

## EXTENDED CURRICULUM VITAE



### DR IOULIA POULAKI

ASSISTANT PROFESSOR IN TOURISM BUSINESS  
ADMINISTRATION WITH EMPHASIS ON THE ORGANIZATION  
AND OPERATION OF TRAVEL INDUSTRY ENTERPRISES

**Ioulia Poulaki**  
**Curriculum Vitae**

**Contents**

1. Personal Details .....	2
2. Tertiary Education and Academic Qualifications .....	2
3. Other Skills and Qualifications .....	3
4. Professional Appointments .....	3
5. Research and Scholarship .....	5
a. Papers in Scientific International Journals with Referees .....	5
b. Papers in Proceedings of International Conferences with Referees .....	7
c. Papers in Proceedings of National Conferences with Referees .....	9
d. Paper presentations at International Conferences and Meetings with Referees without Proceedings .....	9
e. Paper presentations at International Conferences without Referees and Proceedings .....	9
f. Paper presentations at National Conferences and Meetings without Referees without Proceedings .....	9
g. Chapters in Collective Volumes (peer reviewed) .....	9
h. Academic Books .....	11
i. Book editing .....	11
j. Research & Development – Programs / Studies .....	11
k. Reviewing for Scientific Journals .....	12
l. Editorial Boards of Scientific Journals .....	12
m. Scientific and Organizing Committees of Scientific Journals .....	12
n. Scholarly Activities and Professional Recognition .....	13
6. Lecturing, Supervision and Curriculum Design .....	13
a. Postgraduate Modules .....	13
b. Undergraduate Modules .....	13
c. Lifelong Learning Modules .....	14
d. Theses Supervision .....	14
e. Guest Lecturing .....	15
7. Management .....	15
8. Distinctions - Scholarships .....	15
9. Extracurricular Activities .....	15
10. Academic Profiles .....	16

## **1. Personal Details**

Gender: Female  
Nationality: Greek  
Year of Birth: 1983  
Place of Birth: Chios  
Telephone: + 30 6970 059 478  
E-mail: [ipoulaki@upatras.gr](mailto:ipoulaki@upatras.gr)  
[poulakiioulia@gmail.com](mailto:poulakiioulia@gmail.com)

## **2. Tertiary Education and Academic Qualifications**

<b>University of the Aegean</b> <i>School of Business</i> Chios, Greece	<b>Department of Business Administration</b> <b>Doctor of Philosophy (PhD) in Air Transport Management and Tourism Development (2010-2016)</b> <i>Thesis: Geographic discontinuity, accessibility &amp; Air Transport Liberalization: The case of Eastern Aegean Islands</i> <u>Key words:</u> Geographic Discontinuity, Air Transport Liberalization, Airports, Airport Catchment Area, Passenger Airport Choice, Discrete Choice Analysis, Tourism, Tourism development, Regional Development
<b>University of the Aegean</b> <i>School of Business</i> Chios, Greece	<b>Department of Business Administration</b> <b>Master of Arts (MA) in Tourism Planning, Management and Policy (2007-2009)</b> Direction: Tourism Development Strategy <i>Thesis: General Aviation as a form of Special Interest Tourism</i> <u>Key words:</u> Tourism, Special & Alternative Tourism Forms, Tourism Development, Regional Development, Aviation, Aviation Psychology, Airports
<b>Ionian University</b> <i>Faculty of History &amp; Translation-Interpreting</i> Corfu, Greece	<b>Bachelor of Arts (BA) in Foreign Languages, Translation &amp; Interpreting (2011-2015)</b> Specialization: Spanish Language & Culture <i>Thesis: Cine Mexicano Contemporaneo: El Genero Fantastico y Guillermo del Toro como su Representante Principal</i> <u>Key words:</u> Corrientes de cine, literatura del fantastico, cine, cine mexicano
<b>Piraeus University of Applied Sciences</b> <i>School of Engineering</i> Piraeus, Greece	<b>Bachelor of Engineering (BEng) in Civil Engineering (2002-2007)</b> <i>Thesis: The Urban Equipment of Piraeus</i> <u>Key words:</u> urban planning, urban equipment, public spaces, Piraeus

### **3. Other Skills and Qualifications**

- Languages:** English (C2, license to teach in Greece), Spanish (C2, University Degree), German (B1)
- IT Skills:**
- ✓ ECDL (Word/Excel/Internet), Power Point, MS Access, SPSS, GIS
  - ✓ Internet Reservation System: Air Kiosk Internet Reservation System & Kiosk
  - ✓ Computerized Reservation System & Flight Management: Amadeus ALTEA Departure Control – Flight Management & Inventory PRD
  - ✓ Revenue Management Software System: Sabre Air Vision Revenue Manager
  - ✓ Revenue Management Software System: Sabre Air Vision Revenue Optimizer (key user, beta tester and implementation coordinator)
  - ✓ Learning Management Systems: eStudents, Progress, Moodle, MS Teams, Zoom, Webex, eClass.
- Other:** Driving License, Licensed First Aid Provider

### **4. Professional Appointments**

**University of Patras**  
Patras, Greece  
(10/2019 to date)

**Assistant Professor (ΦΕΚ 1685/26-9-2019 τ.Γ')**

in Tourism Business Administration

Department of Tourism Management.

