

John Crotts, Ph.D.

Professor



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Curriculum Vitae: [Download](#)

John C. Crotts, Ph. D., is a Professor of the Department of Hospitality and Tourism Management in the School of Business at the College of Charleston. Prior to this position, he lectured in the Advanced Business Programme on tourism subjects at Otago University, Dunedin, New Zealand and was Director of the Center for Tourism Research and Development at the University of Florida. His research encompasses the areas of economic psychology, tourism marketing and sales strategy, and management of cooperative alliances.

In addition to serving as the North American regional editor of *Tourism Management*, he also serves on the editorial boards of 12 tourism research journals including the *Journal of Travel Research*, the *Journal of Business Research*, and the *Journal of Travel and Tourism Marketing*.

Educated at Appalachian State University, Minnesota State University, and the University of Oregon, John holds a Ph.D. in Leisure Studies and Services from the University of Oregon.

Education

University of Oregon, Eugene, Oregon

Ph.D., Leisure Studies and Services, 1989

Appalachian State University, Boone, North Carolina

Ed.S., Higher Education, 1987

Mankato State University, Mankato, Minnesota

M.S., Experiential Education, 1979

Appalachian State University, Boone, North Carolina

B.A., Sociology, 1976

Research Interests

- Consumer Behavior
 - Economic Psychology
 - Sales and Marketing
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Courses Taught

- Hospitality sales and negotiations
- Service operations management
- Negotiations: Principles and practices

Honors and Awards

- 140+ academic publications in the form of journal articles, books and book chapters
 - Fulbright Senior Scholar 2010-2015
 - Since 2003, generated more than \$300,000 in sponsored research; obtained \$1,175,000 in program support; and awarded three US patents.
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Publications

Journal Articles (refereed)

Mazanec, Josef, John Crotts, Dogan Gusroy and Lu Lu (2015). Homogeneity versus Heterogeneity of Cultural Values: An Item-Response Theoretical Approach Applying Hofstede's Cultural Dimensions in a Single Nation. *Tourism Management, Vol. 48*(June), 299-304.

John Crotts (2015- in print). The university gets its act together: Cutting the cost of disputes in organizations. *Journal of the International Academy for Case Studies*.

Hogan, Robert and John Crotts (2015 –in print). Case Study: Taj takes aim at North America. *Journal of the International Academy for Case Studies*.

Ghanian, M., O. Ghoochani and J. Crotts (2014). An application of European Performance Satisfaction Index towards rural tourism: The case of western Iran. *Tourism Management Perspectives, Vol. 11* (July) 77–82.

One, M., R. Qureshi and J. Crotts (2014). Resident attitudes towards rural tourism development: A micro analysis of gender differences in the Kashmir. *Intercontinental Journal of Human Resource Management, Vol. 1*(4).

Hefner, Frank., Brumby McCloud and John Crotts (2014). An analysis of cruise ship impact on local hotel demand: An event study in Charleston, SC. *Tourism Economics, Vol. 20* (5), 1145–1153.

Ritchie, Brent, John Crotts, Anita Zehrer, and George Volsky (2013). Understanding the effects of a tourism crisis: The impact of the BP oil spill on regional lodging demand. *Journal of Travel Research, Vol 53* (1), 12-25.

John Crotts and Josef Mazanec (2013). Diagnosing the impact of an event on hotel demand: The case of the BP oil spill. *Tourism Management Perspectives*, Vol. 8(October), 60-67.

Antonella Capriello, Peyton R. Mason, Boyd Davis and John Crotts (2013). Mining consumer sentiment from blog narratives: An application of three alternative methods. *Journal of Business Research*, Vol. 66, April, 778-785.

Journal Articles (editorially refereed)

John Crotts and S.K. Gupta (2013). Innovation and competitiveness: What we can learn from Clayton Christensen. *Journal of Tourism*, Vol. 19(1), 1-10.

Crotts, John (2013). Moving ahead while standing still: A tribute to Arch G. Woodside. *Anatolia*, Vol 24(3), 503-507.

Books

Peter Robinson, Paul Fallon, Harry Cameron and John Crotts (2015- in print). *Operations management in the travel industry*. Oxfordshire, UK: CABI.

John Crotts, S. K. Gupta, and S. C. Bagri (Editors) (2013). *Innovation and competitiveness in hospitality and tourism*. New Dehli, India: Kaniska Publishers.

Chapters in Books

John Crotts (2016 – in print). Teaching sales and negotiations. In Pierre Benckendorff and Anita Zehrer's (Eds.) *International handbook of teaching and learning in tourism*, Cheltenham, UK: Edward Elgar Publishing.

John Crotts (2015). Negotiating partnerships and strategic alliances: A call to educators. In Gursoy, D., M. Saayman and M. Sotiriadis (Editors), *The handbook of collaboration in tourism related businesses and destinations*, Emerald.

Catherine Burton and John Crotts (2015-in print). Theoretical perspectives on crimes against tourists. In Brent Ritchie and Kom Campiranon (Eds.) *Tourism Crisis and Disaster Management in the Asia-Pacific Region*. CABI.

John Crotts and S.K. Gupta (2013). Innovation and competitiveness: What we can learn from Clayton Christensen. In John Crotts, S. K. Gupta, and S. C. Bagri (Editors) (2013). *Innovation and competitiveness in the hospitality and tourism*. New Dehli, India: Kaniska Publishers, 1-11.

Ruth Rios-Morales, John Crotts and Max Schweizer (2013). Policy strategies for innovation in Switzerland. In Demetris Vrontis and Alkis Thrassou (Eds) *Innovative business practices: Prevailing a turbulent era*, New Castle, UK: Cambridge Scholars Publishing, 195-210.

Neha Shah and John C. Crotts (2014, 2011). Marketing hospitality and tourism enterprises with social and traditional media. In Robert A. Brymer's *Hospitality and tourism*, 15th Edition, Dubuque, Iowa: Kendall Hunt.