

Education:

- Ph.D. Tourism Management Education, Gazi University (Turkey), 2016 (*Ph.D. Scholarship Program of TUBITAK*)
- M.S. Hotel Administration, University of Nevada Las Vegas (USA), 2009 (*U.S. Department of State's Fulbright Scholarship Program*)
- B.S. Tourism Management Education, Gazi University (Turkey), 2005

Research Interests:

- Destination marketing
- Consumer behavior in tourism
- Statistical and methodological aspects of hospitality and tourism research

Selected Publications:**Journal articles:**

- Usakli, A., Kucukergin, K. G., Shi, D., & Okumus, F. (2022). Does self-congruity or functional congruity better predict destination attachment? A higher-order structural model. *Journal of Destination Marketing & Management*, 23, 100686. <https://doi.org/10.1016/j.jdmm.2021.100686>
- Lee, K., Kladou, S., Usakli, A., & Shi, Y. (2022). Inspiring winery experiences to benefit destination branding? Insights from wine tourists at Yantai, China. *Journal of Hospitality and Tourism Insights*, 5(1), 116-137. <https://doi.org/10.1108/JHTI-06-2020-0109>
- Usakli, A. & Kucukergin, K. G. (2018). Using partial least squares structural equation modeling in hospitality and tourism: Do researchers follow practical guidelines? *International Journal of Contemporary Hospitality Management*, 30(11), 3462-3512. <http://dx.doi.org/10.1108/IJCHM-11-2017-0753> (*Special Issue on Methodological Advances in Hospitality and Tourism*)
- Kılıçlar, A., Uşaklı, A. & Tayfun, A. (2018). Terrorism prevention in tourism destinations: Security forces vs. civil authority perspectives. *Journal of Destination Marketing & Management*, 8, 232-246. <http://dx.doi.org/10.1016/j.jdmm.2017.04.006>
- Uşaklı, A., Koç, B., & Sönmez, S. (2017). How 'social' are destinations. Examining European DMO social media usage. *Journal of Destination Marketing & Management*, 6(2), 136-149. <http://dx.doi.org/10.1016/j.jdmm.2017.02.001>
- Usakli, A. & Baloglu, S. (2011). Brand personality of tourist destinations: An application of self-congruity theory. *Tourism Management*, 32(1), 114-127. <http://dx.doi.org/10.1016/j.tourman.2010.06.006>

Book chapters:

- Usakli, A. & Rasoolimanesh, S. M. (Forthcoming). Which SEM to use and what to report? A comparison of CB-SEM and PLS-SEM. In Okumus, F., Rasoolimanesh, S. M., & Jahani, S. (Eds.), *Advance Research Methods in Hospitality and Tourism*. Emerald Publishing.

- Uşaklı, A., Koç, B., & Sönmez, S. (2019). Social media usage among top European DMOs. In Kozak, M. & Kozak, N. (Eds.), *Tourist Destinations: Instruments, Products and Cases*. Springer. https://doi.org/10.1007/978-3-030-16981-7_1
- Baloglu, S., & Uşaklı, A. (2011). Summarizing data. In Sirakaya, E., Uysal, M., Hammit, W. E. & Vaske, J. J. (Eds.), *Research Methods for Leisure, Recreation and Tourism*. UK: CABI Publishing. <https://www.cabi.org/bookshop/book/9781786390486>

Teaching:

Graduate level:

- Research Methods in Tourism Management

Undergraduate level:

- Accommodation Industry
- Food Service Management
- Tourism Destination Development
- Tourism Research Topics