

Extended Curriculum Vitae



Eirini Vlassi

Assistant Professor in Brand Development of Tourism Businesses and Destinations, Department of Tourism Economics and Management, University of the Aegean, Chios

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A. Personal Information

Eirini Vlassi
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B. Qualification/education:

5/2013-2022 PHD Thesis: «The Airline – Airport – Tourism Destination Authority Relationship: A Strategic Internet Marketing Approach»
Department of Business Administration, University of The Aegean, Chios (Greece)

2006-2008 Master in Business Administration (MBA) – Tourism Management,
University Of Piraeus, Athens (Greece).

2000-2005 B.Sc in Economics, University of Crete, Rethimno (Greece).

Languages:

| Αγγλικά

Research:

| ORCID: 0000-0001-8317-7714
| Scopus Author ID: 57470437700

Γ. Work Experience

07/2024 – Σήμερα

- **Assistant Professor in Brand Development of Tourism Businesses and Destinations,** Department of Tourism Economics and Management, University of the Aegean, Chios.

1/09/2022-07/2024

- **Lecturer** in Management and Marketing of Tourism Business and Destinations, and **Coordinator** of the Distance MBA in Tourism, Neapolis University Pafos, Cyprus.

2013-2022. Associate, Laboratory for Tourism Research & Studies (ETEM), University of the Aegean, Chios (Greece). Eirini Vlassi is also responsible for the online marketing of the Laboratory for Tourism Research and Studies (ETEM).

2023-Today. Associate, Laboratory of Tourism, Transportation, Infrastructure and Destination Development (TTIDD), University of the Aegean.

8/2019-30/8/2022. Academic Programme Leader of the Faculty of Business and Economics, Metropolitan College in cooperation with East London University, Queens Margaret University and Oxford Brookes University. Eirini Vlassi is acting as the communication link between Metropolitan College and collaborative partners (QMU) for the faculty of Business and Economics. Eirini Vlassi is also a member of the Collaborative Research Ethics Committee (CREC).

Δ. Research and Development Projects

1. Research Projects

1. 22/02/2024-27/9/24 Researcher in the project Designing a cultural masterplan, cultural development policy and cultural identity (brand) for selected regions of the country. Participation in the following WP2 Methodological project framework, WP3 Collection and processing of secondary data regarding the cultural and creative sectors of the research area (infrastructure, employment, cultural institutions and their profiles, supply, demand, etc.), WP4. Collection of primary data (structured questionnaire survey on trends in cultural consumption and local cultural identity) and consultation (focus groups and interviews with cultural actors and professionals), WP5. Formulation of proposals and priorities of cultural masterplans for the islands: Chios, Samos, Lesbos, Lemnos Rhodes.
2. 2023-2025 ERASMUS+ Empowering Entrepreneurs through SME Financial Education / SeedFund – Member of the scientific project team of Neapolis Paphos University
Purpose of the project: Thus, the aim of the project will be to introduce novel techniques through which SMEs can improve the conduits through which they receive, exchange and evaluate information related to funding opportunities. Participation in packages 2,3,4.
3. 01/2018-05/2022. Researcher in the Joint Committee under the Memorandum of Understanding signed between the Athens Development and Destination Management Agency and the Department of Economics and Management of Tourism of the University of the Aegean with the aim to provide support and guidance to the development and promotion of the official guide of the city of Athens called "This is Athens".
4. 0/409/2019-14/4/2021. Tourist Transportation and Leisure Services Optimization using Intelligent Systems”. This project aims at bringing together two companies (i.e. Dotsoft and Semitron) and two universities (University of the Aegean and Aristotelio University of Thessaloniki) in Greece to conduct research and create a pioneering hardware/software system for route, pricing and fleet optimization of tourist coach services in a way that also ensures increased levels of customer satisfaction. The project is co-funded by the General Secretariat of Research and Technology of Greece and has an overall budget of 905,000 euros. Eirini Vlassi participated as a researcher in the delivery of the part of the project assigned to the Aristotle University of Thessaloniki. Projects URL: <https://ttls.gr/>
5. 10/2018-2020. “Research, Education and Infrastructure triangulation of strategic axes development of EKKE (REDI)”. This is a project of the National Centre for Social Research that aims to conduct research in the field of the sustainable tourism development. Eirini Vlassi participated as a researcher in the work package “Sustainable tourism development: Diving tourism in Marine Protected Areas and Thermalism in Areas of Thermal Natural Resources”. The project has an overall budget of 840.213,75 euros.

