

ALEXANDROS APOSTOLAKIS

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Positions Held:

- 19.01.01 – 20.10.05:** Part Time Lecturer: Department of Economics, University of Portsmouth
- 20.11.03 – 20.11.05:** Research Associate: Department of Economics, University of Portsmouth
- 21.11.05 – 01.09.07:** Lecturer in Economics, Department of Economics, University of Portsmouth
- 02.09.07 – 30.05.11:** Senior Lecturer in Economics, Department of Economics, University of Portsmouth
- 01.09.08 – 30.09.10:** Welfare (*Year*) Tutor for 2nd Year U/G programmes in Economics
- 01.10.10 – 30.05.11:** Post – Graduate Dissertations coordinator
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- 01.10.13 – Present:** Associate Lecturer, Post graduate course on Management of Tourism Enterprises, Hellenic Open University
- 01.06.11 – 31.10.18:** Assistant Professor, Dept. of Business Administration, TEI Crete
- 10.10.14 – 31.10.16:** School Research Seminar Scientific and Organising Committee
- 01.03.16 – Present:** Director of Tourism and Entrepreneurship Laboratory, TEI Crete
- 01.09.16 – 15.01.18:** Deputy Member on the University’s Research Committee (ΕΛΚΕ) Technological Educational Institute of Crete
- 16.01.18 – Σήμερα:** Full Member on the University’s Research Committee (ΕΛΚΕ) Technological Educational Institute of Crete
- 01.09.18 – 31.08.20:** Head of Department, Dept of Business Administration, TEI Crete
- 01.11.18 – Present:** Associate Professor, Dept of Business Administration, TEI Crete
- 08. 2017 – 30.03.20:** Member of TEI Crete’s sports’ hall committee
- 01.10.19 – Present** Associate Director, MSc in “Hospitality and Tourism Management”
- 07.04.20 – Present** Member of the Coordinating Committee of the Institute of Economic Analysis, Entrepreneurship and Tourism
- 29.07.20 – 28.08.22** Journal Topic Editor, Sustainability Journal
- 01.10.20 – Present** Lead the Tourism Marketing Subject Group (Θεματική ενότητα) 61 on Tourism marketing – Hellenic Open university
- 09.04.21 – Present** Member of Region of Crete’s Working Group on Smart Specialisation [Division of Culture – Tourism]
- 25.08.21 – Present** Μέλος Κοινής Επιτροπής Παρακολούθησης του ερευνητικού έργου «Ενίσχυση Δράσεων Ακαδημαϊκής Καινοτομίας και Επιχ/τητας της Περ. Κρήτης.
- 17.07.23 – Present** Professor (full), Dept. of Business Administration and Tourism, Hellenic Mediterranean University
- 26.02.24 – 26.02.26** Director, PG programme MSc in “Hospitality and Tourism Management”

Qualifications – Positions:

1999: BSc Economics and Politics (Hons.), University of Plymouth

2001: MSc Local and Regional Economics, University of Portsmouth

2005: PhD Applied Economics, University of Portsmouth.

2011: Fellow of the Higher Education Academy (UK)

2013: Fellow of the Greek Regional Economics Association

Teaching Experience:

At TEI Crete (Greece):

Tourism Related

- Innovation in Tourism (2nd Year)
- Tourism Policy (2nd Year)
- Sports Tourism (2nd Year)
- Tourism Marketing (3rd Year)
- Tourism Management (3rd Year)
- Crisis Management (3rd Year)
- Tourism Market Research (4th Year)

Marketing Related:

- Principles of Marketing (2nd Year)
- Advert. & Public Relations (4th Year)
- *Marketing (5th Year – MBA)*

Generic:

- Enterpr & the Econ Environment (2nd Year)
- Research Methods (4th Year)
- *Research Methods (5th Year – MBA)*

Hellenic Mediterranean University

Undergraduate

- Principles of Marketing (2nd Year)
- Research Methods (4th Year)
- Tourism Marketing (3rd Year)
- Crisis Management (3rd Year)

Postgraduate

Research Methods (MBA)

Marketing (MBA)

Marketing – Management (MSc Tourism)

At the University of Portsmouth (UK)

Tourism Related:

- Travel and Tourism Economics 1 (3rd Year)
- Travel and Tourism Economics 2 (3rd year)
- *Cultural & Tourism Marketing (4th Year – MSc)*
- *Tourism Economics (4th Year – MSc)*
- *Fieldwork Research in Cultural & Tourism Management (4th Year – MSc)*

Economics Related:

- Microeconomics (1st Year)
- Macroeconomics (1st Year)
- Economic workshops (1st Year)
- Business Economics (1st Year)
- Economics for Business (1st Year)
- Economics of Technical Innovation (2nd Year)
- Applied Economics I (2nd Year)
- Applied Economics II (2nd Year)
- Regional Economic Policies & Problems (3rd year)
- Managerial Economics (3rd year)
- *Managerial Economics (4th Year – MSc)*
- *Research Methods (4th Year – MSc)*

Academic Interests:

Tourism Economics, Marketing and Management, Local and Regional Economics, Discrete Choice Methods, Cultural Economics, Defence Economics, Managerial and Industrial Economics, Survival Analysis, Survey Data Analysis

Publications:

2003:

- Apostolakis A. (2003), “The Convergence Process in Heritage and Tourism”, *Annals of Tourism Research*, vol.30 (4), pp: 795-812 (46 citations)
- Apostolakis A. and S. Jaffry, (2003) “Individual Visitors’ Preferences for Greek Heritage Attractions”, In: ‘Global Issues of Business’ (vol. 3), Papanikos G., and C. Veloutsou (Eds.), pp: 439-452, ATINER: Athens, ISBN: 960-87822-2-8

2005:

- Apostolakis A., and S. Jaffry, (2005), “Preferencias Declradas Para Dos Attractivos Patrimoniales Cretenses”, *Annals of Tourism Research en Espanol*, vol. 7 (2), pp. 327 – 350
- Apostolakis A. and S. Jaffry, (2005a), “A Choice Modelling Application for Greek Heritage Attractions”, *Journal of Travel Research*, vol. 43, pp. 309-318 (15 citations)
- Apostolakis A. and S. Jaffry, (2005b), “Stated Preferences for Two Cretan Heritage Attractions”, *Annals of Tourism Research*, vol. 32 (4), pp.985 – 1005 (12 citations)
- Apostolakis A. and S. Jaffry, (2005c), “Heterogeneous Preferences for Greek Heritage Attractions”, *Tourism Economics*, vol. 11 (2), pp.: 225-245 (3 citations)

2006:

- Apostolakis A. and S. Jaffry, (2006) “Correcting for Sample Selection Bias in Stated Preference Tourist Surveys”, *Tourism Economics*, vol. 12 (3), pp. 451 – 468.
- Apostolakis A. and S. Jaffry, (2006), “Cultural Policy in Greece – A Focus on Crete”, In: ‘The Proceedings of the 4th International Conference on Cultural Policy Research’, Wimmer M., (Ed.), Educult: Vienna, ISBN: 3-95022140-9
- Apostolakis A., and S. Jaffry, (2006), “Cultural Tourism Policy in Greece”, *International Journal of Environmental, Cultural, Economic and Social Sustainability*, vol. 2(5), pp. 31 – 42.

2007:

- Apostolakis A., and S. Jaffry, (2007), “The Effect of Cultural Capital on the Probability to Visit Cultural Heritage Attractions”, *International Journal of Tourism Policy*, Vol. 1 (1), pp. 17 - 32 (3 citations)
- Apostolakis A., (2007), “The Convergence Process in Heritage Tourism”, In: Dallen T. (Ed.), *The Political Nature of Cultural Heritage and Tourism*, Ashgate Publishing: Aldershot.

2008:

- Apostolakis A., (2008), Διοίκηση Τουρισμού Πολιτιστικής Κληρονομιάς στην Ελλάδα – Η Περίπτωση της Κρήτης, Εκδοτικός οίκος "Σταμούλης", (Ηράκλειο Κρήτης), (in Greek)

2009:

- Jaffry S., Ghulam Y., and A. Apostolakis, (2009), “Job Transitions in the Royal Navy”, *Defence and Peace Economics*, vol. 20(3), pp.233 – 251
- Apostolakis A., and S. Jaffry, (2009), “Examining Expenditure Patterns of British Tourists to Greece”, *International Journal of Tourism Policy*, Vol. 2 (3), pp.: 187 – 205.

