

## Dr. ELINA (ELENI) MICHPOULOU



**University Address:** University of Derby,  
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### Research

My principal research interests lie in the field of performance measurement, e-marketing, information systems evaluation, tourism, and disability. I recently have been investigating the relationship between disabled user's requirements and technology acceptance. Deploying both qualitative and quantitative methodologies, I explore user experiences to reveal the critical factors to be incorporated in information systems' development process. My future research plans are to further explore areas of technology, tourism and disability.

### Education

2013

**PhD: "User Requirements and Technology Acceptance of a Tourism Information System: The Disability Case"**, University of Surrey, UK

\*Partially funded (scholarship) by University of Surrey, UK

2002-2003

**MSc e-Tourism**, University of Surrey

1998-2002

**BSc Tourism Management** Technological Educational Institute (T.E.I.) of Patras, Greece

### Relevant work experience

Dates

**Role / Employer**

2013 –

**Senior Lecturer in Business Management**  
*University of Derby*

- Design and deliver innovative, high quality and challenging learning experiences.
- Supervise individual and group based student activities, e.g. dissertations, industrial placements, work based projects.
- Coordinate collaborative provisions nationally and overseas.
- Identify and conduct research and scholarly activity which is relevant to the lecturing role, integrate research into teaching and learning.
- Identify opportunities for income generation and/or entrepreneurialism through research, consultancy or professional practice.

2010 – 2013 **Lecturer in Business Management**  
*University of Derby*

- Plan, prepare and deliver modules within designed programmes at all levels in accordance with defined curricula.
- Provide support, guidance and tutorship for groups and for individuals
- Contribute to the design and development of innovative learning and teaching methods and programmes
- Design, develop and lead a number of modules and for varying class sizes (ranging from 20 to 150 students)
- Supervise undergraduate and postgraduate projects and dissertations
- Set and mark exams and coursework and provide feedback and guidance to students

2010 (PT) **Lecturer in Tourism Management**  
*West London College*

- Deliver properly prepared lectures and tutorials, in accordance with the relevant syllabus
- Design, prepare and develop teaching materials such as class handouts and PowerPoint presentations
- Prepare and mark assignments during the semester

2007-2009 **Associate lecturer / Postgraduate demonstrator**  
*University of Surrey*

- Deliver lectures and tutorials, in accordance with the relevant syllabus
- Design, prepare and develop teaching materials such as class handouts and PowerPoint presentations
- Prepare and mark assignments during the semester
- Encouraged and monitored use of an e-portfolio system (Pebblepad). Students using Pebblepad are enabled to create personal presentational portfolios (Webfolios) that have the look and feel of a website but aggregate content from user generated components (that may refer to evidence of achievements, personal development and competency skills).
- Provision of feedback in electronic form through the use of the official e-learning platform (ULearn) used by the University of Surrey
- Assessment and evaluation of activities performed on Pebblepad

2005-2007 **Research Officer in e-Tourism Application Development and Evaluation**  
Research

*University of Surrey* (Member of a consortium numbering 11 project partners)  
Project: OSSATE (One-Stop-Shop for Accessible Tourism in Europe), funded by the eContent programme of the European Commission

Project Management

- Create and manage Timesheets of the research team
- Produce project partner bi-monthly and quarterly activity reports
- Liaise with Finance Team to prepare Cost Statements
- Update and maintain Stakeholders Database
- Document and report project awareness and dissemination activities

Research Activities

- Secondary research on user requirements for eTourism (for people with disabilities)
- Research on Accessible Tourism Information Schemes in Europe
- Report on Accessible Tourism Supply in Europe
- Research on End-User and External Stakeholder Requirements
- Liaison with IS designers to specify, design and build the working demonstrator of the e-Service and the web portal.
- Design and create the action plan for the Assessment and Evaluation Workpackage
- Undertake an Evaluation and Assessment of the OSSATE products and services by both the End User Community and Project stakeholders
- Produced 4 Deliverables and contributed to many other

