

PERSONAL
INFORMATION

Vasiliki Georgoula

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SHORT BIO

Vasiliki Georgoula is an Assistant Professor at the Department of Tourism Economics and Management, University of the Aegean on the field of cultural and event tourism. She completed her Doctoral Thesis at the Department of Geography, University of the Aegean on the role of international festivals in the sustainable tourism and cultural development. She holds a M.Sc. in eTourism from the University of Surrey and a BA in European Languages, Society and Culture from Goldsmith's College, University of London. She has extensively worked as a business executive and tourism business consultant. She teaches undergraduate and postgraduate courses on cultural tourism and sustainability, festival and event management, and tourism geography. She collaborates as senior researcher for national and European research projects. She regularly participates in international scientific conferences and has published articles in international scientific journals. She is a reviewer for international scientific journals and a member of scientific and organizing committees in international conferences.

Research interests: cultural tourism, festival and event management, leisure and sustainability, tourism geography, intercultural dialogue.

WORK EXPERIENCE

08.11.2022- Present

Assistant Professor

University of the Aegean, [Department of Tourism Economics and Management](#), (Chios, Greece)

Main activities and responsibilities:

- Research, teaching & supervising on Undergraduate, Postgraduate and Doctoral levels.
Research topics: Festival and Event management, Cultural tourism, Leisure and sustainability, Tourism geography, intercultural dialogue
- Administrative
- Administrative departmental duties, regular member of the department's committees (i.e Quality Assurance, Curriculum, Strategy and outreach)

[Higher Education](#)

30.03.2026-30.06.2026

Adjunct Lecturer

Harokopeio University – University of the Aegean - Universite Paris I Pantheon-Sorbonne (IREST - Institute de Recherche et d' Etudes Superieures du Tourisme)
Postgraduate Program: «[Sustainable Tourism Development: Heritage, Environment, Society](#)»

- Teaching the Postgraduate Course on Heritage and Cultural Tourism.

- 02.10.2023- 29.02.2026 **Adjunct Lecturer**
Hellenic Open University, School of Social Sciences, [Department of Tourism Management](#), (Patras, Greece)
Main activities and responsibilities:
▪ Teaching & tutoring on Undergraduate levels.
Subjects: Festivals and special events - Cultural tourism
[Higher Education](#)
- 22.02.2024 – 27.09.2024 **Senior Researcher**
University of the Aegean, Research Unit, (Mytilene, Greece)
Main activities and responsibilities:
▪ Design and implementation a of cultural masterplan, cultural development policy and cultural identity (brand) for selected – border regions in Greece.
[Higher Education & Research](#)
- 01.01.2020 – 01.01.2023 **Deputy Team Leader - Senior Researcher**
University of the Aegean, Research Unit, (Mytilene, Greece)
Main activities and responsibilities:
▪ Deputy Team Leader for the [Horizon 2020 SPOT Project](#) of the University of the Aegean Team. The EU-funded Horizon 2020 SPOT project aimed to develop a new approach to understanding and addressing cultural tourism and to promote the development of disadvantaged areas.
[Higher Education & Research](#)
- 01.10.2019 – 30.09.2021 **Academic Fellow & Lecturer**
Agricultural University of Athens, School of Applied Economics & Social Sciences, [Department of Regional and Economic Development](#) (Central Greece)
Main activities and responsibilities:
▪ Research and teaching on the Undergraduate courses: Event Management, Cultural and Tourism Geography, Total Quality Management in Tourism & Service Industries.
[Higher education](#)
- 01.06.2017 – 25.10.2022 **Business Development Consultant**
[Guesteasy.gr](#), Hospitality & Tourism services provision (Crete, Greece)
Main activities and responsibilities:
▪ Researching and negotiating for the development and expansion of the network of partners and service providers.
▪ Supervising employees' recruitment to meet permanent & seasonal staffing needs. ▪ Training, leading and supervising members of the team to ensure the achievement of sales & service provision targets.
[Business Administration, eTourism and Hospitality services](#)

