

# **Curriculum Vitae**

**Dr. Sotirios Varelas**

**Assistant Professor, Department of  
Tourism Studies, University of Piraeus**

## **PERSONAL INFORMATION**

Surname: Varelas

Name: Sotirios

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LINKEDIN PROFILE: <https://www.linkedin.com/in/sotirisvarelas/>

GOOGLE SCHOLAS PROFILE:

<https://scholar.google.com/citations?user=dWPYAyEAAAJ&hl=el&oi=ao>

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## **EDUCATION - TRAINING**

### **April 2008- October 2016**

Doctoral Dissertation at the Department of Business Administration and Management of the University of Piraeus in Business Administration and Management with the topic: "Strategies for the Development of Tourism Enterprises - The Case of Hotel Enterprises". The doctoral thesis approaches theoretically and methodologically Strategy, and Strategic Management with regard to the critical sector of tourism and hospitality businesses as well as modern organizations. Handle address: <http://hdl.handle.net/10442/hedi/39663>, ND : 39663, (Address: 80 Karooli and Dimitriou, P.K. 185 32, Piraeus).

### **September 2005 - May 2007**

MBA in Business Administration - Total Quality Management (MBA - TQM) at the Department of Business Administration and Management, School of Economics, Business and International Studies, University of Piraeus (Address: 80 Karoli and Dimitriou, P.K. 185 32, Piraeus).

### **September 2000 - June 2005**

Degree in Statistics and Insurance Science from the Department of Statistics and Insurance Science, School of Finance and Statistics, University of Piraeus (Address: 80 Karoli and Dimitriou, P.C. 185 32, Piraeus).

## **ACADEMIC - TEACHING EXPERIENCE**

### **TEACHING EXPERIENCE - UNDERGRADUATE LEVEL**

#### **June 2021- Today**

Assistant Professor at the Department of Tourism Studies, School of Economics, Business and International Studies, University of Piraeus, in the field of "Strategies of Hospitality Enterprises and Tourism Organizations".

#### **October 2021- Today**

Teaching "Introduction to Tourism - Tourism Geography" and "International Tourism Markets" of the Undergraduate Program of Studies in Tourism Studies of the School of Economics, Business and International Studies of the University of Piraeus (Address: 80 Karoli and Dimitriou, P.K. 185 32, Piraeus).

#### **October 2018- June 2021**

Elected faculty member -Lecturer in the academic field "Strategic Management for Tourism Enterprises" at the Department of Economics and Management, Faculty of Economics, Management and Information Technology, Neapolis University of Paphos, (Address: Danais 2, Paphos, Cyprus 8042, similar to the Greek universities).

#### **November 2019 - Today**

Autonomous Teaching (S.I.T.) and Coordinator (one period) of the course-subject unit, [DIT31] Management of Tourism Institutions and Organisations of the Undergraduate Course Programme of Studies [DIT] Tourism Management of the Faculty of Social Sciences of the Hellenic Open University. Distance Teaching via Electronic Platform (Address: 18 Aristotelous Street, Perivola Patras, 26335, Patras).

**February 2019- May 2023**

"etourism & mtourism in the International Environment" 2<sup>o</sup> semesters, of the Undergraduate Program at the Department Tourism Studies of the School of Economics, Business and International Studies of the University of Piraeus (Address: 80 Karoli and Dimitriou, P.C. 185 32, Piraeus).

**February 2018- June 2019**

"Consumer Behaviour", 4th semester, at the Department of Business Administration, School of Management, Economics and Social Sciences, University of West Attica (Address: 250 Thevon 250, Egaleo 122 44).

**February 2018- June 2019**

"Marketing of Public & Non-Profit Organizations", 8th semester, at the Department of Business Administration, School of Management, Economics and Social Sciences, University of West Attica (Address: 250 Thevon 250, Egaleo 122 44).

**October 2018- February 2019**

"Marketing of Financial Services", 5th semester, at the Department of Business Administration, School of Management, Economics and Social Sciences, University of West Attica (Address: 250 Thevon 250, Egaleo 122 44).

**October 2018- February 2019**

"Marketing Decision Making Methods", 7th semester, at the Department of Business Administration, School of Management, Economics and Social Sciences, University of West Attica (Address: 250 Thevon 250, Egaleo 122 44).

**February 2018- June 2018**

"Business Administration" at the Department of Computer Engineering T.E. of TEI of Peloponnese (Address: Valiotis Building, 23100 Klada area, Sparta).

**October 2017-February 2018**

"Principles of Business Administration" 1<sup>o</sup> semester, at the Department of Accounting and Finance of TEI of Peloponnese (Address: 241 00 Antikalamos, Kalamata).

