.D. Student President** for the 2025–2026
- Departmental representative on the **Pamplin Doctoral Student Leadership Board**



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Howard Feiertag HTM Ph.D. Program Newsletter - Fall 2025

Our HTM community has been actively showcasing the excellence of VT HTM.

- Faculty and Ph.D. students have represented our program at several leading **conferences**, sharing innovative research and building academic networks.
- We proudly celebrate **award** recipients, as well as several impactful **publications** that continue to strengthen our research reputation.
- We are delighted to welcome two **new Ph.D. students** joining us in Fall 2025. Welcome!

2025 Summer Conference Highlights



2025 APacCHRIE Conference (Chiang Mai, Thailand)

The VT HTM community made a strong impact at **APacCHRIE 2025**. Graduate students **Seonwoo Ko**, supervised by **Dr. Kim**, and **Hoyoung Shin**, supervised by **Dr. Nicolau**, presented their research. Our very own adjunct Professor **Wanda** shared her expertise about "Vision for the Future of the Hotel Industry."



2025 TTRA Conference (Galway, Ireland)

Our Hokies shined at the **TTRA 2025**, with graduate students **Yelim Kim**, supervised by **Dr. Nicolau**, and **Yutong Han**, supervised by **Dr. Xiang** and **Dr. Zach**, presenting research and showcasing the excellence of VT HTM.



2025 ICHRIE Global Conference (Indianapolis, USA)

Hokies made a strong showing at the **ICHRIE 2025**, with graduate student **Ju Yeon Shin**, supervised by **Dr. Kim** and **Dr. Singal**, and **Khadija Althubiti**, supervised by **Dr. Khan**, presenting her research. Our alumnus, **Dr. Parsa**, received the Steve Fletcher Award for his lifelong contributions to hospitality research.



2025 NENA Spring Conference (Atlantic City, USA)

Our HTM Hokies presented the papers and posters at the NENA CHRIE Conference (**Ju Yeon Shin** supervised by **Dr. Singal** and **Dr. Kim**).



2025 American Associations of Geographers Annual Meeting (Detroit, USA)

At the 2025 American Association of Geographers Annual Meeting, **Dini Hajarrahmah**, under the supervision of **Dr. McGehee**, presented regenerative tourism research.

Hokie Connections



We were honored to welcome back our alumna, **Dr. Fang Meng**, a professor at the University of South Carolina, during her visit to Blacksburg. It was a privilege to learn about her academic journey and reconnect with our Hokie community.

We were fortunate to host visiting scholars: **Dr. Daniel Catalá-Pérez** (Associate Professor, Polytechnic University of Valencia), **Qingyun Pang** (Ph.D. student, Hong Kong Polytechnic University), and **Wencan Shen** (Jinan University).



Howard Feiertag HTM Ph.D. Program Newsletter - Fall 2025

Publication: Pamplin Elite Journals

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Award & Grant Recipients

- **Dini Hajarrahmah** received a 2025 Pamplin College of Business Doctoral Summer Research Grant Program Award.
- **Dini Hajarrahmah** received the American Indonesian Cultural & Educational Foundation 2025 Dissertation Grant (\$3,000).
- **Dr. McGehee** and **Dini Hajarrahmah** received the Pamplin Duo+ SEED Grant by the Pamplin College of Business (\$25,000).
- **Yelim Kim** received a 2025 HTM Doctoral Summer Research Grant Program Award.
- **Seonwoo Ko** received the **Sigma Xi Research Award**, which includes a \$1,000 scholarship and induction into Sigma Xi.

Student Leadership

- **Yutong Han** was elected as the **HTM Ph.D. Student President** for the 2025–2026 academic year.
- She will also serve as the departmental representative on the **Pamplin Doctoral Student Leadership Board**.



New Students



Suka Prayanta Pandia

Advisor: **Dr. McGehee**
Suka is from Bandung, Indonesia. His academic interests include regenerative tourism, pilgrim tourism, social movements, and entrepreneurship.



Huixian Xie

Advisor: **Dr. Zach**
Huixian is from China. Her research focuses on strategic management in various heritage destinations.

Hokie Hospitality Finds a New Home

Virginia Tech's **New Business Building** will expand opportunities for cross-disciplinary learning and industry collaboration with modern spaces for experiential education, including the **Hokie Hospitality Lab**. From Marriott International's CodeFest to cross-college programs linking business, engineering, science, and the arts, the complex is already fostering innovative partnerships. **Opening in fall 2027**, the \$71 million facility will showcase collegiate gothic design and serve as a hub for collaboration, innovation, and hospitality-focused learning.



<https://news.vt.edu/articles/2025/03/pamplin-new-business-building.html>



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<https://htm.pamplin.vt.edu/directory.html>

