

## Curriculum Vitae

### PERSONAL INFORMATION



📍 University of the Aegean, 8, Michalon str. 82100 Chios, Greece

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✉ [apkontis@aegean.gr](mailto:apkontis@aegean.gr)

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Sex Male | Date of birth 02/05/1975 | Nationality Greek

### WORK EXPERIENCE

19.10.2021 until now

#### University of the Aegean – Department of Tourism Economics and Management

Assistant Professor

3/2004 to 4/2014  
and 2/2018 until now

#### PROVIDI

Consultancy services and preparation of development and investment studies for the public and private sector

15/10/2015 to 31/12/2018  
and 04/06/2018 to 31/12/2018

#### Hellenic Chamber of Hotels

Product and Marketing Manager for “Greek Breakfast” project

6/2006 to 10/2006

#### Agrotouristiki S.A. – General Secretary of Industry of Ministry of Development

Scientific Coordinator for Study / Expertise “Elaboration of Pilot Plan for the Development of a Mountain Declining Area focused in Enterprising”

12/2005 to 8/2006

#### Peloponnese Region – Business Architects Consultancy

Consultant of the National Strategic Development Plan for the period 2007-2013 for the Peloponnese Region

2/2006 to 8/2006

#### Papaskoulis’ Group of Companies (Yanna Tours & Kanelos Tours)

Reorganization of Administrative Operations & Marketing Consultant

4/2004 to 4/2005

#### Greek National Tourism Organization (GNTO)

GNTO’s special consultant

### TEACHING EXPERIENCE (UNDERGRADUATE PROGRAMS)

02.2017 until now

#### University of the Aegean – Department of Tourism Economics and Management

Spring semester 21-22

Course: Tourism Distribution Channels

Course: Consumer Behaviour

Winter semester 21-22

Course: Promotion of Tourism Enterprises

Course: Fundamentals of Tourism Marketing

Course: Tourism Marketing

Spring semester 20-21

Course: Promotion of Tourism Enterprises

Course: Tourist Destinations Typologies and Characteristics

Winter semester 20-21  
Course: Introduction to Tourism Marketing

Spring semester 19-20  
Course: Promotion of Tourism Enterprises  
Course: Tourist Destinations Typologies and Characteristics

Winter semester 19-20  
Course: Introduction to Tourism Marketing

Spring semester 18-19  
Course: Introduction to Tourism Marketing  
Course: Entrepreneurship

Winter semester 18-19  
Course: Management Information Systems

Spring semester 17-18  
Course: Introduction to Tourism Marketing

02.2017 to 02.2018 **University of the Aegean – Department of Business Administration**  
Spring semester 16-17 and Winter semester 17-18  
Course: Marketing and distribution channels in tourism

02.2018 to 07.2020 **Metropolitan College (Queen Margaret University)**  
Winter semester 19-20  
BA (HONS) Business Management  
Course: Foundations of Marketing

BA (HONS) Marketing Management  
Course: Foundations of Marketing

BA (HONS) International Hospitality & Tourism Management  
Course: Foundations of Marketing

Spring semester 19-20  
BA (HONS) Business Management  
Course: Marketing in Practice  
Course: Value-driven Marketing

BA (HONS) Business Management  
Spring semester 18-19  
Course: Marketing in Practice  
Course: Value-driven Marketing

09.2013 to 06.2014 **IST College**  
Spring semester 13-14  
Course: Hospitality Management  
Course: The Tourist Market: Behavior & Motivation  
Course: Tourism Destination Planning

Winter semester 13-14  
Course: Tourism Industry and Enterprise  
Course: Festivals and Events

#### TEACHING EXPERIENCE (POSTGRADUATE PROGRAMS)

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02.2018 to 07.2022 **University of the Aegean – MSc Programme in Strategic Management of Tourism Destinations and Hospitality Enterprises**  
Course: Tourism Destination and Hospitality Marketing

