

Prof. TAHİR ALBAYRAK

Personal Information

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Education Information

Doctorate, Akdeniz University, Sbe, İşletme, Turkey 2004 - 2008

Postgraduate, Akdeniz University, Sbe, İşletme, Turkey 2001 - 2004

Undergraduate, Land War Academy Command, Jandarma, Turkey 1988 - 1992

Foreign Languages

French, B1 Intermediate

English, B2 Upper Intermediate

Dissertations

Doctorate, İşletmelerin Çevrecilik Politikalarının Tüketici Tutum ve Davranışlarına Etkisi, Akdeniz University, Sbe, İşletme, 2008

Postgraduate, Niş Pazarlama: Türkiye’de Ortopedik Destek Ürünleri Pazarının İncelenmesi, Akdeniz University, Sbe, İşletme, 2004

Research Areas

Social Sciences and Humanities, Management, Marketing, Tourism and Hotel Management

Academic Titles / Tasks

Professor, Akdeniz University, Faculty of Tourism, Department of Tourism Management, 2020 - Continues

Associate Professor, Akdeniz University, Faculty of Tourism, Department of Tourism Management, 2014 - 2020

Assistant Professor, Akdeniz University, Faculty of Tourism, Department of Tourism Management, 2009 - 2014

Academic and Administrative Experience

Akdeniz University, Faculty of Tourism, 2013 - 2016

Courses

Stratejik Pazarlama Yönetimi, Doctorate, 2018 - 2019

Turizm Sektöründe E–Pazarlama ve Bilgi Teknolojileri Uygulamaları, Doctorate, 2018 - 2019
Marka Yönetimi, Postgraduate, 2018 - 2019
Marketing, Undergraduate, 2018 - 2019
Introduction to Business, Undergraduate, 2018 - 2019

Advising Theses

ALBAYRAK T., Backpackers in Turkey: A Motivation Based Segmentation, Postgraduate, S.Yaşar(Student), 2018
ALBAYRAK T., Hac Turizmine Katılan Turistlerin Deneyimleri: Meryem Ana Evi Örneğinde Bir Ölçek Geliştirme Çalışması, Doctorate, M.Bideci(Student), 2018
ALBAYRAK T., Engelli Bireylerin Turizmde Katılma Motivasyonları ve Kısıtları, Postgraduate, E.Bağcı(Student), 2017
ALBAYRAK T., Duyguların ve Kişilik Tiplerinin Hizmet Kalite Algısı ve Müşteri Memnuniyetine Etkisi, Postgraduate, Ö.Kocabulut(Student), 2016
ALBAYRAK T., Otellerde Sunulan Rekreasyon Hizmetlerinin Müşteri Memnuniyetine Etkisi, Postgraduate, E.Kadriye(Student), 2014
ALBAYRAK T., Hac Turizmine Katılan Alman ve Rus Turistlerin Motivasyonları: Myra Üzerine Bir Araştırma, Postgraduate, M.Bideci(Student), 2014
ALBAYRAK T., Alman, İngiliz ve Hollandalı Turistlerin Algıladığı Alışveriş Değeri ve memnuniyetlerine Etkisi: Antik Side Örneği, Postgraduate, N.Çömen(Student), 2014