2010:

- Jaffry S., Ghulam Y., and A. Apostolakis, (2010), “Analysing Quits and Separations from the Royal Navy”, *Defence and Peace Economics*, vol. 21 (3), pp. 207 – 228

2011:

- Apostolakis A., and Clark D., (2011), “Tourism Activity and Economic Conditions in Britain”, *Tourismos*, vol. 6 (2), pp. 83 – 102
- Jaffry S., and A. Apostolakis, (2011), “Willingness to Contribute for Future Policy Initiatives at the British Museum”, *Journal of Cultural Economics*, vol. 35 (1), pp.: 49 – 75 (1 citation)

2012:

- Papatheodorou A., Zheng L. and A. Apostolakis, (2012), “Hedonic Price Analysis in Tourism Research”, In: Dwyer L. (Ed.), *Handbook of Research Methods in Tourism*, Chapter 2, pp. 170 – 182
- Apostolakis A., and Jaffry S., (2012), “Towards a Resolution of the Cultural World’s Financing Issues”, Arts Media Agency’s (AMA) newsletter, (July 2012), Number 61, pp. 1 - 5
- Jaffry S., Ghulam Y., and A. Apostolakis, (2012), “Explaining Early Exit Rates from the Royal Navy”, *Defence and Peace Economics*, vol. 24 (4), pp. 339 - 369

2013:

- Manasakis C., Apostolakis A., and Datsaris G., (2013), “Measuring the Efficiency of Superior Hotels; Evidence from Crete”, *International Journal of Contemporary Hospitality Management*, Vol. 25 (4), pp. 510 - 535
- Chatziantoniou I., Filis G., Eeckels B., and Apostolakis A., (2013), “Oil prices, tourism income and economic growth: A Structural VAR Approach for European Mediterranean Countries”, *Tourism Management*, vol. 36, pp.331 -341
- Mitrokostas E., Apostolakis A., (2013), “Strategic CSR and Competition in the Tourism Industry. A Theoretical Approach”, *Tourism Economics*, vol. 19(4), pp. 967 – 975
- Apostolakis A., and Jaffry S., (2013), “An Analysis of Monetary Voluntary Contributions for Cultural Resources: The Case of the British Museum”, *Tourism Economics*, vol. 19(3), pp. 631 - 651

2014:

- Apostolakis A., (2014), “Individuals’ Perceptions for Natural Resources; The Case of Cretan Beaches”, *Anatolia Journal* vol. 24 (1), pp. 177 – 130
- Hamed A.H., Jaffry S., and Apostolakis A., (2014), “*The Saadyital Island Cultural District in Abu Dhabi*”, in: Marques L. (Ed.), ‘Creative Districts Around the World’, ISBN/EAN: 978-90-819011-3-0
- Apostolakis A., Jaffry S., and Hamed A.H., (2014), “*Towards a Plan for the Successful Establishment of a Cultural Quarter; The Case of Saadiyat Island Cultural Quarter, Abu Dhabi*”, Art Media Agency (AMA) Newsletter, vol. 168 September 04/09/14, pp. 1 – 6

2015:

- Apostolakis A., Kourgniantakis M., and J. Hong, (2015), “Examining Consumers’ Preferences for Wine Attributes. A Case Study from the UK”, In: Vrontis D., Weber Y., Tsoukatos E., and Maiza A., (Eds.), “*Contemporary Trends and Perspectives in Wine and Agrifood Management*”, Chapter 2, pp. 23 – 35, ISBN: 978-9963-711-30-7, Euro-Med Pres
- Apostolakis A., S. Jaffry, A. Cox, and F. Sizeland, (2015), “The Role of Authenticity in Successful Destination Branding”, *Euro-Med Journal of Business*, vol. 10 (2), pp. 198 – 213
- Sotiriadis M., and Apostolakis A., (2015), “Editorial”, Special Issue on Marketing Challenges in Travel, Tourism and Hospitality Industries of the European and Mediterranean Regions, vol. 10 (3), pp. 281 - 284
- Suwaidi H., Jaffry S., and Apostolakis A., (2015), “Examining Friends and Relatives (VFR) Demand in the Emirate of Abu Dhabi, United Arab Emirates”

Chapter 12, *In: Backer E., King B (Eds.), 'VFR Travel Research; An International Perspective'*, Channel View Publications

2016:

- Pappas, N. and A. Apostolakis, (in press), “The Effects of the Financial Crisis on Tourism Activity: Evidence from the U.K.”, *In: N. Pappas & I. Bregoli (Eds.), Global Dynamics in Travel, Tourism and Hospitality*. Hershey – Pennsylvania: IGI Global.

2017:

- Apostolakis A., and Dimou I. (2017), “Adding Value to Cultural Heritage Products”, *In: Sanagustin –Fons V. and Rubio – Gill A. (Eds.), 'Holy Grail Route and other Cultural Roads in a Complex Society'*, Chapter 12, pp. 171 – 183, Todos los Autores, ISBN 978-1-326-91501-8
- Apostolakis A., (2017), “Το Τουριστικό Μάρκετινγκ Κατά την Διάρκεια της (Οικονομικής) Κρίσης. Η Περίπτωση της Ελλάδας”, *In: Tsartas P., and Litras P. (Eds.), Τουρισμός, Τουριστική Ανάπτυξη, Συμβολές Ελλήνων Επιστημόνων*, Papazisis Publications: Athens (In Greek)
- Apostolakis A., and Viskadouraki I., (2017), “Analysis of the Economic Impact of Cultural Festivals in the Local Economy”, *International Journal of Cultural Management: Science and Education*, vol. 1 (2), pp. 47 - 64

2018

- Αποστολάκης Α., Στεργίου Δ., (2018), «Πολιτιστικός Τουρισμός: Τα Μνημεία Παγκόσμιας Κληρονομιάς της UNESCO και η Ελληνική Πραγματικότητα», Στο: Κοντοχρήστου Μ. (επιμ.), «Διεθνές Γίνεσθαι και Πολιτισμός», Εκδόσεις Ι. Σιδέρης (In Greek)
- Stergiou D., Airey D., and Apostolakis A., (2018), “The Winery Experience from the Perspective of Generation Z”, *International Journal of Wine Business Research*, vol. 30 (2), pp. 169 – 184
- Apostolakis A., Dimou I., Kourgiantakis M., and Viskadouraki I., (2018), “The Impact of Cultural Resources on Tourists’ Decision to Visit a Destination. The Case of Heraklion, Crete”, *In: Wróblewski L., Dacko-Pikiewicz Z., and Liu C.Y. (Eds.), 'Cultural Management from Theory to Practice'*, Ch. 7, pp., London Scientific Publishing, UK
- Apostolakis A., and Jaffry S., (2018), “Evaluation of Individual Preferences for the British Museum, England – A Latent Class Approach”, *Cultural Management: Science and Education*, Vol. 2(2)

2019

- Quintano A., Labib A., Ishizaka A., and Apostolakis A., (2019), “Do 5-star hotel managers know their customers’ priorities? An AHP-Prioritised scorecard study”, *EuroMed Journal of Business*, vol. 14 (2), pp. 137 – 167
- Apostolakis A., Dimou I., Viskadouraki I., (2019), “Towards the Development of an Employer Programme for the Hospitality and Tourism Sector in Greece”, *Polish Journal of Management Science*, vol. 20 (1), pp. 29 - 43
- Hamed H., Apostolakis A., Jaffry S., and Kourgiantakis M., (2019), “An Analysis of Cultural Entrepreneurship in Abu Dhabi, United Arab Emirates”, *Cultural Management Science and Education*, vol. 3 (2), pp. 95 – 110

2020

- Apostolakis A., Jaffry S., and Kourgiantakis M., (2020), “Examination of Individual preferences for Green Hotels in Crete”, *Sustainability*, Vol. 12 (20), 8294
- Drogalas G., Apostolakis A., Karagiorgos A., Garefalakis A. (2020), “Evaluation of the contribution of Internal Audit Mechanisms in the Departments of Tourism of

the Thirteen Districts of Greece”, *Interdisciplinary Journal of Economics and Business Law*, Vol. 9 (1), pp. 115 – 139

- Alexopoulos A., Apostolakis A., Zopounidis K., Garefalakis A., Eskantar M., (2020), In: Krassadaki E., Baourakis G., Zopounidis K., Matsatsinis G. (Eds.), *Operational Research in Agriculture and Tourism – 7th International Symposium and 29th National Conference on Operational Research*, Ch. 5: “*Fiscal Multipliers Under Extreme Uncertainty – The Case of the Greek Tourism Economy*”, pp. 87 – 105, Springer

2021

- Kourgiantakis M., Apostolakis A., and Dimou I., (2021), “COVID-19 and Holiday Intentions: The Case of Crete, Greece”, *Anatolia Journal*, vol. 32 (1), pp. 148 – 152

2022

- Zouridaki M. Apostolakis A., Silva – Jorge J., (2022), “*The Promotion of Local Sustainable Development Through the Planning of Integrated Tourist Routes: The Case of the Minoan Path*”, Chapter 6, pp. 101 – 118, *Tourism Studies in the Mediterranean Region Book Series*, ISBN 978-88-386-5555-5
- Apostolakis A., “Choice Modelling”, (2022), *Encyclopedia of Tourism Management and Marketing*, Chapter 11, pp. 55 – 57, Edward Elgar Publishing
- Zouridaki M. Apostolakis A., Silva – Jorge J., Kourgiantakis M., (2022), In: Farmaki A., Altinay L., and Font X. (Eds.), *Planning and Managing Sustainability in Tourism*, Chapter 10: “*Local Sustainable Development and Cultural Tourist Routes*”, pp. 149 – 167, Springer
- Apostolakis A., Daniil K., Kourgiantakis M., (2022), “The Impact of Corporate Social Responsibility on Locals – The Case of the Hospitality Sector in Crete”, *Enlightening Tourism. A Pathmaking Journal*, vol. 12, Special Issue, pp. 52 – 78

2024

- Messaritaki V., Stergiou D., Apostolakis A., Jaffry S., (2024), “*Examination of Individual Preferences for Safety and Security in Airports. A Choice Modelling Experiment*”, In: Kavoura *et al.* (Eds.), *Strategic Innovative Marketing and Tourism*, Springer Proceedings in Business and Economics, https://doi.org/10.1007/978-3-031-51038-0_61
- Zouridaki M., Apostolakis A., Jaffry S., Kourgiantakis M., (2024), “*Sustainable Cultural Routes: A Literature Review of Key Fundamental Aspects*”, In: Kavoura *et al.* (eds.), *Strategic Innovative Marketing and Tourism*, Springer Proceedings in Business and Economics, https://doi.org/10.1007/978-3-031-51038-0_66
- Papadaki, E., Papadopoulou, P., Gournis, G., Plakou, C., Apostolakis, A. (forthcoming). "Creative Industries, Creative Tourism & Sustainability Perspectives: The Case Study of Traditional Pottery-making in Crete". In Salvador, E., Pappalepore, I. *Responsible Consumption and Production in the Cultural & Creative Industries: Actions, Policies and Strategies for a Sustainable Future*. London: Routledge

Other Publications:

- *Informing Our Future 2004* (2004) 4th Edition, “An Independent Assessment of Trends and Issues in the Hampshire Economic Partnership Area and on the Isle of Wight”, Hampshire Economic Partnership: Portsmouth (*with Dave Clark, and Jeff Grainger*).

