

Curriculum Vitae

Dr. Sotirios Varelas

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

PERSONAL INFORMATION

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GOOGLE SCHOLAR PROFILE:

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

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EDUCATION – TRAINING

April 2008 – October 2016

PhD in Business Administration, Department of Business Administration, University of Piraeus. Dissertation title: “Strategies for the Development of Tourism Enterprises – The Case of Hotel Enterprises”. The dissertation addresses, both theoretically and methodologically, Strategy and Strategic Management in the critical sector of tourism and hospitality enterprises, as well as in contemporary organisations. Handle: <http://hdl.handle.net/10442/hedi/39663>, ND: 39663, (Address: 80 Karaoli & Dimitriou Str., 185 32 Piraeus).

September 2005 – May 2007

Master’s Degree in Business Administration – Total Quality Management (MBA – TQM), Department of Business Administration, School of Economics, Business and International Studies, University of Piraeus (Address: 80 Karaoli & Dimitriou Str., 185 32 Piraeus).

September 2000 – June 2005

Bachelor’s Degree in Statistics and Insurance Science, Department of Statistics and Insurance Science, School of Finance and Statistics, University of Piraeus (Address: 80 Karaoli & Dimitriou Str., 185 32 Piraeus).

ACADEMIC – TEACHING EXPERIENCE

TEACHING EXPERIENCE AT UNDERGRADUATE LEVEL

September 2025 – Present

Associate 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 Organisations”.

June 2021 – September 2025

Tenured 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 Organisations”.

October 2021 – Present

Courses taught

- TSK101. Introduction to Tourism – Tourism Geography (1st semester)
- TSK302. International Economics and the International Tourism Market (3rd semester)
- TSK501. Strategies and Policies for Tourism Development (5th semester)
- TSK603. Organisation and Operation of Modern Travel Agencies (6th semester)
- TSK801. Strategic Management of Tourism Enterprises (8th semester)
- TSK615. Contemporary Issues in Tourism (elective)
- TSK616. European Tourism Policy (elective)
- TSK626. Strategies for the Development of Luxury Tourism (elective)
- TSKPRAK01. Practical Course I (elective)
- TSKPRAK02. Practical Course II (elective)
- TSKER01-02. Research Project (elective)

, of the Undergraduate Programme of Studies in Tourism Studies, School of Economics, Business and International Studies, University of Piraeus (Address: 80 Karaoli & Dimitriou Str., 185 32 Piraeus).

October 2018 – June 2021

Elected faculty member at the rank of Lecturer in the field of “Strategic Management for Tourism Enterprises” at the Department of Economics and Business, School of Economics, Business and Computer Science, Neapolis University Pafos, (Address: 2 Danaï Str., Pafos 8042, Cyprus; equivalent to Greek Higher Education Institutions).

November 2019 – Present

Course tutor (Adjunct Teaching Staff – S.E.P.) and Coordinator (for one academic period) of the course-module, [DIT31] Management of Tourism Organisations and Institutions of the Undergraduate Programme of Studies [DIT] Tourism Management, School of Social Sciences, Hellenic Open University. Distance learning through an electronic platform (Address: 18 Parodos Aristotelous Str., Perivola Patron, 26335, Patras).

February 2019 – May 2023

Taught the course “etourism & mtourism in the International Environment”, 2nd semester, of the Undergraduate Programme of Studies in Tourism Studies, School of Economics, Business and International Studies, University of Piraeus (Address: 80 Karaoli & Dimitriou Str., 185 32 Piraeus).

February 2018 – June 2019

Taught the course “Consumer Behaviour”, 4th semester, at the Department of Business Administration, School of Administrative, Economic and Social Sciences, University of West Attica (Address: 250 Thivon Str., Egaleo 122 44).

February 2018 – June 2019

Taught the course “Marketing of Public & Non-Profit Organisations”, 8th semester, at the Department of Business Administration, School of Administrative, Economic and Social Sciences, University of West Attica (Address: 250 Thivon Str., Egaleo 122 44).

October 2018 – February 2019

Taught the course “Marketing of Financial Services”, 5th semester, at the Department of Business Administration, School of Administrative, Economic and Social Sciences, University of West Attica (Address: 250 Thivon Str., Egaleo 122 44).

October 2018 – February 2019

Taught the course “Marketing Decision-Making Methods”, 7th semester, at the Department of Business Administration, School of Administrative, Economic and Social Sciences, University of West Attica (Address: 250 Thivon Str., Egaleo 122 44).

February 2018 – June 2018

Taught the course “Business Administration” at the Department of Computer Engineering T.E. of ATEI of Peloponnese (Address: Valiotis Building, Klada Area 23100, Sparta).

October 2017 – February 2018

Taught the course “Principles of Business Administration”, 1st semester, at the Department of Accounting and Finance of ATEI of Peloponnese (Address: Antikalamos 241 00, Kalamata).

TEACHING EXPERIENCE AT POSTGRADUATE LEVEL**October 2024 – February 2024**

Taught the course “Innovative Redesign of the Production Processes of the Hotel Product” in the Master’s Programme Innovation and Entrepreneurship in Tourism of the University of West Attica

March 2022 – Present

Co-taught the course “Strategic Management” in the Master’s Programme in Business Administration – Tourism Management of the University of Piraeus.

March 2022 – Present

Taught the course “Conflict and Negotiation Management” in the Master’s Programme in Business Administration of the University of Piraeus

October 2019 – February 2020

Taught the course “Leadership and Organisational Behaviour” in the on-campus MBA programme at Neapolis University Pafos, in both the Greek-language and the English-language cohort (Address: 2 Danais Str., Pafos 8042, Cyprus; equivalent to Greek Higher Education Institutions).

October 2019 – February 2020

Taught the course “Marketing Management and Organisational Communication” in the on-campus MBA programme at Neapolis University Pafos, in both the Greek-language and the English-language cohort (Address: 2 Danais Str., Pafos 8042, Cyprus; equivalent to Greek Higher Education Institutions).

February 2019 – June 2019

Taught the course “Tour Operating Management” in the on-campus Master’s programme in Tourism Business Administration (MBA in Tourism) at Neapolis University Pafos (Address: 2 Danais Str., Pafos 8042, Cyprus; equivalent to Greek Higher Education Institutions).

February 2019 – June 2019

Taught the course “Hotel Operation Management” in the on-campus Master’s programme in Tourism Business Administration (MBA in Tourism) at Neapolis University Pafos (Address: 2 Danais Str., Pafos 8042, Cyprus; equivalent to Greek Higher Education Institutions).

October 2017 – July 2019

Course tutor, as a member of the Adjunct Teaching Staff (S.E.P.), for the course-module [DTE61] Tourism Marketing for Organisations, Institutions and Enterprises of the Master’s Programme [DTE] Tourism Business Administration, School of Social Sciences, Hellenic Open University. Distance learning through an electronic platform (Address: 18 Parodos Aristotelous Str., Perivola Patron, 26335, Patras).

