

Prof. YILDIRIM YILMAZ

Personal Information

Office Phone: [+90 242 310 2026](tel:+902423102026)

Fax Phone: [+90 242 310 2029](tel:+902423102029)

Email: yyilmaz@akdeniz.edu.tr

Web: <https://avesis.akdeniz.edu.tr/yyilmaz>

International Researcher IDs

ScholarID: EKA6kQsAAAAJ

ORCID: 0000-0002-6537-7111

Publons / Web Of Science ResearcherID: C-7675-2016

ScopusID: 14016855200

Yoksis Researcher ID: 127438

Education Information

Doctorate, Akdeniz University, -, Business Administration, Turkey 1999 - 2006

Postgraduate, Akdeniz University, -, Tourism and Hotel Management, Turkey 1996 - 1999

Undergraduate, Ihsan Dogramaci Bilkent University, Turizm Ve Otelcilikyüksekokulu, Turkey 1991 - 1996

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Konaklama Sektöründe Veri Zarflama Analizi ile Etkinlik ölçümü ve Yapı, Strateji ve Performans Ölçüm Sistemlerinin Etkinlik Üzerindeki Etkileri: 5 Yıldızlı Otel ve 1.Sınıf Tatil Köylerinde Bir uygulama, Akdeniz University, -, Business Administration, 2006

Postgraduate, Uluslararası Konaklama işletmelerinin Bir Büyüme Stratejisi: "Yönetim Sözleşmesi – Management Contract" ve Antalya Bölgesinde Bir Uygulama, Akdeniz University, -, Tourism and Hotel Management, 1999

Research Areas

Social Sciences and Humanities, Management, Tourism and Hotel Management

Academic Titles / Tasks

Professor, Akdeniz University, Faculty of Tourism, Department of Tourism Management, 2022 - Continues

Associate Professor, Akdeniz University, Faculty of Tourism, Department of Tourism Management, 2015 - 2022

Assistant Professor, Akdeniz University, Faculty of Tourism, Department of Tourism Management, 2007 - 2015

Academic and Administrative Experience

Head of Department, Akdeniz University, Faculty Of Tourism, Department Of Tourism Management, 2024 - Continues

Dean, Akdeniz University, Manavgat Faculty Of Tourism, 2023 - 2024

Director of Vocational School, Akdeniz University, Göynük Cuisine Arts Vocational School, -, 2021 - 2024

Director of the Center, Akdeniz University, Sağlık Turizmi Ve Talassoterapi Eğitim Araştırma Ve Uygulama Merkezi, 2011 - 2024

Fakülte Kurulu Üyesi, Akdeniz University, Faculty of Tourism, 2018 - 2021

Akdeniz University, Faculty of Tourism, 2012 - 2016

Courses

Destinasyon Yönetimi, Postgraduate, 2019 - 2020, 2014 - 2015, 2013 - 2014

Investment Project Analysis, Undergraduate, 2019 - 2020

Performans Ölçüm ve Yönetimi, Undergraduate, 2019 - 2020, 2017 - 2018

Destination Management, Postgraduate, 2018 - 2019, 2015 - 2016

Destination Management, Undergraduate, 2016 - 2017

Turizm İşletmelerinde Performans Ölçme ve Değerlendirme, Doctorate, 2014 - 2015, 2013 - 2014

Destinasyon Yönetimi, Undergraduate, 2014 - 2015

Yatırım Proje Analizi, Undergraduate, 2014 - 2015, 2013 - 2014

Supervised Theses

Yılmaz Y., The connection between tourism and migration: analysis of the motivations and dynamics of the transition from tourist to resident - a case study on Antalya, Türkiye, Postgraduate, H.BEN(Student), 2024

Yılmaz Y., Medikal turizm destinasyon imajı ölçeği: Kavramsallaştırılması ve deneysel geçerliğinin sağlanması, Doctorate, G.ALP(Student), 2022

Yılmaz Y., Tüketicilerin online otel rezervasyonu davranışını etkileyen faktörler: Antalya örneği, Doctorate, F.HAKAN(Student), 2021