Modules:

- Air Transport Management
- Management of Tour Operators & Travel Agencies
- Hospitality Management, - F&B Management
- Tourism Destination Planning & Management
- Event Management
- Management of Special & Alternative forms of Tourism
- Tourism Marketing

**Hellenic Open University**  
Patras, Greece  
(2017 to date)

**Adjunct Faculty Member**

- ✓ Postgraduate Program in “Tourism Business Administration” - Dissertation theses supervision
- ✓ Undergraduate Program in “Tourism Management” – Module 42: Transport in Tourism

**University of the Aegean**  
Chios, Greece  
(12/2020 – to date)

**Visiting Lecturer**

- ✓ Interdepartmental Postgraduate Program in “Strategic Management of Tourism Destinations and Hospitality Enterprises”

– Module: Tourism Economics and Revenue Management in Tourism Enterprises

**Democritus University of Thrace**

Lifelong Learning Center  
Komotini, Greece  
(02/2021 – 10/2021)

**Visiting Lecturer**

- ✓ Course title: Tourism with an emphasis on sports and cultural tourism: educational tools and applications in the digital era for sustainable tourism development
- Module: Tourism in the Digital Era

**Western Greece University of Applied Sciences**

Patras, Greece  
(03/2019 – 07/2019)

**Adjunct Assistant Professor**

- ✓ Department of Tourism Enterprise Management.
- Module: Air Transport Management in Tourism

**University of West Attica, Athens, Greece**  
(12/2018 – 07/2019)

**Adjunct Lecturer**

- ✓ Department of Tourism Management.
- Modules:
- Global Distribution Systems
  - E-tourism

**Aegean Airlines SA**  
HQ, Athens, Greece  
(01/2015 – 10/2019)

**Revenue Management Analyst**

- Revenue optimization of point to point and connecting flights by monitoring market evolution in terms of competition, capacity and service provision.
- Multidimensional data analysis in daily basis enhanced by reporting & forecasting tools to evaluate past actions & build up future pricing strategies.
- Frequently involved with best practice sessions, workshops & training programs, following the new trends of contemporary revenue management, to be more efficient & innovative.

**Swissport Hellas Sud**  
Corfu International Airport  
(04/2012 – 10/2014)

**Operations Department**

- Responsibilities:
- Flight Dispatch
  - Aircraft Turnaround Coordination

**Athens Airways**  
HQ, Athens, Greece  
(07/2009 – 09/2010)

**Flight Scheduling Department**

- Responsibilities:
- Flight & Crew Scheduling
  - Slot Coordination
  - PSO Technical Offers
  - ACMI Contracts
  - Evaluation of potential routes

Additionally:

- Crew Rostering Follow Up

*Chios National Airport*  
(01/2010 – 09/2010)

**Ground Operations Department**

Responsibilities:

- Station Manager, Chios Airport “Omiros”

*HQ, Athens, Greece*  
(05/2009 – 07/2009)

**Reservations Department**

Responsibilities:

- Ticket Sales
- Customer Care

***Air Transport News***  
*Athens, Greece*  
(08/2008 – 08/2009)

**Marketing Manager and Editor**

***Aviation News***  
*Athens, Greece*  
(08/2008 – 08/2009)

**Editor**

***AKSIA Real Estate***  
*Chios, Greece*  
(07/2007 - 08/2008)

**Consultant**

## **5. Research and Scholarship**

### **a. Papers in Scientific International Journals with Referees**

- J1.** Karadimitriou, C., Panagopoulos, A., **Poulaki, I.** and Pappas, N. (under review). Restarting Athens Marathon during COVID-19 Uncertainty. *Event Management*.  
<https://cognizantcommunication.com/publication/event-management/>
- J2.** Triantafyllou, G., **Poulaki, I.** and Strataki, E. (under review). The Local Food Contribution in Revisiting a Destination: A Structural Equation Modeling (SEM) approach. *International Journal of Marketing, Communication and New Media*.  
<http://u3isjournal.isvouga.pt/index.php/ijmcmn>
- J3.** **Poulaki, I.**, Paraschi, E., Marinakos, K., Avramopoulos, A. and Makrygianni, S. (under review). Digital Technologies and Innovation in Airport Services A Benefit Model Approach. *Journal of Air Transport Studies*. <https://jats.aviationsociety.gr>
- J4.** Paraschi, E.P., **Poulaki, I.** and Papageorgiou, A. (2022) From Environmental Management Systems to Airport Environmental Performance: A Model Assessment. *Research in Transportation and Business Management*.