PROFESSIONAL EXPERIENCE

September 2018 – Present

Independent Consultant, registered for the following professional activities:

Main Activity

70.22.11 Strategic management consulting services

Secondary

70.22.13 Marketing consulting services

71.12.11.03 Techno-economic study services

73.20.00.00 Market research and opinion polling

85.42.1 Higher education services

85.59.19.02 Teaching services (lectures) in training seminars

85.59.19.00 Education Services n.e.c.

November 2018 – June 2021

Co-founder, Head of Strategy and Development and General Partner of the company “KAINOTOMES DIKTYOSEIS G.P. – NeTourWork www.netourwork.com” (VAT No. 801038180, Tax Office of Amarousio). The company is an innovative networking platform aiming at contemporary promotion and dynamic networking for tourism enterprises, tourism organisations and destinations, through a multimedia plan of multimodal applications such as virtual and augmented reality, 360° tours, gamification.

NeTourWork offers a set of innovative networking services such as:

- Vreminars & Webinars – Online seminars.
- Virtual & Digital Specialist Training Programs- Online training programmes for tourism professionals.
- Virtual & Digital Contests – Online contests showcasing experiential products.
- Newsletter campaigns and specialised digital advertising promotion (digital campaign).

April 2011 – September 2018

Scientific Advisor on tourism development strategy for the Region of Peloponnese, a second-tier local government authority (Address: Ethnarchou Makariou Square, Tripoli, 22100). Appointed under a fixed-term private-law employment contract, following an open call for applications and the subsequent Decision of the Regional Governor No. 9688/2928/30-3-2011 (Government Gazette 263/vol. C/26-4-2011), to provide advice and specialised opinions and recommendations, orally or in writing, on matters relating to tourism development in the Region of Peloponnese. These duties included scientific and organisational support to the Region of Peloponnese and to the Directorate of Lifelong Learning, Employment, Commerce and Tourism on strategy and marketing issues, such as:

- Participation in the formulation of the short-term and long-term Strategic Plan of the Region of Peloponnese with regard to 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, Commerce and Tourism.
- Provision of research services in the field of strategy and destination management with regard to the Peloponnese.
- Provision of scientific support for the implementation and conduct of integrated tourism promotion activities implemented by the Directorate of Lifelong Learning, Employment, Commerce and Tourism.
- Participation in and organisation of institutional consultations and meetings with public, private and international bodies such as the Ministry of Tourism, the GNT0, Municipalities, SETE, Hoteliers' Associations, and international Associations of Travel Agents and Tour Operators.
- Scientific support for attracting airlines to the "Captain Vassilis Constantakopoulos" Kalamata International Airport.

February 2010 – January 2011

Scientific Advisor to the Deputy Ministry of Culture and Tourism and to the Greek National Tourism Organisation (Decision No. 4911/26-04-2010) for:

- Scientific support on strategic matters for the Deputy Ministry of Tourism and the Greek National Tourism Organisation.
- Participation in scientific committees and Working Groups (portal visitgreece.gr, conference tourism, restructuring of the GNT0, Overseas Offices).
- Provision of expertise on matters of tourism development and promotion of the tourism organisation.
- Scientific support for and cooperation with the directorates of the Deputy Ministry of Culture and Tourism and of the Greek National Tourism Organisation.
- Scientific preparation for 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

Seasonal work in event organisation as an event manager at wedding and christening receptions and seminars for the company Eurocatering (Address: 52A Xanthou Str., Elliniko, Attica).

February 2004 – May 2005

Part-time employment with principal activities and responsibility as head of a team of students for the design of sampling surveys of retail stores at the company Hellenic Research House (Address: 7 Lampsakou Str., Athens, 115 28, Attica).

July 2003 – September 2003

Apprenticeship internship with principal activities and responsibilities in Underwriting at the Underwriting Department of Ethniki A.E.E.G.A. (5 Ypatias Str., 105 57, Athens, Attica).

RESEARCH PROJECTS, APPLIED STUDIES AND CONSULTANCY

April 2026 – Present

Researcher in Work Package 3, focusing on the development of Greece's tourism transformation and growth strategy for the period 2030–2035 (White Paper), implemented by DIADIKASIA Business Consulting on behalf of the Ministry of Tourism.

March 2026 – May 2026

Researcher and Member of the Project Team “Application of Machine Learning, Process Monitoring & Recommendation Systems technologies in the field of tourism and hospitality”, implemented under Action SUB1.1 “Research Excellence Partnerships – REP”.

March 2026 – May 2026

Researcher and Member of the Project Team “Conversational agent with emotional intelligence for second or foreign language learning (Emobot)”, implemented under Action SUB1.1 “Research Excellence Partnerships – REP”.

April 2026 – Present

Scientific Coordinator of the Athens Observatory for Sustainable Tourism Development. Athens Development Agency S.A.

December 2025 – Present

Scientific Coordinator of the consultancy services project under Sub-project 1 “Destination Management” of Action 16931 “Tourism Development”, funded by the Recovery and Resilience Facility | Part 3: Epirus–Western Macedonia–Meteora–Delphi–Larissa, for the establishment of Destination Management and Marketing Organisations (DMMOs), implemented by DIADIKASIA Business Consulting on behalf of the Ministry of Tourism

December 2025 – Present

Consultant for the project “Processing and drafting of proposals regarding the role of travel and tourism agencies and the documentation of policies and strategic interventions that can strengthen their sustainable and competitive development”, for the Institute of the Greek Tourism Confederation (INSETE).

December 2025 – Present

Consultant for the project “Consultancy services for the preparation of a study on the establishment and operation of a Destination Management Organisation (DMMO) in the Municipality of Aigialeia”

December 2025 – Present

Consultant for the project “Consultancy services for the preparation of a study on the establishment and operation of a Destination Management Organisation (DMMO) in the Municipality of Corinth”.

December 2025 – Present

Consultant for the Strategic Marketing and Branding Plan of the Municipality of Ierapetra, implemented by CK Strategies.

December 2025 – Present

Consultant for the Strategic Marketing and Branding Plan of the Municipality of Agios Nikolaos, implemented by CK Strategies.

December 2025 – February 2026

Consultant for the project "Analysis of the impacts of three alternative development scenarios for the tourism investment MALT in Elliniko, with a comparative assessment of the spatial and functional structure, of the allocation of tourism and residential uses and of the accommodation capacity. The work includes the quantification of the socio-economic effects of each scenario, the estimation of revenues, net final demand, total production activation, contribution to Gross Value Added, employment impacts, and the mapping of the construction investment footprint. "

May 2025 – Present

Scientific Coordinator of the project for the design and development of the platform and website of the National Observatory for Sustainable Tourism Development and of 13 Regional Observatories, funded by the Recovery and Resilience Facility, implemented by NEXTCOM on behalf of the Ministry of Tourism, TEE.