- ***Addressing Heckman's Sample Selection Bias in Discrete Choice Survey Data*** (2004), Department of Economics Working Paper, Number 147, University of Portsmouth (with *Shabbar Jaffry*)
- ***Informing Our Future 2005*** (2005) 5th Edition, "An Independent Assessment of Trends and Issues in the Hampshire Economic Partnership Area and on the Isle of Wight", Hampshire Economic Partnership: Portsmouth (with *Dave Clark, and Jeff Grainger*).
- ***Manpower Retention Project: Predicting Early Exits from the Royal Navy Force*** (2005), Department of Economics, Portsmouth Business School, University of Portsmouth (with *Shabbar Jaffry and Yaseen Ghulam*)
- ***Tourists' Preferences for Two Cultural Heritage Attractions in the Island of Crete, Greece***, (2005), University of Portsmouth, Unpublished PhD Thesis.
- ***Informing Our Future 2006*** (2006) 6th Edition, "An Independent Assessment of Trends and Issues in the Hampshire Economic Partnership Area and on the Isle of Wight", Hampshire Economic Partnership: Portsmouth (with *Dave Clark, and Jeff Grainger*).
- ***Informing Our Future 2007*** (2007) 7th Edition, "An Independent Assessment of Trends and Issues in the Hampshire Economic Partnership Area and on the Isle of Wight", Hampshire Economic Partnership: Portsmouth (with *Dave Clark, and Jeff Grainger*).
- ***The Chichester Festival Theatre Economic Impact Study***, (2007), Centre of Local and Regional Economic Analysis (CLREA), University of Portsmouth (with *Dave Clark*)
- ***The Pallant House Gallery Economic Impact Study***, (2008), Centre of Local and Regional Economic Analysis (CLREA), University of Portsmouth (with *Dave Clark*)
- ***Evaluating Visitors' Preferences for the British Museum***, (2008), Department of Economics Working Paper, Number 160, University of Portsmouth (with *Shabbar Jaffry*)
- ***Examining Levels of Voluntary Contributions at the British Museum, London***, (2009), Department of Economics Working Paper, Number 160, University of Portsmouth (with *Shabbar Jaffry*)
- ***An Analysis of Demand Generators in the Superior Hotel Industry***, (2010), Paper Published in the Conference Proceedings of the 9th European Conference on Research Methodology for Business and Management Studies, IE Business School, Madrid (with *Alfred Quintano*)
- ***The Chichester Festival Theatre Economic Impact Study***, (2010), Centre of Local and Regional Economic Analysis (CLREA), University of Portsmouth (with *Pamela Dent and Shabbar Jaffry*)
- ***Portsmouth Harbour Branding Study***, (2011), Centre of Local and Regional Economic Analysis (CLREA), University of Portsmouth (with *Shabbar Jaffry, Faye Sizeland, and Adam Cox*)
- ***An Evaluation Study for the Business Plus (B+) Scheme***, (2012), Centre for Economic Analysis and Policy (CEAP) University of Portsmouth (with *Shabbar Jaffry, Alan Leonard and Liz Sharples*)
- ***Using Data Envelopment Analysis to Measure Hotel Efficiency in Crete***, (2012), Business Economics & New Technologies Laboratory (BENETeC) Working Paper Series Number 03, Department of Economics University of Crete (with *George Datseris and Constantine Manasakis*)

- *Economic Impact Assessment of Portsmouth Festivities ‘Great Expectations’ 2012 Event*, (2012), Centre for Economic Analysis and Policy (CEAP) University of Portsmouth (with Shabbar Jaffry, and Alan Leonard)
- *Spatial Differences in reported Subjective Well – Being, The Cases of Heraklion and Rhodes*, (2014), Conference Proceedings of the 18th Conference of the Greek Regional Scientists’ Association, Heraklion Crete 8th – 9th May 2014, pp. 100 – 107, ISBN: 978 – 618 – 81302 – 0 – 3, Heraklion (with Apladas G.)
- *Employer Programme for Hospitality and Tourism National Needs Analysis Report, Intellectual Output 1: Common European Needs Analysis*, (2017), Technical Report of the Employer Programme in Hospitality and Tourism, ERASMUS+ project (with Dimou I., Apladas G., Xanthos G., and Markaki M.)
- Apostolakis A., and Kourgiantakis M., (2019), “*Research Methods for the Economy and Businesses*”, Kritiki Publishers: Athens (in Greek) – Translation from Schindler P., (2019-13th Ed.), “*Business Research Methods*”, McGraw Hill: New York
- Αποστολάκης Α., (2019), «*Τι Σημαίνει για Όλους Εμάς το Κανόνι της Thomas Cook*», Εφημερίδα Νέα Κρήτη, Τρίτη, 08|10|2019
- Αποστολάκης Α., Σταυρουλάκης Δ., και Τάγκας Π., (2019), «*Το Ψηφιδωτό της Επικοινωνίας – Εισαγωγή στο πεδίο της επικοινωνίας*», Επιμέλεια από Wood J., Εκδόσεις Broken Hill: Λευκωσία
- Χρήστου Ε., Αποστολάκης Α., Βιτουλαδίτη Ο., και Γκρίτζαλη Α., (2019), «*Μάρκετινγκ Τουρισμού και Φιλοξενίας*», Επιμέλεια από Kotler P., Bowen J., Makens J., and Baloglu J., Εκδόσεις Broken Hill: Λευκωσία
- Αποστολάκης Α., Κουργιαντάκης Μ., Σαλαμούρα Μ., (2020), «*Μάρκετινγκ (10^η Έκδοση)*», Επιμέλεια από Solomon M., Marshall G., Stuart E., “*Marketing – Real People, Real Choices*”, Εκδόσεις Τζιόλας.
- Αποστολάκης Α., (2020), «*Η Τουριστική Βιομηχανία Αντιμέτωπη με το Κορωνοϊό και τον Εαυτό της*», Εφημερίδα Νέα Κρήτη, Παρασκευή 20|03|2020, σελ. 6.
- Κουργιαντάκης Μ., Δήμου Ε., Αποστολάκης Α., (2020), «*Διακοπές Εντός των Συνόρων*», Εφημερίδα ΠΑΤΡΙΣ, Τετάρτη 29|04|2020, σελ. 7
- Αποστολάκης Α., Σιτζίμης Ι., «*Διαχείριση Κρίσεων - Ανθεκτικότητα και Αλλαγή*», (2020), Επιμέλεια από Mirsa S.H., Κύπρος: Broken Hill publishers Ltd.
- Αποστολάκης Α., (2021), «*Η Μετά – Covid 19 Εποχή για τους Ελληνικούς Τουριστικούς Προορισμούς*», Εφημερίδα ΠΑΤΡΙΣ, Πέμπτη 18.03.2021, σελ. 10
- Αποστολάκης Α., (2021), «*Τι Έχει και τι Δεν Έχει ο Ελληνικός Τουρισμός!*», Άρθρο στο portal EMEA: [\[https://emea.gr/epicheiriseis/toyrismos/630404/ellinikos-tourismos-krisimi-kathoristikiki-alla-me-prooptikes-i-fetini-sezon/4/\]](https://emea.gr/epicheiriseis/toyrismos/630404/ellinikos-tourismos-krisimi-kathoristikiki-alla-me-prooptikes-i-fetini-sezon/4/), πρόσβαση: Τετάρτη, 17.05.2021
- Αποστολάκης Α.,(2021), «*Η προσαρμογή των εκπαιδευτικών Ιδρυμάτων στις νέες συνθήκες που διαμορφώνονται*», Άρθρο στο portal newshub.gr [\[https://www.newshub.gr/el/apopseis/i-prosarmogi-ton-ekpraideytikon-idrymaton-stis-nees-synthikes-poy-diamorfonontai\]](https://www.newshub.gr/el/apopseis/i-prosarmogi-ton-ekpraideytikon-idrymaton-stis-nees-synthikes-poy-diamorfonontai) (28 Ιουνίου 2021)
- Αποστολάκης Α., (2021), «*Παρουσίαση Παρατηρητηρίου Τουρισμού Κρήτης*», Άρθρο στο περιοδικό ‘Κρητών Επιχειρείν’, τεύχος 8 (Ιούλιος – Σεπτέμβριος 2021), σελ. 60 – 63
- Αποστολάκης Α., (2021), «*Τι σημαίνει για την τουριστική βιομηχανία στην Ελλάδα η πρόσφατη διακήρυξη της Γλασκώβης για τη κλιματική αλλαγή*», <https://www.tourismtoday.gr/%cf%84%ce%b9-%cf%83%ce%b7%ce%bc%ce%b1%ce%af%ce%bd%ce%b5%ce%b9-%ce%b3%ce%b9%ce%b1-%cf%84%ce%b7%ce%bd->

