

EVANGELOS CHRISTOU

INTERNATIONAL HELLENIC UNIVERSITY, SCHOOL OF ECONOMICS & BUSINESS, P.O. BOX 141,
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EDUCATION

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|------|--|----------------|
| 2002 | <i>University of Wales</i> | United Kingdom |
| | ▪ Doctor of Philosophy (PhD) in Tourism Marketing. Thesis title: A marketing-oriented study of the relationship between visitor satisfaction and service quality in a heritage-tourism context | |
| 2001 | <i>Hellenic Open University</i> | Greece |
| | ▪ Postgraduate Diploma in Open & Distance Learning and Teaching Methodologies | |
| 1997 | <i>University of Wales</i> | United Kingdom |
| | ▪ Master in Business Administration (MBA). Thesis title: Examination of hospitality management education at tertiary level. | |
| 1995 | <i>University of Leicester</i> | United Kingdom |
| | ▪ Postgraduate Diploma in Management | |
| 1994 | <i>Chartered Institute of Marketing</i> | United Kingdom |
| | ▪ Graduate Diploma in Marketing | |
| 1993 | <i>Anglia Ruskin University</i> | United Kingdom |
| | ▪ Bachelor of Arts (BA) in Hospitality Management. Graduate with Distinction, first in my class. | |

ADMINISTRATIVE POSITIONS

- Dean of the School of Economics & Business, International Hellenic University, Greece (from September 2019, until now).
- Member of the Governing Board of the International Hellenic University, Greece (from January 2020, until now).
- Director of MSc Program in Tourism Management, International Hellenic University (from September 2019, until now).
- Director of Tourism & Services Research Laboratory “TourLab”, International Hellenic University (from September 2018, until now).
- Director of MSc Program in Education Management, International Hellenic University (from September 2019, until now).
- Dean of the College of Business & Economics, Alexander Technological Institute of Thessaloniki, Greece (from September 2017, until August 2019).
- Head of the Department of Business Administration, Alexander Technological Institute of Thessaloniki, Greece (from September 2015, until August 2017).

- Member of the Senate, Alexander Technological Institute of Thessaloniki, Greece (from September 2015, until August 2019).
- Director of MBA Program, Alexander Technological Institute of Thessaloniki, Greece (from September 2015, until August 2019).
- Vice-Head of the Department of Business Administration, Alexander Technological Institute of Thessaloniki, Greece (from September 2013, until August 2015).
- Member of the Ethics Committee, Alexander Technological Institute of Thessaloniki, Greece (from September 2015, until August 2019).

WORK & TEACHING EXPERIENCE

a) Teaching Experience

INTERNATIONAL HELLENIC UNIVERSITY, School of Economics & Business, Department of Organisation Management, Marketing & Tourism, Thessaloniki, Greece: Professor of Tourism Marketing (tenured), from June 2019 until now.

ALEXANDER TECHNOLOGICAL INSTITUTE OF THESSALONIKI, College of Business & Economics, Department of Business Administration, Thessaloniki, Greece: Professor of Tourism Marketing (tenured), from February 2011 until June 2019.

FREE UNIVERSITY OF BOZEN-BOLZANO, School of Economics & Management, Bolzano-Bozen, Italy: Visiting Professor, from March 2003 until August 2017.

GREEK OPEN UNIVERSITY, Faculty of Business & Social Sciences, Master Program in Tourism Management, Greece: Distance Learning Tutor & Module Director (Tourism & Hospitality Marketing module), from September 2002 until August 2019.

UNIVERSITY OF THE AEGEAN, Business School, Department of Business Administration, Chios, Greece: Assistant Professor of Marketing (tenured), from September 2003 until February 2011.

NATIONAL CHIA-YI UNIVERSITY, Department of Leisure Industry Management, Master Program in Global Tourism Management, Chia-Yi, Taiwan: Visiting Professor, from October 2012 until May 2013.

UNIVERSITY OF MACEDONIA, Department of Business Administration, Thessaloniki, Greece: *Contract Professor*. Module Taught: Organization Theory & Human Resources Management, from September 1999 until August 2002.

TECHNOLOGICAL INSTITUTE OF THESSALONIKI, Department of Tourism Business, Thessaloniki, Greece: Assistant Professor of Hospitality Marketing & Management, from September 1997 until August 2003.

b) Professional Experience

HOSPITALITY SYSTEMS MANAGEMENT DEVELOPMENTS, Norwich, United Kingdom: *Marketing, Management & Market Research Consultant* (11/1996 - 12/1997).

AMADEUS MARKETING (UK) Ltd., Norwich, Norfolk, United Kingdom, *Sales Assistant* (10/1992 - 7/1993), *Assistant Marketing Manager* (7/1993 - 3/1994).

CITATIONS

Citations to my published work: 4488 (as of October 2022)

h-index: 42

i10-index: 81

Google Scholar: <https://scholar.google.gr/citations?hl=en&user=xX37LM8AAAAJ>

PAPERS IN REFEREED JOURNALS

Spyridou, A.E., CHRISTOU, E. & Shin, D. (2022). Tourism destinations' online representation: a performance assessment. *International Journal of Technology Marketing*, Vol.16, No.4, pp.318-331.

CHRISTOU, E. & Nella, A. (2021). Market segmentation for wine tourism: Identifying sub-groups of winery visitors. *European Journal of Tourism Research*, Vol.29, No.2, pp.1-16.

Chatzigeorgiou, C. & CHRISTOU, E. (2020) Promoting agrotourism resorts online: An assessment of alternative advertising approaches. *International Journal of Technology Marketing*, Vol.14, No.3, pp.249-266.

Chatzigeorgiou, C. & CHRISTOU, E. (2020). Adoption of social media as distribution channels in tourism marketing: A qualitative analysis of consumers' experiences. *Journal of Tourism, Heritage & Services Marketing*, Vol.6, No.1, pp.25–32.

CHRISTOU, E. & Chatzigeorgiou, C. (2019). Experiential learning through industrial placement in hospitality education: The meat in the sandwich. *Journal of Contemporary Education Theory & Research*, Vol.3, No.2, pp.39-46.

Chatzigeorgiou, C., CHRISTOU, E. & Simeli, I. (2019) Confidence and loyalty for agrotourism brands: The Lesbos paradigm. *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol.14, No.1, pp.151-166.

Chatzigeorgiou, C., CHRISTOU, E. & Simeli, I. (2018) Delegate satisfaction from conference service quality and its impact on future behavioural intentions. *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol.13, No.2, pp.81-100.

Nella, A. & CHRISTOU, E. (2016) Extending tourism marketing: Implications for targeting the senior tourists' segment. *Journal of Tourism, Heritage & Services Marketing*, Vol.2, No.1, pp.36-42.

CHRISTOU, E. (2016) Destination branding and visitor brand loyalty: Evidence from two mature tourism destinations in Greece. *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol.11, No.5, pp.102-123.

CHRISTOU, E. (2015). Branding social media in the travel industry. *Social and Behavioral Sciences*, Vol. 175, pp.607-614.

Nella, A. & CHRISTOU, E. (2014) Segmenting wine tourists on the basis of involvement with wine. *Journal of Travel & Tourism Marketing*, Vol.31, No.7, pp.783-798.

CHRISTOU, E. & Nella, A. (2014) Linking service quality at the cellar door with brand equity building. *Journal of Hospitality Marketing & Management*, Vol.23, No.7, pp.699-721.