May 2025 – October 2025

Consultant for the project "Research – study for the establishment of a Destination Management and Marketing Organisation in the Region of the Ionian Islands", for the Development Organisation of Local Authorities of the Region of the Ionian Islands (AOPIN) S.A. – Ionian Development.

June 2025 – December 2025

Consultant for the Strategic Marketing and Branding Plan of the Municipality of Agkistri, implemented by CK Strategies.

December 2024 – Present

Preparation of the study "Climate Change and Sustainable Tourism Development in the Regional Unit of Kavala–Thassos"

October 2024 – May 2025

Study on the Tourism Marketing Strategy of the Municipality of Loutraki–Perachora–Agioi Theodoroi.

October 2024 – May 2025

Preparation of a study on the Tourism Strategy of the Municipality of Kalamata.

September 2024 – Present

Primary research for the analysis of the motivations and purchasing behaviour of visitors at Agora Costa Navarino.

May 2024 – December 2024

Scientific Coordinator of the research study on Tourism Carrying Capacity for the Municipality of Athens, Research Centre of the University of Piraeus.

May 2024 – November 2024

Formulation of the specifications study for the establishment of an integrated Electronic Tourism Observatory of the Region of Western Greece.

October 2023 – December 2023

Study on the Strategic Planning of the tourism promotion and development of Kos. Municipal Development Company of the Municipality of Kos S.A.

September 2023 – March 2024

Study for the establishment of a Destination Management and Marketing Organisation in the Municipality of Elliniko–Argyroupoli.

July 2023 – October 2023

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

December 2022 – October 2023

Support services for the tourism promotion activities of the Region of Central Greece for the year 2022 (Tourism Observatory), Research Centre of the University of Piraeus.

February 2022 – June 2023

Research – Study on inclusive tourism actions and services contracted by TEMES S.A., through the Research Centre of the University of Piraeus.

February 2022 – June 2023

Study on the Impacts of the Operation of an International Tourism School in Messinia, contracted by TEMES S.A., through the Research Centre of the University of Piraeus.

October 2022 – February 2023

Research and experimental development services for the project entitled “Philippi Park”, project code 19.3.2.

- Research – recording – documentation of the tourism and cultural assets of “Philippi Park”, oriented towards the creation of thematic tourism packages (3-day, 7-day and 10-day), covering all points of tourism, cultural and agro-environmental interest, appropriately assessed and documented,
- Consultation activities using the cultural mapping methodology within the local community, and working meetings with distinguished experts on the subject of the research.

May 2022 – November 2023

Deliverable of Expertise, Research and Study Services for the Engagement and Attraction of the Greek Diaspora for the tourism of the Region of Western Greece.

June 2022 – September 2022

Consultancy support for the preparation of a roadmap for the establishment of a destination management structure for the Region of Attica (DMO), Smart Solutions.

September 2022 – November 2022

Consultancy and study services for the project SMARTMED- “Empower Mediterranean For Smart Tourism” of the Programme Interreg V-B Mediterranean (MED) 2014-2020.

December 2022 – May 2023

Expertise Study on the tourism promotion actions of the Municipality of Elefsina

December 2021 – May 2022

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

July 2021 – December 2021

Drafting of a study on the “Tourism Strategy of the Municipality of Elefsina”.

July 2021 – October 2021

Participation in a Research Project on the “Research – Study of the Economic Impacts of the investment of Ionian Hotel Enterprises S.A. (Hilton) on the local economy”, through the Research Centre of the University of Piraeus, (Address: 122 Grigoriou Lampraki Str., Piraeus, 185 34).

June 2021 – December 2021

Participation in a Research Project on “SILVER TOURISM – Development Strategies for Silver Tourism P.E.1.4”, through the Research Centre of the University of Piraeus, (Address: 122 Grigoriou Lampraki Str., Piraeus, 185 34).

June 2021 – March 2022

Development of a toolkit for strengthening the entrepreneurship and competitiveness of Greek tourism enterprises for AOPSI S.A., within a project for INSETE.

September 2019 – September 2021

Participation in the Research Project “Support for researchers with an 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 the Research Centre of the University of Piraeus, 122 Grigoriou Lampraki Str., Piraeus, 185 34.

December 2020 – June 2021

Drafting 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 policy and tools for the tourism promotion of local gastronomy and for the preparation of an action plan for the promotion of the gastronomic product and tourism in the Region of Western Greece for the years 2019 and 2020.

September 2019 – September 2020

Participation in the Research Project “Research Study on the experiential product Kalamata 1821: Roads of Freedom”, within the framework of the funded project Research – Innovate, through the Research Centre of the University of the Peloponnese, (Address: Akadimaikou G.K. Vlachou, Tripoli, 22 100).

September 2021 – December 2021

Support services for the development of the Regional and of the joint comparative cross-border study for the needs of the European project CI-NOVATEC.

June 2021 – July 2021

Participation in a national survey mapping the needs of rural tourism enterprises for research purposes; contracted by ETAM S.A.

September 2020 – October 2020

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

September 2019 – February 2020

Analysis, data processing, synthesis of proposals and contribution to the deliverables of the project Creation of a Destination Management System for the Peloponnese.

July 2019 – October 2019

Participation in a Research Project on the “Impact Study of Costa Navarino and the Tourism Enterprises of Messinia (TEMES S.A.)”, through the Research Centre of the University of Piraeus, (Address: 122 Grigoriou Lampraki Str., Piraeus, 185 34).

March 2019 – May 2019

Participation in a Research Project with code 0378, entitled “Implementation of Research – Study for a Plan for the Exploitation of virtual and augmented reality applications in the digital promotion of the Region of the Peloponnese”, which included analysis, data processing, synthesis of proposals and participation in the drafting of the deliverables. The project was implemented through the Research Centre of the University of the Peloponnese, (Address: Akadimaikou 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 Thivon Str., Egaleo 122 44).

November 2018 – January 2019

Participation in the Research Project with code C167, entitled “Research and Drafting of a Study for a Strategic Plan to Attract Diaspora Tourism”, through the Research Centre of the University of Piraeus, (Address: 122 Grigoriou Lampraki Str., Piraeus, 185 34).

October 2018 – December 2019

Drafting of a Study on alternative tourism for the Centre of Technology and Innovation, 57 Nafpliou Str., 22100.

September 2009 – November 2009

Participation in Research Programme A.704 through the Research Centre of the University of Piraeus, (Address: 122 Grigoriou Lampraki Str., Piraeus, 185 34).

March 2009 – June 2009

Participation in Research Programme A.913 through the Research Centre of the University of Piraeus, (Address: 122 Grigoriou Lampraki Str., Piraeus, 185 34).

