

# Dr. Antonios A. Giannopoulos

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## University Education

### 2005 – 2013

**Ph.D. in Marketing and Communication (Services/Tourism Marketing), Athens University of Economics and Business (AUEB)**

Thesis title: “Balanced Market Orientation: Conceptualization, Empirical Validation and Impact on Organizational Performance in the Services Sector” | Sample: more than 2,200 respondents from 100+ city and resort hotels in Greece [research and data collection supported by the Greek Tourism Confederation-SETE]

### 2002 –2004

**Master in Business Administration (MBA), Athens University of Economics and Business (AUEB)**

Thesis title: “Tourism in Greece: Survey on Tourists’ Satisfaction from Service Quality and Evolutions in the Tourism Sector” (**Distinction**)

### 1998 – 2002

**B.A. in Marketing and Management Science, Athens University of Economics and Business (AUEB)**

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## Honors & Scholarships

### 2003

Scholarship from the Interdepartmental Master in Business Administration (MBA), AUEB, for exceptional performance during the postgraduate studies

### 2001-2002

Scholarship and honor from the “G. Chalkiopoulos Foundation” – scholar for outstanding performance during the undergraduate studies

### 1996-1998

Scholarship from the State Scholarships Foundation for the highest performance during the studies at the senior high school

### 1994-1998

Honors from the Ministry of Education for the “best-of-class” performance at high and senior high school

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## Languages

**Greek:** Native Language

**English:** Fluent - Certificate of Proficiency in English (Michigan)

**French:** Fluent - Sorbonne 2

**Italian:** Fluent - Certificato Superiore (votazione: Ottimo)

**Chinese:** HSK1

**Fields of  
Research  
Interest**

Services Marketing | Tourism Marketing  
Market orientation | External Marketing | Internal Marketing  
Destination Branding | Nation Branding | Public and Cultural Diplomacy

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**Papers in  
Refereed  
Journals**

Kladou, S., **Giannopoulos, A.A.**, and Mavragani, E.P. (2015). "Destination brand equity research from 2001 to 2012". **Tourism Analysis** 20(2), 189-200. (DOI: 10.3727/108354215X14265319207399)

Kladou, S., **Giannopoulos, A.A.**, and Assiouras, I. (2014). "Matching tourism type and destination image perceptions in a country context". **Journal of Place Management and Development** 7(2), 141-152. (DOI: 10.1108/JPM-11-2013-0024)

Assiouras, I., Skourtis, G., Koniordos, M., and **Giannopoulos, A.A.** (2014). "Segmenting East Asian tourists to Greece by travel motivation". **Asia Pacific Journal of Tourism Research** 20(12), 1389-1410. (DOI: 10.1080/10941665.2014.982140)

Avlonitis, G.J., and **Giannopoulos, A.A.** (2012). "Balanced Market Orientation: Qualitative Findings on a Fragile Equilibrium". **Managing Service Quality** 22(6), 565-579. (DOI: 10.1108/09604521211287543)

**Giannopoulos, A. A.**, and Mavragani, E. P. (2011). "Traveling through the Web: A first step toward a comparative analysis of European National Tourism Websites". **Journal of Hospitality Marketing & Management** 20(7), 718-739. (DOI: 10.1080/19368623.2011.577706)

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**Articles in  
Conference  
Proceedings**