- Sigala, M. & CHRISTOU, E. (2014). Social computing in travel, tourism and hospitality. *Computers in Human Behavior*, 30, pp.771-772.
- CHRISTOU, E. (2013). Exploring brand confusion through hotel adverts. *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol.8, No.3, pp.151-163.
- Gretzel, U., Sigala, M. & CHRISTOU, E. (2012). Social media change the name of the game in the tourism and hospitality industries. *The European Financial Review*, Vol.20, No2, pp.37-41.
- CHRISTOU, E. (2011) Exploring online sales promotions in the hospitality industry. *Journal of Hospitality Marketing & Management*, Vol.20, No.7, pp.814-829.
- CHRISTOU, E. (2011) Exploring the impact of visitor satisfaction on loyalty towards a specific destination. *Acta Turistica*, Vol.23, No.1, pp.7-25.
- CHRISTOU, E. & Nella, A. (2010) A review of wine-tourism research from 1995-2010: Analysis of 111 contributions. *Journal of Hospitality & Tourism*, Vol.8, No.1, pp.112-123.
- CHRISTOU, E. (2010) Investigating attitudes towards mobile commerce for travel products. *Tourism: An International Interdisciplinary Journal*, Vol.58, No.1, pp.7-18.
- CHRISTOU, E. (2010) Relationship marketing practices for retention of corporate customers in hospitality contract catering. *Tourism & Hospitality Management*, Vol.16, No.1, pp.1-10.
- CHRISTOU, E. & Kassianidis, P. (2010) Adoption of mobile commerce in the air travel sector: A qualitative survey of attitudes. *Turizam International Scientific Journal*, Vol.14, No.1, pp.41-52.
- Chatzigeorgiou, C., CHRISTOU, E., Kassianidis, P. & Sigala, M. (2009). Examining the relationship between emotions, customer satisfaction and future behavioural intentions in agrotourism. *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol.4, No.4, pp.145-161.
- Dermetzopoulos, A., Bonarou, C. & CHRISTOU, E. (2009). Military service, destination image and repeat visitation on the Greek border island of Samothrace. *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol.4, No.4, pp.127-147.
- Valachis, I., CHRISTOU, E., Sigala, M. & Maroudas, L. (2009) Developing human resources' skills and knowledge in tourism and hospitality industry through the determination of quality of training programs. *Tourism & Hospitality Management: An International Scientific Journal*, Vol.15, No.1., pp.61-72.
- CHRISTOU, E. (2006) A qualitative analysis of consumer attitudes on adoption of online travel services. *Tourism: An International Interdisciplinary Journal*, Vol.54, No.4, pp.323-331.
- Sigala, M. & CHRISTOU, E. (2006). Global trends and challenges in services. *Managing Service Quality*, Vol.16, No.4, pp.345-348.
- CHRISTOU, E. (2004) The impact of trust on brand loyalty: evidence from the hospitality industry. *Tourist Scientific Review*, Vol.1, No.1, pp.63-74.
- Avdimiotis, S. & CHRISTOU, E. (2004) GIS applications in tourism planning: A tool for sustainable development involving local communities. *Journal of Environmental Protection & Ecology*, Vol.5, No.2, pp.457-468.

- CHRISTOU, E. (2003) Higher education for hospitality management: A total quality approach for excellence. *Hosteur*, Vol.12, No.1, pp.15-26.
- CHRISTOU, E. (2003) Guest loyalty likelihood in relation to hotels' corporate image and reputation: a study of three countries in Europe. *Journal of Hospitality & Leisure Marketing*, Vol.10, No.3/4, pp.85-99.
- CHRISTOU, E. & Kassianidis, P. (2002) Consumers perception and adoption of online buying for travel products. *Journal of Travel & Tourism Marketing*, Vol.12, No.4, pp.93-107.
- CHRISTOU, E. (2003) On-line buyers' trust in a brand and the relationship with brand loyalty: the case of virtual travel agents. *Tourism Today*, Vol.3, No.1, pp.95-106.
- Sigala, M. & CHRISTOU, E. (2003) Enhancing and complementing the instruction of tourism and hospitality courses through the use of on-line educational tools. *Journal of Hospitality & Tourism Education*, Vol. 15, No.2/3, pp.6-15.
- CHRISTOU, E. (2002) Examining the impact of tourism destination image and reputation on visitor loyalty likelihood. *Tourism Today*, Vol.2, No.1, pp.42-61.
- CHRISTOU, E. and Sigala, M. (2002). Innovation in hospitality and tourism education. *International Journal of Tourism Research*, 4(1), 65-70.
- CHRISTOU, E. & Sigala, M. (2002) Conceptualising the measurement of service quality and TQM performance for hotels: the HOSTQUAL model. *Acta Touristica*, Vol. 14, No.2, pp.140-169.
- CHRISTOU, E. S. and Sigala, M. (2001). Professional development in hospitality and tourism education: a strategy for the 21st. Century. *International Journal of Tourism Research*, 3: 328-336.
- CHRISTOU, E. (2002) Revisiting competencies for hospitality management: contemporary views of the stakeholders. *Journal of Hospitality & Tourism Education*, Vol.14, No.1, pp.25-32.
- CHRISTOU, E. (2001) The effect of ISO9000 certification on branding: a case of hotels in Greece. *Tourism Today*, Vol.1, No.1, pp.23-33.
- CHRISTOU, E. & Eaton, J. (2000) Management competencies for graduate trainees of hospitality and tourism programs. *Annals of Tourism Research*, Vol.27, No.4, pp.1058-1062.
- CHRISTOU, E., Vasilevska, C., Karamanidis, I. & Marinovski, N. (2000) Strategic academic co-operation in tourism education through Tempus-Phare projects: The case of Ohrid. *Tourism Review*, Vol.55, No.1, pp.59-73.
- CHRISTOU, E. (1999) Hospitality management education in Greece: overview and qualitative assessment. *Tourism Management*, Vol.20, No.6, pp.683-691.
- CHRISTOU, E. & Karamanidis, I. (1999) Enhancing competitiveness in the hospitality industry: revisiting Porter's generic competitive marketing strategies in Greece. *Tourism Review*, Vol.54, No1, pp.42-52.
- Eaton, J. & CHRISTOU, E. (1997) Hospitality management competencies for graduate trainees: the view of employment. *Journal of European Business Education*, Vol. 7, No.1, pp.60-68.

PAPERS IN REFEREED CONFERENCE PROCEEDINGS

Avdimiotis, S., Moschotoglou, P. & CHRISTOU, E., Karakitsios, E. (2021). Thessaloniki tourism blockchain pilot project. Published in: TOURMAN 2021 Conference Proceedings "Restarting tourism, travel and hospitality: The day after". Online (21-23 May 2021): pp. 256-261.

CHRISTOU, E. & Chatzigeorgiou, C. (2019). Industrial placement in hospitality management education: Students' experiences and development of skills. *Published in: ICOMEU 2019 Conference Proceedings, International Conference on Management of Educational Units*. Thessaloniki: Greece (1 December 2019): pp. 157-164.

Chatzigeorgiou, C. & CHRISTOU, E. (2019). Social media in tourism marketing: Travellers' attitudes and encounters. *Published in: TOURMAN 2019 Conference Proceedings "Tourism, travel and hospitality at crossroads: The way ahead"*. Thessaloniki: Greece (27 October 2019): pp. 164-173.

CHRISTOU, E., Chatzigeorgiou, C. & Simeli, I. (2018). Destination branding and visitor loyalty: The case of agrotourism. *Published in: TOURMAN 2018 Conference Proceedings "In search of excellence in tourism, travel & hospitality"*. Rhodes: Greece (28 October 2018): pp. 237-245.

CHRISTOU, E. (2018) Exploring the adoption of social media as distribution channels in the hospitality industry. *Published Proceedings of 6th International Conference on Contemporary Marketing Issues*. Athens, Greece: 27-29 June 2018.

