

# Curriculum Vitae

## Ercan [Sirakaya] Turk, Ph.D.

Fulbright Scholar (Alumni) (2007 Russia)  
Editor-In-Chief [Emeritus] of Tourism Analysis (2015 Dec- 2022 January)  
Associate Dean Emeritus for Research, Grants, Graduate and International Programs and Facilities of the  
College of Hospitality, Retail and Sport Management (2009-2017 July)  
Full Professor of Tourism Sciences (2006 August-current)  
Associate Dean for Research/Faculty Research Director (August 2024-present)

### CURRENT UNIVERSITY ADDRESS

The College of Hospitality, Retail and Sport  
Management  
The University of South Carolina  
Close Hipp Building #607  
Columbia, SC 29208

Tel #: (803) 777-3327 e-mail: [ercan@hrsm.sc.edu](mailto:ercan@hrsm.sc.edu)

**Professor Dr. Ercan [Sirakaya] Turk** is a leading tourism studies scholar with over 15K citations as of September 2024, placing him in the top 4% globally and USC's top marketing professor by AD scientific index. A Fulbright alumnus and Associate Dean for Research at HRSM, he previously held this role from 2010-2018. Dr. Turk earned his Ph.D. from Clemson University and has been on the faculty at Texas A&M and Penn State.

Dr. Turk frequently publishes in A and A+ journals and authored influential pieces in tourism. He has overseen over \$1.3 million in grant projects and published high-impact research in top journals like the Journal of Business Research, Annals of Tourism Research, and Journal of Travel Research. He was the founding Editor-in-Chief of e-Review of Tourism Research and served as Editor-in-Chief of Tourism Analysis from 2015 to 2022. Collaborating with international scholars, he has published "Research Methods in Leisure, Recreation, and Tourism" (two editions). Dr. Turk teaches courses in tourism and hospitality marketing, tourism economics, sustainable tourism planning, and research methods at both graduate and undergraduate levels. His economic impact study for Riverbanks Zoo secured a \$30 million renovation bond for the zoo in South Carolina.

### NATIONAL/INTERNATIONAL AWARDS

***J. William Fulbright Scholarship***, Council for International Exchange of Scholars (CIES) of the U.S. State Department for conducting research and teaching at the Saint Petersburg State University of Finance and Economics, Russia (2007).

***Anatolia: An International Journal of Tourism and Hospitality Research*** 25<sup>th</sup> year of publication special award for the paper titled "Modeling Outbound Tourism Demand of Turkish Travel Market Using a Dynamic Panel Data." Tarik Doğru (presenter my PhD student), University of South Carolina, USA, Ercan Sirakaya-Türk, University of South Carolina, USA, Muzaffer Uysal, Virginia Polytechnic Institute and State University, USA.

*EuroChrie 2012 Emerald Best Paper Award* with Dr. S. Baloglu from UNLV for the manuscript titled- Sustainability Values and Tourists Destination Choices - which is based on a grant funded by the UNLV's current *Caesars' Hospitality Research Center*.

**Ranked #13** Researchers in tourism by Kwangmin Park, WooMi Jo Phillips, Deborah D. Canter and JéAnna Abbott Millennium (2011). Hospitality and Tourism Research Rankings by Author, University, and Country Using Six Major Journals: The First Decade of the New Millennium. *Journal of Hospitality & Tourism Research*, 35: 381.

*Listed as one of the writers of the most influential papers in tourism.* See Law, Rob, Ye, Qiang, Chen, Wei and Leung, Rosanna (2009). An Analysis Of The Most Influential Articles Published In Tourism Journals From 2000 To 2007: A Google Scholar Approach. *Journal of Travel & Tourism Marketing*, 26:735-746.

**Ranked #28<sup>th</sup>** among the list of top 100 leading scholars listed by the number of articles published in eight tourism journals (1985–2004). See W. Zhao and R. Ritchie (2007). *Tourism Management* 28: 476–490.

## ACADEMIC TRAINING

**Ph.D.:** Clemson University, 1996.  
Major: Parks, Recreation and Tourism Management  
Concentration: Applied Economics and Sustainable Tourism  
Dissertation: *Voluntary Compliance of Tour Operations with Ecotourism Guidelines*.  
**Awarded** Travel and Tourism Research Association (TTRA), William B. Keeling Dissertation Meritorious Achievement Award (second place), June 17, 1996, Las Vegas.

**MS:** Clemson University, August 1992.  
Major: Parks, Recreation and Tourism Management  
Concentration: Marketing  
Thesis: *Modeling Vacation Destination Choice Decisions: Development of an Instrument*.  
**Awarded** Tourism and Travel Research Association (TTRA), Boeing Student Research Award, received Honorable Mention, Minneapolis, Minnesota, 1992.

**BS:** 9<sup>th</sup> September University, 9 Eylul Isletme Fakultesi / Business School, Aydin School of Tourism and Hotel Management, Izmir / TURKEY, 1990  
*Major:* Business Administration *Minor:* Tourism and Hotel Management

## ACADEMIC/ADMINISTRATIVE/TEACHING EXPERIENCE

From fall, 1996 through 2024 taught over 97+ classes, not including independent studies and other special teaching situations. Courses include hospitality and tourism seminar (graduate class), tourism economics, tourism and hospitality marketing (Graduate and undergraduate levels), research methods classes (graduate & undergraduate), tourism and leisure, introduction to tourism

(graduate and undergraduate levels), sustainable tourism policy and management [strategic] commercial recreation management, introduction to commercial recreation, tourism analysis (a graduate level tourism theory/methods course).

- Since 2009-2017                    **Associate Dean for Research, Grants and Graduate and International Programs and Sloan Professor of Tourism (also added duties for Dean for the Facilities in 2014-2017)**  
The University of South Carolina, the College of Hospitality, Retailing and Sport Management
- 2009-2010                            **Interim Associate Dean for Research and Graduate Programs**  
The University of South Carolina, the College of Hospitality, Retailing and Sport Management
- August 2006-2009                **Alfred Sloan Foundation Research Professor** (August 2006-2009 and Its Director 2017-2020)  
University of South Carolina, School of Hotel, Restaurant and Tourism Management, University of South Carolina. Tenured accrued in 2006.
- August 1998-August 2006        **Associate Professor**  
Texas A&M University, Department of Recreation, Park and Tourism Sciences. Tenured in 2001.
- August 1996-1998                **Assistant Professor**  
The Penn State University, School of Hotel, Restaurant and Recreation Management, University Park, PA 16803.
- January 1990-August 1996        **Graduate Assistant:** Clemson University, Parks, Recreation and Tourism Management, Clemson, SC 29634 - (803) 656-2227.  
Supervisors: Dr. Robert W. McLellan and Dr. Lorin Toepper.

## MANUSCRIPTS/BOOKS

### [Management Science Applications in Tourism and Hospitality](#)

M Uysal, Z Schwartz, E Sirakaya-Turk - Management Science in Hospitality and Tourism ..., 2017

**E. Sirakaya-Turk**, M. Uysal, W. Hammitt and J. Vaske (2017). Research Methods for Leisure, Recreation and Tourism. Second Edition. CAB International: Oxfordshire, UK

Gursoy, D., M. Uysal, **E. Sirakaya-Turk** (2015). Handbook of Scales in Tourism and Hospitality Research. CABI: Boston, MA.

Management Science in Hospitality and Tourism Theory, Practice and Applications. Editors: Muzaffer Uysal, PhD, Zvi Schwartz, PhD, **Ercan Sirakaya-Turk**, PhD (forthcoming-2017)

E. Sirakaya-Turk, M. Uysal, W. Hammitt and J. Vaske (2011). *Research Methods for Leisure, Recreation and Tourism*. CAB International: Oxfordshire, UK

## PEER REVIEWED ARTICLES

### Peer-reviewed journal articles published in the last five years:

- 1) With Oshriyeh et al. (2024) "The theory of sustainability values and travel behavior", *International Journal of Contemporary Hospitality Management*, Vol. 36 No. 5, pp. 1597-1626. <https://doi.org/10.1108/IJCHM-12-2022-1512>
- 2) With A. Iskender et al. (2023), "Restaurant menus and COVID-19: implications for technology adoption in the post-pandemic era", *Consumer Behavior in Tourism and Hospitality*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/CBTH-11-2022-0194>
- 3) With A. Iskender et al (2023). Multi-item unidimensional measurement scale construct: Perceived hygiene development (pHd). *Family and Consumer Sciences Research Journal*, 51(4): 1077-727X. <https://doi.org/10.1111/fcsr.12476>
- 4) With A. Iskender et al (2024). Restaurant patrons' intentions toward QR code menus in the US during COVID-19: acceptance of technology adoption model (ATAM). *Journal of Foodservice Business Research*, 1-26. <https://dx.doi.org/10.1080/15378020.2022.2133518>
- 5) With A. Iskender et al (2022). COVID or VOID: a systematic literature review of technology adoption and acceptance in hospitality and tourism since the breakout of COVID-19. *Tourism and Hospitality Research* <https://doi.org/10.1177/14673584221133667>
- 6) With Cem Işık et al. (2022). Innovation Research in Tourism and Hospitality Field: A Bibliometric and Visualization Analysis. *Sustainability*, 14(13):7889. <https://doi.org/10.3390/su14137889>
- 7) With Tarik Dogru et al. (2021). Why Do Some Countries Prosper More in Tourism than Others? Global Competitiveness of Tourism Development. *Journal of Hospitality & Tourism Research*. <https://doi.org/10.1177/1096348020911706>.
- 8) With Tarik Dogru et al. (2020). The effects of Airbnb on hotel performance: Evidence from cities beyond the United States, *Tourism Management*, Volume 79,2020,104090,ISSN 0261-5177, <https://doi.org/10.1016/j.tourman.2020.104090>.
- 9) With Tarik Dogru et al. (2020). What caused the rise of Airbnb? An examination of key macroeconomic factors, *Tourism Management*, Volume 81, 2020, 104134, ISSN 0261-5177, <https://doi.org/10.1016/j.tourman.2020.104134>.
- 10) With Tarik Dogru et al. (2020). The nexus between tourism, economic growth, renewable energy consumption, and carbon dioxide emissions: contemporary evidence from OECD countries. *Environ Sci Pollut Res* **27**, 40930–40948 (2020). <https://doi.org/10.1007/s11356-020-10110-w>
- 11) With Tarik Dogru et al. (2020), The effects of Airbnb on hotel performance: Evidence from cities beyond the United States, *Tourism Management*, Volume 79, 2020, 104090, ISSN 0261-5177, <https://doi.org/10.1016/j.tourman.2020.104090>.