[%cf%84%ce%bf%cf%85%cf%81%ce%b9%cf%83%cf%84%ce%b9%ce%ba%ce%ae-%ce%b2%ce%b9%ce%bf%ce%bc%ce%b7%cf%87/](#) [πρόσβαση: 14.12.2021]

- Αποστολάκης Α., (2021), «*Τουρισμός και Κλιματική Αλλαγή*», Εφημερίδα ΠΑΤΡΙΣ, Πέμπτη 16.12.2021, σελ. 8
- Αποστολάκης Α., Βιτουλαδίτη Ο., Γκριτζαλη Γ., Κόντης Α.Π., Σταυριανέα Α., Χρήστου Ε., (2022), «*Οδηγός Μελέτης*» για το: Kotler, P., Bowen, J.T., Makens, J., & Baloglu, S. (Eds.), 'Μάρκετινγκ Τουρισμού και Φιλοξενίας' (2019), Εκδόσεις Ελληνικό Ανοικτό Πανεπιστήμιο: Αθήνα.
- Αποστολάκης Α., «*Οι Ανάγκες των Τουριστικών Επιχειρήσεων της Περιφέρειας Κρήτης*», στο Παρατηρητήριο Καινοτόμου Επιχειρηματικότητας της Περ. Κρήτης, πρόσβαση στο: <https://ibo.crete.gov.gr/ereyna-elmepa-oi-anagkes-ton-toyrist/> [Παρασκευή, 14.10.2022]
- Αποστολάκης Α., (2022), «*Συνέργειες & Συνεργασίες Μεταξύ Τουριστικών Επιχειρήσεων - Ανάλυση Παγκρήτιας Έρευνας*», Κρητών Επιχειρείν, τ.13, [<https://cretanbusiness.gr/%cf%83%cf%85%ce%bd%ce%ad%cf%81%ce%b3%ce%b5%ce%b9%ce%b5%cf%82-%cf%83%cf%85%ce%bd%ce%b5%cf%81%ce%b3%ce%b1%cf%83%ce%af%ce%b5%cf%82/>]
- Αποστολάκης Α., (2023), «*Αποτύπωση Επιχειρηματικού Κλίματος 2023*», Κρητών Επιχειρείν, τ.15 (Απρίλιος – Ιούνιος 2023), σσ. 24 – 27
- Αποστολάκης Α., (2023), «*Το Παρατηρητήριο Τουρισμού της Περ. Κρήτης ως Εργαλείο Βιώσιμης Τουριστικής Ανάπτυξης*», Κρητών Επιχειρείν, τ.17 (Νοέμβριος – Δεκέμβριος 2023), σσ. 38 – 40 [<https://cretanbusiness.gr/%cf%84%ce%bf-%cf%80%ce%b1%cf%81%ce%b1%cf%84%ce%b7%cf%81%ce%b7%cf%84%ce%ae%cf%81%ce%b9%ce%bf-%cf%84%ce%bf%cf%85%cf%81%ce%b9%cf%83%ce%bc%ce%bf%cf%8d-%cf%84%ce%b7%cf%82-%cf%80%ce%b5%cf%81%ce%b9%cf%86/>]
- Αποστολάκης Α., (2024), «*Η Ανάπτυξη του Ευφρούς Τουρισμού – Πολιτισμού στην Περιφέρεια Κρήτης*», Ειδικό τεύχος 'Τουρισμός', Κρητών Επιχειρείν, σσ.: 5 - 10 (Απρίλιος) [<https://cretanbusiness.gr/%ce%b7-%ce%b1%ce%bd%ce%ac%cf%80%cf%84%cf%85%ce%be%ce%b7-%cf%84%ce%bf%cf%85-%ce%b5%cf%85%cf%86%cf%85%ce%bf%cf%8d%cf%82-%cf%84%ce%bf%cf%85%cf%81%ce%b9%cf%83%ce%bc%ce%bf%cf%8d-%cf%80%ce%bf/>]
- Αποστολάκης Α., (2024), «*Η Επίδραση της Πελατοκεντρικής και Περιβαλλοντικής Καινοτομίας στις Προτιμήσεις των Επισκεπτών στη Κρήτη*», Κρητών Επιχειρείν (24 Απριλίου 2024), [<https://cretanbusiness.gr/%ce%b7-%ce%b5%cf%80%ce%af%ce%b4%cf%81%ce%b1%cf%83%ce%b7-%cf%84%ce%b7%cf%82-%cf%80%ce%b5%ce%bb%ce%b1%cf%84%ce%bf%ce%ba%ce%b5%ce%bd%cf%84%cf%81%ce%b9%ce%ba%ce%ae%cf%82-%ce%ba%ce%b1%ce%b9-%cf%80%ce%b5/>]

Presentations/Conferences:

2003

- Apostolakis A. and S. Jaffry, “Heterogeneous Preferences for Greek Heritage Attractions, Paper presented at the 1st International Conference on Business Economics and Marketing, held in Athens 15-19 June 2003.
- and at the Portsmouth Department of Economics Staff Seminar Programme (2003)

2004

- Apostolakis A. and S. Jaffry, “A Flexible Specification for Modelling Discrete Choices for Heritage Attractions”, Paper Presented at the 85th Applied Econometrics Association Conference on ‘Econometrics of Cultural Goods’, held in Padua, Italy 22nd to 23rd April, 2004.
- Apostolakis A. and S. Jaffry, “A Flexible Specification for Modelling Discrete Choices for Heritage Attractions”, Paper Presented at the 13th International Conference of Cultural Economics, held in Chicago USA, 2nd to 5th of May 2004

2005

- Apostolakis A. and S. Jaffry, “Tourism Policy in Greece – A Focus on Crete”, Paper presented at the International Conference on Tourism, held in Athens, 7th to 9th of July 2005.
- and at the Portsmouth Department of Economics Staff Seminar Programme (December 2005)

2006

- Apostolakis A., and S. Jaffry, “Two notions of Governance for Tourism Policy in Crete”, Paper accepted at the 2nd International Conference on Environmental, Cultural and Economic Social Sustainability, Vietnam, 9th to 12th of January 2006.
- Jaffry S., Ghulam Y., and A. Apostolakis, “Propensity to Leave the Navy. A Cox Proportional Hazard Approach”, Paper presented at the Royal Economics Society Conference, University of Nottingham, 18th to 20th of April 2006.
- Jaffry S., Ghulam Y., and A. Apostolakis, “Propensity to Leave the Navy. A Cox Proportional Hazard Approach”, Paper presented at the European Economics and Finance Society Conference, Crete 18th to 21st of April 2006.
- and at the Portsmouth Department of Economics Staff Seminar Programme (April 2006).
- Clark D., and A. Apostolakis, ‘The Contribution of Tourism Activity on Business and Economic Conditions in Britain’, Paper presented at the Greek Open University Conference in Heraklion, Crete 15th to 19th of June 2006.
- Apostolakis A., and S. Jaffry, “The Effect of Cultural Capital on the Probability to Visit Cultural Heritage Attractions”, Paper presented at the 1st International Conference of the Greek Open University, Heraklion 16 - 18 of June 2006.
- Apostolakis A., and S. Jaffry, “The Effect of Cultural Capital on the Probability to Visit Cultural Heritage Attractions”, Paper presented at the 12th International Conference of the Cultural Economics Association, Vienna 6 – 9 of July 2006.
- Apostolakis A., and S. Jaffry, “Governance Issues in Cultural Tourism Policy in Greece – The Case of Crete”, Paper presented at the 4th International Conference of Cultural Policy (ICCPR), Vienna 12 - 16 of July 2006

2007

- Apostolakis A., and S. Jaffry, “Expenditure Patterns of British Tourists to Greece”, Paper presented at the 1st International Conference on Advances in Tourism Economics (ATE), Portugal 13 - 15 of April 2007.
- Jaques M., A. Apostolakis, “Sharing an Office with a Man from Greece: Investigating Anglo – Greek Academic Cross Cultural Exchange”, Paper

presented at the 7th International Conference on Greek Research, Flinders University, Adelaide June 28th to July 1st 2007.

- Apostolakis A., and S. Jaffry, “Examining Expenditure Patterns of British Tourists to Greece”, Paper presented at the International Association for Tourism Economics Conference, Palma de Mallorca, 25 – 27 October 2007

2008

- Jaffry S., and A. Apostolakis, “Evaluating Visitors’ Preferences for the British Museum, London”, Paper presented at the 8th International Business Research Conference, Dubai (UAE), 27 – 28 March 2008.
- Apostolakis A., and S. Jaffry, “Willingness to Pay for Alternative Policy Initiatives at the British Museum”, Paper presented at the Portsmouth Department of Economics Staff Seminar Programme (May 2008).
- Apostolakis A., and S. Jaffry, “Consumers’ Preferences for the British Museum”, Paper Presented at the 15th International Conference on Cultural Economics, ACEI, Boston, USA (12th to 15th of June 2008)

2009

- Apostolakis A., and D. Clark, “Chichester Festival Theatre” (Preliminary title), Paper Presented at the International Conference on Tourism Development and Management, Tourism in a Changing World: Prospects and Challenges, Kos island, Greece, 11 – 14 September 2009
- Quintano A., Apostolakis A., Labib A., and Ishizaka A., (2009), “Performance Measurement and Management in the Hospitality Industry: Beyond the Balanced Scorecard”, Paper Presented at the University of Portsmouth PhD research Conference, Portsmouth, May 14th 2009.
- Apostolakis A., and Jaffry S., (2009), “To Give or Not to Give; An Evaluation of Tourists’ Preferences for Voluntary Monetary Contributions at the British Museum, London”, Paper Accepted at the XXX International Conference of Tourism Economics, Thailand, December 18-13 December 2009.

