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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

- | | | | |
|-----------------------|--------------------|--------------------------|----------------|
| ▶ Assistant Professor | College of Tourism | Antalya Bilim University | 2020- continue |
| ▶ Research Assistant | College of Tourism | Antalya Bilim University | 2016- 2020 |

Professional Employment

- | | | |
|--|---------------------------|---------------------------|
| ▶ CRM Manager
-PRM360 ⁰ 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 |

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., Güzel, Ö., Caber, M., Kılıçarslan, Ö., **Cengizci, A. D.**, & Güven, A. (2020). How Does Perceived Crowding Moderate Tourist Shopping Experience and Satisfaction Relationship?. *International Journal of Tourism Cities*. Vol. 7 No. 1, pp. 46-62. (ESCI-Scopus) <https://doi.org/10.1108/IJTC-02-2020-0028>
- ▶ 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>
- ▶ Yılmaz, Y., Ünal, C., & **Dursun, A.** (2019). Otel yöneticilerinin 2016 Türkiye turizm krizine ilişkin öngörülerini 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
- ▶ Yılmaz, 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/10.1080/1528008X.2018.1528008X.2018.1528008X)
- ▶ 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
- ▶ **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 (The effect of perceived crowding on the relationship between experience, emotion and satisfaction in tourist shopping), TUBITAK 1002, 117K960, (15.05.2018 - 13.02.2019) **Researcher**.

Courses/Teaching

- ▶ (Instructor) TRM 493 Big Data Analysis in Tourism and Hospitality, 2021/22
- ▶ (Instructor) TRM 403 Research Methodology, 2021/22
- ▶ (Instructor) TRM 111 Information Technologies, 2021/22

- ▶ (Instructor) TRM 400 Capstone Project, 2020/21
- ▶ (Instructor) TRM 402 Investment Project Analysis, 2020/21
- ▶ (Instructor) GAST 430 Banquet and Event Management, 2020/21
- ▶ (Instructor) TRM 494 Convention and Conference Management, 2020/21
- ▶ (Instructor) TRM 403 Research Methodology, 2020/21
- ▶ (Instructor) TRM 111 Information Technologies, 2020/21

- ▶ (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

- ▶ Predictive Analytics
- ▶ Text Mining
- ▶ Data Mining
- ▶ Machine Learning
- ▶ Tourism Marketing
- ▶ CRM
- ▶ Hospitality Management

Languages

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

Updated: 11.10.2021