- 12) With C. Suess et al (2020). Understanding How Residents' Emotional Solidarity with Airbnb Visitors Influences Perceptions of Their Impact on a Community: The Moderating Role of Prior Experience Staying at an Airbnb. *Journal of Travel Research*. June 2020. doi:[10.1177/0047287520921234](https://doi.org/10.1177/0047287520921234)
- 13) With Tarik Dogru et al. (2019). Modeling tourism demand: Theoretical and empirical considerations for future research. *Tourism Economics*. December 2019. <https://doi.org/10.1177/1354816619894460>
- 14) With Cem Işık et al. (2019). Testing the efficacy of the economic policy uncertainty index on tourism demand in USMCA: Theory and evidence. *Tourism Economics*. <https://doi.org/10.1177/1354816619888346>
- 15) With Wang, Chuhan (Renee) et al. (2019). The Impact of Millennium Floods on Vacation Decisions in a Coastal Tourism Destination: The Case of South Carolina, USA. *Tourism Analysis*, Volume 24, Number 2, 2019, pp. 193-211(19) DOI: <https://doi.org/10.3727/108354219X15525055915536>
- 16) With Tarik Dogru et al. (2019). The balance of trade and exchange rates: Theory and contemporary evidence from tourism. *Tourism Management* 74(October):12-23. ISSN 0261-5177 <https://doi.org/10.1016/j.tourman.2019.01.014>
- 17) With Cem Isik et al. (2018). A nexus of linear and non-linear relationships between tourism demand, renewable energy consumption, and economic growth: Theory and evidence. *International Journal of Tourism Research*, 20(1):38-49. <https://doi.org/10.1002/jtr.2151>
- 18) With Tarik Dogru (2018). "Cash holdings and corporate governance: theory and contrary evidence from hotel firms", *International Journal of Contemporary Hospitality Management*, Vol. 30 Issue: 10, pp.3117-3134, <https://doi.org/10.1108/IJCHM-03-2017-0163>
- 19) With Ata Atadil et al. (2018) "Exploring travelers' decision-making styles", *International Journal of Contemporary Hospitality Management*, Vol. 30 Issue: 1, pp.618-636, <https://doi.org/10.1108/IJCHM-11-2016-0613>
- 20) With T. Dogru (2018). Modeling Turkish outbound tourism demand using a dynamic panel data approach. *Tourism and Hospitality Research*, 18(4), 411-414. <https://doi.org/10.1177/1467358416663822>

#### **MORE PEER REVIEWED PUBLICATIONS**

- 21) Dogru, T., E. **Sirakaya-Turk** (2017). The value of cash holdings in hotel firms. *International Journal of Hospitality Management* 65 (August): 20-28.
- 22) Dogru, T., E. **Sirakaya-Turk** & G. Crouch (2017) Remodeling International Tourism Demand: Old Theory and New Evidence. *Tourism Management* 60: 47-55.
- 23) Dogru, T., & **Sirakaya-Turk, E.** (2016). Stock Market Valuation of Hotel Firms' Sustainable Initiatives. *The Journal of Hospitality Financial Management*, 24(2), 127-132. doi: 10.1080/10913211.2016.1236568

- 24) Ata Atadil, **E. Sirakaya-Turk**, S. Baloglu and K. Kirilliova (2017)  
Destination Neurogenetics: Creation of destination meme maps of tourists. *Journal of Business Research*, 74 (May):154-161.
- 25) Dogru, T., and **E. Sirakaya-Turk** (2017)  
Engines of tourism's growth: An examination of efficacy of shift-share regression analysis in South Carolina. *Tourism Management* 58: 205-214.
- 26) Tarik Dogru & Ercan Sirakaya-Turk (2017) Investment and Firm Value: Is There an Optimal Investment Level in Hotel Firms?, *The Journal of Hospitality Financial Management*, 25:1, 17-26, DOI: [10.1080/10913211.2017.1314123](https://doi.org/10.1080/10913211.2017.1314123)
- 27) Dogru, T. & **Sirakaya-Turk, E.** (2016)  
Stock Market Valuation of Hotel Firms' Sustainable Initiatives. *The Journal of Hospitality Financial Management*, 24(2):127-132. doi: 10.1080/10913211.2016.1236568
- 28) Dogru, T., Bulut, U., & E. Sirakaya-Turk (forthcoming 2016).  
Theory of Vulnerability and Remarkable Resilience of Tourism Demand to Climate Change: Evidence from the Mediterranean Basin. *Tourism Analysis*, 21(6), 645-660.
- 29) Dawood S. Al Jahwari, **Ercan Sirakaya-Turk** (2017).  
Efficacy of the Theory of Communication Competence and Personality Traits in Predicting Tour Guides' Income. *Journal of Human Resources in Hospitality and Tourism*.16(2): 109-136.
- 30) Dawood S. Al Jahwari, **Ercan Sirakaya-Turk** and V. Altintas , (2016).  
Evaluating communication competency of tour guides using a modified importance-performance analysis (MIPA)", *International Journal of Contemporary Hospitality Management*, Vol. 28 Iss 1 pp. 195 - 218 Permanent link to this document: <http://dx.doi.org/10.1108/IJCHM-02-2014-0064>
- 31) **Sirakaya-Turk, E.**, Y. Ekinici and D. Martin (2015)  
The Efficacy of Shopping Value in Predicting Destination Loyalty. *Journal of Business Research* 68(9): 1878-1885 <http://www.sciencedirect.com/science/article/pii/S0148296315000302>
- 32) Atadil. A. H., **E.Sirakaya-Turk** and V. Altintas (2015)  
An analysis of destination image for emerging markets of Turkey. *Journal of Vacation Marketing* :1-18
- 33) **Sirakaya-Turk, E. and D. Gursoy** (2013)  
Predictive Validity of SUSTAS. *Tourism Analysis*, 18 (5):601-605 (short article)
- 34) **Sirakaya-Turk, E.**, G. Nyaupane and M. Uysal (2013).  
Guests and Hosts Revisited: Prejudicial Attitudes of Guests toward the Host Population. *Journal of Travel Research* (available online since September 2013).
- 35) **Sirakaya-Turk, E.**, S. Baloglu and H. Mercado (2013)

The Efficacy of Sustainability Values in Predicting Travelers' Choices for Sustainable Hospitality Businesses. *Cornell Quarterly* 55(91):115-126.

- 36) Ekinçi, Y., **E. Sirakaya-Turk** (2013)  
Symbolic Consumption of Tourism Destination Brands. *Journal of Business Research* 66(6): 711-718.
- 37) Teye, V., **E. Sirakaya-Turk** and S. Sonmez (2011)  
Heritage Tourism in Africa: Residents' Perceptions of African-American and White Tourists. *Tourism Analysis* 16(2): 169-187
- 38) Bertan, S.; **E. Sirakaya-Turk** and V. Altintas (2010)  
Destination Images of Visitors Attending to Travel Expo in Key markets of Turkey. *Tourism and Hospitality Management*, 16 (2): 229-242.
- 39) Hung, K. **E. Sirakaya-Turk**; L. Ingram (2010)  
Testing the Efficacy of an Integrative Model for Community Participation. *Journal of Travel Research* 50(3):276-288
- 40) **Sirakaya-Turk, E.**; L. Ingram and R. Harrill (2009).  
Resident Typologies within the Integrative Paradigm of Sustainable Tourism Development. *Tourism Analysis*, 13 (5/6): 531-544.
- 41) Ekinçi, Y., **E. Turk-Sirakaya**, and S. Baloglu (2007)  
Host Image and Destination Personality. Special issue on Destination Branding, *Tourism Analysis*, 12(5/6): 433-446.
- 42) **Turk-Sirakaya, E.**, Y. Ekinçi and A.G. Kaya (2008)  
An Examination of the Validity of the SUS-TAS Scale in Cross-Cultures. *Journal of Travel Research* 46: pp. 414 - 421.
- 43) Park, Y., Gretzel, U., and **E. Sirakaya-Turk** (2007)  
Measuring Web Site Quality for Online Travel Agencies. *Journal of Travel and Tourism Marketing* 23(1), pp. 15-30(16).
- 44) **Turk- Sirakaya E.** (2007).  
Concurrent Validity of the Sustainable Tourism Attitude Scale. *Annals of Tourism Research*, 34(34): 1081-1084. (short article)
- 45) Delen, D. and **E. Sirakaya** (2006)  
The Efficacy of Data Mining Methods in Forecasting. *Journal of Hospitality & Tourism Research*, Vol. 30 (3): 313-332
- 46) Choi, H. S and **E. Sirakaya**(2006).  
Sustainability Indicators for Managing Community Tourism. *Tourism Management*, 27 (6) 1274-1289  
(among the 25 most downloaded articles was recognized as the 2<sup>nd</sup> most downloaded paper).
- 47) Choi, H. S and **E. Sirakaya** (2005)

Measuring Resident Attitudes toward Sustainable Tourism: Development of a Sustainable Tourism Attitude Scale. *Journal of Travel Research* 43(May): 380-394.

48) **Sirakaya, E., D.** Delen and H. Choi (2005)

2005 Forecasting Gaming Referenda. *Annals of Tourism Research* 32(1): 127-149.

49) **Sirakaya, E.** and A.G. Woodside (2005)

Building and Testing Theories of Decision Making by Travelers. *Tourism Management*, 26(6): 815-832.

(among the 25 most downloaded articles was recognized as the 1st most downloaded paper- and one of the most influential and frequently cited papers see Law et al. *Journal of Travel and Tourism Marketing* 2009 article )

50) **Sirakaya, E.,** H.S. Choi and J. Petrick (2004)

The Role of Mood on Tourism Product Evaluations. *Annals of Tourism Research* 31(3):517-539. (among the 25 most downloaded articles was recognized as the 3<sup>rd</sup> most downloaded paper)

51) **Petrick, J. & E. Sirakaya** (2004)

Segmenting Cruisers by Loyalty. *Annals of Tourism Research* 31(2): 472-475. (short article).