2010

- Avdelas L., S. Jaffry, Apostolakis A., (2010), “Seafood Labelling and Consumers’ Choices”, Paper accepted at the IIFET Conference, France, July 12 – 16 2010.
- Apostolakis A., and Jaffry S., (2010), “An Exploratory Analysis of Voluntary Monetary Contributions at the British Museum, London”, Paper Presented at the 6th International Conference on Cultural Policy Research (ICCPR), Jyvaskyla, Finland 24 – 27 August.
- Apostolakis A., and Jaffry S., (2010), “Marginal Willingness to Voluntary Contribute for the British Museum, London”, Paper Presented at the 16th International Conference of Cultural Economics Association (ACEI), Presented at Copenhagen, Denmark 10 – 12 June.
- Apostolakis A., and Jaffry S., (2010), “The Determinants of Length of Stay of British Tourists in the United Arab Emirates (UAE): A Practical Case of Survival Analysis”, Paper presented at the 6th International Annual International Conference on Tourism, Athens Institute for Education and Research, 1 - 4 July 2010, Athens, Greece
- Quintano A., and A. Apostolakis, (2010), “An Analysis of Demand Generators in the Superior Hotel Industry”, Paper Presented at the 9th European Conference on Research Methodology for Business and Management Studies, IE Business School, Madrid, Spain 24-25 June 2010
- Bisbinas I., and A. Apostolakis, (2010), “A Study on Road Accidents in Greece. Who is more Likely to Experience one”, Paper Accepted at the Seventh

SICOT/SIROT Annual International Conference, 31 August - 3 September 2010
Gothenburg, Sweden

- Bisbinas I., Apostolakis A., Panagopoulos A., (2010), “Factors Affecting Road Accidents in Greece”, Paper Accepted at the Seventh SICOT/SIROT Annual International Conference 31 August - 3 September 2010, Gothenburg, Sweden

2011

- Pappas N., and A. Apostolakis, (2011), “The Effect of Financial Crisis on Tourism Activity: Evidence from the UK”, Paper Accepted at the 3rd International Association of Tourism Economics Conference Bournemouth UK, June ** - ** 2011, Bournemouth UK.
- Apostolakis A., and S. Jaffry, (2011), “A Latent Class Model for the British Museum:”, Department of Economics Staff Seminar Programme, February 17th 2011
- I Bisbinas I., A Apostolakis, Z Karabouta, T Panagopoulos, E Ioannidi, (2011), “Driving Behaviour and Road Traffic Accidents Amongst Young Population in Greece.”, 12th European Congress of Psychology 4-8. Jul.2011, Istanbul, Turke

2012

- Apostolakis A., and Jaffry S., (2012), “Measuring the Effect of Attitudes, Social Norms and Perceived Behavioural Control Variables on Individual Willingness to Pay for Cultural Resources”, Paper Presented at the 17th International Conference of Cultural Economics Association (ACEI), Presented at Kyoto, Japan,22 - 24June
- Jaffry S., and Apostolakis A., (2012), “Profiling Segments of Demand for Cultural resources; The Case of the British Museum, London”, Paper Presented at the 17th International Conference of Cultural Economics Association (ACEI), Presented at Kyoto, Japan,22 - 24June
- Malachy J., and Apostolakis A., (2012), “Analysing Innovative Energy Efficient Technology Adoptions in Israeli Non – Residential Buildings within Early Market Project Stakeholders”, International Association for Energy Economics (IAEE) Conference, Venice Italy, 9 – 12 September

2013

- Apostolakis A., (2013), “Effective Integration of Cultural Resources into Rural Areas”, Paper Presented at the International Networking Conference ‘Cultural Values and Tourism Development in Rural Areas’, Heraklion Crete, 17th – 18th of October 2013

2014

- Apostolakis A., Apladas A., (2014), “Spatial Differences in reported Subjective Well – Being”, The Cases of Heraklion and Rhodes”, Paper presented at the 18th Conference of the Greek Regional Scientists’ Association, Heraklion Crete 8th – 9th May 2014
- Apostolakis A., and Jaffry S., (2014), “Examining Non – Visitors’ Profile. The Case of the British Museum, London”, Paper presented at the 18th International Conference of Cultural Economics Association (ACEI), Montreal Canada, 24 – 27 June
- Jaffry S., and Apostolakis A., (2014), “The Impact of a Local Cultural Festival on City Image. The Case of Portsmouth Festivities”, Paper presented at the 18th International Conference of Cultural Economics Association (ACEI), Montreal Canada, 24 – 27 June

2015

- Apostolakis A., Kourgiantakis M., and Hong J., (2015), “Examining Consumers’ Preferences for Wine Attributes. A Case Study from the UK”,

Paper Presented at the “Contemporary Trends and Perspectives in Wine and Agrifood Management” Conference of the Academy of Business (EMAB), hosted by the University of Salento, Lecce, Italy, 16th - 17th January, 2015.

- Apostolakis A., Dimou I., (2015), “The Emergence of Experiential Tourism Activity: Reasons and Rationale”, Paper Presented at the 1st International Conference on Experiential Tourism, Santorini 09 – 11 October 2015
- Apostolakis A., Dimou I., (2015), “Adding Value to Cultural Heritage Products”, Paper Presented at the International Congress on Cultural Tourist Routes in a Creative and Innovative Society (ICCTOUR), Jaca – Spain, 27 – 29 November 2015

2016

- Rousohatzakis S., and Apostolakis A., (2016), “Outsourcing Practices in Hospitality Firms in Crete, Greece”, Paper presented at the 4th International Conference on Contemporary Marketing Issues, 22-24 June 2016, Heraklion, Greece
- Viskadouraki I., and Apostolakis A., (2016), “Analysis of the Economic and Social Impact of Cultural Festivals in the Local Economy”, Paper presented at the 4th International Conference on Contemporary Marketing Issues, 22-24 June 2016, Heraklion, Greece
- Apostolakis A., and Kourgiantakis M., (2016), “Examining Consumers’ Preferences for Wine Attributes. A Case Study from Greece”, Paper presented at the 4th International Conference on Contemporary Marketing Issues, 22-24 June 2016, Heraklion, Greece

2017

- Apostolakis A., Kourgiantakis M., and Jaffry S., (2017), “Smart Hotels – The Case of Crete”, Paper Accepted for Presentation at the 39th Annual Cypriot Hotel Conference, 14 February, Nicosia – Cyprus
- and at the 13th International Week, Thomas More University College, Mechelen – Belgium (15 – 16 March 2017)
- Apostolakis A., Kourgiantakis M., and Jaffry S., (2017), “Examination of Individual Preferences for Smart Hotels in Crete”, Paper Presented at the 6th Conference of the International Association for Tourism Economics, 21 – 23 June, Rimini – Italy

2018

- Kourgiantakis M., Katakaki M., Apostolakis A., and Dimou I., (2018), “How Important CSR is for Consumers in Supermarket Selection”, Paper Presented at the 6th International Conference on Contemporary Marketing Issues (ICCM), 27 – 29 June 2018 Athens
- Messaritaki B., Stergiou D., and Apostolakis A., (2018), “Using Local Decision Makers' Opinions to Examine Tourism Expenditure in Crete”, Paper Presented at the 8th International Conference on Tourism (ICOT), 27 – 30 June, Kavala, Greece
- Apostolakis A., Dimou I., and Viskadouraki I., (2018), “Factors Affecting the Development of Employer Programmes for the Hospitality and Tourism Sector in Greece”, Paper Presented at the 8th International Conference on Tourism (ICOT), 27 – 30 June, Kavala, Greece
- Apostolakis A., Baritaki M., Stergiou D., Viskadouraki I., (2018), “Examination of Individual Preferences for Smart Hotels in Crete – Evidence from Domestic Tourists”, Paper presented at the 5th International Conference of the International Association of Cultural and Digital Tourism (IACuDit) –

Exploring Smart Tourism: The Cultural and Sustainability Synergies (28 – 30 June 2018, Athens, Greece)

2019

- Apostolakis A., Kourgiantakis M., Viskadouraki I. and Dimou I. (2019), “Factors Affecting Tourism Expenditure Patterns in a Traditional Mass Tourist Destination”, Paper presented at the 7th ICCMI 2019 International conference (10 – 12 July Heraklion, Crete)
- Kourgiantakis M., Kataki M., Lapidakis M., and Apostolakis A., (2019), “The role of quality labelling on agrofood marketing: Consumers’ perception in Greece”, Paper presented at the 7th ICCMI 2019 International conference (10 – 12 July Heraklion, Crete)
- Messaritaki B., Apostolakis A., and Stergiou D., (2019), “Privacy versus Security Considerations. A Policy Dilemma for Tourist Destinations”, Paper presented at the 12th Annual Euromed Academy of Business (EMBRI) Conference, Thessaloniki Greece September 18-20, 2019
- Apostolakis A., and Jaffry S., (2019), “A Comparison of Individual preferences for Smart Hotels; the Case of Domestic and International Visitors in Crete, Greece”, Paper presented at the 7th Conference of the International Association of Tourism Economics (IATE), La Plata, Argentina, (03 – 06 Sept. 2019)

