

ABOUT THE AUTHORS

Roy A. Cook, DBA (Mississippi State University), is Professor Emeritus, Fort Lewis College, Durango, Colorado. He has written several textbooks: *Tourism: The Business of Hospitality and Travel*, *Human Resource Management*, *Meeting 21st Century Challenges*, *An Accidental Hotelier* and *Guide to Business Etiquette*. He also serves as the editor of *The Source: A Guide to Academic Journals and Publishing Opportunities in Hospitality, Leisure, Tourism & Travel* (now in its third edition). He has authored over 100 articles, cases, and papers based on his extensive working experiences in the tourism and hospitality industry and research interests in the areas of strategic management, tourism, human resource management, communications, and small business management. In addition to serving as past editor of *Annual Advances in Business Cases*, he serves on the editorial boards of the *Journal of Teaching in Travel and Tourism*, *Journal of Case Studies*, the *Business Case Journal*, and the *Journal of Business Strategies*. He is a long-standing member of the International Society of Travel and Tourism Educators, Academy of Management, and Society for Case Research (past President and Executive Director). Dr. Cook served as Associate Dean of the School of Business Administration at Fort Lewis College and as the Director of the Colorado Center for Tourism Research. He taught courses and consults in Tourism and Resort Management, Human Resource Management, Strategic Management, and Small Business Management.

Cathy H. C. Hsu, PhD (Iowa State University), is the Chair Professor of Hospitality and Tourism Marketing in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University (PolyU). Prior to joining PolyU in July 2001, she taught in the United States for 12 years in two different state universities. She is the lead author of the books *Tourism Marketing: An Asia-Pacific Perspective*, published in 2008 by John Wiley & Sons Australia, Ltd., and *Marketing Hospitality*, published in 2001 by John Wiley & Sons. She has coedited a book, *Tourism and Demography*, published by Goodfellow Publishers, Ltd., in 2011. She is the editor and chapter author of the book, *Legalized Casino Gaming in the U.S.: The Economic and Social Impact*, published in 1999, and of the book, *Casino Industry in Asia Pacific: Development, Operations, and Impact*, published in 2006, both by The Haworth Hospitality Press. Her research foci have been tourism destination marketing, tourist behaviors, hotel branding, service quality, and the economic and social impacts of casino gaming. She has over 200 refereed publications. She is the Editor-in-Chief of the *Journal of Teaching in Travel and Tourism* and serves on 10 journal editorial boards. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and International Society of Travel and Tourism Educator's Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011.

Lorraine L. Taylor, PhD (Clemson University) is an Assistant Professor of Management in the School of Business Administration at Fort Lewis College in Durango, Colorado. There, she teaches courses in the Tourism and Hospitality Management concentration including Sustainable Tourism, Event Management, and Critical Issues in Tourism and Hospitality Management. Prior to earning her doctorate, she pursued a career in the hotel industry and worked for Walt Disney World, Marriott International, and the Five Star and Five Diamond rated Sanctuary at Kiawah Island Golf Resort. She also worked as an inspector for a luxury hotel guidebook, Condé Nast Johansens. Dr. Taylor's research interests are in tourists' motivations, decision making, and behavior. Her current projects apply these concepts to the development of profiles in niche markets. She is a member of the Travel and Tourism Research Association, the International Society of Travel and Tourism Educators, and the North American Case Research Association. She sits on the editorial review board for the *e-Review of Tourism Research* and also reviews for *Event Management*.