- J5. Poulaki, I.** and Nikas, I. (2021). Measuring tourist behavioral intentions after the first outbreak of COVID-19 pandemic crisis. Prima facie evidence from the Greek market. *International Journal of Tourism Cities* 7(3): 845-860. <https://doi.org/10.1108/IJTC-09-2020-0218>
- J6. Katsoni, V.** and **Poulaki, I.** (2021). Digital Evolution and Emerging Revenue Management Practices: Evidence from Aegean Airlines Distribution Channels. *Journal of Hospitality and Tourism Technology* 12(2): 254-270. <https://doi.org/10.1108/JHTT-12-2019-0145>
- J7. Vasenska I,** Dimitrov P, Koyundzhiyska-Davidkova B, Krastev V, Durana P, **Poulaki I.** (2021). Financial Transactions Using FINTECH during the Covid-19 Crisis in Bulgaria. *Risks* 9(3): 48. <https://doi.org/10.3390/risks9030048>
- J8. Poulaki, I.,** Papatheodorou, A., Panagiotopoulos, A. and Liasiou, S. (2020). Exclave accessibility and cross-border travel: the pene-exclave of Ceuta, Spain. *Tourism Geographies*. <https://doi.org/10.1080/14616688.2020.1786153>
- J9. Constantoglou, M.,** Katsoni, V., **Poulaki, I.** (2020). The Spatial Impact of Airbnb in Destination Management: Spotting the differences among the Aegean Islands. *International Journal of Cultural & Digital Tourism* Vol.6 (Spring 2020). [https://iacudit.org/journal/volumes/v6/v6\\_22-36.pdf](https://iacudit.org/journal/volumes/v6/v6_22-36.pdf)
- J10. Baroutas, G.,** Papaioannou, A. and **Poulaki, I.** (2020). Business Excellence and Employees' Job Satisfaction in Public Tourism Sector: Evidence from the Greek Ministry of Tourism. *International Journal of Cultural and Digital Tourism* Vol. 6 (Spring 2020). [https://iacudit.org/journal/volumes/v6/v6\\_59-71.pdf](https://iacudit.org/journal/volumes/v6/v6_59-71.pdf)
- J11. Marinakos, K.** and **Poulaki, I.** (2019). The Contribution of Regional Airport on Tourism Enterprises. The perspective of Tripoli Airport, in Greece. *Journal of Air Transport Studies* 10(2): 76-96. <https://doi.org/10.38008/jats.v10i2.145>
- J12. Messian, D., Poulaki, I.** and Marinakos K. (2019). Funding and Investments for Tourism Development: Air Transport Services in Paros Island. *Journal of Air Transport Studies* 10(2): 32-47. <https://doi.org/10.38008/jats.v10i2.144>
- J13. Avdimiotis, S.** and **Poulaki, I.** (2019). Airbnb Impact and Regulation Issues through Destination Life Cycle concept. *International Journal of Culture, Tourism and Hospitality Research* 13(4): 458-472. <https://doi.org/10.1108/IJCTHR-03-2019-0044>
- J14. Sergopoulos, K.** and **Poulaki, I.** (2019). Cooperation Agreements and Customer Portfolio Management in Hotel Industry: The Airline Market Segment. *Tourism and Management Research –An International Journal* 4(3): 548–561. <https://doi.org/10.26465/ojtmr.2018339527>
- J15. Poulaki, I.,** Papatheodorou, A., Kitrinou, E. and Panagiotopoulos, A. (2017). Flying beyond Borders: Intermodal Considerations to improve Accessibility of Aegean Sea Islands, Greece using Discrete Choice Analysis. *Journal of Air Transport Studies* 8(2): 94-103. <https://doi.org/10.38008/jats.v8i2.34>
- J16. Papatheodorou, A.** and **Poulaki, I.** (2016). Open Skies, *New Vistas Journal* 2(1): 16-20. <https://doi.org//uwl.27>
- J17. Poulaki, I.,** Papatheodorou, A. and Stergiou, D. (2013) Expanding Cross Border Airport Catchment Area using Intermodality: The Case of Izmir Adnan Menderes Airport, *Tourism*

