

## Curriculum Vitae

**1. Name: ISMET ESENYEL**

**2. Date of Birth : 19-09-1972**

**3. Academic Title : Full Professor   www.ismetesenyel@gmail.com , Yesiltepe Alsancak , Emek sok. No1 . Mobile: +905338349006**

### **4. Academic Degrees:**

	<b>University</b>	<b>Faculty &amp; Specialization</b>	<b>Graduation.</b>
<b>Bachelor of Science</b>	Southeastern University (Washington DC USA )	Faculty of Tourism & Hospitality Management	1994
<b>Masters of Business Admin. (MBA)</b>	Southeastern University (Washington DC)	International Business Management	1996
<b>Ph.D</b>	Girne American University , GAU	Faculty of Business & Economics	2016

### **5. Academic Books**

- \* Spoken legends of Cyprus (published in 2023 May)
- *Sustainable Tourism in North Cyprus (published in 2017 ISBN978-9963-2368-2-4)*

### **6. Professional Memberships:**

- \* AMFORHT (Vice President for Cyprus, Turkey and Middle East Region)
- AMFORHT (World Tourism Training & Hospitality Education Association) Tourism Ambassador of Near and Middle East , North Cyprus , Turkey 2018-
- AMFORHT (World Tourism Training & Hospitality Education Association) Vice President 2014-
- EURHODIP (European Hotel Diploma Association, 2007- )

- **UNWTO TEDQUAL (United Nations World Tourism Organization, Tourism Education Quality – Affiliate Member)**
- **Member of Institute of Hospitality UK. 2005-**
- **AHLA (American Hotel Lodging Association) Member and Lecturer 2012-**

## **7. Professional & Academic Positions**

- \* **Vice Rector for Girne American University , GAU ( Nov. 2021 – June 24 )**
- **Director of Strategy & Partnerships, Girne American University ( GAU ) , - ( Responsible for all International, Turkey , Cyprus Marketing ,Affiliation and Articulation Agreements, Agents Agreements, September 2019-June 2024**
- **Dean for Faculty of Tourism ( Sept. 2023-2024 )**
- **Appointed as Full Professor in Tourism GAU ( Sept.2021 )**

## **\* Appointed as Associate Professor in Tourism – Girne American Uni. ( GAU) Sept.2016**

- **Director, Founder of School of Tourism & Hospitality Management GAU 2012-16**
- **Director of Int. Tourism Education Board ( INTEB ) , GAU 2010-12**
- **Appointed as Assistant Professor in Tourism and Hospitality Management Cyprus International University ( CIU ) Nicosia. 2009**
- **Senior Lecturer , Cyprus International University CIU 2009-10**
- **Dept. Head ,GAU Faculty of Tourism & Hospitality Management 2002- 09**
- **Lecturer ,GAU Faculty of Tourism & Hospitality Management 1999-2002**
- **Lecturer, IAU International American University Tourism Dept. 1996 -97**
- **Reviewer, Journal of Tourism Management Elsevier 2015---**
- **Founder Board Member of Cyprus Turkish Tourism Writers Association 2015----**
- **Member of Scientific Committee Ministry of Tourism & Environment ,North Cyprus 2012**

## **8. Tourism & Hospitality Management Work Experience : (17 Years )**

- \* **Le Chateau Lambousa Hotel General Coordinator 2013-15**
- **Malpas Hotel General Coordinator 2006-10**
- **The Colony Hotel Consultant 2002-03**

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|--------------------------|----------------------------|---------|
| • Istanbul Airlines      | Hotel Reservations Manager | 1994-95 |
| • Chateau Lambousa Hotel | Asst.General Manager       | 1996-97 |
| • Lapethos Hotel         | Receptionist               | 1992-93 |
| • Celebrity Hotel        | Receptionist               | 1989-91 |

## **9. :Other Consultancies**

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|---|---------|
| • Malpas Hotel North Cyprus, Board Member | 2005-10 |
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## **10. Preprints- International Academic Journals**

- “ Cultural Tourism as a Sustainable Development”
- “The impact of Using Human Resource System Application Performance on N.C Hotels
- “The Effects of Political Non Recognition on the tourist visitation decision to North Cyprus Hotels “
- “The Analysis of Tourism Policies by different governments and their potential implementation on North Cyprus Economy.”
- “The Role Played by strategic planning in the performance in the hotel HR departments’ .The Case of North Cyprus.”
- “ The Effects of Turkish Cuisine on Potential Tourist Expectations”
- “ The Analysis of Government Incentives for Tour Operators In N.C
- “ Revealing the best acceptable and applicable way of opening closed of Varosha area under North Cyprus Administration
- “ North Cyprus Destinations’ Marketing Management Approach through remodeling SERVQUAL analysis “

