

## EVİNÇ DOĞAN (PhD)



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📅 Date of birth 22/08/1982 | 📍 Place of birth ANKARA-TURKEY

### WORK EXPERIENCE

March 2021 - Present

#### Assistant Professor

Department of Tourism Administration, Faculty of Managerial Sciences, Bogazici University

2017-2021

#### Assistant Professor

Department of Tourism Guidance, Tourism Faculty, Akdeniz University

2019-2020

#### Assistant Professor (Part-Time)

Department of Tourism Administration, School of Applied Disciplines, Bogazici University

2019 (Summer)

#### Visiting Research Fellow (DAAD Stipendium)

Humboldt University – Berlin (Georg Simmel Centre for Metropolitan Studies)

2016-2017

#### Assistant Professor

Department of Tourism and Hotel Management, Okan University

2015-2016

#### Post-Doc Research Fellow (TUBITAK 2219 - International Postdoctoral Research Fellowship Program for Turkish Citizens)

University of Belgrade

2015 (Spring)

#### Visiting Post-Doctoral Fellow

Bocconi University (ASK Research Center)

2013-2014

#### Doctoral Fellow (Residency)

Kadir Has University (Istanbul Studies Center)

2011-2012

#### Visiting Doctoral Fellow (Erasmus +)

Regent's University, European Business School London

### EDUCATION

2010-2013

#### PhD

Management & Development of Cultural Heritage  
IMT Institute for Advanced Studies Lucca, Italy

Fully funded scholarship (Italian Government)

**Title of the Thesis:** ANALYSING THE IMPACT OF A MEGA-EVENT ON CITY IMAGE BY VISUAL METHODOLOGIES: BRANDING ISTANBUL DURING THE EUROPEAN CAPITAL OF CULTURE 2010

2006-2009

#### Master's Degree (MSc)

History of Architecture, Istanbul Technical University, Istanbul - Turkey

The Scientific & Technological Research Council of Turkey – National MSc/MA Scholarship Program

2000-2005

#### Bachelor's Degree (BA (Hons))

Tourism Management, Bogazici University, Istanbul – Turkey

## LANGUAGE SKILLS

Mother tongue(s): Turkish  
Other language(s): English (Fluent), Italian (Intermediate)

## RESEARCH PROJECTS

### 07/09/2022 – Ongoing

- **Bogazici University Research Project Fund**

Project Coordinator: Evinc Dogan

Project No: 19356 / Smart and sustainable strategies for inclusive heritage tourism in a digital era

### 01/01/2020 – 31/12/2021

- **H2020 – SOCIAL PLATFORM FOR HOLISTIC HERITAGE IMPACT ASSESSMENT (SoPHIA)**

Member of the Advisory Board

### 15/09/2018 - 01/12/2019

- **Newton Mobility Grants 2018-19 RD1  
University of Birmingham and Akdeniz University**

Project Coordinator(s): Evinc Dogan (Akdeniz University) & Finola Kerrigan (University of Birmingham)

NMGR1180505 - A Tale of Two Cities: Investigating the use of Virtual Reality to connect consumers to culture

## PUBLICATIONS

**BOOK(S)** Dogan, Evinc (2016) *Image of Istanbul: Impact of ECoC 2010 on rebranding the city*. Transnational Press London. UK.

### Chapter(s) in Edited Book

Doğan, E., Antonopoulos, C. N., Cuomo, F., Battisti, L. (In Press). An integrated framework for transforming cultural landscapes through innovative and inclusive strategies. In N. Čamprag, L. Uğur, & A. Suri (Eds.), *Rethinking Urban Transformations: A New Paradigm for Inclusive Cities*. Springer Cham.  
<https://link.springer.com/book/9783031372230>

Doğan, Evinc (2023) Branding industrial heritage in the wake of the cultural turn: the case of Santralistanbul. In: Rossolatos, G. (Ed.) *Advances in Brand Semiotics & Discourse Studies*. Vernon Press.

Doğan, Evinc (2022) Letter from Evinc Doğan, 134. In Correia, A. and Dolnicar, S. (Eds.) *Women's voices in tourism research – Contributions to knowledge and letters to future generations* (2nd ed.). Brisbane: The University of Queensland. Available from: <https://uq.pressbooks.pub/tourismknowledge>  
DOI: <https://doi.org/10.14264/817f87d>

Sevil Acar, Maria D. Alvarez, Evinc Doğan, Ezgi Erkmén, Bengi Ertuna, Burcin Kalabay Hatipoğlu, Stella Kladou, & Duygu Salman-Öztürk (2022) 8 FEMMES: A COLLAGE OF EXPERIENCES IN TURKISH FEMALE TOURISM SCHOLARSHIP. In: Correia, A. and Dolnicar, S. (Eds.) *Women's voices in tourism research – Contributions to knowledge and letters to future generations* (2nd ed.). Brisbane: The University of Queensland. Available from: <https://uq.pressbooks.pub/tourismknowledge>  
DOI: <https://doi.org/10.14264/817f87d>