01.03.2006 – 30.02.2020 **Course Coordinator and Instructor**
 Theocharis & Co. GP, Benefit GP, 01 IT-Educational S.A., M. Psylliakou, Alkan – Siametis Ltd, Debate LTD, Educational Orientations Ltd., Hellenic American Union, Language - Training and Seminar Organization Ltd., A. Meletaki, Executive Options S.A., Delta Educational-Developmental S.A., Metropolitan College S.A. (Athens, Greece)
 Main activities and responsibilities:
 ▪ Coordinating & supervising the provision of tailor-made educational courses and services for national (Greek) & multinational companies.
[Education & Vocational training](#)

01.09.2006 – 01.07.2007 **Student advisor & instructor**
 Institute of Vocational Training (IEK)-Greek Manpower Employment Organisation (OAED)
 Main activities and responsibilities:
 Teaching & tutoring for Vocational training in Tourism studies
[Education & Vocational training](#)

01.09.2005 – 01.07.2006 **Instructor**
 Vocational Training Centre (KEK)-Greek Manpower Employment Organisation-OAED
 Main activities and responsibilities:
 Teaching & tutoring for Vocational training in Tourism studies
[Education & Vocational training](#)

01.03.2003 – 18.07.2003 **Paid Traineeship**
 European Commission, Directorate General for Education and Culture (Brussels, Belgium)
[Governmental Institution](#)

EDUCATION AND TRAINING

01.10.2012 – 07.11.2018 **Doctor of Philosophy [ISCED 6](#)**
 University of the Aegean, Geography Department, Mytilene (Greece)
 Main research areas:
 ▪ Tourism development, cultural development, cultural tourism, events & festival management.

01.09.2001 – 01.09.2002 **Master of Science in eTourism [ISCED 5](#)**
 School of Hospitality and Tourism Management, University of Surrey (Surrey, UK)
 Main subjects:
 ▪ Internet technologies and Business Administration for Tourism, eMarketing and eCommerce, Research Methods.

01.10.1998 – 30.06.1999 **Erasmus Student Exchange [ISCED 5](#)**
 Université Paris 13 Nord (Paris, France)

Main subjects:

- French Culture, Language and translation, Economics & Management.

01.09.1996 – 01.07.2000 Bachelor of Arts in European Languages, Society and Culture ISCED 5
Goldsmith's College, University of London (London, UK)

Main subjects:

- French language and translation, Spanish language, European Union Institutions, Modern European culture, philosophy, arts and literature.

CERTIFICATIONS

09.02.2024 ▪ Certificate of Competence in Open & Distance Education, Hellenic Open University – Internal Evaluation & Training Unit,
▪ Main subjects: Online Teaching methods for higher education

07.07.2006 – 11.02.2007 ▪ Certification of the Educational Competence of Adult Educators ISCED 4
01 Ekpaideutiki - Vocational Training Centre (Athens, Greece)
▪ Main subjects: Teaching methods for vocational training. How to teach adults for the most effective acquisition of skills and competences (300 hours)

01.02.2006 – 01.03.2006 Certificate in Teaching English to Speakers of Other Languages ISCED 4
▪ University of Cambridge, ESOL Examinations (Athens, Greece)

PERSONAL SKILLS

Mother tongue(s) Greek

Other languages English and French - Proficient Knowledge
Spanish- Italian – Basic Knowledge

Computer skills

- Excellent command of Microsoft Office tools (Word, Excel, PowerPoint, Internet)
- Excellent command of online teaching and communication software
- SPSS 11.0 (Statistical Package for the Social Sciences)

ADDITIONAL INFORMATION

Journal Publications Karachalis N., Kyriakaki A., **Georgoula, V.** (2026) Cultural activity and the role of the local community in tourism-driven economies: Weighing culture, driving tourism in Samos Island. European Journal of Geography [Under review-publication]

