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He holds both Master's and PhD degrees in tourism management. His research focuses on consumer behavior, benchmarking, destination management, and sustainability. He acts as the co-editor of Anatolia: An International Journal of Tourism and Hospitality Research and has been a visiting scholar at various universities in the United States, Europe ...

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It explains the relation between marketing and economics, and applies it to the business of airline management as well as the tourism industry overall. ” Xavier Font , Professor of Sustainability Marketing, School of Hospitality and Tourism Management, University of Surrey, UK and Visiting Professor, Hospitality Academy, NHTV Breda, Netherlands

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