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### **Humeyra Dogru**

Humeyra Dogru is a research assistant in the Tourism Management department of Dokuz Eylul University in Izmir, Turkey. She received her bachelor degree from Tourism Administration Department of Bogazici University in Turkey in 2009. After graduation, she had four-year work experience at various companies in the tourism sector such as Metglobal and Booking.com. She received her master degree from Dokuz Eylul University and she is still a Ph.D. student in Tourism Management department of the same university. Her research interests include tourism marketing, e-tourism, marketing communications and consumer behavior in tourism.



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