**EDA GÜREL**



Assistant Professor

School of Applied Technology and Management

Tourism and Hotel Management Department

Bilkent University

06800 Bilkent Ankara / TURKEY

+ 90 312 290 50 26 (work)

[eda@tourism.bilkent.edu.tr](mailto:eda@tourism.bilkent.edu.tr)

<http://gureleda.bilkent.edu.tr>

**EDUCATION**

* 1. **Hacettepe University, Turkey**

*Business Administration (PhD)*

Dissertation: Contingency Model of Public Relations for Museums.

**1994-1995** **University of Surrey, United Kingdom *(E)***

*Tourism Marketing (MSc)* - British Council Chevening Scholar

Dissertation: Evaluating the Contribution of Public Relations within the Marketing Mix in the Hotel Industry

**1992-1994**  **Bilkent University, Turkey** *(Honor)* ***(E)***

*Tourism and Hotel Management (BSc)*

**1990-1992** **Bilkent University, Turkey** *(Honor)* ***(E)***

*Tourism and Hotel Services (AAS)*

**1989-1990 Bilkent University, Turkey *(E)***

*English Language Preparatory School*

**WORK EXPERIENCE**

**2017 Dec - Acting Chair**

**present Bilkent University, Ankara, Turkey *(E)***

*School of Applied Technology and Management*

*Tourism and Hotel Management Department*

**2006 - Assistant Professor - full-time**

**present****Bilkent University, Ankara, Turkey *(E)***

*School of Applied Technology and Management*

*Tourism and Hotel Management Department*

**1998-2006 Instructor – full-time**

**Bilkent University, Ankara, Turkey *(E)***

*School of Applied Technology and Management*

*Department of Tourism and Hotel Management*

**1996-1998** **Instructor - full-time**

**Eastern Mediterranean University, Northern Cyprus *(E)***

*School of Tourism and Hotel Management*

**TEACHING EXPERTISE**

Principles of Economics, Principles of Marketing, Hospitality Marketing, Strategic Marketing for the Hospitality Industry, Senior Project

**INTERNATIONAL TEACHING AND RESEARCH EXPERIENCE**

**11-15 March Visiting Lecturer – Erasmus Program**

**2013**  **Saxion University of Applied Sciences, Deventer, Holland *(E)***

*Hospitality Business School*

Title of the course: Marketing communications in changing times

**2011 Sep- Visiting Lecturer - Sabbatical**

**2012 March** **London Metropolitan University, London, UK *(E)***

*LondonMet Business School*

**2009 June International Visiting Research Fellow**

**Oxford Brookes University, Oxford, UK *(E)***

*Business School*

**RESEARCH INTERESTS**

Marketing and Public Relations in Museums, Entrepreneurship, Consumer and Business Ethics

**SCHOLARLY PUBLICATIONS**

**2017** Gurel, E. and Nielsen, A. (2017). Segments of Art Museum Visitors: Evidence for Omnivores and High-brow Univores from Italy. *International Journal of Arts Management (SSCI)*, (Under review, first submitted in September 2016).

**2017** Gürel, E.(2017).Müze Ziyaretçilerinin Bölümlendirilmesi:Ankara Örneği. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 10(20), 201-218.

**2017** Gurel, E. and Nielsen, A. (2017). Exploring the Visitors’ Perceptions and Experiences of Museums. Invited for publication as a chapter in an upcoming book titled *Tourist Behavior: An Experiential Perspective* by Springer (Accepted, possible publication in December 2017 or January 2018).

**2015** Ertuna, Z. I., Altinay, L. and Gurel, E. (2015). Culture and Entrepreneurship” in Altinay, L. and Brookes, M. (Eds), *Entrepreneurship in Hospitality and Tourism.* Oxford: Goodfellow Publishers.

**2013**   Gürel, E. (2013). Ankara'daki Müzelerde Ziyaretçi Profillerinin ve Motivasyonlarının Değerlendirilmesi. *VEKAM and Koç University’s Journal of Ankara Studies*, 1(2), 1-9.

**2011** Ertuna, Z. I. and Gurel, E. (2011). The Moderating Role of Higher Education on Entrepreneurship. *Education + Training (ESCI),* 53(5), 387-402.