52) **Sirakaya, E.,** M. Uysal and Josihaka (2003)

Segmenting the Japanese Tour Market to Turkey. *Journal of Travel Research*. 41(3): 293-304.

53) Sasidharan, V., **E. Sirakaya** and D. Kerstetter (2002)

Developing Countries and Tourism Ecolabels. *Tourism Management*, 23(2): 161-174.

(among the 25 most downloaded articles was recognized as the 4<sup>th</sup> most downloaded paper)

54) **Sirakaya, E.,** H.S. Choi and T. Var (2002)

Shift-Share Analysis in Tourism: Examination of Tourism Employment Change in a Region. *Tourism Economics*, 8(3): 303-324.

55) **Sirakaya, E.,** Teye, V. and Sönmez, S. (2002)

Understanding Residents' Support for Tourism Development in the Central Region of Ghana. *Journal of Travel Research*. 41(1): 57-67.

56) Teye, V., **E. Sirakaya** and S. Sonmez (2002)

Resident Attitudes toward Tourism Development. *Annals of Tourism Research* V: 29(3): 668-688.

(among the 25 most downloaded articles was recognized as the 5<sup>th</sup> most downloaded paper)

57) Sonmez, S. **and E. Sirakaya** (2002)

A Distorted Destination Image? The Case of Turkey. *Journal of Travel Research*, 41(2): 185-196.

58) **Sirakaya, E.,** V. Teye and S. Sonmez (2001)

Examining the Sources of Differential Support for Tourism Industry in Two Ghanaian Cities. *Tourism Analysis* 6 (1): 29-40.

59) **Sirakaya, E.** and Sönmez, S. (2001)

Do Destination Images Really Matter? Predicting Destination Choices of Student Travelers? *Journal of Vacation Marketing* 7 (2): 125-142.



- 60) **Sirakaya, E.** (2000)  
Perceived Benefits of Ecotourism Guidelines. *Anatolia: An International Journal of Tourism and Hospitality Research*, 10(2): 148-153.
- 61) **Sirakaya, E.** and S. Sonmez (2000)  
Gender Images in State Tourism Brochures: An Overlooked Area in Socially Responsible Tourism Marketing. *Journal of Travel Research*, 38 (4): 353-362.
- 62) **Sirakaya, E.**, D. Kerstetter and D. Mount (1999)  
Modeling the Selection of High-Customer-Contact Personnel: An Application of Behavioral Decision-Making Theory. *Journal of Hospitality & Tourism Research*, 23(May): 139-160.
- 63) **Sirakaya, E.**, S. Sonmez and V. Sasidharan (1999)  
Redefining Ecotourism: A Supply Side View. *Journal of Travel Research* 38(2): 168-172 ((short article).  
Received the most citations.
- 64) **Sirakaya, E.**, A. J. Sheppard and R.W. McLellan (1998)  
Assessment of the Relationship between Perceived Safety at a Vacation Site and Destination Choice Decisions: An Application of Behavioral Decision-Making Model. *Journal of Hospitality and Tourism Research* 21 (2): 1-11.
- 65) **Sirakaya, E.** and R.W. McLellan (1998)  
Modeling Tour Operations Voluntary Compliance with Ecotourism Principles: A Behavioral Approach. *Journal of Travel Research* 36(3): 42-55.
- 66) **Sirakaya, E.** and M. Uysal (1998)  
Can Sanctions and Rewards Explain Conformance Behavior of Tour Operator's With Ecotourism Guidelines? *Journal of Sustainable Tourism* 5(4): 322-332.
- 67) **Sirakaya, E.** (1997)  
Attitudinal Compliance with Ecotourism Guidelines. *Annals of Tourism Research* 24(4): 919-950.  
(also cited in journals outside our field e.g., human ecology, biological conservation)
- 68) **Sirakaya, E.** and R.W. McLellan (1997)  
Factors Affecting Vacation Destination Choices of College-Students: *Anatolia: An International Journal of Tourism and Hospitality Research* 8(3):31-44.
- 69) **Sirakaya, Ercan** (1997)  
Assessment of Factors Affecting Conformance Behavior of Ecotour Operators With Industry Guidelines. *Tourism Analysis* 2(1):17-36.
- 70) **Sirakaya, E.**; R.W. McLellan, and M. Uysal (1996)  
Modeling Vacation Destination Decisions: A Behavioral Approach. *Journal of Travel and Tourism Marketing*, V.5 (1/2), 57-75.
- 71) **Sirakaya, E.**; M. Uysal and L. Toepfer (1995)

Measuring the Performance of South Carolina's Tourist Industry from Shift-Share Analysis: A Case Study. *Journal of Travel Research*, V.34 (2), pp.55-62.

### **PUBLICATIONS (II): Book Chapters**

Dogru, T., & Sirakaya-Turk, E. (2018). Efficacy of static shift share analysis in measuring tourism industry's performance in SC. In M. Uysal, Z. Schwartz, & E. Sirakaya-Turk (Eds.), *Management Science in Hospitality and Tourism: Theory, Practice and Applications*. Waretown, NJ: Apple Academic Press.

#### [Integrated marketing communications in the hospitality and tourism industry](#)

CR Wang, E Sirakaya-Turk – In Routledge Handbook of Hospitality Marketing, 2017

Jacinta M. Gau, Dogan Gursoy and Ercan Sirakaya-Turk (2017). Chapter 14: Relationship Analysis: t-Tests, Analysis of Variance, Cross Tabulations and Non-parametric Tests (pages 311-334). In Editors E. Sirakaya-Turk, M. Uysal, W. Hammitt and J. Vaske. *Research Methods For Leisure, Recreation and Tourism*. CAB International: Oxfordshire, UK

Muzaffer S. Uysal and Ercan Sirakaya-Turk (2017). Chapter 16: Factor Analytical Procedure and Scale Reliability (pages 351-380). In Editors E. Sirakaya-Turk, M. Uysal, W. Hammitt and J. Vaske. *Research Methods For Leisure, Recreation and Tourism*. CAB International: Oxfordshire, UK

E. Sirakaya-Turk and M. Uysal (2017). Chapter 6: Survey Research Methods: Sampling and Questionnaire Design. In Editors E. Sirakaya-Turk, M. Uysal, W. Hammitt and J. Vaske. *Research Methods For Leisure, Recreation and Tourism*. CAB International: Oxfordshire, UK

E. Sirakaya-Turk and M. Uysal (2011). Chapter 1: Introduction: Leisure, Recreation and Tourism Research. In Editors E. Sirakaya-Turk, M. Uysal, W. Hammitt and J. Vaske. *Research Methods For Leisure, Recreation and Tourism*. CAB International: Oxfordshire, UK.

E. Sirakaya-Turk and M. Uysal (2011). Chapter 6: Survey Research Methods: Sampling and Questionnaire Design. In Editors E. Sirakaya-Turk, M. Uysal, W. Hammitt and J. Vaske. *Research Methods For Leisure, Recreation and Tourism*. CAB International: Oxfordshire, UK.

D. Martin, E. Sirakaya-Turk and A. Woodside (2011). Traveler Decision Making: The Experientialist Stance. In *Destination Marketing and Management: Theories and Applications*. Editors Dr. Youcheng "Raymond" Wang and Abe Pizam. CAB International: Oxfordshire, UK, pp.53-66.

M. Uysal, X. Li & E. Sirakaya-Turk (2008). Chapter 16: Push-Pull Dynamics In *Travel Decisions*. In eds. H.M. Oh and A. Pizam. Butterworth-Heinemann: Burlington MA.

Ekinci, Y. and Sirakaya, E.

Ekinci, Y. & Sirakaya, E. 2004, "An investigation of antecedents and consequences of customer satisfaction" in *Consumer Psychology of Tourism, Hospitality and Leisure*, Crouch, G., Perdue, R., Timmermans, H., Uysal, M., eds., CABI International, Wallingford, pp. 189-202.

Sirakaya, E., T. Jamal and Hwan-Suk Choi (2001). Sustainable Ecotourism Indicators. In *Encyclopedia of Ecotourism*. Editor David Weaver (from the School of Tourism & Hotel

Management, Griffith University Gold Coast Campus, PMB 50, Gold Coast Mail Centre, Queensland 9726, Australia. Published.

Sirakaya, Ercan; R.W. McLellan, and M. Uysal

1996 In Fesenmaier, D. R.; J. T. O'Leary and M. Uysal (Ed.), *Recent Advances in Tourism Marketing Research*. New York: The Haworth Press, Inc., 57-75.

### **EDITORIAL AND NON-REFEREED PAPERS**

Drew Martin, Ercan Sirakaya-Turk and Wonae Cho. International tourism behavior in turbulent times: Introduction to the special issue, *J Bus Res* (2011), doi:10.1016/j.jbusres.2011.09.004.

J. Gnoth, S. Baloglu, Y. Ekinci, and E. Sirakaya-Turk (2007). Introduction: Building Destination Brands. *Tourism Analysis*, 12(5/6)340-344.

### **PUBLICATIONS (III): BOOK REVIEWS**

Bricker, K., E. Sirakaya and T. Berno (2001). Bongani Think Tank on Sustainable Tourism Curriculum Development. *Annals of Tourism Research*.

Sirakaya, E.

Reisen als Leitbild (1997) by Christine Keitz in German. *Annals of Tourism Research* 27 (1): 232-235.

Sirakaya, E. and M. Tepeci (1997)

Vacationscape: Developing Tourist Areas by C.A. Gunn. Third Edition *Anatolia: An International Journal of Tourism and Hospitality Research* 8 (3): 111.

### **PUBLICATIONS (IV): NON-REFEREED PAPERS**

Turk-Sirakaya, E. (2007). Measuring the Impact of Travel on Racial Prejudice of German Tourists Visiting Turkey. *European Union Center of Excellence Research Monograph* 1-6.

Turk-Sirakaya, E. and A. Caliskan (2007). The Likely Effects of Planned minimum Wage Hikes for the Tourism Industry in the USA. *e-Review of Tourism Research*, 5(1): 1-3.