Dogan, Evinc (2019) The Absent Presence of Abandoned Industrial Spaces in Belgrade: A Semiotic Study through Photographic Imagery. In E. Dogan (Ed.), *Reinventing Eastern Europe: Imaginaries, Identities and Transformation* (pp. 55-76). London: Transnational Press London. ISBN:9781910781876

Dogan, Evinc & Simolin, Oona (2019) Bringing Art and Culture into Life: Interpreting Heritage of Petrovaradin. In G. Tomka, V. Kisic, L. Veldpaus (Ed.s), *DOSSIER: PETROVARADIN: Managing Historic Urban Landscapes*. Online: Europa Nostra Serbia, ISBN:978-86-85871-40-5

Dogan, Evinc (2013) "From arcades to shopping malls: preservation of Beyoglu cinemas". In S. Caccia (Ed.), *Screen savers: Cinema's preservation in the international scene* (pp. 169-188). Pisa: ETS. ISBN: 9788846734143

Dogan, Evinc (2011) "City as Spectacle: The Festivalization of Culture In Contemporary Istanbul". In M. Akgun & L. Petkova (Ed.s), *Young Minds Rethinking the Mediterranean* (pp. 69-93). Istanbul: Global Political Trends Center (GPoT). ISBN: 978-605-4233-66-3

**Editorial** Dogan, Evinc and Sirkeci, İbrahim (Ed.s). (2016) "Editorial: Taste of City, transnational food and place marketing", *Transnational Marketing Journal*, 4(2), pp. 59-61. ISSN: 2041-4684

**Book Review(s)** Dogan, Evinc (2016). Book Reviews, *Transnational Marketing Journal*, 4(2), 159-160.

Allen, Elizabeth; Dogan, Evinc; Sirkeci, İbrahim; Hjalme, Anna and Saunders, Bradley (2012) Book Reviews, *Migration Letters*, (ed.) İbrahim Sirkeci, 9(3), 289-296.

**Journal Articles** Doğan, Evinç & Jelinčić, Daniela Angelina (2023). Changing patterns of mobility and accessibility to culture and leisure: Paradox of inequalities. *Cities*. 132, 104093. DOI: 10.1016/j.cities.2022.104093.

Doğan, Evinç (2023). Branding industrial heritage in the wake of the cultural turn: the case of Santralistanbul. *International Journal of Marketing Semiotics & Discourse Studies*. Vol. XI, pp.1-21. ISSN: 2195-2280

Doğan, Evren; Doğan, Evinç and Ajanovic, Edina (2020) Kahvehanelerin Kent Belleğindeki Yeri: İstanbul'daki Kahvehanelerin ve Belgrad'daki Kafanaların Karşılaştırmalı Analizi. *İstanbul University Journal of Sociology*, 40 (1), 443-465. Retrieved from <https://dergipark.org.tr/tr/pub/iusosyoloji/issue/56274/776422>

Dogan, Evinc and Kan, M. Hamdi (2020). Bringing Heritage Sites to Life for Visitors: Towards A Conceptual Framework for Immersive Experience. *Advances in Hospitality and Tourism Research (AHTR)*, 8 (1), 76-99 . DOI: 10.30519/ahtr.630783

Dogan, Evinç (2019) Tracing Industrial Heritage: The Case of Berlin Bicycle Route. *Journal of Tourism Leisure and Hospitality (TOLEHO)*, 1(2), 49-57.

Dogan Evinc (2018) The Dilemma of Place Branding: Transitory Mega-Events vs. Sustainable Image-Building. *Transnational Marketing Journal*, 6(2), 101-119.

Dogan, Evren & Dogan, Evinc (2018) "Adaptive Reuse as a Tool for the Protection of Cultural Heritage: A Case Study of Vuk and Dositej Museum in Belgrade", *Journal of Ottoman Legacy Studies (JOLS)*, 5 (11), 165-174.

Dogan Evinc & Dogan Evren (2018) Kent ve Anti-Gösteri: İstanbul'un Sine-Masal İmgeleri. *Sinecine: Journal of Film Studies*, 9(2), 111-130.

Dogan, Evinc and Stupar, Aleksandra (2017) "The Limits of Growth: A Case Study of Three Mega-Projects in Istanbul", *CITIES*, 60, pp. 281-288.