- 1) **Giannopoulos, A.A.**, Piha, L.P. and Pappa, E., "Destination Branding Effectiveness: the case of France and Greece", **4th International Conference on Contemporary Marketing Issues**, Alexander Technological Educational Institute of Thessaloniki, Manchester Metropolitan University supported by the Greek Marketing Academy, Heraklion, Crete, Greece, 22-24 June 2016.
- 2) Kladou, S. **Giannopoulos, A.A.**, Assiouras, I., and "Matching country destination image with tourism types", **International Conference: Sustainability Challenges and Issues in Tourism 2013**, Boğaziçi University, Istanbul, Turkey, 3-5 October 2013.
- 3) **Giannopoulos, A.A.**, Assiouras, I., and Kladou, S. "Matching tourism type and destination image perceptions in a country context", **42<sup>nd</sup> EMAC (European Marketing Academy) conference**, Istanbul Technical University, Istanbul, Turkey, 4-7 June 2013.
- 4) Kladou, S., Assiouras, I., and **Giannopoulos, A.A.** "Tourism type and destination image perceptions in a country context: a match/mismatch framework", **42nd Academy of Marketing Science Annual Conference**, Monterey Bay, California, USA, 15-19 May 2013.
- 5) Papastathopoulou, P., Piha, L.P., Avlonitis, G.J., Andronikidis, A., and **Giannopoulos, A.A.** "Toward a Cause-Related Marketing Model: a case study approach", **COBEREN conference (Consumer Behaviour Erasmus Network)**, Nicosia, Cyprus, 5-8 June 2012.
- 6) Piha, L.P., **Giannopoulos, A.A.**, Avlonitis, G.J., Papastathopoulou, P., and Pappa, E., "Exploring the Destination Branding Effectiveness: some Preliminary Evidence", **2nd Advances in Hospitality and Tourism Marketing & Management Conference**, Corfu, Greece, 31 May-3 June 2012.
- 7) **Giannopoulos, A.A.**, Kladou, S., Mavragani, E., and Chytiri, A., "Measuring the Effectiveness of Destination Brands: a Critical Approach", **2nd Advances in Hospitality and Tourism Marketing & Management Conference**, Corfu, Greece, 31 May-3 June 2012.
- 8) Kladou, S., **Giannopoulos, A.A.**, Mavragani, E., and Chytiri, A., "Destination Branding and Relationship Marketing: Achieving a competitive advantage through capitalizing on culture", **International Conference on Tourism (ICOT 2012)**, Cyprus University of Technology, Crete, Greece, 23-26 May 2012.
- 9) **Giannopoulos, A.A.**, Kladou, S., Mavragani, E., and Chytiri, A., "Building a sustainable competitive advantage in times of crises: Capitalizing on culture, destination branding and relationship marketing", **Destination Management and Branding in the Mediterranean Region: Sustainable Tourism in Times of Crises**, Antalya, Turkey, 19-21 April 2012.

