








Curriculum Vitae



Olya, Hossein. Ph.D.

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Contact Information	<p>  Sheffield University Management School, Room: E012, Conduit Road, Sheffield, S10 1FL UK. </p> <p>  www.olyah.com  Gh.hossein@gmail.com  holya@brookes.ac.uk </p> <p>  +447384274342  +441142223303  +441865485830 </p>
Achievements	<p>Hossein Olya is Senior Lecturer of Consumer Behaviour at the Sheffield University Management School, Sheffield, United Kingdom (UK). Hossein’s research has a dual focus: ‘tourism marketing’ and ‘consumer behaviour’ with a particular interest in ‘destination management’ fields.</p> <p>Hossein has been delivering lectures for the past four years in international and multicultural universities. He has experience of teaching quantitative research and marketing modules, such as marketing management and tourism marketing, at both undergraduate and graduate levels. Hossein was head of the Tourism School at the British University of Nicosia in 2016. He has experience in curriculum development and internationally accredited programs. Hossein served as a coordinator of the online education program at the Eastern Mediterranean University for three years. At an institutional level, Hossein has provided academic leadership for several academic colleagues and has supervised Masters and PhD students. He uses interactive, experiential and engaging learning methods in his teaching.</p> <p>In the last three years, Hossein has had over 20 articles published in 4* and 3* journals with high impact factors. He is currently serving as associate editor of the Service Industries Journal. Hossein was selected as top 1% of reviewers in the fields of Business and Management by Publones in 2017. He has delivered keynotes and workshops in prestigious international conferences in Asia and Europe. He has contributed in research projects both as a PI and as a member of research team. He has secured \$100,000 in funding for a project about halal marketing in South Asian countries.</p>
Areas of Expertise	<ul style="list-style-type: none"> • Consumer Behaviour & Tourism Marketing • Tourism Climate & Destination Management • Sustainable Tourism Development & Geographical Information System (GIS) • Complexity theory & Qualitative Comparative Analysis
Career History	<ul style="list-style-type: none"> • Senior Lecturer of Consumer Behaviour, Sheffield University Management School, Sheffield, UK. Sep. 2018- <i>present</i>. • Senior Lecturer of Consumer Behaviour, Oxford Brookes Business School, Oxford Brookes University, Oxford, UK. Sep. 2017- Aug. 2018. • Senior Lecturer, College of Hospitality & Tourism Management, Sejong University, Seoul, South Korea. Sep. 2016- Aug. 2017. • Senior Lecturer & Head of Tourism School, British University of Nicosia, Cyprus. Sep. 2015- Aug 2016. • Lecturer. Faculty of Tourism, Eastern Mediterranean University, Cyprus. Sep. 2012-Jun. 2015. • Head of GIS & Map Department, Planning and Management Organization, Southern Khorasan, Iran. Jul. 2009 – Feb. 2012.

Academic Qualifications	<ul style="list-style-type: none"> • 2012- 2015: PhD. Tourism Management, Faculty of Tourism. Eastern Mediterranean University, Cyprus. • 2007- 2009: MSc of Natural Resource Eng., University of Zabol, Zabol. Iran. • 2004 – 2007: BSc of Natural Resource Eng., University of Tehran, Tehran. Iran.
