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Kişisel Bilgiler

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Eğitim Bilgileri

Doktora, Akdeniz Üniversitesi, Sbe, İşletme, Türkiye 2004 - 2008

Yüksek Lisans, Akdeniz Üniversitesi, Sbe, İşletme, Türkiye 2001 - 2004

Lisans, Kara Harp Okulu Komutanlığı, Jandarma, Türkiye 1988 - 1992

Yabancı Diller

İngilizce, B2 Orta Üstü

Fransızca, B1 Orta

Yaptığı Tezler

Doktora, İşletmelerin Çevrecilik Politikalarının Tüketici Tutum ve Davranışlarına Etkisi, Akdeniz Üniversitesi, Sbe, İşletme, 2008

Yüksek Lisans, Niş Pazarlama: Türkiye'de Ortopedik Destek Ürünleri Pazarının İncelenmesi, Akdeniz Üniversitesi, Sbe, İşletme, 2004

Araştırma Alanları

Sosyal ve Beşeri Bilimler, İşletme, Pazarlama, Turizm ve Otel İşletmeciliği

Akademik Unvanlar / Görevler

Prof. Dr., Akdeniz Üniversitesi, Turizm Fakültesi, Turizm İşletmeciliği, 2020 - Devam Ediyor

Doç. Dr., Akdeniz Üniversitesi, Turizm Fakültesi, Turizm İşletmeciliği, 2014 - 2020

Yrd. Doç. Dr., Akdeniz Üniversitesi, Turizm Fakültesi, Turizm İşletmeciliği, 2009 - 2014

Akademik İdari Deneyim

Verdiği Dersler

Doktora

Stratejik Pazarlama Yönetimi, Doktora, 2018 - 2019

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

Yüksek Lisans

Marka Yönetimi, Yüksek Lisans, 2018 - 2019

Lisans

Marketing, Lisans, 2018 - 2019

Introduction to Business, Lisans, 2018 - 2019

Yönetilen Tezler

ALBAYRAK T., Backpackers in Turkey: A Motivation Based Segmentation, Yüksek Lisans, S.Yaşar(Öğrenci), 2018

ALBAYRAK T., Hac Turizmine Katılan Turistlerin Deneyimleri: Meryem Ana Evi Örneğinde Bir Ölçek Geliştirme Çalışması, Doktora, M.Bideci(Öğrenci), 2018

ALBAYRAK T., Engelli Bireylerin Turizm Katılma Motivasyonları ve Kısıtları, Yüksek Lisans, E.Bağcı(Öğrenci), 2017

ALBAYRAK T., Duyguların ve Kişilik Tiplerinin Hizmet Kalite Algısı ve Müşteri Memnuniyetine Etkisi, Yüksek Lisans, Ö.Kocabulut(Öğrenci), 2016

ALBAYRAK T., Otellerde Sunulan Rekreasyon Hizmetlerinin Müşteri Memnuniyetine Etkisi, Yüksek Lisans, E.Kadriye(Öğrenci), 2014

ALBAYRAK T., Hac Turizmine Katılan Alman ve Rus Turistlerin Motivasyonları: Myra Üzerine Bir Araştırma, Yüksek Lisans, M.Bideci(Öğrenci), 2014

ALBAYRAK T., Alman, İngiliz ve Hollandalı Turistlerin Algıladığı Alışveriş Değeri ve memnuniyetlerine Etkisi: Antik Side Örneği, Yüksek Lisans, N.Çömen(Öğrenci), 2014

SCI, SSCI ve AHCI İndekslerine Giren Dergilerde Yayımlanan Makaleler

- I. **The impacts of Metaverse on tourist behaviour and marketing implications**
Kılıçarslan Ö., Yozukmaz N., ALBAYRAK T., Buhalis D.
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- II. **Engaging psychologically or behaviourally? A segmentation of the integrated resort customers**
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- III. **The changing role of hotel attributes in destination competitiveness throughout a crisis**
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- IV. **Building customer citizenship behaviour through mobile application quality: the mediating role of flow experience and customer engagement**
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Current Issues in Tourism, cilt.27, sa.18, ss.2918-2933, 2024 (SSCI)
- V. **Determinants of religious tourists' social media usage behaviour**
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Current Issues in Tourism, cilt.27, sa.23, ss.4276-4292, 2024 (SSCI)
- VI. **An investigation of the asymmetric relationships between service quality attributes and customer engagement: a three-factor theory approach**

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Journal of Hospitality Marketing and Management, cilt.33, sa.7, ss.898-916, 2024 (SSCI)