## b. Papers in Proceedings of International Conferences with Referees

- C1. Poulaki, I.** (2022) Gravity Models in Tourism: The “Crises” Factor. 9th International Conference of IACUDIT, Syros, Greece, 1-3 September 2022. Paper presented and will be included in the conference proceedings.
- C2. Poulaki, I.,** Karioti, V. and Tsoulogianni, Ch. (2022). Women in Tourism: From Glass Ceiling Effect to #MeToo Movement. 9th International Conference of IACUDIT, Syros, Greece, 1-3 September 2022. Paper presented and will be included in the conference proceedings.
- C3.** Triantafyllou, G., **Poulaki, I.** and Strataki, E. (2021). “The significance of local food for the guest’s decision to revisit a tourist destination: Evidence from Crete. 9th International Conference on Contemporary Marketing Issues (ICMI) organized by International Hellenic University and University of Glasgow, 3-5 September 2021 (virtually).
- C4.** Karadimitriou, C., Panagopoulos, A. and **Poulaki, I.** (2021) Restarting Accessible Tourism in a Post COVID-19 Era. International Summit “Shifting Gears in Tourism in a Time of Crisis” organized by CERTE, University of Sunderland, Research and Innovation UK and International College of Business and Technology, Sri Lanka, Virtual, 15/7/2021. (extended abstract)
- C5.** Triantafyllou, G., **Poulaki, I.** and Strataki, E. (2021) The influence of the pandemic new data regarding the guest’s decision to revisit a tourist destination: Motives that lead to that decision: Evidence from Crete. International Summit “Shifting Gears in Tourism in a Time of Crisis” organized by CERTE, University of Sunderland, Research and Innovation UK and International College of Business and Technology, Sri Lanka, Virtual, 15/7/2021. (extended abstract)
- C6.** Manginas, D., **Poulaki, I.,** Papaioannou, A. and Nikas, I. (2021) An Evaluation of Customer Relationship Management through Social Media in Aegean Airlines. 4th International Conference of Development and Economy ICODECON 2020, 01-03 December 2020 (virtually). <http://www.icodecon.uop.gr/>
- C7.** Anna, Th. and **Poulaki, I.** (2019) The contribution of Primary and Secondary Education in the formation of Tourism Consciousness: The case of Evros Region school units, Tourman 2019 – 3rd International Scientific Conference “Tourism, travel & hospitality at crossroads: The way ahead” hosted by International Hellenic University, Thessaloniki, Greece. ISBN: 978-618-80440-6-7.  
[https://www.tourman.gr/files/TOURMAN%202019\\_FINAL\\_PROCEEDINGS.pdf](https://www.tourman.gr/files/TOURMAN%202019_FINAL_PROCEEDINGS.pdf)
- C8.** Tsiara, P. and **Poulaki, I.** (2019) Accessibility and Tourism Development in the Regional Unit of Ioannina: Ionian Road and King Pyrros Airport, Tourman 2019 – 3rd International Scientific Conference “Tourism, travel & hospitality at crossroads: The way ahead” hosted by International Hellenic University, Thessaloniki, Greece. ISBN: 978-618-80440-6-7.  
[https://www.tourman.gr/files/TOURMAN%202019\\_FINAL\\_PROCEEDINGS.pdf](https://www.tourman.gr/files/TOURMAN%202019_FINAL_PROCEEDINGS.pdf)
- C9.** Petraki, N., **Poulaki, I.** (2018) The rise of sharing economy: The effect of Airbnb on the Hotel Industry of Chania Regional Unit, Tourman 2018 - 2nd International Scientific Conference “In search of excellence in tourism, travel & hospitality management”, Rhodes, Greece. ISBN: 978-960-287-159-1.



[https://www.tourman.gr/files/TOURMAN\\_2018\\_Proceedings\\_Final.pdf](https://www.tourman.gr/files/TOURMAN_2018_Proceedings_Final.pdf)

- C10.** Paschalidis, D., **Poulaki, I.** (2018) The Importance of the Online Presence of a Tourist Destination: The case of South Aegean Region, Tourman 2018 - 2nd International Scientific Conference "In search of excellence in tourism, travel & hospitality management", Rhodes, Greece. ISBN: 978-960-287-159-1.  
[https://www.tourman.gr/files/TOURMAN\\_2018\\_Proceedings\\_Final.pdf](https://www.tourman.gr/files/TOURMAN_2018_Proceedings_Final.pdf)
- C11.** **Poulaki, I.** and Papatheodorou, A. (2016) Flying beyond borders: Intermodal Considerations to improve Accessibility of Aegean Sea Islands, Greece using Discrete Choice Analysis, 20th Annual World Conference of the Air Transport Research Society, Rhodes, Greece (electronic proceedings).  
<https://www.researchgate.net/publication/327369432>
- C12.** **Poulaki, I.**, Papatheodorou, A. and Efthymiou, M. (2014) Air Passenger Concentration and Seasonality Phenomena in the Eastern Aegean Area, 18th Annual World Conference of the Air Transport Research Society, Bordeaux, France (electronic proceedings).  
<https://www.researchgate.net/publication/286109661>
- C13.** **Poulaki, I.** and Papatheodorou, A. (2013) Rethinking "Airport Catchment Area": Intermodality for an Air Travel Alternative, 17th Annual World Conference of the Air Transport Research Society, Bergamo, Italy (electronic proceedings).  
<https://www.researchgate.net/publication/286109581>
- C14.** **Poulaki, I.** and Papatheodorou, A. (2012) Air Transport Deregulation and Regional Economic Development of Eastern Aegean Islands and Turkish Aegean Coast: Evolutionary patterns in Tourism of the Geographical Pairs Samos-Kusadasi and Kos-Bodrum, 2nd Advances in Hospitality and Tourism Marketing & Management Conference, 31 May – 2 June 2012, Corfu, Greece (electronic proceedings).  
<https://www.researchgate.net/publication/286109671>
- C15.** **Poulaki, I.** and Papatheodorou, A. (2011) Turkey's Potential Accession into the European Common Aviation Area and its Impacts on Tourism in the Greek Eastern Aegean Islands: A SWOT Analysis for Chios Island, 3rd Conference of the International Association for Tourism Economics, Bournemouth, United Kingdom (electronic proceedings - book of abstracts). <https://www.researchgate.net/publication/286109761>
- C16.** **Poulaki, I.** and Papatheodorou, A. (2010) The Interdependence between Airline Network Planning and Tourism Flows: The Case of Athens Airways Seasonal Routes Thessaloniki - Mykonos and Thessaloniki – Santorini. 14th Annual World Conference of the Air Transport Research Society, Porto, Portugal (electronic proceedings).  
<https://www.researchgate.net/publication/286109677>
- C17.** **Poulaki, I.** and Papatheodorou, A. (2009a) The Perspectives of Recreational General Aviation as a Form of Special Interest Tourism: A Comparative Case Study of Greece & Spain. 13th Annual World Conference of the Air Transport Research Society, Abu Dhabi, UAE (electronic proceedings). <https://www.researchgate.net/publication/286109682>
- C18.** **Poulaki, I.** and Papatheodorou, A. (2009b) The Perspectives of General Aviation as a Form of Special Interest Tourism in Greece: The Profile of the Tourists. 4th International Scientific Conference Planning for the Future – Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality, Rhodes, Greece (electronic proceedings).  
<https://www.researchgate.net/publication/286109508>