Articles Published in Journals That Entered SCI, SSCI and AHCI Indexes

- I. **Big data use in determining competitive position: The case of theme parks in Hong Kong**
ALBAYRAK T., Cengizci A. D. , CABER M., Fong L. H. N.
JOURNAL OF DESTINATION MARKETING & MANAGEMENT, vol.22, 2021 (Journal Indexed in SSCI)
- II. **How to create flow experience during travel: The role of destination attributes**
KARASAKAL S., ALBAYRAK T.
JOURNAL OF VACATION MARKETING, 2021 (Journal Indexed in SSCI)
- III. **Social media usage behaviours of religious tourists: The cases of the Vatican, Mecca, and Jerusalem**
CABER M., Drori N., ALBAYRAK T., Herstein R.
INTERNATIONAL JOURNAL OF TOURISM RESEARCH, vol.23, pp.816-831, 2021 (Journal Indexed in SSCI)
- IV. **Flow, satisfaction and storytelling: a causal relationship? Evidence from scuba diving in Turkey**
Cater C., ALBAYRAK T., CABER M., Taylor S.
CURRENT ISSUES IN TOURISM, vol.24, no.12, pp.1749-1767, 2021 (Journal Indexed in SSCI)
- V. **The Use of Mobile Applications for Travel Booking: Impacts of Application Quality and Brand Trust**
ALBAYRAK T., Rosario González-Rodríguez M., CABER M., Karasakal S.
Journal of Vacation Marketing, 2021 (Journal Indexed in SSCI)
- VI. **A quality measurement proposal for corporate social network sites: the case of hotel Facebook page**
ALBAYRAK T., CABER M., Sigala M.
CURRENT ISSUES IN TOURISM, 2020 (Journal Indexed in SSCI)
- VII. **Perceived value and its impact on travel outcomes in youth tourism**
CABER M., ALBAYRAK T., Crawford D.
JOURNAL OF OUTDOOR RECREATION AND TOURISM-RESEARCH PLANNING AND MANAGEMENT, vol.31, 2020
(Journal Indexed in SSCI)
- VIII. **Does perceived risk really matter in travel behaviour?**
Cabere M., Rosario Gonzalez-Rodriguez M., ALBAYRAK T., Simonetti B.
JOURNAL OF VACATION MARKETING, vol.26, no.3, pp.334-353, 2020 (Journal Indexed in SSCI)
- IX. **Mass tourism underwater: a segmentation approach to motivations of scuba diving holiday tourists**
ALBAYRAK T., CABER M., Cater C.

TOURISM GEOGRAPHIES, 2019 (Journal Indexed in SSCI)

- X. **Do tourists have different motivations for online travel purchasing? A segmentation of the Russian market**
ALBAYRAK T., Dursun A., Unal C.
JOURNAL OF VACATION MARKETING, vol.25, no.4, pp.432-443, 2019 (Journal Indexed in SSCI)
- XI. **The inclusion of competitor information in the three-factor theory of customer satisfaction**
ALBAYRAK T.
INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT, vol.31, no.4, pp.1924-1936, 2019 (Journal Indexed in SSCI)
- XII. **Examining the relationship between tourist motivation and satisfaction by two competing methods**
ALBAYRAK T., CABER M.
TOURISM MANAGEMENT, vol.69, pp.201-213, 2018 (Journal Indexed in SSCI)
- XIII. **Exploring religious tourist experiences in Jerusalem: The intersection of Abrahamic religions**
ALBAYRAK T., Herstein R., CABER M., Drori N., Bideci M., Berger R.
TOURISM MANAGEMENT, vol.69, pp.285-296, 2018 (Journal Indexed in SSCI)
- XIV. **Analysis of destination competitiveness by IPA and IPCA methods: The case of Costa Brava, Spain against Antalya, Turkey**
ALBAYRAK T., CABER M., Rosario Gonzalez-Rodriguez M., AKSU A. A.
TOURISM MANAGEMENT PERSPECTIVES, vol.28, pp.53-61, 2018 (Journal Indexed in SSCI)
- XV. **A motivation-based segmentation of holiday tourists participating in white water rafting**
ALBAYRAK T., CABER M.
JOURNAL OF DESTINATION MARKETING & MANAGEMENT, vol.9, pp.64-71, 2018 (Journal Indexed in SSCI)
- XVI. **Assessing daily tour service quality: A proposal for a DAILYSERV scale**
CABER M., ALBAYRAK T.
JOURNAL OF DESTINATION MARKETING & MANAGEMENT, vol.7, pp.18-25, 2018 (Journal Indexed in SSCI)
- XVII. **Classifying Daily Tour Service Attributes by Three-Factor Theory of Customer Satisfaction**
ALBAYRAK T.
JOURNAL OF QUALITY ASSURANCE IN HOSPITALITY & TOURISM, vol.19, no.1, pp.112-125, 2018 (Journal Indexed in SCI)
- XVIII. **Cross-national investigation of shopping satisfaction antecedents**
ALBAYRAK T., Çömen N.
JOURNAL OF VACATION MARKETING, vol.23, no.4, pp.355-364, 2017 (Journal Indexed in SSCI)
- XIX. **Assessing Recreational Activities' Service Quality in Hotels: An Examination of Animation and Spa & Wellness Services**
ALBAYRAK T., CABER M., ÖZ E. K.
JOURNAL OF QUALITY ASSURANCE IN HOSPITALITY & TOURISM, vol.18, no.2, pp.218-234, 2017 (Journal Indexed in SCI)
- XX. **Identification of hotel attributes for senior tourists by using Vavra's importance grid**
ALBAYRAK T., CABER M., BIDECI M.
Journal of Hospitality and Tourism Management, vol.29, pp.17-23, 2016 (Journal Indexed in SSCI)
- XXI. **Push or pull? Identifying rock climbing tourists' motivations**
CABER M., ALBAYRAK T.
TOURISM MANAGEMENT, vol.55, pp.74-84, 2016 (Journal Indexed in SSCI)
- XXII. **Destination attribute effects on rock climbing tourist satisfaction: an Asymmetric Impact-Performance Analysis**
ALBAYRAK T., CABER M.
TOURISM GEOGRAPHIES, vol.18, no.3, pp.280-296, 2016 (Journal Indexed in SSCI)
- XXIII. **Motivations of the Russian and German tourists visiting pilgrimage site of Saint Nicholas Church**
Bideci M., ALBAYRAK T.
TOURISM MANAGEMENT PERSPECTIVES, vol.18, pp.10-13, 2016 (Journal Indexed in SSCI)
- XXIV. **Tourist shopping: The relationships among shopping attributes, shopping value, and behavioral**

