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The Making of an International Hotel Brand: A case study of the Langham

By Tony S.M. Tse

The Langham London is a legendary, standalone hotel with a history and heritage of over 140 years. The Hong Kong based Great Eagle Group acquired the hotel in 1991, and today its Langham Hospitality Group manages 22 international hotels with over 8,000 rooms. This case study traces how the Group transformed itself from an asset owner into a hospitality group that manages not only its own properties, but also the properties of others. It discusses how the Group's management philosophy, corporate culture, corporate structure, brand architecture, hotel portfolio, brand identity, and communication have contributed to the brand-building process.

Keywords: Langham, branding, brand identity, brand architecture, total quality management

Food Safety Inspections and Storefront Grade Posting: The case of NYC and LA

By Steven Tarca and Kevin Murphy

This article looks at the discourse surrounding mandatory public posting of food inspection grades in certain locations across the United States, with a particular concentration with both New York City and Los Angeles. The rule of storefront posting is the same for these cities, but their procedures and systems are different, which has elicited discourse over the past decade. This article utilizes both primary and secondary resources to examine this recent trend in sanitation procedures.

Keywords: Food safety, restaurant management, restaurant inspections, New York City, Los Angeles, public grade posting

2010 FIFA WORLD CUP: AN ANALYSIS OF SOUTH AFRICA'S DECISION BASED ON KEYNES AND GAME THEORY

By Portia Pearl Siyanda Sifolo

The 2010 FIFA World Cup event was a tremendous boost to the pride and confidence of Africa and its people. Credit should be given to South Africa for taking the leading role in marketing the event as African and not as South African. Such marketing strategy did not only ensure African ownership but it instilled the sense of African pride. Mega-events have a tendency to create prospects and assumptions that are often linked to the accumulation of economic opportunities, related infrastructural development, identity and image building of the host country, let alone a massive boost to the tourism potential of the country. South Africa hosted the 2010 FIFA World Cup and thus becoming the first ever African country to host the event. This mega-event created hopes for the continent, since it was marketed as an 'African event'; albeit being hosted in South Africa.

Keywords: Marketing, Keynesianism, Game theory, Events, 2010 FIFA World Cup

Salmonella Outbreak at a Hotel in North Carolina

By Bendegul Okumus

This case study aims to generate classroom discussions about the importance of food safety issues in food service businesses. In order to achieve this, it discusses a salmonella outbreak at a hotel in North Carolina in 2013. A total of 100 individuals became sick with salmonella symptoms such as diarrhea, fever and abdominal pains after eating at one of the restaurants in the case study hotel, and eight of them were hospitalized. After providing a brief review on foodborne illnesses, the case study gives a brief description of the hotel and explains how the salmonella outbreak started and how many people became sick. It further summarizes the official report findings on this salmonella outbreak published by the local health department. Finally, the case study summarizes emerging conclusions from discussions throughout the case study and poses questions for further discussions.

Key words: food safety, foodborne illness outbreak, salmonella, restaurant, hotel.