**TEACHING EXPERIENCE - POSTGRADUATE LEVEL****October 2024- February 2024**

"Innovative Redesign of the Production Processes of the Hotel Product" in the Postgraduate Programme Innovation and Entrepreneurship in Tourism of the University of West Attica

**March 2022- Today**

"Strategic Management" in the Postgraduate Program in Business Administration - Tourism Management at the University of Piraeus.

**March 2022- Today**

"Conflict Management and Negotiations" at the Postgraduate Program in Business Administration of the University of Piraeus

**October 2019- February 2020**

"Leadership and Organizational Behavior" in the framework of the Conventional Master of Business Administration (MBA) at Neapolis University in Paphos in Greek and English speaking department (Address: Danais 2, Paphos, Cyprus 8042, similar to the Greek universities).

**October 2019- February 2020**

"Marketing Management and Organizational Communication" in the framework of the Conventional Master of Business Administration (MBA) at Neapolis University in Paphos in Greek and English speaking department (Address: Danais 2, Paphos, Cyprus 8042, similar to the Greek universities).

**February 2019- June 2019**

"Tour Operating Management" in the framework of the MBA in Tourism at Neapolis University in Paphos (address: Danais 2, Paphos, Cyprus 8042, similar to the Greek TEI).

**February 2019- June 2019**

"Hotel Operation Management" in the framework of the MBA in Tourism at Neapolis University in Paphos (address: Danais 2, Paphos, Cyprus 8042, similar to the Greek universities).

**October 2017- July 2019**

Independent Teaching as a member of the Associate Teaching Staff (CTE) of the course [DTE61] Tourism Marketing of Institutions, Organizations and Enterprises of the Postgraduate Programme of Studies [DTE] Tourism Business Administration of the School of Social Sciences of the Hellenic Open University. Distance Teaching via Electronic Platform (Address: 18 Aristotelous Street, Perivola Patras, 26335, Patras).

**PROFESSIONAL EXPERIENCE****September 2018- Today**

Freelancer with the following activities:

Main Activity

70.22.11 Strategic management consulting services

Secondary

70.22.13 Marketing consultancy services

71.12.11.03 Economic engineering services

73.20.00.00 Market research and opinion polls

85.42.1 Higher education services

85.59.19.02 Teaching (lecturing) services at training seminars

85.59.19.00 Education services of the P.D.C.A.

**November 2018- June 2021**

Co-Creator, Strategy-Development Manager and General Partner in the company "INNOVATOMES NETWORKS OE- NeTourWork [www.netourwork.com](http://www.netourwork.com)" (Tax ID 801038180, Tax Office of Maroussi). The company is an innovative networking platform, aiming at a modern promotion and dynamic networking for tourism

businesses, tourism organizations and destinations, through a multimedia plan and multimodal applications such as virtual, augmented reality, 360 tour, gamification. NeTourWork offers a range of innovative networking services such as:

- Vreminars & Webinars - Online seminars.
- Virtual & Digital Specialist Training Programs- Online training programs for tourism professionals.
- Virtual & Digital Contests- Online competitions for the promotion of experiential products.
- Newsletter campaign and specialized Digital Advertising (digital campaign).

### **April 2011- September 2018**

Scientific Associate on strategic tourism development issues for the Organization of Local Authorities of the Peloponnese Region (Address: Ethnarchou Makarios Square, Tripoli, 22100). Recruitment with a contract of employment under private law for a fixed term, following an open call for applications, and the subsequent No. 9688/2928/30-3-2011 Decision of the Regional Governor (Government Gazette 263/G/26-4-2011), the provision of advice, the formulation of specialized opinions and recommendations orally or in writing on issues related to tourism development in the Peloponnese Region. Within the scope of responsibilities, she took part in scientific and organizational support of the Peloponnese Region and the Directorate of Lifelong Learning Employment, Trade and Tourism in strategic and marketing issues such as:

- Participation in the preparation of the short and long term Strategic Planning of the Peloponnese Region, regarding the sector of tourism development.
- Participation in the preparation of the annual Strategic Marketing Plan, with regard to the annual programme implemented by the Directorate of Lifelong Learning, Employment, Trade and Tourism.
- Provision of research services in the field of strategy and destination management in the Peloponnese.
- Providing scientific support in the implementation and implementation of combined tourism promotion actions implemented by the Directorate of Lifelong Learning, Employment, Trade and Tourism.
- Participation and organization of institutional consultations and meetings with public, private and international bodies such as the Ministry of Tourism, Greek National Tourism Organization, Municipalities, SETE, Hotel Owners' Associations, Associations of Travel Agents and Travel Agencies Internationally.
- Scientific support for the attraction of airlines at Kalamata International Airport "Captain Vassilis Konstantakopoulos".