CHRISTOU, E. & Vrana, V. (2017) Advertising campaign effectiveness through social media: Exploring practices of low-cost airlines. *Published Proceedings of 5th International Scientific Conference "Contemporary Issues in Business, Management and Education 2017"*. Vilnius, Lithuania, Vilnius Gediminas Technical University: 11-12 May 2017.

CHRISTOU, E., Nella, A. & Tsiakali, K. (2017) Delving into the impact of refugee flows on tourist behaviour. *Published Proceedings of 5th International Conference on Contemporary Marketing Issues*. Thessaloniki, Greece: 21-23 June 2017.

Chatzigeorgiou, C., CHRISTOU, E. & Simeli, I. (2017) Delegate satisfaction from conference service quality and its impact on future behavioural intentions. *Published Proceedings of 5th International Conference on Contemporary Marketing Issues*. Thessaloniki, Greece: 21-23 June 2017.

Antoniadou, P. & CHRISTOU, E. (2016) Exploring experiences in wine museums: A visitor typology. *Published Proceedings of of IMIC2016: 1st International WINETOURISM Congress*. Santorini: Greece.

Triantafyllou, G., Lymperopoulos, K., Lagos, D. & CHRISTOU, E. (2014) Wine packaging marketing: Recent trends in the wine market. *Published Proceedings of 4th Advances in Hospitality & Tourism Marketing and Management Conference*. University of Mauritius, Mauritius: 25-27 June.

CHRISTOU, E. (2014) Branding social media in the travel industry. *Published Proceedings of 3rd International Conference on Strategic Innovative Marketing*. Madrid, Spain: 1-4 September *Procedia Social & Behavioral Sciences*, Vol.175, pp.607-614.

Sigala, M. & CHRISTOU, E. (2013) Connectivism and social media: A collaborative learning theory and practice for developing the new competencies of hospitality and tourism graduates. *Published Proceedings of 30th EuroCHRIE Congress: Cooperative Education &*

Research for Hospitality and Tourism Educators. Freiburg, Germany: EuroCHRIE & Angell Academy.

Nella, A., CHRISTOU, E. & Sigala, M. (2013) Identifying the positive effects of wine tourism: Experience on wine brands and behavioral intentions. *Published Proceedings of 5th International Scientific Conference: Tourism Trends and Advances in the 21st Century*. Rhodes, Greece: University of the Aegean.

CHRISTOU, E., Kilipiris, F. & Dermetzopoulos, A. (2013) Alternative tourism destinations management. *Published Proceedings of 5th International Scientific Conference: Tourism Trends and Advances in the 21st Century*. Rhodes, Greece: University of the Aegean.

Nella, A., CHRISTOU, E., Lymperopoulos, C. & Sigala, M. (2012). Investigating differences between domestic and international winery visitors in Greece. *Published Proceedings of the 2nd International Conference on "Advances in Hospitality and Tourism Marketing & Management (AHTMMC)"* co-organized by the Alexander Technological Institute of Thessaloniki, Democritus University of Thrace, the Washington State University and the Research Institute for Tourism of the Hellenic Chamber of Hoteliers, 31 May - 3 June 2012: Corfu, Greece. ISBN: 978-960-287-1393.

Dermetzopoulos, A., Bonarou, C., & Christou, E. (2012). Country image, destination image, brand and destination management: A Malfunctional Family. *Published Proceedings of International Conference on Contemporary Marketing Issues*. Thessaloniki, Greece: 13-15 June 2012, pp.639-644.

Nella, A. & CHRISTOU, E. (2012) Targeting strategies for the wine-tourism market. *Published Proceedings of 2012 Athens Tourism Symposium: International Scientific Congress on Current Trends in Tourism Management & Tourism Policy*. Athens, Greece: University of Patras.

Sigala, M. & CHRISTOU, E. (2011) Exploring the use of geovisualisation in tourism education: The case of teaching a service management course. *Published Proceedings of 29th EuroCHRIE Congress: Tourism & Hospitality, Drivers of Transition*. Dubrovnik, Croatia: EuroCHRIE & Rochester Institute of Technology.

Triantafyllou, G., CHRISTOU, E., Kassianidis, P. & Lagos, D. (2011) Wine Packaging Elements: Do they impact consumer's purchasing behavior. *Published Proceedings of 2nd Advances in Hospitality and Tourism Marketing and Management (AHTMM) Conference*, Istanbul, Turkey: Bogazici University.

CHRISTOU, E. & Nella, A. (2011) Tourism organisations responding to major strategic challenges: Targeting the senior tourists' segment. *Published Proceedings of 2011 Consumer Behavior in Tourism Conference*. Brunico, Italy: Free University of Bozen-Bolzano.

CHRISTOU, E. & Nella, A. (2010) Proposing an alternative service quality measurement scale for winery visitation experience. *Published Proceedings of 28th EuroCHRIE Congress: Passion for Hospitality Excellence*. Amsterdam, The Netherlands: EuroCHRIE & Stenden University.

CHRISTOU, E. & Nella, A. (2010) Investigating the effects of consumer experience tourism on brand equity and market outcomes: An application in the wine industry. *Published Proceedings of 63rd Annual I-CHRIE (International Council on Hotel, Restaurant & Institutional Education) Convention & Exhibition*. San Juan, Puerto Rico: I-CHRIE.

Sigala, M. & CHRISTOU, E. (2010) A product semantics approach for investigating the role of customers in new service development. *Published Proceedings of SERVSIG International Research Conference*. Porto, Portugal: American Marketing Association

CHRISTOU, E. (2009) Advertising mass tourism destinations: Mediterranean brand confusion. *Published Proceedings of 62nd Annual I-CHRIE (International Council on Hotel, Restaurant & Institutional Education) Convention & Exhibition*. San Francisco, California, U.S.A.: I-CHRIE.

Dermetzopoulos, A., Bonarou, C. & CHRISTOU, E. (2009). Military service, destination image and repeat visitation on the Greek border island of Samothrace: “come as a soldier, return as a tourist”. *Published Proceedings of 4th International Scientific Conference: Planning for the Future, Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality*. Rhodes, Greece: University of the Aegean

Chatzigeorgiou, C., CHRISTOU, E., Kassianidis, P. & Sigala, M. (2009). Customer satisfaction in agrotourism services: How do we turn a satisfied customer into a repeated one? *Published Proceedings of 4th International Scientific Conference: Planning for the Future, Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality*. Rhodes, Greece: University of the Aegean.

CHRISTOU, E., Valachis, I. & Anastasiadou, C. (2008). Research methodology in hospitality industry: The role of the inquiry paradigms. *Published Proceedings of 5th International Conference on Hospitality & Tourism*. Beirut, Lebanon: Université Libanaise.

Sigala, M. & CHRISTOU, E. (2008). Expanding the e-service quality concept to include customer participation and intercustomer support in e-service provision. *Published Proceedings of 3rd International Conference on Services Management*. Organised by Penn State University, School of Hospitality Management, U.S.A., Institute for International Management and Technology, and the Business School of Oxford Brookes University, UK. Philadelphia, U.S.A., 9 – 10 May, 2008.

Valachis, I., CHRISTOU, E., Maroudas, L. & Sigala, M. (2008) Assessment of Training Quality in Hospitality Industry: An Exploratory Model. *Published Proceedings of 26th EuroCHRIE Congress: 2020 Vision for Hospitality & Tourism*. Dubai, United Arab Emirates: Emirates Academy.

CHRISTOU, E., Stavrinoudis, T., Tsartas, P. & Vasileiou, M. (2007) Wellness tourism in Greece: Trust on spa brands and spa brand loyalty. *Published Proceedings of Biannual International Conference: Strategic Developments in Services Marketing*. Chios, Greece: University of Glasgow, University of the Aegean & Greek Marketing Academy.

