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**A Visit with the Bajo People of Indonesia: Is this sustainable tourism?**

by Caleb Coppenger and Cynthia S. Deale

This case study explores issues related to sustainable tourism, including socio-cultural, economic, and environmental aspects. The dilemma centers on the topic of how tourism professionals and tourists can and should interact with a cultural group's practices that may be harmful to their future and the environment. Background information, including the context of sustainable tourism, is shared; brief definitions of ecotourism, cultural tourism, sustainable tourism, and stakeholder theory are provided; a situation involving the Bajo people of Indonesia is described; and the analysis and implications of the dilemma involved are presented.

**Keywords:** cultural tourism, ecotourism, sustainable tourism, stakeholders, tour guide, interpretation

**Can the Netflix Business Model Actually Work in Commercial Aviation in Central Europe? It Is Complicated!**

by Thorsten Merkle, Kayhan Tajeddini and Andreas Wittmer

The case discusses SurfAir's European market entry. For a flat fee, subscribers can fly on SurfAir's network as much as they wish. It describes their entry into the market and the network development, as well as subsequent changes to the business model. While SurfAir initially operated one jet on their Zurich-London route, this route was soon discontinued. Instead, SurfAir collaborated with another airline operator offering single seats. A little more than a year after launching their European venture, SurfAir closed their European operations. This case allows to develop an understanding of the reasons why this venture was marked by failure.

**Keywords:** aviation, sharing economy, market entry, ridesharing, airline, benefit segmentation

**Innovations of Loyalty Programs in the Hotel Industry**

by Tingting Zhang

Loyalty programs have been adopted by many hoteliers to enhance customer loyalty and brand equity. It is unanimous that loyalty programs play a necessary role in gaining customer revisits and improving the customer relationship with the company/brand. While competition of loyalty programs has been increasingly intense, the discussion about innovations of such programs has emerged among hotel practitioners. This case study presents the critical role of loyalty programs in the hotel industry and its innovation adoptions in some well-known hotels.

**Keywords:** innovation, loyalty programs, hotel industry, customer loyalty, rewards

**Hospitality for the Homeless: The case of Camillus House**

by Charles Thomas, John Buschman and Lisa Cain

This study examined the benchmark factors necessary for offering hospitality services to the homeless using Camillus House (CH), a not-for-profit organization as the focal organization. CH aids in the elimination of the various challenges of subordination and subjectivity amongst the guest and host by treating all the institution's occupants as family. This has been achieved through the in-house policies adopted by the institution. Findings reveal physiological effects felt by both the individuals living on the streets and homeless hospitality services providers. Providers benefit from adopting an ethical perspective geared towards the provision of hospitality services. Additional benchmark strategies are discussed.

**Keywords:** Corporate Social Responsibility, CSR, Hospitality, Homelessness

**The Final Straw: Delta Airlines removes single-use plastic onboard**

by Ching-Hui (Joan) Su, Sky Irlmeier, Brittany Pooley, Madeline Albers and Ching-Hsun (Ken) Tsai

Delta Airlines recently implemented a sustainability program called Beyond the Straw that was successfully implemented recently in October of 2018. This case study identifies the present issues we have in the world with single issues plastic and looks at Delta Air Lines has done their part in cutting back on single-use plastic. To understand Delta's dedication to making their business more sustainable, we also look at the company's history of finding innovative ways to become more sustainable and they aren't done yet.

**Keywords:** airline industry; airline sustainability; plastic straws

**Cases of Employee Theft in the Hospitality Industry**

by Seung Hyun (Jenna) Lee and Jaeyong Lee

In the hospitality industry, opportunities for stealing are abundant due to extensive cash transactions and higher employee turnover rate compared to other industries, which makes the industry more susceptible to fraudulence. Theft is one of the prominent problems facing organizations, but little is known about actual theft cases regarding management's problem-solving skills in the face of employee theft. The purpose of this case study is to examine employee theft behavior in the hotel industry from the manager's perspective. Interviews with hotel managers were undertaken to seek answers to how and why employee theft occurs while exploring preventive strategies.

**Keywords:** internal theft, employee stealing, employee deviant behavior, cases

## **A Case for Change, Market Segmentation and Brand Management**

*by Michael Nalley and Amy Gregory*

This case study focuses on the guest perception, preferences and marketing descriptors for a hotel brand. Specifically, how the brand needs to adapt its product offering, guest experience and communication to meet the changing preferences of the guest. Ensuring that the guest is aware of the varied product offerings of the brand that align with their specific needs, wants and desires. Enabling the brand to deliver on the basic brand promise of service, quality and value, to enhance competitiveness, revenue and guest loyalty. Topics of discussion include guest preferences, expectations, product experience, mid-scale market, "halo" effect, descriptors, hotel market.

**Keywords:** Descriptors, guest preferences, identity, "halo" effect, hotel market, product experience.