

● EDUCATION AND TRAINING

01/09/1998 – 12/07/2002 – Guildford - UK, United Kingdom

PHD – University of Surrey

Title of PhD thesis: Assessing the impact of Information and Communication Technologies (ICT) on productivity in the hotel sector: an operations management approach

01/09/2002 – 24/09/2003 – Glasgow - UK, United Kingdom

PG Certificate in Advanced Academic Studies – University of Strathclyde

01/09/1997 – 01/12/1998 – Guildford - UK, United Kingdom

MSc In TOURISM MANAGEMENT – University of Surrey

01/09/1996 – 02/12/1997 – Lancaster - UK, United Kingdom

PG Diploma in Business Analysis – University of Lancaster

01/10/1994 – 09/12/2000 – Athens - GR, Greece

BSc in Business Administration (Specialisation Marketing) – Athens University of Economics & Business

● WORK EXPERIENCE

15/01/2025 – ongoing – Newcastle, Australia

PROFESSOR OF MARKETING – UNIVERSITY OF NEWCASTLE

Research, Teaching for the BA and the MBA in Tourism and Marketing, Mentoring, Student Support, Administration, PhD Student Supervision

06/09/2021 – 7/32023 – Piraeus, Greece

PROFESSOR OF MARKETING – UNIVERSITY OF PIRAEUS

Research, Teaching for the BA in Business Administration and in the MBA in Tourism, Mentoring, Student Support, Administration, PhD Student Supervision

20/07/2015 – 21/09/2021 – Adelaide, Australia

PROFESSOR OF TOURISM - DIRECTOR OF THE CENTRE OF TOURISM & LEISURE MANAGEMENT (CTLM) – UNIVERSITY OF SOUTH AUSTRALIA

Research, Teaching for the BA, MSc and MBA program in Tourism, Hospitality & Events Management, PhD Student Supervision, Leader of a Research Centre, Mentoring, Member of the University Academic Board, Member of the Research Committee

01/09/2004 – 03/09/2018 – Athens, Greece

DISTANCE LEARNING TUTOR – GREEK OPEN UNIVERSITY

Teaching for the MSc in Tourism, Student Mentoring, Administration, Supervision & Evaluation of postgraduate projects

03/04/2004 – 01/08/2015 – Chios, Greece

ASSOCIATE PROFESSOR OF SERVICE MANAGEMENT IN TOURISM – UNIVERSITY OF THE AEGEAN

Research, Teaching for the BA, MBA, MSc Program in Business and in Tourism Management, PhD Student Supervision, Mentoring, Member of the University Research Committee, Member of the Tourism Research Lab

03/09/2001 – 10/12/2003 – Glasgow, U.K.

LECTURER IN HOTEL & HOSPITALITY MANAGEMENT – ASSISTANT DIRECTOR OF RESEARCH
– UNIVERSITY OF STRATHCLYDE

Teaching for the BA and MSc program in Tourism & Hospitality, PhD Student Supervision, Student support, Mentoring, Assistant Director of Research

03/10/2000 – 10/09/2001 – London, U.K.

LECTURER IN TOURISM – UNIVERSITY OF WESTMINSTER

Teaching for the BA and MSc program in Tourism & Hospitality, Student support, Mentoring,

Teaching and Tutoring for the BA in Tourism & Hospitality, Student support

03/10/1998 – 10/12/1999 – Guildford, U.K.
RESEARCHER – CUMBRIA COLLEGE OF ART AND DESIGN

Researcher of the DIME Project funded by the European Social Fund (ESF) under the ADAPT initiative

PROJECTS — selected list

01/2023 – 12/2025

Co-Investigator of the research project **“Wine, Management Tourism Alliance (WineManTour)”**. Participating universities: Hochschule Geisenheim University (HGU) and University of West Attica (UNIWA), University of Piraeus (UNIPI) The project is funded by the **German Academic Exchange Service** (January 2023 – December 2025)

