
Assoc. Prof. Tahir ALBAYRAK
Professor of marketing

Email: tahir.albayrak@antalya.edu.tr

Akdeniz University, Tourism Faculty
Antalya, Turkey



Research interests:

Service quality measurement, tourism marketing, destination marketing, and tourist shopping

Google scholar web page:

<https://scholar.google.com.tr/citations?user=kx6skpIAAAAJ&hl=tr>

Master of Science (MSc)- Dissertation:

Niche Marketing: “Research of Orthopedic Support Products Market in Turkey, Akdeniz University Social Science Institute, 2004

Doctor of Philosophy (Ph.D)- Dissertation:

The Effects of Business' Environmental Politics on Consumers' Attitude and Behaviour, Akdeniz University Social Science Institute, 2008

Areas of Teaching Expertise:

Bachelor level

- Tourism marketing (English and Turkish)
- Introduction to Business (English and Turkish)

Master degree

- International Tourism Marketing Management (English and Turkish)
- Quantitative Data Analysis (English and Turkish)
- Brand Management (Turkish)

Projects:

P1. Side / Manavgat on Its Way of Branding (2007, 2008, 2009, 2010), Supporting Institutions: Manavgat Chamber of Commerce and Trade, Touristic Enterprises and Hoteliers Association of Side-Manavgat and Manavgat Rotary Society

- P2.** Protection of the Students from the Risk Factors (2008), Supporting Institutions: Manavgat National Education Directorship
- P3.** Preparing Strategic Plan for Manavgat Chamber of Commerce and Trade (MATSO) (2010)
- P4.** Preparing Strategic Plan for Side Trades Union Association (2010)
- P5.** Tourist Profile Research of Antalya Region (2011), Antalya Governor, Mediterranean Hoteliers Association (AKTOB), Antalya Airport (ICF Airports)
- P6.** Expectations of the Third Age Group of Foreign Tourists from the Accommodation Facilities – Sample of Germany, the United Kingdom and the Netherlands (2011), Akdeniz University, The Scientific Research Projects Coordination Unit, Project number: 2011.01.0131.001
- P7.** Measurement of the Daily Tour Service Quality: Identification of its Influence on Customer Satisfaction and Behavioural Intention (An Execution on the Russian Participants) (2013), Akdeniz University, The Scientific Research Projects Coordination Unit, Project number: 2013.01.0131.002
- P8.** Sport Rock Climbing and Motivations of Participants (2013), Akdeniz University, The Scientific Research Projects Coordination Unit, Project number: 2013.01.0131.001
- P9.** Assessing the Relationship between Motivation and Customer Satisfaction: A case of Rafting (2015), Akdeniz University, The Scientific Research Projects Coordination Unit, Project number: SBA-2015-882

Publications

A. Refereed International Journal Articles:

- A1.** Albayrak T., Caber M., Crawford D. (2007) "Leisure Constraints and the Pursuit of Adventure Activities in Turkey", Anatolia: An International Journal of Tourism and Hospitality Research, 18(2), 243-254
- A2.** Aksu A., Caber M., Albayrak T. (2009) "Measurement of The Destination Evaluation Supporting Factors and Their Effects on Behavioral Intention of Visitors: Antalya Region of Turkey", Tourism Analysis, 14(1), 115-125
- A3.** Albayrak T., Caber M., Aksoy Ş. (2010) "Clustering Consumers According to Their Environmental Concerns and Scepticisms", International Journal of Trade, Economics, and Finance, 1(1), 84-88
- A4.** Albayrak T., Caber M., Aksoy Ş. (2010) " Relationships of the Tangible and Intangible

Elements of Tourism Products with Overall Customer Satisfaction", International Journal of Trade, Economics, and Finance, 1(2), 140-143

