

# Aslihan Dursun Cengizci ( Ph.D. )

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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 (Thesis: Customer churn prediction in hotel firms)

## Academic Employment

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

## Professional Employment

- ▶ CRM Manager      Papillon Hotels & Resorts      June 2014- October 2015  
-PRM360<sup>0</sup> mobile application development project
- ▶ Quality Manager      Papillon Hotels & Resorts      February 2014 – June 2014  
-Integrated management system (ISO 9001, 14001, 18001, 22000 & 10002)
- ▶ Quality Management Systems and Documentation Specialist      Papillon Hotels & Resorts      June 2011 – February 2014  
-Organisational development project
- ▶ 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.      Club Med Palmiye      June-August 2006  
-Entertainment team

## Publications

### Academic Articles

- ▶ **Dursun Cengizci A.**, Baser G., & Karasakal S. (2020). Exploring Push and Pull Motivations of Russian Tourists to Turkey. *Tourism Review International*. (ESCI-Scopus) <https://doi.org/10.3727/154427220X15912253254419>
- ▶ Albayrak, T., Karasakal, S., Kocabulut, Ö., & **Dursun, A.** (2020). Customer Loyalty Towards Travel Agency Websites: The Role of Trust and Hedonic Value. *Journal of Quality Assurance in Hospitality & Tourism*, 21(1), 50-77. (ESCI-Scopus) <https://doi.org/10.1080/1528008X.2019.1619497>
- ▶ Yilmaz, Y., Ünal, C., & **Dursun, A.** (2019). Otel yöneticilerinin 2016 Türkiye turizm krizine ilişkin öngörülleri ve kriz yönetim uygulamaları. *Journal of Yaşar University (ULAKBIM- TR Index)*: 14(56): 468-488. <https://dergipark.org.tr/en/pub/jyasar/issue/49978/513121>
- ▶ Caber, M., Ünal, C., **Cengizci, A. D.**, & Güven, A. (2019). Conflict management styles of professional tour guides: A cluster analysis. *Tourism Management Perspectives*, 30, 89-97. (SSCI) <https://doi.org/10.1016/j.tmp.2019.02.004>
- ▶ Albayrak, T., **Dursun, A.**, & Ünal, C. (2019). Do tourists have different motivations for online travel purchasing? A segmentation of the Russian market. *Journal of Vacation Marketing*, 25(4), 432-443.(SSCI) [doi.org/10.1177/1356766718814091](https://doi.org/10.1177/1356766718814091)
- ▶ Yilmaz, Y., Unal, C., & **Dursun, A.** (2018). Impacts of operational management proficiency levels of hotels on operational and marketing related decisions in time of crisis. *Ottoman: Journal of Tourism and Management Research*, 3(2), 290-305. [doi:10.26465/ojtmr.2018339511](https://doi.org/10.26465/ojtmr.2018339511)
- ▶ Karasakal, S., & **Dursun, A.** (2018). Destinasyona yönelik itici ve çekici faktörler: Bir literatür incelemesi. *Journal of Recreation and Tourism Research*, 5(1), 29-37. [ISSN:2148-5321](https://doi.org/10.26465/ojtmr.2018339511)
- ▶ 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 - Scopus) [doi.org/10.1515/ejthr-2017-0006](https://doi.org/10.1515/ejthr-2017-0006)
- ▶ **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

- ▶ Albayrak, T., Güzel, Ö., Caber, M., Kocabulut, Ö., **Dursun Cengizci, A.** & Güven, A. (2019). Turistlerin kalabalık algısının alışveriş davranışlarına etkisi. 20. Ulusal Turizm Kongresi, Eskişehir, 277-285.
- ▶ 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.link
- ▶ 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.

## Projects

- ▶ Turist Alışverişinde Deneyim, Duygu ve Memnuniyet Arasındaki İlişkide Algılanan Kalabalığın Etkisi , TUBITAK 1002, 117K960, (15.05.2018 -13.02.2019) **Researcher**.

## Courses/Teaching

- ▶ (Instructor) TRM 446 Convention and Conference Management, 2019/20
- ▶ (Teaching Assistant) TRM 222 Lodging Operations Management, 2019/20
- ▶ (Teaching Assistant) TRM 111 Information Technologies, 2019/20
- ▶ (Teaching Assistant) TRM 226 IT for Tourism II, 2018/19
- ▶ (Teaching Assistant) TRM 446 Convention and Conference Management, 2018/19
- ▶ (Teaching Assistant) TRM 112 Introduction to Tourism, 2018/19
- ▶ (Teaching Assistant) BUSI 111 Information Technologies, 2018/19
- ▶ (Project Advisor) TRM 441 Tourism Research Methodology, 2018/19
- ▶ (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

Updated: 26.06.2020