6. 05/2015-07/2015. “e-archive of tourism research and studies related to tourism development”. This is a project of the Laboratory of Tourism Research and Studies funded by the Ministry of Tourism. The aim of this project was the collection and analysis of research projects carried out in the field of tourism by Greek public organizations and authorities. Eirini Vlassi participated as a researcher in the project.

2. Other Projects:

1. 01/06/2022 – 31/08/22 Responsible for the development of the "Digital Marketing and Social Network Manager" curricula of the Vocational Training Centers in Greece. The project was part of the action "Development of training guides and training manuals of Vocational Training Institutes (VET)" with OPS code (MIS) 5069281 of the Operational Program "Human Resource Development, Education and Lifelong Learning 2014- 2020" and is co-financed by Greece and the European Union (EU).
2. 15/11/2022-14/05/23 Responsible for the development of the Professional Profile entitled: "Creator of experiences and destination promotion" in the context of the Action "Development, updating and certification of professional outlines and frameworks of educational specifications" with OPS code (MIS) 5075008, which is implemented through the Operational Program "Human Resource Development, Education and Lifelong Learning" and specifically Work Package 1 "Development and update of professional outlines" of Subproject 3 "INSETE actions for the development-updating and certification of professional outlines and program frameworks".
3. 01/02/2023 – 30/04/23 Responsible for the development of the "Flight Dispatcher" curricula of the Vocational Training Centers in Greece. The project was part of the action "Development of training guides and training manuals of Vocational Training Institutes (VET)" with OPS code (MIS) 5069281 of the Operational Program "Human Resource Development, Education and Lifelong Learning 2014-2020" and is co-financed by Greece and the European Union (EU).
4. 14/6/2024-19/09/2024 Scientific associate responsible to develop an educational lifelong learning program in the thematic subject "DESIGN AND COMPOSITION OF DESTINATION EXPERIENCES", which is linked to prepared and in accordance with the Specifications of Modernized Methodology, Standards and Tools for the Preparation of Professional Outlines and Framework Specifications of Programs, as approved with the no. GD/12832/15-04-21 Decision of the 443rd/14-04-21 Meeting of the Board of Directors of the E.O.P.E.P. professional outline accompanied by a corresponding framework of educational program specifications.

3. Forthcoming research projects:

1. Bridge - Bridging Sustainable Tourism and Agrofood: An Innovative Approach, Greece 2.0 Basic Research Financing Action (Horizontal support of all Sciences) Sub-action II Funding Projects in Leading-Edge Sectors.

E. Lecturing, Supervising and Curriculum designing

1. Lecturing in Postgraduate Programs

1. 07/24-Σήμερα, Teaching Environmental Management and Tourism Planning and Presentation and Promotion of Tourism Businesses, Department of Tourism Economics and Management.
2. 17/10/22-07/2024, Lecturing and Coordinating: Tourism Destination Management in the distance learning Master in Tourism Business Management, University of Neapolis Paphos, Cyprus.
Modules: DTOUR570 Strategic Destination Management (Winter and Spring 2022/23, Winter 2023/24)
Coordinating: DTOUR570 Economics of Tourism and Hospitality (Winter and Spring 2022/23, Winter 2023/24)
Lecturing: DMBA530 Business Economics (Winter 2023/24) & DMBA585 Small and Medium Enterprise Management (Winter 2023/24) & DDM515 Digital Marketing (Winter 2023/24) & DMBA561 Marketing Management (Spring 2023/24)
3. 2023-2024 Customer Experience Management, *MSc in Hospitality and Tourism Management, International Hellenic University*
4. 2022-24, Module: Business Development Programmes, Department of Economics and Sustainable Development, "Sustainable Development" Postgraduate Programme, Harokopio University, Greece.
5. 6/2019, 6/2020, 6/2022, 6/2023 & 6/2024. Strategic Destination Management and Marketing, *MBA Programme in Aviation and Tourism Management, Frankfurt University of Applied Sciences, Germany in collaboration with the University of the Aegean, Chios (Greece).*
6. 6/2021. Strategic Destination Management and Marketing, MBA Programme in Aviation and Tourism Management, Frankfurt University of Applied Sciences, Germany.
7. 10/2019-2/2020, Strategic leadership, MBA in international Business, *Σχολή Business and Economics, Metropolitan College in cooperation with Queens Margarete University.*
8. 2/2018-5/2019. Contemporary Issues in Digital Marketing, *MSc Digital and Social Media Marketing, Σχολή Business and Economics, Metropolitan College in cooperation with East London University.*
9. 2/2018-5/2019. Digital Marketing in Tourism, *MA International Hospitality and Tourism Management, Τμήμα Hotel and Tourism Management, BCA college in cooperation with Plymouth University.*