YILMAZ Y., INTERNATIONALIZATION PROCESS OF TURKISH HOTEL GROUPS, Postgraduate, A.Demir(Student), 2020

YILMAZ Y., ÜÇÜNCÜ YAŞ TURİZMİNDE SEYAHAT MOTİVASYONLARINI VE EĞİLİMİNİ ETKİLEYEN FAKTÖRLER: YERLİ TURİSTLER ÜZERİNE BİR ARAŞTIRMA, Postgraduate, B.Belirdi(Student), 2020

YILMAZ Y., AKILLI TURİZM UYGULAMALARININ ALANYA TURİZM DESTİNASYONU AÇISINDAN DEĞERLENDİRİLMESİ, Postgraduate, Z.Er(Student), 2019

Yılmaz Y., Investigating the relationship between employee motivation and organizational commitment, Postgraduate, M.Orhan(Student), 2019

YILMAZ Y., Turizm Deneyiminin Destinasyon İmajı Üzerindeki Etkisi: Alanya Örneği, Doctorate, C.Güçlü(Student), 2017

YILMAZ Y., Sürdürülebilir Turizm Kapsamında Yaratıcı Turizm: Antalya ili örneği, Postgraduate, A.Güven(Student), 2016

YILMAZ Y., Turizm ürün farklılaştırılmasında sualtı kültürel miras alanlarının turizm ürünü olarak kullanımı, Replika Gemi Batığı projesi: Side örneği, Postgraduate, Ç.Bideci(Student), 2014

Published journal articles indexed by SCI, SSCI, and AHCI

I. Medical tourism destination image: Scale development

Alp G., YILMAZ Y.

International Journal of Tourism Research, vol.26, no.4, 2024 (SSCI)

II. Pre- and post-trip antecedents of destination image for non-visitors and visitors: A literature review

YILMAZ Y., YILMAZ Y.

INTERNATIONAL JOURNAL OF TOURISM RESEARCH, vol.22, no.4, pp.518-535, 2020 (SSCI)

