

Prof. GÜRHAN AKTAŞ

Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: P-8106-2019

ScopusID: 16303138000

Yoksis Researcher ID: 171304

Education Information

Doctorate, Bournemouth University, Tourism Management, United Kingdom 1996 - 2006

Postgraduate, University of Surrey, Tourism Management , United Kingdom 1994 - 1995

Undergraduate, Hacettepe University, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, Turkey 1987 - 1992

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Marketing Cities for Tourism: Developing Marketing Strategies for Istanbul with Lessons from Amsterdam and London, Bournemouth University, Tourism Management, 2006

Postgraduate, An Analysis and Development Strategies of Urban Tourism in Izmir , University of Surrey, Tourism Management , 1995

Research Areas

Social Sciences and Humanities

Academic Titles / Tasks

Professor, Dokuz Eylul University, İşletme Fakültesi, Turizm İşletmeciliği Bölümü, 2023 - Continues

Associate Professor, Dokuz Eylul University, İşletme Fakültesi, Turizm İşletmeciliği Bölümü, 2014 - 2023

Academic and Administrative Experience

Fakülte Yönetim Kurulu Üyesi, Dokuz Eylul University, İşletme Fakültesi, Turizm İşletmeciliği Bölümü, 2021 - 2023

Head of Department, Dokuz Eylul University, İşletme Fakültesi, Turizm İşletmeciliği Bölümü, 2020 - 2023
Deputy Head of Department, Dokuz Eylul University, İşletme Fakültesi, Turizm İşletmeciliği Bölümü, 2020 - 2023
Fakülte Yönetim Kurulu Üyesi, Dokuz Eylul University, İşletme Fakültesi, Turizm İşletmeciliği Bölümü, 2015 - 2018
Dokuz Eylul University, 2011 - 2014
Dokuz Eylul University, 2011 - 2014
Dokuz Eylul University, 2009 - 2011

Courses

EVENT MANAGEMENT, Undergraduate, 2022 - 2023
INTRODUCTION TO TOURISM AND TRAVEL INDUSTRY, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011, 2009 - 2010
WORLD GEOGRAPHY AND TRAVEL DESTINATIONS, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011, 2009 - 2010
TURİZM PAZARLAMASI, Postgraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015
TURİZMDE PAZARLAMA YÖNETİMİ, Doctorate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016
VİSİTOR ATTRACTIONS MANAGEMENT, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011, 2009 - 2010
DESTINATION MARKETING, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011, 2009 - 2010
DENİZ TURİZMİNDE DESTİNASYON YÖNETİMİ, Postgraduate, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014
Deniz Turizminde Güncel Olaylar , Postgraduate, 2015 - 2016

Advising Theses

AKTAŞ G., Fair visitors' experience from the perspective of spatial stimuli, Doctorate, Z.GÖKÇE(Student), 2021
AKTAŞ G., Gaining and maintaining membership, and social identity in recreational groups: An investigation on motorcycle groups., Doctorate, M.ERTAŞ(Student), 2019
AKTAŞ G., Sponsorship at events: Case of Arkas Aegean Link Regatta, Postgraduate, E.KAYSERİLİ(Student), 2019
AKTAŞ G., Promotion activities of tourism establishments during periods: Case of cruise tourism and Kuşadası, Postgraduate, Ö.ÖZGEZMEZ(Student), 2018
AKTAŞ G., Authenticity of ethnic themed restaurants: A comparative study on the perspectives of managers and customers, Doctorate, M.AKSATAN(Student), 2016
AKTAŞ G., Tourists' perception toward deception: A comparative study on domestic and foreign tourists visiting İstanbul, Postgraduate, S.KIROVA(Student), 2016
AKTAŞ G., A study on the analysis of advertisement messages' in event marketing, Postgraduate, Z.GÖKÇE(Student), 2015
AKTAŞ G., The impact of technology attributes of hotel establishments on customer satisfaction, loyalty, word of mouth and revisit intention: Model proposal, Doctorate, M.USTA(Student), 2015
AKTAŞ G., Strategical marketing planning in destinastions: Example of Selçuk, Postgraduate, S.ŞENER(Student), 2015
AKTAŞ G., The influence of tv- series on destination image, Postgraduate, S.ÖZDEMİR(Student), 2013
AKTAŞ G., Postmodernite'de pazarlama: Deneyimsel pazarlama ve hayal mühendisliği, Postgraduate, H.HÜSEYİN(Student), 2013
AKTAŞ G., A study on online shopping habits of generation Y towards travel products, Postgraduate, F.AYDIN(Student), 2013
AKTAŞ G., E-marketing in hotel business: A study in four and five star hotels in Astana (Kazakhstan), Postgraduate, I.BANDURINA(Student), 2012
AKTAŞ G., Public relations in hotel businesses: A practical study in five star hotel businesses in Azerbaijan, Postgraduate, R.OJAGOV(Student), 2011