### **February 2010- January 2011**

Scientific Associate at the Ministry of Culture and Tourism and the Hellenic Tourism Organisation (Decision 4911/26-04-2010) for the:

- Scientific support on strategic issues of the Deputy Ministry of Tourism and the Hellenic Tourism Organisation.
- Participation in scientific committees and Working Groups (portal visitgreece.gr, conference tourism, reorganization of the Greek National Tourism Organization, Foreign Offices).

- Providing expertise in tourism development and promotion of the tourism organisation.
- Scientific support and cooperation with the directorates of the Ministry of Culture and Tourism and the Greek National Tourism Organisation.
- Scientific preparation and participation in international missions (Informal Meeting of Tourism Ministers in Madrid, Tourism Exhibitions) (Address: 12 Amalias Avenue, 105 57, Athens)

#### **June 2002 - August 2005**

Periodic work in event management as an event manager in wedding receptions, baptisms and seminars at Eurocatering (Address: 52 A Xanthou Street, Elliniko, Attica).

#### **February 2004 - May 2005**

Part-time job with main activities and responsibilities Student team leader for the design of a sample survey of retail stores at Hellenic Research House (Address: 7 Lamψakou Street, Athens, P.C. 115 28, Attica).

#### **July 2003 - September 2003**

Internship with main activities and responsibilities in Underwriting at the Underwriting Department of Ethniki A.E.E.G.A. (5 Ipatias 5, P.K 105 57, Athens, Attica).

### **COMPILATION OF SURVEYS AND STUDIES; PARTICIPATION IN ORGANISED RESEARCH PROGRAMMES**

#### **October 2023- Today**

Study of the Strategic Planning of the tourist promotion and development of Kos. Joint Stock Development Company OTA SA of the Municipality of Kos

#### **September 2023- March 2024**

Study for the creation of a Tourism Management and Promotion Organization in the Municipality of Elliniko-Argyroupoli.

#### **July 2023- October 2023**

Preparation of a study for the development strategy of cultural activities to increase visitor numbers in Western Greece. Region of Western Greece

#### **December 2022- October 2023**

Provision of services to support the actions for the tourism promotion of the Region of Central Greece in 2022 (Tourism Observatory), ELKE University of Piraeus.

#### **February 2022- June 2023**

Research - Study for actions and services of inclusive tourism with the contractor T.E.MES SA, ELKE University of Piraeus.

#### **February 2022- June 2023**

Impact Study of the Operation of the International School of Tourism in Messinia, with the contractor T.E.MES SA, ELKE University of Piraeus.

**October 2022- February 2023**

Research and experimental development services for the project entitled "Philippi Park" and project code 19.3.2.

- Research - recording - documentation of the tourist and cultural reserve "Philippi Park" with orientation to the creation of thematic tourist packages (3-day, 7-day, 10-day), which will include all points of interest of tourist, cultural and agro-environmental interest, evaluated and documented in an appropriate way,
- Consultation activities using the cultural mapping methodology in the local community and working meetings with prominent personalities on the subject of the research.

**May 2022- November 2023**

Deliverable for Expertise, Research and Study Services for the Exploitation and Attraction of Hellenes Abroad for the tourism of the Region of Western Greece.

**June 2022-September 2022**

Services of a Support Consultant for the development of a roadmap for the creation of a structure for the management of the destination management of Attica Region (DMO), Smart Solutions.

**September 2022- November 2022**

Consultancy services in the SMARTMED project; "Empower Mediterranean For Smart Tourism" of the Interreg V-B Mediterranean (MED) 2014-2020 Programme.

**December 2022- May 2023**

Expertise Study for the tourist promotion actions of the Municipality of Elefsina

**December 2021- May 2022**

Creation of a Sustainable Tourism Development Observatory for the Region of Central Greece. (21SYMV009876129 2021-12-30) associate at the Research Centre of the University of Piraeus

**July 2021- December 2021**

Compilation of a study for the "Tourism Strategy of the Municipality of Elefsina"

**July 2021-October 2021**

Participation in a Research Project on "Research - Study of the Economic Effects of the investment of Ionian Hotel Enterprises S.A. (Hilton) on the local economy" through the ELKE University of Piraeus, (Address: 122 Grigoriou Lambraki, Piraeus, Piraeus, tel. 185 34).

**June 2021- December 2021**

Participation in a Research Project on "SILVER TOURISM - Strategies for the Development of Silver Tourism P.E.1.4" through the University of Piraeus ELKE, (Address: 122 Grigoriou Lambraki, Piraeus, tel. 185 34).

**June 2021- March 2022**

Creation of a toolbox for the enhancement of entrepreneurship and competitiveness of Greek tourism enterprises for APOPSI SA in the framework of a project for INSETE.

