



Georgia Zouni	
Nationality: Greek	
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Date of birth: 01/01/1977	
Gender: Female	
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ABOUT ME

Senior Tourism Policy Expert with more than 15 years of academic and professional experience in Tourism Policy and research, as

- (a) Tourism Expert (10+ years of experience) working in international/national/regional tourism projects (research, strategy, marketing, ect.) including Horizon, ENI CBC MED, EC DG REFORM Projects, ect.,
- (b) Senior advisor: Council of Europe, Ministry of Tourism, Ministry of Maritime Affairs and Insular Policy, Ministry of Health, ect. and
- (c) Tourism Education (15+ years): design and of over 5500 tourism professionals and 1000+ tourism students

Profile:	Senior Policy Expert
Years of professional experience in the policy area:	10 years
Education	PhD Diploma
Duration of studies:	15 years
Level of English:	C2

CURRENT POSITION

Assistant Professor
University of Piraeus, Greece
September 2012 – now
February 2019 - now Assistant Professor in Tourism Studies Department
• Tourism Marketing / Digital Marketing / Travel Behaviour and Psychology/ Alternative Forms of Tourism/ Research and Analysis of the Tourist Market / Brand Management/ Strategic Marketing of Tourist Destinations
September 2012- now Adjunct Lecturer in Masters: MBA in Tourism Management/ Executive MBA/ MBA Full Time
Sept 2014- now Founding Member for development and curricula of Professional Tourism Education & Lecturer at E-learning in Management of Tourism Services (vocational education) Responsible for the:
- Business Development of the Program, - Organisation of the Courses and Communication Strategy - Delivering online Courses: Digital Tourism Marketing, Social Media Marketing, Tourism Research

Lecturer in other Tertiary Education
Several Greek and International Universities
September 2011 – now

September 2014- now
Hellenic Open University
MSc in Tourism Business Administration
Delivering the course Tourism Marketing for Organizations and Enterprises (code: DTE61) at the Master Program
MSc in Tourism Business Administration

September 2011- June 2020
UNIVERSITY OF KENT & ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS
MA in Heritage Management
Tourism Marketing Courses given in English Language

June 2012- August 20212
Academic Coordinator at the Tourism Summer Schools (partnership with Dokuz Eylül University) & Olympian
Summer School 2012 (in cooperation with University of Piraeus), Olympia, Greece,

September 2005- June 2006
Technological University of Chalkis
Marketing Lecturer

INTERNATIONAL PROJECTS EXPERIENCE

Project Title	Funding source	Period	Role of the PI
GreCO - Green Cultural Oases (Funding: 3.500.000 euros)	European Urban Initiative – Innovative Actions	2024.06-2028	Project Leader- Academic Coordinator
Country Mapping for Greece. Contract No. ► CC.DGII.808.2023.	Council of Europe	2023-24	Expert for Cultural Routes Mapping in Greece
CAPACITY BUILDING NEXUS FOR MONITORING WATER QUALITY IN MULTI-STRESSOR AREAS: PILOT STUDY AT THE HELLENIC VOLCANIC ARC (Project acronym: NEXUS-MONARC - (Grant agreement ID: 101079156 / Funding: € 1 499 750)	HORIZON-WIDERA-2021	2023-NOW	Communication Work Package Leader to facilitate the transfer of knowledge, twinning, and collaboration with institutions and the public to improve the marine environment.
Country Mapping for Greece. Contract No. ► CC.DGII.808.2023.	Council of Europe	2023	Sole Expert for Cultural Routes Mapping in Greece
The Mediterranean as an innovative, integral and unique destination for Slow Tourism initiatives (Project acronym: Med Pearls)	ENI CBC MED	2022	Mediterranean regional mentor assigned to coordinate all the national mentors.
"Support for the creation and development of a Knowledge and Innovation Hub for the Blue Economy (KKK-GO) in Piraeus" with code C.89	Municipality of Piraeus within the OP Attica 2014-2020 (co-financed by the European Regional Development Fund - ERDF).	2022	Participation in Work Package P.A.3 – Strategic Plan for diagnosing the needs of the Blue Economy companies in Piraeus. Planning and Implementation of Primary Research for businesses of the blue economy.
Creation of an Observatory of Sustainable Tourism Development of the Region of Central Greece	Region of Mainland Greece	2021	Participation in the implementation of all project deliverables
Scientific Support and Documentation for the Strategic Programming and appearance of the Development of the Greek Ministry of Maritime Affairs and Insular Policy	Ministry of Maritime Affairs and Insular Policy, Programming Period 2021-2027	2021	Participation as Expert in Tourism Strategy for regions and island destinations
WINTER MED Interreg	Interreg	2021	Participation as a Counsellor and contributor at the workshops on MED islands

