

PERSONAL
INFORMATION

Vasiliki Georgoula

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SHORT BIO

Vasiliki Georgoula is an Assistant Professor at the Department of Tourism Economics and Management, University of the Aegean and Adjunct Academic Staff at the Hellenic Open University on the field of cultural and event tourism. She completed her Doctoral Thesis at the Department of Geography, University of the Aegean on the role of international festivals in the sustainable tourism and cultural development. She holds a M.Sc. in eTourism from the University of Surrey and a BA in European Languages, Society and Culture from Goldsmith's College, University of London. She has extensively worked as a business executive and tourism business consultant. She teaches undergraduate and postgraduate courses about cultural tourism and sustainability, festival and event management, cultural and tourism geography. She collaborates as senior researcher for national and European research projects. She regularly participates in international scientific conferences and has published articles in international scientific journals. She is a reviewer for international scientific journals and a member of scientific and organizing committees in international conferences.

Research interests: cultural and tourism geography, cultural tourism and sustainability, festival and event management.

WORK EXPERIENCE

02.10.2023- Present

Adjunct Lecturer

Hellenic Open University, School of Social Sciences, [Department of Tourism Management](#), (Patras, Greece)

Main activities and responsibilities:

- Teaching & tutoring on Undergraduate levels.
Subjects: Festivals and special events - Cultural tourism

Higher Education

08.11.2022- Present

Assistant Professor

University of the Aegean, [Department of Tourism Economics and Management](#), (Chios, Greece)

Main activities and responsibilities:

- Research, teaching & tutoring on Undergraduate and Postgraduate level.
Research topics: Cultural tourism, Festivals and special events, Tourism Sustainability, Cultural Geography & Cultural Heritage

Higher Education

22.02.2024 – 27.09.2024 **Senior Researcher**

University of the Aegean, Research Unit, (Mytilene, Greece)

Main activities and responsibilities:

- Design and implementation a of cultural masterplan, cultural development policy and cultural identity (brand) for selected – border regions in Greece.

Higher Education & Research

01.01.2020 – 01.01.2023 **Deputy Team Leader - Senior Researcher**

University of the Aegean, Research Unit, (Mytilene, Greece)

Main activities and responsibilities:

- Deputy Team Leader for the [Horizon 2020 SPOT Project](#) of the University of the Aegean Team. The EU-funded Horizon 2020 SPOT project aimed to develop a new approach to understanding and addressing cultural tourism and to promote the development of disadvantaged areas.

Higher Education & Research

01.10.2019 – 30.09.2021 **Academic Fellow & Lecturer**

Agricultural University of Athens, School of Applied Economics & Social Sciences, [Department of Regional and Economic Development](#) (Central Greece)

Main activities and responsibilities:

- Lecturer for the undergraduate courses of: Event Management, Cultural and Tourism Geography, Total Quality in Tourism & Service Industries.

Higher education

01.06.2016 – 25.10.2022 **Business Development Consultant**

[Guesteasy.gr](#), Hospitality & Tourism services provision (Crete, Greece)

Main activities and responsibilities:

- Researching and negotiating for the development and expansion of the network of partners and service providers.
- Supervising employees' recruitment to meet permanent/seasonal staffing needs.
- Training, leading and supervising members of the team to ensure the achievement of targets.

Business Administration, eTourism and Hospitality services

- 01.03.2006 – 28.05.2016 **Course Coordinator and Instructor**
 Hellenic American Union, Delta Education-Development S.A., 01 Pliroforiki – Ekpaideutiki S.A, Educational Orientations Ltd., Debate Ltd, Benefit OE, Language and Vocational Training Ltd, Executive Options Ltd, Metropolitan College S.A (Athens, Greece)
- Main activities and responsibilities:
- Coordinating the provision of tailor-made educational courses and services for national & multinational companies.
 - Liaising with clients' Human Resources departments for monitoring the course progress and trainees' performance

Education & Vocational training

- 01.09.2006 – 01.07.2007 **Student advisor**
 Institute of Vocational Training (IEK)-Greek Manpower Employment Organisation (OAED)

Education & Vocational training

- 01.09.2005 – 01.07.2006 **Instructor**
 Vocational Training Centre (KEK)-Greek Manpower Employment Organisation-OAED

Education & Vocational training

- 01.03.2003 – 18.07.2003 **Traineeship**
 European Commission, Directorate General for Education and Culture (Brussels, Belgium)