**Other work experience**

2004-2005

**Food Service Manager**

*Olympic Games Organizing Committee Athens 2004*

Events

Management

Project Management

- Definition of the information flows so as to ensure accurate, timely and effective communication between the various stakeholders
- Financial Management (Budget Allocation and reporting)
- Conflict resolution between Sponsors/Caterer/Organizing Committee

Operations Management

- Suppliers / Sponsors (Order placement, type of product requirements specification, product quality assurance, logistics)
- Caterer (Distribution methods designation, quality of service assurance, operations management and planning)
- Customers (clarification of needs for 5 different customer groups, customer satisfaction measurement, problem solving)
- Employees (supervising 201 employees)

2001-2002

**Job Rotation - Reception**

*Xenonas Chrysa, Kalavryta Greece*

Tourism

- Reservations
- Customer Relationship Management (CRM)
- Housekeeping

1996-1999

**Ski Instructor**

Sports (PT)

*"Doukas", Private School*

Coordinator of a team of instructors responsible for children 6-12 years old

*"Klaoudatos", Ski School*

Ski Instructor (Teaching people of all ages and of all levels)

## Administration

### Educational Leadership - New Courses Designed & Implemented

- Designed and delivered individual course units taught at UG and PG level in e-Marketing, Research Methods, The business of e-tourism, Integrated Business Management, etc
- Contributed to the design of the Undergraduate Accelerated Degree in 'BA Tourism Destination Management' at University of Derby, Buxton, 2013.
- Contributed to the design of the Undergraduate Program in 'Fd Tourism Management' at University of Derby, Buxton, 2013.
- Contributed to the design of the Undergraduate program in 'BA Tourism Management' at the School of Culture and Lifestyle, University of Derby, 2012.
- Contributed to the design of the Undergraduate program in 'BA Events Management' at the School of Culture and Lifestyle, University of Derby, 2012.
- Contributed to the design of the Master's program in 'MA Tourism Management' at the School of Culture and Lifestyle, University of Derby, 2012.
- Contributed to the design of the Master's program in 'MA International Hospitality Management' at the School of Culture and Lifestyle, University of Derby, 2012.

### Basic

- Programme Leader, MSc Tourism Management, and MSc International Hospitality Management University of Derby, Buxton, 2012– now
- Responsible for student recruitment/admissions/retention/achievement and providing appropriate advice on progression and career opportunities.
- Module Leader for a number of Modules both UG and PG including coordinating collaborative provisions nationally and overseas.

## Lecturing

2007 – now

(Institutions: University of Derby, University of Surrey, West London College)

Sample modules:

MSc Level: Services Marketing, e-Marketing, Research Methods, Integrated Business Management, Managing the International Hospitality Service Experience.

BSc Level: Introduction to Human Resources Management, PR and e-Marketing, Consumer Behaviour, Research Methods, Strategic Management, Business Operations, Food Marketing, Management Skills, Business Operations Management, The Business of e-Tourism.

E-Learning: Research Methods, Advanced Consumer Behaviour, Business Management.

### Member of Academic Boards

- 2017, Member of the Scientific Committee, Research Symposium in Tourism Hospitality & Events "Dismantling Borders & Inter-connections", organised by University of Sunderland
- 2017, Member of the Scientific Committee, Research Conference on Cultural Sustainable Tourism, organised by Institute for Research Enrichment (IEREK)
- 2016, Member of the Scientific Committee, International Association of Cultural and Digital Tourism (IACuDiT)
- 2005-2016, Member of the Scientific Committee for Information and Communication Technologies in Tourism (ENTER Conferences)
- 2015, Member of the Scientific Committee, Kos International Conference, Tourism as a Tool for Sustainable Growth
- 2014-2018, External Examiner for BU International College, (Tourism, Hospitality & Business Management)
- 2013, Appointment as an expert reviewer for scientific quality with the purpose of establishing scientific centres of excellence in the Republic of Croatia, by Agency for Science and Higher Education of Croatia
- 2013-17, External Examiner for Teeside University (Travel & Tourism Management)
- 2013, Member of Academic Staff Appointment Board, L/SL in Hospitality Management, University of Derby
- 2013, Member of Academic Staff Appointment Board, L/SL in Culinary Arts Management, University of Derby
- 2013, External Member of Validation Panel, MA Travel Communication, University of West London
- 2012, Member of the Admissions Committee for UG and PG for THES area, University of Derby Buxton
- 2012, Member of Academic Staff Appointment Board, L/SL in Events Management, University of Derby Buxton
- 2012, Member of the Learning, Teaching and Assessment Board, University of Derby Buxton
- 2011, Member of the Curriculum Reformation Board, University of Derby Buxton
- 2011, Member of the Faculty Staff Development Board, University of Derby Buxton
- 2010, Member of the Faculty Research Board, University of Derby Buxton
- 2010, Member of the Research Degree Committee, University of Derby Buxton

