

# **Dimitrios Buhalis**

**Professor and Leader of eTourism Lab at Bournemouth University**

Bournemouth, Dorset, GB

Experienced, dynamic speaker that connects Tourism/Travel - Technology/Social Media and Management and Marketing ss

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## **Biography**

Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Technology and Tourism. He is Established Chair in Tourism and Deputy Director of the International Centre for Tourism and Hospitality Research (ICTHR) and Director of the John Kent Institute in Tourism at the School of Tourism, Bournemouth University and Professorial Observer at the Bournemouth University Senate. In recognition of his contribution, he was elected in August 2009, as a member of the International Academy for the Study of Tourism. In April 2010, Dimitrios was elected President of International Federation for Information Technologies in Travel and Tourism (IFITT).

Dr Dimitrios Buhalis was previously Programme Leader MSc in Tourism Marketing, Leader of eTourism Research, Reader in Business Information Management at the School of Management, University of Surrey and elected member of the University Senate (2003-2007). Until September he was also Course Leader, MSc in eTourism and Director of the Centre for eTourism Research (CeTR). Dimitrios has also been Adjunct Professor at the MBA in Hospitality Management at the IMHI (Cornell University-Ecole Superieure des Sciences Economiques et Commerciales ESSEC) in Paris, Visiting Professor at School of Hotel and Tourism Management at Hong Kong Polytechnic University, China and Professor Associado at the University of Aveiro, Portugal.

Dimitrios has been involved with a number of European Commission FP5 and FP6 projects and regularly advises the World Tourism Organisation, the World Tourism and Travel Council and the European Commission in the field of information technology and tourism. His latest assignment with Government and Public Sector organisations was to develop an eTourism Strategy for the Egyptian Tourism Authority and the Ministry of Tourism in Egypt as part of the Austrian Twinning project, whilst he recently completed a project on the development of Hotel School for the Government of Andorra.

Dimitrios is still an active tourism practitioner, listing the positions of Marketing Manager and Web master for his family Hotel Segas, Board of Directors with responsibility for strategy and marketing for Aquis Hotels and Resorts SA, Greece managing 15 hotels in January 2010 in his activities. He has also been advising private sector organisations such TUI, Opodo.com, YouTravel.com..

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

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## **Industry Expertise**

Hospitality, Social Media, Media - Online, Market Research, Advertising/Marketing, Travel and Tourism, Information Technology and Services, Internet, Restaurant/Food Service

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## Areas of Expertise

Etourism, Social Media and Strategy, Trends, Tourism, Travel, Technology, Marketing

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## Affiliations

Bournemouth University

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## Sample Talks

### eTourism revolutions

#### eTourism revolutions

The World Wide Web on the Internet has emerged as the pervasive and robust platform for the tourism destination distribution and management. The Web 2.0 and consumer generated content is developing those issues further and develops them on a global scale. Only destinations that can take full advantage of the opportunities will be able to capitalise on the benefits in the future There are still several major challenges for eTourism to be successful including:

- ? Modernising operations to use technology enabled proactive and reactive marketing
- ? Utilise DMSs for strategic and tactical management and marketing
- ? Integrating content from several provides
- ? Provide up to date, comprehensive and consistent data, image banks and information on facilities and attractions.
- ? Take advantage of user generated content
- ? Deal with online reputation and social networking
- ? Using social networking for marketing and for brand management
- ? Driving social networking and user-generated content
- ? Modernising legislation and adapting to new realities
- ? Fight internal politics and adopt a market focused approach
- ? Coordination at a regional, National, European Level
- ? Integrating all tourism offering, including SMTEs
- ? Collaboration with eIntermediaries and dealing with distribution plurality
- ? Real time services and the Service of Now
- ? Cocreation of Experiences
- ? Use ICTs to develop virtual marketplaces to maximise multiplier effects
- ? Develop offerings on multi-channel platforms including mobile and Interactive Digital Television
- ? Location and Context Based Services
- ? Modernise the mind frame of a number of actors in the industry

The competitiveness of tourism organisations and destinations in the future will depend on their ability to manage eTourism in a strategic and operational way to generate technology empowered constant innovation to manage consumer experiences and local assets and resources profitably and sustainably.

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## Event Appearances

**Title**

list on [www.buhalis.com](http://www.buhalis.com)

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**Education**

**University of Surrey**

PhD Strategic Marketing and Technology for Tourism

**University of Surrey**

MSc Tourism Marketing

**University of Aegean**

BBA Business Administration

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**Accomplishments**

Member of the Academy for the Study of Tourism

Member of the Board of Aquis Hotels and Resorts

Most cited author in Tourism

President of IFITT - International Federation of Information Technology for Travel and Tourism

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