Georgoula, V., Skoultzos, S., Kompotiati, S., & Psarrou, M. (2025). Exploring digital and physical audience experience and engagement: attendees' perspectives of Greek cultural festivals. Event Management. <https://doi.org/10.3727/152599524X17265263360403>

Terkenli T. S., Georgoula V. (2022) The COVID-19 pandemic in the Cyclades: patterns and prospects in cultural tourism, *Journal of Tourism, Culture and Communication*, Special Issue of: Cultural Tourism Dynamics During a Pandemic, <https://doi.org/10.3727/109830422X16600594683481>

Terkenli T. S., **Georgoula V.** (2022) Tourism and Cultural Sustainability: Views and Prospects from Cyclades, Greece. *Sustainability*. 14(1):307. <https://doi.org/10.3390/su14010307>

Georgoula V., Chrisidou D., Souki S. (2021) Visitor Motivations and Barriers for Sustainable Music Festival Tourism: The Case of Street Mode & Reworks Festivals, *Journal of Tourism and Hospitality Management*, Jan.-Feb. 2021, Vol. 9, No. 1, 14-25, DOI:10.17265/2328-2169/2021.01.0021294970

Terkenli, T. S., Skowronek, E., **Georgoula, V.** (2021) Landscape and Tourism: European Expert Views on an Intricate Relationship. *Land*. 2021; 10(3):327, Special Issue Landscape and Tourism, *Landscapes of Tourism*, <https://doi.org/10.3390/land10030327>

Psarrou M., Lavranos Ch., **Georgoula V.** (2021) Managing Cultural Heritage Festivals towards Sustainable Tourism Development: The “Aegean Methexis” Festival in Andros Island, *Journal of Tourism and Hospitality*, 10:476, ISSN: 2167-02691294970

Georgoula V. & Terkenli T. S. (2018) International arts festivals visitors' motives and profile characteristics the case of two medium-sized Greek cities, *International Journal of Tourism and Hospitality Management*, July-Aug. 2018, Vol. 6, No. 4, 187-200, ISSN: 2372-5125 (Print Version) 5133 (Electronic Version). DOI: 10.17265/2328-2169/2018.08.004 1294970

Georgoula V. & Terkenli T. S. (2018) Exploring the Perceived Impacts of Arts Festivals on Tourism Development. The Case on Two Greek International Festivals. *International Journal of Cultural and Digital Tourism*, ISSN: 2241-9705 (Online), 241-973X (Print). https://iacudit.org/journal/volumes/v4/v4_55-65.pdf

Georgoula V. & Terkenli T. S. (2018) A comparative analysis of festival tourists' profile and motives: the cases of Kalamata and Drama, Greece, *TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism*, Volume 14, Issue 2 of the Scientific Magazine *Tourismos*, ISSN: 1790-8418 (Print Version), ISSN: 1792-6521 (Electronic Version) <https://doi.org/10.26215/tourismos.v14i2.570>

Chapter in Books

Terkenli T. S. & **Georgoula, V.** (2022). Local Perspectives on Cultural Tourism and Cultural Sustainability: The Case of the Cyclades, Greece, Chapter 15, *Handbook of Research on Cultural Tourism and Sustainability*, pp.323-348, IGI Global, DOI: 10.4018/978-1-7998-9217-5.ch015 DOI: 10.4018/978-1-7998-9217-5.ch015

Conference Proceedings Publications

Georgoula, V., Gkoltsiou A., Klonari A., Pavlis E. (2026) **Keynote Speech** - The Scholarly Influence of Professor Theano S. Terkenli in Cultural Geography, *Landscape Theory and Tourism: a Literature Review*, 2nd INTOCUS International Conference Tourism and Cultural Heritage: Resilience, Sustainability and Transformation, 27-28 February 2026, Athens, Greece [Conference Proceedings Under publication]