AKTAŞ G., Cross-cultural management: A study on cross-cultural harmony capability of employee in accomodation sector, Postgraduate, M.CEYHAN(Student), 2011

AKTAŞ G., Customer relationship management in small scale accomodation establishments: Case of Alaçati, Postgraduate, M.AKSATAN(Student), 2010

AKTAŞ G., Innovation Management in Accommodation Establishments, Postgraduate, T.YILDIZ(Student), 2010

AKTAŞ G., Information and communication technologies in tourism marketing: An empirical study on the web sites of the travel agencies, Postgraduate, S.ÇEVİK(Student), 2009

USTA Ö., TANER B., AKTAŞ G., Bankaların Finansal Yapılarının Verimlilik ve Karlılık Üzerine Etkileri: Bankacılık Sektöründe Bir Uygulama, Postgraduate, G.GÜNEL(Student), 2008

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Marketing for tourism, hospitality & events: A global & digital approach**
AKTAŞ G.
JOURNAL OF HOSPITALITY AND TOURISM MANAGEMENT, vol.36, pp.127-128, 2018 (SSCI)
- II. **Opportunistic behaviour in hospitality franchise agreements**
Brookes M., Altınay L., AKTAŞ G.
INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT, vol.46, pp.120-129, 2015 (SSCI)
- III. **Franchisees' trust in and satisfaction with franchise partnerships**
Altınay L., Brookes M., Madanoglu M., AKTAŞ G.
JOURNAL OF BUSINESS RESEARCH, vol.67, no.5, pp.722-728, 2014 (SSCI)
- IV. **Franchisees' perceptions of relationship development in franchise partnerships**
Altınay L., Brookes M., Yeung R., AKTAŞ G.
JOURNAL OF SERVICES MARKETING, vol.28, no.6, pp.509-519, 2014 (SSCI)
- V. **Selecting franchise partners: Tourism franchisee approaches, processes and criteria**
Altınay L., Brookes M., AKTAŞ G.
TOURISM MANAGEMENT, vol.37, pp.176-185, 2013 (SSCI)
- VI. **Fear of the unknown: a pre-departure qualitative study of Turkish international students**
Brown L., AKTAŞ G.
BRITISH JOURNAL OF GUIDANCE & COUNSELLING, vol.39, no.4, pp.339-355, 2011 (SSCI)
- VII. **World tourism cities: developing tourism off the beaten track**
AKTAŞ G.
CURRENT ISSUES IN TOURISM, vol.13, no.2, pp.193-195, 2010 (SSCI)