**September 2019- September 2021**

Participation in a Research Project "Support for researchers with emphasis on young researchers - cycle B", NSRF 2014-2020 on the topic: "Strengthening the Corporate Identity (Branding) of Hotel Enterprises through Information Systems and Sustainable Development Practices through ELKE University of Piraeus, 122 Gregorios Lambrakis, Piraeus, Piraeus, tk 185 34.

**December 2020- June 2021**

Compilation of a Strategic Marketing Plan for the tourism of the Municipality of Sparta.

**December 2019- June 2020**

Preparation of a strategic study for the formulation of a policy and tools for the promotion of local gastronomy and preparation of an action plan for the promotion of gastronomic product and tourism in the Region of Western Greece for the years 2019, 2020.

**September 2019-September 2020**

Participation in a Research Project "Research Study for the empirical product Kalamata 1821: Streets of Freedom"- in the framework of the integrated project Research - Innovation through the ELKE University of Peloponnese, (Director: Academic G.K. Vlachou, Tripoli tk 22 100).

**September 2021- December 2021**

Provision of support services for the development of the Regional and Joint Comparative Cross-Border Study for the needs of the European project CI-NOVATEC.

**June 2021- July 2021**

Participation in the implementation of a survey on mapping the needs of rural tourism enterprises at national level for research objectives, contractor ETAM SA.

**September 2020- October 2020**

Impact assessment for the local community of the investment plan of GOLF RESIDENCE SA.

**September 2019- February 2020**

Data analysis, data processing, synthesis of proposals and participation in project deliverables. Creation of a Destination Management System for the Peloponnese.

**July 2019-October 2019**

Participation in a Research Project on "Impact Research of Costa Navarino and Messinia Tourism Enterprises (T.E.MES S.A.)" through the ELKE University of Piraeus, (Address: 122 Gregoriou Lambraki Street, Piraeus, tel. 185 34).

**March 2019-May 2019**

Participation in a Research Project with code 0378 and title "Implementation of Research - Study for a Plan for the Utilization of virtual and augmented reality applications in the digital promotion of the Peloponnese Region" which included analysis, data processing, synthesis of proposals and participation in the writing of deliverables. The project was implemented through the ELKE University of Peloponnese, (Director: Academic G.K. Vlachou, Tripoli, 22 100).

**November 2018- June 2019**

Research Project for the needs of the University of West Attica - Department of Business Administration, (Address: 250 Thevon 250, Aigaleo 122 44).

**November 2018-January 2019**

Participation in the Research Project with code C167 and title "Research and Compilation of a Study for a Strategic Plan for the Attraction of Homogeneous Tourism" through the University of Piraeus ELKE, (Address: 122 Gregoriou Lambraki Street, Piraeus, tel. 185 34).

**October 2018-December 2019**

Compilation of a study on the subject of alternative tourism for the Centre for Technology and Innovation, Nafplio 57, 22100.

**September 2009-November 2009**

Participation in the Research Project A.704 through the University of Piraeus, (Address: 122 Grigoriu Lambraki Street, Piraeus, tel. 185 34).

**March 2009-June 2009**

Participation in the Research Project A.913 through the University of Piraeus, (Address: 122 Grigoriu Lambraki Street, Piraeus, tel. 185 34).

**March 2009-June 2009**

Participation in the Research Project B.419 through the University of Piraeus, (Address: 122 Grigoriu Lambraki Street, Piraeus, tel. 185 34).

**April 2009-September 2009**

Participation in the Research Project B.042 through the University of Piraeus, (Address: 122 Grigoriu Lambraki Street, Piraeus, tel. 185 34).

**SUPERVISION OF THESES AND DISSERTATIONS****Diploma Theses successfully completed**

All the projects were carried out within the framework of the Postgraduate Programme of Studies [M.Sc.] in Tourism Business Administration of the Hellenic Open University.

- The strategic development of a smart destination. The case of Kassandra Halkidiki.
- Tourism marketing through the internet and social media, the role of smartphones and virtual reality.
- Special and Alternative Forms of Tourism: The case of Halkidiki.
- Branding Corporate Identity & the impact on the perception of tourist visitors on Social Media. Case Study of Hotel Units in Halkidiki & the Interaction Relationship with tourists-visitors in the hospitality units.
- Existing use of modern management tools of micro, small and medium mountain tourist accommodation (up to 3 stars) and their sustainable business development in the Region of Thessaly.

- Strategic Human Resources Management and New Technologies - Case of Hotels (Halkidiki)
- Tourism Marketing Plan of the Prefecture of Imathia, the contribution of Special Forms of Tourism.
- Strategic Planning of the Tourism Promotion of the city of Thessaloniki and its wider urban complex by the Municipality of Thessaloniki as a Destination Management Organization (DMOs).
- "The Strategic Role of Virtual and Augmented Reality Applications in Destination Management".
- The impact of the refugee crisis on the tourism sector in Greece. Investigation of the impact on tourist accommodation in Lesvos.
- Strategic marketing planning of resort type hotels in Greece.