### Membership of Professional Bodies

- Associate Fellow of Higher Education Academy (HEA)
- Member of International Federation for IT and Travel & Tourism (IFITT)
- Member of European Network for Accessible Tourism (ENAT)
- Member of Institute of Travel and Tourism (ITT)
- Member of Tourism Management Institute (TMI)
- Member of ATLAS – (Association for Tourism and Leisure Education)
- Member of European Design for all eAccessibility Network (EDeAN)
- Member of Tourism Research Information Network (TRINet)

### Training

Date	Title	Brief details
2015	Media Training	Continuous Professional Development (CPD)
2014	SPSS Training	Continuous Professional Development (CPD)
2013	Research Supervision Module	Continuous Professional Development (CPD)
2012	Website usability	Continuous Professional Development (CPD)
2011	Technology Enhanced Learning	Continuous Professional Development (CPD)
2010	Diversity in the Workforce (certificate)	Continuous Professional Development (CPD)
2010	PGR Supervisor Training	Continuous Professional Development (CPD)

### Languages

- Mother Tongue            □ Greek
- Other Language:        □ English (Cambridge Proficiency) (1999)
- German (Mittelstufe Goethe) (2000)
- Italian (Certificato Medio Palso) (2001)

## Research

### **Published Papers In International Refereed Journals**

- Michopoulou, E. Darcy, S. Ambrosse, I. and Buhalis, D. (2015) 'The world we dream to live in and the opportunities we hope to have', *Journal of Tourism Futures*, Vol. 1, (3), pp. 179-188
- Michopoulou, E. and Buhalis, D. (2014). Usability Requirements for Accessible Tourism Systems, *e-Review of Tourism Research (e-RTR)*, ENTER 2014 Special Issue, Research Notes, Vol. 5
- Michopoulou, E., and Buhalis, D. (2013) Information Provision for Challenging Markets: The Case of the Accessibility Requiring Market in the Context of Tourism, *Information and Management*, Vol. 50, (5), pp. 229-239
- Enter, N. and Michopoulou, E. (2013). An investigation on the Acceptance of Facebook by Travellers for Travel Planning, *e-Review of Tourism Research (e-RTR)*, ENTER 2013 Special Issue, Short Papers, Vol. 4
- Buhalis, D., and Michopoulou, E. (2011) Information Enabled Tourism Destination Marketing: Addressing the Accessibility Market, *Current Issues in Tourism*, Vol. 14, (2), pp. 145-168
- Michopoulou, E., and Buhalis, D. (2008) Performance Measures of Net-Enabled Hypercompetitive Industries: The Case of Tourism, *International Journal of Information and Management*, Vol. 28, (3), pp. 168-180
- Eichhorn, V., Miller, G., Michopoulou, E., Buhalis, D (2008) Enabling Access to Tourism Through Information Schemes? *Annals of Tourism Research*, Vol. 35, (1), pp. 189-210
- Michopoulou, E., Benetatos, T., Kanellopoulos, D. (2005). Consumer Perception on On-line Airline Ticket Purchasing: A UK Case Study. *Journal of Finance and Informatics*, 1 (1): 1-12

