

- Member of the Scientific Committee of “The 2010 Athens Tourism Symposium”. University of Patras, Athens, Greece, 2010.
- Member of the Scientific Committee of “5th International Conference on European Integration - Realities and Perspectives”. Danubius University, Galati, Romania, 2010.
- Member of the Scientific Committee of Seaside Tourism Conference του Klaipeda University, Klaipeda, Lithuania, 2009.
- Member of the Scientific Committee of MCIS2009 του International Association for Information Systems, Athens University of Business & Economics, Athens, Greece, 2009.
- Member of the Scientific Committee of ENTER2009 του International Federation for Information Technology in Travel & Tourism, Amsterdam, The Netherlands, 2009.
- Member of the Scientific Committee of “17th European Conference on Information Systems” του ECIS. University of Verona, Verona, Italy, 2009.
- Member of the Scientific Committee of “CBTS2009” (Consumer Behavior in Tourism Symposium). University of Bolzano, Brunico, Italy, 2009.
- Member of the Scientific Committee of “27th EuroCHRIE Congress”. Haaga University of Applied Sciences, Helsinki, Finland, 2009.
- Member of the Scientific Committee of WEBIST2009 του Institute for Systems and Technologies of Information, Control and Communication and University of Lisboa, Lisbon, Portugal, 2009.
- Member of the Scientific Committee of MCIS2008 του International Association for Information Systems, University of Trento (Italy), hosted at Hammamet, Tunisia, 2008.
- Member of the Scientific Committee of 12th Air Transport Research Society World Conference του ATRS, Athens, Greece, 2008.
- Member of the Scientific Committee of WEBIST2008 του Institute for Systems and Technologies of Information, Control and Communication and University of Madeira, Madeira, Portugal, 2008.
- Member of the Scientific Committee of ENTER2008 του International Federation for Information Technology in Travel & Tourism, Innsbruck, Austria, 2008.
- Member of the Scientific Committee of “CBTS2008” (Consumer Behavior in Tourism Symposium). University of Bolzano, Brunico, Italy, 2008.
- Member of the Scientific Committee of “16th European Conference on Information Systems” του ECIS. National University of Ireland, Galway, Ireland, 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 MCIS2007 του International Association for Information Systems, Venice, Italy, 2007.
- 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” του ECIS. University of St. Gallen, St. Gallen, Switzerland, 2007.
- Member of the Scientific Committee of ENTER2007 του International Federation for Information Technology in Travel & Tourism, Ljubljana, Slovenia, 2007.
- Member of the Scientific Committee of MCIS2006 του International Association for Information Systems, University of Venezia, Venice, Italy, 2006.
- Member of the Scientific Committee of “18th Biennial International Congress: New Trends in Tourism & Hospitality Management”. University of Rijeka, Opatija, Croatia, 2006.
- Member of the Scientific Committee of “61st Annual International CHRIE Convention & Exhibition”, Washington D.C., U.S.A., 2006, and Επιστημονικός Υπεύθυνος (Chair) του “Hospitality & Tourism Education Section”.
- Member of the Scientific Committee of “14th European Conference on Information Systems” του ECIS. Goteborg University, Goteborg, Sweden, 2006.
- Member of the Scientific Committee of “12th Americas Conference on Information Systems” του International Association for Information Systems, Acapulco, Mexico, 2006.
- Member of the Scientific Committee of ENTER2006 του International Federation for Information Technology in Travel & Tourism, Lausanne, Switzerland, 2006.
- Member of the Scientific Committee of “60th Annual International CHRIE Convention & Exhibition”, Las Vegas, U.S.A., 2005, and Chair of the “Hospitality & Tourism Education Track”.
- Member of the Scientific Committee of “13th European Conference on Information Systems” του ECIS. Regensburg University, Regensburg, Germany, 2005.
- Member of the Scientific Committee of ENTER2005 του International Federation for Information Technology in Travel & Tourism, Innsbruck, Austria, 2005.
- Member of the Scientific Committee of “59th Annual International CHRIE Convention & Exhibition”, Philadelphia, U.S.A., 2004.
- Member of the Scientific Committee of ENTER2004 του International Federation for Information Technology in Travel & Tourism, Cairo, Egypt, 2004.
- Member of the Scientific Committee of “17th Biennial International Congress: Tourism & Hospitality Industry 2004 – New Trends in Tourism and Hospitality Management”. University of Rijeka, Opatija, Croatia.
- Member of the Scientific Committee of “22nd EuroCHRIE Congress”. Bilkent University, Ankara, Turkey, 2004.
- Member of the Scientific Committee of “12th European Conference on Information Systems – ECIS 2004”. Turku School of Economics and Business Administration, Turku, Finland.
- Member of the Scientific Committee of “58th Annual International CHRIE Convention & Exhibition”, Palm Springs, U.S.A., 2003.
- Member of the Scientific Committee of “Sustainable Tourism Development and the Environment” του Πανεπιστημίου Αιγαίου, Χίος, 2003.