2020

- Ζουριδάκη Μ., Αποστολάκης Α., Silva George J., (2020), “Η προώθηση της αειφόρου ανάπτυξης σε τοπικό επίπεδο, μέσω του σχεδιασμού μίας ολοκληρωμένης τουριστικής διαδρομής. Μια μελέτη περίπτωσης για τη περιοχή των Αρχαίων”, 21ο Επιστημονικό Συνέδριο του Συνδέσμου Ελλήνων Περιφερειολόγων, Ηράκλειο 16-17 Οκτωβρίου 2020
- Apostolakis A and Viskadouraki I., (2020), “You Refurbish it and they will Not Come. The Case of Locals’ Non-Attendance at the Heraklion Archaeological Museum, Crete”, 8th International Conference on Contemporary Marketing Issues (ICCM), 11 – 13 September (virtual conference)
- Kourgiantakis M., Kampitaki M., Apostolakis A., (2020), “Augmented Reality at Cultural Sites: Capturing Greek Visitors’ Perspectives”, 8th International Conference on Contemporary Marketing Issues (ICCM), 11 – 13 September (virtual conference)

2021

- Αποστολάκης Α., Βισκαδουράκη Ι., (2021), «Έρευνα για τους Δείκτες Τουρισμού και τα Ενδιαφερόμενα Μέρη στη Κρήτη», 2nd UBC- Τουρισμός. Θεωρία και Πράξη, 22 – 23 Απριλίου 2021, Ηράκλειο Κρήτης (virtual conference)
- Apostolakis A., Kourgiantakis M., Daniil K., (2021), “The Impact of Corporate Social Responsibility on Locals; The Case of the Hospitality Sector in Crete”, Paper Presented at the International Scientific Conference TOURMAN 2021 – Restarting Tourism, Travel and Hospitality: The Day After’, Conference Proceedings pp. 418 - 422, Thessaloniki 21 – 23 May 2021
- Apladas G., Apostolakis A., Kourgiantakis M., (2021), “First Time and Repeat Visitors’ Spending on Local Food Products – The Case of Crete”, Presented at the 9th International Scientific Conference ICCMI 2021 – Naxos 3 – 5 September 2021
- Viskadouraki I., Apostolakis A., Sitzimis G., Kourgiantakis M., (2021), “Analysis of Travellers’ Opinions about the Heraklion International Airport. An IPA Study”, Presented at the 9th International Scientific Conference ICCMI 2021 – Naxos 3 – 5 September 2021

- Αποστολάκης Α., (2021), «Μια Αποτίμηση της Τουριστικής Περιόδου στην Κρήτη. Αποτελέσματα της Παγκρήτιας Έρευνας Τουριστικής Ζήτησης απο το Παρατηρητήριο Τουρισμού Κρήτης», Συνέδριο της Περιφ. Κρήτης – Γενική Διευθυνση Δημόσιας Υγείας & Κοινωνικής Μέριμνας με τίτλο: Οι Επιπτώσεις της Πανδημίας COVID-19 στην Ελληνική Κοινωνία, Ηράκλειο Κρήτης 15 – 16 Οκτωβρίου 2021

2022

- Apostolakis A., (2022), “*The Tourism Labour Market in Greece and Crete and its Evolution During the Past 15 Years*”, Journeys in Tourism – Future trends in Tourism and HR, University of Lusofona, Portugal (07.04.2022)
- Apladas G., Apostolakis A., and Kourgiantakis M., (2022), “*Segmentation of Visitors to Crete Based on their Gastronomic Motivation*”, 10th International Conference on Contemporary Marketing Issues, 8 – 10 July, Naxos, Greece
- Viskadouraki I., Apostolakis A., Kourgiantakis M., (2022), “*Stakeholder and Business Owners’ Opinions Regarding Tourism Development in Crete – A Qualitative Study*”, 10th International Conference on Contemporary Marketing Issues, 8 – 10 July, Naxos, Greece
- Αποστολάκης Α., Βισκαδουράκη Ι., (2022), «*Συνέργειες και Συνεργασίες μεταξύ Τουριστικών Επιχειρήσεων – Ανάλυση Αποτελεσμάτων Παγκρήτιας Έρευνας Τουριστικής Επιχειρηματικότητας*», 2^η Ημερίδα Τουρισμού «Κρητών Φιλοξενείν» – Συνέργειες Βιώσιμης Τουριστικής Ανάπτυξης, Ρέθυμνο 15.10.2022
- Apostolakis A., Kourgiantakis M., Koudoumas M., (2022), “*Mapping the Current State of the World in Educational Tourism in Greece and Cyprus. A Professional Perspective*”, Tourism Economics and Business Education Conference (TEBEC) 2022, virtual conference 26 – 28 December 2022

2023

- Apostolakis A., Floros C., Zervoudi E., Vortelinos D., (2023), “*Hotel sales during COVID-19: Evidence from the US*”, The 20th Conference of the Applied Stochastic Models and Data Analysis International Society (ASMDA), Heraklion Crete 06 – 09 June
- Kourgiantakis M. and Apostolakis A., and Papadaki I., (2023), “*The Attitudes of Young Consumers in Greece and Cyprus Towards Educational Tourism*”, 11th International Conference on Contemporary Marketing Issues (ICCM), 11 – 14 July 2023, Corfu Greece
- Kourgiantakis M., and Apostolakis A., (2023), “*The Significance of Technological Innovation in the Development of Educational Tourism*”, 11th International Conference on Contemporary Marketing Issues (ICCM), 11 – 14 July 2023, Corfu Greece
- Apostolakis A., Kourgiantakis M., Jaffry S., (2023), “*Examination of Individual Preferences for Smart Hotels, The Case of Domestic and International Visitors in Crete, Greece*”, Paper presented at the European Tourism Research in the Age of Sustainability and Technology Conference, Vienna 06 September 2023
- Zouridaki M., Apostolakis A., Jaffry S., Kourgiantakis M., (2023), “*Sustainable Cultural Routes: A Literature Review of Key Fundamental Aspects*”, Paper presented at the 10th ICSIMAT Conference, Zakynthos 22-26 Sept. 2023, Greece
- Messaritaki V., Stergiou D., Apostolakis A., Jaffry S., (2023), “*Examination of Individual Preferences for Safety and Security in Airports. A Choice Modelling*”

Experiment”, Paper presented at the 10th ICSIMAT Conference, Zakynthos 22-26 Sept. 2023, Greece

- Apostolakis A., (2023), «*Το Παρατηρητήριο Τουρισμού Περ. Κρήτης ως Εργαλείο Βιώσιμης Τουριστικής Ανάπτυξης*», 3η Παγκρήτια Ημερίδα Τουρισμού «Καινοτόμες Αναπτυξιακές Προοπτικές Τουριστικής Οικονομίας», Ελληνικό Μεσογειακό Πανεπιστήμιο, 21 Οκτωβρίου 2023
- Papadaki I., Kourgiantakis M., Apostolakis A., (2023), “*Sustainability Messages from Cultural and Creative Industries*”, Sustainability in Creative Industries, 07-08 November 2023, Indonesia

2024

- Kourgiantakis M., Papadaki E., Apostolakis A., (2024), “*A Bottom Up Policy Consultation Process Contributing to Crete’s Innovative Milieu in the Cultural Tourism Complex*”, 1st INTOCUS Conference, Athens – Greece, 08 – 09 March 2024
- Nikitaki S. M., Apostolakis A., Papadaki E., (2024), “*Museums Archaeological Sites as Sign-Systems for Destination Branding: The Case of Greece*”, 1st INTOCUS Conference, Athens – Greece, 08 – 09 March 2024
- Papadaki, E., Apostolakis, A., Konstantinidou, E.N., Papadopoulou, P., Gournis, G., Plakou, C. (2024), “*Creative Industries, Creative Tourism and Sustainability Perspectives: The Case Study of Traditional Pottery – Making in Crete*”, 1st INTOCUS Conference, Athens – Greece, 08 – 09 March 2024

Invited Lectures

- Tourists’ Preferences for Cultural Heritage Attractions in the Island of Crete, Lecture given at the *Technological Educational Institution (TEI) of Crete*, on the 15th of April, 2005
- Evaluation of Individual Preferences at the British Museum, Lecture given at the Department of Economics’ staff seminar, *University of Stavanger Norway*, on the 10th of September 2008.
- International Visitors’ Visitation Patterns in the UK, Lecture given at the Department of Business Administration, *University of the Aegean, Chios Island, Greece*, on the 3rd of December 2008.
- The role of museums and cultural attractions in primary and secondary education, Lecture given at the Centre of Environmental Education (*Κέντρο Περιβαλλοντικής Εκπαίδευσης Αρχανών*), Archanes, Crete, on 23rd of January 2009.
- “An Examination of Post – Hoc Segmentation Methods for Cultural Heritage Tourist Resources”, Lecture given at the School of Culture and Lifestyle, *University of Derby, Buxton*, March 2011
- “Driving Behaviour and Road Traffic Accidents Amongst Young Population in Greece.”, *Σχολή Έφεδρων Αξιωματικών Πυροβολικού (ΣΕΑΠ)*, on 14th of March 2012
- “The Effect of Financial Crisis on Levels of Subjective Wellbeing: The Case of Crete”, Lecture given at the Business School (Department of Marketing, Events and Tourism), University of Greenwich, UK, 02 May 2014
- «Ο Ρολος του Crowdsourcing στο Μαρκετινγκ και την Προωθηση του Τουρισμου», Μοναδα Αριστειας Ελευθερου Λογισμικου/Λογισμικου Ανοιχτου Κωδικα, *Πανεπιστημιο Κρητης*, 2^ο εκπαιδευτικο σεμιναριο, Ηρακλειο 03/11/2014, [<http://ma.ellak.gr/edu/course/view.php?id=20>]