- A5.** Albayrak T., Caber M., Moutinho L., Herstein R. (2011) "The Influence of Skepticism on Green Purchase Behavior", International Journal of Business and Social Science, 2(13), 189-197
- A6.** Moutinho L., Albayrak T., Caber M. (2011) "How Far does Overall Service Quality of a Destination Affect Customers' Post-Purchase Behaviours?", International Journal of Tourism Research, 14(4), 307-322 (SSCI)
- A7.** Herstein R., Tifferet S., Abrantes J. L., Lympelopoulos C., Albayrak T., Caber M. (2012) "The Effect of Personality Traits on Private Brand Consumer Tendencies: A Cross-Cultural Study of Mediterranean Countries", Cross Cultural Management: an International Journal, 19(2), 196-214 (SSCI)
- A8.** Caber M., Albayrak T., Matzler K. (2012) "Classification of the Destination Attributes which Determine Competitiveness (By Revised Importance-Performance Analysis)", Journal of Vacation Marketing, 18(1), 43-56
- A9.** Caber M., Albayrak T. , Aksu A. (2012), "A Model For Exploiting e-CRM in B-to-B ecommerce", TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism, 7(2), 121-143
- A10.** Caber M., Albayrak T., Loiacono E.T. (2013) "The Classification of Extranet Attributes in Terms of Their Asymmetric Influences on Overall User Satisfaction: An Introduction to Asymmetric Impact-Performance Analysis (AIPA)", Journal of Travel Research, 52(1), 106-116 (SSCI)
- A11.** Albayrak T., Caber M. (2013) "The Symmetric and Asymmetric Influences of Destination Attributes on Overall Visitor Satisfaction", Current Issues in Tourism, 16(2), 149-166 (SSCI)
- A12.** Albayrak T., Aksoy Ş., Caber M. (2013) "The Effect of Environmental Concern and Scepticism on Green Purchase Behaviour", Marketing Intelligence & Planning, 31(1), 27-39
- A13.** Albayrak T., Caber M. (2013) "Penalty-Reward-Contrast Analysis: A Review of its Application in Customer Satisfaction Research", Total Quality Management & Business Excellence, 24(11-12), 1288-1300 (SSCI)

- A14.** Albayrak T., Caber M. (2014) “Symmetric and Asymmetric Influences of Service Attributes: The Case of Fitness Clubs”, Managing Leisure, 19(5), 307-320
- A15.** Gamliel E., Herstein R., Abrantes J.L., Albayrak T., Caber M. (2013) “Framing and Involvement Effects on Consumers’ Brand Choice”, EuroMed Journal of Business, 8(2), 117-133
- A16.** Caber M., Albayrak T. (2014) “Does The Importance of Hotel Attributes Differ for Senior Tourists? (A Comparison of Three Markets)”, International Journal of Contemporary Hospitality Management, 26(4), 610-628 (SSCI)
- A17.** Albayrak T., Caber M. (2015) “Prioritization of the Hotel Attributes According to their Influence on Satisfaction: A Comparison of two Techniques”, Tourism Management, 46, 43-50 (SSCI)
- A18.** Moutinho L., Caber M., Silva M.M.S., Albayrak T. (2015) “Group Package Tour Dimensions’ Impact on Customer Satisfaction (An ANNs Application)”, Tourism Analysis: An Interdisciplinary Journal, (accepted)
- A19.** Albayrak T., Caber M., Hutcheson G.D., Moutinho L. (2015) “The Main and Interaction Effects of Package Tour Dimensions on the Russian Tourists Satisfaction”, Journal of Quality Assurance in Hospitality & Tourism, (accepted)
- A20.** Albayrak T. (2015) “Importance Performance Competitor Analysis (IPCA): A Study of Hospitality Companies”, International Journal of Hospitality Management, 48, 135-142 (SSCI)
- A21.** Bideci M., Albayrak T. (2016) “Motivations of the Russian and German tourists visiting pilgrimage site of Saint Nicholas Church”, Tourism Management Perspectives, 18(April), 10-13
- A22.** Albayrak T., Caber M., Çömen N. (2016) “Tourist shopping: The relationships among shopping attributes, shopping value, and behavioral intention”, Tourism Management Perspectives, 18(April), 98-106
- A23.** Caber M., Albayrak T. (2016) “Push or pull? Identifying rock climbing tourists’ motivations”, Tourism Management, 55, 74-84 (SSCI)

- A24.** Albayrak T., Caber M. (2016) “Destination attributes’ effects on rock climbing tourist satisfaction: An asymmetric impact-performance analysis”, Tourism Geographies, 18(3), 280-296 (SSCI)
- A25.** Caber M., Albayrak T., Ünal C. (2016) “Motivation-based segmentation of the cruise tourists (A case study on international cruise tourists visiting Kuşadası, Turkey)”, Tourism in Marine Environments, 11(2-3), 101-108
- A26.** Albayrak T., Caber M., Öz E.K. (2016) “Assessing recreational activities’ service quality in hotels: An examination of animation and spa & wellness services”, Journal of Quality Assurance in Hospitality & Tourism, (accepted)
- A27.** Albayrak T., Caber M., Bideci M. (2016) “Identification of hotel attributes for senior tourists by using Vavra’s importance grid”, Journal of Hospitality and Tourism Management, 29, 17-23
- A28.** Santos Silva M.M., Albayrak T., Caber M., Moutinho L. (2017) “Key destination attributes of behavioral intention: An application of neural networks”, European Journal of Tourism Research, 14, 16-28
- A29.** Caber M., Albayrak T. (2016) “Assessing daily tour service quality: A proposal for a DAILYSERV scale”, Journal of Destination Marketing & Management, (accepted, SSCI)
- A30.** Albayrak T., Çömen N. (2016) “Cross-national investigation of shopping satisfaction antecedents”, Journal of Vacation Marketing, (accepted)
- A31.** Caber M., Albayrak T., İsmayılı T. (2017) “Analysis of congress destinations’ competitiveness using importance performance competitor analysis”, Journal of Convention & Event Tourism, (accepted)