### **Dissertations in progress**

All the projects are carried out within the framework of the Postgraduate Programme of Studies [M.Sc.] in Tourism Business Administration of the Hellenic Open University.

- Tourism Marketing Plan and Sustainable Tourism Development of the Prefecture of Achaia.
- Development of Alternatives & Special Forms of Tourism: Dietary Habits of Tourists: Case Study: the Municipality of Kefalonia.
- Alternative and Special Forms of Tourism. Case Study.
- Alternative forms of tourism - Wine tourism in the region of Aigialia.
- Education and Vocational Training of Human Resources of Hotel Units: case study of the Hotel Unit "Grecotel Olympia Riviera Resort" in Kyllini, Ilia.

### **Degree Theses Completed**

The Role of Virtual and Augmented Reality Applications in Tourism. Department of Computer Engineering, School of Technological Applications (Headquarters:Sparti) A.T.E.I. of Peloponnese.

### **Degree Theses in progress**

- Gastronomic Tourism and its application in the Greek Environment. Department of Business Administration, University of West Attica.
- Tourism Marketing and its contribution to the development of Greece. Department of Business Administration, University of West Attica.

## **OTHER TEACHING EXPERIENCE**

### **February 2019-Today**

Teaching at the training seminars of the Institute of the Hellenic Tourism Business Association (INSEETE) in the fields of Strategy for Tourism Businesses, Strategic Marketing.

**November 2018-Today**

Independent Teaching of the course "Strategic Management of Tourism Enterprises" in the Mba Tourism & Hospitality of the Hellenic Society of Business Administration (Address.)

**October 2009-May 2016**

Adjunct Teaching in the subjects of Strategic Management, Business Policy & Strategy at the Department of Business Administration of the University of Piraeus (Address: 80 Karoli & Dimitriou, P.C. 185 32, Piraeus).

**September 2009- June 2010**

Teaching - Seminar of the course "Management" to the cadets of the School of Management & Air Force Staff (Address: Dhekelia Air Base, P.O. Box 13671, GTA 1010, Acharnes, Attica).

**October 2008-June 2010**

Laboratory Assistant for teaching computer applications (word, excel, statgraphics), 1<sup>o</sup> semester, at the Department of Business Administration of the University of Piraeus (Address: 80 Karoli and Dimitriou, P.C. 185 32, Piraeus).

**ADMINISTRATIVE EXPERIENCE****July 2021- Today**

Participation in the Departmental Assembly of the Department of Tourism Studies of the School of Economics, Business and International Studies of the University of Piraeus.

**July 2021- Today**

Academic Advisor for Undergraduate Studies of the Department of Tourism Studies of the School of Economics, Business and International Studies of the University of Piraeus.

**July 2021- Today**

Head of Internship for undergraduate students of the Department of Tourism Studies of the School of Economics, Business and International Studies of the University of Piraeus.

**October 2018- June 2021**

Participation in the Departmental Assembly of the Department of Economics and Management, Faculty of Economics, Management and Informatics, Neapolis University of Paphos as a faculty member at the rank of Lecturer. Within the framework of responsibilities take part in such actions as:

- Participation in the development of the curriculum.
- Participation in the departmental evaluation by the HQA.
- Participation in individual committees and working groups (implementation of educational simulation).
- Organisation of scientific workshops and events on tourism.
- Participation in the promotion of Neapolis University.

### **October 2018- June 2021**

Coordinator of the Postgraduate Programme in Tourism Business Management of the Department of Economics and Management, Faculty of Economics, Management and Information Technology, Neapolis University of Paphos (conventional and distance learning). Within the framework of the responsibilities take part in actions such as:

- Coordination of the Conventional MBA in Tourism Program.
- Preparation of the file for the certification of the MBA in Tourism (curriculum, syllabi, study guides for 10 courses).
- Supported and successfully reviewed by a panel of international professors [(Chair) Professor Yoel Mansfeld, University of Haifa, Israel, (1<sup>st</sup> Member) Senior Associate Professor Jocelyne Napoli, Université Toulouse III, France, (2<sup>nd</sup> Member) Associate Professor Wai Lim, University of Plymouth, UK)] as coordinator of the distance learning programme with a score of (8/10).
- Successful Evaluation of the distance learning MBA in Tourism by the HQA.
- Screening and enrolment of 30 students in the distance learning MBA in Tourism by the HQA.
- Coordination of the distance learning MBA in Tourism.

### **January 2020- June 2021**

Coordinator of the International Tourism Research Centre (CITR) of Neapolis University of Paphos. The Centre for International Tourism Research (CITR) conducts interdisciplinary research and provides tourism-related education.