March 2009 – June 2009

Participation in Research Programme B.419 through the Research Centre of the University of Piraeus, (Address: 122 Grigoriou Lampraki Str., Piraeus, 185 34).

April 2009 – September 2009

Participation in Research Programme B.042 through the Research Centre of the University of Piraeus, (Address: 122 Grigoriou Lampraki Str., Piraeus, 185 34).

SUPERVISION OF DOCTORAL – POSTGRADUATE – UNDERGRADUATE THESES

Doctoral theses in progress under supervision at the Department of Tourism Studies

- Development of a strategic performance management framework for tourism enterprises: A combined approach of business performance indicators with carrying capacity indicators of tourism development at destination level.
- Strategies and Policies for Tourism Decision-Making with an Emphasis on Sustainability – The Case of Tourism Real Estate and Mixed-use Developments.
- The Strategic Role of Revenue Management in the Development of Dynamic Packaging and Dynamic Pricing – The Case of Hospitality Enterprises.
- Strategies for the Development of Well-Being Tourism in Greece: A Combined Study of Tourism Attractiveness and Investment Policy.

Master's theses completed under supervision

Within the Master's Programme in Business Administration (MBA).

- Strategic Planning & Comparative Analysis of Three Leading Greek Companies in Different Sectors.
- Conflict Management in the Business Environment and Trust Building in Contemporary Organisations.
- The Use of Key Performance Indicators and Data Envelopment Analysis as an Integrated Strategy for Conflict Avoidance in the Tourism Sector.

Within the Master's Programme in Business Administration – Tourism Management (MBA in Tourism).

- Strategic Differentiation and Inclusive Management of Tourism Enterprises.
- Strategic Management in Hotel Enterprises: Revenue Management as a Tool for Managerial Decision-Making in Hotels.

Within the Master's Programme [DTE] Tourism Business Administration of the Hellenic Open University.

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

- Strategic Human Resource Management and New Technologies – The Case of Hotels (Chalkidiki)
- Tourism Marketing Plan for 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 Organisation (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 effects on the tourist accommodation establishments of Lesvos.
- Strategic marketing planning of resort hotels in Greece.
- Tourism Marketing Plan and Sustainable Tourism Development of the Prefecture of Achaia.
- Development of Alternative & Special Forms of Tourism: Dietary Habits of Tourists: Case Study: Municipality of Kefalonia.
- Alternative and Special Forms of Tourism. Case Study: Municipality of Kalavryta.
- Alternative forms of tourism – Wine tourism in the area of Aigialeia.
- Education and Vocational Training of the Human Resources of Hotel Units: A case study of the “Greotel Olympia Riviera Resort” hotel unit in Kyllini, Ilia.

Completed Undergraduate Theses

- The Role of Virtual and Augmented Reality Applications in Tourism. Department of Computer Engineering T.E., School of Technological Applications (Seat: Sparta), A.T.E.I. of Peloponnese.
- 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 – Present

Instructor in the training seminars of the Institute of the Greek Tourism Confederation (INSETE) on Strategy for Tourism Enterprises and Strategic Marketing.

November 2018 – Present

Taught the course “Strategic Management of Tourism Enterprises” in the MBA Tourism & Hospitality Programme of the Greek Management Association (Address: 200 Ionias Avenue & Iakovaton Str., Patisia 111 44, Attica).

October 2009 – May 2016

Teaching support in the subjects of Strategic Management and Business Policy & Strategy at the Department of Business Administration of the University of Piraeus (Address: 80 Karaoli & Dimitriou Str., 185 32 Piraeus).

September 2009 – June 2010

Taught the seminar course “Management” for the Officers of the Air War College of the Hellenic Air Force (Address: Dekelia Air Base, 13671, TGA 1010, Acharnes, Attica).

October 2008 – June 2010

Laboratory Assistant for the teaching of IT applications (word, excel, statgrafics), 1st semester, at the Department of Business Administration of the University of Piraeus (Address: 80 Karaoli & Dimitriou Str., 185 32 Piraeus).

ADMINISTRATIVE EXPERIENCE

February 2023 – Present

Director of the Research Laboratory of Tourism Excellence of the Department of Tourism Studies, School of Economics, Business and International Studies, University of Piraeus. Within the scope of these duties, the following actions were undertaken:

- Registration and support of new faculty members
- Creation of the laboratory’s corporate identity
- Creation of an informational website <https://www.uptourismlab.gr/>
- Creation of promotional material (brochure) for the laboratory
- Organisation of the “Sea Days” event in cooperation with the Municipality of Piraeus
- Organisation of a conference with 50 speakers from the labour market, in cooperation with Athens International Tourism Expo 2023.
- Delivery of a series of talks by executives from the labour market within the Department’s courses.
- Hosting and support of Erasmus researchers for internships at the laboratory.

July 2021 – Present

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

July 2021 – Present

Coordinator of the Academic Advisors for Undergraduate Students of the Department of Tourism Studies, School of Economics, Business and International Studies, University of Piraeus. Within the scope of these duties, supporting material was created and a welcome event as well as academic meetings for each year of studies were organised for the exchange of good practices in the educational process.

September 2021 – Present

Member of the Internal Evaluation Group (OMEA) of the Department of Tourism Studies, School of Economics, Business and International Studies, University of Piraeus. Within the scope of this responsibility, the accreditation of the Department was completed.

September 2021 – Present

Officer in charge of Internships and Deputy Officer (since October 2022) for Undergraduate Students of the Department of Tourism Studies, School of Economics, Business and International Studies, University of Piraeus.

September 2021 – Present

Covid-19 Officer of the Department of Tourism Studies, School of Economics, Business and International Studies, University of Piraeus.

September 2021 – Present

Participation in the Seven-Member Committee for Student Transfers of the Department of Tourism Studies

Administrative Experience through participation in committees of the University of Piraeus

- Chair of the Committee for the Monitoring and Acceptance of the Provision of Consultancy Services for the Support of the Directorate of IT and Technical Works of the University of Piraeus for the effective implementation of its strategic planning.
- Chair of the Committee for the Conduct and Evaluation of the Electronic Public International Open Tender above the thresholds, with the award criterion of the most economically advantageous tender on the basis of price, for the selection of a Contractor for the provision of security services for the buildings of the University of Piraeus for a period of three (3) years, namely for the financial years 2022, 2023 and 2024
- Member of the Committee for the Monitoring and Acceptance of the supply and installation of audiovisual and other equipment of the University of Piraeus within the framework of the project “Modernisation of the Audiovisual Infrastructure of the University’s Lecture Halls and of the Laboratories of the Main Building of the University of Piraeus”
- Member of the Committee for the Conduct and Evaluation of the Electronic Public International Tender above the thresholds, under open procedures and with the evaluation criterion of the most economically advantageous tender on the basis of price, for the selection of a Contractor for the cleaning of the buildings of the University of Piraeus for the years 2023 and 2024.
- Member of the Committee for the Conduct and Evaluation of the Public Open Electronic Tender below the thresholds, with the award criterion of the most economically advantageous tender on the basis of price, for the selection of a contractor for the provision of services for the maintenance and technical – operational support of the electromechanical and building installations of the buildings of the University of Piraeus, for a period of eighteen (18) months

February 2023 – October 2024

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

October 2018 – June 2021

Participation in the Departmental Assembly of the Department of Economics and Business, School of Economics, Business and Computer Science, Neapolis University Pafos, as a faculty member at the rank of Lecturer. Within the scope of these duties, actions such as the following are undertaken:

- Participation in the formulation of the curriculum.
- Participation in the departmental evaluation by the HQA (ADIP).