- Member of the Scientific Committee of “21st EuroCHRIE Congress”. University of Applied Sciences Bad Honeff - Bonn, Germany, 2003.
- Member of the Scientific Committee of “57th Annual International CHRIE Convention & Exhibition”, Orlando, U.S.A., 2002, and Επιστημονικός Υπεύθυνος (Chair) του “Hospitality & Tourism Education Section”.
- 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 of Applied Sciences 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.

d) Honors & Awards

- EuroCHRIE Award, in recognition of a lifetime contribution and outstanding service to hospitality and tourism education. Helsinki, Finland, 2009.
- Two “Citation of Excellence for Research Implications”, from Emerald Management Reviews of MCB University Press, for the papers:
 - 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.4.
 - CHRISTOU, E. & Kassianidis, P. (2003) Consumers perception and adoption of online buying for travel products, Journal of Travel & Tourism Marketing, Vol.12, No.4.
- One “Citation of Excellence for Practical Implications”, from Emerald Management Reviews of MCB University Press, for the paper:
 - CHRISTOU, E. (1999) Hospitality management education in Greece: overview and qualitative assessment, Tourism Management, Vol.20, No.6.
- Three “Citation of Excellence for Readability”, from Emerald Management Reviews of MCB University Press, for the papers:
 - CHRISTOU, E. (2002) Revisiting competencies for hospitality management: contemporary views of the stakeholders, Journal of Hospitality & Tourism Education, Vol.14, No.1.
 - CHRISTOU, E. & Kassianidis, P. (2003) Consumers perception and adoption of online buying for travel products, Journal of Travel & Tourism Marketing, Vol.12, No.4.
 - CHRISTOU, E. (1999) Hospitality management education in Greece: overview and qualitative assessment, Tourism Management, Vol.20, No.6.
- “Best Paper Award” in “56th Annual International CHRIE Convention & Exhibition”, awarded by panel of experts from 18 different countries, Toronto, Canada (2001).
- “Best Paper Award” in “Use of Information Technologies in Tourism Education” conference, awarded jointly by the University of Quebec in Montreal and the World

Tourism Organisation, Montreal, Canada (2001).

RESEARCH PROJECTS (FUNDED-COMPETITIVE)