Governmental Institution

EDUCATION AND TRAINING

- 01.10.2012 – 07.11.2018 **Doctor of Philosophy ISCED 6**
 University of the Aegean, Geography Department, Mytilene (Greece)
 Main research areas:
- Tourism development, cultural development, cultural tourism, events & festival, destination management.
- 01.09.2001 – 01.09.2002 **Master of Science in eTourism ISCED 5**
 School of Hospitality and Tourism Management, University of Surrey (Surrey, UK)
- Main subjects:
- Internet technologies and Business Administration, eMarketing and eCommerce, Tourism industry, Research Methods.
- 01.10.1998 – 30.06.1999 **Erasmus Student Exchange ISCED 5**

Université Paris 13 Nord (Paris, France)

Main subjects:

- French Culture, Language and translation, Economics & Management.

01.09.1996 – 01.07.2000 **Bachelor of Arts in European Languages, Society and Culture ISCED 5**
Goldsmith's College, University of London (London, UK)

Main subjects:

- French language and translation, Spanish language, European Union Institutions, Modern European philosophy, and literature.

CERTIFICATIONS

07.07.2006 – 11.02.2007 ▪ **Certification of the Educational Competence of Adult Educators ISCED 4**
01 Ekpaideutiki - Vocational Training Centre (Athens, Greece)

- Main subjects: Teaching methods for vocational training. How to teach adults for the most effective acquisition of skills and competences (300 hours)

01.02.2006 – 01.03.2006 **Certificate in Teaching English to Speakers of Other Languages ISCED 4**
▪ University of Cambridge, ESOL Examinations (Athens, Greece)

PERSONAL SKILLS

Mother tongue(s) Greek

Other languages English and French -Proficient Knowledge
Spanish- Italian – Basic Knowledge

Computer skills

- Excellent command of Microsoft Office tools (Word, Excel, PowerPoint, Internet)
- Excellent command of online teaching and communication software
- SPSS 11.0 (Statistical Package for the Social Sciences)

ADDITIONAL INFORMATION

- Publications
1. Terkenli, T. S., & Georgoula, V. (2024) **The Cycladic landscape as a cultural tourism product, practice and prospect: an analytical perspective**, 1st INTOCUS International Conference Tourism and Cultural Heritage: Resilience, Sustainability and Transformation, 8-9 March 2024, Athens, Greece [Proceedings: Under publication]
 2. Terkenli, T.S., Georgoula, V. (2024). Cultural Tourism in the Cyclades Before and After the Pandemic: A Stakeholders' Perspective. In: Neuts, B., Martins, J., Ioannides, M. (eds) Advances in Cultural Tourism Research. ICCT 2023. Advances in Digital and Cultural Tourism Management. Springer, Cham. https://doi.org/10.1007/978-3-031-65537-1_5