Articles Published in Other Journals

- I. **Digital Transformation in the Global Cycling Ecosystem: Applications and Expectations**
Egeli G. Z., Aktaş G.
INTERNATIONAL JOURNAL OF CONTEMPORARY TOURISM RESEARCH, vol.7, no.2, pp.117-128, 2023 (Peer-Reviewed Journal)
- II. **TÜRKİYE'DE SANAL MÜZE ARAŞTIRMALARI: BİBLİYOMETRİK ANALİZ**
AYTEKİN H., AKTAŞ G.
Journal of Business in The Digital Age, vol.6, no.1, pp.76-85, 2023 (Peer-Reviewed Journal)
- III. **Motives and constraints of motorcycle leisure through the lens of serious leisure: scale development**
Ertaş M., Aktaş G.
TOURISM RECREATION RESEARCH, vol.48, no.1, pp.1-14, 2022 (Scopus)
- IV. **Yalnız Gezen Turistlerin Seyahatleri Sırasındaki İletişimleri**
Şener E., Hazarhun E., AKTAŞ G.
Seyahat ve Otel İşletmeciliği Dergisi, vol.19, no.1, pp.24-40, 2022 (Peer-Reviewed Journal)

- V. **CULTURAL DIFFERENCES IN HOSPITABLENESS: A STUDY IN TURKISH CULTURE**
Tasci A. D. A., AKTAŞ G., Acikgoz F.
TOURISM AND HOSPITALITY MANAGEMENT-CROATIA, vol.27, no.2, pp.339-361, 2021 (ESCI)
- VI. **Rekreatif Gruplara Üyelik: Motosiklet Grupları Üzerine Bir İnceleme**
ERTAŞ M., AKTAŞ G.
Anatolia Turizm Araştırmaları Dergisi, vol.30, no.1, pp.19-30, 2019 (Peer-Reviewed Journal)
- VII. **ADVERTISING EVENTS: CONTENT AND SEMIOTIC ANALYSES OF CANNES FILM FESTIVAL POSTERS**
SEL Z. G., AKTAŞ G.
EVENT MANAGEMENT, vol.23, no.2, pp.207-221, 2019 (ESCI)
- VIII. **THE GENUINE NEEDS OF CONFERENCE ATTENDEES: AN ANALYSIS BY THE MODERN QUALITY FUNCTION DEPLOYMENT**
Aktaş G., Demirel B.
INTERNATIONAL JOURNAL FOR QUALITY RESEARCH, vol.13, no.1, pp.13-32, 2019 (ESCI)
- IX. **KARİKATÜRİSTLER GÖZÜYLE DENİZ TURİZMİ: TURİZM KARİKATÜRLERİNİN GÖSTERGEBİLİMYAKLAŞIMI İLE İNCELENMESİ**
SEL Z. G., LALE C., AKTAŞ G.
Dokuz Eylül Üniversitesi Denizcilik Fakültesi Dergisi, pp.65-87, 2017 (Peer-Reviewed Journal)
- X. **Türk Televizyon Dizilerinin Destinasyon İmajına ve Seyahat Etme Eğilimine Etkisi Atina Örneği**
ÖZDEMİR GÜZEL S., AKTAŞ G.
Anatolia Turizm Araştırmaları Dergisi, vol.27, no.1, pp.111-124, 2016 (Peer-Reviewed Journal)
- XI. **Sports as a Green Product in Destination Marketing Case of Windsurfing in Cesme Turkey**
AKTAŞ G., ATREK B., DUMAN KURT S.
E-Journal of Yasar University, vol.10, no.39, pp.6596-6606, 2015 (Peer-Reviewed Journal)
- XII. **Turkish university students' hopes and fears about travel to the west**
Brown L., AKTAŞ G.
Journal of Research in International Education, vol.11, no.1, pp.3-18, 2012 (Scopus)
- XIII. **Küçük Konaklama İşletmelerinde Müşteri İlişkileri Yönetimi: Alaçatı Örneği**
AKSATAN M., AKTAŞ G.
Anatolia Turizm Araştırmaları Dergisi, vol.23, no.2, pp.233-247, 2012 (Peer-Reviewed Journal)
- XIV. **Tourism for Peace: Theory Put in Practice for Turkey and Armenia. . Vol: 2(2):1-8.**
TAŞÇI A., AKTAŞ G., ARBAK Y., GÜNLÜ E., YILMAZ B. S.
The Journal of Tourism and Peace Research, vol.2, no.2, pp.1-8, 2011 (Peer-Reviewed Journal)
- XV. **Vulnerability of Coastal Resorts to Crises Probable Scenarios and Recovery Strategies**
GÜNLÜ E., AKTAŞ G.
Tourism in Marine Environments, 2006 (Scopus)