- 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 Master's Programme in Tourism Business Administration of the Department of Economics and Business, School of Economics, Business and Computer Science, Neapolis University Pafos (both the on-campus and the distance-learning mode). These duties included:

- Coordination of the on-campus MBA in Tourism.
- Preparation of the accreditation file for the distance-learning MBA in Tourism (curriculum, syllabi of courses, study guides for 10 courses).
- Successful defence before a committee of Professors from abroad [(Chair) Professor Yoel Mansfeld, University of Haifa, Israel, (1st Member) Senior Associate Professor Jocelyne Napoli, Université Toulouse III, France, (2nd 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 (ADIP).
- Promotion and enrolment of 30 students in the distance-learning MBA in Tourism accredited by the HQA (ADIP).
- Coordination of the distance-learning MBA in Tourism.

January 2020 – June 2021

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

The research fields of the Centre are the following:

- Strategic Planning, Destination Management and Marketing, including the assessment of tourism development plans and of development strategies for the sector and for the products offered
- Analysis of Tourism Impacts, including the economic and social analysis of significant activities and the identification and forecasting of the effects of proposed tourism development plans
- Regional Tourism Development, focusing on the market development of alternative forms of tourism for Pafos, Cyprus and the wider Mediterranean region.

PUBLISHED RESEARCH WORK

Research Papers Published in International Scientific Journals – Peer-Reviewed Conference Proceedings:

1. Tsoupros, G., Varelas, S., & Anastasopoulos, I. E. (2026). Destination Management and Marketing Organizations as Enablers of Entrepreneurial Resilience: Co-Creating Organizational Structures and Human Resource Capacity Through Participatory Governance and Emerging Technologies. *Merits*, 6(3), 26. <https://doi.org/10.3390/merits6030026>

2. Varelas, S., Tsoupros, G., & Anastasopoulos, I. E. (2026). Assessing the Social Carrying Capacity of Urban Tourism: Residents' and Professionals' Perceptions in the Municipality of Athens. *Sustainability*, 18(9), 4560.
<https://doi.org/10.3390/su18094560>
3. Varelas, S., & Papageorgiou, A. (2026), The Strategic Approach of Greek Expatriates as Inbound Tourists and the Analysis of Their Consumer Behavior, p. 523-530, Springer, https://EconPapers.repec.org/RePEc:spr:prbchp:978-3-032-12968-0_57.
4. Vrionis-Anucin, I., & Varelas, S. (2026), Implementing Sustainable Habits in Dynamic Pricing Through Revenue Management Strategies in the Hotel Industry—A Literature Review, p. 761-768, Springer, https://EconPapers.repec.org/RePEc:spr:prbchp:978-3-032-12968-0_83 .
5. Tsoupros, G., Varelas, S., & Anastasopoulos, I. (2026). Strategic Adaptation and Resilience of Tourism Destinations: Insights From the Greek Experience. In G. Deirmentzoglou, E. Anastasopoulou, V. Geldres-Weiss, B. Jovanovski, & A. Masouras (Eds.), *Entrepreneurial Resilience in Turbulent Globalized Economies* (pp. 371-402). IGI Global Scientific Publishing.
<https://doi.org/10.4018/979-8-3373-6991-4.ch013>
6. Anastasopoulos, I., Tsoupros, G., Varelas, S., Deirmentzoglou, G. A., & Anastasopoulou, E. E. (2026). Resilience in Tourism, Real Estate, and Mixed-Use Developments: A KPI- and ESG-Based Framework for Managing Disruption. In G. Deirmentzoglou, E. Anastasopoulou, V. Geldres-Weiss, B. Jovanovski, & A. Masouras (Eds.), *Entrepreneurial Resilience in Turbulent Globalized Economies* (pp. 345-370). IGI Global Scientific Publishing.
<https://doi.org/10.4018/979-8-3373-6991-4.ch012>.
7. Tsoupros, G., Anastasopoulos, I., Varelas, S., & Anastasopoulou, E. E. (2025). Platform-Enabled Destination Management: KPI Dashboards and DEA Benchmarking in the Peloponnese. *Platforms*, 3(4), 21.
<https://doi.org/10.3390/platforms3040021>
8. Tsoupros, G., Varelas, S., & Anastasopoulos, I. (2025). Strategic Group Analysis in the Tourism Industry: A Destination's perspective. *Future of Business Administration*, 4(2), 34–43. <https://doi.org/10.33422/fba.v4i2.1171>
9. Varelas, S., & Kanellopoulou, A. (2025). The strategic role of trust for conflict management in the human resource environment of tourism enterprises. *Worldwide Hospitality and Tourism Themes*, 1–13. Emerald Publishing Limited.
10. Varelas, S., & Papageorgiou, A. (2025). Strategic approach of Greek expatriates as inbound tourists: The case of the Peloponnese area, Greece. *Tourism Today*, 24, 58–80.