3. Terkenli T. S., Georgoula V. (2022) **Tourism and Cultural Sustainability: Views and Prospects from Cyclades, Greece**. Sustainability. 14(1):307. <https://doi.org/10.3390/su14010307>
4. Terkenli, T. S., & Georgoula, V. (2022) **Local Perspectives on Cultural Tourism and Cultural Sustainability: The Case of the Cyclades, Greece**, Chapter 15, Handbook of Research on Cultural Tourism and Sustainability, pp.323-348, IGI Global, [DOI: 10.4018/978-1-7998-9217-5.ch015](https://doi.org/10.4018/978-1-7998-9217-5.ch015)
5. Terkenli T. S., Georgoula V. (2022) **The COVID-19 pandemic in the Cyclades: patterns and prospects in cultural tourism**, Journal of Tourism, Culture and Communication, Special Issue of: Cultural Tourism Dynamics During a Pandemic, <https://doi.org/10.3727/109830422X16600594683481>
6. Georgoula V., Chrisidou D., Souki S. (2021) **Visitor Motivations and Barriers for Sustainable Music Festival Tourism: The Case of Street Mode & Reworks Festivals**, Journal of Tourism and Hospitality Management, Jan.-Feb. 2021, Vol. 9, No. 1, 14-25, [DOI:10.17265/2328-2169/2021.01.002](https://doi.org/10.17265/2328-2169/2021.01.002)
7. Terkenli, T. S., Skowronek, E., Georgoula, V. (2021) **Landscape and Tourism: European Expert Views on an Intricate Relationship**. Land. 2021; 10(3):327, Special Issue Landscape and Tourism, Landscapes of Tourism, <https://doi.org/10.3390/land10030327>
8. Psarrou M., Lavranos Ch., Georgoula V. (2021) **Managing Cultural Heritage Festivals towards Sustainable Tourism Development: The “Aegean Methexis” Festival in Andros Island**, Journal of Tourism and Hospitality, 10:476, ISSN: 2167-0269
9. Georgoula V. & Terkenli T. S. (2018) **International arts festivals visitors’ motives and profile characteristics the case of two medium-sized Greek cities**, International Journal of Tourism and Hospitality Management, July-Aug. 2018, Vol. 6, No. 4, 187-200, ISSN: 2372-5125 (Print Version) 5133 (Electronic Version). [DOI: 10.17265/2328-2169/2018.08.004](https://doi.org/10.17265/2328-2169/2018.08.004)
10. Georgoula V. & Terkenli T. S. (2018) **Exploring the Perceived Impacts of Arts Festivals on Tourism Development. The Case on Two Greek International Festivals**. International Journal of Cultural and Digital Tourism, ISSN: 2241-9705 (Online), 41-973X (Print). https://iacudit.org/journal/volumes/v4/v4_55-65.pdf
11. Georgoula V. & Terkenli T. S. (2018) **A comparative analysis of festival tourists’ profile and motives: the cases of Kalamata and Drama, Greece**, TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism, Volume 14, Issue 2 of the Scientific Magazine Tourismos, ISSN: 1790-8418 (Print Version), ISSN: 1792-6521 (Electronic Version) <https://doi.org/10.26215/tourismos.v14i2.570>

- Conference Presentations
12. Georgoula V. (2024) **Prospects, pitfalls and potential of cultural festivals in the Northern Aegean islands.** 35th International Geographical Congress, IGU Tourism Commission, 24- 29 August 2024, Dublin
 13. Terkenli T. S. & Georgoula V. (2024) **The Cycladic Landscape As A Cultural Tourism Product, Practice And Prospect: An Analytical Perspective,** 1st INTOCUS International Conference Tourism and Cultural Heritage: Resilience, Sustainability and Transformation, 8-9 March, Athens, Greece [Proceedings: Under publication]
 14. Georgoula Vasiliki (2023) The potential of festivals for sustainable cultural & economic development in the Northern Aegean islands, Festival Sustainability Symposium: Facing the Sector's Headwinds, Edinburgh Napier University, 29th June 2023, Edinburgh
 15. Terkenli T. S. & Georgoula V. (2023) **Cultural tourism in the Cyclades before and after the pandemic: a stakeholders' perspective,** **International Conference on Cultural Tourism Advances,** European Research Executive Agency, 27-28 June 2023, Brussels [Proceedings: <https://www.impactour.eu/system/files/2023-07/ICCTA%202023%20-%20conference%20proceedings.pdf>]
 16. Georgoula V. & Terkenli T. S. (2022) **Tourism, Culture and Sustainable Development in the Cyclades,** 22years of Geographies Conference, Harokopeio University, 24-26/11/2022, Athens
 17. Terkenli, T. S., & Georgoula, V. (2022). **Landscape and Tourism. Looking forward,** 29th Session of the Permanent European Conference for the Study of the Rural Landscape, 26-30/09/2022, Jaen & Baeza, Spain
 18. Gkoltsiou A., Terkenli, T. S., & Georgoula, V. (2022). **Planning for tourism through landscape: The innovative Spot-it tool,** 29th Session of the Permanent European Conference for the Study of the Rural Landscape, 26-30/09/2022, Jaen & Baeza, Spain
 19. Georgoula V. & Terkenli T. S. (2022) **The impact of the COVID-19 pandemic in the Cyclades: balancing between current shortcomings and future regenerative perspectives in cultural tourism.** IGU Tourism Commission at the IGU Centennial Congress Paris 18-22/7/2022, Paris
 20. Georgoula V., Skoultzos S., Kompotiati S. (2022) **Festival space and audience engagement during the pandemic: the organizers' perspectives.** IGU Tourism Commission at the IGU Centennial Congress 18-22/7/2022, Paris
 21. Georgoula V. & Terkenli T. S. (2021) **Culture and creative tourism in the Cyclades: a critical overview on regenerating tourism.** 14th International Conference for Cultural Tourism in Europe 'Regenerating European Tourism through Culture Heritage & Creativity, European Cultural Tourism Network, 21-23/10/2021, Athens.