intention

ALBAYRAK T., CABER M., Comen N.

TOURISM MANAGEMENT PERSPECTIVES, vol.18, pp.98-106, 2016 (Journal Indexed in SSCI)

- XXV. **The Main and Interaction Effects of Package Tour Dimensions on the Russian Tourists' Satisfaction**
ALBAYRAK T., CABER M., Hutcheson G. D. , Moutinho L.
JOURNAL OF QUALITY ASSURANCE IN HOSPITALITY & TOURISM, vol.17, no.3, pp.274-289, 2016 (Journal Indexed in SCI)
- XXVI. **Importance Performance Competitor Analysis (IPCA): A study of hospitality companies**
Albayrak T.
INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT, vol.48, pp.135-142, 2015 (Journal Indexed in SSCI)
- XXVII. **Prioritisation of the hotel attributes according to their influence on satisfaction: A comparison of two techniques**
ALBAYRAK T., Caber M. I.
TOURISM MANAGEMENT, vol.46, pp.43-50, 2015 (Journal Indexed in SSCI)
- XXVIII. **Does the importance of hotel attributes differ for senior tourists? A comparison of three markets**
CABER M., ALBAYRAK T.
INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT, vol.26, no.4, pp.610-628, 2014 (Journal Indexed in SSCI)
- XXIX. **Penalty-Reward-Contrast Analysis: a review of its application in customer satisfaction research**
ALBAYRAK T., CABER M.
TOTAL QUALITY MANAGEMENT & BUSINESS EXCELLENCE, vol.24, no.11-12, pp.1288-1300, 2013 (Journal Indexed in SSCI)
- XXX. **The symmetric and asymmetric influences of destination attributes on overall visitor satisfaction**
ALBAYRAK T., CABER M.
CURRENT ISSUES IN TOURISM, vol.16, no.2, pp.149-166, 2013 (Journal Indexed in SSCI)
- XXXI. **The Classification of Extranet Attributes in Terms of Their Asymmetric Influences on Overall User Satisfaction: An Introduction to Asymmetric Impact-Performance Analysis**
CABER M., Albayrak T., Loiacono E. T.
JOURNAL OF TRAVEL RESEARCH, vol.52, no.1, pp.106-116, 2013 (Journal Indexed in SSCI)
- XXXII. **How Far does Overall Service Quality of a Destination Affect Customers' Post-Purchase Behaviours?**
Moutinho L., ALBAYRAK T., CABER M.
INTERNATIONAL JOURNAL OF TOURISM RESEARCH, vol.14, no.4, pp.307-322, 2012 (Journal Indexed in SSCI)
- XXXIII. **The effect of personality traits on private brand consumer tendencies A cross-cultural study of Mediterranean countries**
Herstein R., Tifferet S., Abrantes J. L. , Lympelopoulos C., ALBAYRAK T., CABER M.
CROSS CULTURAL MANAGEMENT-AN INTERNATIONAL JOURNAL, vol.19, no.2, pp.196-214, 2012 (Journal Indexed in SSCI)