11. Georgopoulos, N., Katsanakis, I., Kopanaki, E., Varelas, S., Stroumpoulis, A., Anastasopoulos, I., Konstantopoulou, C., Klada, N., & Tsoupros, G. (2025, October 1). Bridging visitors' and residents' perspectives in destination planning: A sustainability and governance case study of Piraeus Port. *Tourism and Hospitality*, 6(4), 196. MDPI.
12. Deirmentzoglou, G. A., Agoraki, K. K., Varelas, S., Anastasopoulos, I., & Anastasopoulou, E. E. (2025). Technology acceptance model for metaverse applications in the tourism and hospitality industry. In I. Bartuseviciene et al. (Eds.), *Building resilience through digital transformation and sustainable innovation*. Springer Proceedings in Business and Economics. https://doi.org/10.1007/978-3-031-90054-9_17
13. Deirmentzoglou, G. A., Agoraki, K. K., Varelas, S., Anastasopoulos, I., & Anastasopoulou, E. E. (2025). Technology acceptance model for metaverse applications in the tourism and hospitality industry. In I. Bartuseviciene et al. (Eds.), *Building resilience through digital transformation and sustainable innovation* (pp. 263–273). Springer. https://doi.org/10.1007/978-3-031-90054-9_17
14. Deirmentzoglou, G. A., Anastasopoulou, E. E., Vlassi, E., Varelas, S., & Anastasopoulos, I. (2025). International Agritourism Ventures and Digital Tools: Enhancing Entrepreneurship Education Through Simulation. In A. Masouras, S. Anastasiadou, G. Deirmentzoglou, H. Sophocleous, & E. Anastasopoulou (Eds.), *Integrating Simulation Tools Into Entrepreneurship Education* (pp. 311-334). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3693-9040-5.ch015>
15. Konstantopoulou, C., Varelas, S., & Liargovas, P. (2024). Well-Being and Tourism: A Systematic Literature Review. *Economies*, 12(10), 281. <https://doi.org/10.3390/economies12100281>
16. Anastasopoulos I., Georgopoulos N., Katsanakis I., Klada N., Konstantopoulou C., Kopanaki E., Stroumpoulis A., Tsoupros G., Varelas S. (2024), Management of sustainable tourism in tourist destinations-ports. The use of sustainable indicators in the case study of the Piraeus port (Greece), *Sustainable Tourism XI, WIT Transactions on Ecology and the Environment*, DOI 10.2495/ST240031
17. 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>
18. Varelas, S. Virtual Immersive Platforms as a Strategic Innovative Destination Marketing Tool in the COVID-19 Era.(2022). *Sustainability*, 14, 12867. <https://doi.org/10.3390/su141912867>
19. Zouni, G., Hatzimarinakis, S. & Varelas, S. (2022) Tourism Observatories for measuring the COVID-19 impact on tourism, *Journal of Sustainability and*

20. 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>
21. 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>
22. 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>
23. 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).
24. 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.
25. 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
26. 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).
27. Varelas S., Georgitseas P. (2019), *Strategic Innovations in Tourism Enterprises through Blockchain Technology*, Strategic Innovative Marketing, Springer.
28. Varelas, S. & Belias, D. (2019), *Carrying Capacity Assessment for Tourism Development- A Strategic Approach*, Strategic Innovative Marketing, Springer.
29. 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.

30. 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.
31. Varelas, S.(2019). *Netourwork Framework - A New Era in Strategic Innovative Networking System for Tourism Enterprises*. *Strategic Innovative Marketing*, Springer.
32. Flavio T., Borges-Tiago T., Varelas, S. & Kavoura A. (2019), The Effect of Asymmetrical Image Projections on Online Destination Branding, *Strategic Innovative Marketing*, Springer.
33. 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.
34. 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.
35. 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.
36. 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.
37. 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.
38. 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 Collective Volumes, Book Chapters

1. Deirmentzoglou, G. A., Anastasopoulou, E. E., Vlassi, E., Varelas, S., & Anastasopoulos, I. (2025). International agritourism ventures and digital tools: Enhancing entrepreneurship education through simulation. In *Integrating simulation tools into entrepreneurship education* (pp. 311–334). IGI Global Scientific Publishing.
2. Konstantopoulou, C. and Varelas, S. (2023). Well-being – Quality of Life & Tourism: A systematic literature review, *Scientific Volume in honour of Emeritus Professor V. Pekka-Oikonomou*.

3. Anastasopoulos, I. and Varelas, S. (2023). The metaverse and its relationship with tourism and tourism real estate: A review of current trends and future research directions, Scientific Volume in honour of Emeritus Professor V. Pekka-Oikonomou (accepted, publication pending).
4. Varelas, S. and Georgopoulos, N. (2021), Theme Parks, Chapter in Special Interest Tourism Sheela Agerwal, Graham Busby, Rong Huang. Publ. Broken Hill.
5. Varelas, S. and Georgopoulos, N. (2016), An International Research Approach to Strategic Management in the Tourism and Hospitality Sector, Honorary Volume for Emeritus Professor G. Oikonomou, Research Centre, University of Piraeus.
6. Varelas, S. and Georgopoulos, N. (2012), The Role of Large-Scale Integrated Resorts in the Sustainability and Regional Development of the Greek Environment, Honorary Volume for Emeritus Professor S. Karvounis, Research Centre, University of Piraeus.

Research Papers Presented at Peer-Reviewed International Conferences

1. Choustoulakis, E. N., Athanasopoulou, P., & Varelas, S. (2026). "Sports Tourism as Living Cultural Heritage in Crete: Digital Transformation, Destination Branding, and Visitor Experience in Heraklion Prefecture." 13th International Conference of the International Association of Cultural and Digital Tourism (IACuDiT), Tourism in the Age of Transformation: Insights from the Social Sciences, Lesbos, Greece, 1–3 September 2026.
2. Tsoupros, G. Anastasopoulos, I., Varelas, S. (2026). Beyond SWOT: Exploring underutilized strategic performance management tools in the tourism sector, Copenhagen, 2026.
3. Varelas, S., & Tsoupros, The strategic role of gastronomy development in regional growth and business value creation for modern tourism organizations, INTOCUS, Athens, 2026.
1. Konstantopoulou, C., Varelas, S., & Liargovas, P. (2025). *Investigating well-being tourism based on General Systems Theory: The case of Greece*. EBEEC Conference Proceedings, Tirana.
2. Anastasopoulos, I., Varelas, S., & Tsoupros, G. (2025). Integrating quality management and human resource strategies for sustainable business tourism investments: Enhancing mixed-use developments and regional economic growth. 6th World Conference on Management and Economics (WORLD-CME 2025), Helsinki, Finland.
3. Anastasopoulos, I., Georgopoulos, N., Katsanakis, I., Klada, N., Konstantopoulou, C., Kopanaki, E., Stroumpoulis, A., Tsoupros, G., & Varelas, S. (2025). Integrating statistical and sentiment data analytics for sustainable

tourism management: The case of Piraeus, Greece. ENBIS-25 Conference, University of Piraeus, Piraeus, Greece.

4. Anastasopoulos, I., Varelas, S., & Tsoupros, G. (2025). Applying systemic methodologies in human resource management for sustainable mixed-use tourism developments: A quality-driven conceptual framework. 21st HSSS National & International Conference: Systemic Human Resources Management and New Technologies, Tripoli, Greece.
5. Deirmentzoglou, G. A., Agoraki, K. K., Varelas, S., Anastasopoulos, I., & Anastasopoulou, E. E. (2025). Technology acceptance model for metaverse applications in the tourism and hospitality industry. In International Conference Economies of the Balkan and Eastern European Countries (pp. 263–273). Springer Nature Switzerland.
6. 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.
7. Anastasopoulos, I., & Varelas, S. (2023). A literature review and emerging trends on key topics of risks and challenges facing tourism real estate investments. In ECIE 2023: 18th European Conference on Innovation and Entrepreneurship (Vol. 1). Academic Conferences and Publishing Limited.
8. 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.
9. 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.
10. 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.
11. Varelas, S. & Georgopoulos, N. (2016), Measurement of Strategic Management Effectiveness in Tourism Enterprises, International Conference on “ Business Economic, Social Science & Humanities” (BESSH), Tokyo, Japan.
12. 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.
13. 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.