B. Peer-Reviewed International Conference Papers:

- B1.** Caber M., Albayrak T. (2006), "Testing The Hierarchical Leisure Constraints Model in Nature-Based Tourism in Turkey", Perspectives of Rural Tourism in The New Europe, Košice, Slovakia
- B2.** Albayrak T., Caber M. (2007), "Clustering Customers by Satisfaction: A Case Study in Antalya, Turkey", International Conference Advances in Tourism Economics, Portugal
- B3.** Caber M., Albayrak T. (2007), "An Investigation of the Determinants of Customer Behavioral Intentions in Hospitality Sector", Strategic Developments in Services Marketing, Chios Island, Greece
- B4.** Albayrak T., Caber M.(2008), "Tourists' Satisfaction and Its Interaction With Loyalty Towards To A Destination", Building Bridges in a Global Economy, Salamanca, Spain
- B5.** Caber M., Albayrak T. (2008), "The Share Of Online Purchases In Tourism Industry: A Comparison Of European Travellers To Turkey", Tourism In The New Eastern Europe Global Challenges - Regional Answers, Warsaw, Poland
- B6.** Caber M., Albayrak T. (2009), "Tour Operators' Extranet Quality and its Influence on Travel Agencies Sales Staff Satisfaction in the Context Of B-To-B E-Crm", 3rd Advances in Tourism Marketing Conference, Bournemouth, United Kingdom
- B7.** Albayrak T., Caber M.(2009), "Sustainability Concerns Versus Economical Benefits of Tourism in Mass Tourism Destinations: Case of Antalya, Turkey", IFHP International Conference Tourism Current and Future Challenges for Urban Development, Mikulov, Czech Republic
- B8.** Albayrak T., Caber M.(2009), "Importance of the Higher Tourism Education and Some Samples From Turkey", Greece And Portugal, International Tourism Week-2009, Antalya, Turkey
- B9.** Caber M., Albayrak T. (2010), "What Lies Behind the Consumers' Shopping Motivations?", LCBR European Marketing Conference, Munich
- B10.** Albayrak T. (2011), "Which Destination Features Should Destination Managements Allocate Their Scarce Resources On?", International Conference on Business and

Information, Bangkok

- B11.** Akıncı S., Atılğan İnan E., Aksoy Ş., Albayrak T., Caber M. (2011), “The Effects of Service Attributes on Customer Outcomes in All-Inclusive Package Tours”, International Conference on Business and Information, Bangkok
- B12.** Caber M., Albayrak T., Ülger N. (2012), “Distinguishing Prior Service Attributes for Customer Satisfaction by Dual Importance Mapping”, LCBR European Marketing Conference, Munich
- B13.** Albayrak T. (2013), “Daily Tours Service Quality Assessment by Importance Performance Analysis: The Case of Myra, Antalya”, 7. International Academic Conference, Prague
- B14.** Albayrak T. (2014), “Analysing the Importance of Hotel Attributes for Senior German Tourists”, International Journal of Arts and Sciences' (IJAS) International Conference for Academic Disciplines, Freiburg
- B15.** Albayrak T. (2015), “The Relationships amongst Service Quality, Customer Satisfaction and Recommendation Intention in the Context of Daily Tours”, International Academic Conference on Management, Economics and Marketing, Budapest
- B16.** Albayrak T. (2016), “Market Segmentation by Motivation: A Study on German Tourists Visiting Side, Antalya-Turkey” The 6th Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference, Guangzhou China
- B17.** Kocabulut Ö., Albayrak T. (2016), “The Effect of Mood on Tourists’ Service Quality Perceptions” 1st International Conference on Evolving Trends in Social Sciences and Business Studies (ETSBS), Bali, Indonesia
- B18.** Albayrak T. (2016), “The Importance of Nature-Based Tourism for Antalya Destination” International Academic Conference on Management, Economics, Business and Marketing, Vienna, Austria