Articles Published in Other Journals

- I. **Hotel customer segmentation according to eco-service quality perception: the case of Russian tourists**
Aksu A., ALBAYRAK T., CABER M.
JOURNAL OF HOSPITALITY AND TOURISM INSIGHTS, 2021 (Journal Indexed in ESCI)
- II. **How does perceived crowding moderate tourist shopping experience and satisfaction relationship?**
ALBAYRAK T., Guzel O., CABER M., Kilicarslan O., Cengizci A. D. , Guven A.
INTERNATIONAL JOURNAL OF TOURISM CITIES, vol.7, no.1, pp.46-62, 2021 (Journal Indexed in ESCI)
- III. **Destinasyon Pazarlama Organizasyonlarının Sosyal Medya Performansının Kıyaslanması**
KILIÇARSLAN D., ALBAYRAK T.
Anatolia: Turizm Araştırmaları Dergisi, vol.31, no.2, pp.149-160, 2020 (Other Refereed National Journals)

- IV. **Customer Loyalty Towards Travel Agency Websites: The Role of Trust and Hedonic Value**
ALBAYRAK T., Karasakal S., Kocabulut Ö., Dursun A.
Journal of Quality Assurance in Hospitality and Tourism, vol.21, no.1, pp.50-77, 2020 (Journal Indexed in ESCI)
- V. **The effects of mood and personality type on service quality perception and customer satisfaction**
Kocabulut O., ALBAYRAK T.
INTERNATIONAL JOURNAL OF CULTURE TOURISM AND HOSPITALITY RESEARCH, vol.13, no.1, pp.98-112, 2019
(Journal Indexed in ESCI)
- VI. **An investigation of the domestic and foreign tourists' museum visit experiences**
BİDECI M., ALBAYRAK T.
INTERNATIONAL JOURNAL OF CULTURE TOURISM AND HOSPITALITY RESEARCH, vol.12, no.3, pp.366-377, 2018
(Journal Indexed in ESCI)
- VII. **Analysis of congress destinations' competitiveness using importance performance competitor analysis**
CABER M., ALBAYRAK T., İSMAYILLI T.
JOURNAL OF CONVENTION & EVENT TOURISM, vol.18, no.2, pp.100-117, 2017 (Journal Indexed in ESCI)
- VIII. **Motivation-based Segmentation of Cruise Tourists: A Case Study on International Cruise Tourists Visiting Kuşadası, Turkey**
CABER M., ALBAYRAK T., Ünal C.
Tourism in Marine Environments, vol.11, no.2-3, pp.101-108, 2016 (Refereed Journals of Other Institutions)
- IX. **Key destination attributes of behavioural intention: An application of neural networks**
Santos Silva M. M. , ALBAYRAK T., CABER M., Moutinho L.
EUROPEAN JOURNAL OF TOURISM RESEARCH, vol.14, pp.16-28, 2016 (Journal Indexed in ESCI)
- X. **Ürün Özelliklerinin Performansı ile Müşteri Memnuniyeti Arasındaki Doğrusal ve Doğrusal Olmayan İlişkinin Karşılaştırılması**
ALBAYRAK T.
Anatolia: Turizm Araştırmaları Dergisi, vol.26, no.1, pp.17-28, 2015 (Other Refereed National Journals)
- XI. **IMPACT OF GROUP PACKAGE TOUR DIMENSIONS ON CUSTOMER SATISFACTION (AN ANNS APPLICATION)**
Moutinho L., CABER M., Santos Silva M. M. , ALBAYRAK T.
TOURISM ANALYSIS, vol.20, no.6, pp.619-629, 2015 (Journal Indexed in ESCI)
- XII. **Yaşlı Turistlerin Otel İşletmelerinde Önem Verdiği Ürün ve Hizmetler: Alman, İngiliz ve Hollandalı Turistlere Yönelik Bir Karşılaştırma**
ALBAYRAK T., CABER M., BİDECI M.
Anatolia: Turizm Araştırmaları Dergisi, vol.25, no.1, pp.62-75, 2014 (Other Refereed National Journals)
- XIII. **Symmetric and asymmetric influences of service attributes: The case of fitness clubs**
ALBAYRAK T., CABER M.
Managing Leisure, vol.19, no.5, pp.307-320, 2014 (Refereed Journals of Other Institutions)
- XIV. **Framing and involvement effects on consumers' brand choice**
Gamliel E., Herstein R., Abrantes J. L. , ALBAYRAK T., CABER M.
EuroMed Journal of Business, vol.8, no.2, pp.117-133, 2013 (Refereed Journals of Other Institutions)
- XV. **The effect of environmental concern and scepticism on green purchase behaviour**
ALBAYRAK T., AKSOY Ş., CABER M.
Marketing Intelligence and Planning, vol.31, no.1, pp.27-39, 2013 (Refereed Journals of Other Institutions)
- XVI. **A model for exploiting e-CRM in B-TO-B e-COMMERCE**
CABER M., AKSU A. A. , ALBAYRAK T.
Tourismos, vol.7, no.2, pp.122-143, 2012 (Refereed Journals of Other Institutions)
- XVII. **Classification of the destination attributes in the content of competitiveness (by revised importance-performance analysis)**
CABER M., ALBAYRAK T., Matzler K.
Journal of Vacation Marketing, vol.18, no.1, pp.43-56, 2012 (Refereed Journals of Other Institutions)
- XVIII. **The Influence of Skepticism on Green Purchase Behavior**