**2010** Gurel, E., Altinay, L. and Daniele, R. (2010). Tourism Students' EntrepreneurialIntentions. *Annals of Tourism Research (SSCI),* 37(3), 646-669.

**2010** Gurel, E. and Kavak, B. (2010). A Conceptual Model for Public Relations in Museums*. European Journal of Marketing (SSCI),* 44(1/2), 42-65.

**2009** Kavak, B.; Gürel, E.; Eryiğit, C. and Tektaş, Ö. Ö. (2009). Examining the Effects of Moral Development Level, Self-Concept, and Self-Monitoring on Consumers’ Ethical Attitudes*. Journal of Business Ethics (SSCI),* 88(1), 115-135.

**2006** Yaman, R. H. and Gurel, E. (2006). The Ethical Ideologies of Tourism Marketers. *Annals of Tourism Research (SSCI),* 33(2), 470-489.

**2004** Gürel, E., Gümüşlüoğlu, L. T. and Arıkan S. (2004). An Analysis of Entrepreneurship by Demographics and Sectoral Composition in Turkey and a Comparison with the European Union. *Boğaziçi Journal*, 17(1), 75-104.

**CONFERENCE PAPERS**

**2017** Gurel, E. (2017). Why do People Visit Museums? Visitors’ Perceptions of Museums: A Cross-Cultural Study. Paper presented at the 7th Advances in Tourism Marketing Conference, Dokuz Eylül University and CEFAGE – University of Algarve and Universidade Europeia, Casablanca, 6-9 September 2017.

**2017** Gurel, E., Madanoglu, M and Altinay, L. (2017). Effects of higher education on entrepreneurial traits and intentions: A Longitudinal Study. Paper presented at the 26th Annual Frontiers of Service Conference, New York City, USA, 22-25 June 2017.

**2016** Nielsen, A. and Gürel, E. (2016) Visitors’ Perceptions of Museums. Proceedings of the 4th Interdisciplinary Tourism Research Conference/8th World Conference for Graduate Research in Tourism Hospitality and Leisure, Anatolia Journal, Bodrum, Turkey, 24-29 May 2016.

**2016** Gürel, E. (2016). Müze Ziyaretçilerinin Bölümlendirilmesi: Ankara Örneği. Paper presented at the 17th National Tourism Congress, Bodrum, Turkey, 20-23 October 2016.

**2014** Gürel, E. and Nielsen, A. (2014). Segments of Museum Visitors: Evidence from Italy. Paper presented at the Heritage, Tourism and Hospitality International Conference 2014, Bosphorus University, Istanbul, Turkey, 6-8 November 2014.

**2014** Gürel, E. (2014). Assessing the Impact of Innovation, Market and Service Orientation on Performance in Cultural Organizations in Turkey. Paper presented at the Heritage, Tourism and Hospitality International Conference 2014, Bosphorus University, Istanbul, Turkey, 6-8 November 2014.

**2014** Gurel, E. and Ertuna, Z. İ. (2014). Effects of Higher Education on Entrepreneurial Traits and Intentions: A Longitudinal Study. Proceedings of the 18th IAMB Conference (summary), Roma TRE University, Rome, Italy, 17-19 September 2014.

**2014** Gürel, E. and Sofuoğlu, M. (2014). Visitor and Curatorship Orientation in Museums. Proceedings of the 19th National Marketing Congress, Gaziantep University, Gaziantep, Turkey, 18-22 June, 2014, pp. 17-24.

**2013** Karamullaoğlu, G. and Gürel, E. (2013). Tourism Higher Education in Turkey: Is It meeting the needs of the Tourism Industry? Proceedings of the EuroCHRIE Conference 2013, Freiburg, Germany, 16-19 October 2013.

**2013** Ünal, A. and Gürel, E. (2013). Investigating food and beverage curricular in tourism and hospitality degree programs in Turkey. Proceedings of the EuroCHRIE Conference 2013, Freiburg, Germany, 16-19 October 2013.

**2012** Gurel, E. and Bartlett, D. (2012). The Influence of Market Orientation, Entrepreneurial Orientation and Social Capital on Innovation in Small Hotels: A Cross Cultural Study. Paper presented at the EURAM 2012 Annual Conference of the European Academy of Management, Rotterdam, Holland, 6-8 June 2012.