Articles Published in Other Journals

- I. **Factors that affect the residents' propensity to invest in tourism**
YILMAZ Y., Anasori E.
Journal of Tourism and Development, vol.46, pp.7-20, 2024 (Scopus)
- II. **Analyzing the tourist markets with a new tool: Tourist market typology**
Yılmaz Y.
Journal of Tourism Leisure and Hospitality , vol.5, no.1, pp.1, 2023 (Peer-Reviewed Journal)
- III. **Environmentally responsible behavior of residents: impact of mindfulness, enjoyment of nature and sustainable attitude**
Yılmaz Y., Anasori E.
JOURNAL OF HOSPITALITY AND TOURISM INSIGHTS, vol.5, no.1, pp.1-14, 2022 (ESCI)
- IV. **Clinical trust, perceived value and behavioural intention of medical tourists: Moderating effect of optimism and pessimism**
YILMAZ Y., YURCU G., AYBAR D. H.
EUROPEAN JOURNAL OF TOURISM RESEARCH, vol.30, 2022 (ESCI)
- V. **Tatil Öncesi ve Sonrası Destinasyon İmajı Karşılaştırması: Alanya Örneği**
Güçlü C., YILMAZ Y.
Seyahat ve Otel İşletmeciliği Dergisi, vol.17, no.2, pp.173-185, 2020 (Peer-Reviewed Journal)
- VI. **Otel Yöneticilerinin 2016 Türkiye Turizm Krizine İlişkin Öngörüler ve Kriz Yönetim Uygulamaları**
YILMAZ Y., ÜNAL C., DURSUN A.
Journal of Yasar University, vol.14, no.56, pp.468-488, 2019 (Peer-Reviewed Journal)
- VII. **The Effects of Distribution Channels on the Selling Prices of Hotels in Time of Crisis**
YILMAZ Y., UNAL C., Dursun A.
International Journal of Economics and Management Engineering, no.13, pp.929-932, 2019 (Peer-Reviewed Journal)
- VIII. **The Role of Heritage Impact Assessment in Safeguarding World Heritage Sites: Application Study on Historic Areas of Istanbul and Giza Pyramids**
YILMAZ Y., El Gamil R.
Journal of Heritage Management, vol.3, no.2, pp.127-158, 2019 (Peer-Reviewed Journal)
- IX. **A STRATEGIC PERFORMANCE MANAGEMENT FRAMEWORK: A HYPOTHETICAL HOTEL CASE**
YILMAZ Y.
International Journal of Contemporary Tourism Research, no.2, pp.92-110, 2018 (Peer-Reviewed Journal)
- X. **Impacts of Operational Management Proficiency Levels of Hotels on Operational and Marketing Related Decisions in Time of Crisis**
YILMAZ Y., UNAL C., DURSUN A.
Journal of Tourism and Management Research, no.3, pp.0-305, 2018 (Peer-Reviewed Journal)
- XI. **CULTURAL HERITAGE MANAGEMENT IN TURKEY AND EGYPT: A COMPARATIVE STUDY**
YILMAZ Y., El-Gamil R.
ADVANCES IN HOSPITALITY AND TOURISM RESEARCH-AHTR, vol.6, no.1, pp.68-91, 2018 (ESCI)
- XII. **Impact of strategy on efficiency in the luxury hotel industry of Turkey**
Yılmaz Y.
ANATOLIA, no.24, pp.206-220, 2013 (ESCI)
- XIII. **Destinasyon Pazarlamasında Farklılaşan Turist Davranışlarıyla Birlikte Film ve Dizi Sektörünün Rolü**
Saribaş Ö., YILMAZ Y.
Pazarlama ve İletişim Kültürü Dergisi, no.43, pp.34-37, 2013 (Non Peer-Reviewed Journal)
- XIV. **Destination Image: A Comparative Study on Pre and Post Trip Image Variations**
YILMAZ Y., YILMAZ Y., İçigen E., EKİN Y., Utku B. D.
JOURNAL OF HOSPITALITY MARKETING & MANAGEMENT, no.5, pp.461-479, 2009 (ESCI)
- XV. **Performance Measurement in the Value Chain: Manufacturing v. Tourism**
Yılmaz Y., Bititci U. S.

INTERNATIONAL JOURNAL OF PRODUCTIVITY AND PERFORMANCE MANAGEMENT, no.55, pp.371-389, 2006 (ESCI)

XVI. Performance Measurement in Tourism Value Chain

Yılmaz Y., Bititci U. S.

International Journal of Contemporary Hospitality Management, no.18, pp.341-349, 2006 (Scopus)

XVII. Parametrik olmayan testlerin pazarlama alanındaki arařtırmalarda kullanımı:1995-2002 Arası yazın taraması

Yılmaz Y., Yılmaz Y.

DOKUZ EYLÜL ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ DERGİSİ, no.7, pp.177-199, 2005 (Peer-Reviewed Journal)

Books

I. Sağlık Turizmi Disiplinlararası Yaklaşım

Yılmaz Y. (Editor), Yurcu G. (Editor), Aybar D. H. (Editor)

Detay Yayıncılık, Ankara, 2022

II. Turist Perspektifinden Destinasyon İnovasyonu

Siliv C., Öner C. E., Seven H., YILMAZ Y.

in: Sosyal Bilimlerde İstatiksel Yaklaşımlar, Selim Gündüz, Editor, Lap Lampart, Beau Bassin, pp.80-106, 2020

III. Dengeli Puan Kartı "Balanced Scorecard" ve Uluslararası Otel İşletmelerinde Uygulanabilirliği Üzerine Teorik Bir İnceleme

YILMAZ Y.

in: Uluslararası Turizm İşletmeciliği, Pırnar İ., Editor, Nobel Yayınevi, Ankara, pp.223-236, 2011

IV. Spa Industry in Turkey

YILMAZ Y.

in: Spa Tourism Textbook, Š. Kireta, Editor, University Of Prešov, Presov, pp.77-85, 2010

V. Trends in Spa Tourism

YILMAZ Y.

in: Spa Tourism Textbook, Š. Kireta, Editor, University Of Prešov, Presov, pp.91-96, 2010