14. Varelas, S. (2017), Destination Management in Practice, Chair Workshop, 13th. HSSS National & International Conference Systemic Organizational Excellence, Sparta.
15. 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.
16. 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.
17. 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.
18. Varelas, S. & Georgopoulos, N. (2011), Strategic Planning for Superior Hotel Performance, Presented at the 7th National & International HSSS Conference «Professional Systemics in Action».
19. 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.
20. 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.

PARTICIPATION IN SCIENTIFIC JOURNALS – CONFERENCES

- Member of the organising committee of the conference of the Department of Tourism Studies "Tourism of Value for the Day After".
- 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 of the 13th HSSS National & International Conference Systemic Organizational Excellence.
- Member of the Organising 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 Team of Economics World Journal (ISSN 2328-7144, USA).

- Member of the Editorial Team of 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 LANGUAGES

English, Italian

COMPUTER SKILLS

- Proficient user of PC in the Window XP Professional operating environment.
- Very good knowledge of Office,
- Knowledge and command of Statistical Software SPSS, S-PLUS,
- Statgraphics,
- Project Management Software Navision , MS PROJECT
- Simulation Platform Celim
- Command of Design Software Photoshop, Acrobat.

PARTICIPATION IN SCIENTIFIC BODIES – COMMITTEES

- Member of the Scientific Committee for the Integrated Territorial Investment (ITI) of Taygetos.
- Member of the evaluation committee of the 9th Innovation Competition for the Blue Economy “Blue Growth Piraeus”.
- Member of the National Committee for the Year of Greece in Russia 2016.
- Member of the Internet Committee of the Greek National Tourism Organisation.
- Member of the Restructuring Committee of the Greek National Tourism Organisation.
- Member of the Committee for the Restructuring of the Overseas Offices of the Greek National Tourism Organisation.
- Member of the Economists’ Committee for tourism at the Economic Chamber of Greece.
- Participation in the working group for the creation of the tourism identity Mythical Peloponnese.

TOURISM-RELATED ACTIVITIES

- Co-founder of the initiative for tourism development OPENTOURISM <http://opentourism.gr/>
- Creator of the website “Thoughts on Tourism” <http://sotirisvarelas.blogspot.com/>
- Participation in the organisation of the annual conference of the Association of British Travel Agents in the Peloponnese in 2015 (Abta – The Travel Convention).
- Mentor on tourism matters in the innovative initiative Thetippingpoint.
- Organisation of tourism promotion events in Greece and abroad, e.g. at National Geographic in London, at Julius Meinl Am Graben in Vienna, at Münchner Schrammehalle in Munich, at Kö Galerie in Düsseldorf, at Westfield in London, at Renaissance in Saint Petersburg.

- Participation in and organisation of the National Mission to the Meeting of Tourism Ministers held in Madrid in April 2010, within the framework of the Spanish Presidency of the European Union.
- Organisation of several b2b business meetings and familiarisation trips for foreign travel agents and journalists.
- Organisation of and participation in professional Tourism exhibitions: ITB Berlin, WTM London, MITT 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 WORKSHOPS – CONFERENCES (2018–PRESENT)

- Speaker at the conference of the exhibition Horeca 2026
- Speaker and panel moderator at the conference of the Department of Tourism Studies “Tourism of Value” on the Special Spatial Framework for Tourism and the Carrying Capacity of Destinations (November 2025)
- Speaker at a workshop of the Municipality of Kyparissia on virtual tourism in contemporary destination management (15 February 2025)
- Speaker at the Horeca Business Lab of the tourism exhibition HORECA on Authenticity and Locality for contemporary competitive destinations (7 February 2025)
- Speaker and panel moderator at the conference of the Department of Tourism Studies “Tourism of Value” on the Special Spatial Framework for Tourism and the Carrying Capacity of Destinations (12 November 2024)
- Speaker at a workshop of the Municipality of Kos on contemporary tourism marketing (9 July 2024)
- Speaker at the conference MESSINIA FORUM on experiential tourism products (17 April 2023).
- Speaker at the ESEE conference Future of Retail (5 April 2024).
- Interview on the programme “Nea Kalymnou” on contemporary destination management, Monday (05 February 2024)
- Speaker at a workshop of Insocial on Artificial Intelligence in Tourism. (27 January 2023)
- Organiser and speaker at the conference of the 10th Athens International Tourism & Culture Expo “The day after for tourism enterprises & destinations in an environment of uncertainty” (30 November 2023).
- Speaker at the workshop of the European Parliament Office in Greece and of the Representation of the European Commission in Greece, held in Rhodes, on sustainable tourism
- Speaker at the Olympia Forum conference on “Rethinking the role of Tourism in regional prosperity” (23 September 2023).
- Speaker at the Workshop “Digital Services for Strengthening Start-up Micro-Entrepreneurship and Innovation within the framework of the ISUD/ITI of Western Athens 2014-2020” on Management of Micro – SMEs: Do’s and Don’ts (18 July 2023).
- Interview in the newspaper “Paraskinio” on sustainability as the only way forward for tourism development (14 June 2023).

