



# AYŞE ŞENGÖZ

## LECT. PHD

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International Researcher IDs

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### Learning Knowledge

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Doctorate 2018 - 2021	Nevsehir Hacı Bektas Veli University, Institute Of Social Sciences, Turkey
Postgraduate 2012 - 2015	Gazi University, Sosyal Bilimler Enstitüsü, Turkey
Undergraduate 2009 - 2012	Gazi University, Ticaret Ve Turizm Eğitim Fakültesi, Turkey

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### Dissertations

Doctorate, Turizm sektöründe elektronik ağızdan ağıza iletişimin satın alma niyeti üzerine etkisi, Nevsehir Hacı Bektas Veli University, Institute Of Social Sciences, 2021

Postgraduate, Kapadokya'nın destinasyon imajı üzerine bir araştırma, Gazi University, Sosyal Bilimler Enstitüsü, Sosyal Bilimler Enstitüsü, 2015

### Academic Titles / Tasks

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Lecturer PhD 2020 - Continues	Akdeniz University, Manavgat Vocational School, Department Of Travel-Tourism And Recreation Services
Lecturer 2015 - 2020	Ankara Hacı Bayram Veli University
Expert 2013 - 2020	Gazi University, Turizm Fakültesi, Seyahat İşletmeciliği Ve Turizm Rehberliği

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### Awards

1. Şengöz A., "2017 Yılı Üniversiteler Arası Ankara Turizmi Ödüllü Proje Yarışması" Ankara'nın Tanıtımı Kategorisi, Kategori Birincisi, Anadolu Ankara Turizm İşletmecileri Derneği (Atid), December 2017

## Books & Book Chapters

1. **The Changing Face of the Tour Guide and Its Impact on Tourist Experiences**  
ŞENGÖZ A.  
in: Handbook of Research on Interdisciplinary Reflections of Contemporary Experiential Marketing Practices, AKEL, GÖKHAN, Editor, IGI GLOBAL PUBLISHER of TIMELY KNOWLEDGE, Pennsylvania, pp.201-217, 2022

## Episodes in the Encyclopedia

1. **Türkiye Turizm Ansiklopedisi**  
ŞENGÖZ A.  
DETAY YAYINCILIK, pp.7-9, 2022
2. **TÜRKİYE TURİZM ANSİKLOPEDİSİ**  
ŞENGÖZ A.  
DETAY YAYINCILIK, pp.145-146, 2022

## Academic and Administrative Experience

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2021 - Continues	<b>Assistant Director of Vocational School</b>	Akdeniz University, Manavgat Vocational School, Department Of Travel-Tourism And Recreation Services
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## Metrics

Publication: 21  
Citation (WoS): 1  
Citation (Scopus): 2  
H-Index (WoS): 1  
H-Index (Scopus): 1

## Research Areas

Social Sciences and Humanities