CHRISTOU, E., Lymperopoulos, C. & Sigala, M. (2007) Travellers' perceptions on adoption of internet shopping for airline tickets. *Published Proceedings of Biannual International Conference: Strategic Developments in Services Marketing*. Chios, Greece: University of Glasgow, University of the Aegean & Greek Marketing Academy.

CHRISTOU, E. (2007) Tourism destination brand personality: Influencing perceptions. *Published Proceedings of 61st Annual I-CHRIE (International Council on Hotel, Restaurant & Institutional Education) Convention & Exhibition*. Dallas, Texas, U.S.A.: I-CHRIE.

Sigala, M. & CHRISTOU, E. (2007) Exploiting Web 2.0 in open and distance education: Developing personalised and collaborative learning environments. *Published Proceedings of 4th International Conference on Open & Distance Education*. Athens, Greece: Greek Open University.

CHRISTOU, E., Lymperopoulos, C. & Kassianidis, P. (2006) Tour operator image and brand loyalty: Examination of the package holidays sector. *Published Proceedings of 24th*

EuroCHRIE Congress: In Search of Excellence in Tourism, Travel & Hospitality. Thessaloniki, Greece: University of the Aegean.

Sigala, M. & CHRISTOU, E. (2006) Investigating the impact of e-customer relationship management on hotels' website service quality. *Published Proceedings of 14th European Conference on Information Systems*. ECIS 2006 Proceedings, Goteborg, Sweden.

CHRISTOU, E. & Lympelopoulos, C. (2006) Investigating visitor satisfaction and service quality in a heritage-tourism context. *Published Proceedings of 35th European Marketing Academy Conference (EMAC): Sustainable Marketing Leadership – A Synthesis of Polymorphous Axioms, Strategies and Tactics*. Athens, Greece: Athens University of Economics & Business.

CHRISTOU, E. (2006) The relationship between service loyalty and traveller satisfaction in the airline sector. *Published Proceedings of 18th Biennial international Congress: New Trends in Tourism & Hospitality Management*. Opatija, Croatia: University of Rijeka.

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CHRISTOU, E., Giouzevas, D., Tsinikas, N. & Valahis, I. (2005) Gaining competitive advantage in Small and medium hospitality enterprises by applying "interactive landscapes". *Published Proceedings of 8th International Scientific Conference: Contemporary Trends in Tourism Industry*. Ohrid, FYROM: University of Bitola "St. Kliment Ohridski".

CHRISTOU, E. (2005) Promotional pricing in the electronic commerce for holiday packages: A model of purchase behavior. *Published Proceedings of ENTER 2005 Conference: Information and Communication Technologies in Tourism*. Innsbruck, Austria: International Federation of Information Technology in Travel & Tourism (IFITT).

CHRISTOU, E. & Kassianidis, P. (2005) Persuasion effectiveness of alternative types of Internet advertising for hotels: A cross-cultural study. *Published Proceedings of ENTER 2005 Conference: Information and Communication Technologies in Tourism*. Innsbruck, Austria: International Federation of Information Technology in Travel & Tourism (IFITT).

CHRISTOU, E. (2004) Marketing practices in contract catering: business-to-business retention and purchasing behavior. *Published Proceedings of Annual EuroCHRIE (European Council for Hotel, Restaurant and Institutional Education) Conference: Global Issues & Trends in the Hospitality and Tourism Industries*. Ankara, Turkey: Bilkent University.

Karamanidis, I., CHRISTOU, E. & Lympelopoulos C. (2004) Customer loyalty in the hospitality industry: the impact of emotional satisfaction. *Published Proceedings of Annual EuroCHRIE (European Council for Hotel, Restaurant and Institutional Education) Conference: Global Issues & Trends in the Hospitality and Tourism Industries*. Ankara, Turkey: Bilkent University.

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CHRISTOU, E., Avdimiotis, S., Kassianidis, P. & Sigala, M. (2004) Examining the factors influencing the adoption of Web-based ticketing: etix and its adopters. *Published Proceedings of ENTER 2004 Conference: Information and Communication Technologies in*

Tourism. Cairo, Egypt: International Federation of Information Technology in Travel & Tourism (IFITT).

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CHRISTOU, E. & Sigala, M. (2003) Internet tools and applications in tourism and hospitality education: A reality check of educators in Europe. *Published Proceedings of 58th Annual I-CHRIE (International Council on Hotel, Restaurant & Institutional Education) Convention & Exhibition*. Palm Springs, U.S.A.: I-CHRIE.

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CHRISTOU, E. & Sigala, M. (2003) Internationalisation of the tourism and hospitality curriculum: a comparative study. *Published Proceedings of Annual EuroCHRIE (European Council for Hotel, Restaurant and Institutional Education) Conference: Internationalisation of Aviation, Tourism and Hospitality Management Education*. Bonn, Germany: University of Applied Sciences Bad Honnef - Bonn.

CHRISTOU, E. (2003) Ecotourism: beyond the overlap between nature tourism and sustainable tourism. *Published Proceedings of International Scientific Conference: Sustainable Tourism Development and the Environment*. Chios, Greece: University of the Aegean.

CHRISTOU, E., Karamanidis, I., Mavrodontis, T. & Sigala, M. (2003) Sustainable development in tourism management curricula: an international paradigm. *Published Proceedings of International Scientific Conference: Sustainable Tourism Development and the Environment*. Chios, Greece: University of the Aegean.

CHRISTOU, E. & Sigala, M. (2003) Adoption of on-line shopping for holiday packages: a qualitative investigation. *Published Proceedings of 1st Asia-Pacific CHRIE Conference: Hospitality & Tourism Research and Education*. Seoul, Korea: Hallym University.

CHRISTOU, E. & Sigala, M. (2003) Adoption of on-line shopping for holiday packages: a qualitative investigation. *Published Proceedings of 1st Asia-Pacific CHRIE Conference: Hospitality & Tourism Research and Education*. Seoul, Korea: Hallym University.

Σιγάλα, Μ. & ΧΡΗΣΤΟΥ, Ε. (2003) Αξιοποίηση του Διαδικτύου για τη συμπλήρωση και ενίσχυση της εξ αποστάσεως εκπαίδευσης: Σπουδές τουριστικής κατεύθυνσης. *Πρακτικά του 2^{ου} Πανελληνίου Συνεδρίου στην Ανοικτή & Εξ Αποστάσεως Εκπαίδευση*. Πάτρα: Ελληνικό Ανοικτό Πανεπιστήμιο.

Sigala, M. & CHRISTOU, E. (2002) The transformative power of e-commerce on hotel brands. *Published Proceedings of Annual EuroCHRIE (European Council for Hotel, Restaurant and Institutional Education) Conference: Cross-Cultural Challenges in Tourism*. Barcelona, Spain: Escola Universitaria St. Ignasi.

Sigala, M., CHRISTOU, E. & Baum, T. (2002) The impact of low-cost airlines on business travel. *Published Proceedings of 52nd Congress of the International Association of Scientific Experts in Tourism (AIEST)*. Salvador de Bahia, Brazil: AIEST.

CHRISTOU, E. & Sigala, M. (2002) Airline flyer loyalty likelihood in relation to airline's image and reputation: a study of three European airlines. *Published Proceedings of 52nd Congress of the International Association of Scientific Experts in Tourism (AIEST)*. Salvador de Bahia, Brazil: AIEST.

CHRISTOU, E. (2002) Effect of corporate image and reputation on guests' loyalty in hospitality firms. *Published Proceedings of 57th Annual I-CHRIE (International Council on Hotel, Restaurant & Institutional Education) Convention & Exhibition*. Orlando, U.S.A.: I-CHRIE

CHRISTOU, E. & Kassianidis, P. (2002) Examining the adoption of e-shopping for travel services: determinants of consumers' perceptions. *Published Proceedings of ENTER 2002 Conference: Multi-Channel Strategies in Tourism*. Innsbruck, Austria: International Federation of Information Technology in Travel & Tourism (IFITT).

