

Ksenia Kirillova, Ph.D, CHE

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Scopus 56007 468 600

H-index (Google Scholar) 17

ACADEMIC APPOINTMENT

Associate Professor of Marketing
Institut Paul Bouse
Lyon, France Sep 2020-

Associate Professor (*granted early tenure*)
School of Hotel and Tourism Management
The Hong Kong Polytechnic University July 2020-Sep 2020

Assistant Professor
School of Hotel and Tourism Management
The Hong Kong Polytechnic University August 2015-June 2020

EDUCATION

PhD in Hospitality and Tourism Marketing, **Purdue University**, USA
August 2015

MS in Hotel, Restaurant, and Tourism Administration, **University of New Orleans**, USA,
May 2012

BS in Hotel, Restaurant, and Tourism Administration, **University of New Orleans**, USA
May 2010

AREAS OF EXPERTISE

Research: Consumer experience; Aesthetic consumption; Place marketing and branding.

Teaching: Wine Marketing, Tourism Marketing, Business Consultancies, Research methods

AWARDS AND HONORS

Research Excellence Award 2018-2019
The Hong Kong Polytechnic University

Most Active Young Consultant Award February 2019
Award by the Hong Kong Polytechnic University to a faculty member with most earnings for first consultancy assignment

Best Paper Award January 2016
The 21st Graduate Student Research Conference in Hospitality and Tourism, Philadelphia, PA, USA

Purdue HTM Outstanding Doctoral Student Award May 2015
Awarded by the School of Hospitality and Tourism Management to one doctoral student based on achievements in research and scholarly activities

Best Paper Award October 2013
The International Society of Travel & Tourism Educators: 2013 Annual Conference. Detroit, MI, USA

Purdue Graduate School Travel Grant Award May 2013
Awarded by Purdue University Graduate School to two PhD students to support conference attendance

University of New Orleans Graduate Fellowship August 2010-May 2012
Competitive fellowship inclusive of full tuition and stipends awarded to two incoming Master students in the University of New Orleans

RESEARCH

A. PUBLICATIONS

Referred Journal Articles

(*working with a graduate student; **working with an undergraduate student)

1. Lei, S., **Kirillova, K.**, Wang, D., & Xiao, C. (2021). Determinants of instant messaging use in hotels: A policy-capturing study. *International Journal of Contemporary Hospitality Management*
2. Liu, C. * & **Kirillova, K.** The formative nature of graduation travel. *Annals of Tourism Research Empirical Insights*, 2(2), 100029
3. Islam, M. & **Kirillova, K.** (2021). Non-verbal communication as a medium of experience co-creation in hotels. *Tourism Management*, 87, 104363
4. Wu, W., **Kirillova, K.**, & Lehto, X. (2021). Learning in family travel: What, how, and from whom? *Journal of Travel & Tourism Marketing*, 38(1), 44-57.
5. **Kirillova, K.**, Park, J., Zhu, M., Dioko, D., & Zeng, G. (2020). Developing the cooperative destination brand for the Greater Bay Area. *Journal of Destination Marketing & Management*
6. **Kirillova, K.**, Fu, X., Wang, D., & Lehto, X. (2020). Beyond “culture”: A comparative study of forces structuring tourism consumption. *Annals of Tourism Research*
7. **Kirillova, K.** & Au, W.-C. (2020). How do hospitality & tourism undergraduate students find their path to research? *Journal of Teaching in Travel & Tourism*, doi 10.1080/15313220.2020.1713965