Books & Book Chapters

- I. **International Case Studies in Event Management**
Mair J. (Editor), Aktaş G. (Editor), Kozak M. (Editor)
Routledge, London/New York , London, 2024
- II. **Stand Layout in a Restricted Festival Space**
Aktaş G., Özgen N., Özgen I.
in: International Case Studies in Event Management, Judith Mair, Gürhan Aktaş, Metin Kozak, Editor, Routledge, London/New York , New York, pp.154-169, 2024
- III. **International Case Studies in Tourism Marketing**
Aktaş G. (Editor), Kozak M. (Editor)
Routledge, London/New York , London, 2022
- IV. **İzmir Endüstriyel Miras Envanteri**
Gökçen Ş., Aktaş G., Söyler S., Güngör S., Karlı B.

İZMİR KALKINMA AJANSI, İzmir, 2022

- V. **Bombarding the Tourism Minister with Questions**
Aktaş G., Sobrino R. G.
in: International Case Studies in Tourism Marketing, Gürhan Aktaş, Metin Kozak, Editor, Routledge, London/New York, London, pp.167-174, 2022
- VI. **Doomsday in Şirince**
AKTAŞ G., Kırklar B.
in: International Case Studies in Tourism Marketing, Aktas Gurhan, Kozak Metin, Editor, Routledge, Oxon, pp.175-183, 2022
- VII. **Festivals and Sponsorship: A Strategic Marketing Approach**
AKTAŞ G., SEL Z. G.
in: The Routledge Handbook of Festivals, Judith Mair, Editor, Routledge, New York, pp.133-141, 2019
- VIII. **Targeting and Market Segmentation in Services**
Şener S., AKTAŞ G.
in: International Services Marketing: New Trends and Updated Terminology, İge Pınar, E. Mutlu Kesici, Melih Tütüncüoğlu, Metehan İğneci, Editor, Detay Yayıncılık, Ankara, pp.420-427, 2017
- IX. **Turizm Arzı**
AKTAŞ G.
in: Genel Turizm, Zeynep Aslan, Editor, Grafiker Yayınları, Ankara, pp.213-240, 2016
- X. **Değer Temelli Pazarlama**
AKTAŞ G., DİLEK S. E.
in: Turizm Pazarlamasında Güncel Yaklaşımlar, Kılıç, Burhan ve Öter, Zafer, Editor, Beta Basım A.Ş., İstanbul, pp.427-451, 2015
- XI. **Sürdürülebilir Turizm ve Eğlence İşletmeleri**
Aktaş G.
in: Sürdürülebilir Turizm: Kavramlar ve Uygulamalar, Metin Kozak, Editor, Detay Yayıncılık, Ankara, pp.207-222, 2014
- XII. **Uluslararası Turizmde Rekabet**
AKTAŞ G., AKSATAN M.
in: Uluslararası Turizm İşletmeciliği, İge Pınar, Editor, Nobel Yayın, Ankara, pp.397-410, 2011
- XIII. **Turizm İşletmelerinde Kriz Yönetimi**
Aktaş G.
in: Turizm İşletmelerinde Örgütsel Davranış, Zeyyat Sabuncuoğlu, Editor, MKM Yayınları, Bursa, pp.231-250, 2009
- XIV. **Turizm Coğrafyası**
Aktaş G. (Editor)
Detay Yayıncılık, Ankara, 2008
- XV. **Turizm ve Coğrafya**
Aktaş G.
in: Türkiye Turizm Coğrafyası, Gürhan Aktaş, Editor, Detay Yayıncılık, Ankara, pp.3-15, 2008
- XVI. **Turizmde Destinasyon Pazarlaması**
Aktaş G.
in: Genel Turizm: Turizmde Temel Kavramlar ve İlkeler, Orhan İçöz, Editor, Turhan Kitabevi Yayınları, Ankara, pp.117-140, 2007
- XVII. **Turistik Çekicilikler**
Aktaş G.
in: Genel Turizm: Turizmde Temel Kavramlar ve İlkeler, Orhan İçöz, Editor, Turhan Kitabevi Yayınları, Ankara, pp.99-116, 2007
- XVIII. **Crisis Management in Tourist Destinations**
Aktaş G., Günlü Küçükaltan E.
in: Global Tourism 3rd Ed., W.F. Theobald, Editor, Butterworth-Heinemann, Washington, pp.440-457, 2005