### c. Papers in Proceedings of National Conferences with Referees

- GR1.** Argyropoulou, M., Panagopoulos, A., Nikas, I. and **Poulaki, I.** (2021) The concept of tourism sustainability in education: A digital opportunity (in Greek). 6th PanHellenic Conference "Education and Culture in the 21st Century", 23-25 April 2021 (virtually). <https://tinyurl.com/6m3u336s> (σελ. 8) → full proceedings are expected soon.
- GR2.** Nikopoulos, G., Papaioannou, A., **Poulaki, I.** and Panagopoulos, A. (2020) Sports Tourism: Preferences and Combinations of Tourist Activities in Football Academies (in Greek). 20th annual Conference of the Hellenic Scientific Association for Sport Management & Recreation, Thessaloniki, Greece. [https://www.elleda.gr/sites/default/files/synedrio\\_elleedaa\\_2020\\_-\\_praktika\\_1\\_0.pdf](https://www.elleda.gr/sites/default/files/synedrio_elleedaa_2020_-_praktika_1_0.pdf)
- GR3.** **Poulaki, I.** and Papatheodorou, A. (2010) Evaluation of Public Service Obligation Services: Athens Airways as a Case Study (in Greek). 1st National Conference of the Hellenic Aviation Society entitled Air Transport of Today and Tomorrow, Athens, Greece. (electronic proceedings).

### d. Paper presentations at International Conferences and Meetings with Referees without Proceedings

- X1.** **Poulaki, I.** and Papatheodorou, A. (2013) Transport Systems & Economic Development of the Eastern Aegean Region: Evolutionary patterns in Tourism of the Geographical Pairs Lesvos-Ayvalik & Rhodes-Marmaris, 5th International Scientific Conference Tourism Trends and Advances in the 21st Century, organized by the University of the Aegean in Rhodes, Greece.

### e. Paper presentations at International Conferences without Referees and Proceedings

- X2.** **Poulaki, I.** and Papatheodorou, A. (2015). Air Transport Liberalization and Spatial Discontinuity: The Case of Ceuta, Spain, 2nd COST Workshop on the Relationship between Air Transport and Regional Development, London, United Kingdom.

### f. Paper presentations at National Conferences and Meetings without Referees without Proceedings

- X3.** Papatheodorou, A. and **Poulaki, I.** (2009). The Perspectives of General Aviation as a Form of Special Interest Tourism: An Opportunity for Greece (In Greek). National Conference co-hosted by: University of the Aegean, Hellenic Aviation Society, Association of Greek Transport Specialists and Politis Newspaper entitled "Transport and Tourism: The Arteries and the Oxygen of the Islands", 15 May 2009, Chios, Greece

### g. Chapters in Collective Volumes (peer reviewed)

- BC1.** Papatheodorou, A. and **Poulaki, I.** (forthcoming) *The contribution of Air Transport to Greek Tourism: Past, Present and Future*. Dedicated collective volume in the memory of Pericles Lytras (in Greek). University of West Attica.