8. Islam, M.S.* & **Kirillova, K.** (2020). Non-verbal communication in hospitality: At the intersection of religion and gender. *International Journal of Hospitality Management*, 84. doi.org/10.1016/j.ijhm.2019.102326
9. Lehto, X., Fu, X., **Kirillova, K.**, & Bi, C. (2020). What do parents look for in an overseas youth summer camp? Perspectives of Chinese parents. *Journal of China Tourism Research*, 16(1), 96-117.
10. Wang, D., **Kirillova, K.**, & Lehto, X. (2019). Tourism mobilities in China through time: A developmental and holistic lens. *Journal of Travel Research*, 59(6), 1073-1090.
11. Pratt, S., Tolkach, D., & **Kirillova, K.** (2019). Tourism & death. *Annals of Tourism Research*, 78, 102758
12. **Kirillova, K.** (2019). Existentialism and tourism: New research avenues. *International Journal of Tourism Cities*. DOI10.1108/IJTC-02-2019-0033
13. **Kirillova, K.**, Fu, X., & Kucukusta, D. (2020). Workplace design and wellbeing: Aesthetic perceptions of hotel employees. *The Service Industries Journal*, 40(1-2), 27-49.
14. Pratt, S. & **Kirillova, K.** (2019). Are hotel guests bothered by unlucky floor or room assignment? *International Journal of Hospitality Management*, 83, 83-94.
15. Wassler, P. & **Kirillova, K.** (2019). Hell is other people? An existential-phenomenological analysis of the local gaze. *Tourism Management*, 71, 116-126.
16. **Kirillova, K.**, Peng, C.** & Chen, H.* (2019). Anime consumer motivation for anime tourism and how to harness it. *Journal of Travel and Tourism Marketing*, 36(2), 268-281.
17. **Kirillova, K.** (2018). Phenomenology for hospitality: Theoretical premises and practical applications. *International Journal of Contemporary Hospitality Management*, 30(11), 3326-3345.26
18. Lei S., **Kirillova K.** & Wang D. (2018). Factors influencing customers' intention to use instant messaging to communicate with hotels. In Stangl B., Pesonen J. (eds) *Information and Communication Technologies in Tourism 2018*. Cham: Springer
19. **Kirillova, K.** & Chan, J. (2018). "What is beautiful we book": Hotel visual appeal and expected service quality. *International Journal of Contemporary Hospitality Management*, 30(3), 1788-1807.
20. Fu, X., Zhang, H., Li, Q., & **Kirillova, K.** (2018). Dissecting Chinese adolescents' overseas educational travel experience: Movements, representations, and practices. *Current Issues in Tourism*, 21(10), 1115-1136.
21. **Kirillova, K.**, Wang, D., & Lehto, X. (2018). The sociogenesis of leisure travel. *Annals of Tourism Research*, 96, 53-64.
22. Wang, S.*, **Kirillova, K.**, & Lehto, X. (2017). Reconciling unsatisfying tourism experiences: Message type effectiveness and the role of counter-factual thinking. *Tourism Management*, 60, 233-243.
23. **Kirillova, K.**, Lehto, X., & Cai, L. (2017). What triggers transformative tourism experiences? *Tourism Recreation Research*, 42(4), 498-511.
24. Atadil, A., Sirakaya-Turk, E., Baloglu, S., & **Kirillova, K.** (2017). Destination neurogenetics: Creation of destination meme maps of tourists. *Journal of Business Research*, 74(1), 154-161.
25. Lehto, X., **Kirillova, K.**, Li, H., & Wu, W. (2017). A cross-cultural validation of the perceived destination restorative qualities scale: A Chinese perspective. *Asia Pacific Journal of Tourism Research*, 22(3), 329-343.

26. Wang, S.*, **Kirillova, K.**, & Lehto, X. (2017). Traveler food experience sharing on Social Network Sites. *Journal of Travel & Tourism Marketing*, 34(5), 680-693.
27. **Kirillova, K.**, Lehto, X., & Cai, L. (2017). Existential authenticity and anxiety as outcomes: The tourist in the experience economy. *International Journal of Tourism Research*, 19(1), 13-26.
28. **Kirillova, K.**, Lehto, K., & Cai, L. (2017). Tourism and existential transformation: An empirical investigation. *Journal of Travel Research*, 56(5), 638-650.
29. **Kirillova, K.** & Wang, D. (2016). Smartphone (dis)connectedness and vacation recovery. *Annals of Tourism Research*, 61, 157-169.
30. **Kirillova, K.** & Lehto, X. (2016). Aesthetic and restorative qualities of vacation destinations: How are they related? *Tourism Analysis*, 21(5), 513-528.
31. **Kirillova, K.** & Lehto, X. (2015). An existential conceptualization of the vacation cycle. *Annals of Tourism Research*, 55, 110-123.
32. **Kirillova, K.**, Lehto, X., & Cai, L. (2015). International volunteer tourism and intercultural sensitivity: The role of interaction with host communities. *Journal of Travel & Tourism Marketing*, 32(4), 382-400.
33. **Kirillova, K.** & Lehto, X. (2015). Destination aesthetic and aesthetic distance in tourism experience. *Journal of Travel & Tourism Marketing*, 32(8), 1051-1068.
34. **Kirillova, K.**, Lee, S., & Lehto, X. (2015). Willingness to travel with pets: A US consumer perspective. *Journal of Quality Assurance in Hospitality and Tourism*, 16 (1), 24-44.
35. Bordelon, B., **Kirillova, K.**, & Schaffer, J. (2015). Tourism planning post disaster: community perceptions of tourism development. *Journal of Hospitality Application & Research*, 10(2), 52-73.
36. **Kirillova, K.**, Fu, X., Lehto, X., & Cai, L. (2014). What makes a destination beautiful? Dimensions of tourists' aesthetic judgment. *Tourism Management*, 42, 282-293.
37. **Kirillova, K.**, Bordelon, B., & Pearlman, D. (2014). A comparison of expenditures between New Orleans volunteer and leisure tourists: Implications for sustainability. *Tourism Analysis*, 19(2), 173-184.
38. **Kirillova, K.**, Gilmetdinova, A., & Lehto, X. (2014). Interpretation of hospitality across religions. *International Journal of Hospitality Management*, 43, 23-34.