### **Chapters In Books (Refereed)**

- Moira, D. and Michopoulou, E. (2016) 'The impact of culture on tourists' online information search behaviour: Evidence from the UK and China', in Pappas, N. and Bregoli, I. (eds). *Global Dynamics in Travel, Tourism, and Hospitality*, London: IGI Global
- Michopoulou, E., Buhalis, D. (2011) Accessible Tourism Stakeholder Analysis. In Buhalis, D., Darcy, S., (eds). *Accessible Tourism Concepts/Issues: Inclusion, Disability, Ageing Population and Tourism*, Bristol: Multichannel Publications
- Michopoulou, E., Buhalis, D. (2011) Technology Platforms and Challenges. In Buhalis, D., Darcy, S., (eds). *Accessible Tourism Concepts/Issues: Inclusion, Disability, Ageing Population and Tourism*, Bristol: Multichannel Publications

**Research presented at International Refereed Conferences:**

- Michopoulou, E., Kudrakova, V. Azara, I. (2016) Suppliers' perspectives on the affordability of wellness services. Proceedings of EuroCHRIE Conference 2016, in Budapest, Hungary.
- Michopoulou, E. and Moira, D. (2016). "The Role of Culture on Online Search Behaviour: A Comparative Study between British and Chinese Travellers". In Inversini, A., and Schegg, R. (eds.) *Information and Communication Technologies in Tourism. ENTER 2016*. Proceedings of the 23<sup>th</sup> International Conference in Bilbao, Spain, Vienna-New York: Springer.
- Michopoulou, E. and Buhalis, D. (2014). "Usability Requirements for Accessible Tourism Systems". *Information and Communication Technologies in Tourism. ENTER 2014*, in Dublin, Ireland.
- Parapanos, D. & Michopoulou, E. (2014) "Gamification in Tourism and Hospitality". Proceedings of the 23<sup>rd</sup> Annual Conference of Council for Hospitality Management Education (CHME) Buxton, UK.
- Michopoulou, E. & Buhalis, D. (2014) "An Investigation of European Destination Management Organisations' Attitudes towards Accessible Tourism", World Summit Destinations for All, October 2014, Montreal, Canada.
- Broich, I. & Michopoulou, E. (2014) "Can Accessible Tourism Be Sustainable? A Link between Accessibility and Sustainability", World Summit Destinations for All, October 2014, Montreal, Canada.
- Michopoulou, E. & Buhalis, D. (2014) "Accessible Tourism Marketing Aspects". Proceedings of the *IV International Congress of Tourism for All*, June 2013, Avila, Spain.
- Enter, N. and Michopoulou, E. (2013). "An investigation on the Acceptance of Facebook by Travellers for Travel Planning". *Information and Communication Technologies in Tourism. ENTER 2013*, in Innsbruck, Austria.
- Michopoulou, E. & Pappas, N. (2011) "User Acceptance of Social Media for Travel and Tourism". Proceedings of the *World Research Summit for Tourism and Hospitality* Conference in SAR Hong Kong, China: Elsevier.
- Michopoulou, E., and Buhalis, D., Michailidis, S., Ambrose, I. (2007). "Destination Management systems: Technical Challenges in Developing an e-Tourism Platform for accessible Tourism in Europe". In Frew, A. (ed), *Information and Communication Technologies in Tourism. ENTER 2007*. Proceedings of the 14<sup>th</sup> International Conference in Ljubljana, Slovenia, Vienna-New York: Springer.
- Michopoulou, E., Buhalis, D., Michailidis, S., Ambrose, I. (2006). "Incorporating User Requirements of the disabled Traveller Market in Developing an Inclusive e-Marketplace for Accessible Tourism in Europe: Technical Challenges". In Cunningham P. and Cunningham, M (eds.), *Innovation and the knowledge Economy, e-Challenges 2006*. Proceedings of the 16th International Conference in Barcelona, Spain, Netherlands: IOS Press.