- ALBAYRAK T., CABER M., Moutinho L., Herstein R.
International Journal of Business and Social Science, vol.2, no.13, pp.189-197, 2011 (Refereed Journals of Other Institutions)
- XIX. **Önem-Performans Analizi: Destinasyon Yönetimine Dair Bir Örnek**
ALBAYRAK T., CABER M.
Ege Akademik Bakış, vol.11, no.4, pp.627-638, 2011 (National Refreed University Journal)
- XX. **Guest editorial**
ALBAYRAK T., CABER M.
Journal of Modelling in Management, vol.6, no.3, 2011 (Refereed Journals of Other Institutions)
- XXI. **Clustering Consumers According to their Environmental Concerns and Scepticisms**
ALBAYRAK T., CABER M., AKSOY Ş.
International Journal of Trade, Economics, and Finance, vol.1, no.1, pp.84-88, 2010 (Refereed Journals of Other Institutions)
- XXII. **Relationships of the Tangible and Intangible Elements of Tourism Products with Overall Customer Satisfaction**
ALBAYRAK T., CABER M., AKSOY Ş.
International Journal of Trade, Economics, and Finance, vol.1, no.2, pp.140-143, 2010 (Refereed Journals of Other Institutions)
- XXIII. **Measurement of the destination evaluation supporting factors and their effects on behavioral intention of visitors: Antalya region of Turkey**
Akin Aksu A., CABER M., ALBAYRAK T.
Tourism Analysis, vol.14, no.1, pp.115-125, 2009 (Refereed Journals of Other Institutions)
- XXIV. **Tüketici Davranışında Temel Yaklaşımlar**
ALBAYRAK T., AKSOY Ş.
Pazarlama ve Pazarlama Araştırmaları Dergisi, vol.1, pp.1-19, 2008 (Other Refreed National Journals)
- XXV. **Leisure constraints and the pursuit of adventure activities in Turkey**
ALBAYRAK T., CABER M., Crawford D.
Anatolia, vol.18, no.2, pp.243-254, 2007 (Refereed Journals of Other Institutions)
- XXVI. **Niş Pazarlama Prensipleri ve Ortopedik Destek Ürünleri Pazarı Örneği**
ALBAYRAK T.
Akdeniz İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.1, pp.219-235, 2006 (National Refreed University Journal)

Books & Book Chapters

- I. **Sebep-Sonuç Zinciri Teorisi**
ALBAYRAK T.
in: Pazarlama Teorileri, Yağcı M.İ., Çabuk S., Editor, Mediacat, İstanbul, pp.457-475, 2014
- II. **Markalaşma Yolunda Side- Manavgat Müşteri Analizi**
ERDOĞAN A., ALBAYRAK T., CABER M.
Koçlar Gazetecilik Ve Matbaacılık, Antalya, 2010
- III. **Markalaşma Yolunda Side- Manavgat Müşteri Analizi**
ERDOĞAN A., ALBAYRAK T., CABER M.
Koçlar Gazetecilik Ve Matbaacılık, Antalya, 2009
- IV. **Markalaşma Yolunda Side- Manavgat Müşteri Analizi**
ERDOĞAN A., ALBAYRAK T., CABER M.
Koçlar Gazetecilik Ve Matbaacılık, Antalya, 2008
- V. **Markalaşma Yolunda Side- Manavgat Müşteri Analizi**
ERDOĞAN A., ALBAYRAK T., CABER M.
Koçlar Gazetecilik Ve Matbaacılık, Antalya, 2007