- “Tourism Market Research”, Short Course Delivered under the ERASMUS + programme at the University of Vives, Bruges, Belgium, 16th to 20th May 2016 (duration of the short course: 20 hours)
- «Δράσεις Ενίσχυσης Επιχειρηματικότητας σε Τουριστικούς Προορισμούς», Συνεδρίαση Επιτροπής Τουρισμού και Επιχειρηματικότητας Δήμου Ηρακλείου, Πέμπτη, 18 Μαΐου 2017
- “Tourism Market Research”, Short Course Delivered under the ERASMUS + programme at the University of Vives, Bruges, Belgium, 28th May – 01st June 2018 (duration of the short course: 20 hours)
- Invited keynote speaker in the 4th Interregional meeting for the INTERREG EU BRANDTOUR project in Crete. Heraklion 19th June 2018
- Invited keynote speaker at the *International Conference on Territorial and Inter-organisational Cooperation*, 23rd to 24th September 2020, Brenna, Poland. Title of Presentation: “The Emergence of Smart Tourism as the Way Forward for Sustainable Tourism Development”
- *“Η Κρίση της Πανδημίας (Covid-19) στην Τουριστική Βιομηχανία και ο Δρόμος για μια Εναλλακτική Προσέγγιση στον Τουρισμό. Εμπειρικά Αποτελέσματα και Προτεινόμενες Λύσεις”*, (Archanes Centre for Environmental Education), Crete, 26th March 2021
- *«Μια Αποτίμηση της Τουριστικής Περιόδου στην Κρήτη. Αποτελέσματα της παγκρήτιας Έρευνας Τουριστικής Ζήτησης απο το Παρατηρητήριο Τουρισμού Κρήτης»*, Ημερίδα με τίτλο: ‘Οι Επιπτώσεις της Πανδημίας covid-19 στην Ελληνική Κοινωνία’, Περιφέρεια Κρήτης – Γραφείο Αντιπεριφερειάρχη Δημόσιας Υγείας και Κοινωνικής πολιτικής, Ηράκλειο 16.09.2021
- *«Αποτελέσματα Έρευνας για τις Ικανότητες των Επιχειρηματιών στον Τουρισμό»*, Presentation for the *Φυτώριο Ιδεών – Ενίσχυση Δράσεων Ακαδημαϊκής Καινοτομίας και Επιχειρηματικότητας στα Πλαίσια του Παρατηρητηρίου Καινοτόμου Επιχειρηματικότητας της Περιφέρειας Κρήτης*, Ηράκλειο 20 Απριλίου 2022
- *«Η Επίδραση της Πελατοκεντρικής και Περιβαλλοντικής Καινοτομίας στις Προτιμήσεις των Επισκεπτών στην Κρήτη»*, Παρουσίαση στα πλαίσια της έκθεσης 100% Hotel Show, Προσκεκλημένος του συνδέσμου Τουριστικών Καταλυμάτων Περ. ενότητας Ηρακλείου «Φιλοξενία», Ηράκλειο 15 Απριλίου 2024

Training, Seminars attended:

- One-day seminar “Social Sciences Research Funding: Sharing Perspectives” organised by the Economic and Social Research Council, held in the Royal Statistical Society, London on 26th September 2003.
- One-day seminar course in Social Science Research Management, held at the University of Surrey on 22nd October 2003.
- Two-day teaching course “Learning Development; Postgraduates as Teachers, Tutors and Demonstrators”, Organised by the Dept. of Curriculum and Quality Enhancement, University of Portsmouth, Portsmouth 31 January to 1 February 2005.
- Postgraduate Certificate in Learning and Teaching in Higher Education (2006), University of Portsmouth

- One – day PhD supervisor Training, Organised by the Dept. of Curriculum and Quality Enhancement, University of Portsmouth, Portsmouth 20th of September 2006.
- Advanced Institute of Management Research (AIM) ‘Training Trainers’ Workshop Series: Supervising Research Students, Workshops organised and funded by the Economic and Social Research Council (ESRC), University of Strathclyde, Glasgow.
- Centre for Economics Policy Research (CEPR) workshop “Research Training Networks in Economic Sciences: Experience and Opportunities”, Birkbeck College, London 11th October 2007.
- Seminar on web – Based Tools for Teaching, University of Portsmouth, Dept. of Economics, Portsmouth 20th March 2009.
- AIM / ESRC Workshop on Researching Innovation in Tourism: Concepts and Methods, London 28th April, 2010
- Greek Open University (EAIΠ), Seminar on “Open and Distance Learning and on Greek Open University’s Information Communication Technologies”, Athens 19-20 October and 21 November 2013
- Hotelier Academy Greece, Series of Webinars on ‘*Hotel Strategy*’, ‘*Hotel Branding*’, ‘*Hotel Pricing Strategy*’, ‘*Creating a Hotel Concept*’, ‘*Building a Niche Market*’, 15 – 17 April 2020

Funding Received:

2007

- *The British Academy*, for a project titled “The Role of Stated Preferences in Forming Public Policy for Cultural Resources”, Value: £7500 (with Jaffry S.)
- *The Greek Ministry of Agriculture* for a project on “Consumers’ Preferences for Labelled Seafood Products in Greece” has awarded the sum of €100000.

2010

- *The Chichester Festival Theatre*, for a project titled “Chichester Festival Economic Impact Study” Value: £5000 (with Dent P., and Jaffry S.)
- *The Chichester District Council*, for a project titled “The Chichester Pallant House Gallery Economic Impact Study,” Value: £13000 (with Dent P., and Jaffry S.)

2011

- *Portsmouth Harbour Renaissance Ltd.*, for a project titled “Portsmouth Harbour Branding Study”, Value: £5000 (with Jaffry S., and Cox A.)
- *Hampshire Economic Partnership*, for a project titled “Informing our Future 2011”, Value: £14500 (with Jaffry S.)
- *South East of England Development Agency (SEEDA)*, for a project titled “Evaluation of Business Plus and Short Knowledge Transfer Programme”, Value: £40000 (with Shabbar Jaffry)

2013

- ‘Episteme’ project for the “*Partnerships with Greek Institutions of Higher Education*» (“*Hochschulpartnerschaften mit Griechenland*“) call for proposals, German Academic Exchange Service (Date: 13 June 2013)
- VIREG (European Islands Continue Education on resources Efficiency Virtual Gateway) project, ERASMUS lifelong research programme (Ref: 539230 – LLP

– 1 – 2013 – 1 – ES- ERASMUS – EQR) Accepted on 16/07/2013, Total Budget 535,105.000 Euros (42,500 Euros to TEI Crete)

2014

- ‘Holy Grail’ (“*Cooperation Projects to Support Transnational Tourism Based on European Cultural and Industrial Heritage*”) project (REF: SI2.682292), Total Budget 255,455.82 Euros (27,084.89 Euros to TEI Crete)

2015

- “Analysis of the Economic and Social Situation of Self-Employed Immigrants in Crete (GR) and Bavaria (GER)”, Funded by: Bayerisches Hochschulförderprogramm zur Anbahnung Internationaler Forschungskooperationen, Total Budget 5335 Euros
- Αξιολόγηση Προγράμματος «*Επικαιροποίηση Γνώσεων Αποφοίτων ΑΕΙ στην Οργάνωση, Διοίκηση Τουριστικών Επιχειρήσεων και στην προώθηση Τουριστικών Προορισμών*» του Επιχειρησιακού Προγράμματος ‘Εκπαίδευσης και Δια Βίου Μάθησης 2007-2013’, Πανεπιστήμιο Αιγαίου, Συνολική Αμοιβή: 2823 Ευρώ

2016

- “*Employer Programme for Hospitality and Tourism*”, Funded by the Ελλάδα – Κύπρος 2014 – 2020 INTERREGiv Προγραμμα, Total Budget: 389.000 Euro (48.500 Euros to TEI Crete)
- “*Evaluation of Individual Preferences for Smart Hotels in Crete*”, Funded by the Special Account of the Research Unit of Technological Educational Institute (TEI) of Crete Research Programme, Total Budget: 5000 Euros

2017

- Μελέτη με τίτλο «*Θέματα για την Εταιρική Κοινωνική Ευθύνη*», Μάρτιος – Νοέμβριος 2017 για τον όμιλο επιχειρήσεων Χαλκιάδακης Α.Ε. (συνεργαζόμενος ερευνητής)
- «*Μελέτη Προορισμού για την Προώθηση του Ηρακλείου ως Τουριστικός Προορισμός*», Μελέτη για τον Δήμο Ηρακλείου, Αύγουστος 2017 – Φεβρουάριος 2018 (Αμοιβή TEI Κρήτης: 18.532,00€)
- «*Μελέτη Τουριστικής Ζήτησης και Προφίλ Επισκεπτών της Ανατολικής Κρήτης | Tourism Demand Analysis and Visitors’ Profile in Eastern Crete*», Μελέτη για την Περιφέρεια Κρήτης, Αύγουστος 2017 – Ιανουάριος 2019 (Συνολικός Προϋπολογισμός Έργου: 15.000€)