Teaching Portfolio	<p>Hossein has engaged in teaching at both undergraduate and postgraduate levels. His teaching has been informed by cutting-edge research by elaborating on complex phenomena in a simple and comprehensible approach. Hossein’s teaching philosophy is based around engaging and interactive learning experience that allows students to learn and develop their knowledge beyond the learning objectives. His extensive teaching experience has given him the ability to build proper relationships with students, as well as understanding their needs and problems.</p> <p>Hossein’s teaching experience and responsibilities include development and delivery of the following postgraduate modules:</p> <ul style="list-style-type: none"> - <i>Tourism Marketing</i> - <i>Marketing Management</i> - <i>Quantitative Research</i> - <i>Contemporary Issues in Tourism Management</i> - <i>Applied Research Techniques in Tourism</i> - <i>Tourism Planning</i> <p>And in undergraduate modules:</p> <ul style="list-style-type: none"> - <i>Tourism Marketing</i> - <i>Research Methods</i> - <i>Consumer behaviour</i> - <i>Mathematics for Tourism Management</i> - <i>Sustainable Tourism Development</i> <p>Moreover, Hossein has successfully supervised over 40 student projects at BSc and MSc levels. He has also successfully supervised two PhD students.</p>
Research Students Supervised	<ul style="list-style-type: none"> - Esmaeil Khaksar. <i>Modelling Residents’ Behaviour of a World Heritage Site, Pumikale.</i> June 2017. - Javaneh Mehran. <i>Modelling Tourism Expenditure.</i> July 2017. - Nahid Malazizi. <i>Risk assessment of Airbnb from Hosts perspective?</i> August 2018. - Pourya Bagheri. <i>Green Marketing in Hotel Industry: symmetrical and asymmetric modelling of TBP. (In progress).</i>
Journal Articles Published	<p style="text-align: right;">ORICD: 0000-0002-0360-0744, RG score: 26.13</p> <ol style="list-style-type: none"> 1. Olya, H., Alipour, H., & Gavilyan, Y. (2018) Different Voices from Community Groups to Support Sustainable Tourism Development at Iranian World Heritage Sites: Evidence from Bisotun. <i>Journal of Sustainable Tourism. In press.</i> Doi:10.1080/09669582.2018.1511718. [ABS 3*, Impact factor: 3.32]. 2. Mehran, J., & Olya, H., (2018). Progress on Outbound Tourism Expenditure Research: A Review. <i>Current Issues in Tourism. In press.</i> Doi: 10.1080/13683500.2018.1517734. [ABS 2*, Impact factor: 3.46]. 3. Olya, H., Bagheri, P., & Tumer, M., (2018). Decoding behavioural responses of green hotel guests: A deeper insight into the application of the theory of planned behaviour. <i>International Journal of Contemporary Hospitality Management.</i> Doi: 10.1108/IJCHM-05-2018-0374. <i>In press.</i> [ABS 3*, Impact factor: 2.87]. 4. Khan, H., Ali, M., & Olya, H., (2018). How Do Transformational Leadership, CSR, and Organizational Innovation Contribute to Organizational Performance? Symmetrical and Asymmetrical Models. <i>Corporate Social Responsibility and</i>

- Environmental Management*, 1-22. Doi: [10.1002/csr.1637](https://doi.org/10.1002/csr.1637). *In press*. [Impact factor: 4.91].
5. Malazizi, N., Alipour, H., **Olya, H.**, (2018). Risk Perceptions of Airbnb Hosts: Evidence from a Mediterranean Island. *Sustainability*, 10 (5), 13-49. Doi: [10.3390/su10051349](https://doi.org/10.3390/su10051349). [Impact factor: 1.72].
 6. **Olya, H.**, & Akhshik, A., (2018). Tackling the Complexity of the Pro-environmental Behaviors of Visitors to Marine Turtle Sites. *Journal of Travel Research*, 1-27. Doi:[10.1177/0047287517751676](https://doi.org/10.1177/0047287517751676). [ABS 4*, Impact factor: 5.17].
 7. Han, H., **Olya, H.**, Kim, J., & Kim, W., (2018) Model of sustainable behavior: Assessing cognitive, emotional, and normative influence in the cruise context. *Business Strategy and the Environment*. 1-12. Doi: [10.1002/bse.2031](https://doi.org/10.1002/bse.2031). [ABS 3*, Impact factor: 5.35].
 8. **Olya, H.**, & Al-ansi, A. (2018). Risk Assessment of Halal Products and Services: Implication for Tourism Industry. *Tourism Management*. 279-291. doi: [10.1016/j.tourman.2017.10.015](https://doi.org/10.1016/j.tourman.2017.10.015). [ABS 4*, Impact factor: 5.91].
 9. **Olya, H.**, Altinay, L., & De Vita, G., (2018). An Exploratory Study of Value Added Services. *Journal of Service Marketing*, 32 (3), 334-345. Doi: [10.1108/JSM-12-2016-0415](https://doi.org/10.1108/JSM-12-2016-0415). [ABS 2*, Impact factor: 2.40].
