

# Aslihan DURSUN, ( Ph.D. Candidate)

Research Assistant  
Antalya Bilim University  
Tourism Faculty

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## Education

- ▶ Bachelor
  - Akdeniz University, College of Tourism, *Hospitality Management*, 2008, GPA: 3.43/4
  - l'Université de Perpignan Via Domitia, Institut Jacques Maillot, *Management du Tourisme et Hôtellerie*, student exchange program (2006/07)
- ▶ Master
  - Akdeniz University, Institute of Social Sciences, *Tourism and Hotel Management*, 2015 (Thesis: Using data mining techniques for building customer profiles in hotel firms: RFM model example)
- ▶ Doctorate
  - Akdeniz University, Institute of Social Sciences, *Tourism Management*, 2020 (expected)

## Academic Employment

- ▶ Research Assistant      College of Tourism      Antalya Bilim University      2016- continue

## Professional Employment

- ▶ CRM Manager  
-PRM360<sup>0</sup> mobile application development project  
Papillon Hotels & Resorts      June 2014- October 2015
- ▶ Quality Manager  
-Integrated management system  
(ISO 9001, 14001, 18001, 22000 & 10002)  
Papillon Hotels & Resorts      February 2014 – June 2014
- ▶ Quality Management Systems and Documentation Specialist  
-Organisational development project  
Papillon Hotels & Resorts      June 2011 – February 2014
- ▶ Flight Attendant  
Freebird Airlines      March –December 2010
- ▶ Sales and Marketing Assistant & Tourism Coordinator Assistant  
Papillon Hotels & Resorts      June 2008 –January 2010
- ▶ Mini Club G.O.  
-Entertainment team  
Club Med Palmiye      June-August 2006

## Publications

### *Academic Articles*

- ▶ Karasakal, S., & **Dursun, A.** (2018). Destinasyona Yönelik İtici ve Çekici Faktörler: Bir Literatür İncelemesi. *Journal of Recreation and Tourism Research*, 5(1), 29-37
- ▶ Ünal, C., **Dursun, A.**, & Caber, M. (2017). A study of domestic honeymoon tourism in Turkey. *European Journal of Tourism, Hospitality and Recreation*, 8(1), 65-74. (ESCI)
- ▶ **Dursun, A.**, & Caber, M. (2016). Using data mining techniques for profiling profitable hotel customers: An application of RFM analysis. *Tourism Management Perspectives*, 18, 153-160. (SSCI) [doi:10.1016/j.tmp.2016.03.001](https://doi.org/10.1016/j.tmp.2016.03.001)

### *Proceedings*

- ▶ Yılmaz Y., Ünal C. & **Dursun A.** (2017). The Effects of Distribution Channels on the Selling Prices of Hotels in Time of Crisis, ICTMM 2017: 19th International Conference on Tourism Marketing and Management, Kyoto, Japan, 16 - 17 November, 798 – 801
- ▶ Doğan O., Karasakal S., **Dursun A.** & Ünal C. (2017). Effects of Website Quality Dimensions on Repurchase Intention in Airline Industry, 2nd International Conference Tourism Dynamics and Trends, Sevilla, Spain, 26 -29 June.
- ▶ Ünal C. & **Dursun A.** (2016). Honeymoon Tourism Market: A Study on Domestic Honeymoon Tourists Visiting Antalya, Turkey, 1st. International Conference on Tourism Dynamics and Trends, Antalya, Turkey, 04 - 07 May, 183 - 195.
- ▶ Güven A., Ünal C. & **Dursun A.** (2016). 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, 04 - 07 May, 414 - 419.
- ▶ **Dursun A.**, Ünal C. & Caber M. (2016). Sorumlu Çevresel Davranış ile Doğa-temelli Rekreasyon Tercihleri Arasındaki İlişki: Antalya'ya Gelen Alman Turistlere Yönelik Bir Araştırma, 2. Ulusal Sürdürülebilir Turizm Kongresi, Adrasan, Antalya, 28 - 30 April, 273 - 288.

### *Research in Progress*

- ▶ Albayrak, T., Karasakal, S., Kocabulut, Ö. & **Dursun A.** “Customer Loyalty Towards Travel Agency Websites: The Role of Trust and Hedonic Value”. *Journal of Quality Assurance in Hospitality & Tourism* (ESCI). (Under review)
- ▶ Caber M., Unal C., **Dursun A.** & Guven A. “Conflict Management Styles of the Professional Tour Guides: A Cluster Analysis”. *Tourism management Perspectives* (SSCI). (Under review)
- ▶ Albayrak T., **Dursun A.** & Unal C. “Online Shopping Motivation of Russian Tourists” . *Journal of Vacation Marketing* (SSCI). (Under review)
- ▶ Yılmaz Y., Unal C. & **Dursun A.** “Crisis Preparedness Levels: An Example of Hotel Firms Operating in Antalya, Turkey” in progress

## Projects

- ▶ Turist Alışverişinde Deneyim, Duygu ve Memnuniyet Arasındaki İlişkide Algılanan Kalabalığın Etkisi, 1002 - Hızlı Destek, **Researcher**, SOBAG - Sosyal ve Beşeri Bilimler Araştırma Destek Grubu, ARDEB, - Still continues, 15.05.2018 - 15.11.2018.

## **Courses/Teaching**

- ▶ (Project Advisor) TRM 442 Capstone Project in Tourism Hotel Management, 2017/18
- ▶ (Teaching Assistant) TRM 446 Convention and Conference Management, 2017/18
- ▶ (Teaching Assistant) TRM 351 TQM for Tourism and Hotel Management, 2016/17

## **Research Interests**

- ▶ Customer Churn Prediction
- ▶ Data Mining
- ▶ Tourism Marketing
- ▶ CRM
- ▶ Hospitality Management
- ▶ Tourist Motivation

## **Languages**

- ▶ Turkish Native
- ▶ English Fluent
- ▶ French Fluent