

Alexandros Apostolakis graduated with a bachelor's degree (BSc) in Economics with Politics from the University of Plymouth, UK in 1999. He carried on with a postgraduate degree (MSc) in Local and Regional Economic Analysis from the University of Portsmouth, UK in 2000 and a PhD degree from the same University in 2005. His thesis examined individual tourists' preferences for two cultural resources in the island of Crete, Greece. In parallel to his PhD work, Alexandros was employed as a research assistant at the Centre for Local and Regional Analysis (CLREA) in the department of Economics, University of Portsmouth. After the completion of his PhD, Alexandros secured a tenured position as lecturer and then as senior lecturer at the department of Economics, at the University of Portsmouth, UK.

In 2011 Alexandros joined the (then) Technological Educational Institute (TEI) of Crete. Currently, Alexandros is an associate professor in Tourism Marketing at the Department of Business Administration and Tourism, Hellenic Mediterranean University. Dr Apostolakis is also the director of the Tourism and Entrepreneurship Laboratory.

Alexandros's research interests and publication activity mainly focuses on the tourism industry (the examination of individual preferences through stated preferences discrete choice modelling) and comprises of over 100 contributions to textbooks, peer – reviewed academic journals and peer reviewed academic conferences. In particular, Dr Apostolakis has been conducting research on the evaluation of individual preferences for future policy initiatives in hospitality, tourism and the cultural sector. Moreover, Alexandros acts as associate editor in the “*Anatolia Journal*”, and the “*Regional Science Enquiry Journal*”. He also sits at the international scientific committee of “*Cultural Management: Science & Education*” journal. At the same time, he acts as guest editor and reviewer for all mainstream high impact peer review journals in the tourism field (*Annals of Tourism Research*, *Tourism Management*, *Tourism Economics*, *Journal of Travel Research* and others).

Dr Apostolakis has been involved with the implementation of four EU funded projects (“Holy Grail”, “European Islands Continue Education on Resources Efficiency Virtual Gateway” –VIREG, the “Employer Programme for Hospitality and Tourism” – EPHT, and “Promotion of Educational Tourism for the Advancement of Natural and Cultural Heritage” – edutourism). He has also completed a number of research projects funded by the Greek government. At the moment, Alexandros is also an affiliate lecturer at the Hellenic Open University, and leads the year-long course on Tourism Marketing.

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