- Michopoulou, E., and Buhalis, D. (2006). "Developing a One-Stop-Shop for Accessible Tourism Europe [OSSATE Portal] for the Disabled Tourism Market: Technical challenges". In *Cutting Edge Conference 2006*. University of Surrey, June 2006, Guildford, U.K
- Michopoulou, E., and Buhalis, D. (2006). "Developing an eTourism Platform for Accessible tourism in Europe: Technical challenges". In Hitz, M., Sigala, M., and Murphy J., (eds), *Information and Communication Technologies in Tourism. ENTER 2006*. Proceedings of the 13<sup>th</sup> International Conference in Lausanne, Switzerland, Vienna-New York: Springer.
- Buhalis, D., Michopoulou, E., Michailidis, S., Ambrose, I. (2006). "Developing a One-Stop-Shop for the European Disabled Tourism Market: Technical and Business Challenges". In *To the city and Beyond, CAUTHE 2006*, Proceedings of CAUTHE International Conference in Melbourne, Victoria, Australia
- Buhalis, D., Michopoulou, E., Michailidis, S., Ambrose, I. (2005). "Developing a One-Stop-Shop for the European Disabled Tourism Market: Technical and Business Challenges". In Cunningham P. and Cunningham, M (eds.), *Innovation and the knowledge Economy, e-Challenges 2005*. Proceedings of the 15th International Conference in Ljubljana, Slovenia, Netherlands: IOS Press.
- Michopoulou, E., Buhalis, D. (2004). "Web Analytics and e-Metrics in Tourism". In A. Frew (ed), *Information and Communication Technologies in Tourism. ENTER 2004*. Proceedings of the 11<sup>th</sup> International Conference in Cairo, Egypt, Vienna-New York: Springer.

## **Reviews**

### **Journals**

- Reviewer for Journal *Tourism Management*
- Reviewer for Journal *Annals of Tourism Research*
- Reviewer for Journal *e-Review of Tourism Research (e-RTR)*
- Reviewer for *European Journal of Information Systems*
- Reviewer for Journal *Tourism Management Perspectives*
- Reviewer for *International Journal of Business and Management*
- Reviewer for *Journal of Business and Hotel Management*
- Reviewer for *Journal Current Issues in Tourism*
- Reviewer for *Journal of Hospitality Marketing and Management (JHMM)*
- Reviewer for *International Journal of Hospitality and Event Management (IJHEM)*
- Reviewer for Special edition of *World Leisure Journal* on Leisure, Health and Disability
- Reviewer for *Journal of Tourism Futures*

### **Conferences**

- Reviewer for Information and Communication Technologies in Tourism, ENTER, 2005-2017
- Reviewer for The hospitality and Tourism Educators (EUROCHRIE), 2016
- Reviewer for International Association of Cultural and Digital Tourism (IACuDiT), 2016
- Reviewer for Association of Events Management Education forum (AEME), 2016
- Reviewer for International Management Research Academy (IMRA), 2015
- Reviewer for Kos International Conference, Tourism as a Tool for Sustainable Growth, 2015
- Reviewer for 23<sup>rd</sup> Conference of Council for Hospitality Management Education (CHME), 2014
- Reviewer for European Conference of Information Systems (ECIS), 2006

### **Books**

- Reviewer for Moutinho, L. and Vargas, A. *Strategic Management in Tourism*, book proposal for CABI publications



### **Editorials**

- Guest Editor for the *Journal of Tourism Futures* on the special issue 'Accessible Tourism Futures'
- Regional Editor for the *International Journal of Spa and Wellness* -This journal is soon to be launched.
- Member of the Editorial Board of *International Journal of Business and Management*
- Member of the Editorial Board of *Research in Hospitality Management*
- Member of the Editorial Board of *e-Review of Tourism Research (e-RTR)*
- Member of the Editorial Board of *Journal of Tourism Futures*
- Member of the Editorial Board of *Int. J. of Hospitality and Event Management*