Turk-Sirakaya, E. (2006). Sustainable Tourism and the Role of Educators within this Emerging Paradigm: The Case of BEST-EN. *e-Review of Tourism Research*, 4(2): 6-8

Sirakaya, E. Measuring customer satisfaction: Are you measuring what you are supposed to be measuring? 2003 *e-Review of Tourism Research (eRTR)* 1 (4): 52-55.

Sirakaya, E. (2000). Amerika Birlesik Devletlerinde Universitelerde Docentlik ve Kadroya Gecme Suresi Konusunda [Tenure and Promotion Process at US Universities]. *Anatolia: An International Journal of Tourism and Hospitality Research* Language: Turkish Version of the Journal, 11(March-June): 68-70.

**PAPERS PRESENTED AT TECHNICAL AND  
PROFESSIONAL MEETINGS**

**The Effects of Macroeconomic Factors on the Supply of Airbnb: Theory and Empirical Evidence**

2020 TTRA International Conference Academic Program (16-18 June 2020) held at the Grand Hyatt in Victoria, BC, Canada

Tarik Dogru, Courtney S. Suess, and Ercan Sirakaya-Turk. 2019 TTRA International Conference Academic Program (25-27 June 2019) held at the Grand Hyatt in Melbourne, Australia. accepted for an oral presentation

Dawood Al Jahwari and Ercan Sirakaya-Turk (presenter). Islamic Religiosity in a Tourism Consumption Context. *2016 Annual Euro Council on Hotel, Restaurant, and Institutional Education Conferenc 26-8 October, Budapest, Hungary*

**Dogru, T.,** Sirakaya-Turk, E., (2016). Investment and firm value: Is there an optimal investment level in hotel firms? *33rd annual iAHFME Research Symposium 12 November, New York, USA*

Tarik Dogru; Destan Kirimhan (presenter), Ercan Sirakaya-Turk (2016). Tourism Industry's Growth Prospect and Volatility. TTRA 2016 International conference Vail Colorado June 14-16, 2016.

Dogru, T., Sirakaya-Turk,(Presenter) E., & Baloglu, S. (2016). Efficacy of shift-share regression analysis in measuring tourism industry's performance. *2016 Annual Euro Council on Hotel, Restaurant, and Institutional Education Conferenc 26-8 October, Budapest, Hungary.*

Dogru, T. (presenter) & Sirakaya-Turk, E., (2016). What is a Dollar Worth in Hotel Firms? The Effect of Franchising, Financial Constraints, Corporate Governance. *2016 Annual Euro Council on Hotel, Restaurant, and Institutional Education Summer Conference 20-22 July, Dallas, Texas USA.*

**Atadil, H.A., &** Sirakaya-Turk, E. (2015) Empirically Testing the Relationships among Decision Making Styles, Involvement and Destination Image: A factor-cluster approach. *Annual International CHRIE Summer Conference & Marketplace, Orlando, FL.*

Dogru, T. (presenter, my PhD student), & **Sirakaya-Turk, E. (advisor)** (2015). Do stock market investors appreciate sustainable investments? An examination of LEED certified hotel openings. *20th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Tampa, FL, USA.*

Dogru, T. (presenter, my PhD student), **Sirakaya-Turk, E.(advisor)**, & Uysal, M. (2014). Modeling international tourism demand for Turkey using dynamic panel data. *The 2014 Annual Euro Council on Hotel, Restaurant, and Institutional Education Conference, Dubai, United Arab Emirates.*

Atadil, H.A. (presenter, my PhD student), **E. Sirakaya-Turk** (PhD advisor) (August 2014). Brand Reengineering through Associative Networks and Destination Images. Annual CHRIE Conference, San Diego. 30 July-1 August 2014.

- Doğru, T. (presenter my PhD student), **Ercan Sirakaya-Türk (advisor)**, Muzaffer Uysal, Virginia Polytechnic Institute and State University. (2014). Modeling Outbound Tourism Demand of Turkish Travel Market Using a Dynamic Panel Data. 7<sup>th</sup> World Conference for Graduate Research in Tourism, Hospitality, and Leisure. 3-8 June 2014, Istanbul, Turkey.
- Dogru, T., Sirakaya Turk, E., & Uysal, M. (2014). Modeling outbound tourism demand of Turkish travel market using a dynamic panel data. The 7th World Conference for Graduate Research in Tourism, Hospitality and eisure, Istanbul, Turkey.
- Dogru, T. (presenter, my PhD student), U. Bulut, **E. Sirakaya-Turk (advisor)** (2013). Efficacy of Gain Index in Predicting the Economic Impacts of Climate Change to Tourism Receipts in the Mediterranean Basin. 2013 TTRA 44th annual international conference, Kansas City, Missouri. June 20 - 22, 2013.
- Dogru, T., Sirakaya-Turk, E., & Uysal, M. (2014). Modeling international tourism demand for Turkey using dynamic panel data. The 2014 Annual Euro Council on Hotel, Restaurant, and Institutional Education Conference, Dubai, United Arab Emirates.
- Sirakaya-Turk, E. (presenter)** and S. Baloglu (2013). Destination Choices and Sustainability Values. World Conference on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013. 25th-28th May, 2013 Bangkok, Thailand. Hosted by Siam University
- Sirakaya-Turk, E. (speaker, instructor) World Convention on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013. Invited Panelist, Paper presenter and Workshop Instructor SEM Workshop Using AMOS. May 25<sup>th</sup> - 28<sup>th</sup> 2013 Bangkok, Thailand. (*upcoming*)
- Al Jahwari, D.** (presenter, my PhD student, Sirakaya-Turk, E., & Altintas, V., (2011), Communication competences of professional tour guides, *Travel & Tourism Research Association Conference*, Virginia, USA.
- Al Jahwari, D.** (presenter, my PhD student), **Sirakaya-Turk, E.**, (2013), Evaluation of communication competences of professional tour guides using IPA, *HRSM Research Symposium*, Columbia, SC.
- Atadil, A.H.(presenter, my PhD student), **Sirakaya-Turk, E.**, & Al Jahwari, D. (2014). Brand reengineering through associative networks and destination images. *2014 Annual ICHRIE Summer Conference and Marketplace*, San Diego, CA.
- Al Jahwari, D.** (presenter, my PhD student), Atadil, A.H., & Sirakaya-Turk, E. (2014).The role of Islamic religiosity in predicting Muslims' behavioral intention of choosing a travel destination: An application of Theory of Planned Behavior, EuroCHRIE Conference, Dubai, UAE.

- Sirakaya-Turk, E., S. Baloglu and H. Mercado (2012). . The Efficacy of Sustainability Values in Predicting Travelers' Choices for Sustainable Hospitality Businesses. October 2012 EuroChrie Lausanne, Switzerland. *Best Paper Award*
- E. Sirakaya Turk. Key note speaker. Invited paper. March 2013, Katip Celebi University, Izmir/Turkey
- Sirakaya Turk, E., J. Carpenter, V. Altintas and F. Meng (presenter). Efficacy of Hedonic Shopping Value in Predicting Word of Mouth and Loyalty. 2011 TTRA International Conference, London Ontario, Canada
- J. Carpenter, E. Sirakaya-Turk, V. Altintas. Hedonic Shopping Value, Satisfaction, Loyalty and Word of Mouth Communication in Tourism. 18th international conference on Recent Advances in Retailing And Services Science July 15-18, 2011, Hilton San Diego Bayfront, San Diego.
- E. Sirakaya-Turk (2011). The Role of Sustainability Values in Predicting Destination Choices. Ceasar's Hospitality Summit. June 8-10 2011. Las Vegas, Nevada.
- E. Sirakaya-Turk. Sustainable Tourism, Market Segments and Willingness to Pay for Carbon Footprint. World Tourism Forum Lucerne, Switzerland. Invited Speaker and Workshop Organizer. 13-15 April 2011.
- E. Sirakaya Turk & Y. Ekinici (2010). Symbolic Consumption of Destination Brands. Global Marketing conference Tokyo , Japan 9-12-2010.
- E. Sirakaya Turk (presenter) and F. Meng Customer Mood and Service Quality Evaluations of Tour Operator's. International CHRIE Puerto Rico 28-31 July 2010.
- E. Sirakaya-Turk and V. Altintas (multimedia presentation) Efficacy of Communication Competences of Professional Tour Guides. . International CHRIE Puerto Rico 28-31 July 2010.
- E. Sirakaya-Turk (2009). Evolution of Tourism research: North American Perspective. Tallinn University Estonia, Tallinn Estonia.
- E. Sirakaya-Turk (2007). Kiev University of Tourism, Economics and Law. Invited guest speaker. Delivered two day seminars titled "Tourism Research: a North American Perspective"; Graduate Tourism Education in the USA"; *December 18-20, 2007 Kiev, Ukraine.*
- Y. Ekinici (presenter), E. Turk and S. Baloglu. The 5th Bi-Annual Symposium of Consumer Psychology of Tourism, Hospitality and Tourism, on June 4-6, 2007.
- E. Sirakaya Turk (co-presenter), S. Baloglu (presenter), Y. Ekinici (2007). *Branding Turkey in German Market*. 10th Biennial Conference 10 Academy Conferences: Then, Now and Future of Tourism Research International Academy for the Study of Tourism Mugla, Turkey May 15-20, 2007. Invited.