 10. Kim, W., **Olya, H.**, Cho, S., & Han, H., (2018). Understanding museum vacationers' eco-friendly decision-making process: Strengthening the VBN framework. *Journal of Sustainable Tourism*. 1-18. Doi:[10.1080/09669582.2017.1377210](https://doi.org/10.1080/09669582.2017.1377210). [ABS 3*, Impact factor: 3.32].
 11. **Olya, H.**, ... & Altinay, M., (2018). Behavioral Intentions of Disabled Tourists for the Use of Peer-to-Peer Accommodations: An Application of fsQCA. *International Journal of Contemporary Hospitality Management*. 30 (1), 436-454. Doi: [10.1108/IJCHM-08-2016-0471](https://doi.org/10.1108/IJCHM-08-2016-0471). [ABS 3*, Impact factor: 2.87].
 12. Baek, U., **Olya, H.**, & Lee, S.K., (2018). Effect of Individual Resources and Team-Member Exchange on Service Quality. *Service Industries Journal*. 38 (10), 584-606. Doi: [10.1080/02642069.2018.1426751](https://doi.org/10.1080/02642069.2018.1426751). [ABS 2*, Impact factor: 1.25].
 13. **Olya, H.**, (2017). Overlooking Weather Conditions in Mega-Events Management. *Current issues in tourism*.1-5. Doi: [10.1080/13683500.2017.1377160](https://doi.org/10.1080/13683500.2017.1377160). [ABS 2*, Impact factor: 3.46].
 14. **Olya, H.**, & Mehran, J., (2017). Modelling tourism expenditure using complexity theory. *Journal of Business Research*. 75, 147-158. Doi: [10.1016/j.jbusres.2017.02.015](https://doi.org/10.1016/j.jbusres.2017.02.015). [ABS 3*, Impact factor: 3.35].
 15. **Olya, H.**, Khaksar, E. S., & Alipour, H., (2017). Pro-tourism and anti-tourism community groups: Recipes for support tourism development and its negation in a world heritage site in Turkey, *Current Issues in Tourism*. 1-23. Doi: [10.1080/13683500.2017.1329281](https://doi.org/10.1080/13683500.2017.1329281). [ABS 2*, Impact factor: 3.46].
 16. **Olya, H.**, & Gavylian, Y., (2017). Causal Complexity of Residents' Support of Tourism Development. *Journal of Travel Research*. 56(7), 893-912. Doi:[10.1177/0047287516667850](https://doi.org/10.1177/0047287516667850). [ABS 4*, Impact factor: 5.16].

	<p>17. Alipour, H., Olya, H., & Forouzan, I., (2017). Environmental Impacts of Mass Religious Tourism: From Residents' perspective. <i>Tourism Analysis</i>, 22(2), 167-183. Doi: 10.3727/108354217X14888192562285. [ABS 2*, JI: 0.65].</p> <p>18. Alipour, H., Olya, H., & Hassanzade, B., (2017). Second Home Tourism Impact and Governance: Evidence from the Caspian Sea Region. <i>Ocean & Coastal Management</i>. 136, 165–176. Doi: 10.1016/j.ocecoaman.2016.12.006 [SCI-expanded: Impact factor: 2.27].</p> <p>19. Olya, H., & Altinay, L., (2016). Asymmetric Modeling of Intention to Purchase Tourism Weather Insurance and Loyalty. <i>Journal of Business Research</i>. 69 (8), 2791-2800. Doi: 10.1016/j.jbusres.2015.11.015. [ABS 3*, Impact factor: 3.35].</p> <p>20. Katircioglu, S., Dalir, S., Olya, H., (2016). Is a Clean Development Mechanism Project Economically Justified? <i>Environmental Science and Pollution Research</i>, 1-10. Doi: 10.1007/s11356-015-5256-2. [SCI: Impact factor: 2.80].</p> <p>21. Olya, H., & Alipour, H. (2015). Risk Assessment of Precipitation and Tourism Climate Index. <i>Tourism Management</i>. 50, 73-80. Doi: 10.1016/j.tourman.2015.01.010. [ABS 4*, Impact factor: 5.91].