- Coordinator & Scientific Director of research project of Greek National Network for Research & Technology, *aiming at examining* "The impacts of social web (Web 2.0) on the restructuring of operations management in tourism.
- Coordinator & Scientific Director of research project TEMPUS – MEDA (MD-JEP-31084-2003) between the University of the Aegean (Department of Business Administration), the Technological Educational Institute of Thessaloniki (Department of Tourism Management), the Polytechnic Institute of Beja (School of Technology and Marketing) in Portugal, Alexandria University (Faculty of Tourism and Hospitality) in Egypt, Tishreen University (Faculty of Economics) in Syria, and the Lebanese University (Faculty of Tourism and Hotel Management) in Lebanon. Project title: "Enhancing regional academic cooperation in the Mediterranean: Development of postgraduate curriculum for hospitality and tourism studies"
- Coordinator & Scientific Director of research project of Greek National Network for Research & Technology, *aiming at examining* "Electronic Systems for Marketing of Wine and Wine Tourism"
- Coordinator & Scientific Director of research project TEMPUS – CARDS (CD-JEP-17121-2002) between the University of the Aegean (Department of Business Administration), the Technological Educational Institute of Thessaloniki (Department of Tourism Management), the University of Strathclyde (Scottish Hotel School) in United Kingdom, Lahti Polytechnic (School of Tourism & Hospitality Management) in Finland, the University of Bitola (Faculty of Tourism) in the former Yugoslav Republic of Macedonia, the University Fan Noli (Department of Marketing & Tourism) in Albania, the University of Novi Sad (Faculty of Natural Sciences, Department of Geography & Tourism) in Serbia-Montenegro, and the University of Rijeka (Faculty of Tourism and Hospitality Management) in Croatia. Project title: "Advanced regional academic cooperation in South-eastern Europe: Development of postgraduate curriculum for hospitality and tourism studies"
- Coordinator & Scientific Director of research project of Greek National Network for Research & Technology, *aiming at* "Analysis of Electronic Destination Marketing & Management Systems"
- Participation in E.U. research project Interreg III titled "Mediterranean Observatory of Sustainable Tourism".
- Participation in official Think Tank of the Greek Association of Tourism Enterprises
- Participation in research project of Cyprus Tourism Organisation, aiming at developing a marketing plan for wellbeing & pampering tourism products in Cyprus"
- Participation in E.U. research project Interreg III titled «Mediterranean Standard for Sustainable Tourism»
- Participation in research project of Greek National Network for Research & Technology, *aiming at examining* "Applications of Electronic Services in Tourism & Hospitality"
- Participation in E.U. research project EQUAL aiming at developing an interactive

training network for the tourism market in Greece

- Participation in Phare research project (98/MAC02/02/007, Component 5): “Large Scale Socio-Economic Development Projects – Vocational Training Improvement in the Border Region” at the Former Yugoslav Republic of Macedonia
- Participation in Phare research project (98/MAC02/02/007, Component 2): “Large Scale Socio-Economic Development Projects - Pelister Tourism Development Study” at the Former Yugoslav Republic of Macedonia
- Participation in Phare research project (CD-JEP-15007-2000) between the Higher Technological Educational Institute of Thessaloniki in Greece (Department of Tourism Management), Hame Polytechnic (Tourism Development Programme) in Finland, University of Strathclyde (Scottish Hotel School) in the U.K., the University of Bitola (Ohrid Faculty of Tourism and Catering) in F.Y.R.O.M., the University Fan Noli (Department of Marketing & Tourism) in Albania, the University Aleksander Xhuvani (Department of Economics) in Albania, and the University Ismail Qemal (Department of Marketing & Tourism) in Albania. Project title: “Restructuring and development of curricula of undergraduate tourism and hospitality programs of study”
- Participant in the international research project aiming at the examination and assessment of the use of Internet tools in tourism and hospitality education, in co-operation with Border Technicon Polytecnic of South Africa and the University of Strathclyde of the United Kingdom
- Participation in research project of PHARE – Cross-Border Cooperation (OOSPF-13) “Integrated development of the village Malovishta in terms of tourism development and cultural & ecological preservation” at the Former Yugoslav Republic of Macedonia
- Participant in the international project Cultural Tourism Research of the European Association for Tourism & Leisure Education
- Participant in the European Union Tempus - Phare project (CME-03112-97) between the Higher Technological Educational Institute of Thessaloniki (Department of Tourism Management), the Leeds Metropolitan University (Faculty of Cultural and Education Studies) and University of Bitola (Ohrid Faculty of Tourism and Catering). Responsible for primary and secondary research and for the preparation of a feasibility study and a business plan for the establishment of a Continuous Professional Development and Open & Distance Learning Center for Tourism Management in Ohrid, F.Y.R.O.M.
- Participant in the Operational Project For Education & Initial Professional Training of the Higher Technological Educational Institute of Thessaloniki, Department of Tourism Management. Responsible for primary and secondary research for the “Departmental Development and Re-engineering of the Hospitality and Tourism Management Undergraduate Curriculum”. European Union project, approved by the Greek Ministry of Education and financed by the European Cohesion Fund