## Curriculum Vitae

- 10.2017 to 07.2022 **Hellenic Open University - MSc in Tourism Business Administration**  
Course: Marketing in Tourism Bodies, Organizations and Businesses (DTE61)
- 02.2018 to 07.2022 **Harokopio University of Athens – University of the Aegean – Univesite Paris I Pantheon – Sorbonne (IREST- Institute de Reherche et d’ Etudes Superieures du Tourism)**  
**MSc in Sustainable Tourism Development: Heritage, Environment, Society**  
Course: Heritage Marketing (invited Lecture)
- 09.2016 to 07.2018 **University of the Aegean – TEI of Athens – National Centre of Social Research**  
**MSc in Innovation and Entrepreneurship in Tourism**  
Course: Promotion of Tourism Destinations

## EDUCATION AND TRAINING

- 04.2014 **PhD in Tourism Marketing**  
University of the Aegean - Department of Business Administration  
“Factors in multichannel marketing mix configuration for urban hotels: optimization framework in decision making, based on the data envelopment analysis”
- 12.2002 **Master of Science**  
University of the Aegean  
“Planning, Management and Tourism Policy”
- 05.2003 **Bachelor of Science**  
Technological Educational Institute of Thessaloniki  
Marketing & Advertising
- 09.1997 **Bachelor of Science**  
Technological Educational Institute of Thessaloniki  
Accounting

## PERSONAL SKILLS

Mother tongue(s) Greek

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	INDEPENDENT USER	INDEPENDENT USER	INDEPENDENT USER	INDEPENDENT USER	INDEPENDENT USER

- Job-related skills**
- National Organization for the Certification of Qualifications & Vocational Guidance (EOPPEP) Reference number: EB21008
  - Organisation for the Employment fo the Workforce (OAED) – LAEK, Reference number: 54950
  - Hellenic Open University - Internal Evaluation & Training Unit, Certificate of Competency in Open & Distance Education, Reference number: 2536/07.03.2018
  - Accountant – Tax Consultant Professional License Grade , License Number: 58582 (07.04.2008)

**Computer skills** MS Office (Excel, Word, PowerPoint, Outlook), SPSS & MiniTab  
FrontPage / Publisher / Corel Draw / Photo Shop / Lightroom / Pinnacle Studio / DaVinci Resolve

## ADDITIONAL INFORMATION

### Publications in Scientific Journals

- Kontis A.P., Skoultzos S. (2021) "Digital evolution in tourism marketing channels: Greek tourism industry and Online Travel Agencies", *European Journal of Tourism Research*, 30, p. 3004. doi: 10.54055/ejtr.v30i.2591
- Skoultzos S., Kyriakaki A., Kontis A.P., Sdrali D. (2020) "Sharing economy in time of economic crisis: The owners' perspective of Airbnb rentals in Greek cities". *Journal of Regional Socio-Economic Issues (JRSEI)*, ISSN: 2049-1395 (print), 2049-1409 (online), vol. 10, no. 3, pp. 46-61
- Skoultzos S., Kontis A.P. (2020) "Community Involvement in event planning: Cases from Greek Festival Market". *Journal of Regional Socio-Economic Issues (JRSEI)*, ISSN: 2049-1395 (print), 2049-1409 (online), vol. 10, no. 3, pp. 22-35
- Skoultzos S., Kontis A.P., Sarantakou E. (2017) "Conceptualization of changes in tourism industry' s distribution channels: The case of peer - to - peer business models and sharing economy platforms" , *Journal of Tourism Research*, ISSN 2241 - 7931, vol. 16, pp. 292-303
- Sarantakou E, Kontis A.P. (2016) "The development of enriched mixtures of cultural tourism, for the re-promotion of Greek mature destinations", *TOURISMOS*, ISSN: 1790-8418 (print), 1792-6521 (online), vol. 11, no. 2, pp. 262-283
- Kontis A.P., Vrysagotis V. (2011) "Supplier selection problem: A literature review of Multi-criteria approaches based on DEA", *Advances in Management & Applied Economics*, ISSN: 1792-7544 (print), 1792-7552 (online), vol. 1, no. 2, pp. 207-219
- Vrysagotis V., Kontis A.P. (2011) "Warehouse layout problems: Types of problems and solution algorithms", *Journal of Computations & Modelling*, ISSN: 1792-7625 (print), 1792-8850 (online), vol.1, no. 1, pp. 131-152
- Kontis A.P., Siassiakos K, Kaimakamis G, Lazakidou A. (2010) "E-commerce application study and complementary services in the sector of laboratory diagnostics based on consumers' opinion", *International Journal of Electronic Healthcare*, ISSN: 1741-8453 (print), 1741-8461 (online), vol. 5, no. 4, pp. 425-436