Research of digital marketing and communication strategy of the advanced regional destination management system (Destination Management System)	ESPA – European Union - Regional Development Fund (ERDF)-Peloponnese Region	2020	Participation in all deliverables as marketing and tourism expert.
Regio_Gnosis European Program (EU)	DG REGIO	2019-20	Participation as an Expert in Marketing and Communication. Participation in the work packages D & E
Macro-regional Brand Strategy of EUSAIR macroregion	Council of Europe	2019	planning a branding strategy with regard to cultural tourism for the 8 countries Adriatic and Ionian Region.
Technical Assistance to support tourism planning and policy for the promotion of sustainable tourism development in Greece	European Union & Ministry of Tourism	2017	Greek Component Leader for Tourism Education in Greece
«RESEARCH - CREATE - INNOVATE»	Greek Ministry of Education, Research and Religious Affairs	2017	Member of the Assessment Committee with the code A02ΤΠΔ03 of the sector «TOURISM, CULTURE & CREATIVE BUSINESS»
GOvernance for Achieving Local Strategies for tourism programme (Project acronym: GOALS)	ENI CBC MED	2016	Policy expert involved in the implementation of processes setting up strategies mainly for tourism packages
National System of Diagnosis of Labour Market needs	SETE - OPANAAD, with co-financing of Greece and the European Union	2015	Scientific Coordinator for the implementation of the sub-project « Qualitative Research of Needs-Skills for the Sector of Tourism

EDUCATION AND TRAINING

PhD in Tourism Marketing
<i>University of Piraeus, Athens, Greece</i>
01/2002-07/2011
▪ Tourism Destination Marketing (Grade: Excellent)

MBA - Tourism Management
<i>University of Piraeus, Athens, Greece</i>
09/2000-12/2001
▪ Destination Marketing Research: Surveying all Tourism Stakeholders

BA in Marketing
<i>Athens University of Economics & Business (AUEB), Athens, Greece</i>
09/1994-09/1998
▪ Marketing Department

LANGUAGE SKILLS

Mother tongue (s):
Greek

English
LISTENING: C2
READING: C2
UNDERSTANDING: C2
SPOKEN PRODUCTION: C2
SPOKEN INTERACTION: C2

French
LISTENING: C1
READING: C1
UNDERSTANDING: C1
SPOKEN PRODUCTION: C1
SPOKEN INTERACTION: C1

DIGITAL SKILLS

Data analytics, big data skills
Online marketing and communication skills
Social media skills
Skills to monitor online reviews
Desktop publishing skills (for designing brochures, catalogues, etc.)
Microsoft Office skills (e.g. Word, Excel and Powerpoint)
Operating system use skills (e.g. Windows)

COMMUNICATION AND INTERPERSONAL SKILLS

Emotional intelligence
Negotiation, persuasion and influencing skills
Conflict resolution and mediation
Problem solving and decision-making
Verbal Communication & Non-Verbal Communication
Listening Skills

MANAGEMENT AND LEADERSHIP SKILLS

Planning, Creative Problem-Solving, Analytical Decision Making, Tech Savviness, Adaptability, Motivating, Communication, Delegation, Teamwork

NETWORKS AND MEMBERSHIPS

- 2012- now Reviewer, European Journal of Marketing (Emerald)
- 2019-now Reviewer, Journal of Destination Marketing & Management (Elsevier)
- 2019-now Reviewer, Tourism Economics (SAGE)
- 2019-now Reviewer, Journal of Tourism, Heritage & Services Marketing
- 2015 Reviewer, Environment, Development and Sustainability Journal (Springer Editions)
- 2015 Reviewer, 18th Academy of Marketing Science (AMS) World Marketing Congress. Bari, Italy
- 2015 Evaluator of PhD (Spain) - "Destination Branding and the role of emigrants: the case of Morocco", Fatimazohra Elaoui
- (2014), PhD Dissertation, Department of Business Management in Rovira i Virgili University, Spain. (Dipòsit Legal: T 308-2015)
- 2013 Reviewer, Academy of International Business (AIB) Annual Conference. Istanbul, Turkey July 3–6, 2013
- Member of the European Marketing Academy (EMAC),
- Greek Marketing Academy (ELAM),
- member of the Economic Chamber of Greece (E.C.G.)
- Co-founder and Member of Opentourism Network of Tourism Professionals