- BC2.** Papageorgiou, A. and **Poulaki, I.** (2022) *The development prospects of sports dance events in Greece*. In V. Katsoni and A.C. Şerban (eds) *Transcending Borders in Tourism Through Innovation and Cultural Heritage*. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-030-92491-1\\_44](https://doi.org/10.1007/978-3-030-92491-1_44)
- BC3.** **Poulaki, I.** and Papatheodorou, A. (2022). *Exclave Travel*. In D. Buhalis (eds) *Encyclopedia of Tourism Management and Marketing*. UK: Edward Elgar Publishing Limited. <https://doi.org/10.4337/9781800377486.exclave.travel>
- BC4.** Papatheodorou, A. and **Poulaki, I.** (2022). *Aviation and Tourism*. In D. Buhalis (eds) *Encyclopedia of Tourism Management and Marketing*. UK: Edward Elgar Publishing Limited. <https://doi.org/10.4337/9781800377486.aviation.and.tourism>
- BC5.** Chatzopoulou, E., **Poulaki, I.** and Papatheodorou, A. (2022). *Effective Airline Market Segmentation: The Case of Singapore Airlines Group*. In M. Kozak and G. Aktas (eds) *Routledge International Case Studies in Tourism Series: Tourism Marketing*. London: Routledge. <https://www.routledge.com/International-Case-Studies-in-Tourism-Marketing/Atkas-Kozak/p/book/9781032023137>
- BC6.** Katsoni, V., **Poulaki, I.** (2021). *Airline Strategies to Maximize Revenues in a Digital World: Ancillaries and Variable Opaque Products*. In M. Valeri, A. Scuttari and H. Pechlaner (eds) *Resilience and Sustainability: Global Dynamics and Local Actions*. Torino: Giappichelli.
- BC7.** **Poulaki, I.** and Papatheodorou, A. (2021). *Emerging Transformations in the Air Transport Sector in the Post COVID-19 Era*. In A. Farmaki and N. Pappas (eds) *Emerging Transformations in Tourism and Hospitality*. London: Routledge. <https://doi.org/10.4324/9781003105930-2>
- BC8.** Paraschi, E. and **Poulaki, I.** (2021). An Overview on Environmental Management in Aviation. *Challenging Issues on Environment and Earth Science* Vol. 7, pp: 31-43. London: BP International. <https://doi.org/10.9734/bpi/ciees/v7/11732D>
- BC9.** Psefti, D., **Poulaki, I.**, Papaioannou, A. and Katsoni, V. (2021). *The evolution of Online Travel Agencies in the last decade: e-Travel SA as an exceptional paradigm*. In V. Katsoni and C. van Zyl (eds) *Culture and Tourism in a Smart, Globalized, and Sustainable World*, pp: 625-633. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-030-72469-6\\_40](https://doi.org/10.1007/978-3-030-72469-6_40)
- BC10.** Nikas, I. and **Poulaki, I.** (2021). *eSports Tourism: Sports Tourism In A Modern Tourism Environment*. In V. Katsoni and C. van Zyl (eds) *Culture and Tourism in a Smart, Globalized, and Sustainable World*, pp: 105-115. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-030-72469-6\\_7](https://doi.org/10.1007/978-3-030-72469-6_7)
- BC11.** Papaioannou, A., Baroutas, G., **Poulaki, I.**, Yfantidou, G. and Noutsou, A. (2021). *Human Resource Empowerment and Employees' Job Satisfaction in a Public Tourism Organization: The Case of Greek Ministry of Tourism*. In V. Katsoni and C. van Zyl (eds) *Culture and Tourism in a Smart, Globalized, and Sustainable World*, pp: 403-416. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-030-72469-6\\_27](https://doi.org/10.1007/978-3-030-72469-6_27)
- BC12.** Katsoni, V., **Poulaki, I.** (2020). *Food & Beverage Service Quality and Gastronomic Tourism of the Mediterranean Region – a glimpse on Greece and Malta*. In G. Cassar and M. Avellino (eds) *Tourism and the Maltese Islands - Observations, reflections and proposals*. pp: 77-99. ISBN: 9789995750879. <https://tinyurl.com/2eay5wft>

**BC13.**Poulaki I., Katsoni V. (2020). *Current Trends in Air Services Distribution Channel Strategy: Evolution through Digital Transformation*. In V. Katsoni and T. Spyriadis (eds) *Cultural and Tourism Innovation in the Digital Era*, pp: 257-267. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-030-36342-0\\_21](https://doi.org/10.1007/978-3-030-36342-0_21)

**BC14.**Papatheodorou, A., Polychroniadis, K. and **Poulaki, I.** (2010). *Giants of Tourism: Sir Stelios Haji-Ioannou*. In R. Butler and R. Russell (eds) *Giants of Tourism*, Wallingford: CABI Publishing, pp: 123-135. ISBN: 9781845936525. <https://doi.org/10.1079/9781845936525.0000>

## h. Academic Books

**B1.** **Poulaki, I.** and Katsoni, V. (2022). *Digital Distribution Channels: from the travel agency to disintermediation*. Athens: Greenbooks. Evdoxos code: 102125625 / ISBN: 9786185036577. <https://tinyurl.com/ye95dbj6>

## i. Book editing

**BE1.** Robinson, P., Luck, M. and Smith, S. (2020). *Tourism* (2nd ed). Cab International. Book editing for the Greek edition published by Propobos publications (2022). Evdoxos code: 102124338 / ISBN: 9786185036843. <https://www.propobos.gr/product/tourismos/>

**BE2.** Szende, P. (2021). *Hospitality Revenue Management: Concepts and Practices*. Apple Academic Press. Book editing for the Greek edition published by Broken Hill Publishers Ltd (2022). Evdoxos code: 102070217 / ISBN: 9789925588244. <http://www.brokenhill.com.cy/product/szende-diaxeirisi-esodon-ston-klado-tis-filoksenias-ennoies-kai-praktikes/>

**BE3.** Agarwal, S., Busby, G. and Huang, R. (2018) *Special Interest Tourism – Concepts, Contexts and Cases*. Cab International. Book translation for the Greek edition published by Broken Hill Publishers Ltd (2021). Evdoxos code: 102070159 / ISBN: 9789925588206. <http://www.brokenhill.com.cy/product/agarwal-tourismos-eidikou-entiaferontos/>