Book Chapters

1. **Kirillova, K.**, & Wassler, P. (2020). Travel beautifully: The role of aesthetics in experience design. In M. Volgger & D. Pfister (Eds.), *The tourism atmospheric turn: Environmental, place, and process impacts on marketing and consumer behavior*. Emerald.
2. 曾国军、朱明洋、李力东、卡欣妮娅 基里洛娃 (2019). 粤港澳大湾区旅游形象评估与竞合战略 广东旅游出版社 [Zeng, G., Zhu, M., Dioko, D. , **Kirillova, K.** (2019). Evaluation and cooperation strategy of GBA tourism image. Guangdong Tour Press]
3. **Kirillova, K.** (2017). Traveling with pets (issues, resources, tips, requirements). In L. Lowry (Ed.), *The Sage International Encyclopedia of Travel and Tourism*. Thousand Oaks, LA: Sage Publications.

4. Lehto, X. & Kirillova, K. (2016). Vacation. In J. Jafari & H. Xiao (Eds.), *Encyclopedia of tourism*. Char, Switzerland: Springer.

B. GRANTS

A total of **HK\$ 1,467,559** in research funding was obtained as Principle Investigator

External Grants

1. Consumer resistance in tourism: Moral triggers, destination image, and mitigating strategies. University Grants Council (General Research Fund). HK\$446,243. Funded (June 2019)
2. Aesthetic experiences in tourism: Tourists, residents, and destination aesthetic features. Hong Kong University Grants Council (Early Career Scheme), HK\$504,647. Funded (June 2018).
3. Aesthetic experiences in tourism: Tourists, residents, and destination aesthetic features. University Grants Council (Early Career Scheme), Rating: 3.5/5. Unfunded (June 2017).

Internal Grants

4. Developing a destination brand for the Greater Bay Area. School of Hotel and Tourism Management, the HK PolyU, HK\$46,705. Funded (May 2018)
5. Tourism experiences across a life span: A juxtaposition of personal and national histories. School of Hotel and Tourism Management, the HK PolyU, HK\$412,962. Funded (February 2016)
6. Off the digital grid: Smartphone (dis)connectedness and vacation recovery. School of Hotel and Tourism Management, the HK PolyU, HK\$412,962. Funded (February 2016)

C. INVITED TALKS

1. Aesthetic in tourism experience design. Department of Tourism and Hospitality, Bournemouth University, May 5, 2020
2. Aesthetic in tourism experience design. Department of Tourism and Hospitality, Bournemouth University, April 29, 2019
3. Eco-tourism and agro-tourism. Asian Productivity Organization, Nadi, Fiji, October, 2018
4. Beauty and the tourist. Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, April 12, 2017

D. REFEREED CONFERENCE PROCEEDINGS

(*work with a graduate student; **work with undergraduate student)

Stand-up Presentations

1. Nasiri, H.*, Kirillova, K., & Wassler, P. Beautiful ugliness & ugly beauty: Developing a typology of aesthetic experiences in tourism. CAUTHE 2021 Conference e. 9-12 February, 2021. Online.
2. Fu, X., Kirillova, K., & Lehto, X. (2020). Travel, changes, and dilemmas over a life course: A developmental systems perspective. 8th *Biennial ITSA Conference*. 5-7 December, 2020. Jakarta, Indonesia.
3. Liu, C.* & Kirillova, K. The formative nature of graduation travel. *The 18th Asia Pacific Forum for Graduate Students' Research in Hospitality & Tourism*. 21-23 June, 2019, Daejeon, South Korea