### **Invited Speeches/External Recognition**

- Founding Member of the Wellness Tourism Initiative – Global Wellness Institute
- Keynote speaker at 'Unlocking the potential of accessible and inclusive tourism' event (organised by Isle Access), on 'Fundamentals of Accessible Tourism Development', Isle of Wight, March 2016
- Keynote speaker at Visit Isle of Wight Tourism Conference, (organised by the VIOW and IW Chamber of Commerce, approx. 280 attendees), 'Accessible Destination Development', Isle of Wight, March 2016
- Guest lecture on 'Digital Destinations' at Bournemouth University, UK (2016)
- Guest lecture on 'eTourism Developments' at University of West London (UWL), UK (2016)
- Invited panellist on a public panel on 'Attracting High Yield Travelers Via Wellness Tourism', organised by Global Wellness Institute (GWI) (attended by approx.400), at World Travel Market (WTM) Platinum Stage, November 2015
- Invited contributor for a closed-doors Round Table 'The State of Wellness Tourism in the World Today' organised by Global Wellness Institute (GWI) at World Travel Market (WTM), November 2015
- Invited contributor for Round Table event on the topic of 'Wellness: Shifting Dynamics, Response over Function' organised by Global Wellness Institute (GWI) hosted by UDB on October 2015
- Keynote speaker at EUROPEAN FORUM OF TOURISM FOR ALL (organized by ISTO - International Social Tourism Organization and INATEL), on "Digital Strategies for Destinations" Algarve, Portugal, 22-23rd October.
- Invited presentation on "Quantitative Data Analysis", at Leeds Metropolitan University, School of Events Tourism and Hospitality, UK (2015)
- Invited presentation on "Website Usability Guidelines", at University of Bedfordshire, Business School, UK (2015)
- Invited presentation on "Using mixed-method research designs", at Leeds Metropolitan University, School of Events Tourism and Hospitality, UK (2014)
- Guest lecture on "Accessible Tourism" at Public Lecture Series at Buxton, UK (2014)
- External examiner for Bournemouth University (Tourism & Hospitality Management), 2014-2018
- External examiner for Teeside University (Travel & Tourism Management), 2013-2017
- Appointment as an expert reviewer for scientific quality with the purpose of establishing scientific centres of excellence in the Republic of Croatia, by the Agency for Science and Higher Education of Croatia (2013)
- Invited presentation on Accessible Tourism and Social Media for the ESRC Event on Social Media: 'Make or break your reputation', at Bournemouth University, UK (2013)
- External examiner for the validation event of a new MA Tourism Communications programme at University of West London (2013)
- Invited presentation on "Accessible Tourism", (2013) at Leeds Metropolitan University, School of Events Tourism and Hospitality, UK,

- Invited presentation on "Tourism for all and Inclusive Design Principles", (2012) at University of Northampton, Business School, UK,
- Invited presentation on "Technology acceptance of accessible tourism information systems", (2011), at University of Bournemouth, Business School, UK
- Invited presentation on "Evaluating users information needs for tourism systems", (2011) at University of Bournemouth, Tourism School, UK
- Invited presentation on "Addressing Disabled User Requirements: A Destination Perspective", (2010) for Information and Communication Technologies in Tourism, at ENTER 2010, 10th - 12th of February, Lugano, Switzerland.

### **Reports and other publications**

- Hood, A. & Michopoulou, E. (2015) 'Shifting dynamics, response over function', report on the roundtable event by University of Derby and the Global Wellness Institute.
- GWI, 'Senior Tourism Leaders Roundtable' (2015) event, at the World Travel Market hosted by the Global Wellness Institute
- Buhalis, D., Eichhorn, V., Miller, G., & Michopoulou, E. (2007), "Strategy for Commercial Exploitation, Branding and Promotion ('e-Service Exploitation Plan)", D-6.5, One-Stop-Shop for Accessible Tourism in Europe (OSSATE) Project Report under the European Commission eContent Programme
- Michopoulou, E., Buhalis, D., & Van der Heijden, H. (2007), "On-line Questionnaire and Associated Results", D-5.3, One-Stop-Shop for Accessible Tourism in Europe (OSSATE) Project Report under the European Commission eContent Programme
- Vos, S., & Michopoulou, E. (2006), "Inventory of accessibility schemes and data sets within the EU-tourism sector", D-2.1, One-Stop-Shop for Accessible Tourism in Europe (OSSATE) Project Report under the European Commission eContent Programme
- Buhalis, D., Eichhorn, V., Michopoulou, E. & Miller, G. (2005), "Accessibility Market and Stakeholder Analysis", One-Stop-Shop for Accessible Tourism in Europe (OSSATE) Project Report under the European Commission eContent Programme