VI. Spa Industry in Tourism Structure

YILMAZ Y.

in: Spa Tourism Textbook, Š. Kireta, Editor, University Of Prešov, Presov, pp.64-71, 2010

VII. New Trends in Spa Tourism and Their Influence on Spas

YILMAZ Y.

in: Spa Tourism Textbook, Š. Kireta, Editor, University Of Prešov, Presov, pp.97-101, 2010

VIII. Spa Industry in Tourism Structure in Turkey

YILMAZ Y.

in: Spa Tourism Textbook, Š. Kireta, Editor, University Of Prešov, Presov, pp.86-90, 2010

IX. History of Spa Industry in Turkey

YILMAZ Y.

in: Spa Tourism Textbook, Š. Kireta, Editor, University Of Prešov, Presov, pp.72-76, 2010

Refereed Congress / Symposium Publications in Proceedings

I. How Does Leverage Impact the Performance of Tourism Firms: An Analysis in the Framework of Size and Crisis

Helhel Y., Yılmaz Y.

24.Finans Sempozyumu, Sakarya, Turkey, 20 - 23 October 2021, pp.409-418

II. The Effects of Distribution Channel on the Selling Prices of Hotels in Times of Crisis

YILMAZ Y., Ünal C., Dursun A.

ICTMM:19th International Conference on Tourism Marketing and Management, Kyoto, Japan, 16 - 17 November 2017, pp.798-801

- III. **Cultural Heritage Management in Turkey and Egypt: A Comparative Study**
YILMAZ Y., El Gamil R.
International Congress on Cultural Heritage and Tourism, Konya, Turkey, 19 - 21 May 2017, pp.1
- IV. **Antalya İli Sürdürülebilir Destinasyon Gelişim Modeli Önerisi**
YILMAZ Y., GÜVEN A.
17. Ulusal Turizm Kongresi, Muğla, Turkey, 20 - 23 October 2016, pp.628-638
- V. **A Strategic Performance Management Framework for Tourism Companies**
YILMAZ Y.
Global Interdisciplinary Business-Economics Advancement Conference (GIBA 2014), Florida, United States Of America, 15 - 18 May 2014, pp.111-115
- VI. **Designing Strategy Map for Tourism Destinations: An Effective Tool for An Integrated and Multi Dimensional Strategic Plan**
YILMAZ Y., ÇİZEL B., ÖZDEMİR B.
2nd International Conference on Emerging Research Paradigms in Business and Social Sciences, Dubai, United Arab Emirates, 26 - 28 October 2013, pp.1-6
- VII. **Kitle Turizmine Hizmet Veren Turizm Destinasyonlarında Aktörler ve Aktörler Arası Diskilerde Belirleyiciler: Antalya Örneği**
YILMAZ Y., ÖZDEMİR B., ÇİZEL B., HELHEL Y., ÇALIŞKAN O.
13.Ulusal Turizm Kongresi 2012, Antalya, Turkey, 6 - 09 December 2012, vol.1, no.1, pp.167-180
- VIII. **The Effects Of Mentorship On The Success Of Firms**
Yirik Ş., Yılmaz Y., Demirel O. N., YILMAZ Y., Akgün A., Kınay H.
3rd International Symposium on Sustainable Development, Saraybosna, Bosnia And Herzegovina, 31 May - 01 June 2012, pp.5-9
- IX. **The Efficiency and Its Relations With the Structure in the Hotel Sector: Case of Antalya**
YILMAZ Y.
2011 Global Business Conference, Sibenik, Croatia, 21 - 24 September 2011, pp.122-130
- X. **A Cooperation Based Model For Mediterranean Tourism Destination**
YILMAZ Y.
3rd IRT International Scientific Conference, Kahire, Egypt, 24 - 26 October 2009, pp.123-129
- XI. **Türkiye Turizmi İçin Bir Bütünleşik Pazarlama Proje Önerisi: TOURKEY**
YILMAZ Y.
10. Ulusal Turizm Kongresi, Mersin, Turkey, 21 - 24 October 2009, pp.1299-1306
- XII. **Need For Change in the Business Performance Measurement System of Tourism Companies**
YILMAZ Y.
EuroCHRİE 2005, Paris, France, 26 - 28 October 2005, pp.44-53
- XIII. **Performance Measurement in Tourism Industry**
YILMAZ Y.
EURAM 2005, Münih, Germany, 4 - 07 May 2005, pp.123
- XIV. **Türk Turizminde Günü Kurtarmak Değil Marka Yaratmak**
YILMAZ Y., ÇİZEL B.
I. Ulusal Türkiye Turizm Sempozyumu, İzmir, Turkey, 6 - 07 December 2000, pp.455-465

