

Alkmini Gkritzali

Assistant Professor

Department of Tourism Studies, University of Piraeus, Greece

Email: agritzali@unipi.gr

Google Scholar: <https://scholar.google.com/citations?user=Q-hoiiYAAAAJ&hl=en&oi=ao>

ACADEMIC POSITIONS

09/2026 – present Assistant Professor in Tourism
Department of Tourism Studies, University of Piraeus, Greece

Field of expertise: Marketing of Special and Alternative Forms of Tourism.

07/2021 – 08/2026 Assistant Professor in Tourism
Department of Tourism, Ionian University, Corfu, Greece

Field of expertise: Marketing of Tourism Destinations and Creative Economy Services.

Main duties: (a) Academic Coordinator of the Erasmus+ International Mobility Programme, (b) Coordinator of the Undergraduate Dissertation Programme, (c) Member of the following Committees: Doctoral Studies, Internship, Curriculum Development, Five-Year Strategic Planning, OMEA (Internal Evaluation Group), (d) Teaching five modules (undergraduate and postgraduate).

09/2018 – 07/2021 Senior Lecturer in Tourism
School of Hospitality and Tourism Management, University of Surrey, UK

02/2014 – 08/2018 Lecturer in Tourism
School of Hospitality and Tourism Management, University of Surrey, UK

Main duties: (a) Academic Lead of the MSc in International Tourism Management, (b) Postgraduate Dissertation Programme Coordinator, teaching six modules (undergraduate and postgraduate).

Additional duties: (a) Academic Integrity Lead (2014–2017), (b) supervision of PhD and MSc dissertations, (c) Programme Design and Periodic Review Lead for three postgraduate programmes, (d) organisation of guest lectures and student field trips as part of modules, (e) supervision of students' practical/placement work, (f) development of new programmes and modules.

Teaching qualification: Graduate Certificate in Learning and Teaching, University of Surrey.

02/2012 – 02/2014 Researcher, Creativity Marketing Centre (CMC), ESCP Europe Business School, UK

Main duties: Research on collective creativity and value co-creation in online platforms of the creative economy.

Additional duties: (a) Founding team member of the Creativity Marketing Centre (ESCP Europe Business School), (b) responsible for the Centre's corporate identity and online platform, (c) co-organiser of the symposium "Big Data and Marketing: From Analytics to Creativity" (June 2012), (d) teaching on the postgraduate summer school.

RESEARCH INTERESTS

Tourism Destination Marketing, Special and Alternative Forms of Tourism, Storytelling and Tourism Narratives, Value Co-creation in Tourism, Tourism and Popular Culture.

EDUCATION

10/2010 – 01/2014 PhD in Management, Cass Business School, City University London, UK

PhD thesis title: Examining the role of popular culture in the evolution of product markets: A story about Hollywood movies and travel destinations.

Supervisors: Professor Joseph Lampel and Professor Caroline Wiertz.

10/2009 – 10/2010 MRes in Management, Cass Business School, City University London, UK

09/2008 – 09/2009 MA in Creative and Media Enterprises, Centre for Cultural Policy Studies, University of Warwick, UK

09/2003 – 09/2007 BSc in Marketing and Communication, Athens University of Economics and Business, Greece

JOURNAL ARTICLES (INTERNATIONAL PEER-REVIEWED)

1. Luong, V. H., Manthiou, A., Gkritzali, A., & Klaus, P. (2026). Value co-creation in regenerative tourism: A profound impact on tourists. *Tourism Management Perspectives* (ABS 2), 63, 101494.
2. Fragkoudi, V., & Gritzali, A. (2026). "Heritage-Led Urban Regeneration and Institutional Logic: A Comparative Analysis of Tobacco Warehouses Across Europe". *Tourism and Hospitality*, 7(1), 9.
3. Gkritzali, A. & Vogklis, K. (2024). "Waste crisis and destination image: the case of Corfu". *Annals of Tourism Research* (ABS 4). 107(C).
4. Gkritzali, A. (2023). "On-screen tourism and destination development: a sociocognitive approach". *Scandinavian Journal of Hospitality and Tourism* (ABS 2). 1–17.

