

Dr. Varelas Sotirios

Lecture Neapolis University Pafos



Address: 2 Danaes Avenus

Telephone: 00306946748010

Email: s.varelas@nup.ac.cy

Site:www.sotirisvarelas.gr

Dr Varelas Sotirios is a Lecturer of Tourism at Neapolis University Pafos. He also taught in the Department of Business Administration University of West Attica and the Master in Tourism Business Administration Hellenic Open University. He is a post doctorate researcher at the field of virtual - augmented reality and gamification on tourism in the Department of Informatics and Telecommunications -University of Peloponnese and holds a Ph.D degree in Business Administration from the Department of Business Administration - University of Piraeus at the field of Hospitality Strategic Management. He graduated from the Department of Statistics and Insurance Science of Piraeus University and also awarded his MBA from the Department of Business Administration at the same University. He has a working experience as scientific advisor at the Region of Peloponnese on the destination's tourism development sector. At the past he used to be special advisor at the Deputy Minister of Tourism and the President of the Greek National Tourism Organisation. He has cooperated with many research centers such as the Regional Development Institute, the Laboratory of Policy Evaluation and Development Programs and the Research Center of the University of Piraeus. He has taught at the university of Piraeus and the Hellenic Airport School of War. He is co-founder of the innovative networking platform www.netourwork.com.

RESEARCH INTERESTS

His research interests include the field of hospitality strategic management and also virtual - augmented reality and gamification on tourism. He studies Strategic Management, Business Administration, Marketing, Destination Management.

PUBLICATIONS

[Papers in Peer Review Journals](#)

1. Flavio T., Borges-Tiago T., Varelas, S. & Kavoura A. (2018), The Effect of Asymmetrical Image Projections on Online Destination Branding, *Strategic Innovative Marketing*, Springer.
2. Varelas S., Borges-Tiago T., Flavio, T. & Giovanis, A. (2018), Strategic Synergies and Co-Marketing – A case study of the Airline Sector, *Strategic Innovative Marketing*, Springer.
3. Varelas, S. & Belias, D. (2018), Carrying Capacity Assessment for Tourism Development- A Strategic Approach, *Strategic Innovative Marketing*, Springer.
4. Belias D., Varelas, S. & Kavoura A. (2018), To Be or not to Be? Which is the Case with Robots in the Hotel Industry? *Strategic Innovative Marketing*, Springer.
5. Giovanis A., Kavoura A., Rizomyliotis, I. & Varelas S.(2018), The impact of perceived value of online booking platforms' usage on consumer-brand relationships development and brand loyalty. *Strategic Innovative Marketing*, Springer.
6. Sahinidis A., Stavroulakis D., Kossieri E., Sdrolias, L. & Varelas S. (2018), Entrepreneurial Intention Determinants Among Female Students. The Influence of Role Models, Parent Occupation and Perceived Behavioral Control on Forming the Desire to Become a Business Owner, *Strategic Innovative Marketing*, Springer.
7. Nechita F., Demeter R., Briciu V.A., Kavoura, A. & Varelas S. (2018), Analysing Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania, *Strategic Innovative Marketing*, Springer.
8. Varelas, S.(2018). Netourwork Framework - A New Era in Strategic Innovative Networking System for Tourism Enterprises. *Strategic Innovative Marketing*, Springer.
9. Varelas S., Georgitseas P. (2018), Strategic Innovations in Tourism Enterprises through Blockchain Technology, *Strategic Innovative Marketing*, Springer.
10. Varelas, S. & Georgopoulos, N. (2017), Competition as a Critical Factor of the Strategic Planning of Hotel Businesses, *Journal of Hotel & Business Management*, Volume 6: Issue 167.
11. Varelas, S. & Georgopoulos, N. (2017), Strategy Research and Education in the Critical Sector of Tourism - Comparative Assessment at International and Greek Level, *Journal of Hotel & Business Management*, Volume 06: Issue 01.
12. Varelas, S. & Georgopoulos, N. (2017), Porter's Competitive Forces in the Modern Globalized Hospitality Sector - The case of a Greek Tourism Destination, *Journal of Tourism Research, Review of Tourism Science*, Volume 18, pp. 121-131.
13. Varelas, S. (2016), Strategy And Innovation For A New Tourism Environment Outside Competition, *International Journal of Development Research* ,Vol. 06, Issue, 12, pp.10851-10855.