- 10) Chytiri, A., **Giannopoulos, A. A.**, Kladou, S., and Mavragani, E., "Destination Branding Effectiveness - Looking at the past and drawing the future", **The 2012 Athens Tourism Symposium (ATS)**, Laboratory of Research and Tourism Satellite Accounts, Athens, Greece, 15-16 February 2012.
- 11) **Giannopoulos, A. A.**, Piha, P. L., and Avlonitis, G. J., ""Desti-Nation Branding": what for? From the notions of tourism and nation branding to an integrated framework", **The Berlin International Economics Congress 2011: An International Conference on the Future of Nation Branding, Tourism and International Investments in a Globalized World & Cultural Diplomacy in the Global Economy**, Berlin, Germany, 09-15 March 2011.
- 12) **Giannopoulos, A. A.**, and Avlonitis, G. J., "From Hotel Marketing Implementation to Balanced Market Orientation: Critical Insights from a Qualitative Research", **2010 ICHRIE (International Council on Hotel, Restaurant & Institutional Education)**, San Juan, Puerto Rico, USA, 28-31 July 2010.
- 13) **Giannopoulos, A. A.**, Piha P. L., and Avlonitis, G. J., "Toward a successful Destination Brand: Qualitative Findings from the Hotel Sector", **2010 ICHRIE**, San Juan, Puerto Rico, USA, 28-31 July 2010.
- 14) Piha P. L., **Giannopoulos, A. A.**, and Avlonitis, G. J., "Destination Branding: Qualitative Insights from the Hotel Industry", **39th EMAC conference**, CBS, Copenhagen, Denmark, 1-4 June 2010.
- 15) **Giannopoulos, A. A.**, Piha P. L., and Avlonitis, G. J., "How can Branding Principles be transferred to the Tourism Destination Context? An Exploratory Research", **Academy of Marketing SIG Colloquium on Brand, Corporate Identity and Reputation**, ESADE Business School, Barcelona, Spain, 9-11 April 2010.
- 16) Avlonitis, G. J., **Giannopoulos, A. A.**, and Piha P. L., "Desti-nation Branding: more than a term...", **The 2010 ATS: Current Trends in Tourism Management and Tourism Policy**, Laboratory of Research & Tourism Satellite Accounts, Athens, Greece, 10-11 February 2010.
- 17) Avlonitis, G. J., Piha P. L., and **Giannopoulos, A. A.**, "Desti-nation Branding: what does it stand for?", **2nd Biannual International Conference on Services Marketing (BIC)**, University of Macedonia, Aristotle University of Thessaloniki, Greek Marketing Academy and University of Glasgow, Thessaloniki, Greece, 4-6 November 2009.
- 18) **Giannopoulos, A. A.**, and Avlonitis, G. J., "Balanced Market Orientation: the Conceptualization, the Empirical Validation and its Impact on Organizational Performance in the Hotel Sector", **2nd BIC**, University of Macedonia, Aristotle University of Thessaloniki, Greek Marketing Academy and University of Glasgow, Thessaloniki, Greece, 4-6 November 2009.
- 19) **Giannopoulos, A. A.**, and Avlonitis, G. J., "The Conceptualization and Empirical Validation Of a Balanced Market Orientation and its Impact on Organizational Performance in the Hotel Industry", **EMAC 22nd Doctoral Colloquium**, Audencia Nantes School of Management, Nantes, France, 24-26 May 2009.
- 20) **Giannopoulos, A. A.**, and Avlonitis, G. J., "The Balanced Orientation in The Hospitality Industry: Exploring The Linkages Between Internal Market Orientation, External Market Orientation and Organizational Performance, in a Proposed Integrative Study", **26th EuroCHRIE (European Council on Hotel, Restaurant & Institutional Education) 2008 Congress**, The Emirates Academy of Hospitality Management, in academic association of Ecole Hôtelière de Lausanne, Dubai, United Arab Emirates, 11-14 October 2008.
- 21) **Giannopoulos, A. A.**, and Avlonitis, G. J., "Proposing the concept of balanced orientation in the hotel industry: an exploration of the linkages between internal market orientation, external market orientation and organizational performance", **TTRA (Travel and Tourism Research Association) Europe 2008 Conference**, Haaga-Helia University of Applied Sciences, Helsinki, Finland, 23-25 April 2008.
- 22) **Giannopoulos, A. A.**, and Mavragani, E. P., "Traveling through the web: a comparative analysis of European National Tourism Websites", **2nd International Scientific Conference of the E-business forum (Travel, Tourism and Hospitality)**, University of the Aegean, TEI of Thessaloniki and Greek Research Technology Network, Athens, Greece, 14 March 2008.
- 23) Avlonitis, G. J., and **Giannopoulos, A. A.**, "A triangular concept applied to the tourism industry: proposing an integrative exploration of the linkages between internal market orientation, external market orientation and organizational performance", **1st BIC: Strategic Development in Services Marketing**, University of Glasgow, University of the Aegean & Greek Marketing Academy, Chios Island, Greece, 27-29 September 2007, p. 38.