## **10. Other Academic Works & Conference Participation**

**( Sustainable tourism, Brand mangement of Cyprus Destination , Marketing Management of North Cyprus Tourism Product , Stratgic Management of North Cyprus Planning , Tourism Education of North Cyprus, etc ) 2020-24**

- a. - Diyalog Newspaper ( 15 Tourism Articles turizm hayattır ) 2020 – [www.diyaloggazetesi.com](http://www.diyaloggazetesi.com)
- b. Academic Weekly Journal writings ( approximately 225 - two hundred twenty five articles ) [www.kibrisgazetesi.com](http://www.kibrisgazetesi.com) ismet esenyel turizm ajandası 2015-2020 )

**11. Some Topics Presented in Conferences while actively working as Deputy Minister :**

- 1- Strategic Planning of North Cyprus Tourism Industry 2019**
- 2- Eco Tourism principles Cyprus Tourism Economy 2019**
- 3- Local Industry and Employment Development in N.Cyprus 2019**
- 4- Urban Architectural Development and its effects on Tourism 2019**
- 5- Environmental Aspects of Tourism Development in Cyprus 2019**
- 6- Gambling Business in N.Cyprus Tourism Economy 2019**
- 7- New Tourism model Applications in Karpasia Peninsula 2018**
- 8- Digital Marketing Effects on Tourism Social Media 2018**
- 9- Alternative Tourism Trends for N.Cyprus 2018**
- 10- Importance of Boutique Hotels on Regional Tourism Development 2018**

**12. Main Seminar & Congress Attended (2006-2016)**

- Congress of Tourism & Hospitality Industry Opatija Croatia, 2006
- Congress of UNWTO, Madrid Spain, 2006
- Tourism School Conference of Alanya Tourism Faculty, Antalya University ,2006
- EURHODIP Conference and Tourism Competition ,London 2007
- Congress of UNWTO, Cordoba Spain, 2008
- Trade Leaders Club Conference, Madrid Spain 2008
- AMFORHT Congress , Paris France 2009,
- GAU Tourism Panel , ,Girne NC 2010 ,
- AMFORHT Congress , Girne NC 2011,
- TV Program: Cyprus Tourism Market Kıbrıs TV, Lefkoşa 2012
- GAU Communication Faculty Congress , Girne NC 2013
- Health & Tourism Congress , Montreux ,Switzerland ,2013
- Train the Trainers STR Bologna Italy 2014
- Teachers Classroom Education ,GAU Certificate,
- Tourism Academy Sector Relationship summit, GAU 27 March 2015
- Tourism Panel for Islamic Economic Development Forum Merit Hotel April ,2015
- Personal Development Sessions for improving motivational factors , April , 2015
- 5<sup>th</sup> Eastern Mediterranean Tourism Conference , EMU, Salamis Bay Conti Resort 2016
- AMFORHT Forum in Montreal Canada , Intercontinental Hotel 2017
- AMFORHT Tourism Forum in Paris France, 2018

**13. Some Courses taught between 2018-2024**

Academic Year	Semester	Course Name	Weekly Load Hours	No.of Students in
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			Theory	Prac.	Total
2023-24	Fall &Spring	Masters & PhD Level			
		Competitive Strategy	3		45
		Graduation Project,	3		35
		International Tourism	3		28
		Management	3		22
		Resort Development	3		35
2020 - 22  Courses are taught on Zoom application due to Covid 19 ( e learning )	Fall Spring	Tourism Seminar	3		18
		Graduation project			
		Service Operations Management	3		6
		Resort Development Management	3		16
		Research Methods for Hospitality	3		14
		Graduation Seminar	3		16
		Graduation Project for Masters	3		12
		Graduation Thesis for PhD	3		8
2019	Spring	HRM applications for Hospitality	3		24
		Hospitality			

		Introduction to Tourism Hospitality	3		33
		Resort Development	3		16
		Marketing For Hospitality Industry	3		28
2019	Fall	Intro to Hospitality	3		35
		International Hotel Management	3		25
		E- Marketing for Hospitality	3		15
		Tourism Seminar	3		7
		Front office Management	3		11