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Journal of
**HOSPITALITY
& TOURISM**
Cases

Volume 9, Number 1 • 2021 • ISSN 2164-9987

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Creative Digital Marketing Campaigns for Hospitality and Tourism Organizations

By Tingting Zhang

This case study discusses creative digital marketing campaigns for hospitality and tourism organizations. Given the popular trends of social media and electronic word-of-mouth (eWOM) marketing, many pioneering companies have been using innovative digital marketing plans to engage their customers and stay competitive in a dynamic market. It is crucial to review these marketing strategies and provide a critical analysis to educate hospitality and tourism majors, who represent future practicing professionals. Ten industry cases of digital marketing campaigns are presented and reviewed, with notes and extensive discussion of teaching strategies and purposes.

Keywords: digital marketing, hospitality, tourism, creativity, social media, eWOM

Food waste management: Does information technology matter in Food Waste?

By Fernando Arroyo Lopez, Katerina Berezina and Eun-Kyong (Cindy) Choi

Casa Basalto is an environmentally friendly hotel located in Pachuca in the state of Hidalgo, Mexico. It hosts Dolina, a traditional Mexican cuisine restaurant that follows the hotel's green practices. Approximately 60% of their total waste production is food, and the board of directors is concerned. This case study analyzes the significance of food waste and how information technology can help to reduce it. A model of barriers to environmental technology adoption in hotels, the technology acceptance model and the unified theory of acceptance and use of technology are presented to explain the issue.

Keywords: sustainability, green practices, food waste, information technology, technology acceptance model, unified theory of acceptance and use of technology

National Hockey League Scores Big with New Sustainability Program

By Ching-Hui (Joan) Su, Tristen Stravers, Emma Petri, Kristine Allinson, and Chin-Hsun (Ken) Tsai

This case study addresses environmental issues that threaten the sport of hockey and how the game is played. These include climate change, water scarcity, and excessive waste production. Hockey teams across North America have begun to implement programs to combat these issues and improve their environmental impact. This case study focuses specifically on the efforts being taken by the National Hockey League through their initiative, National Hockey League Green (NHL Green).

Keywords: Hockey, professional sport leagues, sport event sustainability

Combating Human Trafficking: Concens with Digital Keys in a Hotel

By Christine Baldwin, Christina Pyrrhus, Jocelyn Ellis, Zaire Vann and Jinyoung Im

This case brings attention to and analyzation of human trafficking in the hotel industry and looks at how recent technological advancements have made this industry even more vulnerable to these illegal activities. This case study features a front desk agent at a luxury hotel who observes the suspicious activity of human trafficking in the hotel and thus addresses the importance of awareness of human trafficking in the field and identification of the indicators of this illegal activity. Ultimately, this case study makes it easier for readers to respond to the situations in a timely and proper manner by placing them into the scenario.

Keywords: Human trafficking, sex trafficking, hotel industry, digital keys, employee training

Women in Leadership at the Four Seasons

By Taylor Lea Thomas and Lisa Cain

This case study examines the importance of increasing diversity at top luxury hotels, with a specific look at the Four Seasons Hotels and Resorts. In general, there is a lack of women in executive leadership roles such as general manager or hotel manager across the hotel industry, but particularly among luxury hotel brands. Women play pivotal roles and comprise almost 50 percent of the workforce and should consequently have larger representation in leadership roles. The World Economic Forum's 2017 Global Gender Gap Index reveals that there has been no real improvement over the last 10 years as only 22% of individuals holding senior managerial positions are women. The Four Seasons' Press Room Hotel Press Kits on its company website reveals there are only 10 female general managers or hotel managers in the company's vast global dominance in the luxury hotel sector. Recommendations for increasing diversity include incorporating diversity training through Manager in Training (MIT) program.

Keywords: diversity, women, leadership, glass ceiling, hospitality, Four Seasons

China Coast: A case of multi-unit restaurant concept feasibility

By Sybil S. Yang

China Coast is a case that serves as a base for discussion on how a restaurant's underlying food and service concept are intimately tied to the execution of operations. The Darden Corporation's historic, failed attempt to develop and expand the full-service Chinese restaurant concept illustrates how cuisine and service style can impact human resource strategy, facility design, front and back of house operational processes, and back office functions. Instructors can use this case, and suggested service operations frameworks, to elucidate how service design is an iterative process of balancing: a service offering, employee and customer management systems, and funding mechanism.

Keywords: Restaurant Operations; Chinese Restaurant; Multi-Unit; Service Operations; Service Design; China Coast; Darden

Evaluating the Use of Sense of Place as a Business Strategy in the Marketing and Promotion of Craft Beverage Tourism

by Donna Albano and Jeffrey Lolli

This case study highlights the use sense of place as a business strategy in the marketing and promotion of craft beverage tourism for one New Jersey (NJ) brewery through the lens of the Multidisciplinary Framework for Place-Conscious Education (MFPCE). This case will help educate students/future craft beverage entrepreneurs/educators on the challenges of an increasingly competitive craft beverage business environment. These businesses can utilize local identifiers as a differentiator to market their unique sense of place to their customers. The benefits for using sense of place as a strategy for marketing and promotion of a craft beverage business will be discussed.

Keywords: Sense of place, multidisciplinary framework for place conscious education, business strategy, marketing, promotion, local, craft beverage