# Aslıhan DURSUN

*Ph.D. Student*
*Tourism and Hotel Management Program, Akdeniz University*

*Research Assistant*
*Department of Tourism and Hotel Management, AIU*

## Personal


- Date and place of birth — 26.11.1985 - Istanbul
- Office — AIU A2-62, Üniversite Cad. No: 2, 07190, Döşemealtı / ANTALYA
- Phone — +90 (242) 245 01 04 (2404)
- E-mail — aslihan.dursun@antalya.edu.tr


## Education

- **Ph.D. in Tourism and Hotel Management** — *2019 (expected)*
  Akdeniz University
  Institute of Social Sciences

- **M.Sc. in Tourism and Hotel Management**
  Akdeniz University, Institute of Social Sciences — *Antalya, 2015*
  **Thesis:** Using data mining techniques for building customer profiles in hotel firms: RFM model example
  **Thesis Advisor:** *Assoc. Prof. Meltem CABER*

- **Bachelor in Hospitality Management**
  Akdeniz University
  Faculty of Tourism — *Antalya, 2008*
  CGPA: 3.43/4

- **Erasmus Scholarship**
  l'Université de Perpignan Via Domitia — *Perpignan, 2007*
  Management du tourisme et de l'hôtellerie — *France*

## Computer Skills

- MS 2010 Visio ★★★★★
- MS 2016 Word ★★★★★
- MS 2016 Excel ★★★★★
- MS 2016 Powerpoint ★★★★★
- MS 2016 Publisher ★★★★☆
- MS 2016 OneNote ★★★★★
- SPSS ★★★★★
- SAS ★★★☆☆
- FreeHand ★★★☆☆
- NVIVO ★★★★☆

## Languages

| | | | |
|---|---|---|---|
| Turkish | Native | English | Fluent |
| French | Fluent | Russian | Basic |

## Research Interests

- Data Mining
- Relationship Marketing
- CRM
- Hospitality Management
- Sustainable Tourism
- Total Quality Management

## Work Experience

| | | |
|---|---|---|
| **CRM Manager**<br>-PRM360⁰ mobile application development project | Papillon Hotels and Resorts | June 2014- October 2015 |
| **Quality Manager**<br>-Integrated management system<br>(ISO 9001, 14001, 18001, 22000 &10002) | Papillon Hotels and Resorts | February 2014 – June 2014 |
| **Quality Management Systems and Documentation Specialist**<br>-Organisational development project | Papillon Hotels and Resorts | June 2011 – February 2014 |
| **Flight Attendant** | Freebird Airlines / Gözen Holding | March –December 2010 |
| **Sales & Marketing Assistant**<br>**Tourism Coordinator Assistant** | Papillon Hotels and Resorts | August 2008 –January 2010 |
| **Mini Club G.O.**<br>-Entertainment team | Club Med Palmiye | June-August 2006 |

## Training

| | | | |
|---|---|---|---|
| ▪ **Papillon Hotels and Resorts** | Sales and Marketing | *June - August 2008* | Antalya |
| ▪ **Nazar Beach Hotel** | Front Office | *May - October 2002* | Antalya |
| ▪ **Adile Mermerci Practice Hotel** | Housekeeping | *May - October 2001* | Istanbul |

# Certificates

- ISO 19011 Internal Audit Training, Enmac, 2013
- ISO 10002:2006 Training, Enmac, 2013
- ISO 9001:2008 Training, Enmac, 2013
- ISO 22000:2005 Training, Enmac, 2013
- OHSAS 18001:2007 Training, Enmac, 2013
- ISO 14001:2004 Training, Enmac, 2013
- PTC (Psytech Testing Certificate), Psytech Turkey, 2013

# Publications

- Dursun A., Caber M., "Using Data Mining Techniques for Profiling Profitable Hotel Customers: An Application of RFM Analysis", Tourism Management Perspectives, vol.18, pp.153-160, 2016, doi:10.1016/j.tmp.2016.03.001

- Unal C., Dursun A., "Honeymoon Tourism Market: A Study On Domestic Honeymoon Tourists Visiting Antalya, Turkey", 1st. International Conference On Tourism Dynamics And Trends, Antalya, Turkey, 04th-07th May 2016, pp.183-195

- Guven A., Unal C., Dursun A., "The Roles of Personality and Conflict Management Styles on the Success of Professional Tourist Guides", 1st. International Conference On Tourism Dynamics And Trends, Antalya, Turkey, 04th-07th May 2016, pp.414-419

- Dursun A., Unal C., Caber M., "Sorumlu Çevresel Davranış ile Doğa-Temelli Rekreasyon Tercihleri Arasındaki İlişki: Antalya'ya Gelen Alman Turistlere Yönelik Bir Araştırma ", 2. Ulusal Sürdürülebilir Turizm Kongresi, Antalya, Türkiye, 28-30 Nisan 2016, ss.273-288

## Publications in progress

- Guven A., Unal C., Dursun A., Caber M. "The Roles of Personality and Conflict Management Styles on the Success of Professional Tourist Guides"

- Caber M., Unal C., Dursun, A., "Honeymoon Tourism Market: A Study On Honeymoon Tourists Visiting Antalya, Turkey",

- Yilmaz Y., Dursun A., Unal C., "Crisis Preparedness Levels : An Example of Hotel Firms Operating in Antalya, Turkey"

- Gulmez M., Unal C., Dursun A., "Hotel Brand Personality Perceptions: A Study On Domestic Tourists Visiting Antalya, Turkey"