10. 6/2018. Strategic Destination Management and Marketing,, *MBA Programme in Aviation Management, Frankfurt University of Applied Sciences, Germany in collaboration with the University of the Aegean, Chios (Greece).*

2. Lecturing in Undergraduate Programs

1. 15/05/21-30/09/21 Teaching assistant, Module: International Economics, Department of Business Administration, University of the Aegean.
2. 10/2021-2/2022. Study Skills, BA Business Management, *Business and Economics, Metropolitan College in cooperation with Queens Margarete University.*
3. 10/2021-2/2022. Business Research Methods, BA Business Management, *Department of Business and Economics, Metropolitan College in cooperation with Queens Margarete University.*
4. 2/2021-5/2021. Study Skills, BA Business Management, *Department of Business and Economics, Metropolitan College in cooperation with Queens Margarete University.*
5. 10/2020-2/2021. Study Skills, BA Business Management, *Department of Business and Economics, Metropolitan College in cooperation with Queens Margarete University.*
6. 2/2020-5/2020. Value Driven Marketing, BA Business Management, *Department of Business and Economics, Metropolitan College in cooperation with Queens Margarete University.*
7. 10/2018-1/2019. Digital Marketing and Social Media, *BA Marketing Management, Σχολή Business and Economics, Metropolitan College in cooperation with Queens Margarete University.*
8. 2/2018-5/2019. Contemporary Issues In Marketing, *BA Marketing Management, Σχολή Business and Economics, Metropolitan College in cooperation with Queens Margarete University.*
9. 2/2018-5/2019. Tourism Business and On Line Travel, *BA (Hons) Hospitality and Tourism Management, Department of Hotel and Tourism Management, BCA college in cooperation with Plymouth University.*

3. Supervision and Examination

1. 2022-2023, 2023-2024. Supervision of 5 Dissertations in the MBA in Tourism Business of the University of Neapolis Paphos.
2. 2022-2023, 2023-2024. Supervision of 8 dissertations in the Master (M. Sc.) in Digital Marketing of the University of Neapolis Paphos.

3. 2022-2023. Supervision and Examination of 1 dissertation in the MBA Program in Aviation and Tourism Management, Frankfurt University of Applied Sciences, Germany.

4. Distance and Lifelong Learning

1. Lecturing and developing teaching material for the International Management of Tourism and Hospitality Business and Management of Hotel and Hospitality Management programs.
2. Developing Teaching Material for the module *DTOUR570 Strategic Destination Management for the distance learning MBA in Tourism Management, Neapolis University of Paphos, Cyprus.*