</p> <p>22. Olya, H., & Alipour, H., (2015). Modelling Tourism Climate Indices through Fuzzy Logic. <i>Climate Research</i>. 66 (1), 49-63. Doi: 10.3354/cr01327. [SCI: Impact factor: 2.68].</p> <p>23. Olya, H., & Alipour, H., (2015). Developing a Climate-based Recreation Management System for a Mediterranean Island, <i>Fresenius Environmental Bulletin</i>. 24(12), 1-33. [SCI-expanded: Impact factor: 0.42].</p> <p>24. Alipour, H., & Olya, H., (2014). Sustainable Planning Model Toward Reviving Lake Urmia; <i>Journal of Water Resources Development</i>, 31(4), 519-539. Doi: 10.1080/07900627.2014.949636. [SCI-expanded: Impact factor: 1.89].</p> <p>25. Karatepe O., Baradarani S., Olya, H., Ilkhanizadeh S., & Raoofi A., (2014). The Effects of High-Performance Work Practices on Individual-Level Performance: Evidence from the Hotel Industry. <i>European Journal of Tourism, Hospitality and Recreation</i>. 5 (3), 49-67.</p>
<p>Book/ Chapter</p>	<ul style="list-style-type: none"> • Lee, S.K., Kiatkawsin, P., Olya H., Woods, D. (2018). Development of marketing plan for sustainable management of world cultural heritage sites, Seoul: ASEAN-Korea Centre. ISBN: 979-11-88409-14-3 03320. • Olya H., (2018). Mass Faith Tourism and Life Satisfaction of Residents: Evidence from Mashhad. In Seyfi S., & Hall M., Tourism in Iran Challenges, Development and Issues. Abingdon: Routledge. • Alipour H., Olya H. GT., (2015). Ecological Modernization and Environmental Education: The Case of Turkey. In A. Artal & M. Kozak (Eds.), Destination Competitiveness, the Environment and Sustainability. Oxon: CABI. Doi: 10.1079/9781780646978.0112. • Olya H. GT., Naseri, H., (2014). <i>Atlas of Desert Tourism</i>, Tehran: Asre Novin (<i>In Persian</i>). ISBN: 978-600-7315-11-8. • Olya H. GT., Jadehgi, M., (2014). <i>Horticulture and Garden Tourism</i>, Tehran: Asre

	Novin (<i>In Persian</i>). ISBN: 978-600-7315-02-6.
Conference Papers-Refereed	<ul style="list-style-type: none"> - Olya, H., Altinay, L., Ringham, K., <i>Consumer's perspective on Sustainable Practices in Kazakhstan Lodging Industry</i>. 15th International Research Conference on The Silk Road and the Tourism and Hospitality Industries. Almaty, Kazakhstan, Apr. 13-14, 2018. - Mehran J. and Olya H., <i>Future Trend of Outbound Tourism Expenditure Modeling: A Review of Predictors and Analytical Approaches</i>. 7th Advances in Hospitality and Tourism Marketing and Management conference. Famagusta. Cyprus. Jul. 10-15, 2017. - Olya, H., <i>Does Weather Risk Mediate the Effect of Disconfirmation on Tourist Behavioral Intentions?</i> 2017 Academy of Global Hospitality & Tourism Conference. Cheongju, S. Korea. May 26-28, 2017. - Olya H., and Alipour H. <i>Second Home Tourism</i>. The 5th Eastern Mediterranean Tourism Symposium. Famagusta, Cyprus. Apr. 22-23, 2016. - Olya H., <i>How to Operationalize Tourism Climate Insurance?</i> 2nd International Tourism and Travel Studies Conference. Eastern Mediterranean Academic Research Centre. Istanbul, Turkey Jun. 20, 2015. - Olya, H. GT., Valipour E., and Bazari H., <i>Application of Indigenous knowledge in Sustainable Urban Design in Dry Climate</i>, International Journal of Art and Science. New Britain, USA. Nov. 27, 2012.
