

DR. ÖZEN KIRANT YOZCU



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e-mail : ozen_kirant@yahoo.com

Date of Birth: 25. 03. 1976

Marital Status : Married and have two
children aged 7 and 11 years old.

ORCID: <https://orcid.org/0000-0001-5533-8066>

Education

- Ph. D. 2010 Ege University Faculty of Communication - Public Relations and
Publicity Doctoral Degree
Thesis: Employee Relations in Relationship Management: A Survey
About Hotel Management
- M.A. 2006 Dokuz Eylül University, Tourism Administration Graduate
Program
Thesis: Evaluation of Potential of Congress Tourism in Aegean
Region and Regional Marketing Model for Congress Tourism
- B.A 1998 Akdeniz University, Tourism Administration and Hotel
Management

Work Experience

- 2019 March / **Visiting Professor**, ISAG, European Business School, Porto
Course given: Creation of products and Tourist Experiences &
Market Research , Strategic Management (Master Degree)
- 2007 February /.... **Corporate trainer & Academic Coordinator**, Boğazici University,
Bogazici University Lifelong Learning Center (BULLC)

- 2007 February/ **Instructor**, Boğaziçi University, School of Applied Disciplines
Department of Tourism Administration.
Courses given: Professional Communication, Business
Communication, Information Technologies for Hotels: Fidelio
Opera, Conventions and Special Events, Accommodation Industry,
Travel Industry, Special Topics: Integrated Marketing
Communication
- 2017 March / **Part-time instructor**, Bilgi University, School of Tourism and
Hospitality Department
Courses given: Integrated Marketing Communication & Travel
Industry & Lodging Management
- 2005-2007 **Instructor**, Yaşar University, Tourism Department of Vocational
School
Courses given: Front Office Management, Principles of
Communication, Hotel Management, Tourism Marketing,
Business English, Tourism Diversification
- 17 April – 24 April 2006 **SOCRATES/ERASMUS** Program, Katholieke Hogeschool
Mechelen, Belgium
Lectures : Hotel Sector in Turkey and All about Turkey –
Destinations and Attractions of Turkey
- 2003 – 2005 **Instructor**, İzmir Ekonomi University, Vocational School, Tourism
Administration Department
Courses given: Room Division Management, Front Office
Management, Office Management and Communication,
Hotel Management
- 2004 – 2005 **Part-time instructor**, Izmir Dokuz Eylül University, Vocational
School, Tourism and Hotel Management Program.

Courses given: Front Office Management (in Turkish)
Communication (in Turkish)

1994-2003

I have a professional background in tourism industry.

Language Skills

English; Reading, writing and speaking: Advanced (IELTS:7 - 2012)

Portuguese; Beginner (A2.1)

Germany; Reading, writing and speaking: Beginner

Publications

(Please note that my earlier publications were under my name of Ozen Kirant)

Book Chapters:

Yozcu, K.O. (2021). Yeni Normal Döneminde İstanbul Turizm'inin Değerlendirilmesi, Ozgur Ozer (Eds), "*Destinasyon Pazarlaması ve Yönetimi: Yeni Normal*", Detay Akademik Yayıncılık.

Yozcu, K.O. (2020). Gerilla Pazarlama, Seden Doğan (Eds), "*Turizm Endüstrisinde Modern Pazarlama Yaklaşımları*", Nobel Akademik Yayıncılık.

Yozcu, K.O. & Cetin, G (2019). Chapter 16: A Strategic Approach to Managing Risk and Crisis at Tourist Destinations, Nazmi Kozak and Metin Kozak (Eds), "*Tourist Destination Management: Instruments, Products, and Case Studies*", Springer.

Yüksek, G. & **Yozcu, K.O.** (2016). Chapter 3: Usage of E-Loyalty in Hospitality Industry, Erkan Sezgin (Eds) "*E-Consumers in the Era of New Tourism*", Springer Science + Business, London.

Articles

Yozcu, K. O. (2020). Otel İşletmesinde İlişki Yönetimi Bağlamında Çalışan İlişkilerine Yönelik Bir Araştırma, *Türk Turizm Araştırmaları Dergisi*, 4(4): 3289-3310.

Yozcu, K.O. (2017). "Competitiveness of Istanbul as a Tourism Destination for Luxury Market", *Journal of Tourismology (JoT)*, 3 (2), 2-13, ISSN 2459-1939.

İçöz, O. & **Yozcu, K.O.** (2010). "A Model Proposal on the Use of Creative Tourism Experiences in Congress Tourism and the Congress Marketing Mix", *Pasos Journal*, 8 (3), 105- 113, ISSN 1695- 7121.

Proceedings

Yozcu, K.O. (2021). "The Impact of Coronavirus (COVID -19) on Travel and Tourism Industry in Turkey", Proceedings of *the third edition of the Tourism and Hospitality Management Workshop IWTHM2021*, Virtual Conference by The Research Center in

Business Sciences and Tourism (CICET – FCVC) and ISAG – European Business School (ISAG-EBS).

Yozcu, K.O. (2021). “Marketing Strategies used during Crisis Situation: A case of Hotel Group in Istanbul”, Proceedings of *Managing Tourism Across Continents Conference – MTCN 2021*, Virtual conference by Turkish Tourism Academics.