The research objects of the Centre are the following:

- Strategic Planning, Management and Marketing of Destinations, including the assessment of tourism development plans and strategies for the development of the sector and the products offered
- Analysis of the impacts of tourism, including economic and social analysis of major activities and identification and prediction of the effects of proposed tourism development plans
- Regional Tourism Development, which focuses on the development of the market for alternative forms of tourism for Paphos, Cyprus and the wider Mediterranean region.

### **February 2023 - Today**

President of the Board of Directors of the Greek Chapter of the International Federation for IT and Travel & Travel & Travel & Travel IFITT (<https://www.ifitt.org/>) is the leading independent community (worldwide) for the discussion, exchange of information and development of knowledge on the use and impact of new information and communication technologies (ICT) in the travel and tourism industry and organizes the global scientific conference on e-tourism ENTER <http://www.enter2019.org/>.

## **PUBLISHED RESEARCH PAPERS**

Research Papers Published in International Scientific Journals; peer-reviewed conference proceedings:

1. Varelas S, Tsoupros G.(2024). Key Performance Indicators and Data Envelopment Analysis in Greek Tourism: A Strategic Planning Tool for Destinations and DMMOs. Sustainability. 16(8):3453.  
<https://doi.org/10.3390/su16083453>

2. Varelas, S. Virtual Immersive Platforms as a Strategic Innovative Destination Marketing Tool in the COVID-19 Era.(2022).(2022). Sustainability, 14, 12867. <https://doi.org/10.3390/su141912867>
3. 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>
4. Stroumpoulis, A., Kopanaki, E. and Varelas, S. (2022), "Role of artificial intelligence and big data analytics in smart tourism: a resource-based view approach", Sustainable Tourism X, WIT Transactions on Ecology and the Environment, Vol. 256, pp. 99-108. <https://www.witpress.com/Secure/elibrary/papers/ST22/ST22009FU1.pdf>
5. Varelas, S., Karvela, P. & Georgopoulos, N. (2021). The Impact of Information Technology and Sustainable Strategies in Hotel Branding, Evidence from the Greek Environment. Sustainability 2021, 13(15), 8543; <https://doi.org/10.3390/su13158543>
6. Apostolopoulos, N., Makris, I., Liargovas, P., Apostolopoulos, S., & Varelas, S. (2021) Building National Branding Strategy in Medical Tourism and Production of Generic Medicines: National Branding and Health. in V. Pistikou, A. Masouras, & M. Komodromos (Ed.), Handbook of Research on Future Policies and Strategies for Nation Branding (pp. 309-323). IGI Global. <https://doi.org/10.4018/978-1-7998-7533-8.ch020>
7. 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).
8. 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.
9. 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
10. 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).
11. Varelas S., Georgitseas P. (2019), Strategic Innovations in Tourism Enterprises through Blockchain Technology, Strategic Innovative Marketing, Springer.

12. Varelas, S. & Belias, D. (2019), Carrying Capacity Assessment for Tourism Development- A Strategic Approach, Strategic Innovative Marketing, Springer.
13. 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.
14. 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.
15. Varelas, S.(2019).Netourwork Framework - A New Era in Strategic Innovative Networking System for Tourism Enterprises.Strategic Innovative Marketing, Springer.
16. Flavio T., Borges-Tiago T., Varelas, S. & Kavoura A. (2019), The Effect of Asymmetrical Image Projections on Online Destination Branding, Strategic Innovative Marketing, Springer.
17. Sahinidis A., Stavroulakis D., Kossieri E., Sdrolas, 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.
18. 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.
19. 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.
20. 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.
21. 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.
22. 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 Peer-reviewed Collected Volumes, Book Chapters

1. Varelas, S. and Georgopoulos, N. (2021), Theme Parks, Chap. Special Interest Tourism Sheela Agerwal, Graham Busby, Rong Huang. Broken Hill Publishers.

2. Varelas, S. and Georgopoulos, N. (2016), International Research Approach to Strategic Management in Tourism and Hospitality, Honorary Volume for Professor Emeritus G. Economou, University of Piraeus Research Centre.
3. 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, University of Piraeus Research Centre.

