

Demet Ceylan, MSc

Lecturer
Antalya Bilim University
School of Tourism and Hospitality
+90 533 437 3812

demet.ceylan@antalya.edu.tr
A2-54



Education

- ▶ Boğaziçi University, Business Administration, 1987 - 1992
- ▶ Anadolu University, Banking and Insurance, 2007 - 2009
- ▶ Akdeniz University, International Tourism management Master of Science, 2016 - 2018
- ▶ Akdeniz University, Tourism Management PhD student since 2018

Academic Employment

- ▶ Lecturer, Antalya Bilim University, School of Tourism, since 2016
- ▶ Parttime lecturer, Akdeniz University, School of Tourism since 2019

Professional Employment

- ▶ 2015-2016 Prince Group, Advisor to the Chairman of the Board
- ▶ 2013-2014 TUI Russia <Borublita Holidgs Ltd.> , Consultant
- ▶ 2010-2012 TUI Türkiye <Tantur Turizm Seyahat AŞ.>, Finance Director and Member of the Board of Directors,
- ▶ 2009-2010 OTI Holding A.Ş., Budget and Planning Manager
- ▶ 2007-2009 Fraport IC İçtaş Antalya Airport Terminal Investment & Management Inc. Financial Controller
- ▶ 1999-2007 Antalya Airport International Terminal Management and Investment Inc., Financial Controller
- ▶ 1998-1999 Coca Cola Bottlers of Turkey, Plant purchaser
- ▶ 1996-1997 SunExpress Airlines, Assistant Managing Director
- ▶ 1992-1996 Nestlé Türkiye Gıda San. AŞ., Product Manager

Publications

Academic Articles

- ▶ Ceylan, D., & Cizel, B. (2018), Testing destination image scale invariance among British, German and Russian tourists: A multi-group confirmatory factor analysis, *Advances in Hospitality and Tourism Research Journal*, 6(2), 119–146. doi: 10.30519/ahtr.449176
- ▶ Ceylan, D. & Özyeşil, D., (2019), Management Shadowing Program: An Incubator for Prospective Managers in the Tourism and Hospitality Industry, *Mediterranean Journal of Humanities*, IX/2 (2019) 169-184, DOI: 10.13114/MJH.2019.483

- ▶ Ceylan, D., Çizel, B., Karakaş, H., (2020) TESTING DESTINATION IMAGE SCALE INVARIANCE FOR INTERGROUP COMPARISON, *Tourism Analysis* 25, 239–251

Book Chapters

- ▶ Aidinov A. S., Ceylan D., Talay Değirmenci I, *Procurement and Sales Management with Process Management Approach, A Critical Review of Social Sciences: Theory and Practice*, Frontpage Publications, Kolkata, India
- ▶ Ceylan, D. (2020). İlhami Ahmet Bozkurt, (Ed. Koza, M & Kozak, N.) *Türk Turizmin Kanat Gerenler Cilt III Seyahat İşletmecileri* (219-226), Detay Yayıncılık, Ankara

Proceedings

- ▶ Management Shadowing: As a tool for improving managerial and entrepreneurial skills of Tourism Students, submitted at II. International Conference, *Tourism Dynamics and Trends*, June 2017, Sevilla Spain
- ▶ Süreç Yönetimi Yaklaşımı ile Tedarik ve Satış Yönetimi, *Sosyal Bilimler ve İnovasyon Kongresi*, May 2018, Antalya
- ▶ Testing Destination Image Scale Among British, German and Russian Tourists: A Multigroup Confirmatory Factor Analysis, *10th World Conference for Graduate Research in Tourism Hospitality and Leisure*, October 2018, Cappadocia

Awards

- ▶ Outstanding Master's Thesis Award, *10th World Conference for Graduate Research in Tourism Hospitality and Leisure*, October 2018, Cappadocia

Research in Progress

- ▶ Antalya Image research with German, Russian, British, Turkish, Gulf region countries, Iranian, Norwegian, Swedish, Danish and Chinese tourists
- ▶ Management Shadowing Program as incubator for future managers of tourism and hospitality industry

Courses/Teaching

- ▶ TRM 112 Introduction to Tourism and Hospitality Industry
- ▶ TPM 202 Economy
- ▶ TRN 224 Food and Beverage II (Cost Management)
- ▶ TRM 231 Financial Accounting
- ▶ TRM 228 / BUSI 212 Managerial Accounting
- ▶ GAST 303 Maliyet Kontrolü ve Satın Alma
- ▶ TRM 331 Sales and Marketing for Hospitality Industry
- ▶ TRM 333 Revenue Management
- ▶ TRM 452 Management Shadowing
- ▶ TRM 443 Destination Management and E-Marketing
- ▶ TRM 461 Tourism Attractions and Heritage Management

Memberships

- ▶ POYD, Professional Hotel Managers Association
- ▶ INKAY, Human Resources Professionals Association
- ▶ Antalya Kent Konseyi, Eğitim Komisyonu

Research Interests

- ▶ Tourism, Lesiure and hospitality; Service excellency; Image studies

Languages

- ▶ Turkish, Native
- ▶ English, Advanced
- ▶ German, Beginner
- ▶ French, Beginner
- ▶ Spanish, Beginner
- ▶ Turkish Sign Language, Intermediate