

About the author

Robert Christie Mill

Robert Christie Mill is a Professor in the University of Denver's School of Hotel, Restaurant and Tourism Management. He has served on the faculties of Niagara University, Lansing Community College and Michigan State University. He holds a Ph.D. and MBA from Michigan State University and a BA from the University of Strathclyde's Scottish Hotel School.

He has conducted 87 workshops in 16 states and 11 countries on four continents to the management and employees of various companies, industry groups and government organizations including the World Tourism Organization, the American Hotel and Motel Organization and the National Restaurant Association. His topics have concentrated on the marketing of individual countries, regions and properties and the management and delivery of quality service.

He has been a Fulbright scholar to both India (1989) and Hungary (1997) and was recognized in 2000 as a "Tourism Research Star" by the Travel and Tourism Research Association.

Dr Mill has authored or contributed chapters to twelve books. His latest text is *Resorts: Management and Operations*. Previous books have focused on tourism and hospitality and have been translated into Korean, Indonesian, Portuguese, Russian and Chinese. Additionally, he has authored numerous articles in both research journals and the trade press.

This book is dedicated to Robyn, Jeff, Michael, David and Kimberly.