Journal Service	<ul style="list-style-type: none"> • Editor <ul style="list-style-type: none"> - Associate editor of the Service Industries Journal [ABS 2*, IF: 1.25]. - Co-editing special issue on 'Innovative mixed and multi method approaches to hospitality and tourism research' in International Journal of Contemporary Hospitality Management [ABS 3*, IF: 2.87]. - Co-editing special issue on 'Nature-based solutions in hospitality and tourism industry' in Journal of Hospitality & Tourism Research [ABS 2*, IF: 2.68]. - Editorial advisory board of International Journal of Contemporary Hospitality Management [ABS 3*, IF: 2.87]. - Associate Editor of Journal of Tourismology. - Editorial advisory board of Journal of Tourism and Technology. • Ad Hoc Reviewing <ul style="list-style-type: none"> - Journal of Business Research - Tourism Management - International Journal of Contemporary Hospitality Management - International Journal of Hospitality Management - Journal of Vacation Marketing - The Journal of Service Industries - Current Issues in Tourism - Journal of Global Scholars of Marketing Science - Lake and Reservoir Management - Water Research and Development

	<ul style="list-style-type: none"> - Natural Hazards - Meteorological Application - Global NEST Journal - Land Use Policy
Research Grant	<ul style="list-style-type: none"> - Research member, ‘The social and economic integration of refugees to the host societies’, British Academy. Dec. 2017: £52,361. - Research member, ‘Study of Destination Development; Institutionalization Strategies in The OIC Member Countries’, COMSEC. Start date: Feb 2018- End date: Feb 2019: £111,289. - Principal Investigator (PI), ‘How to Penetrate in Diverse markets of Halal Cosmetic? Implications for Southeast Asian Markets’, Global Research Network, National Research Foundation of Korea. June 2016 - June 2018: \$100,000. - PI, ‘Modelling Behavioural Intentions of Disabled Tourists for the Use of Peer-to-Peer Accommodations’, Sejong University. April 2016-April 2017. \$5,000. - PI, ‘Impacts Assessment of Clean Development Mechanism Project’, United Nations Development Programme-UNDP & International Carbon Sequestration Project, Birjand. Iran. Jun. 2014- Feb 2015. \$17,000. - Co-applicant, ‘Zoning of Vulnerable Area in Off-roads of the Desert Region using GIS’, University of Tehran, Iran. 2012-2013. \$24,000. - Co-applicant, ‘Desert Data Base’, University of Tehran, Iran. 2011-2012. \$36,000. - Co-applicant, ‘Spatial Zoning of Sever Climate using the Standardized Precipitation Index (SPI) and GIS’, Science Foundation, Iran. 2008-2009. \$ 7,000.
Certificate	<ul style="list-style-type: none"> • Licensed ‘Advanced Statistical Analyses’. British University of Nicosia. Cyprus. Nov. 2015. • Licensed ‘Documentation’, Education Centre of Agriculture Organization, South Khorasan, Iran. 2011. • Licensed Consultant in the Field of ‘Natural Resources Engineering’. Agriculture and Natural Resources Organization, Iran. Since Jun. 2011. • Licensed ‘Advanced Geographical Information System (GIS)’. Agriculture and Natural Resources Organization, Iran. 2008.
Memberships	<ul style="list-style-type: none"> • Member of Travel and Tourism Research Association (ttra), ID: 44529057. MI. USA. Since 2017- <i>present</i>. • Member of Association of North America Higher Education International, FL, USA. 2016- <i>present</i>.
Honors & Awards	<ul style="list-style-type: none"> • Selected as a top two reviewers for International Journal of Contemporary Hospitality Management in 2017. • One of top one percent of peer reviewers in Business, Management, and Accounting. Publons Peer Review Awards 2017.

	<ul style="list-style-type: none"> • Distinguished paper (<i>Does Weather Risk Mediate the Effect of Disconfirmation on Tourist Behavioral Intentions?</i>) in the 2017 Academy of Global Hospitality & Tourism Conference. Cheongju, S. Korea. May 26-28, 2017. • Rank 1 among Outstanding Graduates of Eastern Mediterranean University. Famagusta, Cyprus. 2015. • Rank 3 in Scientific & Research Field; International Competition on Best Iranian Superior Young Researcher Living Abroad, The President- Supreme Council of Affairs Abroad, Iran. 2012. • Rank 13 among 447 Participants in Universities MSc. Entrance Exam in Natural Resource Engineering Major, Iran. 2006. • Rank 1 among 4000 Students of Universities' Sistan & Baloochestan Province, Intelligent and innovative Student Competition, Research Section, Zabol, Iran. 2007. • Rank 1 among 134 participants in Successful Young Competition, South Korasan Gavernor, Iran. 2010.
