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EDUCATION

- 09/2016 **University of Piraeus**, Department of Business Administration.
PhD in Business Administration (Hospitality Strategic Management), Thesis topic: *“Tourism enterprises development strategies: the case of hotel enterprises”*.
- 05/2007 **University of Piraeus**, Department of Business Administration.
Master in Business Administration - Total Quality Management (MBA - TQM).
- 06/2005 **University of Piraeus**, Department of Statistics & Insurance Science.
BSc in Statistics & Insurance Science.

ACADEMIC AND PROFESSIONAL EXPERIENCE

- 07/2021- Today **Assistant Professor** at Tourism Studies Department - University of Piraeus with the academic field " Strategy of Hospitality Business and Tourism Organizations" Coordinator of students' internships and academic advisor's
- 02/2022-06/2022 Teaches at Postgraduate Programs of Tourism Management and Business Administration of the University of Piraeus and in the Undergraduate Program in Tourism Management
- 10/2021 – 06/2022 **Adjunct Lecturer**, Undergraduate Program in Tourism Administration, Hellenic Open University, *“ Tourism Organizations and Businesses”*.
- 02/2019-06/2020 **Adjunct Lecturer**, Postgraduate Program in University of Piraeus- Department of Tourism Studies *“eTourism and mTourism”*
- 02/2018-06/2018 **Adjunct Lecturer**, Postgraduate Program in University of Piraeus- Department of Tourism Studies *“eTourism and mTourism”*
- 10/2017 -06/2021 **Adjunct Lecturer**, Postgraduate Program in University of Peloponnese- Department of Mechanics
- Adjunct Lecturer**, Postgraduate Program in Tourism Business Administration, Hellenic Open University, *“Marketing in Tourism Bodies, Organizations and Businesses”*.
- 11/2018-today Researcher – Independent Strategy Consultant
- 11/2018- 04/2021 CoFounder and CEO – NeTourWork Tourism Innovative Platform www.netourwork.com
- 10/2017 - Today **Scientific Assistant**, Department of Accounting & Finance, Technological Educational Institute of Peloponnese, *“Business Administration”*.
- 04/2011 - Today **Scientific Advisor**, Region of Peloponnese- Destination Tourism Development.

10/2009 - 05/2016	Auxiliary Lecturer , University of Piraeus, “ <i>Strategic Management</i> ”.
02/2010 - 01/2011	Scientific Advisor , Minister of Culture & Tourism, Greek National Tourism Organization- National Tourism Development.
09/2009 - 07/2010	Instructor , Officers’ Training School, Air Force War College, Hellenic Air Force.
03/2009 - 11/2009	Seminar Instructor , Master in Business Administration - Total Quality Management (MBA-TQM), University of Piraeus.
10/2008 - 06/2010	Lab Teaching Assistant , Department of Business Administration, University of Piraeus, “ <i>Computer Application I</i> ” & “ <i>Computer Application II</i> ”.
06/2002 - 08/2005	Eurocatering Event manager
02/2004 - 05/2005	Department of Research at Hellenic Research House Sampling research of retail shops.
07/2003 - 09/2003	Ethniki A.E.E.G.A. Underwriting.

PUBLICATIONS

Research Papers Published in International Scientific Journals - Conference Proceedings with Reviewers:

- Zouni, G., Hatzimarinakis, S. & Varelas, S. (2022) "Tourism Observatories for measuring the COVID-19 impact on tourism," *Journal of Sustainability and Resilience: Vol. 2 : Iss. 1* , Article 2. DOI : <https://digitalcommons.usf.edu/jsr/vol2/iss1/2>
- Varelas, S. & Apostolopoulos, N. (2020). The implementation of strategic management in Greek hospitality businesses and organizations during the economic crisis. *Strategic Planning and Management of Tourist Destinations*, MDPI Sustainability (ISSN 2071-1050).
- Varelas, S. & Anucin- Vrionis, I. (2020). Disruptive Technologies and Hospitality Entrepreneurs perception’s - Strategic approach of a Greek Destination. *SPOUDAI - Journal of Economics and Business* , SPOUDAI Journal of Economics and Business, 70 (1-2), pp. 106-116.
- Varelas, S., Kopanaki, E. & Georgopoulos, N. (2020). A Strategic Tourism Knowledge Base for Socio-Economic and Environmental Data analytics – The role of Big Data Analysis. *The Małopolska School of Economics in Tarnów Research Papers Collection*, ISSN 1506-2635, e-ISSN 2658- 1817c2020, 45(1), pp. 69–76, DOI: 10.25944/znmwse.2020.01.6976
- Papageorgiou, A., Kikilia E. & Varelas, S. (2020). Employee training in Athnes luxury hotels and its relation to job efficiency and company loyalty. *Journal of Regional Socio-Economics Issue (JRSEI)*, 10(3).
- Varelas S., Geogitseas P. (2019), *Strategic Innovations in Tourism Enterprises through Blockchain Technology*, Strategic Innovative Marketing, Springer.
- Varelas, S. & Belias, D. (2019), *Carrying Capacity Assessment for Tourism Development- A Strategic Approach*, Strategic Innovative Marketing, Springer.
- Belias D., Varelas, S. & Kavoura A. (2019), *To Be or not to Be? Which is the Case with Robots in the Hotel Industry?* Strategic Innovative Marketing, Springer.
- Giovanis A., Kavoura A., Rizomyliotis, I. & Varelas S.(2019), *The impact of perceived value of online booking platforms' usage on consumer-brand relationships development and brand loyalty*. Strategic Innovative Marketing, Springer.
- Varelas, S.(2019). *Netourwork Framework - A New Era in Strategic Innovative Networking System for Tourism Enterprises*. Strategic Innovative Marketing, Springer.
- Flavio T., Borges-Tiago T., Varelas, S. & Kavoura A. (2019), *The Effect of Asymmetrical Image Projections on Online Destination Branding*, Strategic Innovative Marketing, Springer.
- Sahinidis A., Stavroulakis D., Kossieri E., Sdrolias, L. & Varelas S. (2019), *Entrepreneurial Intention Determinants Among Female Students. The Influence of Role Models, Parent*

