

## Prof. TAHİR ALBAYRAK

### Personal Information

Office Phone: [+90 242 310 2027](tel:+902423102027)

Email: [tahiralbayrak@akdeniz.edu.tr](mailto:tahiralbayrak@akdeniz.edu.tr)

Web: <http://scholar.google.com.tr/citations?user=kx6skpIAAAAJ&hl=tr&oi=ao>

### International Researcher IDs

ORCID: 0000-0001-6961-0550

Publons / Web Of Science ResearcherID: C-1150-2016

ScopusID: 23033400800

Yoksis Researcher ID: 127441

### 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

English, B2 Upper Intermediate

French, B1 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

## Courses

### Doctorate

Stratejik Pazarlama Yönetimi, Doctorate, 2018 - 2019

Turizm Sektöründe E-Pazarlama ve Bilgi Teknolojileri Uygulamaları, Doctorate, 2018 - 2019

### Postgraduate

Marka Yönetimi, Postgraduate, 2018 - 2019

### Undergraduate

Marketing, Undergraduate, 2018 - 2019

Introduction to Business, Undergraduate, 2018 - 2019

## Supervised 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 Turizm 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

## Published journal articles indexed by SCI, SSCI, and AHCI

- I. **The impacts of Metaverse on tourist behaviour and marketing implications**  
Kılıçarslan Ö., Yozukmaz N., ALBAYRAK T., Buhalis D.  
Current Issues in Tourism, vol.28, no.4, pp.622-642, 2025 (SSCI)
- II. **Engaging psychologically or behaviourally? A segmentation of the integrated resort customers**  
ALBAYRAK T., Fong L. H. N., CABER M., Cater C.  
Tourism Management Perspectives, vol.54, 2024 (SSCI)
- III. **The changing role of hotel attributes in destination competitiveness throughout a crisis**  
ALBAYRAK T., Dursun-Cengizci A., Fong L. H. N., CABER M.  
International Journal of Contemporary Hospitality Management, vol.36, no.10, pp.3264-3282, 2024 (SSCI)
- IV. **Building customer citizenship behaviour through mobile application quality: the mediating role of flow experience and customer engagement**  
CABER M., ALBAYRAK T., Karasakal S., González-Rodríguez M. R.  
Current Issues in Tourism, vol.27, no.18, pp.2918-2933, 2024 (SSCI)
- V. **Determinants of religious tourists' social media usage behaviour**  
CABER M., Drori N., ALBAYRAK T., Simonetti B.  
Current Issues in Tourism, vol.27, no.23, pp.4276-4292, 2024 (SSCI)
- VI. **An investigation of the asymmetric relationships between service quality attributes and customer engagement: a three-factor theory approach**

ALBAYRAK T., DAVRAS Ö., CABER M., Mikulić J.

Journal of Hospitality Marketing and Management, vol.33, no.7, pp.898-916, 2024 (SSCI)

- VII. **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, vol.29, no.1, pp.3-21, 2023 (SSCI)
- VIII. **How to create flow experience during travel: The role of destination attributes**  
KARASAKAL S., ALBAYRAK T.  
JOURNAL OF VACATION MARKETING, vol.28, no.3, pp.303-318, 2022 (SSCI)
- IX. **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 (SSCI)
- X. **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 (SSCI)
- XI. **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 (SSCI)
- XII. **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, vol.24, no.20, pp.2955-2970, 2021 (SSCI)
- XIII. **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 (SSCI)
- XIV. **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 (SSCI)
- XV. **Mass tourism underwater: a segmentation approach to motivations of scuba diving holiday tourists**  
ALBAYRAK T., CABER M., Cater C.  
TOURISM GEOGRAPHIES, 2019 (SSCI)
- XVI. **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 (SSCI)
- XVII. **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 (SSCI)
- XVIII. **Examining the relationship between tourist motivation and satisfaction by two competing methods**  
ALBAYRAK T., CABER M.  
TOURISM MANAGEMENT, vol.69, pp.201-213, 2018 (SSCI)
- XIX. **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 (SSCI)
- XX. **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 (SSCI)
- XXI. **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 (SSCI)

- XXII. **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 (SSCI)
- XXIII. **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 (SCI-Expanded)
- XXIV. **Cross-national investigation of shopping satisfaction antecedents**  
ALBAYRAK T., Çömen N.  
JOURNAL OF VACATION MARKETING, vol.23, no.4, pp.355-364, 2017 (SSCI)
- XXV. **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 (SCI-Expanded)
- XXVI. **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 (SSCI)
- XXVII. **Push or pull? Identifying rock climbing tourists' motivations**  
CABER M., ALBAYRAK T.  
TOURISM MANAGEMENT, vol.55, pp.74-84, 2016 (SSCI)
- XXVIII. **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 (SSCI)
- XXIX. **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 (SSCI)
- XXX. **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 (SSCI)
- XXXI. **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 (SCI-Expanded)
- XXXII. **Importance Performance Competitor Analysis (IPCA): A study of hospitality companies**  
Albayrak T.  
INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT, vol.48, pp.135-142, 2015 (SSCI)
- XXXIII. **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 (SSCI)
- XXXIV. **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 (SSCI)
- XXXV. **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 (SSCI)
- XXXVI. **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 (SSCI)
- XXXVII. **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 (SSCI)

### **XXXVIII. 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 (SSCI)

### **XXXIX. The effect of personality traits on private brand consumer tendencies A cross-cultural study of Mediterranean countries**

Herstein R., Tifferet S., Abrantes J. L., Lymperopoulos C., ALBAYRAK T., CABER M.