OTHER ACADEMIC ACTIVITIES

- Successful supervision of 14 Doctoral (PhD) Theses.
- Participation in 23 PhD viva committees as external examiner in various universities.
- Visiting professor at Université de Lyon III and at Institut Paul Bocuse, Lyon, France (academic years 2002-2004).

- Visiting Professor in Lahti Polytechnic, Fellmanni Institute of Tourism, Lahti, Finland (academic year 2000-2001).
- Visiting Professor in Cyprus College for Hospitality & Tourism, Nicosia, Cyprus (academic years 2000-2001, 2002-2003).
- Consultant and external assessor of research projects on behalf of the Directorate General for Education & Culture of the European Commission.
- Consultant and external assessor of research projects on behalf of the European Training Foundation (ETF) of the European Commission.
- Consultant and external assessor of research projects on behalf of the Directorate General for Research of the European Commission.
- External Examiner for the Tourism Management Bachelor Program of the University of Wales, United Kingdom (2006-2008).
- External Examiner for the Tourism Management Bachelor Program of the University of Hertfordshire, United Kingdom (1999-2004).
- External Examiner for the Business Administration & Marketing Bachelor Program of the University of Middlesex, United Kingdom (2000-2004).
- President of EuroCHRIE (European Council on Hotel, Restaurant & Institutional Education) 2002-2003.
- Member of the Board of Directors of I-CHRIE (International Council on Hotel, Restaurant & Institutional Education) 2002-2004.

WORK & TEACHING EXPERIENCE

a) Teaching Experience

ALEXANDER TECHNOLOGICAL INSTITUTE OF THESSALONIKI, School of Business & Economics, Department of Tourism Management, Thessaloniki, Greece: Professor of Tourism Marketing (tenured) and Director of Tourism Studies Stream, from February 2011 until now.

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

INTERNATIONAL HELLENIC UNIVERSITY, School of Economics & Business Administration, Master Program in Sustainable Development, Thessaloniki, Greece: Visiting Professor (teaching the course: Strategic Marketing for Sustainable Tourism), from February 2013 until now.

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

UNIVERSITY OF BOZEN-BOLZANO, School of economics & Management, Brunico-Bruneck, Italy: Contract Professor (teaching the courses: Strategic Marketing in Tourism, Advertising & Public Relations, Tourism Marketing, Integrated Marketing Communications, Sports & Events Marketing), from September 2001 until June 2012.

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

NATIONAL SCHOOL FOR PUBLIC ADMINISTRATION, Postgraduate Program in Public Sector Management, Athens, Greece: *Contract Professor*. Module taught: Research Methodologies and Innovation Management, from September 2004 until June 2008.

TECHNOLOGICAL INSTITUTE OF THESSALONIKI, Department of Tourism Business, Thessaloniki, Greece: Assistant Professor of Tourism & Hospitality Marketing, 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).

HOTEL KEDA SKOTINAS, Greek Air Force, Pieria, Greece: *Logistics Manager* (4/1994 - 10/1995).

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

LANGUAGES SPOKEN

English (excellent, due to undergraduate, postgraduate and doctoral studies in the United Kingdom)

Greek (excellent - native language)

French (basic)