- 24) Avlonitis, G. J., and **Giannopoulos, A. A.**, "The triangular concept of internal market orientation, external market orientation and organizational performance: a proposed integrative study applied to the tourism industry", **10th Toulon-Verona Conference: Excellence in Services**, Aristotle University of Thessaloniki, Thessaloniki, Greece, pp.3-4 September 2007, pp. 566-572.
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**Professional  
Experience**

**2015 – Today**

**Adjunct Faculty Member**, Department of Marketing and Communication, **Athens University of Economics and Business** [since September 2016]

- Adjunct Lecturer in Tourism Marketing (course delivered in spring semester)
- Adjunct Lecturer in Services Marketing (course delivered in autumn semester)

**Head of Hotel and Tourism Management Department** at **Business College of Athens, Plymouth University** [since April 2016]

**Module Leader** at **Business College of Athens, Plymouth University** [since November 2015]

**Founder and Editor of the voyager voice** [[www.thevoyagervoice.com](http://www.thevoyagervoice.com)]

**Team member of tourism generis**

**2013-2015**

**Marketing and Communication Manager** at **Corallia Clusters Initiative** (the Hellenic Technology Clusters Initiative-Research Center Athena)

**2013 (January – October)**

**Scientific associate** at **Corallia** (the Hellenic Technology Clusters Initiative-Research Center Athena):

- contribution to the financial auditing process of the Corallia R&D project of mi-cluster (Nano/Microelectronics-based Systems and Applications Cluster) - cooperation with the project management team
- development of marketing plan for the services offered at the InnoHubs, operated and managed by Corallia, located in Athens and Patras

**2010-2013**

- **Member of the Group of Experts** (2009-2013 Programme) at the **European Commission – CORDIS** (Research and Innovation)
- **Financial Auditor**, registered expert for **Corallia - the Hellenic Technology Clusters Initiative-Research Center Athena** – co-funded by the European Regional Development Fund and National Funds, within the frame of the Operational Program "Competitiveness and Entrepreneurship 2007-2013" and Regional Operational Programs 2007-2013, National Strategic Reference Framework 2007–2013.
- **Financial Auditor**, registered expert for **EFEPAE** (external evaluator for subsidies in the Private Sector from E.U./state funds) – Operational Program "Competitiveness and Entrepreneurship 2007-2013", National Strategic Reference Framework 2007–2013.
- **Academic partner and Lecturer** at the Annual **Tourism Summer School** (Institute of Euromed Affairs/strategic cooperation with **Dokuz Eylül University**) Izmir-Turkey 2011, Olympia-Greece 2012.
- **Foreign Reporter/ad hoc business and tourism analyst**, Turkish Travel and Tourism Publications "Turizm Aktüel"

**2007-2010**

**Financial Auditor (84 projects undertaken/ field- and desk-studies)**, **Information Society S.A.**, subsidies in the Private Sector from E.U./state funds – 3rd Community Support Framework.

## 2002-2012

**Teaching and Research Assistant** at the Department of Marketing & Communication, Athens University of Economics and Business:

- Member of the team supporting the **promotion of the M.Sc. in Marketing and Communication with New Technologies** at the conference: Philip Kotler, “Winning Marketing Strategies: How to compete and win in the global marketplace”, Athens, Greece (parallel in-hall exhibition)
- **Networking Coordinator at the «Induction day» project** organized for the full-time and part-time students of the M.Sc. in Marketing and Communication with New Technologies
- **Networking Facilitator and Coaching** for the simulation game «**The Marketing Game**» (series of lectures/coaching for undergraduate students, Department of Marketing and Communication, AUEB)
- **Teaching Experience in the operation of the CATI** (Computer-Aided Telephone Interviewing)

## 2002 – 2004

**French Language Instructor** at a private school

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### **Consulting Projects & Market Research Studies for Companies/ Organizations**