06/2021 – 11/2021

Research investigator of the research project titled **“Development of Temburong Strategic Development Master Plan: Establishing and Developing Higher-education Institution for Eco-tourism”** funded under the **ERIA Economic Research Institute for ASEAN and East Asia (ERIA)**

12/2019 – 03/2021

Chief investigator of the research project titled **“Understanding the Australian tourism market for ASEAN tourism destinations: policy implications for restarting and rebuilding back better the ASEAN tourism industry in the next normal”** funded under the “ERIA Research on COVID-19 and Regional Economic Integration” of the **Economic Research Institute for ASEAN and East Asia (ERIA)**

05/2020 – 12/2021

Chief Investigator of an industry-based research project **“Wine Tourism during COVID-19”** funded by the **DVCR UniSA** under the *The Researcher Connection Innovation Fund*

01/2020 – 12/2020

Chief Investigator of the research project **“Research study investigating wine festival Oinoxeneia 2020”** co-funded by **The Municipality of Aigialia, Greece** and School of Management, University of South Australia

06/2020 – 03/2021

Chief Investigator of the research project **“The use and role of information technologies in the recovery of the hospitality industry during the COVID-19”** co-funded by the **Tasmanian Hospitality Association, THA**

02/2020 – 12/2020

Chief Investigator of the research project **“Reviewing International Hospitality Legislation, Associations and Training Associations”** funded by the **Tasmanian Hospitality Association, THA**

02/2020 – 03/2020

Chief Investigator of the research project **“Hospitality Industry Services and Technology Scan”** funded by the **Tasmania Hospitality Association, THA**

11/2019 – 02/2021

Investigator of the research project **“Value of events: beyond the short-term economic impact”** co-funded under the Research Grants Scheme 2019 of the **Le Cordon Blue – University of South Australia and three City Councils in South Australia** (City of Port Adelaide Enfield, City of Holdfast Bay, Campbelltown City Council)

01/2020 – 12/2020

Chief Investigator of the research project **“Research study investigating wine festival Oinoxeneia 2020”** co-funded by **The Municipality of Aigialia, Greece** and School of Management, University of South Australia

11/2019 – 02/2021

Chief Investigator of the research project **“Wine tourism and sustainable destination management: can wine tourism be an antidote of overtourism in Santorini, Greece?”** co-funded under the Research Grants Scheme 2017 of the **Le Cordon Blue – University of South Australia and Santo Wines (Union of Santorini Cooperatives, Greece)**

03/2019 – 10/2019

Chief Investigator of the project **“Travel Tech Industry Capability Research and Report”** funded by the **Australian Trade and Investment Commission, Trade & Investment Business Unit, Australian Government**

09/2018 – 08/2019

Chief Investigator of the project **“Efficiencies and service delivery in LG caravan parks “** funded by the **Local Government Research and Development Scheme (LGR&DS)** (30,000AUD), Industry funds (9,000 AUD) and School of Management, UniSA

07/2019 – 03/2019

Chief Investigator of the project ***“Understanding and growing the tourism market and impact on the Southern Flinders Ranges”*** funded by **Port Pirie Regional Council & SATIC-UniSA research partnership**

07/2020 – 03/2019

Chief Investigator of the project ***“Understanding and untapping wine tourism market potential in the Limestone Coast Wine Region (LCWR)”*** funded by **Limestone Coast Wine Region (LCWR) & SATIC-UniSA research partnership**

05/2018 – 11/2018

Chief Investigator of the project ***“Research and best practices in wine marketing and the development of wine tourism destinations and experiences”*** funded by the **“The New Wines of Greece” (EDOA)**

04/2018 – 06/2018

Co-Investigator of the research project ***“Development and Evaluation of Economic Development Measures”*** funded by the **Economic Development Australia (EDA)**