5. Tian, W., Lundberg, C., Gkritzali, A. & Li, S. (2021). "Millennials' attentional responses to verbal and visual cues on the destination marketing website: an eye-tracking study". *Journal of Travel Research* (ABS 4). 60(8), 1802–1820.
6. English, R., Font, X., Tian, S. & Gkritzali, A. (2021). "Value co-creation in sustainable tourism: a service-dominant logic approach". *Tourism Management* (ABS 4). 82, 104200.
7. Smit, B., Melissen, F., Font, X. & Gkritzali, A. (2021). "Designing for experiences: a metaethnographic synthesis". *Current Issues in Tourism* (ABS 2). 24(21), 2971–2989.
8. Gkritzali, A., Mavragani, E. & Gritzalis, D. (2019). "Negative MWOM and value co-destruction during destination crises". *Business Process Management Journal* (ABS 2). 26(4), 839–856.
9. Sangkaew, P., Jago, L. & Gkritzali, A. (2019). "Adapting the Technology Acceptance Model (TAM) for business events – the event organiser perspectives". *Event Management* (ABS 2). 23(6), 773–788(16).
10. English, R., Font, X. & Gkritzali, A. (2018). "Mainstreaming sustainable tourism with user-centred design". *Journal of Sustainable Tourism* (ABS 3). 26(10), 1651–1667.
11. Gkritzali, A. (2017). "Online destination sentiment recovery during a sustained crisis". *Annals of Tourism Research* (ABS 4). 66, 183–185.
12. Gkritzali, A., Gritzalis, D. & Stavrou, V. (2017). "Is Xenios Zeus still alive? Destination image of Athens in the years of recession". *Journal of Travel Research* (ABS 4). 57(4), 540–55.
13. Gkritzali, A., Lampel, J. & Wiertz, C. (2015). "Blame it on Hollywood: the influence of films on Paris as product location". *Journal of Business Research* (ABS 3). 69(7), 2363–2370.

BOOK CHAPTERS (INTERNATIONAL PEER-REVIEWED)

1. Vogklis, K., Gritzali, A., & Beneki, C. (forthcoming). "Algorithmic Placemaking: AI, Affect, and the Mediation of Place in Contemporary Culture." In D. Skandalis, P. M. Pardalos, & M. Tsioufis (Eds.), *AI and Optimization in Marketing*. Springer Optimization and Its Applications, Vol. 246. Springer. (Chapter 22).
2. Tian, W., Lundberg, C. & Gkritzali, A. (2024). "Millennials' responses to popular culture-induced visual and verbal cues: an eye-tracking investigation". In *Touristic World-Making and Fan Pilgrimage in Popular Culture Destinations*, Tourism and Cultural Change Series. Channel View Publications.
3. Gkritzali, A., Morgan, N. & Kinchin, I. (2024). "Pedagogic frailty and conventional wisdom in tourism higher education". In *Value Creation in Tourism Education*. CABI (forthcoming).
4. Sangkaew, P., Jago, L. & Gkritzali, A. (2022). "Technology innovation in business events". In *The Routledge Handbook of Business Events* (pp. 178–187). Routledge.

ACADEMIC BOOKS

1. Kotler, P., Bowen, J., Makens, J. & Baloglu, S. (2019). *Marketing Tourism and Hospitality*. Athens: Broken Hill Publishers Ltd. Member of the Academic/Scientific Team. (Translated title from the Greek edition.)

PAPERS IN INTERNATIONAL CONFERENCE PROCEEDINGS

1. Vogklis, K. & Gkritzali, A. (2023). "Too hard to die? The evolution of Corfu's destination image through three consecutive crises". In *11th International Conference on Contemporary Marketing Issues Conference Proceedings*, 65.
2. Vogklis, K., Giotis, G. & Gkritzali, A. (2023). "A comprehensive study of empirical literature on Airbnb reviews". In *11th International Conference on Contemporary Marketing Issues Conference Proceedings*, 483.
3. Chen, Y., Tussyadiah, I. & Gkritzali, A. (2019, January). "Service failure in peer-to-peer accommodation: mining evidence of negative experience". In *Proceedings of the 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. University of Houston, USA.
4. Skiadopoulos, G. & Gkritzali, A. (2018). "What are the different perceptions regarding Rhodes' destination image between its tourism stakeholders and the potential targeted domestic and international tourists?". In *TOURMAN 2018 Conference Proceedings: In Search of Excellence in Tourism, Travel and Hospitality*, 449, Rhodes, Greece.
5. Gkritzali, A., Voyer, B., Taillard, M. & Glaveanu, V. (2014). "Value creation and consumption: when consumer creativity generates value in online forums". In *NA – Advances in Consumer Research* (ABS 2), Vol. 42, eds. J. Cotte and S. Wood, Duluth, MN: Association for Consumer Research, 381–385.
6. Gkritzali, A. & Taillard, M. (2013). "Creative consumers cook up value in conversations". In *e-European Advances in Consumer Research* (ABS 2), Vol. 10, eds. G. Cornelissen, E. Reutskaja, and A. Valenzuela, Duluth, MN: Association for Consumer Research, 234–235.