Refereed Congress / Symposium Publications in Proceedings

- I. **Yardımsverlik Koşullarına Katılım Güdülleri**
Özdağ F., Aktaş G.
The 4th Conference on Managing Tourism Across Continents, İstanbul, Turkey, 15 - 18 March 2023, pp.1-2
- II. **Perceptions and Motivations of Serious Leisure Cyclists on Smart City Technologies**
Egeli G. Z., Aktaş G.
The 4th Conference on Managing Tourism Across Continents (MTCON'23), İstanbul, Turkey, 15 - 18 March 2023, pp.1-2
- III. **Contemporary Challenges Faced by Museum Managements: An Analysis of Strategic Plans**
Uluğ A. B., Köse F., Aktaş G.
Chasing the New in the Museum Studies , İzmir, Turkey, 16 - 17 May 2022, pp.1-2
- IV. **The Projection of Turkish Hospitality in International Films**
ŞENER S., SEL Z. G., EGELİ G. Z., AYTEKİN H., AKTAŞ G.
Managing Tourism Across Continents, 29 May 2021
- V. **Virtual Museum Tours: Visitors' Perspectives**
Aytekin H., Aktaş G.
MTCON 2021 Managing Tourism Across Continents, İzmir, Turkey, 1 - 03 April 2021, pp.114-117
- VI. **What to expect from the Turkish tourism suprastructure: Portrayal in international films**
AYTEKİN H., EGELİ G. Z., SEL Z. G., ŞENER S., AKTAŞ G.
Worlds of Imagination: Media, Place and Tourism in Today's Global World, Netherlands, 7 - 09 April 2021
- VII. **Ziyaretçilerin Fuar Stantlarında Kalış Sürelerini Etkileyen Sosyal Faktörlerin Belirlenmesine Yönelik Bir Çalışma**
SEL Z. G., AKTAŞ G.
20. Ulusal Turizm Kongresi, Eskişehir, Turkey, 16 - 19 October 2019, vol.3, pp.940-944
- VIII. **Learning Through Practice: Fun and Art Days Organised by Event Management Students**
AKTAŞ G., SEL Z. G.
8th Global Events Congress, Varşova, Poland, 10 - 13 August 2018, pp.121-127
- IX. **SOSYAL KİMLİK KURAMI: MOTOSİKLET KULLANICILARININ İNCELENMESİ**
ERTAŞ M., AKTAŞ G.
4. Rekreasyon Araştırmaları Kongresi, Aydın, Turkey, 9 - 12 November 2017
- X. **REKREATİF GRUPLARDA SEYAHAT ETME NEDENLERİ: MOTOSİKLET KULLANICILARI ÜZERİNE BİR İNCELEME**
ERTAŞ M., AKTAŞ G.
18. Ulusal Turizm Kongresi, Mardin, Turkey, 18 - 22 October 2017
- XI. **İZMİR KALKINMA AJANSI TARAFINDAN DESTEKLENEN PROJELERİN UYGULAMA SONRASIDEĞERLENDİRME ÇALIŞMASI**
TANYERİ M., AKTAŞ G., AKSATAN M., ERTAŞ M., SEL Z. G.
18. ULUSAL TURİZM KONGRESİ, Turkey, 19 - 22 October 2017
- XII. **Event Design and Planning Factors Altering Event Design and Planning Procedures in Practice**
AKTAŞ G., Kayserili E., Erbayram B.
VII Global Events Congress, Indianapolis, United States Of America, 5 - 08 July 2016
- XIII. **Triggering Effects of Conferences on Encouraging Delegates to Visit Secondary Destinations**
AKTAŞ G., SEL Z. G., Sener S., KOZAK M.
8th World Conference for Graduate Research in Tourism Hospitality and Leisure, Bodrum, Turkey, 24 - 29 May 2016, pp.62-67
- XIV. **Rock n Coke is a Green Event Winner**
GÜNLÜ E., LALE C., AKTAŞ G.
3rd International Conference of Events, 7 - 09 September 2015
- XV. **A Semiotic Analysis of Printed Advertising in Events Case of the Berlin Film Festival Posters**
DÖNER Z. G., AKTAŞ G.