Sigala, M. & CHRISTOU, E. (2002) Use of Internet for enhancing tourism and hospitality education: lessons from Europe. *Published Proceedings of ENTER 2002 Conference: Multi-Channel Strategies in Tourism*. Innsbruck, Austria: International Federation of Information Technology in Travel & Tourism (IFITT).

CHRISTOU, E. (2002) A total quality approach for excellence in tertiary tourism education: the TEEQ model. *Published Proceedings of International Scientific Conference: Re-thinking of Education & Training for Tourism*. Zagreb, Croatia: University of Zagreb.

Sigala, M. & CHRISTOU, E. (2001). Rating TQM, service quality and hotel business performance: empirical assessment of the HOSTQUAL model. *Published Proceedings of Annual European Council for Hotel, Restaurant and Institutional Education (EuroCHRIE) Conference, "Trends and Challenges for Hospitality and Tourism"*. Brig, Switzerland: University Centre Cesar Ritz.

CHRISTOU, E. & Sigala, M. (2001). Assessment of service quality and TQM performance for hotels. *Published Proceedings of 56th Annual I-CHRIE (International Council on Hotel, Restaurant & Institutional Education Convention & Exhibition)*. Toronto, Canada: I-CHRIE.

CHRISTOU, E. & Sigala, M. (2000) Issues that Influence the Use of Multimedia in Hospitality Education in Europe: An Empirical Approach. *Published Proceedings of Annual EuroCHRIE (European Council for Hotel, Restaurant and Institutional Education) Spring Conference*. Dublin, Ireland: Dublin Institute of Technology.

CHRISTOU, E. (2000) Supervised Work Experience for Graduate Trainees: the meat in the sandwich. *Published Proceedings of 55th Annual I-CHRIE (International Council on Hotel, Restaurant & Institutional Education Convention & Exhibition)*. New Orleans, USA: I-CHRIE.

CHRISTOU, E. (2000) An innovative holistic approach for quality in hospitality education: the HEQM model. *Published Proceedings of Annual EuroCHRIE (European Council for Hotel, Restaurant and Institutional Education) Autumn Conference: Hospitality Education & Hospitality Industry, A Perfect Couple in the New Millennium*. Maastricht, The Netherlands: Hogeschool Maastricht.

CHRISTOU, E. (2000) The sustainability of ecotourism: future trends and expectations. *Published Proceedings of International Scientific Conference: Tourism on Islands and Specific Destinations*. Chios, Greece: University of the Aegean.

Kilipiris, F. CHRISTOU, E. & Mavrodontis, T. (2000) Rural tourism in remote communities: the case of Livadia. *Published Proceedings of International Scientific Conference: Tourism on Islands and Specific Destinations*. Chios, Greece: University of the Aegean.

Mavrodontis, T., CHRISTOU, E. & Karamanidis, I. (2000) Heritage conservation, tourism and urban regeneration: the case of Ladadika. *Published Proceedings of International Scientific Conference: Tourism on Islands and Specific Destinations*. Chios, Greece: University of the Aegean.

CHRISTOU, E. & Sigala, M. (2000) Exploring the performance of service quality and TQM in the tourism industry: the TOURSQUAL model. *Published Proceedings of 1st RIT International Conference on Tourism, Recreation & Leisure*. Athens, Greece: Research Institute for Tourism.

CHRISTOU, E. and Sigala, M. (2000) Exploiting multimedia for effective hospitality education. *Published Proceedings of EuroCHRIE Spring Conference Proceedings*. Ireland: Dublin Institute of Technology, 18-20 May, 2000.

CHRISTOU, E. (1999) Reengineering Hospitality Management Curricula: A Global Comparative Approach. *Published Proceedings of ATLAS ASIA '99 Conference: Entrepreneurship and Education in Tourism*. Bandung, Indonesia: European Association for Tourism and Leisure Education & Institut Teknologi Bandung.

CHRISTOU, E. & Karamanidis, I. (1999) Hospitality management competencies revisited: industry and graduates contemporary perspectives. *Published Proceedings of Joint CHME/EuroCHRIE Conference: The Service Firm Life Cycle*. Guildford, U.K.: University of Surrey.

CHRISTOU, E. & Karamanidis, I. (1998) ISO 9000 certification as a branding tool: enhancing competitive strategies in traditional tourism countries. *Published Proceedings of 48th Congress of the International Association of Scientific Experts in Tourism (AIEST)*. Marrakech, Morocco: AIEST.

OTHER ACADEMIC PUBLICATIONS

a) Scientific monographs

Sigala, M., CHRISTOU, E., Tsiakali, K. & Kassianidis, P. (2009) *Electronic Systems for Marketing of Wine and Wine Tourism*. Athens, Greece: National Network for Research & Technology.

Sigala, M., CHRISTOU, E., Avdimiotis, S. & Kassianidis, P. (2008) *Analysis of Electronic Destination Marketing & Management Systems*. Athens, Greece: National Network for Research & Technology.

Sigala, M., CHRISTOU, E., Varouchaki, T. & Tsiakali, K. (2008). Impact and use of Web.2 in strategy development: Applications in tourism and mass media. Athens, Greece: National Network for Research & Technology.

Sigala, M., CHRISTOU, E., Tsartas, P. & Chalkiti, K. (2007) *Applications of Electronic Services in Tourism & Hospitality*. Athens, Greece: National Network for Research & Technology.

b) Books

Veal, A. & CHRISTOU, E. (2022) *Research Methodologies in Social, Economic and Managements Sciences*. Nicosia, Cyprus: Broken Hill Publishers. (in Greek). ISBN: 978-992-53-503-08.

CHRISTOU, E. & Veal, A. (2021) *Research Methodologies in Tourism*. Nicosia, Cyprus: Broken Hill Publishers. (in Greek). ISBN: 978-992-55-883-43.

CHRISTOU, E. (1999) *Tourism Market Research*. Athens: Faidimos Publications. (in Greek). ISBN: 978-618-50-623-23.

Pantouvakis, A., Siomkos, G. & CHRISTOU, E. (2015) *Marketing*. Athens, Greece: Livanis Publications. (in Greek). ISBN: 978-960-14-2960-1.

Sigala, M., CHRISTOU, E. & Gretzel, U. (2012) *Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases*. Farnham, United Kingdom: Ashgate Publishing. ISBN: 978-1-4094-2091-0

CHRISTOU, E. (2000) *Principles & Philosophy of National, Regional & Local Tourism Marketing Plans*. Patras: Greek Open University. (in Greek). ISBN: 960-538-202-4.

CHRISTOU, E. (1999) *Tourism Market Research*. Athens: Interbooks Publications. (in Greek). ISBN: 960-390-046-X.

Greek language editor of: Kotler, P., Bowen, J., Makens, J. & Baloglu, S. (2020) *Tourism & Hospitality Marketing*. Licosia, Cyprus: Broken Hill Publishers. ISBN: 978-992-557-541-1.

c) Chapters in books and edited volumes

ΧΡΗΣΤΟΥ, Ε. (2017) Από το τουριστικό μάρκετινγκ στο μάρκετινγκ εμπειριών. Στο βιβλίο (συλλογικό έργο): Τσάρτας, Π. & Λύτρας, Π. (2017) *Τουρισμός & Τουριστική Ανάπτυξη: Συμβολές Ελλήνων Επιστημόνων*. Αθήνα: Εκδόσεις Παπαζήση, ISBN: 960-02-3309-8. (in Greek)

CHRISTOU, E. & Nella, A. (2016) Web 2.0 and price transparency in hotel services, pp.155-170. In the book (edited) Sigala, M., CHRISTOU, E. & Gretzel, U. (2016) *Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases*. Farnham, United Kingdom: Ashgate Publishing, ISBN: 978-1-4094-2091-0.

