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Georgia Yfantidou is an Assistant Professor of the Department of Physical Education & Sport Science, Democritus University of Thrace, Greece, Institutional Coordinator of Internship in Higher Education of Democritus University of Thrace and Scientific Coordinator of the project "Organization and Utilization of Municipal Sports Infrastructures in Eastern Macedonia and Thrace". She holds a Ph.D. on sport tourism, a master's degree in international hospitality and tourism and another one on physical activity and recreation. She teaches at undergraduate level the subjects of "Sport Tourism and Recreation", "Sport at Hotels" and "Organization of Sport Camps". She also gives lectures at postgraduate level on "Innovation at Sport Tourism" and "Management of Sport Tourism Enterprises". Her research interests include tourist behaviour, sport tourism, sustainability, innovation, sport events, internship, sport management and organization of sport for all.

PUBLICATIONS**51 international publications (22 of them in Scopus) and 37 Greek publications*****Selected Publications:***

- Designing a memorable in-store customer shopping experience: practical evidence from sports equipment retailers. Bonfanti, A., & Yfantidou, G. *International Journal of Retail & Distribution Management*, 49(9), 1295-1311, (2021). <https://doi.org/10.1108/IJRDM-09-2020-0361> IF: 5.377
- *The impact of the Covid-19 pandemic on customer experience design: The hotel managers' perspective.* Bonfanti, A., Vigolo, V., & Yfantidou, G. *International Journal of Hospitality Management*, 94, 102871, (2021). IF: 10.427
- *Sampling in management studies of public organizations: Elite orientation model vs. multiple informants model.* Karastathis, D., Yfantidou, G., Kormikiari, S., Gargalianos, D., & Kalafatzi, A. *Emerging Science Journal*, 5(2), 221-232, (2021).
- *The Future of sustainable tourism in developing countries.* Yfantidou G. & Matarazzo M. *Sustainable Development*, 25, 459-466, (2017). DOI: 10.1002/sd.1655 IF: 8.562
- *The future of sustainable tourism development for the Greek enterprises that provide sport tourism.* Yfantidou G., Spyridopoulou E., Kouthouris Ch., Balaska P., Matarazzo M. & Costa G. *Tourism Economics*, 23(5), 1155-1162, (2017). DOI: 10.1177/1354816616686415 IF: 4.582
- *The exploitation of edutourism in educational society: a learning experience necessity through physical activity and recreation.* Yfantidou, G., & Goulimaris, D. *Sport Science*, 11(1), 8-15, (2018).
- *Tourists' perspective and nationality impact on destination competitiveness.* Dalakis, A., Yfantidou, G., Costa, G., Matsouka, O., & Tsitskari, E. *e-Review of Tourism Research*, 15(2-3), 192-222, (2018). (SCOPUS, SJR: 0.262)
- *Winter tourism in Greece: an approach to tourists' behavior and needs.* Yfantidou G., Nikou M. & Matsouka O. *GeoJournal of Tourism and Geosites*, 21(1), 74-87, (2018). (SCOPUS, SJR: 0.24)
- *Designing of Outdoor Green Recreational Parks.* Yfantidou G., & Anthopoulos P. *Theoretical and Empirical Researches in Urban Management*, 12(2), 5-18, (2017). (SCOPUS, SJR: 0.28)
- *Emoji Use in Research about Tourism and Recreational Activities Preferences for Children with Disabilities.* Yfantidou, G., Balidis, D., Patsi, C., Balaska, P., Spyridopoulou, E., & Antoniadou, D. (2022). In: Katsoni, V., Şerban, A.C. (eds) *Transcending Borders in Tourism Through Innovation and Cultural Heritage.* Springer Proceedings in Business and Economics. Springer, Cham. https://doi.org/10.1007/978-3-030-92491-1_51