4. **Kirillova, K.** Existential aspects of wine consumption and marketing: A conceptual exploration. *International Conference on Wine Market and Cultures of Consumption*. 2-5 June, 2019, Hong Kong, SAR
5. Sin, N.G.** & **Kirillova, K.** Destination image hierarchy: Examining Hong Kong city image influence on the image of district of Tsuen Wan. *APacCHRIE & EuroCHRIE Joint Youth Conference*. 23-24 May, 2019, Hong Kong, SAR
6. Kim, H.R.** & **Kirillova, K.** The role of food in destination choice. *APacCHRIE & EuroCHRIE Joint Youth Conference*. 23-24 May, 2019, Hong Kong, SAR
7. Islam, M.S.* & **Kirillova, K.** Non-verbal behavior as driver of reciprocity in a hospitality encounter: A video elicitation study. *2019 APacCHRIE & EuroCHRIE Joint Conference*. 22-25 May, 2019, Hong Kong, SAR
8. Islam, M.S.* & **Kirillova, K.** Non-verbal communication in hotels: A new way to conceptualize co-creation of experiences. *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 3-5, 2019, Houston, TX, USA.
9. Islam, M.S.* & **Kirillova, K.** Non-verbal communication in hospitality: At the intersection of gender and religion. *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 3-5, 2019, Houston, TX, USA.
10. **Kirillova, K.** Destination branding the Greater Bay Area: The Hong Kong perspective. *3^d International Place Branding Association Conference & 6th Destination Branding and Marketing Conference*. December 5-7, 2018. Macau, SAR
11. **Kirillova, K.** Consumer resistance in tourism: Setting the agenda. *7th Biennial International Tourism Studies Conference*. August 6-10, 2018. Tshwane, South Africa.
12. Wassler, P. & **Kirillova, K.** Hell is other people? An existential-phenomenological analysis of the local gaze. *TTRA Europe Conference*. April 23-26, 2018. Ljubljana, Slovenia.
13. Wang, D., **Kirillova, K.**, & Lehto, X. Tourism mobilities through time: An empirical investigation of motilities development in China. *15th KIMEP International Research Conference*. April 13-14, 2018. Almaty, Kazakhstan.
14. Lei, S.*, **Kirillova, K.**, & Wang, D. Factors influencing customers' intention to use instant messaging to communicate with hotels. *ENTER 2018 eTourism Conference*. January 24-26, 2018. Jönköping, Sweden.
15. **Kirillova, K.**, Wang, D., Fu, X., & Lehto, X. Tourism mobilities and its factors through time: A comparative inquiry of Chinese, Russian, and US societies. *TTRA Asia-Pacific Chapter 2017*. December 6-8, 2017. Hong Kong, SAR.
16. **Kirillova, K.**, Wang, D. & Lehto, X. Sociogenesis of leisure travel: Insight from the Russian society. *Critical Tourism Studies Conference 2017*. June 25-30, 2017, Palma de Mallorca, Spain.
15. Islam, M. S.* & **Kirillova, K.** Guests' perceptions of employees' non-verbal behavior: Insights from a restaurant sector. *The 3d Global Tourism & Hospitality Conference*. June 5-7, 2017, Hong Kong, SAR.
16. **Kirillova, K.** & Chan, J. "What is beautiful we book": The effect of hotel visual appeal on expected service quality and on-line booking intention. *The 15th Asian-Pacific Council on Hotel, Restaurant, and Institutional Education*. May 31-June 2, Bali, Indonesia.
17. **Kirillova, K.** & Lehto, X. *Human connections and transformation in tourism: An existential analysis*. *Critical Tourism Studies Conference North America*. August 1-5, 2016, Huntsville, ON, Canada.