#### 2002-2016

- **Municipality of Argos & Mycenae:** Scientific Partner of the project for tourism development and promotion
- **Municipality of Markopoulo:** Scientific Partner of the project for tourism development and promotion
- **Consumer Behaviour Erasmus Network (COBEREN):** Member of the AUEB Research Team, involved in the Market Research Workpackages, National Representative (AUEB and University of Macedonia) at the 3rd COBEREN Meeting, 2-4 March 2011, Venice, Italy and the COBEREN conference and meeting, 5-8 June 2012, Nicosia, Cyprus (total duration: 3 years)
- **European Marketing Academy (EMAC):** International Survey on EMAC members’ satisfaction - Athens Laboratory of Research in Marketing (A.L.A.R.M.) - George Avlonitis (co-authors: Antonios Giannopoulos, Constantinos Lionakis & Lamprini Piha), “Assessing the views&perceptions of EMAC members”, **The EMAC Chronicle**, No.3, May 2008, pp. 4-7
- **Department of Marketing & Communication, AUEB:** Participation in the survey/data collection studying the alumni’s academic prospects and career evolution
- **BETANET S.A.:** Market research for the industry of prefabricated concrete elements and customer satisfaction - (A.L.A.R.M.)
- **EKO S.A.I.C.:** Study of the customer purchasing behaviour and satisfaction from the services provided at gas stations - (A.L.A.R.M.)
- **Ministry of Tourism Development – Information Society S.A., Greece:** Tourism Consultant in the project: “Consulting services for the creation of the National Tourism Satellite Account and the National Observatory of Tourism” (duration: 27 months)
- **IPSEN L.T.D.:** Marketing analysis of the pharmaceutical industry and investigation of doctors’ perceptions
- **MORAX Publications:** Investigation of Greek managers’ source of information on managerial issues and marketing strategy implications (**presentation of the research outcomes at the Marketing Expo 2006 South East Europe – Advertising Week 2006, 25-27/05/06**) – (A.L.A.R.M.)
- **Metaxas Diagnostics S.A.:** Market analysis of medical equipment sector
- **APIVITA S.A.:** Market research for a range of products in cosmetics
- **YAMAHA Motors Hellas (Motodynamics S.A.):** Market research implementation for marketing strategy development
- **EVAL S.A.I.C.:** Marketing research for the marine accessories market (24th Athens International Maritime Salon, Former East Airport of Athens)

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**European Academic Activities | Research & Education Policy**

- **Greek/National representative** (Hellenic Association of Doctoral Researchers – Hel. As. D.R.) in the conference: **"ERAMOBILITY - Researchers in Europe without Barriers"** - Czech Presidency of the EU, Prague, Czech Republic, 28-29 April 2009.
  - **Greek/National representative** (Hel.As.D.R.) in the **"Young Researchers in Europe"** conference (**"Jeunes Chercheurs en Europe"**) – French Presidency of the EU, Rennes, France, 19-21 November 2008.
  - Personal interview on the **Athens International Radio** (official radio station of the Municipality of Athens – international/foreign programme **"Good Morning Athens"**) concerning the conditions of **Doctoral Studies in Greece and the European perspective**, 27 March 2009.
  - Participation in the **Greek stakeholders' interviewing process** regarding Doctoral conditions at a national level – interview conducted by the European Commission referring to the **European Charter for Researchers and a Code of Conduct for the Recruitment of Researchers** (personal interview, July 2007).
  - Official cooperation with the European Council of Doctoral Candidates and Junior Researchers (EURODOC) for the **European-wide research on the Situation of Doctoral Studies in Europe** (national contact point – Hel.As.D.R.), November 2008 – May 2009.
  - **Greek/National representative** (Hel.As.D.R.) in **The European Council of Doctoral Candidates and Junior Researchers** (EURODOC) in the years 2006-2009.
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**International Academic Activities**