**2011** Gurel E. and Yaman R. (2011). Efects of Formal Education on Entrepreneurial Traits and Intentions: A Cross Cultural Study. Paper presented at the 9th ApacCHRIE Conference, Hong Kong, 2-5 June 2011.

**2011** Gurel, E.; Yaman, R. and Hseih, H. (2011). Students' Entrepreneurial Traits and Intentions: A Comparative Study betweenTurkey and Taiwan. Paper presented at The Association of Tourism in Higher Education (ATHE) 2011 Annual Conference, St Anne's College Oxford, United Kingdom, 8-9 December, 2011.

**2011** Ates, A. and Gurel, E. (2011). Tourism and Hospitality Students’ Preferred Learning Styles in Higher Education in Turkey – Working Paper. Paper presented at The International Society of the Travel and Tourism Educators (ISTTE) 2011 Annual Conference, Miami, 20-22 October 2011.

**2011** Gurel E. (2011). Anketler Işığında Müzeler II: Müze Yönetimlerinin Ziyaretçi ve Koleksiyonu Koruma Odaklılıkları - Marketing and Custodial Orientations of Museum Managements. Paper presented at The Past and Future of Museology in Turkey V Symposium - Cultural Heritage: Methods of Restoration and Conservation, VEKAM Vehbi Koç Ankara Research Center, Ankara, Turkey, 23-24 May 2011.

**2011** Paşamehmetoğlu, A. and Gürel, E. (2011). Ethical Perceptions and Ideologies: A Comparative Study between Students, Graduates and Managers. Paper presented at the Advances in Hospitality and Tourism Marketing and Management Conference, Istanbul, Turkey, 19-24 June 2011.

**2010** Gürel E. and Paşamehmetoğlu, A. (2010). Ethical Perceptions and Ideologies: A Comparative Study between Students and Graduates. Paper presented at the EuroCHRIE Congress 2010, Amsterdam, Holland, 25-28 October 2010.

**2010** Gurel E.; Önen Z. and Sofuoğlu M. (2010). Museum Visitors in Turkey. Online presentation presented at the 3rd International Conference on the Inclusive Museum, Istanbul, Turkey, 2-5 June 2010.

**2010** Gurel E.(2010). Museum Visitors in Ankara, Turkey. Paper presented at The Past and Future of Museology in Turkey IV Symposium – An Open-Air Museum: City of Ankara and its Surroundings, Vehbi Koç Ankara Research Center, Ankara, Turkey, 20-21 May 2010.

**2009** Gurel, E. Altinay, L. and Daniele, R. (2009).Effects of Education on Entrepreneurial Intentions. Paper presented at the Business School Research Conference, Oxford Brookes University, United Kingdom, 2 June 2009.

**2008**              Gurel E. (2008). Marketing and Public Relations in Museums. Paper presented at The Past and Future of Museology in Turkey II Symposium, VEKAM Vehbi Koç Ankara Research Center, Ankara, Turkey, 21-23 May, 2008.

**2008** Ertuna, Z. I. and Gurel, E. (2008). Effects of Entrepreneurial Traits and Education on Entrepreneurial Intentions. Proceedings of the 26th EuroCHRIE Congress, Dubai, United Arab Emirates, October 11-14, 2008.

**2008**  Gurel, E. and Kavak, B. (2008). A New Approach for Public Relations in Museums for the 21st Century. Proceedings of the 26th EuroCHRIE Congress, Dubai, United Arab Emirates, October 11-14, 2008.

**2008**               Kavak, B., Gürel, E., Eryiğit, C. and Tektaş, Ö. Ö. (2008). Examining the Effects of Moral Development Level, Self-Concept and Self-Monitoring on Consumers’ Ethical Attitudes. Paper presented at the 21st EBEN (European Business Ethics Network) Annual Conference, Antalya, Turkey, October 17-19, 2008.

**2008** Gurel, E. (2008). Service Quality and Visitor Satisfaction in Museums in Turkey -Work in Progress. Proceedings of the 3rd International Conference on Services Management, Penn State University, PA, USA, 9-10 May 2008.