- E. Sirakaya Turk (presenter and the invited guest to the ACADEMY), M. Uysal, T. Var. (2007) .  
*Attitudes of German Tourists toward the Turkish Host*. 10th Biennial Conference 10 Academy  
Conferences: Then, Now and Future of Tourism Research International Academy for the  
Study of Tourism Mugla, Turkey May 15-20, 2007.
- Turk-Sirakaya E., M. Uysal and T Var (2007). Attitudes of German Tourists toward the Turkish Host.  
Biennial Conference of the International Academy for the Study of Tourism. Invited Guest by  
the Academy. Mugla, Turkey, May 15-20, 2007
- E. Sirakaya Turk (presenter), Y. Ekinci and T. Var. Development and Validation of a Revised Version  
of Sustainable Tourism Attitude Scale (SUS-TAS) Using Confirmatory Analysis. TTRA's  
annual conference held in Dublin, Ireland, June 18-21, 2006.
- E. Sirakaya-Turk (presenter) Y. Ekinci and T. Var. An examination of the Validity of the SUS-TAS  
Scale in Cross-Cultures. BEST-EN 2006 Think-Tank Meeting/Conference in Girona/Spain,  
June 12-16, 2006.
- E. Sirakaya & Y. Ekinci. Destination Personality and Image: Validation of Brand Personality Scale in  
a Cross-Cultural Setting. Annual AIEST Conference to be Held in Moscow August 27<sup>th</sup>-  
September 1, 2006. (accepted not presented due to change in conference venue from Russia to  
Switzerland)
- E. Sirakaya Turk (presenter), Y. Ekinci and T. Var. Development and Validation of a Revised Version  
of Sustainable Tourism Attitude Scale (SUS-TAS) Using Confirmatory Analysis. TTRA's  
annual conference held in Dublin, Ireland, June 18-21, 2006.
- Kam Hung, Ph.D. Student (presenter) & E. Sirakaya (2006). Antecedents of public participation in  
community tourism development. *Tourism and the New Asia: Implications for Research, Policy  
and Practice*, August 9-12, 2006, Beijing, China
- Hung, K., Ingram, L., & Sirakaya Turk, E. (2007). Motivation-Opportunity-Ability (MOA) Model for  
Community Participation in Tourism Development. Northeastern Recreation Research  
(NERR) Symposium, April 9-11, 2007, The Sagamore, New York State.
- E. Sirakaya (presenter), L. Ingram and H.S. Choi  
2005 Resident Segmentation Using SUS-TAS *BEST Education Network Think Tank Kingston,  
Jamaica, June 19, 2005.*
- H.S. Choi (presenter my PhD student) and E. Sirakaya  
2005 Examining Sustainable Tourism Variables: A Test of the Extended Social Exchange  
Theory. Presented at the TTRA's 36<sup>th</sup> 2005 conference in New Orleans, Louisiana USA, June  
12-15, 2005.
- Sirakaya, E. (presenter)  
2005 Image, Safety, Motivations: Segmenting Japanese Tour Market to Turkey. International  
Conference on Tourism Safety and Security. May 17, 2005 Izmir Ekonomi University.

Sirakaya, E. (presenter), D. Delen and H. Choi

2004 Forecasting Gaming Referenda Presented at the APacCHRIE & Sixth Biennial Conference on Tourism in Asia May 27-29, 2004 Phuket, Thailand.

H.S. Choi (presenter my PhD student) and Sirakaya, E.

2002 development of subjective indicators: Resident Attitude Scale Toward Sustainable Tourism Development Policies. Presented at the TTRA's 35<sup>th</sup> 2003 conference in Montreal Canada. June 20-23.

H.S. Choi (presenter my PhD student) and Sirakaya, E.

2003 Resident Attitudes toward Sustainable Community Tourism Policy-TTRA Canada Chapter Meeting.

H.S. Choi and Sirakaya, E.

*Developing Objective Indicators for Sustainable Community Tourism:* Presented at the TTRA's 34<sup>th</sup> 2003 conference in Saint Louis, Missouri. June 15-18.

Ekinci, Y. and Sirakaya, E.

2003 *An Investigation of Antecedents and Consequences of Customer Satisfaction*, The 3rd Consumer Psychology of Tourism, Hospitality and Leisure, Melbourne: LaTrobe University, Australia. January 8-13.

Sirakaya, E. (Presenter) & Uysal and Josihaka (poster presentation)

2001 Segmenting Japanese Tour Package Market Segmentation Study. To be presented at the poster session of TTRA's 32<sup>nd</sup> 2001 conference in Fort Myers, Florida.

Muzaffer Uysal, Sandro Formica and Ercan Sirakaya, USA

Environmental Attitudes by Trip and Visitor Characteristics Revisited. 9th Annual World Business Congress - IMDA 2000 December 14-17, San Jose, Costa Rica. Global Tourism and Sustainability.

Sirakaya, E. (Presenter) Teye, V., and S. Sonmez

2000 Understanding Differential Support for Tourism Development in two Communities in Ghana. TTRA annual conference in Burbank, CA. June 11-14, 2000.

E. Sirakaya (Presenter) Teye, V., and S. Sonmez

2000 Resident Support for Tourism Development in the Central Region of Ghana. TTRA annual conference in Burbank, CA. June 11-14, 2000.

Choi, Hwan-Suk (presenter) & E. Sirakaya (2000). Title: Developing Sustainable Tourism Indicators:

An Application of the Delphi Technique. 8<sup>th</sup> International Symposium on Society and Resource Management. June 17 - 22, 2000. Western Washington University, Bellingham, Washington, USA.

Sirakaya, E. (1999). Sustainable Tourism Indicators: An Application Of A Delphi Technique (1999).

The 1999 International Symposium on Society and Resource Management. July 7 - 10, 1999.



The University of Queensland, Brisbane, Australia. Paper accepted but withdrawn later due to lack of financial support for international travel.

Sönmez, S.F. (presenter), Sirakaya, E. and Y. Apostolopoulos. The Effect of Images on Student Travelers' Destination Choices. Accepted (but not presented due to conference cancellation) by the National Recreation and Park Association Conference, Leisure Research Symposium for presentation. September 23-27 1998. Miami Beach, FL.

Sirakaya, E. (presenter) and S.F. Sönmez. Gender Images in State Tourism Brochures: An Overlooked Area in Socially Responsible Tourism Marketing. the Annual Travel and Tourism Research Association Annual Conference for presentation considerations. June 7-10, 1998. Fort Worth, TX.

Sirakaya, E. (presenter), D. Mount, D. L. Kerstetter. How To Identify A Successful High-Customer Contact Employee: Development of An Instrument. Submitted exclusively for presentation consideration during the Annual CHRIE Conference August 1998

Sirakaya, E. (presenter) and M. Uysal. Can Sanctions And Rewards Explain Conformance Behavior Of Tour Operator's With Ecotourism Guidelines? EuroChrie 97 (European Council of Hotel, Restaurant and Institutional Management Educators), Istanbul, May 15-17 1997.

Sirakaya, E.; A. J. Sheppard (presenter) and R.W. McLellan. Sleeping with Both Eyes Closed: Perceived Safety and Destination Choice. Travel and Tourism Research Association (TTRA) 28<sup>th</sup> Annual Conference, Virginia Beach/Norfolk, Virginia, June 15-18<sup>th</sup>, 1997.

Kyle, Gerard T. (presenter) and E. Sirakaya. The Influence of Involvement and Outcome Messages on Consumer Reference Prices. NERR 1997 (North Eastern Recreation Research Symposium), Lake George, NY, April 6-8<sup>th</sup>, 1997.

Sirakaya, E. and R. W. McLellan (presenter). Making Ecotourism Sustainable: A Compliance Model of Ecotour Operators with Ecotourism Guidelines. NRPA Congress; 1996 Leisure Research Symposium, Kansas City, Missouri; October 25, 1996.

Sirakaya, E. (presenter). Voluntary Compliance Of Ecotourism Operations With Ecotourism Guidelines. TTRA 27<sup>th</sup> Annual Conference, Las Vegas, Nevada; June 17<sup>th</sup>, 1996.

Sirakaya, E. (presenter). An Examination of Compliance Behavior of Ecotour Operations with Ecotourism Principles. The Sixth International Symposium on Society and Resource Management. The Penn State University, University Park, Pennsylvania; May 20, 1996.

#### **INVITED PRESENTATIONS/SEMINARS**

- Katip Celebi University, Izmir, Turkey (March 08-March 10 2014 and again in Dec of 2016).
- World Convention on Hospitality, Tourism and Event Research & International Convention & Expo Summit 2013. Invited Panelist, Paper presenter and Workshop Instructor. May 25<sup>th</sup> - 28<sup>th</sup> 2013 Bangkok, Thailand. (*upcoming*)

- Designer and Moderator of a *Destination Branding Session* with experts from all over the world at the 37<sup>th</sup> TTRA's annual conference to be held June 18-21, 2006, in Dublin, Ireland. Specific date for the branding session is the 20<sup>th</sup> 8:00am.
- Presenter. 9 September University, April 2005. Overview of Tourism and Hospitality Research: A US Perspective. Business School/Kaynaklar IZMIR-TURKEY
- Gave ½ hr live interview on public radio (NPR) in College Station, TX about the impacts of September 11 on travel and tourism (May 2002).
- BEST (Business Enterprises for Sustainable Travel) Think-Tank Participant. As part of the Think-Tank initiative participated to a week-long Think-Tank meeting in South Africa (24<sup>th</sup> February-02 March 2001). The purpose of these series of think-tank meetings was to develop classroom modules for sustainable tourism.
- Presenter. Measuring the Compliance Behavior of Ecotour Operators with Ecotourism Principles. Presented to the graduate colloquium in the School of Hotel, Restaurant and Recreation Management, Spring 1997.
- Discussant. The ecotourism discussion session during the annual TTRA Conference in Las Vegas, June 16-19 1996.
- Moderator for Nature Based Tourism Session. The Sixth International Symposium on Society and Resource Management. The Penn State University, University Park, Pennsylvania, May 18-23, 1996.
- Presenter. A Statistical Approach To Decision Making (October 1995). Presented to the graduate colloquium in the School of Hotel, Restaurant and Recreation Management, Fall 1995.
- Trainer. *Green Evaluations Project*. With Lorin K. Toepper 1994 co-taught seven-day training seminars for the Nature Based Tour Operators, Community Leaders and Hotel/Lodges Managers in Quito, Quayaquil, and Quenca (Ecuador), September 1994; funding provided by The Ecotourism Society.
- Presenter. *Green Evaluation Program and Compliance of Ecotour Operators*. Presented to the Graduate Seminar, Parks, Recreation and Tourism Graduate Program, Clemson University, Clemson, November, 1994.
- Presenter. *Behavioral Decision Theory: Modeling Vacation Destination Choice Decisions*. Presented to the Graduate Seminar, Parks, Recreation and Tourism Graduate Program, Clemson University, Clemson, April, 1992.