INTERNATIONAL SCIENTIFIC CONFERENCE PRESENTATIONS

1. Gkritzali, A., Mavragani, E. & Gritzalis, D. (2018). "Negative MWOM and value co-destruction for destinations". The 3rd Annual Conference of the International Place Branding Association (IPBA), Macau, China.
2. Gkritzali, A. (2018). "Value co-destruction in destination crises: a Twitter narrative". American Association of Geographers Annual Conference, New Orleans, USA.
3. Gkritzali, A., Morgan, N. & Kinchin, I. (2017). "Pedagogic frailty and conventional wisdom in tourism". 7th International Critical Tourism Studies Conference, Palma de Mallorca, Spain.

4. Gkritzali, A. & Gritzalis, D. (2017). "Economic disruption in Athens as a city destination: a residents' perspective". European Cities Marketing International Conference and General Assembly, Dubrovnik, Croatia.
5. Gkritzali, A., Mavragani, E. & Gritzalis, D. (2016). "A first step towards understanding residents' destination image: the case of Athens". SHTM Conference 'Making an impact: Creating constructive conversations', University of Surrey, Guildford, UK.
6. Gkritzali, A., Lampel, J. & Wiertz, C. (2016). "From Paris with love". 11th Annual International Conference in Tourism (ATINER), Athens, Greece.
7. Gkritzali, A., Lampel, J. & Wiertz, C. (2014). "An introduction to film locations as aesthetic stereotypes". 4th INTERREG Conference 'Global culture and creativity: from design to innovation and enterprise', Winchester, UK.
8. Gkritzali, A., Lampel, J. & Wiertz, C. (2013). "The birth of a story: how markets influence popular culture projections". 29th European Group of Organisation Studies (EGOS), Montreal, Canada.
9. Taillard, M. & Gkritzali, A. (2013). "A recipe for value: creative consumer conversations". 42nd European Marketing Academy Conference (EMAC), Istanbul, Turkey.
10. Gkritzali, A., Lampel, J. & Wiertz, C. (2013). "Travel and tell: the birth of a Hollywood story". 3rd INTERREG Conference 'Creative Industries: Think Tanks for Innovative Practices in Management, Strategy and Organisation', Deauville, France.
11. Doctoral Research Consortium (2012). 72nd Annual Meeting of the Academy of Management, Boston, USA.

RESEARCH PROJECTS

09/2026 – Present Region of the Ionian Islands

Title: "MODICITA - Managing Overtourism: A Data Fusion Study Using Optical Sensors, Mobile GPS Applications and Navigation Data to Monitor Traffic Congestion at Tourist Attractions in the Region of the Ionian Islands"

Role: Strategy and Development Study Expert

Main tasks: Overtourism Study in Corfu: Good Practices for Preventing Congestion Using Sensor and Traffic Data — D1.1.1: Assessment of the Impacts of Overtourism (Traffic Congestion) on All Dimensions of Sustainable Tourism Development

06/2026 – Present CADMUS European Project

Title: "CADMUS – Cultivating Cybersecurity Defence Expertise with Mindful Readiness and Skills" (Digital Europe Programme).

Role: Communication and Dissemination Expert – Work Package 6.

Main tasks: Development and implementation of communication and dissemination activities; production of digital content and promotional material; coordination of the

project's online presence and YouTube channel; monitoring and consolidation of partners' dissemination activities; contribution to project deliverables, progress reporting and review meetings.

01/2026 – 12/2026 Erasmus+

Title: “BIAD - AI-Driven Skills Development for Tourism and Hospitality: Bridging the Industry–Academia Gap”

Role: Strategy and Development Study Expert.

Main tasks: Contribution to sectoral and regional analysis of digital skills gaps and regional insights in the tourism and hospitality sector, including input to the analysis of existing education and training provision in relation to identified skills gaps; contribution to synthesis of findings for deliverables D2.1 and D2.2. Contribution to the contextualisation of learning scenarios and curriculum content for tourism and hospitality education; input to the definition of learner profiles and learning needs; contribution to the preparation of deliverables D3.1 and D3.2.