Proceedings in Scientific Conferences

1. Varelas, S. (2017), Destination Management in Practice, Chair Workshop, 13th. HSSS National & International Conference Systemic Organizational Excellence, Sparta.
2. Varelas, S. & Georgopoulos, N. (2016), Measurement of Strategic Management Effectiveness in Tourism Enterprises, International Conference on “ Business Economic, Social Science & Humanities” (BESSH), Tokyo, Japan.
3. Varelas, S. & Georgopoulos, N. (2015), Strategic Approach to Tourism Research and Education: The case of Greece, 4th Global Business and Finance Research Conference, Melbourne, Australia.

4. Varelas, S. & Georgopoulos, N. (2014), Strategic Management for Tourism Enterprises Development, International Conference on Hospitality, Leisure, Sport and Tourism. National Law University Delhi, International Business Academics Consortium (iBAC).
5. Varelas, S. & Georgopoulos, N. (2013), Integrated Destination Resorts as Pillars of Sustainability – The Case of Greece, Proceedings of The 1st Annual PSU Phuket International Conference 2012, Multidisciplinary Studies of Sustainable Development, Prince of Songkla University.
6. Varelas, S. & Georgopoulos, N. (2012), Strategic Destination Management and Branding-The Case of Greece, Proceedings of the 1st International Conference on Destination Management and Branding in the Mediterranean Region «Sustainable Tourism in Times of Crisis» Antalya, Turkey.
7. Varelas, S., Georgopoulos, N., Katsanakis, I., & Chimos, K. (2012), Social Networks & Leadership: Towards Leadership 2.0, Presented at the 8th National & International HSSS Conference «Systems Approach to Strategic Management», Thessaloniki.
8. Varelas, S. & Georgopoulos, N. (2011), Strategic Planning for Superior Hotel Performance, Presented at the 7th National & International HSSS Conference «Professional Systemics in Action».
9. Varelas, S., Georgopoulos, N. & Katsanakis, I. (2011), Greek Tourism Under Crisis-Strategies, and the Way Out', Proceedings of the International Conference "Rethinking Business and Business Education in the Age of Crisis, Chios.
10. Varelas, S. & Georgopoulos, N. (2010), The Strategic Use of Travel 2.0 and its Importance for the Tourism Sector, Presented at the 6th National & International HSSS Conference «Systemic Approaches in Social Structures», Mytilene.

Publications in Collective Volumes

1. Βαρελάς, Σ. και Γεωργόπουλος, Ν. (2016), Διεθνής Ερευνητική Προσέγγιση του Στρατηγικού Μάνατζμεντ στον Τομέα του Τουρισμού και της Φιλοξενίας, Τιμητικός Τόμος για τον Ομότιμο Καθηγητή Γ.Οικονόμου, Κέντρο Ερευνών Πανεπιστήμιο Πειραιώς.
2. Βαρελάς, Σ. και Γεωργόπουλος, Ν. (2012), Ο Ρόλος των Σύνθετων Μονάδων Μεγάλης Κλίμακας στη Βιωσιμότητα και την Περιφερειακή Ανάπτυξη του Ελληνικού Περιβάλλοντος, Τιμητικός Τόμος για τον Ομότιμο Καθηγητή Σ. Καρβούνη, Κέντρο Ερευνών Πανεπιστήμιο Πειραιώς.

Participation in Scientific and Professional Bodies and Networks

Member of Board International Federation for Information Technologies and Travel & Tourism Greek Chapter (IFITT),

Member of International Association of Scientific Experts in Tourism (Aiest) ,

International Tourism Association of Professionals (ITAP),

Editorial Board of Journal of Hotel and Business Management (ISSN: 2169-0286),

Editorial Member of Economics World Journal (ISSN 2328-7144, USA),

Scientific Committee at the International conference on strategic innovative marketing and tourism (ICSIMAT)

Scientific Committee at the National and International Conference- Hellenic Society for Systemic Studies (HSSS)- "Systemic and Organizational Excellence",

Member of the National Committee "Greece- Russia Year 2016".

Member of the Greek National Tourism Organization Committee for reorganization of Tourism Offices Abroad and the Portal www.visitgreece.com.

Member at the Committee of Economists, Statistics and Actuaries at the Economic Chamber of Greece

Co-founder of the innovative tourism platform Opentourism.gr