CHRISTOU, E. (2016) Web 2.0 applications for marketing, pp.33-46. In the book (edited) Sigala, M., CHRISTOU, E. & Gretzel, U. (2016) *Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases*. Farnham, United Kingdom: Ashgate Publishing, ISBN: 978-1-4094-2091-0.

Σιγάλα, Μ. & ΧΡΗΣΤΟΥ, Ε. (2014) Από τον μαζικό τουρισμό στον τουρισμό εμπειρίας. Στο βιβλίο (συλλογικό έργο): Μασουράκης, Μ. & Γκόρτσος, Χ. (2014) *Ανταγωνιστικότητα για Ανάπτυξη: Προτάσεις Πολιτικής*. Αθήνα: Ελληνική Ένωση Τραπεζών, ISBN: 978-960-6867-20-0. (in Greek)

CHRISTOU, E. & Nella, A. (2011) Web 2.0 and networks in wine tourism: The case studies of greatwinecapitals.com and wineandhospitalitynetwork.com. In the book (edited) Sigala, M., CHRISTOU, E. & Gretzel, U. (2011) *Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases*. Farnham, United Kingdom: Ashgate Publishing, ISBN: 978-1-4094-2091-0.

CHRISTOU, E. (2007) Tourist destinations as brands: The impact of destination image and reputation on visitor loyalty. In the book (edited) Keller, P. & Bieger, T. (2007) *Productivity*

in Tourism: Fundamentals and Concepts for Achieving Growth and competitiveness. Berlin: Erich Schmidt Verlag.

CHRISTOU, E. (2006) Heritage and cultural tourism: A marketing-focused approach. In the book (edited) Sigala, M. & Leslie, D. (2005) *International Cultural Tourism: Management, Implications and Cases*. London: Elsevier Butterworth-Heinemann, pp.23-35.

CHRISTOU, E. (2005) Promotional pricing in the electronic commerce for holiday packages: A model of purchase behavior. In the book (edited) Frew, A.J. (2005) *Information and Communication Technologies in Tourism 2005*. Vienna: Springer-Verlag, pp.463-473.

CHRISTOU, E. & Kassianidis, P. (2005) Persuasion effectiveness of alternative types of Internet advertising for hotels: A cross-cultural study. In the book (edited) Frew, A.J. (2005) *Information and Communication Technologies in Tourism 2005*. Vienna: Springer-Verlag, pp.383-392.

CHRISTOU, E., Avdimiotis, S., Kassianidis, P. & Sigala, M. (2004) Examining the factors influencing the adoption of Web-based ticketing: etix and its adopters. In the book (edited) Frew, A.J. (2004) *Information and Communication Technologies in Tourism 2004*. Vienna: Springer-Verlag.

Kilipiris, F., CHRISTOU, E. & Mavrodontis, T. (2002) Starting from scratch: the development of rural tourism in a remote community. In the book (edited) Holden, A. (2002) *Rural Tourism in Europe*. London, England: ETUP (European Tourism Universities' Partnership).

CHRISTOU, E. & Sigala, M. (2002) Use of Internet for enhancing tourism and hospitality education. In the book (edited) Wober, K.W., Frew, A.J. & Hitz, M. (2002) *Information and Communication Technologies in Tourism 2002*. Vienna: Springer-Verlag.

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CHRISTOU, E., Mavrodontis, T. & Karamanidis, I. (2000) Urban regeneration through tourism in Thessaloniki: the case of the old seaport market of Ladadika. In the book (edited) Constable, P. & Vayssière, B.H. (2000) *Tourism and Urban Regeneration*. Chambéry, France: ETUP (European Tourism Universities' Partnership).

d) Editor of refereed conference proceedings

CHRISTOU, E., Alexandris, K. & Fotiadis, A. (Editors) (2021). *Proceedings Book of TOURMAN 2021 Conference on "Restarting tourism, travel and hospitality: The day after"*, 21-23 May 2021: Thessaloniki, Greece, ISBN: 978-618-84798-9-0.

CHRISTOU, E., Alexandris, K. & Fotiadis, A. (Editors) (2019). *Proceedings Book of TOURMAN 2019 Conference on "Tourism, travel and hospitality at crossroads: The way ahead"*, 27-29 October 2019: Thessaloniki, Greece, ISBN: 978-960-293-141-1.

CHRISTOU, E., Alexandris, K. & Fotiadis, A. (Editors) (2018). *Proceedings Book of TOURMAN 2018 Conference on "In search of excellence in travel, tourism & hospitality"*, 25-28 October 2018: Rhodes, Greece, ISBN: 978-960-287-159-1.

CHRISTOU, E., Chionis, D., Gursoy, D. & Sigala, M. (Editors) (2013). *Proceedings Book of the 2nd International Conference on "Advances in Hospitality and Tourism Marketing & Management (AHTMMC)"* co-organized by the Alexander Technological Institute of Thessaloniki, Democritus University of Thrace, the Washington State University and the

Research Institute for Tourism of the Hellenic Chamber of Hoteliers, 31 May – 3 June 2012: Corfu, Greece, ISBN: 978-960-287-139-3.

CHRISTOU, E. (2011) Proceedings Book of the 66th Annual I-CHRIE International Scientific Convention & Exhibition. Denver, Colorado, U.S.A.: International Council on Hotel, Restaurant & Institutional Education.

CHRISTOU, E. (2010) Proceedings Book of the 65th Annual I-CHRIE International Scientific Convention & Exhibition. Puerto Rico, U.S.A.: International Council on Hotel, Restaurant & Institutional Education.

CHRISTOU, E., Sigala, M. & Tsartas, P. (2009) Proceedings Book of the 4th International Scientific Conference: Planning for the Future, Learning from the Past - Contemporary Developments in Tourism, Travel & Hospitality. Rhodes, Greece: University of the Aegean.

CHRISTOU, E. (2009) Proceedings Book of the 64th Annual I-CHRIE Convention & Exhibition. San Francisco, California, U.S.A.: International Council on Hotel, Restaurant & Institutional Education.

CHRISTOU, E. & Sigala A, M. (2008) Proceedings Book of the 63rd Annual I-CHRIE Convention & Exhibition. Dallas, Texas, U.S.A.: International Council on Hotel, Restaurant & Institutional Education.

CHRISTOU, E. & Sigala A, M. (2007) Proceedings Book of the 62nd Annual I-CHRIE Convention & Exhibition. Las Vegas, Nevada, U.S.A.: International Council on Hotel, Restaurant & Institutional Education.

CHRISTOU, E., Sigala, M. & Tsartas, P. (2006) Proceedings Book of the 23rd EuroCHRIE International Scientific Conference: In Search of Excellence in Travel, Tourism & Hospitality. Thessaloniki, Greece: University of the Aegean & European Council on Hotel, Restaurant & Institutional Education.

CHRISTOU, E. & Sigala, M. (2005) Proceedings Book of the 23rd EuroCHRIE International Scientific Conference: Managing Change in Tourism & Hospitality. Paris, France: Institute Paul Bocuse & European Council on Hotel, Restaurant & Institutional Education.

ACADEMIC RECOGNITION

α) Invited Keynote Speaker in conferences

CHRISTOU, E. (2021) Post-pandemic Tour Guiding and Dark Tourism: The Day After. 7th International Research Conference on Guided Tours. Ankara, Turkey: Haci Bayram Veli University.