Technical Skills	<ul style="list-style-type: none"> • <i>Experienced</i> in the following computer software: - ArcGIS - fsQCA - AMOS - SmartPLS - SPSS - MATLAB (Fuzzy toolbox) • <i>Familiar</i> with these computer software: - Mplus - ERDAS (Remote Sensing) - Dream viewer (Web design)
Service and administrative roles	<ul style="list-style-type: none"> • Scholastic activities and knowledge exchange - External Examiner of PhD Dissertation on complexity of tourist' decision making process to select a destination, Heriot-Watt University, Edinburgh Business School, Scotland. June 20, 2018. - Workshop, 'Advanced analytical approaches: beyond symmetrical methods'. 6th Interdisciplinary Tourism Research Conference. Anatolia. Cappadocia, Turkey. Oct 2-6, 2018. - Member of Scientific Committee and Chair of Hospitality and Tourism Session in the 4th International AR and VR Conference in Tourism and Hospitality. Organized by the Manchester Metropolitan University. Manchester, UK. 21-22 Jun, 2018. - Reviewer for the 2018 EDAMBA (European Doctoral Programs Association in Management & Business Administration). Brussels, Belgium. March, 2018. - Member of Scientific Committee, the International Conference Tourism Hospitality and Events in a Changing World. co-organized by the Universities of Derby and Sunderland, and the Centre for Research in Tourism Excellence (CERTe). Buxton, UK. 26-28 Jun, 2018. - Workshop on 'SEM 101: An Applied Approach With SmartPLS'. Global Conference on Services Management. SIAF, Vinterra, Italy. October 3-7, 2017. - Workshop on 'Halal Products Marketing'. International Halal Tourism Conference, Universiti Sains Islam Malaysia with Sejong University. Seoul, S. Korea. August 17-18, 2017. - Webinar on 'Innovative analytical approaches in Tourism Marketing', University of South Florida Sarasota-Manatee and Association of North America Higher Education

	<p>International. July 28, 2017.</p> <ul style="list-style-type: none"> - Workshop on ‘Research Methods in Management- Traditional Approaches, fsQCA & NCA’, Business school. Sejong University. March 11, 2017. - Keynote speaker, ‘Multi-cultural society, the opportunity and the future of Korean Society’. Kosin University, Busan, South Korea. Nov 11, 2016. - Keynote speaker, ‘Sustainable Tourism Development in Iran’. 18th General Assembly of the World Crafts Council. Isfahan, Iran. Sep 27, 2016. - External Examiner of PhD qualification Examination: DBA Program, Cyprus International University, Nov. 2015 - External Examiner of PhD Dissertation on Digital Marketing in Jordan, Girne American University, Feb. 2016. - External Examiner of PhD qualification Examination: DBA Program, Cyprus International University, Jun. 2016. - External Examiner of PhD Dissertation on Network Marketing in Nigeria, Girne American University, Jun. 2016. <p>• Academic management and leadership administration</p> <ul style="list-style-type: none"> - Chair of Colloquium on quality research publication, 15th International Research Conference on The Silk Road and the Tourism and Hospitality Industries, Almaty, Kazakhstan, April 13-14, 2018. - Chairman of Sejong Halal Authority. Seoul, S. Korea. from January 2017 to <i>present</i>. - Chair of Panel Session on ‘Effective Research Know-how’. The 2017 Academy of Global Hospitality & Tourism Conference. Cheongju, S. Korea. May 26-28, 2017. - Member of Graduate Program's Admissions Committee, Hospitality & Tourism College, Sejong University. Nov. 2016- 2017. - Coordinator of Postgraduate Programs, British University of Nicosia, Kyrinia, Cyprus. Sep. 2015- Aug. 2016. - Member of British University of Nicosia Accreditation Committee, Kyrinia, Cyprus. Sep. 2015- Sep. 2016. - Coordinator of Online Education Program. Eastern Mediterranean University, 2012-2015. - Member of EMU Accreditation Committee, Famgusta, Cyprus. 2014-2015. - Administrator of Moodle of Tourism Faculty. Eastern Mediterranean University, 2012-2015.
Language	<p>-Persian -English -Turkish</p>