Στ. Presentations at National and International Conferences

1. Presentation in International Conferences with Referees and Proceedings

1. Vlassi, E., Karachalis, N., and Papatheodorou, A. (2023). New urban tourism and Strategies of Co-Creation in European Cities. 1st European Tourism Research in the Age of Sustainability and Technology, Modul University Vienna. (06/09, 2023) https://red-intur.org/wp-content/uploads/CfA-Vienna-2023-European-Tourism_29.2.23.pdf
2. Karachalis, E., and Vlassi, E. (2023) New urban tourism and responsible tourism as game changers in city branding: Reflections on the latest branding efforts of European cities. 7th Annual Conference of the International Place Branding Association (IPBA), abstract in Conference Proceedings (18-20 October, 2023).
3. Vlassi, E., and Deirmentzoglou, G. (2023). Destination Brand Image Co-Creation using Social Media-The case of Paphos. 6th International Conference on Tourism Research (ICTR 2023), Academic Conference International in cooperation with Neapolis University Pafos (8-9/06, 2023) <https://www.academic-conferences.org/conferences/ictr/>
4. Vlassi, E. and Papatheodorou, A. (2019). Destination Brand Image Co-Creation: User Generated Content VS Destination Generated Content. The case of Athens. International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019) (17-21/07, 2019 Chios).
5. Vlassi, E., Papatheodorou, A., Kontis, A., and Skoultos, S. (2019). The Role of Food and Cuisine on Brand Image Co-Creation Process: The Case of Athens. International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019) (17-21/07, 2019 Chios).
6. Vlassi, E., and Papatheodorou, A. (2019). Corporate brand strategy concepts implemented into tourism destinations by Airports, Airlines and Destination Management Organizations-The case of Athens Tourism Partnership. Aviation Management and Economics Conference (AMEC) 2019 co-organised by Air Transport and Regional Development (ATARD), the European Aviation Conference, the German Aviation Research Society (GARS), the Laboratory for

Tourism Research and Studies of the University of the Aegean and the Law School of the University of Vienna. (6/11 2019).

7. Vlassi, E. and Papatheodorou, A. (2018). Measuring Leisure Tourism Online Marketing Campaigns Jointly Planned and Implemented by Airports, Airlines and Destination Authorities: The Case of Athens. International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2018) (17-20/10, Athens).
8. Vlassi, E. and Papatheodorou, A. (2017). Destination Brand Image Co-Creation Strategy Jointly Planned And Implemented By Airports, Airlines And Destination Authorities – The Case Of Athens. 5th IMIC 2017 International Conference, University of the Aegean (10/2017, Santorini).
9. Vlassi, E. (2014). Web 1.0 or Web 2.0 could best obtain postmodern visitor's satisfaction?. ICLRT - 1st International Conference on Leisure, Recreation and Tourism organized by University of Pecs (10/2014 Hurkany, Hungary).

2. Presentation in International Conferences with Referees but without Proceedings

3. Presentation in International Conferences without Referees and Proceedings

Vlassi, E. and Papatheodorou, A. (2018) The Airport, Airline and Destination Authority Relationship: An Eternal Business Triangle? - The Case of the Online Marketing Campaigns Jointly Planned and Implemented by Athens Tourism Partnership. COST Workshop on the Relationship between Air Transport and Regional Development. (6-7/10, 2018, Athens).

4. Presentation in National Conferences with Referees

1. Poulaki, I., and Vlassi, E. (2023). A Structured Literature Review on the role Destination Branding in Inflight Magazines. Conference of the Hellenic Aviation Society entitled Conference of the Hellenic Aviation Society (25-26/05, 2023, Athens).
2. Chrisafis, K., Papadopoulou, G., and Vlassi, E. (2023). Prioritizing Crisis Management Approaches in Air Transport: Evidence from Greece. Conference of the Hellenic Aviation Society entitled Conference of the Hellenic Aviation Society (25-26/05, 2023, Athens).
3. Vlassi, E. and Papatheodorou, A. (2018). Social Media as a Communication Channel as used by Airports, Airlines and Destination Authorities to co-create the Brand Image of the Tourist Destination: The Case of Athens. Conference of the Hellenic Aviation Society entitled Conference of the Hellenic Aviation Society (14-15/05, 2018, Athens).
4. Vlassi, E. and Papatheodorou, A. (2017) Managing Destination Brand Image Co-Creation - A Jointly Created Strategy by Airports, Airlines and Destination Authorities. 2nd Pan-Hellenic Conference on Place Marketing and Place Branding, Larissa, Greece. (03/2017, Larissa). <https://www.placemarketing2.gr/en/>

Z. Published Research

1. Dissertations και Theses

1. Vlassi, E. (2022). PhD Theses title: The airline – airport – tourism destination authority relationship: a strategic internet marketing approach., Department of Business Administration, University of The Aegean, Chios (Greece) <https://www.didaktorika.gr/eadd/handle/10442/51679>
2. Vlassi, E. (2008). Dissertation title: Factors and motivations shaping the demand for all-inclusive package holidays. Master in Business Administration (MBA) – Tourism Management, University Of Piraeus. <https://dione.lib.unipi.gr/xmlui/handle/unipi/2962>