Micha, V., Skoultzos S., **Georgoula V.** (2026) The contribution of music festivals to bottom-up approaches in tourism planning: Meta-analysis of relevant literature, 2nd INTOCUS International Conference Tourism and Cultural Heritage: Resilience, Sustainability and Transformation, 27-28 February 2026, Athens, Greece [Conference Proceedings Under publication]

Sgoura M., Parisi A., Kontis A.P, **Georgoula V.** (2026) Embodied Cultural Experiences - Examining the influence of traditional dance participation on tourist experience and visit intention to tourism destinations: The case of Lefkada island:, 2nd INTOCUS International Conference Tourism and Cultural Heritage: Resilience, Sustainability and Transformation, 27-28 February 2026, Athens, Greece [Conference Proceedings Under publication]

Terkenli, T.S., **Georgoula, V.** (2024). The Cycladic landscape as a cultural tourism product, practice and prospect: an analytical perspective, 1st INTOCUS International Conference Tourism and Cultural Heritage: Resilience, Sustainability and Transformation, 8-9 March 2024, Athens, Greece, Conference Proceeding: https://www.tourismheritage.hua.gr/wp-content/uploads/2025/04/INTOCUS-PROCEEDINGS-final-version-update_compressed.pdf

Terkenli, T.S., **Georgoula, V.** (2024). Cultural Tourism in the Cyclades Before and After the Pandemic: A Stakeholders' Perspective. In: Neuts, B., Martins, J., Ioannides, M. (eds) Advances in Cultural Tourism Research. International Conference on Cultural Tourism Advances 2023, European Research Executive Agency 27-28 June 2023, Brussels Advances in Digital and Cultural Tourism Management. Springer, Cham. https://doi.org/10.1007/978-3-031-65537-1_5

Georgoula V. & Terkenli T. S. (2021) Implications of Covid-19 pandemic for cultural tourism: the case of Cyclades, Greece, 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after", TOURMAN Virtual Conference 21-23 May 2021, Book of abstracts: ISBN: 978-618-84798-9-0

Skoultzos S., **Georgoula V.** & Temponera E. (2019) Exploring "Sense of community" in the festival tourism experience: review of the relative literature, International Association of Cultural and Digital Tourisms, 6th International Conference, Cultural and Tourism Innovation: Integration and Digital Transition, 12-15 June, Athens Greece. Katsoni V., Spyriadis T. (eds) (2019) Cultural and Tourism Innovation in the Digital Era. Springer Proceedings in Business and Economics. Springer, Cham, DOI: 10.1007/978-3-030-36342-0_5

Georgoula V., Skoultzos S., & Temponera E. (2019) Mapping the tourism impacts of the sharing economy: The case of Chania, 3rd International Scientific Conference 'Tourism, travel and hospitality at crossroads: The way ahead', 24-17/10/2019, Thessaloniki, Greece. https://www.tourman.gr/files/TOURMAN%202019_FINAL_PROCEEDINGS.pdf.

Conference
Presentations

Georgoula V. & Terkenli T. S. (2017) Tourism Impacts of International Arts Festivals in Greece. The Cases of the Kalamata Dance Festival and Drama Short Film Festival, International Association of Cultural and Digital Tourisms, 4th International Conference, Innovative Approaches to Tourism and Leisure: Cultural, Places and Narratives in Sustainability Context, 25-27 May, Athens Greece. Katsoni V., Velandar K. T. (eds) (2018) Innovative Approaches to Tourism and Leisure. Springer Proceedings in Business and Economics. Springer, Cham, DOI: 10.1007/978-3-319-67603-6_7

Parisi A., Sgoura A., **Georgoula V.**, Kontis A. P. (2025), Greek Traditional Dance as a Motivation for Tourist Destination Selection. The Case of the Festivals of Lefkada. 1st Panhellenic Traditional Dance Conference in Cyprus, "Traditional Dance in the Scientific Sphere of the 21st Century", November 21-23, 2025, Limassol

Georgoula V. (2025). The role of cultural festivals & events in place branding: Balancing global and local approaches, 10th ATMC on Resilient Futures & Creative Placemaking, 24-26 September 2025, Heraklion, Crete, Greece

