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Sustainable Collaboration: The case of Green Destination Orlando

by Amanda "AJ" Templeton and Alan Fyall

This case study critically examines the collaborative efforts of stakeholders in their collective development of a sustainable "green" urban destination; Green Destination Orlando. The case study builds on previous research in the domains of destination collaboration and sustainability, and provides insight into future such developments across cities both in the U.S. and beyond. This case study provides contribution to knowledge by highlighting the successes and shortcomings of an emerging collaborative organization comprised of various stakeholders with a desire to embed a culture and practice of sustainability within an urban destination planning context.

Keywords: sustainable tourism, collaboration, stakeholder, green destination, urban

How Can We Control Food Waste? Insight from Campus Foodservice Managers

by Hsiangting Shatina Chen

Reducing food waste is a challenge for many restaurants and foodservice operations. Managers need to ensure food products are sufficient for operating daily business, balance all costs associated with food waste control, and ensure customer satisfaction regarding their dining experience. This study provides insight from campus foodservice managers, who explain several practices intended to regulate food waste within food planning, controlling, and production. The managers also indicate several challenges of food waste reduction and how new technology has helped them better manage food production.

Keywords: food waste, foodservice, campus dining, sustainability

Agritourism in Indonesia: A goat farm option

by Caleb Coppenger and Robert M. O'Halloran

This case study presents the opportunities and challenges associated with expanding the operations of a sustainable agritourism company in eastern Indonesia. The potential for tourists to learn about unique tropical agriculture among the storied spice islands during the days of European exploration are great. However, working with local farmers in a sustainable way can be a challenge. The issue is the integration of tourism and agriculture which is being facilitated by two expatriates the challenge is to integrate sound business practices and sustainable community development to improve nutrition on the island, create livelihood options for locals and create additional income channels for the farm through small-scale tourism, hospitality, and food and beverage operations.

Keywords: Agritourism, Sustainable Tourism, East Indonesia, Buton, Tourism Development, Goat Farm

Banking on Bots and Booze in Hospitality

by Katerina Berezina and Lisa Cain

The Tippy Robot is the first of two land-based robotic bars located in a casino resort in Las Vegas, Nevada. It offers customers an opportunity to create or select from 120 cocktails, watch the machines precisely mix and pour each drink in less than 90 seconds, and document and post their experiences to social media. Research has demonstrated the ability of technological innovations to yield a competitive advantage for its adopters. This case study examines The Tippy Robot through the lens of the six areas created by a competitive advantage: Low cost; Value added; Speed; Agility; Innovation; and Customer service.

Keywords: Robots, Competitive Advantage, Information Technology, IT, Bar, Bartender

Planning a Cannabis Festival: A study of the 4/20 Festival in Denver, Colorado

by Jeffrey Miller, Soo Kang, Eric Milholland and Andrea Furness

This study explores the unique challenges of planning, organizing, and executing a large public event devoted to the culture of cannabis consumption. While cannabis is legal for medical purposes in numerous jurisdictions, and recreationally in a smaller number, it still evokes some fear and reluctance in the business world. Dealing with controlled substances in public spaces requires extra preparation and diligence in execution, including responsible marketing and multiple permits. Further admission procedures, security, and liability are carefully considered and planned. This case study will highlight the challenges and operational issues surrounding the successful execution of such an event.

Keywords: Cannabis, marijuana, events, laws, 4/20, Colorado

Tourism Planning on the Island of Buton in Eastern Indonesia

by Caleb Coppenger and Seung Hyun (Jenna) Lee

Regency and City governments in Eastern Indonesian are often seeking to discover significant historical sites within their areas that can be promoted as tourism destinations. What are best practices regarding heritage site tourism planning and what role does the local government play in this process? This case study explores issues related to addressing the historical sites on the island of Buton in Eastern Indonesia and securing the potential government support. Background information is provided, along with a review of literature on heritage tourism, geotourism, and planning/policies development. The stakeholders' perceptions with regards to challenges and opportunities are presented.

Keywords: heritage tourism, geotourism, Buton, tourism planning

In-House Tour Generation Metrics

by Stefan Cosentino and James Drake

This is an illustrative case study that provides a descriptive narrative of how a timeshare In-House marketing department generates sales-tour appointments for the sales center. The reader can acquire a systematic understanding of marketing practices and how they are applied at the resort level. A discussion of key performance metrics is intertwined into the narrative along with a tour-flow process outlining the steps involved in developing In-House tours and the roles of each department involved. The reader is challenged to demonstrate competency in calculating the key performance metrics based on the data set provided by the marketing director.

Keywords: In-House marketing processes, sales tour appointment generation, marketing key performance metrics.