2. Papers in Scientific Journals with Referees

1. Vlassi, E. and Papatheodorou, A. (2024). The process of co-creating destination brand - The case of the Athens Tourism Partnership. *Journal of Place Management and Development*. <https://www.emerald.com/insight/publication/issn/1753-8335>
2. Vlassi, E., Papatheodorou, A. & Karachalis, N. (2024). Evaluating the Effectiveness of Online Destination Marketing Campaigns from a Sustainability and Resilience Viewpoint : The Case of "This is Athens & Partners" in Greece. *Sustainability*, 16(17), 7649. <https://www.mdpi.com/2071-1050/16/17/7649>
3. Poulaki, I., and Vlassi, E. (2024). A Structured Literature Review on Destination Branding through In- flight Magazines. *Journal of Air Transport Studies*. 13.1 <https://jats.aviationsociety.gr/index.php/JATS>
4. Koulouroudi, M., Vlassi, E., Kontis, A., Papadopoulou, G., (2023). The Co-created Destination Image - The case of the Island of Chios. *Tourismos*. 15. 1
5. Christofakis, E., Stavrinoudis, T., Kapitsinas, S., Papatheodorou, A., Pappas, D., Vlassi, I. and Proiou, E. (2020). Road Transport In Tourism: Implementing Successfully Air Transport Practices. *Journal of Air Transport Studies*. 11, 2 (1), 59-70. DOI:<https://doi.org/10.38008/jats.v11i2.168>.

3. Book Chapters

1. Deirmentzoglou, G.A., Anastasopoulou, E.E, Vlassi, E., Varelas, S. & Anastasopoulos I. (forthcoming). Developing and Managing Websites and Social Media Pages: A Simulation Activity for Agritourism Entrepreneurship Courses. *In Cases on Integrating Simulation Tools into Entrepreneurship Education*. IGI Global.
2. Karachalis N., Vlassi E., (forthcoming). New urban tourism and responsible tourism as game changers in city branding: Reflections on the latest branding efforts of European cities. *In Deffner A., Kavaratzis M. (eds) City Branding, Elgar*

3. Vlassi, E., Deirmentzoglou, G., Agoraki, K., and Papatheodorou, A. (In press). When tourism and fashion co-create - Narratives from Greece. *In Fashion and tourism: Parallel stories*. Emerald Publishing.
4. Vlassi, E., & Papatheodorou, A. (2020). Towards a method to assess the role of online marketing campaigns in the airline–airport–destination authority triangular business relationship: The case of Athens Tourism Partnership. *In Air transport and regional development policies* (pp. 227-239). Routledge.
5. Papatheodorou, A., Vlassi, E., Gaki, D., Papadopoulou-Kelidou, L., Efthymiou, M., Pappas, D. and Paraschi, P., (2019). The airline–airport–destination authority relationship: the case of Greece. *In Tourist Destination Management* (pp. 27-41). Springer.

4. Papers in Conference Proceedings with Referees

1. Deirmentzoglou, G.A. & Vlassi, E. (2024). Travel decision-making and digital engagement: The impact of attitudes towards European destination websites and online-cocreation on user intentions. *Springer Proceedings in Business and Economics*. Springer
2. Vlassi, E., Papatheodorou, A. & Deirmentzoglou, G. (2024). Evaluating online destination marketing campaigns-A literature review, International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2014) organized by the University of West Attica, Brasov.
3. Tselempi, E. Vlassi, E., Deirmentzoglou, G., Daskou, S (2024) eWoM and Destination Visit Intention – The Case of Greek and Danish Tourists, International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2014) organized by the University of West Attica, Brasov.
4. Deirmentzoglou, G.A., Vlassi, E. & Maronou, K. (2024). The role of search engine optimization awareness in decision-making: applying the technology acceptance model to online travel agencies. *Springer Proceedings in Business and Economics*. Springer
5. Mischin, J., Deirmentzoglou, G.A., Daskou, S. & Vlassi, E. (2024). Artificial intelligence- powered tools for personalized product recommendations in e-commerce: The role of user satisfaction on online purchase decisions. *Springer Proceedings in Business and Economics*. Springer
6. Vlassi, E., and Poulaki. E. (2023). Mapping gender inequality in the Mediterranean Culinary Heritage – The case of Crete. 10th International Conference on “Recent Advancements in Tourism Business, Technology and Social Sciences”, paper in Conference Proceedings (29-10 August, 2023).
7. Vlassi, E., and Deirmentzoglou, G. (2023). Capturing Destination’s Cognitive and Affective Image on Social Media- The Case of Paphos. 10th ICSIMAT Conference 2023 22-26 September 2023.