01/2026 – 08/2026 Ministry of Tourism Advisory Project

Title: “Advisory Services for Destination Management – Subproject 1 ‘Destination Management’, Action 16931 ‘Tourism Development’, Recovery and Resilience Facility (Ministry of Tourism, Greece)”.

Role: Independent Destination Management Expert.

Main tasks: Design and delivery of training programmes for destinations in Regions 2 and 4 of the national project; development of educational material; alignment with Ministry specifications and project deliverables.

01/2024 – 07/2024 World Tourism Organization (UN Tourism)

Title: “UNWTO Technical Assistance for the Tourism Development of Thassos, Greece”.

Role: Strategy and Development Study Expert.

Main tasks: Design and delivery of the complete study.

02/2022 – 12/2024 Erasmus+

Title: “Joint Online Course in Sustainable Tourism Destination Management”.

Role: Strategy and Development Study Expert.

Main tasks: Contribution to the development of the Sustainable Tourism Executive profile and to the design and organisation of the joint online course.

04/2023 – 09/2023 Ministry of Digital Governance (Greece)

Title: “Security in the Next-Generation Internet Metaverse”.

Role: Tourism Marketing Specialist.

Main tasks: Design and implementation of the study on metaverse security in tourism and tourism marketing.

03/2022 – 07/2022 World Tourism Organization (UN Tourism)

Title: “UNWTO Technical Assistance for the COVID-19 Tourism Recovery for Skiathos, Greece”.

Role: Strategy and Development Study Expert.

Main tasks: Design and delivery of the complete study.

10/2018 – 03/2019 Mindhaus

Title: “Environmental Infrastructure Study for Small Greek Island Destinations”.

Role: Strategy Study Expert.

Main tasks: Design and delivery of the complete study.

11/2016 – 03/2017 Municipality of Barcelona, Spain

Title: “Sustainable tourism marketing guidelines for the city of Barcelona: design, benchmarking and implementation plan”.

Role: Strategy and Development Study Expert.

Main tasks: Study design and delivery of the benchmarking report.

02/2014 – 04/2014 Union of European Football Associations (UEFA)

Title: “The value of tourism destinations sponsoring football clubs”.

Role: Strategy Study Expert.

Main tasks: Analysis of the current landscape of tourism destination sponsorship of football clubs.

10/2007 – 02/2008 SPIDER Project, COOP Programme, EU 6th Framework Programme

Title: “Advertising, Promotion and Billing Strategies of Greek ISP and VoIP Service Providers in Greece (2006–2008)”.

Role: Strategy Study Expert.

Main tasks: Study design and delivery on advertising and promotion practices.

ACADEMIC AWARDS

02/2019 – 09/2019 Faculty of Arts and Social Sciences, University of Surrey

FASS Research Fellowship Award.

TEACHING EXPERIENCE

09/2022 – Present Ionian University, Greece

Modules: Introduction to Marketing; Tourism Services Marketing; Digital Marketing in Tourism; Destination Management; Management and Marketing of Cultural Heritage

Undergraduate Programme: Tourism

Postgraduate Programmes: MSc in Digital Technologies in Hospitality and Tourism Management, MA in Security and Culrural Heritage Studies

01/2024 – 01/2025 Open University of Cyprus, Cyprus

Modules: Content Communication and Marketing (END612); Marketing and Communication (EDM622)

Postgraduate Programme: MA in Communication and New Journalism

07/2023 – Present Athens University of Economics and Business, Greece

Module: Business Environment and Communication

Postgraduate Programme: MSc in Information Systems Development and Security

10/2018 – 10/2025 Hellenic Open University, Greece

Modules: Tourism Marketing for Organisations and Businesses (DTE61), Tourism Organisations Management (DIT31); Destination Management (DIT83)

Undergraduate Programme: Tourism Management

Postgraduate Programme: MSc in Tourism Business Administration

02/2014 – 07/2021 University of Surrey, Guildford, UK

Modules: Destination Management and Marketing; Tourism Services Marketing; Research Methods; Strategic Marketing and Brand Management; Strategic Brand Management in Tourism; Tourism Management; Destination Management

Undergraduate Programme: BSc International Tourism Management

Postgraduate Programmes: MSc International Tourism Management; MSc Strategic Hotel Management; MSc International Hotel Management