PUBLICATIONS

Google h10-index = 202, <https://scholar.google.gr/citations?user=8YD24sgAAAAJ&hl=en&oi=ao>

SCOPUS h-index = 48, <https://www.scopus.com/authid/detail.uri?authorId=6602603940>

Selected publications - Full list of publications upon request

JOURNAL PAPERS more than 100 papers (selected list)

SIGALA, M. (2020). Tourism and COVID-19: impacts and implications for advancing and resetting industry and research. Journal of Business Research, 117, pp. 312 - 321

Bagherzadeh, S., Shokouhyar, S., Jahani, H. & SIGALA, M. (2021). A generalizable sentiment analysis method for creating a hotel dictionary: Using big data on TripAdvisor hotel reviews. Journal of Hospitality and Tourism Technology, Vol. 12, No. 12, pp. 210 - 238

Albayrak, T., Baber, M. & SIGALA, M. (2021). A Quality Measurement Proposal for Corporate Social Network Sites: The Case of Hotel Facebook Page. Current Issues in Tourism, pp. 1 - 16

SIGALA, M. (2021). Re-thinking of tourism and hospitality education when nothing is normal: restart, recover or rebuild. Journal of Hospitality & Tourism Research, Vol. 45, No. 5, pp. 920 - 923

Mouda, Y., Du., T., Hansen, P., Ashman, H., SIGALA, M. & Huang, S. (2021). Understanding roles in collaborative information behaviour: a case of Chinese group travelling. Information Processing and Management, 58, 4, article no. 102581, pp. 1-16

SIGALA, M., Kumar, S., Donthu, N., Sureka, R., & Joshi, Y. (2021). A bibliometric overview of the Journal of Hospitality and Tourism Management: research contributions and influence. Journal of Hospitality and Tourism Management

Kim, J., Park, J., Kim, S., Lee, D. C., & SIGALA, M. (2021). COVID-19 Restrictions and Variety-Seeking in Travel Choices and Actions: The Moderating Effects of Previous Experience and Crowding. Journal of Travel Research

Cham Tat-Huei (Jayson), Lim Yet Mee & SIGALA, M. (in press). Marketing and Social Influences, Hospital Branding, and Medical Tourists' Behavioural Intention: Before- and After-Service Consumption Perspective. International Journal of Tourism Research

Chulmo, K., Xiang, Z., Gretzel, U. & SIGALA M. (2021). Artificial Intelligence (AI) and Robotics in Travel, Hospitality and Leisure. Electronic Markets: The International Journal of Networked Markets.

Dwivedi, Y.K., Hughes, L., Cheung, C.M.K., Conboy, K., Duan, Y., Dubey, R., Janssen, M., Jones, P., SIGALA, M. & Viglia, G. (2021). Editorial: How to develop a quality research article and avoid a journal desk rejection. International Journal of Information Management

BOOKS (selected list)

SIGALA, M. & Leslie, D. (Eds). (2005). *International Cultural Tourism: management, implications and cases*” Butterworth Heinemann, Elsevier Science. ISBN: 075066312X.

Hitz, M. SIGALA, M. & Murphy, J. (Eds.) (2006). *Information & Communication Technologies in Tourism 2006*, Springer Computer Science, Wien, ISBN: 3-211-30987-X

SIGALA, M., Mich, L. & Murphy, J. (Eds.) (2007). *Information & Communication Technologies in Tourism 2007*, Springer Computer Science, Wien, ISBN: 978-3-211-69564-7

SIGALA, M., Christou, E. & Gretzel, U. (2012). *Web 2.0 in Travel, Tourism and Hospitality: theory, practice and cases*. Ashgate Publishers. ISBN 978-1-4094-2091-0.