### Chapters (with review committee)

- Kontis AP, Lagos D. (2016), Chapter 12: "Data Driven Marketing Decision Making: An application of DEA in Tourism Marketing Channels" in Rontos Kostas, Jose Filipe (eds.) "Modeling and New Trends on Tourism: A Contribute for Social and Economic Development", pp. 195-214, ISBN: 978-1-63485-920-2, New York: Nova Publishers
- Tsartas P., Sarantakou E., Kontis AP. (2016), Chapter 5: "Tourism Development Models in Greece: Trends and Challenges in an Effort to Change the Paradigm" in Rontos Kostas, Jose Filipe (eds.) "Modeling and New Trends on Tourism: A Contribute for Social and Economic Development", pp. 79-96, ISBN: 978-1-63485-920-2, New York: Nova Publishers
- Kontis AP (2017), "Tourism Marketing for Kalymnos Island: Turning the crisis into an opportunity", in Tsartas P., Lytras P. (eds) "Tourism, Tourism Development: Contributions of Greek Scientists", pp. 495-503, ISBN: 978-960-02-3309-4, Athens, Papazissis Publications (in Greek)

### Publications in Conferences (with review committee)

- Tsartas P., Sarantakou E., Kontis A.P., Stergiou E., Giannopoulos K., (2021) "Strengthening the tourism multiplier effect at interregional level: The example of two Greek Regions in the SILC project", 1st International Scientific Conference "Silk Road Sustainable Tourism Development and Cultural Heritage (SRSTDCH)", Aristotle University of Thessaloniki (AUTH) and IEREK- International Experts for Research Enrichment and Knowledge Exchange, abstract in Conference Proceedings (Virtual, 22-23 November 2021)
- Papavasileiou M., Kontis A.P., Sarantakou E., Tsartas P., (2021) "Environmental awareness and sustainable practices of the tourism companies of Epirus in the context of Corporate Social Responsibility", 1st International Scientific Conference "Silk Road Sustainable Tourism Development and Cultural Heritage (SRSTDCH)", Aristotle University of Thessaloniki (AUTH) and IEREK - International Experts for Research Enrichment and Knowledge Exchange, abstract in Conference Proceedings (Virtual, 22-23 November 2021)
- Xyptera E., Sarantakou E., Kontis A.P., (2021) "Exploring the impacts of COVID-19 on tourists' behavioral patterns. The case of Pieria - Olympus Coastline" 4th International Scientific Conference "TOURMAN 2021", International Hellenic University, abstract in Conference Proceedings (Virtual, 21-23 May 2021)
- Kontis A.P., Kourkoulou I., Vlassi E., (2021) "Social Media during the Covid-19 era in 5 \* Hotels in Attica, Greece", In Kavoura A., Havlovic S., Totskaya N. (eds), *Strategic Innovative Marketing and Tourism in the COVID-19 Era*, Springer Proceedings in Business and Economics. Springer, Cham, pp. 223-231. doi.org/10.1007/978-3-030-66154-0\_24
- Souki S.D., Kontis A.P., (2020) "The end of Millennials and the Generation Z: Differences, interactions and consumption patterns in the Greek touristic reality", 8th International Conference on Contemporary Marketing Issues, In Sarmaniotis, Ch. (eds) Conference Proceedings (e-book)

(Virtual, 11-13 September 2020)