Georgoula V. (2025). Advancing Sustainability for cultural festivals: Balancing Global Appeal and Community-Centric Approaches, ATLAS Annual Conference 2025, Tourist destinations at a crossroads Space, community, products, politics, and evolutionary processes in the age of transitions, 17-20 June 2025, Vila-Seca, Catalonia, Spain

Karachalis, N., Kyriakaki, A. & **Georgoula V.** (2025). Cultural activity and creative strategies in tourism-driven economies: exploring the potential of Samos. ATLAS Annual Conference 2025, Tourist destinations at a crossroads Space, community, products, politics, and evolutionary processes in the age of transitions, 17-20 June 2025, Vila-Seca, Catalonia, Spain.

Karachalis N., Kyriakaki A., **Georgoula V.** (2024) 'Cultural strategy in island space, audience development issues and the role of tourism: The case of Samos', 6th Conference on Cultural and Creative Industries, Institute of Regional Development of Panteion University, Departments of Spatial Planning and Development & Journalism and Mass Media of the Aristotle University of Thessaloniki, cultural management company Mosaic // Culture and Creativity, Archaeological Museum of Patras, December 6 & 7, 2024, Patras.

Georgoula V. (2024) Prospects, pitfalls and potential of cultural festivals in the Northern Aegean islands. 35th International Geographical Congress, International Geographical Union - IGU Tourism Commission, 24-29 August, Dublin

Kyriakaki A., **Georgoula V.**, Karachalis N. (2024) 'Lemnos and cultural tourism: A special look at the development prospects of the alternative tourism category for Lemnos, the North Aegean and Greece' Panhellenic Conference on Cultural Tourism in Lemnos by the association "The Friends of ANZAC from Lemnos" June 26-29, 2024, Lemnos

Georgoula V. (2023) The potential of festivals for sustainable cultural & economic development in the Northern Aegean islands, Festival Sustainability Symposium: Facing the Sector's Headwinds, Edinburgh Napier University, 29th June 2023, Edinburgh

Georgoula V. & Terkenli T. S. (2022) "Tourism, Culture and Sustainable Development in the Cyclades. Exploring a better future", 22 years Geographies, Crises, Resistances, Perspectives, Harokopio University, November 24-26, 2022, Athens.

Terkenli, T. S., & **Georgoula, V.** (2022). Landscape and Tourism. Looking forward, 29th Session of the Permanent European Conference for the Study of the Rural Landscape, 26-30 September 2022, Jaen & Baeza, Spain

Gkoltsiou A., Terkenli, T. S., & **Georgoula, V.** (2022). Planning for tourism through landscape: The innovative Spot-it tool, 29th Session of the Permanent European Conference for the Study of the Rural Landscape, 26-30 September 2022, Jaen & Baeza, Spain.

Georgoula V. & Terkenli T. S. (2022) The impact of the COVID-19 pandemic in the Cyclades: balancing between current shortcomings and future regenerative perspectives in cultural tourism. IGU Tourism Commission at the IGU Centennial Congress, 18-22 July 2022, Paris.

Georgoula V., Skoultzos S., Kompotiati S. (2022) Festival space and audience engagement during the pandemic: the organizers' perspectives. IGU Tourism Commission at the IGU Centennial Congress 18-22 July 2022, Paris

Georgoula V. & Terkenli T. S. (2021) Culture and creative tourism in the Cyclades: a critical overview on regenerating tourism. 14th International Conference for Cultural Tourism in Europe 'Regenerating European Tourism through Culture Heritage & Creativity, European Cultural Tourism Network, 21-23 October 2021, Athens

Terkenli T. S. & **Georgoula V.** (2021) "The relationship between landscape and tourism: Exploring the views of Greek experts", Scientific Conference "Geography in a changing world", Department of Geography, University of the Aegean, June 2-4, 2021, Mytilene.