D. Refereed National Journal Articles:

- D1.** Albayrak T. (2006), "Niş Pazarlama Prensipleri ve Ortopedik Destek Ürünleri Pazarı Örneği", Akdeniz Üniversitesi İ.İ.B.F. Dergisi, 219-235
- D2.** Caber M., Albayrak T. (2007), "Second Advances in Tourism Economics" Kongresi, Anatolia Turizm Araştırmaları Dergisi, 18(1), 105-106. (Konferans notu)
- D3.** Albayrak T., Aksoy Ş. (2008), "Tüketici Davranışında Temel Yaklaşımlar", Pazarlama ve Pazarlama Araştırmaları Dergisi, 1-19
- D4.** Albayrak T., Caber M. (2011), "Önem-Performans Analizi: Destinasyon Yönetimine Dair Bir Örnek", Ege Akademik Bakış Dergisi, 627-638
- D5.** Albayrak T., Caber M., Bideci M. (2014) "Yaşlı Turistlerin Otel İşletmelerinde Önem Verdiği Ürün Ve Hizmetler: Alman, İngiliz ve Hollandalı Turistlere Yönelik Bir Karşılaştırma", Anatolia Turizm Araştırmaları Dergisi, 25(1), 62-74
- D6.** Albayrak T. (2015) "Ürün Özelliklerinin Performansı ile Müşteri Memnuniyeti Arasındaki Doğrusal ve Doğrusal Olmayan İlişkinin Karşılaştırılması", Anatolia Turizm Araştırmaları Dergisi, 26(1), 17-28

E. Peer-Reviewed National Conference Papers:

- E1.** Durmuş Arıcı E., Başer G.G., Bato Çizel R., Albayrak T., Özer M., 14 Ulusal Yönetim ve Organizasyon Kongresi konferansı dahilinde "14 Ulusal Yönetim ve Organizasyon Kongresi Bildiriler Kitabı" bildiri kitapçığındaki "Rekabet Stratejisi, Stratejik Yönelim Ve Performans İlişkisinin Bir Kobi Grubu Bağlamında İncelenmesi", 727-731, Erzurum, Türkiye, 2006
- E2.** Albayrak T., Caber M., Çeşme Ulusal Turizm Sempozyumu konferansı dahilinde "Çeşme Ulusal Turizm Sempozyumu Bildiriler Kitabı" bildiri kitapçığındaki "Turizmde Hizmet Kalitesi Ve Müşteri Memnuniyeti İlişkisi", 466-471, Çeşme, Türkiye, 2007
- E3.** Caber M., Albayrak T., Çeşme Ulusal Turizm Sempozyumu konferansı dahilinde

"Çeşme Ulusal Turizm Sempozyumu Bildiriler Kitabı" bildiri kitapçığındaki "Türkiye Turizm Sektörü Açısından E-Ticaret Pazarlama Olanaklarının Önemi", 269-277, Çeşme, Türkiye, 2007

G. Reports:

- G1.** The Perceptions of the Turkish Telecom Inc. Co. Subscribers about Electronic Invoice Campaign (2008)
- G2.** Tez Tour Customer Analysis (2007, 2008, 2009, 2010, and 2011 monthly, seasonal and annual reports)

H. Guest Editor and Reviewer Duties:

- H1.** Advances in Hospitality and Tourism Research (AHTR) (editor in chief between 2013-2016)
- H2.** 2nd Advances in Hospitality and Tourism Marketing & Management Conference, Corfu-YUNANİSTAN AHTMM2012 (member of the scientific committee), Organized by the Department of Tourism Management of the Alexander Technological Institute of Thessaloniki in Greece, the Department of Business Administration of the Democritus University of Thrace in Greece, the School of Hospitality Business Management of the Washington State University in the USA, the Research Institute for Tourism of the Hellenic Chamber of Hoteliers
- H3.** Journal of Modelling in Management (guest editor); Special Issue: Modelling in Tourism Management (2011). Vol. 6, Nr.3. 243-333
- H4.** Journal of Modelling in Management (guest reviewer)
- H5.** International Journal of Tourism Research (guest reviewer)
- H6.** Current Issue in Tourism (guest reviewer)
- H7.** International Journal of Hospitality Management (guest reviewer)
- H8.** Tourism Management (guest reviewer)
- H9.** Journal of Hospitality & Tourism Research (guest reviewer)
- H10.** International Journal of Contemporary Hospitality Management (guest reviewer) **I.**

Presentations :

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- I1.** The Methods Used to Assess the Asymmetric Influences of the Product/Service

Attributes on Overall Customer Satisfaction, Glasgow University, 27 August 2012, Glasgow, England

I2. International Tourism Dynamics and Marketing, Culture and Tourism Ministry, tourism Education for Organization of Islamic Cooperation, 2013, Antalya

K. Courses :

K1. Writing a research manuscript in social sciences (Turkish), Akdeniz University, 16-20 January 2017