

## Aslihan Dursun-Cengizci (Ph.D.)

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### Education

- ▶ Doctorate
  - Akdeniz University, Institute of Social Sciences, Tourism Management, 2020 (Thesis: Customer churn prediction in hotel firms)
- ▶ 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)
- ▶ 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)

### Academic Employment

▶ Assistant Professor	College of Tourism	Antalya Bilim University	2020- Present
▶ Postdoctoral Researcher	Hilton College	University of Houston	2022-2023
▶ Research Assistant	College of Tourism	Antalya Bilim University	2016- 2020

### 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 Palmye	June-August 2006

## Publications

### Academic Articles

- ▶ Morosan, C. and **Dursun-Cengizci, A.** (2023), "Tips and trips: a structural model of guests' intentions to stay and tip for AI-based services in hotels", *Journal of Hospitality and Tourism Technology* (SSCI), Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JHTT-10-2022-0293>
- ▶ Morosan, C. and **Dursun-Cengizci, A.** (2023), "Letting AI make decisions for me: an empirical examination of hotel guests' acceptance of technology agency", *International Journal of Contemporary Hospitality Management* (SSCI), Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJCHM-08-2022-1041>
- ▶ Albayrak, T., **Cengizci, A. D.**, Caber, M., & Fong, L. H. N. (2021). Big data use in determining competitive position: The case of theme parks in Hong Kong. *Journal of Destination Marketing & Management* (SSCI), 22, 100668. <https://doi.org/10.1016/j.jdmm.2021.100668>
- ▶ **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>
- ▶ 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)

- ▶ 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/10.26465/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. (ESCI -Scopus) [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.

### *Book and Book Chapters*

- ▶ **Dursun-Cengizci, A.**, and Karasal, S. (Eds.). (2023). “Turizm ve Otelcilikte Büyük Veri Analizi ve Yapay Zeka”, Detay Yayıncılık
- ▶ **Dursun-Cengizci, A.** (2023). “Turizm ve Otel İşletmelerinde Yapay Zeka ve Etik”, In *Dursun-Cengizci, A., and Karasal, S. (Eds.). Turizm ve Otelcilikte Büyük Veri Analizi ve Yapay Zeka*, Detay Yayıncılık
- ▶ **Dursun Cengizci, A.** (2022) . European Destinations of Excellence Network (EDEN) Avrupalı Seçkin Destinasyonlar Projesi, Denied boarding uygulaması, TGS (Turkish Ground Services).In *Nazmi Kozak and Metin Kozak (Eds.). Türkiye Turizm Ansiklopedisi*, Detay Yayıncılık

## Projects

- ▶ The Role of Artificial Intelligence Applications in Hospitality and Tourism, TUBITAK 2219, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston, TX, USA. (01.03.2022 – 28.02.2023) **Postdoctoral researcher - Project No. 1059B192100499**
- ▶ The Effect of Perceived Crowding on the Relationship Between Experience, Emotion and Satisfaction in Tourist Shopping, TUBITAK 1002, (15.05.2018 -13.02.2019) **Researcher - Project No. 117K960**

## Selected Research Under Review and In Progress

- ▶ Dursun-Cengizci, Aslihan, and Caber, Meltem, a study on *Using machine learning methods in hospitality*, *International Journal of Contemporary Hospitality Management*. Revising for the 2<sup>nd</sup> round
- ▶ Albayrak, Tahir, Dursun-Cengizci, Aslihan, Caber, Meltem, and Fong, Lawrence Hoc Nang, a study on *Determining destination competitiveness using online reviews*, *International Journal of Contemporary Hospitality Management*. Revising for the 2<sup>nd</sup> round

## Media Appearances

Quoted in

- ▶ **Houston Chronicle**

New University of Houston study taps into the effect of AI on hotel guests  
Houston Chronicle, 03 Jul 2023

[As the proliferation of artificial intelligence, or AI, has transformed the popular technology from cutting edge to thoroughly...](#)

- ▶ **hospitalitynet**

UH Study Identifies Most Important Factors in Hotel Guests' Acceptance of AI Technology  
hospitalitynet, 22 Jun 2023

[Over the past couple of years, Artificial intelligence \(AI\) has greatly improved hotel operations and efficiency by automating...](#)

- ▶ **Hotel Online**

UH Study Identifies Most Important Factors in Hotel Guests' Acceptance of AI Technology  
Hotel Online, 21 Jun 2023

The University of Houston | June 21, 2023 HOUSTON – [Over the past couple of years, Artificial intelligence \(AI\) has greatly...](#)

- ▶ **Phys.org**

Study identifies most important factors in hotel guests' acceptance of AI technology  
Phys.org, 20 Jun 2023

[Over the past couple of years, artificial intelligence \(AI\) has greatly improved hotel operations and efficiency by automating...](#)

- ▶ **The Horizons Tracker**

The Factors That Influence Acceptance of AI In Hospitality, 24 Nov 2023

[In recent years, artificial intelligence \(AI\) has made significant strides in enhancing hotel operations and streamlining...](#)

## **Courses/Teaching**

- ▶ TRM 493 Big Data Analysis in Tourism and Hospitality
- ▶ TRM 403 Research Methodology
- ▶ TRM 331 Service Marketing
- ▶ GAST 409 Information Technologies for Gastronomy
- ▶ ECON 1105 Introduction to Data Science
- ▶ TRM 400 Capstone Project
- ▶ TRM 402 Investment Project Analysis
- ▶ GAST 430 Banquet and Event Management
- ▶ GAST 310 Sales and Marketing for F&B
- ▶ TRM 1007 Basic Office Programs
- ▶ TRM 111 Information Technologies
- ▶ TRM 494 Convention and Conference Management

## **Research Interests**

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

## **Languages**

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

*Updated: November 27 , 2023*