# Aslıhan Dursun-Cengizci (Ph.D.)

**Assistant Professor**
**Antalya Bilim University**
**Tourism Faculty**

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## Education

- Doctorate
  - o Akdeniz University, Institute of Social Sciences, Tourism Management, 2020 (Thesis: Customer churn prediction in hotel firms)
- Master
  - o 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
  - o Akdeniz University, College of Tourism, *Hospitality Management*, 2008, GPA: 3.43/4
  - o 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

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|---|---|---|
| CRM Manager<br>*-PRM360$^0$ mobile application development project* | Papillon Hotels & Resorts | June 2014- October 2015 |
| Quality Manager<br>*-Integrated management system*<br>*(ISO 9001, 14001, 18001, 22000 & 10002)* | Papillon Hotels & Resorts | February 2014 – June 2014 |
| Quality Management Systems and Documentation Specialist<br>*-Organisational development project* | Papillon Hotels & Resorts | June 2011 – February 2014 |
| Flight Attendant | Freebird Airlines | March –December 2010 |

| ▶ Sales and Marketing Assistant<br>& Tourism Coordinator Assistant | Papillon Hotels<br>& Resorts | June 2008 –January 2010 |
| --- | --- | --- |
| ▶ Mini Club G.O.<br>*-Entertainment team* | Club Med<br>Palmiye | June-August 2006 |

## Publications

### *Academic Articles*

▶ **Dursun-Cengizci, A.** and Caber, M. (2024), "Using machine learning methods to predict future churners: An analysis of repeat hotel customers", *International Journal of Contemporary Hospitality Management* (SSCI), Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJCHM-06-2023-0844

▶ Albayrak, T., **Dursun-Cengizci, A.,** Fong, L. H. N., & Caber, M. (2024), "The changing role of hotel attributes in destination competitiveness throughout a crisis", *International Journal of Contemporary Hospitality Management* (SSCI), Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJCHM-06-2023-0779

▶ Morosan, C. and **Dursun-Cengizci, A**. (2024), "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. 15 No. 1, pp. 170-194. https://doi.org/10.1108/JHTT-10-2022-0293

▶ Morosan, C. and **Dursun-Cengizci, A.** (2024), "Letting AI make decisions for me: an empirical examination of hotel guests' acceptance of technology agency*", International Journal of Contemporary Hospitality Management* (SSCI), Vol. 36 No. 3, pp. 946-974 .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 öngörüleri 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

- 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

- 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

- 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. (ESCI -Scopus) doi: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 Yayincilik

- **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 Yayincilik

- **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 Yayincilik

## 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*

## 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

- ECON 1105 Introduction to Data Science
- TRM 493 Big Data Analysis in Tourism and Hospitality
- TRM 403 Research Methodology
- TRM 331 Service Marketing
- TRM 400 Capstone Project

- TRM 402 Investment Project Analysis
- TRM 1007 Basic Office Programs
- TRM 111 Information Technologies
- TRM 494 Convention and Conference Management
- GAST 409 Information Technologies for Gastronomy
- GAST 430 Banquet and Event Management
- GAST 310 Sales and Marketing for F&B

## 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: April 26, 2024*