- VII. **The Use of Mobile Applications for Travel Booking: Impacts of Application Quality and Brand Trust**
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Journal of Vacation Marketing, cilt.29, sa.1, ss.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, cilt.28, sa.3, ss.303-318, 2022 (SSCI)
- IX. **Big data use in determining competitive position: The case of theme parks in Hong Kong**
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JOURNAL OF DESTINATION MARKETING & MANAGEMENT, cilt.22, 2021 (SSCI)
- X. **Social media usage behaviours of religious tourists: The cases of the Vatican, Mecca, and Jerusalem**
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INTERNATIONAL JOURNAL OF TOURISM RESEARCH, cilt.23, ss.816-831, 2021 (SSCI)
- XI. **Flow, satisfaction and storytelling: a causal relationship? Evidence from scuba diving in Turkey**
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- XIII. **Perceived value and its impact on travel outcomes in youth tourism**
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- XIV. **Does perceived risk really matter in travel behaviour?**
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JOURNAL OF VACATION MARKETING, cilt.26, sa.3, ss.334-353, 2020 (SSCI)
- XV. **Mass tourism underwater: a segmentation approach to motivations of scuba diving holiday tourists**
ALBAYRAK T., CABER M., Cater C.
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- XVI. **Do tourists have different motivations for online travel purchasing? A segmentation of the Russian market**
ALBAYRAK T., Dursun A., Unal C.
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- XVII. **The inclusion of competitor information in the three-factor theory of customer satisfaction**
ALBAYRAK T.
INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT, cilt.31, sa.4, ss.1924-1936, 2019 (SSCI)
- XVIII. **Examining the relationship between tourist motivation and satisfaction by two competing methods**
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- XIX. **Exploring religious tourist experiences in Jerusalem: The intersection of Abrahamic religions**
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- XX. **Analysis of destination competitiveness by IPA and IPCA methods: The case of Costa Brava, Spain against Antalya, Turkey**
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- XXI. **A motivation-based segmentation of holiday tourists participating in white water rafting**
ALBAYRAK T., CABER M.
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- XXII. **Assessing daily tour service quality: A proposal for a DAILYSERV scale**
 CABER M., ALBAYRAK T.
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- XXIV. **Cross-national investigation of shopping satisfaction antecedents**
 ALBAYRAK T., Çömen N.
 JOURNAL OF VACATION MARKETING, cilt.23, sa.4, ss.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.
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- XXVII. **Push or pull? Identifying rock climbing tourists' motivations**
 CABER M., ALBAYRAK T.
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- XXVIII. **Destination attribute effects on rock climbing tourist satisfaction: an Asymmetric Impact-Performance Analysis**
 ALBAYRAK T., CABER M.
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- XXIX. **Tourist shopping: The relationships among shopping attributes, shopping value, and behavioral intention**
 ALBAYRAK T., CABER M., Comen N.
 TOURISM MANAGEMENT PERSPECTIVES, cilt.18, ss.98-106, 2016 (SSCI)
- XXX. **Motivations of the Russian and German tourists visiting pilgrimage site of Saint Nicholas Church**
 Bideci M., ALBAYRAK T.
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- 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, cilt.17, sa.3, ss.274-289, 2016 (SCI-Expanded)
- XXXII. **Importance Performance Competitor Analysis (IPCA): A study of hospitality companies**
 Albayrak T.
 INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT, cilt.48, ss.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, cilt.46, ss.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, cilt.26, sa.4, ss.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, cilt.24, sa.11-12, ss.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, cilt.16, sa.2, ss.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.

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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, cilt.14, sa.4, ss.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, cilt.19, sa.2, ss.196-214, 2012 (SSCI)