Yozcu, K.O. (2021). “Sustainability Achievement Differences Between Online& Offline “Green” Events”, Proceedings of *International Society of Biometeorology The 6th conference on Climate, Tourism and Recreation CCTR 2021*, Virtual conference by UMEA University, Sweden.

Inelmen, K. & **Yozcu, K.O.** (2017). “An investigation of Potential MICE Sector Employees’ Work Values”, Proceedings of *International Research Conference on Business, Marketing, Management and Education Studies Conference*, Istanbul.

İçöz, O. & **Yozcu, K.O.** (2009). “A Model Proposal on the Use of Creative Tourism Experiences in Congress Tourism and the Congress Marketing Mix”, Proceedings of *Conversion of the Cities to Creative Cultural Tourism Areas Conference*, Boğaziçi University, Istanbul.

Kıran, O. (2007). “Hotel Managements and Agency Management: Radisson Sas Group Example”, Proceedings of *Çeşme National Tourism Symposium*, Ege University, Izmir.

Eriş, E. D. & **Kıran, O.** (2005). "A Proposal To Integrate Turkish Marines And Hospitality Industries" Proceedings of *International Congress on Coastal and Marine Tourism Conference*, Dokuz Eylül University, İzmir.

Working Papers & Book chapters

Cavusoglu, M. & Dogan, S. & **Yozcu, K.O.** & Cobanoglu, C. (2021). “A Conjoint Analysis of Influencing Attributes of Attendance for Academic Conferences”, *International Journal of Contemporary Hospitality Management (IJCHT)(SSCI)*

Yozcu, K.O. & Alvarez, D. M., (2021). “Mentor-Mentee Incentive Event Planning Case Study”, Book chapter in Routledge Publishing.

Yozcu, K.O. (2021). Yesil Pazarlama, Seden Doğan (Eds), “*Turizm Endüstrisinde Modern Pazarlama Yaklaşımları 2*”, Nobel Akademik Yayıncılık.

Refereeing Experience

Reviewer for Journal of Hospitality and Tourism Technology, Emerald Publishing.(SSCI impact factor 4.2)

Reviewer for The third edition of the Tourism and Hospitality Management Workshop IWTHM2021.

Committees

Scientific Committee member, ISAG – European Business School and Research Centre in Business Sciences and Tourism (CICET – FCVC), the third edition of the Tourism and Hospitality Management Workshop (IWTHM2021) on May 7, 2021.

Professional Seminars

1. Professional seminars have been given since 2008 to 2021 for **Mercedes Benz Turkey** “C Manager Education Program” about “Marketing” in cooperation with Bogazici University Lifelong Learning Centre
2. **Academic Coordinator** of “**Event Management Certification Program**” in cooperation with Bogazici University Lifelong Learning Centre and **Association of Planning and Implementing Creative Events (YEPUD)** since 2008 to present.
3. Professional seminars have been given since 2014 to 2018 for **ING Bank** about “Marketing and Marketing Communication” in cooperation with Bogazici University Lifelong Learning Centre.
4. **Academic Coordinator** of “**Luxury Brand Management Certification Program**” in cooperation with Bogazici University Lifelong Learning Centre and “**International Fashion Academy Paris**”. Professional seminars were given about “Luxury Marketing” and “Hospitality”
5. **Academic Coordinator** of “**Marketing in Event and Entertainment Industry Certification Program**” in cooperation with Bogazici University Lifelong Learning Centre and “**BOOGY the event Company**”. Professional seminars were given about “Strategic Marketing” and “Strategic Management”.
6. Professional seminars have been given between 2012 and 2013 for **EFES PİLSEN** about “Marketing”, “Strategic Management” and “Relationship Management” in cooperation with Bogazici University Lifelong Learning Centre.
7. Professional seminars have been given in 2012 for **ISTANBUL FASHION ACADEMY** about “Fashion Marketing” in cooperation with Bogazici University Lifelong Learning Center.

Organized Projects in departmental courses with industry professionals

* 2020-2021 Mentorship Project in “Conventions and Special Events” course together with Meeting Professionals International (MPI) Turkey Chapter.

* 2016-2017 “Accommodation Industry” course in cooperation with Bilgili Tourism Group (SOHO HOUSE Istanbul & Carlson Rezidor Hotel Group & Marriott) and Sevrotel Leading Consultancy in Global Hospitality & Real Estate Development.

*2017-2018 “Conventions and Special Events” course in cooperation with Society for Incentive travel Excellence (SITE) Turkey Chapter. This was a mentor- mentee program.

*2017-2018 “Accommodation Industry” course in cooperation with Bilgili Tourism Group (SOHO HOUSE Istanbul & Carlson Rezidor Hotel Group & Marriott) and Sevrotel Leading Consultancy in Global Hospitality & Real Estate Development.

*2017-2018 “Travel Industry” course in cooperation with ETS Tourism Group
*2012-2013 “Conventions and Special Events” course in cooperation with Meeting Professionals International (MPI) Turkey Chapter.

Professional Engagement

2020----- MPI Turkey (Meeting Professional International) Board member & Director of Education

2016-2018, Board member –Skal International Istanbul (Professionnels du Tourisme)

1995 -....., Member, Skal International Istanbul (Professionnels du Tourisme)

Certifications

14 December 2020, Post Crisis Hospitality Management certificate, *University of South Florida Muma College of Business School of Hospitality and Tourism Management.*

28 July 2020, Becoming a world class social science researcher, *Emerald Publishing .*