SCHOLARSHIPS

- State Scholarship (I.K.Y) during PhD studies
- Scholarship of Latsis Foundation during undergraduate and postgraduate studies

Distinctions:

- Best Full Paper Award & Monetary Prize at the International CHME Conference (University of Strathclyde, 2008).
- Reviewer of European Journal of Marketing (from 2012)
- Reviewer at International Conferences (American Marketing Association, European Marketing Academy)

NATIONAL PROJECTS

2023- now

- **Study for the development of smart infrastructure along the coastal front of Southwest Attica, with emphasis on the promotion of the natural and cultural reserve for the enhancement of tourist services (ATHINAIKI RIVIERA, code: ATTP4-0325990)**, Operational Program for Attica (Greece) for the period 2014-2020.

2023

- Scientific Support and Documentation for **the Greek Ministry of Maritime Affairs and Insular Policy**, Ministry of

2022

Municipality of Piraeus within the OP Attica 2014-2020 (co-financed by the European Regional Development Fund - ERDF).

- **"Support for the creation and development of a Knowledge and Innovation Hub for the Blue Economy (KKK-GO) in Piraeus"** with code C.894 financed under the operation with MIS 5074954 by the Municipality of Piraeus / Scientific Director: Assistant Professor Galanos Georgios
- Participation in Work Package P.A.3 – Strategic Plan for diagnosing the needs of the Blue Economy companies in Piraeus. Planning and Implementation of Primary Research for businesses of the blue economy

2021-22

Region of Mainland Greece

Creation of an Observatory of Sustainable Tourism Development of the Region of Central Greece, Scientific Director: Professor N. Georgopoulos

- Participation in the implementation of all project deliverables

2020-2021

- Scientific Support and Documentation for the Strategic Programming and appearance of the Development of **the Greek Ministry of Maritime Affairs and Insular Policy**, Ministry of Maritime Affairs and Insular Policy, Programming Period 2021-2027, Participation as Expert in Tourism Strategy for regions and island destinations

2020-2021

- Scientific Support and Documentation for the Strategic Programming and appearance of the Development of **the Greek Ministry of Maritime Affairs and Insular Policy**, Ministry of Maritime Affairs and Insular Policy, Programming Period 2021-2027, Participation as Expert in Tourism Strategy for regions and island destinations

02/2020-09/2020

- Participation in the Deliverable Work Package 3 (WP3): P.E. 3: Research of digital marketing and communication strategy of the advanced regional destination management system (Destination Management System) / ESPA – Peloponnese Peninsula - **European Union - Regional Development Fund (ERDF)** and National Resources - Peloponnese Region / Nikolaos Georgopoulos, President of Tourism Department of University of Piraeus

2019-2020

- Participation as an Expert in Marketing and Communication. Participation in the work packages D (Promotion and Publicity Actions aimed at informing the residents of the Region of Central Macedonia) & E (Promotion and Publicity Actions aimed at informing the residents of the Attica Region)/ **Regio_Gnosis European Program (EU)**, Athanasios Kouremenos, Director of MBA- Tourism of University of Piraeus / University of Piraeus, Dep. Of Business Administration, Piraeus, Greece.

2019

- Planning a branding strategy with regard to cultural tourism for the 8 countries Adriatic and Ionian Region concerning the Cultural Routes for **Council of Europe**

2018

- **Council of Europe**, Routes4U Program (June 2018), Moderator at the Routes4U meeting for the Adriatic and Ionian Region (EUSAIR), 6 June 2018, Venice, Italy.
- Council of Europe, Routes4U Program (July 2018), Policy expert for Marketing of Cultural Routes In Council of Europe (eds) Roadmap for the Adriatic-Ionian Region. Heritage protection, cultural tourism and transnational cooperation through the Cultural Routes. Printed at Council of Europe, pp. 56-71 <https://rm.coe.int/16808ecc0a>

2017

Greek Component Leader on "Education and training in tourism" (CL 3) / **Technical Assistance action to support tourism planning and policy** for the promotion of sustainable tourism development in Greece, the EU funded grant project