CROSS CULTURAL MANAGEMENT-AN INTERNATIONAL JOURNAL, vol.19, no.2, pp.196-214, 2012 (SSCI)

## **Articles Published in Other Journals**

- I. **Hotel customer segmentation according to eco-service quality perception: the case of Russian tourists**  
Aksu A. A., ALBAYRAK T., CABER M.  
JOURNAL OF HOSPITALITY AND TOURISM INSIGHTS, vol.5, no.3, pp.501-514, 2022 (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 (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 (Peer-Reviewed Journal)
- 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 (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 (ESCI)
- VI. **An investigation of the domestic and foreign tourists' museum visit experiences**  
BIDECI M., ALBAYRAK T.  
INTERNATIONAL JOURNAL OF CULTURE TOURISM AND HOSPITALITY RESEARCH, vol.12, no.3, pp.366-377, 2018 (ESCI)
- VII. **Analysis of congress destinations' competitiveness using importance performance competitor analysis**  
CABER M., ALBAYRAK T., ISMAYILLI T.  
JOURNAL OF CONVENTION & EVENT TOURISM, vol.18, no.2, pp.100-117, 2017 (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 (Scopus)
- 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 (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 (Peer-Reviewed Journal)
- 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 (ESCI)

- XII. **Yaşlı Turistlerin Otel İşletmelerinde Önem Verdiği Ürün ve Hizmetler: Alman, İngiliz ve Hollandalı Turistlere Yönelik Bir Karşılaştırma**  
ALBAYRAK T., CABER M., BİDECİ M.  
Anatolia: Turizm Araştırmaları Dergisi, vol.25, no.1, pp.62-75, 2014 (Peer-Reviewed Journal)
- 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 (Scopus)
- 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 (Scopus)
- 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 (Scopus)
- 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 (Scopus)
- 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 (Scopus)
- 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 (Peer-Reviewed Journal)
- XIX. **Önem-Performans Analizi: Destinasyon Yönetimine Dair Bir Örnek**  
ALBAYRAK T., CABER M.  
Ege Akademik Bakış, vol.11, no.4, pp.627-638, 2011 (Peer-Reviewed Journal)
- XX. **Guest editorial**  
ALBAYRAK T., CABER M.  
Journal of Modelling in Management, vol.6, no.3, 2011 (Scopus)
- 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 (Peer-Reviewed Journal)
- 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 (Peer-Reviewed Journal)
- 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 (Scopus)
- XXIV. **Tüketici Davranışında Temel Yaklaşımlar**  
ALBAYRAK T., AKSOY Ş.  
Pazarlama ve Pazarlama Araştırmaları Dergisi, vol.1, pp.1-19, 2008 (Peer-Reviewed Journal)
- 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 (Scopus)
- XXVI. **Niş Pazarlama Prensipleri ve Ortopedik Destek Ürünleri Pazarı Örneği**  
ALBAYRAK T.

## Books

- 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

## Papers Published in Refereed Scientific Meetings

- 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, Budapest, 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, TURİST DENEYİMİ, MEMNUNİYET, MEKÂN BAĞLILIĞI VE HİKÂYE ANLATIM NİYETİ ARASINDAKİ İLİŞKİDE MOBİL ARTIRILMIŞ GERÇEKLİK UYGULAMASININ ETKİSİ: YARI DENEYSEL BİR ARAŞTIRMA, 2020 - 2022

Albayrak T., Other International Funding Programs, 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., BİDECI 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 Perspectives, Assistant Editor/Section Editor, 2019 - Continues

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

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

## Peer Reviews in Scientific Publications

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

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

International Journal of Hospitality Management, Journal Indexed in SSCI, August 2014

Tourism Management, Journal Indexed in SSCI, May 2014

Current Issue in Tourism, Journal Indexed in SSCI, May 2014

Current Issue in Tourism, Journal Indexed in SSCI, May 2013

Current Issue in Tourism, Journal Indexed in SSCI, April 2013

Tourism Management, SCI Journal, April 2013

International Journal of Hospitality Management, Journal Indexed in SSCI, March 2013

International Journal of Tourism Research, Journal Indexed in SSCI, August 2012

Current Issue in Tourism, Journal Indexed in SSCI, January 2012

International Journal of Hospitality Management, Journal Indexed in SSCI, January 2012

## Metrics

Publication: 91

Citation (WoS): 1077

Citation (Scopus): 2051

H-Index (WoS): 20

H-Index (Scopus): 24