18. Atadil, A., Sirakaya-Turk, E., & **Kirillova, K.** Destination neurogenetics: Creation of destination meme maps of tourists. *2016 Global Marketing Conference*. July 21-24, 2016, Hong Kong.
19. Wu, W., **Kirillova, K.**, & Lehto, X. Learning in family travel: Narratives from young adults. *The 2nd Global Tourism & Hospitality Conference*. May 16-18, 2016, Hong Kong.
20. Wang, S.*, **Kirillova, K.**, & Lehto, X. Reconciling unsatisfying tourism experiences: Message type effectiveness and the role of counter-factual thinking. *The 21st Annual Graduate Student Research Conference in Hospitality and Tourism*. January 8-10, 2016, Philadelphia, PA, USA.
21. Wang, S.*, **Kirillova, K.**, & Lehto, X. (2015). To share or not to share: Motivations for sharing food experiences while travelling on Social Network Sites. *2015 World Conference on Hospitality, Tourism, and Event Research*. May 20-22, 2015, Sejong, South Korea.
22. Lehto, X., **Kirillova, K.**, Li, H., Wu, W. (2015) Fatigued, will travel: A Chinese perspective on destination restorativeness. *The 5th Advances in Hospitality & Tourism Marketing and Management*. June 18-21, 2015, Beppu, Japan.
23. **Kirillova, K.** & Lehto, X. (2015). Aesthetic and restorative qualities of vacation destinations: How are they related? *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 8-10, 2015, Tampa, FL, USA.
24. **Kirillova, K.** & Lehto, X. (2015). Transformative tourism experience in the experience economy 3.0: The essence and mechanisms. *The 20th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 8-10, 2015, Tampa, FL, USA.
25. **Kirillova, K.** & Lehto, X. (2014). An existential conceptualization of the vacation cycle. *Association for Tourism and Leisure Education and Research: 2014 Annual Conference*. October, 22-24, Budapest, Hungary.
26. Gilmetdinova, A. & **Kirillova, K.** (2014). Language attitudes in Kazan, Russia: A comparison of residents' and tourists' perspectives. *American Association for Applied Linguistic: 2014 Conference*. March 22-25, Portland, OR, USA
27. **Kirillova, K.** & Lehto, X. (2014). The effect of aesthetic distance on aesthetic judgment and vacation satisfaction. *The 19th Annual Graduate Student Research Conference in Hospitality and Tourism*. January 3-5, 2014, Houston, TX, USA.
28. **Kirillova, K.**, Gilmetdinova, A., & Lehto, X. (2013). Hospitality across religions: A hermeneutic phenomenological perspective. *The International Society of Travel & Tourism Educators: 2013 Annual Conference*. October 17-19, Detroit, MI, USA.
29. **Kirillova, K.**, Lehto, X., & Cai, L. (2013). International volunteer tourism and intercultural sensitivity: The role of interaction with host communities. *Royal Geographical Society: The Annual International Conference*. August 28-30, London, UK.
30. **Kirillova, K.**, Fu, X., Lehto, X. & Cai, L. (2013). What makes a destination beautiful? Dimensions of tourists' aesthetic judgment. *The 11th Asian-Pacific Council on Hotel, Restaurant, and Institutional Education*. May 21-24, Macau, SAR.

SERVICE AND LEADERSHIP

A. PEER REVIEWED JOURNALS

Associate Editor

Annals of Tourism Research
Annals of Tourism Research Empirical Insights

Editorial Board Member

International Journal of Tourism Cities
Journal of Travel & Tourism Marketing
Service Industries Journal
International Journal of Contemporary Hospitality Management

Referee for Journals

Annals of Tourism Research (*awarded Outstanding Reviewer in 2018*)
Asia Pacific Journal of Tourism Research
Current Issues in Tourism
International Journal of Tourism Cities (*awarded Outstanding Reviewer in 2018*)
International Journal of Hospitality Management
Journal of China Tourism Research
Journal of Hospitality & Tourism Research (*awarded Outstanding Reviewer in 2018*)
Journal of Travel and Tourism Marketing
Tourism Management (*awarded Outstanding Reviewer in 2018*)
Tourism Management Perspectives

Referee for Conferences

Asia Pacific Tourism Association (APTA) Conference
Critical Tourism Studies
Global Hospitality & Tourism Conference
Graduate Student Research Conference in Hospitality and Tourism
International Council on Hotel, Restaurant & Institutional Education (I-CHRIE) Conference
Wine Consumption Cultures Conference

B. LEADERSHIP

Research Director - International Tourism Studies Association (ITSA)
Domain leader “Existential dimensions of tourism” - International Tourism Studies Association (ITSA)

C. COMMITTEES AND SERVICE

SHTM School Research Committee	2016-20
Academic advisor to research students	2016-20
Undergraduate student advisor	2018-20
Institute of Hospitality, Faculty advisor	2016-2019

D. PROFESSIONAL AFFILIATIONS

International Tourism Studies Association (ITSA)

E. INDUSTRY & GOVERNMENT CONSULTING

Developing a destination brand for the Greater Bay Area (China, PR), 2018-2020

Assessing the potential for wellness tourism in South Australia, Australia (Greaton Inc.), 2017-2018

Tourism post-disaster relief, St Bernard Parish, Louisiana, USA (St Bernard Parish), 2012, *Pro bono*

CERTIFICATIONS

Certified Hospitality Educator (CHE)

2017

Wine & Spirit Education Trust, Level III (award with Distinction)

2017