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A High Wire Act: Balancing guest, employee, and organizational perspectives concerning marijuana use in the hospitality industry

By Wilfrid Beneche, Lisa Cain, and Andrew Moreo

The use of marijuana for recreational and medicinal purposes has become accepted in the U.S. This paper critically analyzes the impact of marijuana legalization through a stakeholder's perspective. Specifically, a case study of Joel Schneider, a businessperson operating a Bud+Breakfast hotel in Colorado is examined. Based on the analysis of the case study and literature, there are distinct business opportunities available to entrepreneurs and hospitality operators willing to embrace the use and even sale of marijuana and its various products. However, this opportunity must be balanced against the perspectives of and implications for the organization, the employee, and the guest.

Keywords: Marijuana, Hospitality Industry, Policy Implementation, Hotel Workers

Employee Turnover in Front Office of a Resort and Convention Hotel

By Rebecca Streeter, Trishna G. Mistry, and Fevzi Okumus

This case study discusses the critical issue of employee turnover in the front office department of a major resort and convention center in Orlando, Florida. The front office department has faced the issue of hiring numerous employees every year to keep up with the demand of the large resort. The human resources department has been unable to implement appropriate strategies to improve or resolve this situation. This case study seeks to determine the causes of the turnover at the convention resort in Orlando and suggests solutions that will result in the retention of employees.

Keywords: turnover, retention, training, human resource management, cost of turnover, voluntary turnover

Market Feasibility Study: The hotel case of the city of Poplarville, MS

by Sungsoo Kim and Howook Chang

Based on the local market analysis and performance analysis of existing hotels within a 30 to 50 miles radius of the city of Poplarville, the city must convince decision-makers that there is a viable need within the city to build a new hotel, or alternatively determine that such a recommendation could not be justified. Therefore, this case study challenges students to analyze the data, determine the viability of a hotel facility, identify strengths and weaknesses of a proposal to hotel investment firms, potentially make recommendations for the type and size of the facility, and further justify their recommendation.

Keywords: market feasibility study, Poplarville, demand and supply analysis

Beerscape: Are there best practices for hosting an inaugural beer festival?

by Kerry T. Manis and John Palabiyik

What is beerscape and how do best practices relate to the beerscape? Beerscape is conceptualized as the physical surroundings of a beer-related event where beer is consumed and/or experienced in the same place the beer is served (i.e., bar, festival, etc.). Beerscape is grounded in the servicescape concept incorporating the following elements: (1) ambient condition, (2) spatial layout, (3) signage, and (4) cleanliness, and (5) functionality. These core servicescape elements serve a crucial role in developing an inaugural event, and something all event managers must consider during an event's planning stage.

Keywords: beerscape; festival; event management; servicescape; beer; craft beer

A Mother's Day Letdown: The case of poor service and facilities at the El Lujo Hotel

by Boris Escalona and Stephanie Jung-In Bae

This case study describes a scenario about Dario and his family who visited the El Lujo Hotel in Nashville, Tennessee to celebrate Mother's Day. Even though the hotel is a renowned luxury hotel, the service and the facilities were not up to the typical El Lujo Hotel's standard. This case study aims to generate discussions about service failure and service recovery efforts in the hotel industry. In addition, it aims to present both guests and managers' point of view, and the difficulties they faced.

Key Words: Service failure, Service recovery, Online review, Luxury hotel