CHRISTOU, E. (2020) Experiential marketing for tourism destination branding: The day after COVID-19. *AITHC 2020 Conference "Tourism: Building Peace and Fostering Knowledge: A Stakeholder's Perspective"*. Noida, Uttar Pradesh, India: Amity University.

CHRISTOU, E. (2019) Tourism branding in the era of experiences: The way ahead. *International Business Conference: From Gastronomic Experiments to Sustainable and Just Growth*. Xanthi, Greece: Agricultural University of Athens, Rutgers University & American Farm School.

CHRISTOU, E. (2019) Heritage tourism marketing for competitive destinations. *3rd International Conference on Culture, Heritage and Tourism as Factors for Sustainable Development of Small and Medium-Size Cities (SMCs): the European Perspectives*. Blagoevgrad, Bulgaria: South-West University and the Bulgarian Sociological Association.

- CHRISTOU, E. (2016) Experiential marketing and the theming of destinations. *4th International Conference on Tourism, Travel & Leisure TOURAVEL 2016*. Istanbul, Turkey: Eastern Mediterranean Academic Research Centre.
- CHRISTOU, E. (2014). Innovative services marketing in the era of experiences. *3rd International Conference on Strategic Innovative Marketing*. Madrid, Spain.
- CHRISTOU, E. (2013) Experiences marketing for tourism destinations. *2nd International Scientific Conference "Tourism in Southern & Eastern Europe"*. Opatija, Croatia: University of Rijeka.
- CHRISTOU, E. (2012) Exploring experiences in wine-tourism e-marketing. *3rd International Conference "E-tourism: New Roles and Future Trends"*. Antalya, Turkey: Akdeniz University.
- CHRISTOU, E. (2012) Investigating wine-tourism marketing. *International Conference Tourism Futures*. Leeuwarden, The Netherlands: Stenden University.
- CHRISTOU, E. (2011) Exploring experiences in wine-tourism marketing. *International Conference Tourism Futures*. Leeuwarden, The Netherlands, Stenden University.
- Christou, E. (2009) Wine versus wine tourism in advertising: From synergy to confusion. *Consumer Behavior in Tourism Symposium*. Brunico, Italy: Free University of Bolzano.
- CHRISTOU, E. (2004) Improving and updating undergraduate tourism studies. *International Tempus Conference & Workshop*. Skopje, former Yugoslav Republic of Macedonia: Ministry of Education & Sciences.
- CHRISTOU, E. (2004) Strategic academic cooperation in tourism education. *International Tempus Conference & Workshop*. Alexandria, Egypt: European Commission, DG Education & Culture.
- CHRISTOU, E. (2004) Service quality challenges for hospitality managers: tangibilising or cannibalising the intangible? *HCIMA International Conference: Wordclass Standards for A Worldwide Industry*. Limassol, Cyprus: Hotel & Catering International Management Association (HCIMA).
- CHRISTOU, E. (2003) Visitors satisfaction and service quality in a heritage tourism context. *International Tourism Students Conference: The Future of the Past – Challenges for Heritage Tourism*. Chalkidiki: T.E.I. of Thessaloniki & European Tourism University Partnership (ETUP).
- CHRISTOU, E. (2001) Strategic academic cooperation and tourism education in the Balkan Peninsula. *International Scientific Conference: Peace through Tourism*. Thessaloniki: International Institute for Peace through Tourism & Greek Association of Travel & Tourism Agents (HATTA).
- CHRISTOU, E. (2001) Re-engineering tourism curricula and tourism education for the future. *International Conference: Tourism Education & Mega-Events*. Athens: Le Monde Institute for Tourism Education.

b) Honors and awards

- EuroCHRIE President's Award, in recognition of a lifetime contribution and outstanding service to hospitality and tourism education. Helsinki, Finland, 2009.

PARTICIPATION IN EDITORIAL BOARDS

a) Journal Editorial Boards

- Editor-in-Chief, *Journal of Tourism, Heritage & Services Marketing*.
- Associate Editor, *Journal of Contemporary Education Theory & Research*.
- Editorial Board member, *Journal of Hospitality & Tourism Education*.
- Editorial Board member, *Journal of Hospitality Marketing & Management*.
- Editorial Board member, *Tourist Scientific Review*.
- Editorial Board member, *Tourism Research Journal*.
- Editorial Board member, *International Journal of Event & Festival Management*.
- Editorial Board member, *European Journal of Tourism Research*.
- Editorial Board member, *PASOS: Revista de Turismo y Patrimonio Cultural*.
- Editorial Board member, *Journal of Air Transport Studies*.

b) Conference Scientific Committees

- Chair of the Scientific Committee of "TOURMAN 2021 Conference: Restarting tourism, travel and hospitality: The day after". Thessaloniki, Greece: 21-23 May 2021.
- Chair of the Scientific Committee of "TOURMAN 2019 Conference: Tourism, travel & hospitality at crossroads: The way ahead". Thessaloniki, Greece: 24-27 October 2019.
- Chair of the Scientific Committee of "TOURMAN 2018 Conference: In search of excellence in tourism, travel & hospitality". Rhodes, Greece: 26-28 October 2018.
- Chair of the Scientific Committee of "3rd Advances in Hospitality & Tourism Marketing and Management Conference", co-organised by: Washington State University, Alexander Technological Institute, National Taiwan Normal University & Chia-Yi University, Taipei, Taiwan, 2013.
- Chair of the Scientific Track "Tourism Marketing" of "67th Annual International CHRIE Convention & Exhibition", Rhode Island, U.S.A., 2012.
- Chair of the Scientific Committee of "2nd Advances in Hospitality & Tourism Marketing and Management", co-organised by: Washington State University, Alexander Technological Institute & Democritus University of Thrace, Corfu, Greece, 2012.
- Chair of the Scientific Committee of "66th Annual International CHRIE Convention & Exhibition", Denver, U.S.A., 2011.
- Chair of the Scientific Committee of "65th Annual International CHRIE Convention & Exhibition", Puerto Rico, U.S.A., 2010.
- Chair of the Scientific Committee of "64th Annual International CHRIE Convention & Exhibition", San Francisco, U.S.A., 2009.
- Chair of the Scientific Committee of 4th International Scientific Conference: Planning for the Future, Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality. Rhodes, Greece: University of the Aegean, 2009.
- Chair of the Scientific Committee of "63rd Annual International CHRIE Convention & Exhibition", Texas, U.S.A., 2008.