2017

- Member of the Assessment Committee with the code A02ΤΠΔ03 of the sector «TOURISM, CULTURE & CREATIVE BUSINESS» RESEARCH - CREATE - INNOVATE»/**Greek Ministry of Education, Research and Religious Affairs**

2015

- Scientific Coordinator for the implementation of the sub-project «Qualitative Research of Needs-Skills» for the Sector of Tourism (Skills of Executives of Digital Marketing in Tourism), **National System of Diagnosis of Labour Market needs** SETE - OPANAAD, with co-financing of Greece and the **European Union** EPEAEK II / INSETE

2013

- Member of the National Committee of **Medical Tourism for Ministry of Health**, Greece

2004 – 2005

- Partner in Panhellenic Contest for the development of business plans

PUBLICATIONS

A. Publications in International Journals (with peer review)

- A11. **Zouni, G.** Hatzimarinakis, S., & Varelas, S. (2022). Tourism Observatories for measuring the COVID-19 impact on tourism. *Journal of Sustainability and Resilience*, 2(1), 2. <https://digitalcommons.usf.edu/jsr/vol2/iss1/2>
- A10. Lykoudi, D. M., **Zouni, G.**, & Tsogas, M. M. (2022). Self-love emotion as a novel type of love for tourism destinations. *Tourism Geographies*, 24(2-3), 390-411. [Impact Factor: 9.8] <https://www.tandfonline.com/doi/abs/10.1080/14616688.2020.1765009>
- A9. **Zouni, G.**, Nasiou, P. M., Georgaki, I., & Kapetanaki, E. (2021). COVID-19 impact on tourism: Measuring similarities and differences on tourists and tourism businesses' perceptions. *Tourism and Heritage Journal*, 3, 61-93. <https://revistes.ub.edu/index.php/tourismheritage/article/view/37446>
- A8. Pytharoulakis, M. & **Zouni, G.**, (2020). Lobbyscape: a framework about the effect of hotel lobbies' atmospheric elements on customer satisfaction. *Research in Hospitality Management* [ISSN: 2224-3534 EISSN: 2415-5152, Taylor & Francis Publications]
- A7. Lykoudi, D. M., **Zouni, G.**, & Tsogas, M. M. (2020). Self-love emotion as a novel type of love for tourism destinations. *Tourism Geographies*, 1-22. [ISSN: 1461-6688 (Print) 1470-1340 (Online), Routledge, ABS 2*, ABDC A, 2019 Impact Factor 3.159] <https://doi.org/10.1080/14616688.2020.1765009>
- A6. **Zouni, G.**, Markogiannaki, P., and Georgaki, I. (2020). Examining the interrelation of destination image, event image and satisfaction for sports mega-events: the case of Athens Classic Marathon-The Authentic. *Tourism Economics*, p.1-16 (SAGE, ABS 2*, ABDC A) <https://doi.org/10.1177/1354816619898074>
- A5. **Zouni, G.**, Tsogas, M., and Lykoudi, D. (2019) Examining the Relationship between Customer Value - Encounter Satisfaction - Overall Satisfaction in Tourism Destinations. *International Journal of Services, Economics and Management*, Vol.10, No.4, pp.357 – 379. [Inderscience, Scopus] DOI: 10.1504/IJSEM.2019.105019
- A4. **Zouni, G.**, Bogri and Georgaki (2019). Investigation of the implementation of Internal Marketing to hotels: the case of hotels of the Chania prefecture, Greece. *Journal of Gastronomy, Hospitality, and Travel*. 2(2), 87-107. DOI: 10.33083/joghat.2019.18, <http://www.joghat.org/uploads/2019-vol-2-issue-2-full-text-20.pdf>
- A3. **Zouni, G.**, Karlis, A., & Georgaki, I. (2019). Investigation of similarities and differences between Dance Tourism markets: the case of Patras, Greece. *Tourism and Heritage Journal*, 1, 16-31 (Online ISSN: 2604-2347), <http://revistes.ub.edu/index.php/tourismheritage/article/view/28119/29407>
- A2. Zouni, G., and Digkas, D. (2019). Marketing suggestions for multi-Religious Tourism development: the case of Thessaloniki, *Journal of Tourism, Heritage & Services Marketing*, Vol. 5, No. 2, pp. 36-42. (ISSN: 2529-1947 - doi: 10.5281/zenodo.3601675), <https://www.jthsm.gr/vol5iss2/5-2-5.pdf>
- A1. Zouni, G., and Kouremenos, A. (2008). Do Tourism Providers Know their Visitors? An Investigation of Tourism Experience at a Destination. *Tourism & Hospitality Research*, 8, 282–297. (ISSN: 14673584, SAGE, ABDC B) <https://doi.org/10.1057/thr.200>