2018

- Μελέτη με τίτλο «*Ικανοποίηση Εργαζομένων*» Οκτώβριος – Δεκέμβριος 2018 για την επιχείρηση Χαλκιάδακης Α.Ε. (συνεργαζόμενος ερευνητής)

2019

- Μελέτη με τίτλο “*Μέτρησης Ικανοποίησης Επισκεπτών στη Κρήτη – Μια Μελέτη Περίπτωσης του Διεθνούς Αεροδρομίου Ηρακλείου / Measurement of Visitors’ Satisfaction in Crete - A Case Study of the Heraklion International Airport*” (Συνολικός Προϋπολογισμός Έργου: 23.000€)

2020

Μελέτη με τίτλο «*Δημιουργία – Υποστήριξη Παρατηρητηρίου Τουρισμού της Περιφέρειας Κρήτης | Developing and Supporting the Tourism Observatory of the Region of Crete*», (Συνολικός Προϋπολογισμός: 97.000€) (επιστημονικός υπεύθυνος έργου)

2021

- “*Edu-Tourism*”, by the Ελλάδα – Κύπρος 2014 – 2020 INTERREGiv Προγραμμα, Total Budget: 389.000 Euro (48.500 Euros to TEI Crete) (αναπληρωτής επιστημονικά υπευθυνος)

Membership:

- IATE (Association of Tourism Economics International) (since 2003)
- Cultural Economics Association (since March 2005)
- Greek Regional Economics Association (since June 2013)

Referee for:

- *Annals of Tourism Research;*
- *Tourism Economics;*
- *Tourism Management;*
- *Journal of Cultural Economics*
- *The International Journal of Environmental, Cultural, Economic, and Social Sustainability;*
- *Anatolia: An International Journal of Tourism and Hospitality Research;*
- *Journal of Environmental Management*
- *International Journal of Tourism Policy*
- *International Journal of Hospitality Management*
- *Journal of Hospitality and Tourism research*
- *Cultural Trends*
- *Oxford Economic Papers*
- *Economic and Social Sciences Research Council (ESRC) – (after invitation)*
- *University of Crete – (after invitation)*
- *Higher Technological Educational Institute of Crete – (after invitation, as external quality assurance assessor for tourism related programmes)*
- *Higher Technological Educational Institute of Macedonia – (after invitation, as external quality assurance assessor for economics related programmes)*
- *Higher Technological Educational Institute of Kavala (Department of Business Administration) – (after invitation, as external quality assurance assessor for economics related programmes)*

Ακαδημαϊκή Επίβλεψη Εργασιών:

PhDs awarded:

- Hamed Al Hamed (February 2014), “*Establishing a Cultural Quarter in Abu Dhabi*”, UAE Examiners: Internal: Dr. Prem Wattage, External: Dr. Sibjorn Tveteras (2nd supervisor)
- Hamed Al Suwaidi (April 2014), “*Future Management Developments in the Hospitality Sector in Abu Dhabi*”, Examiners: Internal Dr. Paraskevas Paggas, External Dr. Mark Cook (2nd supervisor)
- Alfred Quintano (July 2015), “*Multi-Criteria Decision Analysis for Superior Hotels: Beyond the Balanced Scorecard*”, Examiners: Internal Professor Shabbar Jaffry, External Dr. (2nd supervisor)

- Apladas Georgios (20 December 2022), «*The Impact of Local Food Products on Travel Experience*», Examiners: Kilipiris F., Velissariou S., Stergiou D., Stavrinoudis T., Dimou I., Kourgiantakis M., 1st supervisor)
- Acted as internal member/examiner on the examination body for Syed Ashraf WASTI, titled “*Intergovernmental Fiscal Relations – A Case Study of Pakistan*”, University of Portsmouth, UK, Award Date: 26.06.2013

Currently:

- Mrs Barbara Messaritaki enrolled for a PhD research degree on “Tourism and Terrorism” (Greek Open University), duration: 2018 – 2022.
- Mrs Maria Zouridaki enrolled for a PhD research degree on Sustainable «*Cultural Tourist Routes. The Case of the Minoan Route*» – «*Βιώσιμα Πολιτιστικά Τουριστικά Μονοπάτια. Η Περίπτωση του Ευρωπαϊκού Μινωικού Μονοπατιού*», duration 2020 – 2025.
- Ms. Katerina Bobolaki, enrolled for a PhD research degree on “Υπερ – τουρισμός και Από – ανάπτυξη. Μια Μελέτη Μετασχηματισμού της Τουριστικής Βιομηχανίας στη Περιφερειακή Ενότητα Χανίων Κρήτης (“Over – Tourism and De – Growth. A Transformative Case Study in the Tourism industry in Chania, Crete”), duration 2021 - 2025

Completed 10 MSc dissertations (Greek Open University):

- *Mihelekaki Maria* – Μέσα Προβολής και Προώθησης του Ιατρικού Τουρισμού: Μελέτη της Περίπτωσης του Κέντρου Αιμοκάθαρσης «Μεσόγειος»
- *Fratzeskos Alexandros* – «Τουριστικό μάρκετινγκ ως παράγοντας ενίσχυσης και τοποθέτησης ξενοδοχειακού προϊόντος μικρής δυναμικότητας στη σύγχρονη τουριστική αγορά. Η περίπτωση των ξενοδοχείων της νήσου Νάξου»
- *Rousohatzakis Stelios* – Εξωτερική Αναθεση Δραστηριοτήτων (Outsourcing) στα Ξενοδοχεία
- *Karaiskou Spiridoula* – Η Συμβολή του Αθλητικού Τουρισμού στην Ανάπτυξη του Ναυπλίου: Η Περίπτωση του Μαραθωνίου Ναυπλίου

Supervision of around 10 U/G dissertations per year at TEI Crete. Indicative dissertation topics include:

- *Διαχείριση Φυσικών Πόρων (Παραλίες) στη Κρήτη*
- *Η σημασία των φεστιβάλ και των πολιτιστικών εκδηλώσεων στην τουριστική ανάπτυξη του Ηρακλείου*
- *Αξιολόγηση της Σημασίας της Λίστας ΟΥΝΕΣΚΟ στη Τουριστική Ανάπτυξη Ένος Προορισμού*

Relevant web – pages:

https://www.researchgate.net/profile/Alexandros_Apostolakis/?ev=hdr_xprf

and

https://scholar.google.gr/citations?hl=el&user=bF_i8m8AAAAJ

and

Citations/Esteem

- Awarded prize for **BEST PAPER** for the “Propensity to Leave the Navy. A Cox Proportional Hazard Approach” paper in the 1st Research Conference organised by the University of Portsmouth Business School
- Awarded an **INTERNATIONAL AWARD for EXCELLENCE runner – up prize** for the paper “Cultural Tourism Policy in Greece” in the area of Environmental, Cultural, Economic and Social Sustainability.
- Awarded **BEST CONFERENCE PAPER** for the paper “How Important CSR is for Consumers in Supermarket Selection”, at the 6th International Conference on Contemporary Marketing Issues (ICCM), 27 – 29 June 2018 Athens
- Chaired sessions on “Tourism and Globalisation” on the 4th International Scientific Conference ‘Planning for the Future – Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality’, Rhodes island, Greece, 3 – 5 April 2009.
- Organiser of special session on the ‘Exploration of the Impacts from Cultural Tourism Activity’ to be held as part of the International Conference of Tourism Development and Management (ICTDM) in Kos island, Greece, 11-14 September 2009.
- Cover story in Arts Media Agency’s (AMA) newsletter, (July 2012), “*Towards a Resolution of the Cultural World’s Financing Issues*”, Number 61, (The newsletter has a distribution roll of over 73,000 experts around the world).
- Member of the organising and scientific committee on the 18th conference of the Greek Regional Economics Association, held in Heraklion Crete, 7 – 8 June 2014.
- Special Issue co-editor on “Marketing and Management Challenges in Travel, Tourism and Hospitality Industries” for the ‘EuroMed Journal of Business’, to appear in October 2014
- Associate Editor: Regional Science Enquiry Journal (since December 2013)
- Associate Editor: Anatolia Journal (since February 2014)
- Editorial Board Member, Polish Journal of Management Science (since October 2018)
- Scientific Organiser for the planning, development and management of the short terms training course of the School of Life Long Learning at TEI Crete with the title: “Small and Medium Enterprises (SMEs) Marketing” (total duration 20 hours, number of participants: 15), September – October 2014
- Member of the Scientific committee of the 1st International Conference on Experiential Tourism (IMIC), held in Santorini, Greece, October 2015
- Member of the Organising Committee on the 19th conference of the Greek Regional Economics Association, held in Lamia, Greece, May 2016
- Member of the Programme Committee for the 13th IMIC Conference, Santorini (19 – 21 October 2017)
- Member of the Scientific Committee at the International Journal of Cultural Management: Science and Education (CMSE)
- Invited (*with Shabbar Jaffry*), Special Guest Editor for “*Sustainability: An Open Access Journal*”, on Smart Hotels (Start: December 2018 – End: August 2020)
- Organizer (*with Irimi Papadaki*) of a special session titled “Marketing Perspectives on Turbulent Times” in the 10th International Conference on

Strategic Innovative Marketing and Tourism (ICSIMAT) (22nd to 26th
September 2023, Zakynthos, Greece)