- Chair of the Scientific Committee of “62nd Annual International CHRIE Convention & Exhibition”, Texas, U.S.A., 2007.
- Chair of the Scientific Committee of “24th EuroCHRIE Congress”. University of the Aegean, Thessaloniki, Greece, 2006.
- Chair of the Scientific Committee of “23rd EuroCHRIE Congress”. Academie Accor, Paris, France, 2005.
- Member of the Scientific Committee of “12th Annual Euromed Academy of Business Conference”. Thessaloniki, Greece: 18-20 September 2019.
- Member of the Scientific Committee of “1st International Congress on Management of Educational Units ICOMEU 2018”. Thessaloniki, Greece: 7-9 December 2018.
- Member of the Scientific Committee of “6th International Conference on Contemporary Marketing Issues”. Athens, Greece: 27-29 June 2018.
- Member of the Scientific Committee of “Tourism in Southern & Eastern Europe”. Opatija, Croatia: University of Rijeka, 2013.
- Member of the Scientific Committee of WEBIST2012, Institute for Systems and Technologies of Information, Control and Communication, Porto, Portugal, 2012.
- Member of the Scientific Committee of “30th EuroCHRIE Congress”. EuroCHRIE & Ecole Hôtelière de Lausanne, Lausanne, Switzerland, 2012.
- Member of the Scientific Committee of ENTER2012, International Federation for Information Technology in Travel & Tourism, Lund University, Helsingborg, Sweden, 2012.
- Member of the Scientific Committee of “19th European Conference on Information Systems” tou ECIS. University of Aalto, Helsinki, Finland, 2011.
- Member of the Scientific Committee of WEBIST2011, Institute for Systems and Technologies of Information, Control and Communication, Noordwijkerhout, The Netherlands, 2011.
- Member of the Scientific Committee of ENTER2011, International Federation for Information Technology in Travel & Tourism, Innsbruck, Austria, 2011.
- Member of the Scientific Committee of ENTER2010, International Federation for Information Technology in Travel & Tourism, Lugano, Switzerland, 2010.
- Member of the Scientific Committee of “28th EuroCHRIE Congress”. Saxion University of Applied Sciences, Amsterdam, The Netherlands, 2010.
- Member of the Scientific Committee of “20th Biennial International Congress: New Trends in Tourism & Hospitality Management”. University of Rijeka, Opatija, Croatia, 2010.
- Member of the Scientific Committee of “ENTER2009, International Federation for Information Technology in Travel & Tourism”, Amsterdam, The Netherlands, 2009.
- Member of the Scientific Committee of “17th European Conference on Information Systems”, ECIS. University of Verona, Verona, Italy, 2009.
- Member of the Scientific Committee of “27th EuroCHRIE Congress”. Haag University of Applied Sciences, Helsinki, Finland, 2009.
- Member of the Scientific Committee of “WEBIST2009, Institute for Systems and Technologies of Information, Control and Communication”, University of Lisboa, Lisbon, Portugal, 2009.
- Member of the Scientific Committee of “ENTER2008, International Federation for Information Technology in Travel & Tourism”, Innsbruck, Austria, 2008.

- Member of the Scientific Committee of “26th EuroCHRIE Congress”. Emirates Academy of Tourism, Dubai, United Arab Emirates, 2008.
- Member of the Scientific Committee of “19th Biennial International Congress: New Trends in Tourism & Hospitality Management”. University of Rijeka, Opatija, Croatia, 2008.
- Member of the Scientific Committee of “25th EuroCHRIE Congress”. Leeds Metropolitan University, Leeds, United Kingdom, 2007.
- Member of the Scientific Committee of “15th European Conference on Information Systems”, ECIS. University of St. Gallen, St. Gallen, Switzerland, 2007.
- Member of the Scientific Committee of “61st Annual International CHRIE Convention & Exhibition”, Washington D.C., U.S.A., 2006.
- Member of the Scientific Committee of “14th European Conference on Information Systems”, ECIS. Goteborg University, Goteborg, Sweden, 2006.
- Member of the Scientific Committee of “60th Annual International CHRIE Convention & Exhibition”, Las Vegas, U.S.A., 2005.
- Member of the Scientific Committee of “13th European Conference on Information Systems”, ECIS. Regensburg University, Regensburg, Germany, 2005.
- Member of the Scientific Committee of “59th Annual International CHRIE Convention & Exhibition”, Philadelphia, U.S.A., 2004.
- Member of the Scientific Committee of “22nd EuroCHRIE Congress”. Bilkent University, Ankara, Turkey, 2004.
- Member of the Scientific Committee of “58th Annual International CHRIE Convention & Exhibition”, Palm Springs, U.S.A., 2003.
- Member of the Scientific Committee of “21st EuroCHRIE Congress”. University of Applied Sciences Bad Honnef - Bonn, Germany, 2003.
- Member of the Scientific Committee of “57th Annual International CHRIE Convention & Exhibition”, Orlando, U.S.A., 2002.
- Member of the Scientific Committee of “20th EuroCHRIE Congress”. ESADE & Universitat Ramon Llull, Barcelona, Spain, 2002.
- Member of the Scientific Committee of “56th Annual International CHRIE Convention & Exhibition”, Toronto, Canada, 2001.
- Member of the Scientific Committee of “19th EuroCHRIE Congress”. University Centre Cezar Ritz & Washington State University, Brig, Switzerland, 2001.
- Member of the Scientific Committee of “56th Annual International CHRIE Convention & Exhibition”, New Orleans, U.S.A., 2000.

FUNDED RESEARCH PROJECTS

a) As Project Director

<i>Project title</i>	<i>Dates</i>	<i>Awarding/Funding Authority</i>	<i>Duties</i>
Development of Strategic Tourism Marketing Plan for Thessaloniki	23/10/2019 – 31/12/2021	Thessaloniki Tourism Organisation, Greece	Project Director
Innovative personalized applet “TripMaker”	1/4/2019 – 31/8/2020	PlanO2 Consulting, S.A., and Velticom S.A., Greece	Project Director

Project "Terra Mine", Development of mining tourism (European Interreg V Project)	10/5/2019 – 10/9/2020	PlanO2 Consulting, S.A., Greece, and Municipality of Madan, Bulgaria	Project Director
WATERNET: Thematic development of water routes' tourism	1/9/2014 - 30/9/2016	European Commission (Decision C(2008)4717). Managing Authority of European Territorial Cooperation Programs	Project Director
Integrated tourism marketing plan for Evoia	28/5/2009 – 28/11/2009	Prefecture of Evoia, Greece	Project Director
Research project on study of social web (Web 2.0) in mass media	09/2007 - 06/2008	National Network for Research & Innovation, Greece	Project Director
Research project on study of e-business for wine tourism	05/2008 - 12/2008	National Network for Research & Innovation, Greece	Project Director
Research project on study and development of electronic Destination Management Organisations	05/2007 - 02/2008	National Network for Research & Innovation, Greece	Project Director
Enhancing regional cooperation in Southeastern Europe: curriculum updating and adoption for tertiary-level tourism and hospitality courses	03/2001 - 02/2004	European Commission TEMPUS – CARDS (CD-JEP- 15007-2000)	Project Director
Research project on study and development of electronic marketing in tourism	01/2006 - 10/2006	National Network for Research & Innovation, Greece	Project Director

b) As Researcher – Member of Project Team

<i>Project title</i>	<i>Dates</i>	<i>Awarding/Funding Authority</i>	<i>Duties</i>
Erasmus-Mundus External Cooperation Window for Georgia, Armenia and Azerbaijan	1/6/2011 – 15/10/2011	European Commission – ECW LOT6 III	Researcher
Business plan for the development of Thessaloniki Tourism Organisation	1/7/2011 – 30/9/2011	Municipality of Thessaloniki, Greece	Researcher
Redesigning tourism education at vocational level	09/2010 – 12/2011	Hellenic Ministry of Tourism, Greece	Researcher
Advanced regional cooperation in Southeastern Europe: development of postgraduate curriculum for tourism and hospitality studies	09/2003 – 08/2006	European Commission Project TEMPUS – CARDS (CD- JEP-17121-2002)	Researcher
Development of Mediterranean Observatory for Sustainable Tourism	9/2005 – 10/2007	University of the Aegean, Greece	Researcher

Strategic plan for developing Wellbeing & Pampering Tourism in Cyprus	5/2005 – 11/2005	Ministry of Tourism, Cyprus	Researcher
Enhancing regional academic cooperation in the Mediterranean: development of postgraduate studies in tourism and hospitality	08/2004 – 08/2007	European Comission Project TEMPUS – MEDA (CD-JEP-31084-2003)	Researcher
Pelister Tourism Development Study	10/2002 – 09/2003	LDK Consultants, Engineers and Planners S.A., Greece	Researcher
Integrated development of the village Malovishta in terms of tourism development and cultural & ecological preservation	11/2000 – 07/2001	European Comission Project PHARE – Cross-Border Cooperation (OOSPF-13)	Researcher

LANGUAGES SPOKEN

English (excellent)

Greek (excellent)

French (Level B1)