8. Koulouroudi, M., and Vlassi, E. (2023). Tourist Destination Unique Features Promoted on Social Media: Analyzing the Views of the Tourism Stakeholders on the Island of Chios. In 6th International Conference on Tourism Research (ICTR 2023), poster in Conference Proceedings (8-9 June, 2023).
9. Fragkogianni, M., Papatheodorou, A., and Vlassi, E., (forthcoming). Technology in tourism. A blessing or a curse? Conceptualising the psychological resonance of neuromarketing methods employment on the modern airline customer. In 6th International Conference on Tourism Research (ICTR 2023), poster in Conference Proceeding (8-9 June, 2023).
10. Deirmentzoglou, G., Vlassi, E., and Agoraki, K. (202X). The effect of the hotel attributes on guests' satisfaction due to the COVID19 pandemic crisis-the case of the Greek tourism and hospitality sector. In 14th International Conference "Economies of the Balkan and Eastern European Countries" (EBEEC), paper in Conference Proceedings (20-22 May, 2022). https://link.springer.com/chapter/10.1007/978-3-031-34059-8_15
11. Kontis, A.P., Kourkoulou, I. and Vlassi, E., (2021). Social Media During the COVID-19 Era in 5* Hotels in Attica, Greece. In *Strategic Innovative Marketing and Tourism in the COVID-19 Era: 9th ICSIMAT Conference 2020* (p. 223). Springer. https://link.springer.com/chapter/10.1007/978-3-030-66154-0_24
12. Vlassi, E. (2014). Web 2.0 Enhancing Role in Heritage Interpretation Based on Constructivist Learning Theories. IACuDit - 1st International Conference on 'Cultural Tourism in a Digital Era' – Athens. (05/2014). https://link.springer.com/chapter/10.1007/978-3-319-15859-4_23

5. Editorial Boards of Scientific Journals

1. 2018-Today. Reviewer and member of the Advisory Board at the Journal of Air Transport Studies, Hellenic Aviation Society.
2. 2018-Today. Editorial Assistant at *Tourismos Journal*, University of the Aegean, Greece.

6. Scientific and Organising Committees of Scientific Conferences

1. 6th International Conference on Tourism Research (ICTR)" organized by the Academic Conference International. (Conference Chair)
2. "10th ANNIVERSARY ICSIMAT" organized by the University of West Attica (Scientific Committee)
3. 11th ICSIMAT" organized by the University of West Attica (Scientific Committee)
4. 1st Intocus, organized by Harokopeion University (Scientific Committee)
5. IMIC 2017 International Conference: 5th oorganized by the University of the Aegean (10/2017, Santorini). (Operations Committee).

7. Editor in Special Issues

1. Papatheodorou, A., Vlassi, E., and Karachalis, N. (202x). Developing Sustainable Tourism Destinations in Times of Transition: Economic and Social Resilience in Destination Communities and the New Role of DDMMOs. Sustainability, MDPI.
2. Vlassi, E., & Konstantinidi, D., (2023). Proceedings of the 6th International Conference on Tourism Research. ACI, UK.

8. Editor in Conference Proceedings

1. Vlassi, E. (2023). Editorial. Proceedings of the 6th International Conference on Tourism Research. ACI, UK.

H. Internal Member of Validation Panels

1. 2022/23 MBA in Tourism, Neapolis University Pafos, Cyprus
Participating as coordinator and lecturer.
2. 2023/24 M.Sc in Digital Marketing, Neapolis University Pafos, Cyprus
Participating as coordinator and lecturer.
3. 2023/24 *MSc in International Sustainable Management*, Neapolis University Pafos, Cyprus