**BE4.** Holland, J. and Leslie, D. (2018) *Tour Operators and Operations: Development Management and Responsibility*. CAB International. Book editing for the Greek edition published by Propobos publications (2021). Evdoxos code: 94689773 / ISBN: 9786185036577. [https://www.propobos.gr/product/taksidiotikoi\\_organismoi/](https://www.propobos.gr/product/taksidiotikoi_organismoi/)  
<https://osdelnet.gr/contributors/1145577#all>

## j. Research & Development – Programs / Studies

1. ENIRISST+ (in progress) Intelligent research infrastructure for shipping, transport and supply chain - AEGEAN. Project in the context of the Business Plan Competitiveness, Entrepreneurship and Innovation (EPANEK) 2014-2020. Participation in the program with the team of Tourism Research and Studies Laboratory (ETEM) of the Department of Business Administration of the University of the Aegean [29/7/2021 - today].
2. University of Thessaly (2020) Intermodal Transport of Magnesia. Funded by Volos Port Authority, Ministry of Infrastructure and Transport, OSE, ERGOSE and GAIOSE.

Contribution as economist in the air transport and investment analysis [6/9/2019 – 17/3/2020].

3. Tsartas, P., Papatheodorou, A., Lagos, D., Sigala, M., Christou, E., Spilanis, I., and Stavrinoudis, T., Vagianni, E., Zenelis, P., Vassileiou, M., Skoultzos, S., Arvanitis, P., Tsiakali, K., Marinidis, D., Poulaki, I., Panagopoulos, P. (2010) The Importance of Tourism for the Greek Economy and Society: Policy Recommendations for Tourism Development (in Greek). Study undertaken on behalf of the Association of Greek Tourism Enterprises (SETE), Athens, Greece [26/3/2009-1/12/2009]. <https://doi.org/10.13140/2.1.2345.4720>

## k. Reviewing for Scientific Journals

1. Annals of Tourism Research
  - ✓ Certificate of Outstanding Contribution in Reviewing by the editors of Annals of Tourism Research, Elsevier, Amsterdam, The Netherlands (May 2018)
  - ✓ Certificate of Recognized Contribution in Reviewing by the editors of Annals of Tourism Research, Elsevier, Amsterdam, The Netherlands (January 2021)
  - ✓ Certificate of Recognized Contribution in Reviewing by the editors of Annals of Tourism Research, Elsevier, Amsterdam, The Netherlands (June 2021)
2. International Journal of Hospitality and Tourism Technology
3. Journal of Air Transport Studies (executive editorial board)
4. International Journal of Cultural and Digital Tourism (co-editor)
5. Journal of Tourism and Regional Development
6. Journal of Tourism and Management Research
7. Journal of Economics and Law
  - ✓ Certificate of Reviewing in recognition of outstanding contribution to the quality of the Journal, South-West University “Neofit Rilsky”, Bulgaria (November, 2020)
8. International Journal of Technology Marketing
9. MDPI - Journal of Cybersecurity and Privacy
10. MDPI – Sustainability

## l. Editorial Boards of Scientific Journals

1. Journal of Air Transport Studies, Member of the Executive Editorial Board  
<https://jats.aviationsociety.gr/index.php/JATS/about/editorialTeam>
2. International Journal of Cultural and Digital Tourism, Co-Editor  
<https://iacudit.org/journal/editorial-board/>
3. Journal of Culture in Tourism, Art and Education, Board Member  
<https://journalculture.weebly.com/epsilonpiiotasigmatauetamuomicronnuiotakappaeta-epsilonpiiotataurhoomicronpieta.html>

## m. Scientific and Organizing Committees of Scientific Journals

1. Member of International Association for Cultural and Digital Tourism (since 2019)
  - a. Organizing and Scientific Committee of the:
    - ✓ 7<sup>th</sup> International Conference of IACUDIT, Hydra, Greece, 2-4 September 2020.  
<https://iacudit.org/Conference2020/about-the-conference/>

✓8<sup>th</sup> International Conference of IACUDIT, Hydra, Greece, 1-3 September 2021.

<https://iacudit.org/Conference2021/about-the-conference/>

✓9<sup>th</sup> International Conference of IACUDIT, Hydra, Greece, 1-3 September 2021.

<https://iacudit.org/Conference2022/about-the-conference/>

2. Member of the scientific committee in the below academic events:

a. Research Symposium - Tourism Hospitality & Events: Border Crossings & Interconnections, University of Sunderland, UK, 24/5/2017.

<https://thesymposium2017.wordpress.com/committees/>

b. International Conference - Tourism Hospitality & Events in a Changing World, University of Derby, Buxton, UK, 26-28/6/2018.

<https://theconference2018.wordpress.com/committees/>

c. International Summit “Shifting Gears in Tourism in a Time of Crisis” organized by CERTE, University of Sunderland, Research and Innovation UK and International College of Business and Technology, Sri Lanka, Virtual, 15/7/2021.