Terkenli T. S. & **Georgoula V.** (2021) Tourism mobilities and the pandemic: patterns and prospects from the Cyclades, Greece, ATLAS SIG Space, Place, Mobilities in Tourism meeting, Social, Mobility Goes on Holiday: Tourist Im|mobilities, Conflicts and Empowerment, 27-28 May 2021, online

Terkenli S. T. & **Georgoula V.** (2021) "The European Research Project SPOT (H2020) and the innovative SPOT IT TOOL for the development of cultural tourism", Innovation and Research Days of the University of the Aegean - Dimitris Eduardos Gardikis, May 19-20, 2021, University of the Aegean, online.

Georgoula V. & Terkenli T. S. (2017) International arts festivals visitors' motives and profile characteristics: the case of two medium-sized Greek cities, IMIC 2017 International Conference: 5th Aegean University Tourism Conference and 13th IMIC Conference, Tourism: Trends, Prospects and Implications for Enterprises and destinations, 17-21 October 2017, Santorini, Greece. Book of Abstracts ISBN: 978-960-6746-16-1

Georgoula V. & Terkenli T. S. (2017) Cultural and Tourism impacts of the Kalamata International dance Festival on the city of Kalamata, 3rd International Conference on "Changing Cities", Spatial, Design, Landscape & Socio-economic Dimensions, 26-30 June 2017, Syros, Greece

Georgoula V. & Terkenli T. S. (2013) The role of arts festivals in tourism and culture. The case of Kalamata international dance festival, 5th International Scientific Conference "Tourism Trends & Advances in the 21st Century". Organized by the Interdepartmental Graduate Program in "Tourism Planning, Management and Policy", University of the Aegean, 30/05 –2/06/2013, Rhodes, Greece

Georgoula V. & Terkenli T. S. (2010), Festival Tourism: The role of arts festivals in sustainable local development, International Scientific Congress on Current Trends in Tourism Management and Tourism Policy, The 2010 Athens Tourism Symposium 10-11 February 2010, Athens, Greece.

Journal Reviewer

Event Management, Annals of Leisure Research, International Journal of Tourism Policy, Administrative Sciences, Sustainability, Heritage, International Journal of Environmental Research and Public Health, Land

Participation in Organizing and Scientific Committees

Royal Geographical Society - IBG Annual International Conference 2026, Geographies of inequalities: toward just places, Session theme: Rural Events Between Community Cohesion and Tourism Mobilities: Rethinking Rurality Through Events. Session accepted and sponsored by the Geographical Leisure Tourism Research Group (GLTRG), 1-4 September 2026, London, Session co-organizer, Chair/ Moderator.

2nd INTOCUS - International Conference "Heritage, Cultural Tourism, and Sustainability", Harokopio University (GR), Paris 1 Panthéon-Sorbonne (FR), University of The Aegean (GR), Hellenic Open University (GR), Athens, Greece, 27-28 February 2026. Session/Chair Moderator

ATLAS Annual Conference 2025, Tourist destinations at a crossroads Space, community, products, politics, and evolutionary processes in the age of transitions, 17-20 June 2025, Vila-Seca, Catalonia, Spain. Chair/Moderator of the Events Special Interest Group (SIG),

ATLAS Annual Conference 2025, Organization of the Pre meeting of Special Interest Group on Events themed "Sustainability Transformations in Festivals and Leisure Events: Practices and Research", Association for Tourism and Leisure Education and Research, 16th June 2025, Universitat Oberta de Catalunya, Barcelona Spain. Co-Organizer, Session Moderator.

1st INTOCUS - International Conference "Tourism and Cultural Heritage: Resilience, Sustainability and Transformation", Harokopio University (GR), Paris 1 Panthéon-Sorbonne (FR), University of The Aegean (GR, Athens, Greece), 8-9 March 2024. Session/Chair Moderator

Participation in
Professional
Committees

Jury Member, BOUSSIAS Event Awards (2024–Present)