- Speaker at TEDx Athens 2023 on the topic “Sustainability at the forefront of Hospitality” (6 June 2023).
- Interview on the radio programme “Istories me Drakou” on strategy in tourism, destination management and planning methods (2 June 2023)
- Organiser and Speaker at the “Sea Days” Workshop of the Municipality of Piraeus on contemporary trends for tourism and leisure enterprises (1 June 2023).
- Speaker at the ThinkBiz Academy student conference on Inclusion in Contemporary Business Organisations (25 May 2023).
- Speaker at the University of Piraeus, delivering the formal address of the day on: “Lessons from the Revolution of 1821 for contemporary business strategy” (24 March 2023).
- Speaker at the conference Messinia Forum on New strategies & trends in food service (12 March 2023).
- Speaker at the international conference Digi.travel Issues & Trends on the topic “Virtual tools for tourism business networking” (14 January 2023).
- Speaker at the scientific conference of the Hellenic Geographical Society on Tourism Geography in times of uncertainty (15 December 2022).
- Speaker at the conference of the Development Association of Western Attica on linking entrepreneurship with the academic community (23 November 2022).
- Speaker at a workshop of Neapolis University Pafos on tourism promotion at the 2nd tier of Local Government (13 November 2022).
- Speaker at the Routelab Event conference in Patras on Cruise development strategies (8 November 2022)
- Speaker at a workshop of the Region of Central Greece on the Challenges arising from the establishment of an Observatory for Sustainable Tourism Development of Central Greece (19 October 2022).
- Speaker at the Beyond Expo innovation and technology exhibition on smart interconnected tourism destinations (3 October 2022).
- Speaker at the Panhellenic Exhibition of Lamia (Lamiaexpo) on contemporary destination management (27 September 2022).
- Speaker at the research programme of the Ministry of Tourism Upgrade on sustainability in tourism (22 September 2022).
- Speaker at the Great Ceremonial Hall of the University of Athens on Technology Transfer at the University of Piraeus, within the framework of the Project “Funding of the Operation of Technology Transfer Structures & Actions at the NKUA” (29 June 2022).
- Speaker at a workshop of the Municipality of Sparta on a Strategic marketing plan for tourism (8 June 2022).
- Interview on the innovation podcast Innovation Talks on the role of digital technology and innovation in tourism, contemporary trends and sustainability (1 June 2022).
- Speaker at the tourism investment conference ChooseGreece on New Trends in tourism real estate (30 April 2022).
- Interview on the municipal radio station Kanali Ena 90.4 FM of Piraeus, on the programme Ecosystem, on sustainable tourism (28 February 2022).
- Speaker at the Routelab Event conference in Patras on Tourism 4.0 and digital applications during the covid-19 period (11 December 2021)
- Speaker at the conference DigiHotel at the exhibition XENIA 2021 The hospitality Experience on Digital Trends in tourism (28 November 2021).

- Speaker at a conference of the Philoxenia exhibition, 36th International Tourism Exhibition, on “Digital Actions in the covid and post-covid period (15 November 2021).
- Speaker at a workshop on "Solidarity-based Competition in Tourism" at the Seminar of the Panhellenic Union of Social Economy Partnerships (5 April 2021).
- Speaker at a workshop of IFITT Greece on: "Digital Transformation in tourism – Designing the day after" (19 November 2020)
- Speaker at a workshop on the development of gastronomic tourism. Region of Western Greece (10 September 2020).
- Organiser and Speaker at the Workshop “European Tourism: The road to recovery from Covid-19” by the Hanns Seidel Foundation (29 June 2020).
- Speaker at the 7th Digi.travel EMEA Conference & Expo, on the topic: “Virtual and augmented reality for value innovation in contemporary 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 and Evangelos Christou (10 December 2019).
- Speaker at a workshop of the Institute of the Greek Tourism Confederation (INSETI) on: “Our Strategy for Contemporary Tourism Organisations” in Loutraki (27 November 2019).
- Speaker at the conference DigiHotel by Xenia on: “eTourism Dream” (25 November 2019).
- Speaker at a workshop of the Institute of the Greek Tourism Confederation (INSETI) on: “Bridging the gaps in contemporary destinations” in Kalamata (27 November 2019).
- Speaker at a workshop of the Greek Management Association on: “Entrepreneurship and Tourism” in Kalamata (4 October 2019).
- Speaker at a workshop of the Institute of the Greek Tourism Confederation (INSETI) on: "What we offer to the contemporary visitor" in Skiathos (21 September 2019).
- Speaker at a conference of the Innoxenia programme (Interreg Adriatic) for the creation of a tourism observatory platform in the Region of Western Greece, on “etourism in the 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, Productive Bodies & Cultural Associations of Kalamata on “Branding Prospects within the framework of the Research Programme "Kalamata 1821: Roads of Freedom"" of the University of the Peloponnese (24 May 2019).
- Speaker at a Workshop of the Municipality of Ios on: “Contemporary Destination Management” in Ios (2 May 2019).
- Organiser and Speaker at the 2nd Tourism Workshop of Neapolis University Pafos on “Overtourism – A Challenge for Management by Contemporary Destinations” in Pafos (08 April 2019).
- Organiser and Speaker at the 1st Tourism Workshop of Neapolis University Pafos and of the Limassol Chamber of Commerce on: “New Trends in Tourism” in Limassol (08 April 2019).
- Panel moderator at the Xenia – Digi Hotel conference on: “Content management for tourism enterprises” (25 November 2018).

- Speaker at the University of the Peloponnese, within the framework of the research programme “Kalamata 1821: Roads of Freedom” in Kalamata, on: “Methodology for the creation of an experiential 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: “Sustainable Tourism – The role of gastronomy”, in Corinth (5 October 2018).
- Speaker at a workshop of the Centre of Technology and Innovation of the Peloponnese on “Innovative strategies for the development of alternative tourism”, in Loutraki (28 September 2018).
- Participation in a panel of ALDEMAR ACADEMY of the Aldemar Resorts Group and of the MBA of the Athens University of Economics and Business, within the framework of the event on the Economy of Hospitality, in Olympia (22 May 2018).
- Speaker at a seminar on entrepreneurship in tourism of the Chamber of Messinia and of Envolve in Kalamata (Saturday, 28 April 2018).
- Speaker at a seminar of the Hoteliers’ Association of Katerini on: “Tourism exhibitions as a tool for networking and promotion” in Katerini (27 January 2018).

ARTICLES IN THE DAILY PRESS – MEDIA

- Interview on Destination Management on the television programme INDEX of Naftemporiki TV (2026).
- Varelas, S. (2024), The lessons of Rhodes for tourism, Kathimerini newspaper. 2024.
- Varelas, S. (2022), Position Paper on tourism – Fair and collective tourism leveraging innovation, Insocial. 2022.
- Varelas, S. (2020), “Lessons from overtourism to no tourism”, GPT
- Varelas, S. (2020), Coronavirus and the new digital environment in professional events, Chrima kai Tourismos. 2020.
- Varelas, S. (2019), The impacts of Thomas Cook and the looming Brexit. Tharros newspaper, 24.09.2019.
- Varelas, S. (2019), The Sharing Economy creates new challenges for tourism enterprises, Chrima kai Tourismos magazine, 13.12.2017.
- Varelas, S. (2019), Collaborative Strategies of Tourism Enterprises in the globalised environment, Chrima kai Tourismos magazine, 18.11.2016.
- Varelas, S. (2016), Messinia can offer quality services and hospitality all year round, Tharros newspaper, 14.11.2016.
- Interview within the framework of the International Exhibition WTM London, GTP: The Peloponnese Experience – All in One Plus More, 11.11.2015.
- Varelas, S. (2009), Tourism Development of North-Western Taygetos, Foni newspaper, 31.12.2009.
- Varelas, S. (2009), Tourism Development of Messinia. Let us become participants in Change, Foni newspaper, 30.07.2009.
- Varelas, S. (2009), Myths and truths about integrated resorts, Travel Daily News, 23.03.2009.