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Professor in the Department of Business Administration and Tourism at the Hellenic Mediterranean University (HMU), specializing in "Tourism Services Marketing" and Director of the established Tourism and Entrepreneurship Laboratory in the Department of Business Administration and Tourism. Since 2012, he has been a faculty member at the Hellenic Open University, and since 2020, the Coordinator of Module 61 – "Tourism Marketing for Organizations and Enterprises." From 2005 to 2012, he worked as a lecturer/assistant professor in the Department of Economics at the University of Portsmouth, UK.

In 1999, he completed his undergraduate studies (Economics with Political Science) at Plymouth University, and in 2000, he completed his postgraduate studies (Local and Regional Economic Development) at the University of Portsmouth. In 2005, he obtained his PhD from the same university.

His research interests lie in the fields of tourism marketing, consumer behavior, and market research. He has published over 45 research papers in international peer-reviewed journals and serves as a reviewer for all major academic journals in tourism. He has edited or co-edited five scientific books in Greek and has participated in six European projects in the field of tourism. Additionally, he is the scientific director for the creation of the "Tourism Observatory of the Region of Crete," funded for three years by the Region of Crete.

Recent publications:

- **Apostolakis A.**, (2022), "Choice Modelling", *Encyclopedia of Tourism Management and Marketing*, Chapter 33, pp. 478–480, Edward Elgar Publishing
- 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
- 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
- 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
- **Apostolakis A.**, Jaffry S., and Kourgiantakis M., (2020), "Examination of Individual preferences for Green Hotels in Crete", *Sustainability*, Vol. 12 (20), 8294
- 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.

Brief presentation. A detailed CV is available at: [ALEXANDROS APOSTOLAKIS \(hmu.gr\)](http://ALEXANDROS.APOSTOLAKIS(hmu.gr))