Supported Projects

Çetinkaya G., Yılmaz Y., Çizel B., Project Supported by Other Official Institutions, Termessos National Park and Düzlerçamı Wildlife Development Area Sustainable Tourism/Ecotourism Plan, 2014 - 2015

Yılmaz Y., Özdemir B., Çizel B., Helhel Y., Çalışkan O., Project Supported by Other Official Institutions, Clustering and

Activities in Scientific Journals

Advances in Hospitality and Tourism Research, Editor, 2021 - Continues

Journal of Hospitality and Tourism Issues, Committee Member, 2019 - Continues

Memberships / Tasks in Scientific Organizations

Turizm Akademisyenleri Derneği, Board Member, 2015 - Continues

Scientific Refereeing

INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT, Journal Indexed in SSCI, May 2021

Anatolia, Journal Indexed in ESCI, March 2021

INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT, Journal Indexed in SSCI, February 2021

TOURISM MANAGEMENT PERSPECTIVES, Journal Indexed in SSCI, November 2020

Anatolia, Journal Indexed in ESCI, September 2020

Advances in Hospitality and Tourism Research, Other Indexed Journal, September 2020

International Journal of Contemporary Hospitality Management, Journal Indexed in SSCI, August 2020

Athens Journal of Tourism, Other Indexed Journal, June 2020

International Journal of Contemporary Tourism Research, National Scientific Refreed Journal, May 2020

Journal of Hospitality and Tourism Issues, National Scientific Refreed Journal, April 2020

International Journal of Contemporary Hospitality Management, Journal Indexed in SSCI, July 2019

Advances in Hospitality and Tourism Research, Other Indexed Journal, February 2019

Journal of Global Business Insights, Other Indexed Journal, January 2019

Advances in Hospitality and Tourism Research, Other Indexed Journal, October 2017

Advances in Hospitality and Tourism Research, Other Indexed Journal, December 2016

Advances in Hospitality and Tourism Research, Other Indexed Journal, October 2016

Advances in Hospitality and Tourism Research, Other Indexed Journal, March 2015

Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, National Scientific Refreed Journal, February 2015

Tourism Management, Journal Indexed in SSCI, February 2015

INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT, Journal Indexed in SSCI, October 2014

TOURISM MANAGEMENT, Journal Indexed in SSCI, July 2014

Anatolia An International Journal of Tourism and Hospitality Research, Journal Indexed in ESCI, June 2014

Tourism Management, Journal Indexed in SSCI, May 2014

Akdeniz İİBF Dergisi, Other Indexed Journal, March 2014

Anatolia, Journal Indexed in ESCI, October 2012

INTERNATIONAL JOURNAL OF TOURISM RESEARCH, Journal Indexed in SSCI, June 2012

Metrics

Publication: 46

Citation (WoS): 235

Citation (Scopus): 308

H-Index (WoS): 5

H-Index (Scopus): 6

Congress and Symposium Activities

Taste of City Food and Place Marketing Conference, Session Moderator, Antalya, Turkey, 2018

ICTMM 2017 : 19th International Conference on Tourism Marketing and Management, Session Moderator, Kyoto, Japan, 2017

I. International Conference on Tourism Dynamics and Trends, Session Moderator, Antalya, Turkey, 2016

Awards

YILMAZ Y., Best Presentation Award, WASET- ICTMM 2017 : 19th International Conference on Tourism Marketing and Management, November 2017