3rd International Conference on Events, Makao, MAKAO, 7 - 09 September 2015

XVI. Differing Perceptions of Sustainability Among the Users of Activity Based Tourism

Aktaş G., Özdağoğlu A.

Proceedings of Conference of Tourism Hospitality: The Highway to Sustainable Regional Development, Yerevan, Armenia, 28 - 30 June 2013, pp.27-28

XVII. Satisfaction in Customers' Own Words: An Analysis of Hotel Guest books

AKTAŞ G., USTA M., AKSATAN M.

Satisfaction in Customers' Own Words: An Analysis of Hotel GuestBooks, 12 September 2011

XVIII. Pre-Departure Destination Perceptions by First-Time Visitors with Prior Experience in Competitors: Case of Greece and Turkey

Aktaş G., Günlü E., Miral Z. C., Assiouras I.

consumer behavior in tourism symposium 2009, Verona, Italy, 15 - 19 December 2009

XIX. Pre-Departure Destination Perceptions by First-Time Visitors with Prior Experience in Competitors: Case of Greece and Turkey

AKTAŞ G., GÜNLÜ E., MİRAL Z. C., IOANNIS Y.

Consumer Behavior in Tourism Symposium, 18 - 19 January 2009

XX. Konaklama İşletmelerinde Pazarlama Çalışanlarını İşe Alım Süreci: Stratejik İnsan Kaynakları Bakış Açısıyla İzmir İli Örneği

GÜNLÜ E., AKTAŞ G.

Çeşme Ulusal Turizm Sempozyumu, Turkey, 20 - 21 November 2007, pp.410-418

XXI. Vulnerability of Coastal Resorts to Crises: Probable Scenarios and Recovery Strategies

GÜNLÜ E., AKTAŞ G.

International Congress on Coastal and Marine Tourism, 8 - 09 August 2005, pp.149-165

XXII. Turistik Destinasyonlarda Kriz Yönetimi Uygulamaları ve İletişim

GÜNLÜ E., AKTAŞ G.

I.Bursa Turizm Sempozyumu, Turkey, 11 - 12 April 2005, pp.403-411

Episodes in the Encyclopedia

I. İstanbul

Aktaş G.

Detay Yayıncılık, pp.334-338, 2022

II. Etkinlik Yönetimi

Aktaş G.

Detay Yayıncılık, pp.328-329, 2022

III. Turizm Krizi

Aktaş G.

Detay Yayıncılık, pp.340-341, 2022

IV. Turkey

Aktaş G.