Refereed Congress / Symposium Publications in Proceedings

- I. **Turistlerin Kalabalık Algısının Alışveriş Davranışlarına Etkisi**
ALBAYRAK T., GÜZEL F. Ö. , CABER M., Kocabulut Ö., DURSUN CENGİZCİ A., GÜVEN A.
20. Ulusal Turizm Kongresi, Eskişehir, Turkey, 16 - 19 October 2019, pp.277-285
- II. **The Effect of Mood on Tourists' Service Quality Perceptions**
KOCABULUT Ö., ALBAYRAK T.
International Conference on Evolving Trends in Social Sciences and Business Studies (ETSBS), Bandung, Indonesia, 25 - 26 October 2016, pp.16-21
- III. **THE RELATIONSHIPS AMONGST SERVICE QUALITY, CUSTOMER SATISFACTION AND RECOMMENDATION INTENTION IN THE CONTEXT OF DAILY TOURS**
ALBAYRAK T.
International Academic Conference on Management, Economics and Marketing in Budapest 2015, Budapeşte, Hungary, 10 - 11 July 2015, pp.93-99
- IV. **Animasyon ve Spa&Wellness Memnuniyetlerinin Müşteri Memnuniyetine Etkisi**
ÖZ E. K. , ALBAYRAK T.
1. Ulusal Turizm ve Mikrobiyal Gıda Güvenliği Kongresi, Antalya, Turkey, 17 - 19 April 2015, pp.17
- V. **Analysing the Importance of Hotel Attributes for Senior German Tourists**
ALBAYRAK T.
International Journal of Arts and Sciences' (IJAS) International Conference for Academic Disciplines, Freiburg, Germany, 2 - 05 December 2014, pp.40
- VI. **Daily Tours Service Quality Assessment by Importance Performance Analysis: The Case of Myra, Antalya**
ALBAYRAK T.
7. International Academic Conference, Prag, Czech Republic, 1 - 04 September 2013, pp.33
- VII. **Distinguishing Prior Service Attributes for Customer Satisfaction by Dual Importance Mapping**
CABER M., ALBAYRAK T., Ülger N.
LCBR European Marketing Conference,, Münih, Germany, 13 - 16 July 2012, pp.34-37
- VIII. **Comparision of Tourist Perceptions About the Environmental Attributes in a Mass Tourism Destination,**
CABER M., ERDOĞAN A., ALBAYRAK T.
6rd International Symposium on Ecology and Environmental Problems, Antalya, Turkey, 17 - 20 November 2011, pp.199
- IX. **The Effects of Service Attributes on Customer Outcomes in All-Inclusive Package Tours**
AKINCI S., ATILGAN İNAN E., AKSOY Ş., ALBAYRAK T., CABER M.
International Conference on Business and Information, Bangkok, Thailand, 6 - 09 July 2011, pp.30-34
- X. **Which Destination Features Should Destination Managements Allocate Their Scarce Resources On?**
ALBAYRAK T.
International Conference on Business and Information, Bangkok, Thailand, 10 - 13 March 2011, pp.50-55
- XI. **What Lies Behind the Consumers' Shopping Motivations?**
CABER M., ALBAYRAK T.
LCBR European Marketing Conference, Munich, Germany, 10 - 12 October 2010, pp.34-37
- XII. **Tangible and Intangible Elements of Tourism Products and their Relationships with Overall Customer Satisfaction: A Comparison of Six Countries**
CABER M., Albayrak T., Aksoy S.
2010 International Conference on Business, Economics and Tourism Management, Singapore, Singapore, 26 - 28 February 2010, pp.55-59
- XIII. **Diverse Roles of Environmental Concern and Scepticism on Environmentally Sensitive Consumer Behavior**
ALBAYRAK T., Caber M., Aksoy S.
2010 International Conference on Business, Economics and Tourism Management, Singapore, Singapore, 26 - 28