- Tsitoura, E., Tsartas, P., Sarantakou, E., Kontis, AP. (2021). "Cycling Tourism: Characteristics and Challenges for the Developments and Promotions of a Special Interest Product". In: Katsoni, V., van Zyl, C. (eds) Culture and Tourism in a Smart, Globalized, and Sustainable World. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-030-72469-6\\_2](https://doi.org/10.1007/978-3-030-72469-6_2)
- Kontis A.P., Tsakalos I., Stavrinoudis Th., (2020) "Dominance of Tourism Marketing Channels in the Global Travel and Tourism Industry: A Financial Market Perspective", In Kavoura A., Kefallonitis E., Theodoridis P. (eds), Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics. Springer, Cham, pp. 1.097-1.105. [doi.org/10.1007/978-3-030-36126-6\\_122](https://doi.org/10.1007/978-3-030-36126-6_122)
- Kontis A.P., Doumi M., Kyriakaki A., Mouratidis K., (2020) "Residents' Perceptions of Tourism Impact on Local Economic Development During the Economic Crisis: The Case of Kavala", In Kavoura A., Kefallonitis E., Theodoridis P. (eds), Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics. Springer, Cham, pp. 609-617. [doi.org/10.1007/978-3-030-36126-6\\_68](https://doi.org/10.1007/978-3-030-36126-6_68)
- Tsartas P., Sarantakou E., Kontis A.P., Skoultzos S., Vardopoulos I., (2019) "Spa and wellness tourism development: Cases from three Greek islands", 3rd International Scientific Conference "TOURMAN 2019" Conference Proceedings "Tourism, travel and hospitality at crossroads: The way ahead", International Hellenic University (Greece, Thessaloniki, 24-27 October 2019)
- Skoultzos S., Kontis A.P., Eleftheriadis A., (2019) "Music Festivals Hosting and Impacts: The case of Greek Festivals", TOURMAN 2019, 3rd International Scientific Conference "TOURMAN 2019" Conference Proceedings "Tourism, travel and hospitality at crossroads: The way ahead", International Hellenic University (Greece, Thessaloniki, 24-27 October 2019)
- Kontis A.P., Skoultzos S., Papayiannis D., (2019) "Tourism Marketing Channels in Digital Evolution Era: Online Travel Agencies in Greek Tourism Industry", In Kavoura A., Kefallonitis E., Giovanis A. (eds), Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics. Springer, Cham, pp. 1303-1310. [doi.org/10.1007/978-3-030-12453-3\\_149](https://doi.org/10.1007/978-3-030-12453-3_149)
- Kontis A.P., Dimopoulou G., (2019) "Exploring the Power of Certification Systems in the Development of Hiking Tourism in Greece: The Case of Menalon Trail from the Demand-Side", In Kavoura A., Kefallonitis E., Giovanis A. (eds), Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics. Springer, Cham, pp. 593-602. [doi.org/10.1007/978-3-030-12453-3\\_68](https://doi.org/10.1007/978-3-030-12453-3_68)
- Papayiannis D., Skoultzos S., Kontis A.P., (2019) "Enhancing Airports' Employees Job Satisfaction with Training Techniques. Investing on IM.I.A. and the Case of Greek Airports' Ground Handling Services". In: Katsoni V., Segarra-Oña M. (eds) Smart Tourism as a Driver for Culture and Sustainability. Springer Proceedings in Business and Economics. Springer, Cham, pp. 527-542. [doi.org/10.1007/978-3-030-03910-3\\_36](https://doi.org/10.1007/978-3-030-03910-3_36)
- Kontis A.P., Skoultzos S., Kyriakaki A., Marmara A., (2018) "Reexamining tourism experience during the new era of peer to peer business models: The demand's perspective", In Christou E., Alexandris K. and Fotiadis A., (eds), TOURMAN 2018 Conference Proceedings "In search of excellence in tourism, travel & hospitality". ISBN 978-960-287-159-1, pp. 449-504
- Skoultzos S., Kontis A.P., Papayiannis D., (2018) "Reconsidering events and festivals as parts of local tourism product: The case of the Greek market", In Christou E., Alexandris K. and Fotiadis A., (eds), TOURMAN 2018 Conference Proceedings "In search of excellence in tourism, travel & hospitality". ISBN 978-960-287-159-1, pp. 412-416
- Kontis A.P., Skoultzos S., (2018) "Enhancing Hospitality Services Through the Engagement of Visitors in Local Gastronomy Experiences: A Marketing Perspective from the Supply-Side". In: Katsoni V., Velander K. (eds) Innovative Approaches to Tourism and Leisure. ISBN (print) 978-3-319-67602-9, (online) 978-3-319-67603-6, Springer Proceedings in Business and Economics. Springer, Cham, pp. 339-349
- Kontis A.P., Skoultzos S., Stavrinoudis Th., (2017) "Marketing the local authenticity for sustainable tourism development: the case of "we do local" project", IMIC 2017 International Conference: 5th Aegean University Tourism Conference "Tourism: Trends, Prospects and Implications for Enterprises and Destinations", Book of abstracts ISBN: 978-960-6746-16-1, Heliotos Conferences (Greece, Santorin, October 19-21, 2017)
- Skoultzos S., Kontis A.P., (2017) "The importance of Community Involvement at event tourism: Cases from Greek Festival Market", IMIC 2017 International Conference: 5th Aegean University Tourism Conference "Tourism: Trends, Prospects and Implications for Enterprises and Destinations", Book of abstracts ISBN: 978-960-6746-16-1, Heliotos Conferences (Greece, Santorin, October 19-21, 2017)
- Kontis A.P., Gkoumas A., (2017) "Greek Breakfast": A New Tourism Brand Name for an Age-Long Gastronomy Tradition. In: Kavoura A., Sakas D., Tomaras P. (eds) Strategic Innovative Marketing. ISBN (print) 978-3-319-56287-2, (online) 978-3-319-56288-9, Springer Proceedings in Business and Economics. Springer, Cham, pp. 235-241