#### TECHNICAL REPORTS AND OTHER STUDIES COMPLETED

- Office of the USC Vice-President for Research. Internal Grant (October 2016). Rebranding South Carolina in the aftermath of the historic flood: an examination of South Carolina's projected and perceived images on travel decisions of potential tourists. Funded
- UNLV Harrah's Research Center. The Role of Pro-Sustainable Values in Predicting Tourists' Destination Choice Behavior: Theory of planned behavior and pro-sustainable travel. 2011-2012.
- Sloan Tourism Research Center 2010. Branding USA.
- *Economic Impacts of Riverbank Zoo and Botanical Gardens (2009)*. Riverbanks Zoo and Garden.
- Turk-Sirakaya, E. (2007). Measuring the Impact of Travel on Racial Prejudice of German Tourists Visiting Turkey. Funding Agency: *European Union Center of Excellence*. Commitment fulfilled.
- Last of series of reports(2007): Texas Travel Advertising and Literature Fulfillment. Four "Yearly Reports" (2005-2006) and four quarterly reports for "Market Texas" since September 2001. (commitment fulfilled to former institution).
- Prepared two annual and 4 semiannual summary reports for Tourism Canada and TTRA: "*Developing an Electronic Tourism Research Bulletin-eRTR*." Last report was prepared and submitted in fall 2006. (Commitment to former institution fulfilled).
- Summary of a series of reports: Texas Travel Advertising and Literature Fulfillment. Four "Yearly Reports" (2001-2002; 2002-2003; 2003-2004; 2004-2005) and sixteen (16) quarterly reports for "Market Texas" since September 2001. Annual reports are presented every year in Austin, Texas to a group of stakeholders from the government and advertising industry.
  - Petrick, J.F., Sirakaya, E. & Oh, C. (2001). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2001, First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 28, 2001).
  - Petrick, J.F., Sirakaya, E. & Oh, C. (2002). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2002, First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 28, 2002).
  - Petrick, J.F., Sirakaya, E. & Oh, C. (2002). *Texas Travel Advertising and Fulfillment: Fiscal year 2002, Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (September 30, 2002).
  - Petrick, J.F., Sirakaya, E. & Oh, C. (2002). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2002, Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 30, 2002).
  - Petrick, J.F., Sirakaya, E. & Oh, C. (2002). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2002, Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 29, 2002).
  - Petrick, J.F., Sirakaya, E. & Oh, C. (2002). *Texas Travel Advertising and Literature Fulfillment: Fiscal Year 2001, Annual Report*. Report for Texas Economic Development, Market Texas Tourism (January 31, 2002).

- Sirakaya, E., Petrick, J.F. & Park, S. (2003). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2003, First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 28, 2003).
- Sirakaya, E., Petrick, J.F. & Park, S. (2003). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2002, Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (September 30, 2003).
- Sirakaya, E., Petrick, J.F. & Park, S. (2003). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2003, Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 30, 2003).
- Sirakaya, E., Petrick, J.F. & Park, S. (2003). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2002, Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 29, 2003).
- Sirakaya, E., Petrick, J.F. & Park, S. (2003). *Texas Travel Advertising and Literature Fulfillment: Fiscal Year 2002, Annual Report*. Report for Texas Economic Development, Market Texas Tourism (January 31, 2003).
- Petrick, J.F., Sirakaya, E. & Park, S. (2004). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2004, First Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 30, 2004).
- Petrick, J.F., Sirakaya, E. & Park, S. (2004). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2004, Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 29, 2004).
- Sirakaya, E., Petrick, J.F. & Park, S. (2004). *Texas Travel Advertising and Literature Fulfillment: Fiscal Year 2004, Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (January 31, 2004).
- Sirakaya, E., Petrick, J.F. & Park, S. (2004). *Texas Travel Advertising and Literature Fulfillment: Fiscal Year 2004, Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (January 31, 2004).
- Petrick, J.F., Sirakaya, E., & Park, S.Y (2004). *Texas Travel Advertising and Literature Fulfillment: Fiscal Year 2004, Annual Report*. Report for Texas Economic Development, Market Texas Tourism (January 31, 2004).
- Petrick, J.F., Sirakaya, E. & Park, S.Y (2005). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2005, First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 28, 2004).
- Petrick, J.F., Sirakaya, E. & Park, S.Y (2005). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2005, Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (September 30, 2004).
- Petrick, J.F., Sirakaya, E. & Park, S.Y (2005). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2005, Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 30, 2005).
- Petrick, J.F., Sirakaya, E. & Park, S.Y (2005). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2005, Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 29, 2005).
- Petrick, J.F., Sirakaya, E., & Park, S.Y (2005). *Texas Travel Advertising and Literature Fulfillment: Fiscal Year 2005, Annual Report*. Report for Texas Economic Development, Market Texas Tourism (January 31, 2005).

- Petrick, J.F., Sirakaya, E. & Park, S.Y (2006). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2006, First Quarter*. Report for Texas Economic Development, Market Texas Tourism (December 28, 2005).
  - Petrick, J.F., Sirakaya, E. & Park, S.Y (2006). *Texas Travel Advertising and Fulfillment: Fiscal year 2006, Fourth Quarter*. Report for Texas Economic Development, Market Texas Tourism (September 30, 2005).
  - Petrick, J.F., Sirakaya, E. & Park, S.Y (2006). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2006, Third Quarter*. Report for Texas Economic Development, Market Texas Tourism (June 30, 2005).
  - Petrick, J.F., Sirakaya, E. & Park, S.Y (2006). *Texas Travel Advertising and Literature Fulfillment: Fiscal year 2006, Second Quarter*. Report for Texas Economic Development, Market Texas Tourism (March 29, 2005).
- Prepared a summary report for a Delphi study of TTIA board members. Sirakaya, E.; S. Aukers, C. Watt and A. Kludt (2000). "Texas Travel & Tourism Industry Research Needs-a Summary Report."
  - Participated to TAEX International Agricultural development Program's Guatemala initiative. Consulted Ministry of Culture and Sports, Government of Guatemala, on country's tourism resource planning, development and marketing issues. Traveled in Guatemala for 10 days.
  - Sirakaya, E., Teer, J., Gramann, J., & Jones, J. (2000). *Prefeasibility Study of Ecotourism Potential in Tikal, Lake Atitlan, and Antigua, Guatemala*. Report submitted to the Guatemalan government.
  - Prepared two annual and 4 semiannual summary reports for Tourism Canada and TTRA: "Developing an Electronic Tourism Research Bulletin."
  - Prepared a summary report for the Office of the Vice President of Research 'Assessing Tourism's Developmental Impacts in Rural Texas Communities.' Faculty mini grant report.
  - Prepared a summary report for the Office of The Vice President of Research "Development of Sustainable Tourism Indicators: An Application of a Delphi Technique.
  - Prepared a summary report for the College of Human and Health Development, The Penn State University. An interdisciplinary seed grant program research proposal: Developing an Employee Selection Process for High-Customer Contact Businesses.
  - Prepared a summary report for the Ecotourism Society "Green Evaluation Program and Compliance of Ecotour Operators.

## TEACHING ABILITY AND EFFECTIVENESS

*Student Rating of Teaching Effectiveness (SRTE)*. Scores are based on a 5-point scale (the higher the score the higher the effectiveness) using 27 single items (now 15 items only) measuring effectiveness of the teacher and the course.

**Courses taught/teaching at USC**

Courses/Rating (highest 5.0)

Tourism Marketing HRTM 750	4.86
Advanced Research Methods HRTM 888	
Tourism Marketing HTRM 450	4.53
Tourism Economics HRTM 483	4.65
Tourism HRTM 280-online class	4.26
Research methods	

**Courses taught at Texas A&M**

*RPTS 331-Tourism Marketing* (undergraduate level strategic marketing class).

	<u>Fall 98</u>	<u>Fall 99</u>	<u>Spring 01</u>	<u>Spring 02</u>	<u>Spring 03</u>	<u>Spring 04</u>	<u>Spring 06</u>
• overall mean	4.45	4.19	3.78	3.98	4.55	4.45	4.63

- *Qualitative comments:* [professor is]... “very caring and helpful”; “Knows subject”; “very enthusiastic”; “very effective communication, genuinely cares about the subject and students”; “He is fun teacher and cares about students”; “open minded, receptive to input of students’; “ Great style. Learned a lot.” Dr. Sirakaya seemed like he enjoyed teaching our class”; “very entertaining”. [The class is]... “great introduction to marketing”; interactive class environment”; “good”; “very interesting material”; “very relevant material”; “good, overall variety of things”; interactive, rewarding, interesting.” “I felt that I have learned more in this class than in my MKTG 309 class”; He is very animated and enthusiastic, holds attention very well”; “He kept things very exciting”; Dr. Sirakaya was an excellent instructor, and I was always excited to come to his class. He always presents material in refreshing ways”; “The course, I loved it.”

*RPTS 689-Tourism Marketing* (graduate level strategic marketing class).

	<u>Spring 2000</u>	<u>Fall 2002</u>
• overall mean	4.64	4.79
• <i>Qualitative comments:</i> “the instructor demonstrated high knowledge about the subject”; “excellent teachers, very effective communicator. Relates well to students. A true asset to our department.” “Good knowledge. Summary at the end”; “Good style and willing to share his knowledge.”		

*RPTS 606-Overview of Tourism* (a new graduate level introductory tourism class).

	<u>Fall 2003</u>	<u>Fall 2005</u>
• overall mean	3.98	4.54

(based on 14 single items):

*Qualitative comments:* This course is what every RPTS graduate course should be. "We should be reading and discussing the primary literature and current issues"; This was a great course even though it was tough"; "Very encouraging [professor], cared if I learned"; "good style"; "I gained a lot of Respect for Dr. Sirakaya in this course. He is a scholar and willing to work with you if you are willing to work hard. This has been my favorite course." "Excellent, informative, provides new insights into subject." I thoroughly enjoyed it and recommended to others."