**2006** Gürel, E. and Kavak, B. (2006). The role of the management’s market orientation and the interest level of the publics on the excellence of the public relations programs of museums. Paper presented at the EuroCHRIE Congress 2006, Thessalonica, Greece, 23-25 October 2006.

**2004** Yaman H. R. and Gürel, E. (2004). The relationship between moral philosophies of tourism marketing managers and corporate ethical values: A comparison of Australian and Turkish cultures. Proceedings of the Asia Pacific Tourism Association (APTA) Tenth Annual Conference, 947-956, Nagasaki, Japan, 4-7 July 2004.

**2004**  Gürel, E. and Yaman, H. R. (2004). Does education have an influence on ethical positions? A study of Turkish tourism managers. Proceedings of the 23rd International Society of Travel and Tourism Educators (ISTTE) Annual Conference, Hong Kong, 26-28 September, 2004.

1. Gürel, E. and Yaman H. R. (2004). Moral philosophies of Turkish tourism marketers: An assessment of selected individual factors. Proceedings of the EuroCHRIE Congress 2004, Ankara, Turkey, 3-7 November 2004.

**PATENTS**

**2017** International Patent Application (WIPO/PCT). Application Number: PCT/TR2017/000019, Publication Number: WO/2017/184094

**2016** National Patent Application. Application Number: 2016/05283

**CITATIONS RECEIVED TO PREVIOUSLY PUBLISHED ARTICLES**

Number of citations from Scopus: 117 (since 2013)

Number of citations from Web of Science: 91 (since 2012)

Number of citations in Google Scholar: 377 (318 since 2012)

**REFEREEING FOR SCHOLARY AND PROFESSIONAL JOURNALS AND CONFERENCES**

**2009 - 2017** EuroCHRIE Conferences

**2011, 2013** ApacCHRIE Conferences

**2011, 2012** Anatolia Journal of Tourism Research

**2011, 2012,** Hacettepe University Journal of the Faculty of Economics and Administration

**2015** Sciences

**2012** Journal of Museum Management and Curatorship (ESCI)

**2012, 2014** ICHRIE Conferences

**2012, 2014** Journal of Small Business Management (SSCI)

**2013**  I-CHLAR Conference

**2014** Sage Open (ESCI)

**2015 - 2017** Ulusal Pazarlama Kongresi (National Marketing Congress)

**2016** EURAM Annual Conference

**2016** Annals of Tourism Research (SSCI)

**2016** The International Journal of Arts Management (SSCI)

**2016, 2017** Journal of Business Research (SSCI)

**2017** Journal of Small Business and Enterprise Development (ESCI)

**FELLOWSHIPS AND AWARDS**

**2010** Bosphorus University Young Tourism Association’s Academic of the Year Award

**2009** Oxford Brookes University’s International Visiting Research Fellowship

**1994** Turkish Education Foundation (TEV) and British Council’sChevening Scholarship

**1993**  Bilkent University’s Achievement Scholarship

**OFFICES HELD IN SCHOLARLY AND PROFESSIONAL SOCIETIES**

**2007 - present** EuroCHRIE The European Council on Hotel, Restaurant & Institutional Education,

member and area consultant for Turkey, (appointed in September 2007)

**2007 - present** Turkish Education Foundation (TEV) Scholars’ Mentor

**LANGUAGES**

Turkish (native),English (fluent), German (beginner), Italian (beginner), French (beginner).

**REFERENCES**

**Prof. Ruhi Yaman**

Dean, International College (Retired)

I-SHOU University, Taiwan

Current place of residence: Melbourne, Australia

Tel: + 61 435 418 904

Email: ruhi.yaman@gmail.com

**Mr. Kamer Rodoplu**

Director, School of Applied Technology and Management

Bilkent University

06800 Bilkent

Ankara, TURKEY

Tel: + 90 312 266 42 00

Email: [rodoplu@tourism.bilkent.edu.tr](mailto:rodoplu@tourism.bilkent.edu.tr)

**Mr. Teoman Alemdar**

Director, School of Applied Sciences

Özyeğin University

Istanbul, TURKEY

Tel: + 90 216 599 20 00

Email: [Teoman.Alemdar@ozyegin.edu.tr](mailto:alemdar@tourism.bilkent.edu.tr)