- Gkoumas A., Kontis A.P., Tsartas P., (2016) "Challenges in developing the national electronic depository for tourism studies in Greece", in Andriotis K. (eds) Conference Proceedings of the International Conference On Tourism (ICOT 2016) "New Challenges and Boundaries in Tourism: Policies, Innovations and Strategies". ISSN: 2241-9314, ISBN: 978-618-81503-1-7, International Association for Tourism Policy, pp. 679-690 (Italy, Naples 29 June - 2 July 2016)
- Sarantakou E., Kontis A.P., (2015) "The development of enriched mixtures of cultural tourism, for the re-promotion of Greek mature destinations: Experiential tourism as a Challenge", International Meetings Industry Conference 2015 (IMIC 2015) "1st International Conference on Experiential Tourism" (Greece, Santorini, October 9-11, 2015)
- Kontis A.P., Lagos D., (2015) "Factor framework for the evaluation of multichannel marketing mixes in 5\* city hotels", In: Kavoura A., Sakas D., Tomaras P. (eds) Conference Proceedings of 3rd International Conference on Strategic Innovative Marketing (IC-SIM 2014). ISSN: 1877-0428, Procedia - Social and Behavioral Sciences, 175 pp. 408-414. (Spain, Madrid, September 1-4, 2014)
- Kontis A.P., Lymperopoulos C., Lagos D., (2013) "Decision Factors for the Evaluation of the Tourist Marketing Channels for Attica's 5\* and 4\* Hotels", 5th International Scientific Conference – Tourism Trends & Advances in the 21st Century", University of the Aegean (Rhodes, Greece May 30 – June 2, 2013)
- Kontis A.P., Panta M., Siassiacos K., Kaimakamis G., (2009) "Study of the Implementation of E-Commerce and Complementary Services in the Laboratory Diagnostics Sector, based on the Views of Buyers", in the 21st National Conference of the Hellenic Society for Business Research and the Technical University of Athens on "Decision Making in Health Systems", ISBN: 978-960-87277-4-8 (Athens, Greece May 28-29, 2009)
- Kontis A.P., (2009) "The Development of Tourism in Lakeside Areas in the Region of Thessaly: The cases of Lake Plastiras (Megdova) and Lake Sykia", 4th International Scientific Conference - Planning for the Future - Learning from the Past: Contemporary Developments in Travel, Tourism Hospitality", University of the Aegean (Rhodes, Greece April 3-5, 2009) [Proceedings on CD-ROM]
- Tsartas P., Zagotsi S., Kontis A.P., Kyriakaki A., (2004) "Social and Professional mobility in Touristic area of Greece: a critical appraisal of research findings (1972-2004)", International Conference "Tourism in Europe – The 2004 conference: Borderless Frontiers, Implications for Tourism in the New and Enlarged European Union", Intercollege Cyprus & Leeds Metropolitan University United Kingdom (Nicosia, Cyprus, December 10-11, 2004) [Proceedings on CD-ROM]

#### Publications

- Guide "Modern Methods of Organization and Promotion of Tourism Package" publication of Hellenic Association of Travel & Tourism Agencies (HATTA), 2007