- Ad hoc/occasional reviewer for the **International Journal of Tourism Policy (IJTP)**
  - Ad hoc reviewer for the annual **ICHRIE congress**, USA.
  - Academic Coordinator at the **3<sup>rd</sup> Tourism Summer School** (Institute of Euromed Affairs/partnership with Dokuz Eylül University) & **Olympian Summer School 2012** (in cooperation with University of Piraeus), Olympia, Greece, 27/07-02/08/12.
  - Member of the International Scientific Committee of the Conference **2nd Advances in Hospitality and Tourism Marketing** (ATEI Thessaloniki, Democritus University of Thrace, Washington State University, Research Institute for Tourism of the Hellenic Chamber of Hoteliers), Corfu, Greece, 31 May – 3 June 2012.
  - Member of the International Scientific Committee of the Conference **Destination Management & Branding in the Mediterranean Region** (Akdeniz University), Antalya, Turkey, 19-21 April 2012.
  - Academic Coordinator at the **2nd Tourism Summer School** (Institute of Euromed Affairs/partnership with Dokuz Eylül University) Izmir, Turkey, 11-16 September 2011.
  - Session chair/moderator, **4th International Scientific Conference: Planning for the future, Learning from the past: Contemporary Developments in Tourism, Travel & Hospitality**, University of the Aegean, Rhodes Island, Greece, 3-5 April 2009.
  - Session chair/moderator, **2nd International Scientific Conference of the E-business forum: E-business in Travel, Tourism and Hospitality**, University of the Aegean, TEI of Thessaloniki and Greek Research Technology Network, Athens, Greece, 14 March 2008.
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**Invited Speeches, Educational Experience & Other Articles**

- **SKAI TV** invited speaker on the Greek SKAI show **"Simera"** to discuss about studies in hospitality, tourism and present the Hotel and Tourism Management Department of BCA, 28 September 2017 [https://www.youtube.com/watch?v=qL5jSpVNmnM, 40:22']
- **The Place Brand Observer**, literature review article: **"Brands and Branding: Definition, Concepts, Theory - featuring [Simon Anholt](#) [Robert Govers](#) [Roger Pride](#) [Philip Kotler](#) [Antonios Giannopoulos](#) [Jeremy Hildreth](#)"**, <http://placebrandobserver.com/theory/brands-and-branding/> [published and accessed 2<sup>nd</sup> August 2017]
- Giannopoulos A., invited lecture: **"Desti-nation branding: #OMG from Storytelling to Storydoing"**, **2<sup>nd</sup> School of Tourism**, Nafplio, Greece, 20 March 2017