### ***RPTS 336- Research Methods in Recreation and Park and Tourism***

	<u>Fall 98</u>	<u>Spring 2000</u>	<u>Fall 2000</u>	<u>Fall 2002</u>	<u>Fall2004</u>	<u>Fall2005</u>
• overall mean	3.23	3.99	3.84	3.92	3.98	4.28

- *Qualitative comments:* [The course]... "for a tough class-professor made it interesting"; "has good application to our future in this field"; "The content is rewarding after you learn it"; "Flexible, really interested in what is best for his students, really wants students to understand the material"; "was done well and genuinely" explained the information well"; "prepares you real-work and world situations"; "Very informative and I have been able to utilize the information in other areas." [The instructor's teaching]... "Innovative and creative"; "Dr. Sirakaya is a great person and professor. He did a great job of keeping us awake at 8:00a.m."; "Very strong-made the subject interesting, and that is a difficult task"; "enthusiasm shows"; "he is funny and always kept my attention"; "I have never had this much encouragement from a prof. Although I did not make an "A" in the class, I felt that my work was of good quality"; "Overall, Dr. Sirakaya was great and fair!"; "The professor is always available and helpful"; "Excited to teach and ready to help ALWAYS."

**ASSISTANT PROFESSOR:** The Penn State University, School of Hotel, Restaurant and Recreation Management, University Park, PA 16803, August 1995-1998.

Taught undergraduate and graduate level tourism and commercial-recreation management classes.

### **Courses Taught at Penn State University**

*LE SC 597A-Tourism Analysis* (graduate level tourism theory and methods classes).

*RPM 300 W Tourism and Leisure* (Undergraduate level introductory tourism course)

*RPM 415- Strategic Commercial Recreation Management* (a capstone strategic management course for seniors).

*RPM 210-Introduction to Commercial Recreation Management.*

**GRADUATE ASSISTANT:** Clemson University, Parks, Recreation and Tourism Management, Clemson, SC 29634 - (803) 656-2227. January 1990-August 1995.

Supervisor: Dr. Robert W. McLellan.

Supervisor: Dr. Lorin Toepper.

- As a part of my assistantship with Dr. Toepper, co-taught a senior/graduate level class in Community Tourism Development (PRTM 446/646) in the Fall of 1994.

- Assisted Dr. Robert W. McLellan in instructing *a senior level research methods class (PRTM 410)*.

## GRANTS AND CONTRACTS

### 1. On-going Projects

- Office of the USC Vice-President for Research. Internal Grant (October 2016). Rebranding South Carolina in the aftermath of the historic flood: an examination of South Carolina's projected and perceived images on travel decisions of potential tourists. Funded \$19,000.

### 2. Completed (Total value: over \$1.3 million)

- Research Performance Improvement of the Faculty of HRSM. Provost's Office University of South Carolina \$206,000 (3 year grant \$618,000 excluded from above figure)
- The Role of Pro-Sustainable Values in Predicting Tourists' Destination Choice Behavior: Theory of planned behavior and pro-sustainable travel. \$39,600 UNLV Harrah's Foundation. Sole PI.
- Branding US as an International Travel Destination (\$90,000). Sloan Research Project
- Economic Impacts of Riverbank Zoo and Botanical Gardens. \$27,000. Principal Investigator. Completed on October 2009 (with M. Uysal).
- Internal College Level Developmental Grant "Principal Investigator: Development Grant, School of Hotel, Restaurant, and Tourism Management, University of South Carolina." Wendy's International Foundation, \$~6,000. Associated report submitted to the office of the Dean for Research
- Attitudes of Russian Travelers toward Their Turkish Host. FIRI, Internal Grant, College of HRSM. \$4,950
- Recipient of U.S. State Department, *Fulbright Scholarship Grant*, traveled to St. Petersburg to conduct seminars in international tourism, marketing, branding, and sustainable tourism and teach formal courses in tourism marketing and international marketing, and presentation of papers related to branding Russia during Jan-August 2007 - Grant amount: \$27,700
- Measuring the Impact of Travel on Racial Prejudice of German Tourists visiting Turkey. The European Center at Texas A&M University. Principal Investigator. ~ 3,000\$. Project Duration February 2006-August 2006.
- *Developing an Electronic Tourism Research Bulletin*, Supported by Canadian Tourism Commission-, TTRA and Department of Recreation, Parks and Tourism Sciences - \$30,000 (FY 2006-2007). Principal Investigator.
- Understanding Tourism Images and Quality Expectations of German and Russian Travelers to Turkey. (March 2005-June 2006, status: ongoing). The project is funded by the Izmir



Chamber of Commerce and Industry & the Izmir Ekonomi Universitesi. The size of the grant is confidential. Co-PI.

- Accountability and Advertising Effectiveness Research for the State of Texas. Texas Department of Economic Development Tourism Division with James Petrick. \$250,000 (the project is in its fifth year). Co-PI.
- *Developing an Electronic Tourism Research Bulletin*, Supported by Canadian Tourism Commission-, TTRA and Department of Recreation, Parks and Tourism Sciences – \$60,000 (FY 2003-2004; 2004-2005).
- Accountability and Advertising Effectiveness Research for the State of Texas. Texas Department of Economic Development Tourism Division. Co-principal investigator. 125,000 for the 2003-2004 fiscal year.
- Accountability and Advertising Effectiveness Research for the State of Texas. Texas Department of Economic Development Tourism Division. Co-principal investigator. 125,000 for the 2002-2003 fiscal year.
- Accountability and Advertising Effectiveness Research for the State of Texas. Texas Department of Economic Development Tourism Division. Co-principal investigator. 125,000 for the 2001-2002 fiscal year.
- *Developing An Electronic Tourism Research Bulletin*, Supported by Canadian Tourism Commission-, TTRA and Department of Recreation, Parks and Tourism Sciences – \$30,000 (FY 2002-2003).
- Assessing Tourism's Developmental Impacts in Rural Texas Communities. Faculty mini grant. Sponsor or Source of Funds: Faculty Mini Grant (Dean's Office). Principal investigator. ~\$ 2,000
- Development of Sustainable Tourism Indicators: An Application of a Delphi Technique. Sponsor or Source of Funds: Faculty Mini Grant. Principal investigator. \$1,500.
- Understanding Travel Attitudes and Motivations within a Multicultural Context. Funded by the Race and Ethnic Studies Institute, Texas A&M University. \$2,500
- Recreation and Tourism Potential Strategy. Developing Economic Adjustment Strategies for the Texas and Goat Industries and Associated Communities. Collaborating Investigator Carson Watt. Our community tourism-planning project was a smaller part of this larger agricultural research project. \$400,000. (cannot tell our portion's value, thus excluded this figure from total project value)
- An interdisciplinary seed grant program research proposal: Developing an Employee Selection Process for High-Customer Contact Businesses. Funded by the College of Human and Health Development, The Penn State University. Completed in December, 1997. Principle Investigator. Other researchers involved were Dr. Deborah Kerstetter,

Dr. Dan Mount from the School of Hotel, Restaurant and Recreation Management and Dr. Rick Jacobs from Industrial Psychology. Results are published in HRJ. ~\$ 5,000

- Green Evaluation Program and Compliance of Ecotour Operators: Clemson University, Recreation, Tourism and Travel Institute, Telephone (803) 656-3400. Project Director and one of the two principal investigators May, 1994 - May, 1995. Funded by The Ecotourism Society. ~\$10,000.

### 3. Proposed

- "Co-PI: Research Grant, School of Hotel, Restaurant, and Tourism Management, University of South Carolina." USAID / EDC Cyprus-Educational Development, \$150,000. (unsecured)
- External: IREX (International Research and Exchanges Board) short term travel grant submitted to conduct research about "Destination branding" (submitted 1/30/08).
- Impacts of Delegate Spending: preproposal submitted to DMIAF (destination marketing organization) - 2007. \$149,655
- *Advertising/Public Relation Effectiveness and Response Conversion Study* for the State of Missouri. Proposal Submitted to State Of Missouri, Office of Administration, Division of Purchasing and Materials Management (Dpmm), \$ 211,382.58
- *Brand Positioning Research* for the State of Missouri. Proposal Submitted to State Of Missouri, Office of Administration, Division of Purchasing and Materials Management (Dpmm), \$ 78,422.34.
- *Segmenting Travel Market to Missouri*, Proposal Submitted to State Of Missouri, Office of Administration, Division of Purchasing and Materials Management (Dpmm), \$60,914.70.
- *Developing An Electronic Tourism Research Bulletin*, Canadian Tourism Commission-TTRA, ~\$60,000
- *Toward Sustainable Communities and Healthy Ecosystems: Assessing Tourism's Developmental Impacts in World Heritage Site of Cumalikizik/Turkey*. Submitted to Texas A&M University, International Research Travel Assistance Grant, and International Center. \$20,000.
- Developing a probability Sampling Process for the Study of Tourism Between Mexico and Texas. Submitted to the Mexican Tourism Promotion Board & Texas Department of Economic Development. November 2000. \$5,000.
- Understanding Travel Attitudes and Motivations within a Multicultural Context. Funded by the Race and Ethnic Studies Institute, Texas A&M University. \$2,500
- Assessing Tourism's Developmental Impacts in Texas Rural Communities. Principal Investigator. With Steve Aukers. \$20,000.
- Understanding Travelers to South Padre Island: A Marketing Study. Requested Funding: First year: \$42,552.27; second year: 56,202.62. Principal Investigator. With Dr. James Petrick and Dr. Turgut Var.
- *Toward Sustainable Communities and Healthy Ecosystems: Assessing Tourism's Developmental Impacts Along the Texas Coast*. Submitted to SEAGRANT TEXAS Requested Funding: First Year: \$150,604; Second Year: \$121,302; Third Year: \$ 121,914. Co-Principal Investigator.
- *Characterizing Tourism Impacts on Coastal Ecosystem health: Toward Sustainable Communities and Ecosystems in Texas*. SEAGRANT Preproposal. Selected for the second round of reviews at the national level. Principal Investigator. With Myron Floyd and Turgut Var. Requested funding \$160,000.