B. Monographs, Book Chapters, Honorary Volumes

B. 16. Rapti, E., and Zouni, G. (2024). Changes in Travel Behaviour Caused by COVID-19: The Case Study of Outbound Chinese Tourists. In Shem Wambugu Maingi, Vanessa GB Gowreesunkar, and Maximiliano E Korstanje (Eds.) *Tourist Behaviour and the New Normal, Volume I: Implications for Tourism Resilience* (Ch. 4). Springer International Publishing AG. ISBN: 9783031458477

B. 15. Zouni, Katsanakis, I, and Klistanis, C. (2024, in print). Online travel behaviour of Millennials Vs Generation Z: A comparative analysis. In Stylos, N., Rahimi, R., and Okumus, B. (Eds), *Contemporary Marketing Management for Tourism and Hospitality*. Palgrave Macmillan.

B14. Zouni, G. (2022). Sport Tourism Types and Needs. In Buhalis, D. (Ed.) *Encyclopedia of Tourism Management and Marketing* (pp. 220-223). Edward Elgar Publishing.
<https://doi.org/10.4337/9781800377486.sport.tourism.types>

B13. Zouni G. & Stratoudaki, M. (2021). Do tourism providers know their visitors' online behaviour? An investigation of digital customer Journey at a Mediterranean destination, In Bozzato, S., & Guadagnoli (ed.) *Tourism in the Mediterranean area between fragility, crisis and new frontiers of development: comparison of practices*. Book Series Tourism Studies on the Mediterranean Region. The McGraw-Hill Companies. (pp.215-240) ISBN 978-88-386-5555-5

B12. Klouvidaki, D., and Zouni, G. (2021). 'Travel behaviour of vegetarians and vegans: Investigation and marketing proposals to facilitate the development of vegan food tourism', In Christou, E., & Fotiadis, A. (2022). *Restarting tourism, travel and hospitality*. MISC, International Hellenic University. ISBN: 978-618-5630-05-8.
https://www.researchgate.net/profile/Anestis-Fotiadis-2/publication/359204067_Book_-_Restarting_Tourism/links/622e430da39db062db9a71ea/Book-Restarting-Tourism.pdf#page=284

B11. Zouni, G. (2020). Greek Honeymoons: Destination Preferences of national honeymoon travelers, In Daniels, M. and Loveless, C (ed.). Daniels, M., & Wosicki, C. *Wedding planning and management: Consultancy for diverse clients*. Routledge, 3rd edition, Chapter 5, Case 5.2 (p. 95). DOI 10.4324/9780429276828
<https://doi.org/10.4324/9780429276828>

B10. Zouni, G. (2019). Branding Strategy for the Adriatic and Ionian Region Analysis and Recommendations. Printed at Council of Europe (page no3. the name of the Author). Pages 159
<https://www.adriatic-ionian.eu/wp-content/uploads/2020/07/branding-AI.pdf>

B9. Zouni G., and Gkougkoulitsas T. (2019). Tourism Marketing strategies incorporating both tourists and tourism professionals: the case of Thessaloniki, Greece, in *Cultural Sustainable Tourism A Selection of Research Papers from IEREK Conference on Cultural Sustainable Tourism (CST), Greece 2017* Editors: Stankov, U., Boemi, S.-N., Attia, S., Kostopoulou, S., Mohareb, N. (Eds.), Springer International Publishing, pp. 161-165. Doi: 10.1007/978-3-030-10804-5_16 https://link.springer.com/chapter/10.1007/978-3-030-10804-5_16

B8. Lykoudi, D., and Zouni, G. (2019, under review). Comparing the perceived entertainment, economic and urban development impacts on resident's satisfaction with a mega event: A MIMIC model for Olympic Games mega events. Τμητικός Τόμος Ομότιμου Καθηγητή Π. Μάλλιαρη, Εκδόσεις Πανεπιστημίου Πειραιώς

B7. Zouni, G. (2018). Marketing of Cultural Routes In Council of Europe (eds) *Roadmap for the Adriatic-Ionian Region. Heritage protection, cultural tourism and transnational cooperation through the Cultural Routes*. Printed at Council of Europe, pp. 56-71 <https://rm.coe.int/16808ecc0a>