Occupation and Perceived Behavioral Control on Forming the Desire to Become a Business Owner, *Strategic Innovative Marketing*, Springer.

- Nechita F., Demeter R., Briciu V.A., Kavoura, A. & Varelas S. (2019), *Analysing Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania*, *Strategic Innovative Marketing*, Springer.
- Varelas, S. & Georgopoulos, N. (2017), Competition as a Critical Factor of the Strategic Planning of Hotel Businesses, *Journal of Hotel & Business Management*, Volume 6: Issue 167.
- Varelas, S. & Georgopoulos, N. (2017), Strategy Research and Education in the Critical Sector of Tourism - Comparative Assessment at International and Greek Level, *Journal of Hotel & Business Management*, Volume 06: Issue 01.
- Varelas, S. & Georgopoulos, N. (2017), Porter's Competitive Forces in the Modern Globalized Hospitality Sector - The case of a Greek Tourism Destination, *Journal of Tourism Research, Review of Tourism Science*, Volume 18, pp. 121-131.
- Varelas, S. (2016), Strategy And Innovation For A New Tourism Environment Outside Competition, *International Journal of Development Research*, Vol. 06, Issue, 12, pp.10851-10855.

Research Papers Published in Collective Volumes with reviewers

- Varelas, S. and Georgopoulos, N. (2016), International Research Approach of Strategic Management in the Field of Tourism and Hospitality, Honorary Volume for Emeritus Professor G. Economou, Research Center University of Piraeus.
- Varelas, S. and Georgopoulos, N. (2012), The Role of Large Scale Composite Units in the Sustainability and Regional Development of the Greek Environment, Honorary Volume for Professor Emeritus S. Karvounis, Research Center University of Piraeus.

Research Papers presented at International Conferences

- Varelas, S. & Georgopoulos, N. (2016), Measurement of Strategic Management Effectiveness in Tourism Enterprises, International Conference on “ Business Economic, Social Science & Humanities” (BESSH), Tokyo, Japan.
- Varelas, S. & Georgopoulos, N. (2012), Strategic Destination Management and Branding-The Case of Greece, Proceedings of the 1st International Conference on Destination Management and Branding in the Mediterranean Region «Sustainable Tourism in Times of Crisis» Antalya, Turkey.
- Varelas, S. & Georgopoulos, N. (2013), Integrated Destination Resorts as Pillars of Sustainability – The Case of Greece, Proceedings of The 1st Annual PSU Phuket International Conference 2012, Multidisciplinary Studies of Sustainable Development, Prince of Songkla University.
- Varelas, S. (2017), Destination Management in Practice, Chair Workshop, 13th. HSSS National & International Conference Systemic Organizational Excellence, Sparta.
- Varelas, S. & Georgopoulos, N. (2015), Strategic Approach to Tourism Research and Education: The case of Greece, 4th Global Business and Finance Research Conference, Melbourne, Australia.
- Varelas, S. & Georgopoulos, N. (2014) Strategic Management for Tourism Enterprises Development“, Proceedings of ICHLST International Conference on Hospitality, Leisure, Sport, and Tourism. National Law University, Delhi, India. 6-8 February, 2014.
- Varelas, S., Georgopoulos, N., Katsanakis, I., & Chimos, K. (2012), Social Networks & Leadership: Towards Leadership 2.0, Presented at the 8th National & International HSSS Conference «Systems Approach to Strategic Management», Thessaloniki.
- Varelas, S. & Georgopoulos, N. (2011), Strategic Planning for Superior Hotel Performance, Presented at the 7th National & International HSSS Conference «Professional Systemics in Action.

- Varelas, S., Georgopoulos, N. & Katsanakis, I. (2011), Greek Tourism Under Crisis-Strategies, and the Way Out', Proceedings of the International Conference "Rethinking Business and Business Education in the Age of Crisis, Chios.
- Varelas, S. & Georgopoulos, N. (2010), The Strategic Use of Travel 2.0 and its Importance for the Tourism Sector, Presented at the 6th National & International HSSS Conference «Systemic Approaches in Social Structures», Mytilene.

MEMBERSHIP & COMMITTEES

Member of International Association of Scientific Experts in Tourism (AIEST), International Federation for Information Technologies and Travel & Tourism (IFITT), International Tourism Association of Professionals (ITAP), Editorial Board of Journal of Hotel and Business Management (ISSN: 2169-0286), Editorial Member of Economics World Journal (ISSN 2328-7144, USA), Scientific Committee at the 13th National and International Conference - Hellenic Society for Systemic Studies (HSSS) - "Systemic and Organizational Excellence"