SIGALA, M. & Gretzel, U. (2018). *Advances in Social Media for Travel, Tourism and Hospitality: New Perspectives, Practice and Cases*. Routledge

SIGALA, M. & Robertson, R. (2019). *Management and Marketing of wine tourism businesses: Theory, practice and cases*. Palgrave, ISBN: 978-3-319-75461-1

SIGALA, M. & Robertson, R. (2019). *Management & Marketing of Wine Destinations. Theory, practice and cases*. Palgrave

SIGALA, M., Rahimi, R. & Thelwall, M. (2019). *Big Data and Innovation in Tourism, Travel, and Hospitality: Managerial Approaches, Technologies and Applications*. Springer

SIGALA, M., Yeark, A., Presbury, R., Fang, M. & Smith, K. (2021). *Case Based Research in Tourism, Travel, Hospitality and Events*. Springer Verlag. ISBN 978-981-16-4670-6

Yeoman, I., McMahon-Beattie, U. and SIGALA, M. (2022). *Science Fiction, Disruption and Tourism*. Multilingual Matters, Channel View Publications

NUMEROUS BOOK CHAPTERS (Full list upon request)

CONFERENCES AND SEMINARS

NUMEROUS PAPERS IN CONFERENCE PROCEEDINGS: Full list upon request

KEYNOTE SPEAKER IN NUMEROUS INTERNATIONAL CONFERENCES (ACADEMIC & PROFESSIONAL): Full list upon request

CHAIR OF THE SCIENTIFIC & ORGANISING COMMITTEE OF NUMEROUS INTERNATIONAL ACADEMIC CONFERENCES such as IFITT, EuroCHRIE, CAUTHE annual conferences: Full list upon request

ATTENDANCE & DELIVERY OF NUMEROUS WORKSHOPS/SEMINARS FOR PROFESSIONAL DEVELOPMENT: Full list upon request

NETWORKS AND MEMBERSHIPS

09/08/2015 – CURRENT

Council for Australasian Tourism and Hospitality Education - CAUTHE - <https://cauthe.org/>

- Associate Member
- Member of the Executive Board
- CAUTHE Fellow: Member of the CAUTHE Research Fellow College
- Chair of the Special Interest Group (SIG) on Technologies and Tourism
- Founder & Chair of the Case Study Competition (2018- ongoing)
- <https://cauthe.org/about/fellows/fellow-members/>

01/0/2000 – CURRENT

International Federation for Information Technology (IT) and Travel & Tourism (IFITT) – <https://ifitt.org/>

Full Member

Member of the Director of Membership (2003 – 2008)

Director of Marketing (2016 – 2019)

Member of the Executive Board (2003 – 2008 & 2016 – 2019)

01/03/2000 – CURRENT

International CHRIE - International Council on Hotel, Restaurant and Institutional Education – <http://chrie.org>

Full Member

Member of the Board Of Directors (2008 – 2010)

Director of Information & Publications (2008 – 2010)

Member of Research Committee (2008 – 2015)

Chair of the ICHRIE Johnston & Wales Tourism & Hospitality Case Study Competition & Publication Series (2011 – 2017)

01/03/2000 – CURRENT

Full Member

President of EuroCHRIE (2004-2005)

Vice President (2003 – 2004)

Member of the Board Of Directors (2002 – 2006)

Director of Membership (2000 – 2002)

Special Interest Group (SIG) in Information and Communication Technologies (ICT) in Hospitality (2002 – 2012)

01/01/2004 – 31/12/2017

Association for Information Systems (AIS) - <https://aisnet.org/>

Full Member

Chair of the Special Internet Group (SIG) on Culture, Tourism & Technologies (2006 – 2012)

01/01/2006 – 31/12/2017

Hellenic Association for Information Systems (HeAIS)

Full Member

Publicity Officer

Member of the Board of Directors

01/01/2003 – 31/12/2015

EUROMA – European Operations Management Association

Full Member

01/01/1994 – 31/12/2001

SHA - Santorini Hoteliers' Association

Affiliate Member

HONOURS AND AWARDS – numerous – selected awards below

17/05/2023

2023 Award Winner of the **“Author of the Year”** awarded by the **Wine Travel Awards 2023**.
<https://winetravelawards.com/nominee/professor-marianna-sigala/>

23/10/2016

EuroCHRIE Presidents Award – EuroCHRIE

The EuroCHRIE Presidents Award is the highest individual recognition a member of EuroCHRIE may receive. It is presented to a EuroCHRIE member in recognition of the individual's lifetime contributions and outstanding service both to hospitality and tourism education and the EuroCHRIE Federation.