Diğer Dergilerde Yayınlanan Makaleler

- 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, cilt.5, sa.3, ss.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, cilt.7, sa.1, ss.46-62, 2021 (ESCI)
- III. **Destinasyon Pazarlama Organizasyonlarının Sosyal Medya Performansının Kıyaslanması**
KILIÇARSLAN D., ALBAYRAK T.
Anatolia: Turizm Araştırmaları Dergisi, cilt.31, sa.2, ss.149-160, 2020 (Hakemli Dergi)
- 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, cilt.21, sa.1, ss.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, cilt.13, sa.1, ss.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, cilt.12, sa.3, ss.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, cilt.18, sa.2, ss.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, cilt.11, sa.2-3, ss.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, cilt.14, ss.16-28, 2016 (ESCI)
- X. **Ürün Özelliklerinin Performansı ile Müşteri Memnuniyeti Arasındaki Doğrusal ve Doğrusal Olmayan İlişkinin Karşılaştırılması**
ALBAYRAK T.
Anatolia: Turizm Araştırmaları Dergisi, cilt.26, sa.1, ss.17-28, 2015 (Hakemli Dergi)
- 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, cilt.20, sa.6, ss.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, cilt.25, sa.1, ss.62-75, 2014 (Hakemli Dergi)
- XIII. **Symmetric and asymmetric influences of service attributes: The case of fitness clubs**
ALBAYRAK T., CABER M.
Managing Leisure, cilt.19, sa.5, ss.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, cilt.8, sa.2, ss.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, cilt.31, sa.1, ss.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, cilt.7, sa.2, ss.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, cilt.18, sa.1, ss.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, cilt.2, sa.13, ss.189-197, 2011 (Hakemli Dergi)
- XIX. **Önem-Performans Analizi: Destinasyon Yönetimine Dair Bir Örnek**
ALBAYRAK T., CABER M.
Ege Akademik Bakış, cilt.11, sa.4, ss.627-638, 2011 (Hakemli Dergi)
- XX. **Guest editorial**
ALBAYRAK T., CABER M.
Journal of Modelling in Management, cilt.6, sa.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, cilt.1, sa.1, ss.84-88, 2010 (Hakemli Dergi)
- 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, cilt.1, sa.2, ss.140-143, 2010 (Hakemli Dergi)
- 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.
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- XXIV. **Tüketici Davranışında Temel Yaklaşımlar**
ALBAYRAK T., AKSOY Ş.
Pazarlama ve Pazarlama Araştırmaları Dergisi, cilt.1, ss.1-19, 2008 (Hakemli Dergi)
- XXV. **Leisure constraints and the pursuit of adventure activities in Turkey**
ALBAYRAK T., CABER M., Crawford D.
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- XXVI. **Niş Pazarlama Prensipleri ve Ortopedik Destek Ürünleri Pazarı Örneği**
ALBAYRAK T.

Kitaplar

- I. **Sebeup-Sonu Zinciri Teorisi**
ALBAYRAK T.
Pazarlama Teorileri, Yađcı M.İ., abuk S., Editör, Mediacat, İstanbul, ss.457-475, 2014
- II. **Markalařma Yolunda Side- Manavgat Mřteri Analizi**
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Hakemli Bilimsel Toplantılarda Yayımlanmıř Bildiriler

- I. **Turistlerin Kalabalık Algısının Alıřveriř Davranıřlarına Etkisi**
ALBAYRAK T., GZEL F. ., CABER M., Kocabulut ., DURSUN CENGİZCİ A., GVEN A.
20. Ulusal Turizm Kongresi, Eskiřehir, Trkiye, 16 - 19 Ekim 2019, ss.277-285
- II. **The Effect of Mood on Tourists' Service Quality Perceptions**
KOCABULUT ., ALBAYRAK T.
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- III. **THE RELATIONSHIPS AMONGST SERVICE QUALITY, CUSTOMER SATISFACTION AND RECOMMENDATION INTENTION IN THE CONTEXT OF DAILY TOURS**
ALBAYRAK T.
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- IV. **Animasyon ve Spa&Wellness Memnuniyetlerinin Mřteri Memnuniyetine Etkisi**
Z E. K., ALBAYRAK T.
1. Ulusal Turizm ve Mikrobiyal Gıda Gvenliđi Kongresi, Antalya, Trkiye, 17 - 19 Nisan 2015, ss.17
- V. **Analysing the Importance of Hotel Attributes for Senior German Tourists**
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- VIII. **Comparision of Tourist Perceptions About the Environmental Attributes in a Mass Tourism**

Destination,

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- IX. **The Effects of Service Attributes on Customer Outcomes in All-Inclusive Package Tours**
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- X. **Which Destination Features Should Destination Managements Allocate Their Scarce Resources On?**
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- XII. **Tangible and Intangible Elements of Tourism Products and their Relationships with Overall Customer Satisfaction: A Comparison of Six Countries**
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- XIII. **Diverse Roles of Environmental Concern and Scepticism on Environmentally Sensitive Consumer Behavior**
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- XIV. **Sustainability Concerns Versus Economical Benefits of Tourism in Mass Tourism Destinations: Case of Antalya, Turkey**
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IFHP International Conference Tourism Current and Future Challenges for Urban Development, Mikulov, Çek Cumhuriyeti, 10 - 12 Ekim 2009, ss.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**
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- XVI. **Tourists' Satisfaction and Its Interaction With Loyalty Towards To A Destination**
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- XVII. **The Share Of Online Purchases In Tourism Industry: A Comparision Of European Travellers To Turkey**
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