22. Terkenli T. S. & Georgoula V. (2021) **The relationship between landscape and tourism: Greek experts' perspectives**, Scientific Conference: Geography in a changing world, Geography Department, University of the Aegean, 2-4/6/ 2021
23. Terkenli T. S. & Georgoula V. (2021) **Tourism mobilities and the pandemic: patterns and prospects from the Cyclades, Greece**, ATLAS SIG Space, Place, Mobilities in Tourism meeting, Social, Mobility Goes on Holiday: Tourist Im|mobilities, Conflicts and Empowerment, 27-28/05/2021
24. Georgoula V. & Terkenli T. S. (2021) **Implications of Covid-19 pandemic for cultural tourism: the case of Cyclades**, Greece, 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after", TOURMAN Virtual Conference 21-23/05/2021
25. Georgoula V. & Terkenli T. S. (2021) **The European Research Project SPOT (H2020) and the innovative SPOT IT TOOL for developing cultural tourism**, Research and Innovation Days, Dimitris Eduardos Gardikis, University of the Aegean, 19-20/05/2021
26. Georgoula V., Skoultzos S., & Temponera E. (2019) **Mapping the tourism impacts of the sharing economy: The case of Chania**, 3rd International Scientific Conference 'Tourism, travel and hospitality at crossroads: The way ahead', 24-17/10/2019, Thessaloniki, Greece. https://www.tourman.gr/files/TOURMAN%202019_FINAL_PROCEEDING_S.pdf.
27. Skoultzos S., Georgoula V. & Temponera E. (2019) **Exploring "Sense of community" in the festival tourism experience: review of the relative literature**, International Association of Cultural and Digital Tourisms, 6th International Conference, Cultural and Tourism Innovation: Integration and Digital Transition, 12-15 June, Athens Greece. Katsoni V., Spyriadis T. (eds) (2019) Cultural and Tourism Innovation in the Digital Era. Springer Proceedings in Business and Economics. Springer, Cham, DOI: 10.1007/978-3-030-36342-0_5
28. Georgoula V. & Terkenli T. S. (2017) **Tourism Impacts of International Arts Festivals in Greece. The Cases of the Kalamata Dance Festival and Drama Short Film Festival**, International Association of Cultural and Digital Tourisms, 4th International Conference, Innovative Approaches to Tourism and Leisure: Cultural, Places and Narratives in Sustainability Context, 25-27 May, Athens Greece. Katsoni V., Velandar K. T. (eds) (2018) Innovative Approaches to Tourism and Leisure. Springer Proceedings in Business and Economics. Springer, Cham, DOI: 10.1007/978-3-319-67603-6_7

29. Georgoula V. & Terkenli T.S. (2017) **International arts festivals visitors' motives and profile characteristics: the case of two medium-sized Greek cities**, IMIC 2017 International Conference: 5th Aegean University Tourism Conference and 13th IMIC Conference, Tourism: Trends, Prospects and Implications for Enterprises and destinations, 17-21/10/2017, Santorini, Greece. Book of Abstracts ISBN: 978-960-6746-16-1
30. Georgoula V. & Terkenli T. S. (2017) **Cultural and Tourism impacts of the Kalamata International dance Festival on the city of Kalamata**, 3rd International Conference on "Changing Cities", Spatial, Design, Landscape & Socio-economic Dimensions, 26-30/06/2017, Syros, Greece
31. Georgoula V. & Terkenli T. S. (2013) **The role of arts festivals in tourism and culture. The case of Kalamata international dance festival**, 5th International Scientific Conference "Tourism Trends & Advances in the 21st Century". Organized by the Interdepartmental Graduate Program in "Tourism Planning, Management and Policy", University of the Aegean, 30/05 –2/06/2013, Rhodes, Greece.
32. Georgoula V. and Terkenli T. S. (2010), **Festival Tourism: The role of arts festivals in sustainable local development**, **International Scientific Congress** on Current Trends in Tourism Management and Tourism Policy, The 2010 Athens Tourism Symposium 10-11/02/2010, Athens, Greece

Journal Reviewer Heritage, Sustainability, Tourism and Hospitality