<http://www.eurochrie.org/news/2016/september/20/eurochrie-awards-2016/>

<http://news.gtp.gr/2016/10/31/tourism-marianna-sigala-eurochrie-award-2016/>

01/07/2020

Appointed as a Fellow of the CAUTHE College of Fellows

<https://cauthe.org/about/fellows/fellow-members/>

23/11/2019

Recipient of “An IFITT trusted partner” - IFITT

for chairing and organising two IFITT^{Talk} workshops in 2019 and for the last 3 consecutive years at the University of South Australia

23/11/2019

Recipient of the “Best 2019 IFITT^{Talk} award” – IFITT

for chairing and organising two IFITT^{Talk} workshops “New Technologies and Tourism Innovation” and “Digital Marketing and Innovation in Tourism” in 2018 at the University of South Australia <https://ifitt.org/awards-and-scholarships/>

08/11/2018

Recipient of a “Certificate of Commendation” – University of South Australia

Recognition for Academic and Professional Staff Excellence

MANAGEMENT AND LEADERSHIP SKILLS

Director of the Centre of Tourism & Leisure Management, University of South Australia (08/2016 – 09/2021)

Management - Mentoring of a research team of 18 full members and 12 Associate members of CTLM
Building and Management of industry collaboration engagement
Bidding and managing project funding and implementation
Identifying and nurturing funding opportunities
Building international research collaborations, memorandum of cooperation with 2 research centers
Administration of the research Centre

Member of the William Angliss Institute (WAI) Higher Education Academic Board (HEAB) (03/2018 – 03/2022)

Advice and overlooking strategy and operations of: Academic Governance, Research Strategy and Scholarship Strategy and Implementation of WAI

Member of the Steering Committee of the Great Wine Capitals and member of the Steering Committee of the Adelaide Great Wine Capitals (07/2020 – 09/2021)

Advice and management of the wine tourism strategy for the Adelaide Great Wine Capitals

Assistant Director of Research, University of Strathclyde (09/2002 – 12/2003)

Assistant Director of Research of the Scottish Hotel School, University of Strathclyde, UK: development of the taught programme and research methods class for the PhD students; PhD students mentoring/coaching and guidance

Editor-In-Chief of the following top ranked academic journals:

"Journal of Service Theory & Practice" (since 2010)

"Journal of Hospitality & Tourism Management" (since August 2016)

"Journal in Hospitality & Tourism Cases" published by ICHRIE (2011 – 2017)

DIGITAL SKILLS

Microsoft Office: proficient user of Word, Excel and Powerpoint | -Statistical Package for the Social Sciences (IBM SPSS Editor) | Google tools (Gmail Drive Google forms etc) | Nvivo Qualitative Analysis Software | ENDNOTE

COMMUNICATION AND INTERPERSONAL SKILLS

multi-cultural skills, emotional labor, resilience, adaptability, crisis and pressure management, leadership skills, people skills, project management, persuasive speaker

LANGUAGE SKILLS

Mother tongue(s): GREEK

Other language(s):

| | UNDERSTANDING | | SPEAKING | | WRITING |
|---------|---------------|---------|-------------------|--------------------|---------|
| | Listening | Reading | Spoken production | Spoken interaction | |
| ENGLISH | C2 | C2 | C2 | C2 | C2 |
| FRENCH | B2 | B2 | B2 | B2 | B1 |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user