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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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Hospitality and Tourism Certificate in Events and ...

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

Travel Marketing, Tourism Economics and the ... - Springer

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While climate, quality tourist services and service staff, hospitality of hosts, entertainment and authenticity have significant impacts on recommendation. The study offers suggestions for DMOs and tourism stakeholders on how to create a facilitating environment at the destination for positive tourist experiences and enhance WOM.

Impact of Superior Destination Experience on ... - Springer

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