

CURRICULUM VITAE

Name: SENEM YAZICI
Date of Birth: 26/08/75
Place of Birth: NICOSIA/CYPRUS
Address: CMC Evleri No2 Yenikaradağ-LEFKE- NORTH CYPRUS
Home Tel: 728 72 95
Mobile Phone: 00 90 533 848 30 06
Marital Status: Single

EDUCATIONAL BACKGROUND:

- 2005- Now** UNIVERSITY OF SURREY (GUILDFORD/LONDON-UK)
Management Studies - PHD
Subject: 'Business growth and entrepreneurial orientation: a study of independent hospitality businesses in North Cyprus.'
- 1998-1999** UNIVERSITY OF SURREY (GUILDFORD/LONDON-UK)
Management Studies/ Tourism Management Degree earned: Master of Science.
Master dissertation subject:
"An investigation of the application of total quality management in travel agency operations"
- 1995-1998** EASTERN MEDITERRENEAN UNIVERSITY (MAGUSA-TRNC/NORTH CYPRUS) Tourism and Hospitality Management (Honour Degree) Degree earned: Bachelor of Science
- 1993-1995** EASTERN MEDITERRENEAN UNIVERSITY (MAGUSA-TRNC/NORTH CYPRUS) Tourism and Hospitality (Honour Degree) Degree earned: Associate Degree

EMPLOYMENT HISTORY:

**2007 Feb- Now Near East University / Nicosia – North Cyprus
School of Tourism and Hotel Management
Tourism Department - Lecturer in Tourism**

- To teach 4 courses in a semester (HRM, Travel Agency Management, Strategic Management, E-Tourism)
- To be advisor of students
- To follow up student career development
- To organise seminars and conferences

**2005 Sep – 2005 Feb Lastminute.com, Woking
Travel Advisor - Call Centre**

- Take incoming calls and convert to booking
- To support new starters and help to improve sales
- To reach targets set each month
- To follow up booking request
- To answer email request
- To check availabilities and price

**2004 Dec –2005 Sep FIRST CHOICE GROUP, Crawley
Travel Advisor - Call Centre**

- Take incoming calls and convert to booking
- To advise special offers and product varieties
- To support new starters and help to improve sales
- To reach targets set each month
- To follow up booking request
- To answer email request
- To check availabilities and price

**2001 May- 2004 Aug YEDITEPE UNIVERSITY/ Istanbul - TURKEY
Faculty of Trade**

Head of Tourism Department - Lecturer in Tourism (Full-Time)

- To teach 8 courses in a semester
- To be advisor of students
- To prepare timetable and course programs
- To follow up student career development
- To arrange internship programs
- To organise seminars and conferences

**1999 Nov-2001 Feb SENESE Tourism and Travel Agency / Istanbul - TURKEY
General Manager- Shareholder**

- To increase sales of tailor made products
- To write special tour itineraries for niche market
- To organise educational tours to hotels and sites , to develop training programs for staff
- To expand customer portfolio, to find new products and itinerary
- To contact tour operators and offer business solutions in Turkey
- To make special deals and contracts with hotels for congress, conferences and wedding organisations

1994 May-1994 Aug Holiday Inn Crown Plaza / Istanbul TURKEY
Trainee

- To observe all events and organisations in Banquet Dept
- To be part of begging and development process of event
- To keep record and data
- To write menu and send to clients
- To prepare event programs

1993 May-1993 Aug Merit Antique Hotel / Istanbul TURKEY
Trainee

- To do check –in and check-out
- To control bookings coming from travel agencies
- To check rooms for sales
- To deal with client request, restaurant reservation or tickets
- To advise historical places and tourist areas

CONFERENCES AND MEETINGS:

- 2006 – JUNE CUTTING EDGE CONFERENCE – UNIVERSITY OF SURREY – Paper Presented (Six Sigma application in North Cyprus Hotel Industry)
- 2002 – MARCH I. TURKISH TOURISM MINISTRY CONSULTANCY MEETING-DENIZLI - Consultant
- 2002 – APRIL II. TOURISM COUNCIL – ANKARA - Council Member
- 2002 – MAY II. TURKISH TOURISM MINISTRY CONSULTANCY MEETING – ISTANBUL - Yeditepe University - Coordinator of Meeting - Consultant
- 2003 – MARCH “TOURISM AND EDUCATION CONFERENCE”
Ankara – Turkey Tourism Ministry - Paper Present “Tourism Education and Internship”

TEACHING:

- 2007-Now Near East University – School of Tourism and Hotel Management - Dept. of Tourism Management
 - TRAVEL AND TOUR OPERATION MANAGEMENT (Undergraduate)
 - HRM (Undergraduate)
 - STRATEGIC MANAGEMENT FOR TOURISM AND HOSPITALITY INDUSTRY (Undergraduate/Master)
 - E-TOURISM (Undergraduate/Master)
- 2001-2004 University of YEDITEPE – Dept. of Tourism Management
 - TRAVEL AGENCY OPERATION (Undergraduate)
 - SERVICE QUALITY AND TOTAL QUALITY MANAGEMENT (Undergraduate)
 - ENTREPRENEURSHIP (Undergraduate)
 - ESSENTIAL OF TOUR OPERATIONS (Undergraduate)
 - E-BUSINESS (Undergraduate)
 - E-TOURISM (Undergraduate)

PUBLICATION

Dr Dimitrios Buhalis and Senem Yazici (2005) Lastminute.com teaching case study University of Surrey – School of Management - ECCH

Buhalis and Yazici (2008) “*Lastminute.com: from reservation system to lifestyle portal*”, pp. 89-102, in Egger, R. and Buhalis, D. (eds), *etourism case studies*, Elsevier, Oxford.

PERSONAL AND COMPUTER SKILLS:

- Different working styles and interaction with different cultures
- Company culture as well as the executives objectives / goals
- Creative problem solving
- Efficient team building skills
- Ability to use different ways to handle the interpersonal communication
- Believe Customer Satisfaction and Total Quality Management applications for the benefit of the company and for the Society (MSc Degree was focused on TQM)
- I have strong personality for managing business and people.
- Fully competent in use of Microsoft Office packages
- Advanced Level : Word, Excel and PowerPoint
- Internet search and use (Advanced)
- Galileo-CRS (very good)/ World span (good) / Amadeus (very good)
- Trip- Tour Operator Reservation Program

LANGUAGES:

- Turkish (Native language)
- English (Fluent-social and business)
- German (Basic)