<http://tourism-summit.org/organizers-contact-persons/>

## **n. Scholarly Activities and Professional Recognition**

1. Member of Hellenic Aviation Society (since 2010)
2. Member of International Association for Tourism Economics (since 2011)
3. Member of International Association for Cultural and Digital Tourism (since 2019)

## **6. Lecturing, Supervision and Curriculum Design**

### **a. Postgraduate Modules**

University of the Aegean, Interdepartmental Programm of Prostgraduate Studies  
“Strategic Management of Tourism Destinations and Hospitality Enterprises” (2020 to date)

✚ Tourism Economics and Revenue Management in Tourism Enterprises

### **b. Undergraduate Modules**

University of West Attica, Department of Tourism Management (2018-2019)

✚ Global Distribution Systems

✚ E-tourism

University of Patras, Department of Tourism Management (2019 to date)

✚ Air Transport Management

- ✚ Management of Tour Operators & Travel Agencies
- ✚ Hospitality Management,
- ✚ Food and Beverage Management
- ✚ Destination Planning & Management
- ✚ Event Management
- ✚ Management of Special & Alternative forms of Tourism
- ✚ Tourism Marketing

Hellenic Open University, Tourism Management Graduate Course (2019 to date)

- ✚ Transport in Tourism (distance learning)

### c. Lifelong Learning Modules

Lifelong Learning Center of Democritus University of Thace (LLC DUTH) (02/2021-10/2021)

*Programme (LLP): "Tourism with emphasis on sports and cultural tourism: educational tools and applications in the digital age for sustainable tourism development"*

- ✚ Tourism in the Digital Era

Development and distribution of educational material associated with all the above mentioned undergraduate/ postgraduate/ LLP modules.

### d. Theses Supervision

- ✚ Supervisor in Dissertation Theses:
  1. 15 successfully completed master theses at Hellenic Open University (Postgrad. Course in Tourism Business Administration)
  2. 16 successfully completed and 7 ongoing bachelor theses at the University of Patras (Dpt. Of Tourism Management)
  3. 4 successfully completed and 1 ongoing master theses at Neapolis University Pafos (Postgrad. Course in Tourism Business Administration)

- ✚ Member of the supervising committee of 4 ongoing PhD theses as follows:

1. Evangelos Kilipiris "The role of Revenue Management in the Aviation Industry and its applications in the economic viability and development of airports with tourist seasonality". Department of Business Administration, University of the Aegean. 2021. Ongoing (In Greek).
2. Christina Karadimitriou "Communication management of crises and disasters in tourism: The case study of Athens". Department of Tourism Management, University of Patras. 2021. Ongoing (In Greek).
3. Kyriaki Pnevmatikoudi "Establishment of a model for planning and managing effective rewards with the aim of improving the performance of the human resources of Greek hotel companies". Department of Business Administration, University of the Aegean. Ongoing (In Greek).

4. Emmanouil Tsimitakis "Utilization of experiential learning in distance tourism education and training". Department of Tourism Management. University of Patras. Ongoing (In Greek).

## **e. Guest Lecturing**

1. Guest Lecture – Seminar Session "Revenue Management in the Travel Industry" - School of Tourism, Metropolitan College, Piraeus, Greece (12/2/2019)
2. Guest Lecture – Seminar Session "Ready to take off! The Airline Evolution Impact on Tourism Development & Travel Experience" - Hotel and Tourism Management Department, BCA College, Athens, Greece (14/12/2018)
3. Guest Lecture – Seminar Session "Airline Industry: Tourism Development & Travel Experience" - Postgraduate Course in Tourism and Hospitality, University of Sunderland, UK (22/11/2017)
4. Academic Lecturing Support in the module "Tourism and Transport" - Interdepartmental Program of Postgraduate Studies "Tourism Planning, Management and Policy", University of the Aegean, Chios, Greece (Winter Semester: 18/10/2010- 19/02/2011)

## **7. Management**

1. Member of the Board of Directors of the Property Utilization and Management Company of the University of Patras for a four-year term (10/2020 to date)
2. Coordinator of the Committee for the Department Promotion Events, Dpt. of Tourism Management, University of Patras (2019-2020, 2020-2021, 2021-2022)
3. Member of the Internship Committee, Dpt. of Tourism Management, University of Patras (2020-2021, 2021-2022)
4. Member of the Dissertation Theses Committee, Dpt. of Tourism Management, University of Patras (2020-2021, 2021-2022)
5. Member of the LLP / ERASMUS and Other International Training Programs Committee, Dpt. of Tourism Management, University of Patras (2019-2020, 2020-2021, 2021-2022)
6. Member of the Department Website design committee, Dpt. of Tourism Management, University of Patras (2020-2021, 2021-2022)
7. Study Counselor for the sophomores of the Department of Tourism Management, University of Patras (2020-2021, 2021-2022)

## **8. Distinctions - Scholarships**

- 2009:** Graduated with distinction from the University Department (MA)
- 2009:** Financial Scholarship - Ranked 1st, University Department (MA)

## **9. Extracurricular Activities**

Dancing (latin international), gym, travelling, movie theatre, theatre



## **10. Academic Profiles**

SCOPUS profile: <https://www.scopus.com/authid/detail.uri?authorId=55962349400>

ORCID ID: <https://orcid.org/0000-0001-6861-7136>

GOOGLE Scholar: <https://scholar.google.gr/citations?user=72B1i5EAAAAJ&hl=el>

RESEARCH GATE: <https://www.researchgate.net/profile/loulia-Poulaki>

Last Update: September 2022