B6. Thelen, S., Zouni, G., Papatheodorou, A., Tsartas, P., and Stergiou, D. (2017). Reviewing and upgrading the education and training curricula to revamp Greece's tourism know-how, EU funded grant project, Greek Ministry of Tourism ed. Reference No.: SRSS/S2016/013. Pages 183.
<http://www.mintour.gov.gr/userfiles/de145b9b-fc1f-4650-91eb-b6315a192e52/Act%203.1.%20-%20FINAL%20REP>

B5. Zouni, G. (2015). Skills of Digital Marketing Executive in Tourism - Published by INSETE - IME GSEVEE - EPANAD, with the co-financing of Greece and the European Union, 62 pages. <http://www.eiead.gr/publications/docs/>

B4. Zouni, G., and Tsogas, M.M (2014). Is overall satisfaction broader than the cumulative sum of individual experiences? An Investigation of Tourism Experience at a Destination, Honorary Volume of Emeritus Professor M. Kondylis, University of Piraeus Publications (pp. 675-688) (ISBN: 978-969-6897-05-4)

B3. Lykoudi, D., and Zouni, G. (2013). Host residents' perceptions towards a mega event: the case of the Athens 2004 Olympic Games. Cravidão, F., & Santos, N. (Eds.). (Turismo e cultura: destinos e competitividade. Imprensa da Universidade de Coimbra/ Coimbra University Press. 15 pages. Doi: 10.14195/978-989-26-0754-2_16). http://dx.doi.org/10.14195/978-989-26-0754-2_16

B2. Zouni, G., (2012) Services Marketing: Integrating Customer Perspective in Service Experience Measurement Schemes, Honorary Volume of Emeritus Professor M. Kondylis, University of Piraeus Publications (pp. 863-875, ISBN:378.495'05 ΠΑΝ) <http://oceanos.lib.unipi.gr/Record/H00000046441>

B1. Zouni, G., (2011). Marketing of tourist destinations: differences in assessments and perceptions of the tourist experience between professionals and tourists. Doctoral Thesis, Department of Business Organisation and Management, University of Piraeus, University of Piraeus Publications. <http://dione.lib.unipi.gr/xmlui/handle/unipi/6813>

C. Scientific publications in international conference refereed

C.35. Georgia Zouni; Ioannis Katsanakis; Dimitra Margieta Lykoudi (2024). The Impact Of Island Festivals To The Sustainable Tourism Development Of The Destinations. 1st Intocus International Conference | 8–9 March 2024, Athens, Greece.

C.34. Ioannis Katsanakis; Georgia Zouni (2024). A Theoretical Model For Digital Transformation In Tourism: Pathways To Resilience And Sustainability. 1st Intocus International Conference | 8–9 March 2024, Athens, Greece.

C.33. Varvara Bampa; Georgia Zouni; Ioannis Katsanakis (2024). A Theoretical Framework For Flexibility, Resilience, And Sustainability In Tourism Destinations. 1st Intocus International Conference | 8–9 March 2024, Athens, Greece.

C.32. G. Zouni, I. Katsanakis & I. Kleisarchaki (2024). A Stakeholder Approach for Evaluating Carrying Capacity in Tourist Destinations". International Conference "Innovation in the Tourism Industry in Light of International Contemporary Changes", 24-25 April, New El-Alamein, Egypt.

C.31. V. Bampa, G. Zouni & I. Katsanakis (2024). Integrating Flexibility, Resilience, and Sustainability in Tourism Destination Ecosystems. International Conference "Innovation in the Tourism Industry in Light of International Contemporary Changes", 24-25 April, New El-Alamein, Egypt.

C.30. I. Katsanakis & G. Zouni (2024). A Quantitative Approach on the Evaluation of Travel Applications and Web Platforms. International Conference "Innovation in the Tourism Industry in Light of International Contemporary Changes", 24-25 April, New El-Alamein, Egypt.