#### Research Papers presented in International Conferences with referees

1. Agoraki, K., Varelas, S., Anastasopoulos. I. & Anastasopoulou. E. (2024), Technology Acceptance Model for Metaverse Applications in the Tourism and Hospitality Industry, 16th International Conference on Economies of the Balkan and Eastern European Countries (EBEEC 2024) - EBEEC Annual International Conference.
2. Anastasopoulos, I., & Varelas, S. (2023). A Literature Review and Emerging Trends on key Topics of Risks and Challenges Facing Tourism real Estate Investments. In European Conference on Innovation and Entrepreneurship (Vol. 18, No. 1, pp. 39-47).
3. Anastasopoulos, I. and Varelas, S. (2022), "A sustainable model of strategic management in modern tourism investments - the case of tourism real estate in Greece", 9th MT International Academic Business Conference. Global Academic View, December 2022, Paris.
4. Konstantopoulou, C. & Sotirios Varelas. S. (2023). Mapping prosperity in relation to tourism and sustainability in a post-pandemic world: A systematic literature analysis. 19th Hellenic Society for Systemic Studies (HSSS) National & International Conference.
5. Anucin Vrionis, I. & Sotirios Varelas. S. (2023). Smart technologies and sustainability, the way to develop a Smart destination. 19th Hellenic Society for Systemic Studies (HSSS) National & International Conference.
6. Varelas, S. & Georgopoulos, N. (2016), Measurement of Strategic Management Effectiveness in Tourism Enterprises, International Conference on " Business Economic, Social Science & Humanities" (BESSH), Tokyo, Japan.
7. 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.
8. 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.

9. Varelas, S. (2017), Destination Management in Practice, Chair Workshop, 13th HSSS National & International Conference Systemic Organizational Excellence, Sparta.
10. 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.
11. 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.
12. 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.
13. Varelas, S. & Georgopoulos, N. (2011), Strategic Planning for Superior Hotel Performance, Presented at the 7th National & International HSSS Conference "Professional Systemics in Action.
14. 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.
15. 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.

The published papers have received 274 citations according to the google scholar index: <https://scholar.google.com/citations?user=dWPyAyEAAA&hl=el&oi=ao>

#### PARTICIPATION IN SCIENTIFIC JOURNALS - CONFERENCES

- Member of the International Association of Scientific Experts in Tourism (AIEST).
- Member of the International Tourism Association of Professionals (ITAP).
- Member of the Scientific Committee at the 13th HSSS National & International Conference Systemic Organizational Excellence.
- Member of the Organizing Committee of the International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT).
- Member of the Editorial Board of the Journal of Hotel and Business Management (ISSN: 2169-0286).
- Member of the Editorial Board of Economics World Journal (ISSN 2328-7144, USA).
- Member of the Editorial Board of the Journal of Management and Strategy ISSN 1923-3965 (Print) ISSN 1923-3973 (Online).
- Member of the Editorial Team of The Małopolska School of Economics in Tarnów Research Papers Collection ISSN:1506-2635.

## FOREIGN LANGUAGE KNOWLEDGE

English, Italian

## COMPUTER USE

- H/Y operation in Window XP Professional operating environment.
- Very good knowledge of Office,
- Knowledge and handling of Statistical Programs SPSS, S-PLUS,
- Statgraphics,
- Project Management Programs Navision , MS PROJECT
- Simulation Platform Celim
- Handling of Design Programs Photoshop, Acrobat.

## PARTICIPATION IN SCIENTIFIC FORA - COMMITTEES

- Member of the National Committee for the Year of Greece in Russia 2016.
- Member of the Internet Committee of the Hellenic Tourism Organisation.
- Member of the Reorganization Committee of the Hellenic Tourism Organization.
- Member of the Committee for the Reorganization of the Foreign Offices of the Greek National Tourism Organisation.
- Member of the Committee of Economists, Statisticians and Actuaries at the Economic Chamber of Greece.
- Participation in the working group for the creation of the tourist identity Mythical Peloponnese.

## TOURISM-RELATED ACTIVITIES

- Co-founder of the tourism development initiative OPENTOURISM <http://opentourism.gr/>
- Creator of the website "Thoughts on Tourism" <http://sotirisvarelas.blogspot.com/>
- Participation in the organization of the annual conference of the Association of British Tourist Offices in the Peloponnese in 2015 (Abta - The Travel Convention).
- Tourism mentor for the innovative Thetippingpoint initiative.
- Organization of tourism promotion events in Greece and abroad, e.g. National Geographic in London, Julius Meinel Am Graben in Vienna, Münchner Schranne in Munich, Kö Galerie in Düsseldorf, Westfield in London, Renaissance in St. Petersburg.
- Participation and organisation of the National Delegation to the Meeting of Tourism Ministers held in Madrid in April 2010, in the framework of the Spanish Presidency of the European Union.
- Organization of several b2b business meetings, familiarization trips for foreign travel agents and journalists.
- Organization and participation in professional tourism exhibitions: ITB Berlin, WTM London, MTT Moscow, MTT Moscow, BIT Milan, Philoxenia Thessaloniki, Grekland Panorama Sweden, Greka Panorama

Warsaw, Vakantiebeurs Utrecht, IFT Belgrade, Emit Istanbul, Greek Tourism Expo, Active Trip, Tour Natur.