- Enhancing Tourism and Ecological Resources of Texas: Toward Sustainable Coastal Communities and Ecosystems with Myron Floyd and Tazim Jamal. Coastal Coordination Council , TX Texas General Land Office 1700 North Congress Ave, Room 617, Austin 78701. Principal Investigator. Requested funding \$35,115.
- Galveston Bay Estuary Program, PIE Fund Round 1. Integrating Ecotourism and Ecological Use in the Bay Area- Stakeholder Needs Assessment, Education and Information Technology. Co-Investigator. Requested Funding \$10,000. With Tazim Jamal and M. Brown.
- The New Sustainability Paradigm Scale. Faculty Mini Grant Program. January, 2000.
- Optimizing Benefits Of Tourism: A Study Of Economic Impacts Of Tourism In Grand Prairie. Submitted to the City of Grand Prairie. Cheri Staples, Tourist Information Center, 2170 N., Beltine Road, Grand Prairie, TX 75050. With Turgut Var.
- Race and Tourism Choice: A Study of Travel Behavior of Minority Travelers. Submitted to faculty mini grant program (1999). With Myron Floyd.
- Ellison Gardens' Marketing and Business Plan. With Turgut Var. Sponsor or Source of Funds: Ellison's Garden Nursery (received gift contribution to the RPTS Department).
- Positioning Chicago in the African American Travel Market: A Study of Images and Travel Behavior with Dr. Myron Floyd. Sponsor or Source of Funds: the Guide Group Research with the City of Chicago. New York.
- A Study Of Socio-Economic Impacts Of Festivals And Special Events In Rural Texas with Turgut Var. Submitted to Texas A&M University. Sponsor or Source of Funds: Faculty Mini Grant.
- Decision-making Behavior of Luxury Hotel Guests, November 3, 1995. Principle Investigator (with D. Kerstetter and D. Mount). Submitted to the Center for Hospitality Research, School of Hotel Administration, Cornell University, Ithaca, New York.
- The Decision-Making Behavior of Resort Guests and Inquirers (with Deborah Kerstetter). Co-principle Investigator. Resort and Commercial Recreation Association, P.O.Box 1208, New Port Richey, FL 34656.

## **EDITORIAL RESPONSIBILITIES/CONSULTING REVIEWER**

### **Edited Journals**

*Tourism Analysis* -**Editor-in-Chief. CoEditorship July 2014-2015.** Sole editor August 2015-Dec 2021.

eRTR- *e-Review of Tourism Research*. Founding Editor-in-Chief , 2002-September 2007

eRTR- *e-Review of Tourism Research*. Associate Editor-in-Chief , September 2007-present

North American Editor (founding member) of *Anatolia: An International Journal of Tourism and Hospitality Research*, 2001-2004. Now, a member of the advisory board.

One of the Track Chairs – *Consumer Behavior of International Tourism*, 2010 Global Marketing Conference, September 9-12, Tokyo, Japan.

Resource Editor for the *Annals of Tourism Research*

### **Current Editorial Board Memberships**

*Journal of Hospitality and Tourism Research* 2012-present

*Annals of Tourism Research* (top journal in Tourism 2008-present (top journal)

*Journal of Travel Research* 2001-present (top two journal)

*Tourism Analysis* 1997- present (top 10 journal)

*Anatolia: An International Journal of Tourism and Hospitality Research* (cofounding North American Editor-Turkish based)

*European Journal of Tourism Research* 2006-present (Bulgaria based)

*European Journal of Economic and Political Studies* 2007-present (Turkey-Fatih University based)

*Journal of Global Academy of Marketing Sciences* 2010-present (by the Korean Academy of Marketing Science)

### **Reviewer for the Fulbright Student Scholar Program (for Russian Applicants to USA)**

#### **Regular Reviewer for the following Journals**

- *Journal of Travel Research*
- *Tourism Analysis*
- *Anatolia: An International Journal of Tourism and Hospitality Research.*
- *Annals of Tourism Research*
- *Tourism Management*
- *Journal of Sustainable Tourism*
- *Journal of Hospitality and Tourism Research* (former HRJ)

#### **Occasional Ad-hoc Reviewer**

- TTRA Travel Workshop's Research Paper Sessions, 2001 and 2003
- TTRA Travel Workshop's Poster Paper Sessions, 2001 and 2003
- TTRA Research Paper Sessions, June 2008
- Applied Recreation Research
- *Leisure Sciences*

### **OTHER ACADEMIC ACTIVITIES/SERVICES**

- Chair and member of the College of HRSM Tenure and Promotion committee (since 2010 May).
- Member of Committee on Tenure & Promotion and Academic Freedom, Texas A&M –elected office. Highest judicial committee making judgments about issues involving tenure & promotion disputes. May 2005-2006.
- Member of the Graduate Faculty, Texas A&M University, 1998-2006.
- Member of the Graduate Faculty, Penn State University, 1996-1998.
- advised on average 75+ undergraduate students and 4 graduate students. Mandatory 5 hours/week devoted specifically to undergraduate advising at Penn State University.
- Primary Field Member of the Doctoral Program Committee for Tourism, Penn State University, 1995-1998.
- Dissertation Chair of Hong Shin, Ph.D. Candidate. Title: *The Hierarchical Effects of Perceived Constraining Attributes in Destinations Choice Decisions*. The School of Hotel, Restaurant and Recreation Management, Penn State University, Graduation December 1998. Now a faculty Member in a Korean University.
- Mentored Dr. Vinod Sasidharan at Penn State (a senior level Ph.D. candidate) into teaching; now a faculty member at the San Diego State University
- Mentored Dr. Hwan-Suk Choi at Texas A&M (a senior level Ph.D. candidate) into teaching; now a faculty member at the University of Guelph / Canada.
- Served as the representative of the College of Human and Health Development in the faculty meetings/functions of the College of Earth and Mineral Sciences, 1995-1998. Penn State University

## SERVICE TO THE UNIVERSITY AND THE PUBLIC

### Departmental Committees

- Chair of two search committees for associate Dean (2013 and 2016)
- Chair of the search committee for the Dean for Research and Graduate Studies of USC 2008
- Various faculty search committees at USC (present)
- Graduate Committee Texas A&M (1998-present)
- Undergraduate Committee Texas A&M (April 2001-2004)
- Curriculum committee (HR&IM 1995-1998 Penn State University)
- Computer resources committee (HR&IM 1995-1998 Penn State University)
- Library committee (HR&IM 1995-1998 Penn State University)
- Candidacy examination committee (HR&IM 1997 Penn State University)
- Comprehensive examination committee (HR&IM 1997-998 Penn State University)
- Served in various faculty search committees (since 1998 at Texas A&M University; now at USC, HR&IM 1995-1998 Penn State University)

### Faculty Senate

- Texas A&M Faculty Senator (2002-2005)
- Member of the Personal and Welfare Subcommittee (gained experience in budgeting)
- Member of the Minority Conditions and Diversity committee
- Member of the Aggie Caucus
- Diversity Subcommittee, Faculty Senate
- Election committee
- Committee on Academic Freedom, Responsibility and Tenure (elected as the only one candidate for the entire college of Agriculture) Spring 2006.

### University Committees

- Graduate faculty council (Graduate school 2010-2014)
- The Internal Research Advisory Board (IRAB): Policy body for creating universities year strategic research plan for 2013-2018. Administered by the Vice President for Research. (2012-2013)
- University Tenure Promotion Committee
- University Mentoring/Faculty Development Committee -2008-2009
- Member of IRB (Institutional Review Board-Ethics Committee). Appointed for 3 years service (2002-2005).
- Graduate School Representative (GSR) at other Department's Student Dissertation and Thesis committees. 1998-2004.
- Representative of College of Human and Health Development in the College of Earth and Mineral Sciences. The Penn State University. 1995-1998

## MEMBERSHIP ON GRADUATE DEGREE CANDIDATES' THESIS AND DISSERTATION COMMITTEES

### At Texas A&M University

<u>Students</u>	<u>Masters/Ph.D.</u>	<u>Chair</u>	<u>Member</u>	<u>Expected/Date of Graduation</u>
Ali Iskendar (current)	PhD	Chair		Summer 2022
Omid Shariat	PhD	Chair		Summer 2025
Dawood Aljahwari (Fulbright)	PhD	Chair		May 2015 (Faculty at German University of Oman)
Ata Atadil	PhD	Chair		August 2015 (Faculty at Western Florida University)
Tarik Dogru	PhD	Chair		August 2015 (Hospitality finance faculty at Florida State)
Linda Ingram	Ph.D.	Chair, Co-Chair		December 2008
Joline Michelle Lalime	MS, James Cook University/ Australia		External member	March 2005
Hwan-Suk Choi	Ph.D.	Chair		December 2003
(faculty member at the University of Guelph, Canada)				
Young A Park	MS.	Chair		December 2003
Woo Jin Lee	Ph.D.	previous Chair		August 2007
So Yong Lee	Ph.D.		member	May 2004
Jin Hee Jun	MS.		member	August 2002
In Jae Lee	Ph.D.	Dr. Myron Floyd	member	August 2001
Marcus Borges	Ph.D.	Dr. Sarah Richardson		August 2002
Matthew Ismert	MS.	Dr. James Petrick		August 2002
Seong-Seop Kim	Ph.D.	Dr. J. Crompton		Summer 1999
Stacy Thomas	Masters	Dr. J. Crompton		Summer 2000
Edward Joseph Pestovich (Landscape Architecture)	Masters	Dr. Chang-Shang Huang	member	May 2000
Alesha Doan (Political Science)	Ph.D.	GSR Graduate School Representative		Summer 2000
Rohonda D. Blackburn (Educational Psychology)	Ph.D.	GSR		May 2002
Gregory P. Perez (Chemistry)	Ph.D.	GSR		May 2002
Joline M. Lalime-Bauer	MS.		External Member	
TESAG James Cook University/ Australia				

**At Penn State University**

<u>Year</u>	<u>Degree</u>	<u>Name</u>	<u>Advisor</u>	<u>Major</u>
1996-1998	Ph.D.	Hong Shin (graduated)	Dr. E. Sirakaya (1996-1998)	LE ST
1997-1998	Ph.D.	Teoman Duman	Dr. E. Sirakaya	LE ST
1997	Ph.D.	Chen, Joseph	Dr. A. Graefe	LE ST
1997	M.S.	Tahapa, Brijesh	Dr. A. Graefe	LE ST
1997	Ph.D.	Hsieh, Wen-Chin	Dr. G. Godbey	LE ST
1997	Ph.D.	Namjo, Kim	Dr. A. Graefe	LE ST
1998	M.S.	Chang, Shu-Wen	Dr. A. Graefe	LE ST
1998	M.S.	Smith, Linda	Dr. F.B. Guadagnolu	LE ST
1998	M.S.	Kyle, Gerard	Dr. F.B. Guadagnolu	LE ST