February 2010, pp.50-54

- XIV. **Sustainability Concerns Versus Economical Benefits of Tourism in Mass Tourism Destinations: Case of Antalya, Turkey**
ALBAYRAK T., CABER M.
IFHP International Conference Tourism Current and Future Challenges for Urban Development, Mikulov, Czech Republic, 10 - 12 October 2009, pp.45-47
- XV. **Tour Operators' Extranet Quality and its Influence on Travel Agencies Sales Staff Satisfaction in the Context Of B-To-B E-Crm**
CABER M., ALBAYRAK T.
3rd Advances in Tourism Marketing Conference, Bournemouth, United Kingdom, 10 - 12 July 2009, pp.25-28
- XVI. **Tourists' Satisfaction and Its Interaction With Loyalty Towards To A Destination**
ALBAYRAK T., CABER M.
Building Bridges in a Global Economy, Salamanca, Spain, 9 - 11 August 2008, pp.15-17
- XVII. **The Share Of Online Purchases In Tourism Industry: A Comparision Of European Travellers To Turkey**
CABER M., ALBAYRAK T.
Tourism In The New Eastern Europe Global Challenges - Regional Answers, Warsaw, Poland, 10 - 13 July 2008, pp.20-25
- XVIII. **An Investigation of the Determinants of Customer Behavioral Intentions in Hospitality Sector**
CABER M., ALBAYRAK T.
Strategic Developments in Services Marketing, Chios, Greece, 11 - 13 July 2007, pp.15
- XIX. **Clustering Customers by Satisfaction: A Case Study in Antalya, Turkey**
ALBAYRAK T., CABER M.
International Conference Advances in Tourism Economics, Sto. Andre, Coimbra, Portugal, 5 - 07 June 2007, pp.1-10
- XX. **Testing The Hierarchical Leisure Constraints Model in Nature-Based Tourism in Turkey**
CABER M., ALBAYRAK T.
Perspectives of Rural Tourism in The New Europe, Kosice, Slovakia, 29 - 30 June 2006, pp.1-10
- XXI. **Rekabet Stratejisi, Stratejik Yönelim ve Performans İlişkisinin Bir KOBİ Grubu Bağlamında İncelenmesi**
ÖZDEMİR A. E. , BAŞER G. G. , ÇİZEL R., ALBAYRAK T.
14. Ulusal Yönetim ve Organizasyon Kongresi, Erzurum, Turkey, 25 - 27 May 2006, pp.737-741

Supported Projects

ALBAYRAK T., KILIÇARSLAN Ö., Project Supported by Higher Education Institutions, Turist Deneyimi Memnuniyet Mekan Bağlılığı ve Davranışsal Niyet Arasındaki İlişkide Mobil Artırılmış Gerçeklik Uygulamalarının Rolü Deneysel Bir Araştırma, 2020 - Continues

Albayrak T., Other Supported Projects, Sharing Knowledge in Sustainable Marine Tourism Development: The Case of Scuba Diving, 2018 - 2019

ALBAYRAK T., GÜVEN HAMURİŞÇİ A., TUBITAK Project, Turist Alışverişinde Deneyim, Duygu ve Memnuniyet Arasındaki İlişkide Algılanan Kalabalığın Etkisi, 2018 - 2019

CABER M., ALBAYRAK T., ÖZTÜRK A., DERMAN E., KOCABULUT Ö., KILIÇ A., BİDECİ M., Project Supported by Higher Education Institutions, Motivasyon ile Müşteri Memnuniyeti Arasındaki İlişkinin Tespiti Rafting Örneği, 2015 - 2016

Activities in Scientific Journals

International Journal of Contemporary Hospitality Management, Committee Member, 2020 - Continues

Tourism Management Parspectives, Assistant Editor, 2019 - Continues

Journal of Destination Marketing & Management, Committee Member, 2018 - Continues

Advances in Hospitality and Tourism Research (AHTR), First Editor, 2014 - 2016

Scientific Refereeing

Journal of Quality Assurance in Hospitality & Tourism, Other Indexed Journal, December 2014

International Journal of Tourism Research, Journal Indexed in SSCI, September 2014

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Citations

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