- Giannopoulos A., invited lecture: “Brand Storytelling: a new era for Hospitality and Tourism”, **International Hellenic University**, Thessaloniki, Greece, 23 January 2017
- Invited speaker on radio **FM100** (official radio station of the Municipality of Thessaloniki – programme Check-In) about “**Rebranding Destinations**», 19 November 2017
- Giannopoulos A., invited speech (panel): “Desti-nation Branding: What For?”, **Philoxenia Expo & Conference**, Thessaloniki, Greece, 18 November 2017
- Giannopoulos A., invited speech: “From ActInSpace to Marketing Space: How To’s for Kickstarter Marketing Action”, **si-Cluster Accelerator**, Athens, Greece, 8 November 2016
- **The Place Brand Observer**, interview: “Antonios Giannopoulos on Destination Branding, Tourism and Innovation”, <http://placebrandobserver.com/interview-antonios-giannopoulos/> [published and accessed 3<sup>rd</sup> November 2017]
- **Crikos**, interview: “Dr. Antonios Giannopoulos: A great professor, a true guide and a beautiful person!”, <http://crikos.com/dr-antonios-giannopoulos-a-great-professor-a-true-guide-and-a-beautiful-person> [published and accessed 15<sup>th</sup> July 2016]
- **Giannopoulos A.**, Phoca J., “Corallia: entrepreneurship through the gaming industry”, **Grekamag**, <http://grekamag.gr/42045/> [published and accessed 2<sup>nd</sup> January 2015]
- **Giannopoulos A.**, presentation and co-organisation of the **Start-Up Safari Athens 2014**
- **Giannopoulos A.**, “Innovation and Entrepreneurship: the future in the hands of the Start-ups”, **Capital & Vision 2014: Innovation and Entrepreneurship: The Next Step**, Athens, Greece, 1 November 2014
- **Giannopoulos A.**, “The role of education in the cultivation of entrepreneurial spirit”, **eduardvisor.gr**, May 2014 <http://www.eduardvisor.gr/index.php/sinentefxeis-more/10117-antonis-giannopoylos-o-rolis-tis-ekpaideysis-einai-kathoristikos-gia-ti-diamorfosi-enos-klimatos-poy-enisxuei-tin-epixeirimatikotita> [published and accessed 12<sup>th</sup> May 2014]
- Personal interview on the **Athens International Radio** (official radio station of the Municipality of Athens – programme “One Day in Athens”) about the innovation designed in Greece, as well as the use of the clustering tool for economic development, 27 April 2014
- **Visiting Lectures** at the Department of Marketing and Communication, Athens University of Economics and Business (Lecture: Cultural – Religious Tourism, Course: Marketing for Non-profit Organizations, Professor: Dr. Paulina Papastathopoulou, 3 May 2012)
- **Giannopoulos A.**, Articles & Photos, Turkish Tourism Magazine **Memleket**, July-September & October-December 2011 (in cooperation with the **Greek Consulate, Istanbul**)
- **Giannopoulos A.**, “Pas de Touristes ici: Burgundy goes toward a no tourists destination brand”, **Travel Mole** <http://www.travelmole.com/stories/1148673.php> [published and accessed 26th July 2011]
- **Giannopoulos A.**, “ITB 2011: In Tourism & Beyond”, **Turizm Aktüel**, 14(87), May 2011, p. 18
- Presentation “**Transforming Travel into Science: Following the path of a PhD Research on the Greek Hotel Map**”, Classical Hotels, miniMBA training programme for Hotel Managers, Athens, Greece, 17-18 March 2010
- **Antonios Giannopoulos** and Lamprini Piha, “Living the EDEN Experience - EDEN Doctoral Seminar on Research Methods in Marketing, Brussels, June 15-19, 2009”, **The EMAC (European Marketing Academy) Chronicle**, No.6, October 2009, pp. 29-30
- Presentation “**A new era in Hospitality Marketing: Cases & Experiences from a Ph.D. Research**”, Grace Hotels Group 2nd Annual Seminar, Athens-Greece, 13 November 2009
- Presentation (co-presenter: Piha L.): “**Following another career path after Graduation**”, Department of Marketing & Communication, AUEB, Athens, Greece, 4 June 2009
- Presentation (co-presenter: Piha L.): “**Doctoral Studies: Greece and European Research Area**” at Dr. F. Asderaki’s Greek book presentation (Europe and Education: European Higher Education Area), Amphitheater of the National Bank of Greece, Athens, Greece, 31 March 2009

- George Avlonitis (co-authors: **Antonios Giannopoulos**, Constantinos Lionakis and Lamprini Piha), “Assessing the views and perceptions of EMAC members”, **The EMAC (European Marketing Academy) Chronicle**, No.3, May 2008, pp. 4-7
- Presentation (co-presenter Dr. P.Papastathopoulou): “**Special Forms of Tourism: the case of Cultural & Spiritual-Religious Tourism – trends and best practices**”, Prefecture of Dodecanese – Project: INTERREG III ARCHIMED “Mediterranean Cultural Network of cities - stations of the Apostle Paul missionary path”, Rhodes Island, Greece, 3 March 2008

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#### Membership in Scientific Institutes/ Professional Bodies/ International Networks

- Member of the International Network of Tourism Research and Academic Community: **Tourism Research Information Network (TRINET)**
  - Registered on the **Centre International de Recherches et d'Etudes Touristiques (CIRET)**
  - Member of the **European Marketing Academy**
  - Member of the **Greek Marketing Academy**
  - Member of the **French Marketing Association network (AFMnet)**
  - Member and Contributor (Organizing Committee) to the to the “**OpenTourism**” network (Greek tourism community)
  - **Hellenic Association of Doctoral Researchers (Hel.As.D.R.):**
    - **Elected Communication Coordinator** for the period 2009-2011
    - **Elected President** for the period 2007-2009
    - **Elected Secretary** for the period 2005-2007
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#### General Interests

Travel and intercultural contacts  
 Writing travel-related articles and travel guides | Travel Blogger  
 Meteorology/Forecasting  
 Winter skiing