C.29. Zouni, G., Athanasiadis G., A., and Nika, M. (2023). The Impact of Antecedents on Airbnb Listing Prices: Evidence from Greece. EMAC Regional Conference 2023, September 27-29, 2023, University of Piraeus, Piraeus, Greece. https://www.ode.unipi.gr/images/EMAC/PROGRAMME_LOW_copy.pdf

C.28. Lykoudi, D., Zouni G., and Tsogas, M. (2023). Profiling Tourists' Segments with types of Destination Love: Matching Emotions to Demographics. EMAC Regional Conference 2023, September 27-29, 2023, University of Piraeus, Piraeus, Greece. https://www.ode.unipi.gr/images/EMAC/PROGRAMME_LOW_copy.pdf

C.27. Katsanakis, I., Zouni, G., and Stasinou, D. (2023). Contemporary digital marketing and tourism destination

management tools in Greek tourism destinations: A qualitative approach. EMAC Regional Conference 2023, September 27-29, 2023, University of Piraeus, Piraeus, Greece. https://www.ode.unipi.gr/images/EMAC/PROGRAMME_LOW_copy.pdf

C.26. Rapti, E., and Zouni, G. (2023). Adapting to the new normal: a study on Chinese outbound tourists' travel behaviour in the post pandemic era. EMAC Regional Conference 2023, September 27-29, 2023, University of Piraeus, Piraeus, Greece. https://www.ode.unipi.gr/images/EMAC/PROGRAMME_LOW_copy.pdf

C25. Athanasiadis G., A., Nika, M., and Zouni, G. (2023). Price Determinants of Airbnb Listings: A Study of Listings from Four Greek Regions. Eighth International Conference on Tourism and Leisure Studies - Tourism and Leisure Studies Research Network, June 14-16, 2023, University of Granada, Granada, Spain. https://cgscholar.com/cg_event/events/K23en/proposal/66428

C24. Klouvidaki, D., and Zouni, G. (2021). The travel behaviour of vegetarians and vegans. How the market can attract them as tourists'': The case of Greece as a travel destination for vegans and vegetarians. TOURMAN Conference Book of extended abstracts. Thessaloniki: International Hellenic University, School of Economics & Business. <https://doi.org/10.5281/zenodo.5159065> [pp.1240-41]

C23. Lykoudi, D., Zouni G., and Tsogas, M. (2020). Destination love, brand love and interpersonal love; an exploratory, comparative study of love across different contexts. Proceedings of the European Marketing Academy, 49th, (62921) <https://proceedings.emac-online.org/pdfs/pdfs/index.cfm?abstractid=A2020-62921&Destination%20love,%20brand%20love%20and%20interpersonal%20lov>

C22. Didaskalou, E., Georgakellos, D., and Zouni, G. (2020). Environmentally-friendly Policies and Practices as a Marketing Tool in the Tourism industry: The Case of Hotels' Websites in the Region of Attica, Greece, Fifth International Conference on Tourism & Leisure Studies June 18 - 19, 2020 University of Dubrovnik, Dubrovnik, Croatia [virtual presentation].

C21. Lykoudi, D., Zouni G., and Tsogas, M. (2019), A comparative, exploratory study of the emotional nature of love across different contexts. Proceedings of the European Marketing Academy, 48th, (8636) <https://proceedings.emac-online.org/pdfs/pdfs/index.cfm?abstractid=A2019-8636&A%20comparative,%20exploratory%20study%20of%20the%20emotional>

C20. Zouni, G., and Roumpoglou A. (2019). Developing a digital marketing strategy for Thessaloniki as a tourism destination, TOURMAN 2019, October 2019, Thessaloniki, Greece. https://www.tourman.gr/files/TOURMAN_2018_Proceedings_Final.pdf, p.2

C19. Zouni, G. (2018). Marketing strategies for the visibility of heritage. Fostering regional development through the Cultural Routes of the Council of Europe. [Workshop Moderator], Routes4U meeting for the Adriatic and Ionian Region (EUSAIR), 6 June 2018, Venice, Italy. <https://rm.coe.int/16808afbff>

C18. Zouni G., and Gkougkoulitsas T. (2017). Strategic Marketing Planning for Thessaloniki, Greece. IEREK Conference on Cultural Sustainable Tourism, 4-6 September 2017, Thessaloniki, Kentriki Makedonia <https://www.ierek.com/events/cultural-sustainable-tourism>

C17. Zouni, G., Kanellopoulou, S., Kourou, G., and Kouveli, D. (2017). Marketing Analysis as a Tool for Destination Development: The Example of Paiko Meadows. 2nd Panhellenic Marketing & Branding Conference, March 31 - April 4, 2017, Larissa. [<http://www.placemarketing2.gr/wp-content/uploads/2017/03/programme-%CE%9C%CE%92%CE%A42.pdf> pg.11]

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