Springer, London/Berlin , pp.1-3, 2015

Supported Projects

Aktaş G., Uzgören E., Erasmus Project, Inspire: Innovative Support for Promoting Refugee Entrepreneurship in Tourism, 2023 - 2025

AKTAŞ G., Aytekin H., Project Supported by Higher Education Institutions, Ziyaretçi Bakış Açısıyla Sanal Müzeler: Nöropazarlama Yaklaşımıyla Bir Araştırma, 2022 - 2023

Aktaş G., Gökçen Ş., Özdağoğlu A., Aksatan Kaplanseren M., CB Strateji ve Bütçe Başkanlığı (Kalkınma Bakanlığı) Projesi,

BERGAMA KÜLTÜR ÖGELERİ ÜZERİNDEN TURİZM POTANSİYELİNİN DEĞERLENDİRİLMESİ ÇALIŞMASI, 2022 - 2022
Aktaş G., Gökçen Ş., Özdağoğlu A., Aksatan Kaplanseren M., CB Strateji ve Bütçe Başkanlığı (Kalkınma Bakanlığı) Projesi, YAĞCIBEDİR KÜLTÜR ROTASININ TESPİTİ VE TURİZM ÖĞESİ HALİNE GELMESİ İÇİN STRATEJİLERİN BELİRLENMESİ, 2022 - 2022
Aktaş G., Gökçen Ş., Söyler S., Development Agency, İzmir Industrial Heritage Inventory, 2020 - 2020
Günlü Küçükaltan E., Aktaş G., Sel Z. G., Development Agency, Etkinlik ve Festivaller: İzmir Envanter Çalışması , 2020 - 2020
GÜNLÜ KÜÇÜKALTAN E., AKTAŞ G., Other International Funding Programs, Strengthening the Resilience of Tourism Sector Against Crises Through Communication, 2018 - 2018
GÜNLÜ KÜÇÜKALTAN E., AKTAŞ G., Other International Funding Programs, Training on Crisis Communication for Selected OIC Member Countries, 2018 - 2018
AKSATAN KAPLANSEREN M., AKTAŞ G., SEL Z. G., ÖZDAĞOĞLU A., KOZAK M., TANYERİ M., ERTAŞ M., CB Strateji ve Bütçe Başkanlığı (Kalkınma Bakanlığı) Projesi, İZKA 2010 YILI TURİZMDE REKABET EDEBİLİRLİK VE YENİLİK MALİ DESTEK PROGRAMI UYGULAM SONRASI DEĞERLENDİRME RAPORU PROJESİ, 2016 - 2017
AKTAŞ G., CB Strateji ve Bütçe Başkanlığı (Kalkınma Bakanlığı) Projesi, Turizm ve Çevre Mali Destek Programı Uygulama Sonrası Değerlendirme Çalışması, 2016 - 2016
Günlü Küçükaltan E., Aktaş G., Project Supported by Public Organizations in Other Countries, A Multilateral University Consortium to Strengthen Tourism Education Research and Industry Outreach, 2010 - 2012
Aktaş G., Altınay L., Universities of Other Countries Supported Project, Franchise Establishments: Franchisees' Perspectives on Processes, Knowledge Transfer and Trust, 2010 - 2012
Aktaş G., Brown L., Universities of Other Countries Supported Project, Exchange Students Pre-Departure Experiences and Post-Stay Experiences, 2008 - 2010

Activities in Scientific Journals

INTERNATIONAL JOURNAL OF EVENT AND FESTIVAL MANAGEMENT, Scientific Committee Membership, 2022 - Continues
INTERNATIONAL JOURNAL OF TOURISM CITIES, Evaluation Committee Member, 2021 - Continues
Journal of Tourism Management Research, Scientific Committee Membership, 2019 - Continues
Seyahat ve Otel İşletmeciliği Dergisi, Evaluation Committee Member, 2015 - Continues

Scientific Refereeing

Sustainable Approaches and Business Challenges in Times of Crisis , Scientific / Professional Book Published by Renowned Publishing Houses, October 2023

Metrics

Publication: 66
Citation (WoS): 158
Citation (Scopus): 189
H-Index (WoS): 6
H-Index (Scopus): 7