#### SPEAKER AT SCIENTIFIC CONFERENCES (2018-PRESENT)

- Speaker TEDx Athens 2023
- Speaker at the 7th Digi.travel EMEA Conference & Expo , on the topic : "Virtual and augmented reality for value innovation in modern tourism organisations and destinations" (10 December 2019).
- Participation in a panel on tourism education at the 7th Digi.travel EMEA Conference & Expo with Professors Paris Tsartas, Andreas Papatheodorou, Evangelos Christou (10 December 2019).
- Speaker at a workshop of the Institute of the Association of Tourism Enterprises (INSEETE) on: "Our Strategy for Modern Tourism Organizations" in Loutraki (27 November 2019).
- Speaker at the DigiHotel by Xenia conference on: "eTourism Dream" (25 November 2019).
- Speaker at a workshop of the Institute of the Association of Tourism Enterprises (INSEETE) on "Bridging the gaps in modern destinations" in Kalamata (27 November 2019).
- Speaker at a conference of the Hellenic Society of Business Administration on: "Entrepreneurship and Tourism" in Kalamata (4 October 2019).
- Speaker at a workshop of the Institute of the Association of Tourism Enterprises (INSEETE) on "What we offer to the modern visitor" in Skiathos (21 September 2019).
- Speaker at a conference of the Innoxenia (Interreg Adrion) project for the creation of a tourism observatory platform in the Region of Western Greece on the topic "etourism in a Competitive Environment" (13 September 2019).
- Speaker at the ECG University2Work conference in Cairo, Egypt, representing Neapolis University Pafos (24 June 2019).
- Speaker at the Scientific Meeting of Tourism Enterprises, Producers & Cultural Associations of Kalamata on the topic "Commercial Branding Perspective" in the context of the Research Program "Kalamata 1821:Streets of Freedom" of the University of Peloponnese (24 May 2019).
- Speaker at a workshop of the Municipality of Ios on the topic: "Modern Destination Management" in Ios (2 May 2019).

- Organizer and Speaker at the 2nd Workshop on Tourism of Neapolis University of Paphos on "Overtourism - Challenge for Management by Modern Destinations" in Paphos (08 April 2019).
- Organizer and Speaker at the 1st Workshop on Tourism of Neapolis University of Paphos and the Limassol Chamber of Commerce on the topic: "New Trends in Tourism" in Limassol (08 April 2019).
- Moderator of the Xenia - Digi Hotel conference panel on: "Content management for tourism businesses" (25 November 2018).
- Speaker at the University of Peloponnese, in the framework of the research project "Kalamata 1821: Streets of Freedom" in Kalamata on the topic: "Methodology for the creation of an empirical product" (2 November 2018).
- Speaker at a workshop of the Municipality of Sparta 1st Sparta Tourism Experience on: "Strategy for Tourism Enterprises" in Sparta (16 October 2018).
- Speaker at a workshop of the Chamber of Corinthia on the topic: "Sustainable Tourism - The role of gastronomy", in Corinth (5 October 2018).
- Speaker at a workshop of the Peloponnese Centre for Technology and Innovation on "Innovative strategies for the development of alternative tourism", in Loutraki (28 September 2018).
- Participation in a panel of the ALDEMAR ACADEMY of Aldemar Resorts Group and MBA Athens University of Economics and Business in the framework of the ALDEMAR ACADEMY on Hospitality Economics, in Olympia (22 May 2018).
- Speaker at a seminar on entrepreneurship in tourism by the Messinia Chamber of Commerce and Envolv in Kalamata (Saturday 28 April 2018).
- Speaker at a seminar of the Katerini Hoteliers Association on: "Tourism fairs as a networking and promotion tool" in Katerini (27 January 2018).

#### ARTICLES IN THE DAILY PRESS

- Varelas, S. (2019), The impact of Thomas Cook and the looming Brexit. Courage Newspaper, 24.09.2019.
- Varelas, S. (2019), New challenges for tourism businesses created by the sharing economy, Money and Tourism Magazine, 13.12.2017.
- Varelas, S. (2019), Cooperative Strategies of Tourism Enterprises in the globalized environment, Money and Tourism Magazine, 18.11.2016.
- Varelas, S. (2016), Messinia can offer quality services and hospitality all year round, Tharros newspaper, 14.11.2016.
- Interview at the WTM London International Exhibition, GTP: The Peloponnese Experience - All in One Plus More, 11.11.2015.

- Varelas, S. (2009), Tourist Development of Northwestern Taugetos, Foni newspaper, 31.12.2009.
- Varelas, S. (2009), Tourist Development of Messinia. Let us become participants in Change, Voice newspaper, 30.07.2009.
- Varelas, S. (2009), Myths and truths about integrated resorts, Travel Daily News, 23.03.2009.