11/2017 – 11/2019 Alexander Technological Educational Institute of Thessaloniki, Greece

Module: Destination Marketing and Management

Postgraduate Programme: MSc in Tourism Business and Organisations Management

04/2016 – 06/2020 International Hellenic University, Greece

Module: Destination and Event Development

Postgraduate Programme: MSc in Hospitality and Tourism Management

01/2012 – 01/2014 ESCP Europe Business School, UK

Modules: Introduction to Creativity Marketing; Business Simulation

Postgraduate Programme: MSc in Creativity Marketing

10/2010 – 12/2013 Cass Business School, City University, London, UK

Modules: Principles of Marketing; Business Management; Professional Skills

Undergraduate Programmes: BSc Management; BSc Business Studies

PROGRAMME DEVELOPMENT

02/2014 – 07/2021 University of Surrey, Guildford, UK

MBA in International Tourism Management / International Hospitality Management – four-year integrated undergraduate and postgraduate programme; validated and developed in 2015.

Euromaster in International Tourism Management – two-year postgraduate programme; validated and developed in 2017.

MSc in Strategic Tourism Management and Marketing – postgraduate programme; validated and developed in 2018.

POSTGRADUATE SUPERVISION

07/2021 – Present Ionian University, Greece

Undergraduate Dissertation Programme Coordinator

Main duties: Planning, design and oversight of the dissertation process for the Tourism undergraduate programme.

Supervision of undergraduate dissertations (Tourism BSc):

- Principal Supervisor (20 dissertations)

- Second Supervisor (7 dissertations)

Supervision of doctoral research (Principal Supervisor):

– Vasiliki Fragkouli (September 2022 – Present)

Topic: Reuse of industrial heritage and destination development: the case of the tobacco warehouses of Kavala.

– Nikolaos Banos (September 2022 – Present)

Topic: The role of intangible cultural heritage in destination identity development and integrated destination branding: the case of Corfu.

– Maria Zisopoulou (September 2022 – Present)

Topic: Destination identity and integrated destination branding: the case of Lakonian Mani.

– Vasiliki Koutroumanou (September 2023 – Present)

Topic: Destination development through cultural festivals: the case of the Athens and Epidaurus Festival.

10/2018 – 09/2022 Hellenic Open University, Greece

Supervision of MSc dissertations (MSc in Tourism Business Administration).

04/2016 – 09/2021 International Hellenic University, Greece

Supervision of MSc dissertations (MSc in Hospitality and Tourism Management).

02/2014 – 07/2021 University of Surrey, Guildford, UK

Postgraduate Dissertation Programme Coordinator

Main duties: Planning, design and oversight of the dissertation process for all postgraduate students in the School (200–250 students).

Supervision of MSc dissertations (80+ dissertations in total).

Supervision of doctoral research:

– Purimprach Sangkaew (October 2014 – April 2019)

Role: Second Supervisor. First Supervisor: Prof. Leo Jago. Topic: The role of ICT in business events.

OTHER ACADEMIC EXPERIENCE

– Research Notes Editor, *Journal of Qualitative Research in Tourism (QRT)*

– Editorial Board Member, *Journal of Tourism Policy*

- Reviewer for the following international journals: *Annals of Tourism Research*, *Journal of Sustainable Tourism*, *International Journal of Contemporary Hospitality Management*, *Tourism Geographies*, *Journal of Hospitality and Tourism Research*
- Certified evaluator and expert, Hellenic Foundation for Research and Innovation (HFRI/ELIDEK)
- Member of the Organising Committee, School of Hospitality and Tourism Management Conference “Making an Impact: Creating Constructive Conversations”, University of Surrey, UK, 2016
- Member of the Organising Committee, “International Conference on Contemporary Marketing Issues” (11th ICCMI), July 2023, Corfu, Greece

OTHER PROFESSIONAL EXPERIENCE

05/2009 – 07/2009 Marketing Assistant, The Lift Creative Services, Birmingham, UK
Internship as part of the MA in Creative and Media Enterprises.

02/2008 – 09/2008 Marketing Executive, KARIERA S.A., Athens, Greece
Main duties: Marketing and sales in the Greek employment market.

SKILLS

Languages: Greek (native), English (fluent)

IT skills: SPSS for Windows; Microsoft Office (Word, Excel, PowerPoint)

Interests: Yoga; Literature; Contemporary Dance and Theatre; Travel