
Series editors

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Don Getz is a Professor in the Tourism and Hospitality Management Program, Haskayne School of Business, University of Calgary. His ongoing research involves event-related issues (e.g. management, event tourism, events and culture) and special-interest tourism (e.g. wine). Recent books include *Event Management and Event Tourism* and *Explore Wine Tourism: Management, Development, Destinations*. He co-founded and is a member of the Editorial Board for *Event Management* (an international journal).

Professor Conrad Lashley is Professor in Leisure Retailing and Director of the Centre for Leisure Retailing at Nottingham Business School, Nottingham Trent University. He is also series editor for the Elsevier Butterworth-Heinemann series on Hospitality Leisure and Tourism. His research interests have largely been concerned with service quality management, and specifically employee empowerment in service delivery. He also has research interest and publications relating to hospitality management education. Recent books include *Organization Behaviour for Leisure Services*, *12 Steps to Study Success*, *Hospitality Retail Management* and *Empowerment: HR Strategies for Service Excellence*. He has co-edited *Franchising Hospitality Services* and *In Search of Hospitality: Theoretical Perspectives and Debates*. He is the past Chair of the Council for Hospitality Management Education. He is a Chair of the British Institute of Innkeeping's panel judges for the NITA Training awards, and is advisor to England's East Midlands Tourism network.

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