



Dr Basak Denizci Guillet
Assistant Professor
School of Hotel & Tourism Management
The Hong Kong Polytechnic University

Dr Basak Denizci Guillet is an Assistant Professor at the School of Hotel and Tourism Management at the Hong Kong Polytechnic University. She received a B.S. degree in tourism and hotel Management from Bilkent University, a M.S. degree in hotel administration from the University of Massachusetts, Amherst, and a Ph.D. degree in hospitality financial management from the Pennsylvania State University. She has industry experience with Hilton Hotels in Turkey and Marriott Hotels in United States.

She is the contributing editor-book reviews of the Journal of Hospitality Financial Management and editorial board member of the Journal of Hospitality and Tourism Administration and European Journal of Tourism Research. Prior to her appointment at the Hong Kong Polytechnic University, she worked at University of South Carolina as an assistant professor.

Her academic research interests include customer perceptions in revenue management, corporate governance in hospitality, co-branding, valuation in the hospitality industry, and measuring human capital in service organizations. Dr Basak Denizci Guillet has presented her research papers in several conferences including Annual International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) Conference, Asia Pacific Tourism Association Conference, Annual Conference and Exposition and Annual Conference of the Association of Hospitality Financial Management Education. She published her work in the Cornell Hospitality Quarterly, Journal of Hospitality and Tourism Research, International Journal of Hospitality Management, Journal of Hospitality Financial Management, Journal of Travel Research, Annals of Tourism Research, and the Journal of Intellectual Capital. She delivered workshops on strategic decision making from a hospitality financial management perspective and revenue management to Hong Kong hotel executives.

She is a member of International Council on Hotel, Restaurant and Institutional Education (I-CHRIE), and Hospitality Sales and Marketing Association International (HSMIAI). She served as co-secretary of HFTP South Carolina Chapter (2007-2008).