Dogan, Evinc and Petkovic, Goran (2016) "Nation Branding in A Transnational Marketing Context: Serbia's Brand Positioning Through Food and Wine", *Transnational Marketing Journal*, 4(2), pp. 72-83. ISSN: 2041-4684

Dogan, Evinc and Sirkeci, İbrahim (2013) "The impact of a mega-event on city branding: The European Capital of Culture 2010 and the image of Istanbul". *Border Crossing: Transnational Working Papers*, No. 1303, pp. 29-50. ISSN 2046-4444. Available at: <http://tpplondon.com/journal/index.php/bc/article/view/372>.

Dogan, Evinc (2009) "A Proposal for Revaluation and Promotion of the Cultural Properties Within The Urban Environments: Case Of Buldan". *TUBA Journal of Cultural Inventory*, TÜBA KED/7, pp. 37-48.

Karabati, S., Dogan, E., Pinar, M., Celik, L.M., (2009) "Socio-Economic Effects of Agri-Tourism on Local Communities in Turkey: Case of Aglasun". *International Journal of Hospitality and Tourism Administration*, 10(2,) pp.129-142.

Conference  
Proceedings

Doğan, Evinç (2021) Accessing Culture from Home. Safe Mobilities Along Heritage trails: A Paradox Research. TOURMAN 2021, Greece, Book of Abstracts, 1, 408-409.

Dogan, Evinc (2019) Tracing Heritage Routes: The Imageability of Berlin's Industrial Sites on the Bicycle Route. Proceedings of 4th International Tourism Congress, 1, 313.

Doğan, E., Kerrigan, F., Keskin, H., Kan, M. H. (2019) Unlocking The Potential of Heritage Sites for Immersive Cultural Experience: Case of Xanthos. Proceedings of 1st International Scientific Conference Proceed with Care/ Living with Tourism, 58-59.

Dogan, E., Dogan, E., Ajanovic, E. (2018). Memory, Space, Representation: Transforming Image of Kahvehanes And Kafanas In Leisure Consumption. In E. Dogan & I. Sirkeci (Ed.s), *Taste of City Food and Place Marketing Conference 2018 Programme and Abstracts Book* (24-25). London: TPL ISBN: 978-1-910781-89-0

Dogan, Evinc (2017) The Absent Presence of Abandoned Industrial Spaces of Belgrade: A Semiotic Study Through Photographic Imagery. *The 6th Euroacademia International Conference, - Reinventing Eastern Europe*, 27-28 January, Belgrade. Available from: <http://euroacademia.eu/speaker/evinc-dogan/>

Dogan, Evinc and Petkovic, Goran (2016) 'Food as a Tourist Attraction': A Case Study of Serbia's Country Image in EXPO Milano 2015. In: Taste of City Conference 2016 Programme and Abstracts Book, 1 September 2016, Belgrade, Serbia. ISBN: 978-1-910781-27-2

Dogan, Evinc (2015) "Haunted Industrial Spaces of Belgrade: Specters of Modernity in the Interplay of Floating Signifiers between Absence and Presence". In: Balkan architectural biennale proceedings, 7-14 December 2015, Belgrade, Serbia, pp. 129-143. ISBN 978-86-916755-1-6.

Dogan, Evinc (2015) "City on the Rise: Mega-projects vs. Public Resistance". In: Proceedings of the International Conference on Changing Cities II: Spatial, Design, Landscape & Socio-economic Dimensions, June 22-26, 2015, Porto Heli, Greece, pp. 743-750. ISBN: 978-960-6865-88-6.

Dogan, Evinc and Sirkeci, Ibrahim (2013) "Transforming the image of Istanbul during the European Capital of Culture 2010: The impact of a mega-event on city branding". Paper presented at the International Conference on Communication and the City: Voices, Spaces, Media, University of Leeds, 14-15 June 2013, Leeds, UK. Available from: [http://xslk32m54nh3dfw2h124q2o5.wpengine.netdna-cdn.com/files/2013/06/CommCity\\_abstracts\\_booklet.pdf](http://xslk32m54nh3dfw2h124q2o5.wpengine.netdna-cdn.com/files/2013/06/CommCity_abstracts_booklet.pdf)

Dogan, Evinc and Dogan, Evrim (2012) "Mediatization of Culture: Queuing up for Museums". Paper presented at the Creative Communications ICOM MPR Conference, 9-12 September 2012, Palermo, Sicily. Available at: <http://network.icom.museum/mpr/papers/paper-list/>

Dogan, Evinc (2006) "Buldan'ın Kültürel Varlıklarının Değerlendirilmesi ve Turizm Potansiyeli". Buldan Sempozyumu Bildiriler Kitabı, pp. 251-260. (In Turkish)  
Available at: <http://buldansempozyumu.pau.edu.tr/>