

Ourania P. Vrontou, PhD



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Work Experience

01/01/05 – 30/12/07 Amateur International Boxing Association

Marketing Associate

- Design Concept of Marketing operations
- Strategic Planning for AIBA events
- Coordination of National Federations for implementation of the Marketing program
- Technical Delegate for the Beijing 2008 Olympic Games

21/03/00 – 01/01/05 O.C.O.G. ATHENS 2004

Test Events Section Manager

- Design Concept of operations for test events
- Mapping the strategic planning
- Coordination of the Test Events Central Team
- Formulation and Coordination of preliminary budget for 40 events
- Cooperation with 28 National Federations – level of involvement
- Communication and coordination of agreed services with 28 International Federations
- Coordination of all internal functional areas for services' provision

01/08/00 – 01/01/05 O.C.O.G. ATHENS 2004 – Gen. Division for Sports

Competition and Venue Manager for Boxing

- Practice of International Boxing & IOC Rules through predetermined competition procedures
- Communication and negotiation with International Federation on services' level
- Cooperation with the National Federation of Boxing regarding volunteers' participation, National Technical Officials etc.
- Selection, Training and Coordination of 120 volunteers and 25 paid staff
- Coordination of operational planning of the boxing venue – functional areas interaction

Academic Experience

09/2005 – today Dept. of Sport Management University of Peloponnese, Sparta.

Associate Professor in Sport Tourism

Bachelor in Sport Management, Dept. of Sport Management, University of Peloponnese, Sparta.

- Sport Tourism Management
- Managing Sport Organizations and Corporations
- Advanced Sport Management
- Managing Sport Facilities
- English and Sport Management terminology

Masters in Olympic Studies, Olympic Education and Olympic Games Management, Dept. of Sport Management, University of Peloponnese, Ancient Olympia.

- Managing Olympic Games

Masters in Sport Management, Dept. of Sport Management University of Peloponnese, Sparta

- Sports Tourism
- Managing Sport Organizations and Corporations
- Sponsorship
- Managing Sport Facilities

09/2005 – 06/2007 Alpine College, Athens

Lecturer in Tourism Development

- Definitions, theories of tourism
- Special Interest Tourism Forms
- Mass Tourism and the Alternative

Lecturer in Tourism Research

- Research Goals and objectives
- Research tools applied to tourism research
- Managing Research Projects in the tourism sector

09/2004 – 06/2005 New York College, Athens

Lecturer in Tourism Development

- Tourism policy
- Definitions, theories and theoretical approaches
- Tourism Supply: Intrinsic and extrinsic resources
- Tourism Demand: seasonality and tourist characteristics

Lecturer in Total Quality Management & Tourism

- Principles of total quality management
- Methods of preserving quality in the tourism industry

**Academic
experience (contin.)**

01/04/98 – 20/03/00 New York College, Athens

Coordinator, Master in Sports Management – Univ. of Louisville

- Promotion of the programme through media shops
- Practicing programme outline
- Students' Enrolment and consulting
- Teaching: Leisure theory, International leisure developments, Tourism and recreation activities

01/09/08 – 20/03/00 Sport College – New York College, Athens

Director of studies - Dept. of Sport Journalism

- Supervision of studies
- Practice of NYC course outlines
- Projects' supervision

Teaching experience:

- Leisure and sport psychology
- Leisure theory & Management

1999 – 2000 E.E.D.E., (Hellenic Association of Business Administration), Athens.

Lecturer in Leisure Management (seminars coordinated by the E.U.)

- Leisure products in the business world
- Leisure product developments
- International leisure industry
- Recreation activities during holidays

1994 – 1998 Loughborough University of Technology – Dept. of Sports Science and Recreation Management, England / UK

Lecturer in Leisure and Tourism Management (at BSc level)

- Tourism industry development
- Tourism destinations and image differentiation
- Green thought and tourism product consumption
- Special tourism forms: the regeneration of mass tourism

**Research
Experience**

1994 – 1997 SPORTS COUNCIL, UK – Leisure Industries Research Centre

Research Project Manager

- Plan and coordinate research projects
 - ✓ Socio-economic impact of sports events in urban environment
 - ✓ Hallmark events and the local tourism profile
 - ✓ 'Put your city on the map' project coordinated for Leicester local authority

1994 – 1998 Loughborough University of Technology – Dept. of Sports Science and Recreation Management, England / UK

Research Assistant

- Research fieldwork, SPSS analysis
 - ✓ Sporting events in urban neighborhoods: Quantifying benefits
 - ✓ Mega-events and economic activities for the local environment

Studies

1994 – 1998 Loughborough University of Technology – Dept. of Sports Science and Recreation Management, England / UK

PhD in Recreation & Tourism Management (Doctorate)
“Sports Related Tourism and the Product Repositioning of Traditional Mass Tourism Destinations: An Empirical Study of Greece”

1992 – 1993 Loughborough University of Technology – Dept. of Sports Science and Recreation Management, England / UK

Master in Recreation Management (MSc)

Project: “Educational Tourism in Greece: Differentiating the tourism product”

1995 **Scholarship** by the British Council, Athens

1991 **Scholarship** by the Hellenic State Scholarship Foundation

1986 – 1990 Democritus University of Thrace, Komotini

Bachelor in Physical Education and Sport Science

Published Research

2018

- **Vrondou, O.**, Dimitropoulos, P. and Gaitanakis, L. (2018), "International sports bodies' application of ecological sustainability mechanisms affecting sport tourism related natural environment", [Springer Proceedings in Business and Economics](#).
- Gaitanakis, L. and **Vrondou, O.** (2018), "Local and central public authorities affecting Sport tourism development in Crete", [Springer Proceedings in Business and Economics](#).
- Dimitropoulos, P., **Vrondou, O.** and Koronios, K. (2018), "Earnings predictability of the Greek Hospitality Industry during the crisis", [Springer Proceedings in Business and Economics](#).

2017

- **Vrondou, O.** and Katsoni, V. (2017), "A multidisciplinary approach to sport tourism education in a digital era". *Enlightening Tourism: A Pathmaking Journal*, (7), 2, 179-202 ISSN: 2174-548X.
- **Vrondou, O.** and Katsoni, V. (2017), A multidisciplinary approach to sport tourism education in a digital era. Proceedings II International Conference on Tourism Dynamics, June, Seville, Spain.
- **Vrondou, O.**, Dimitropoulos, P., Douvis, J. and Avgerinou, V. (2017), "Sustainability in sport tourism education - Theoretical impact and the tourism sector reality", Innovative Approaches to Tourism and Leisure, [Springer Proceedings in Business and Economics](#), pp 289-299.
- Dimitropoulos, P., **Vrondou, O.** and Avgerinou, V. (2017), "Financial Analysis of Municipal Sport, Tourism and Cultural Organizations", Innovative Approaches to Tourism and Leisure, [Springer Proceedings in Business and Economics](#), pp 363-376.
- **Vrondou, O.** and Dimitropoulos, P. (2017), UEFA Champions League Sponsorship Awareness and Financial Performance, *Choregia*, Sport Management Journal, SMIJ, 13(1).

2016

- Katsoni, V. and **Vrondou, O.** (2016), "Marketing to Occasional Sporting Event Tourists: Profiles, Travelling Patterns, and Information Channels", *Journal of Policy Research in Tourism, Leisure and Events*, Taylor and Francis Group, 9(2), 152-168, <http://dx.doi.org/10.1080/19407963.2016.1223683>

2015

- Dimitropoulos, P. and **Vrondou, O.** (2015), "Corporate Social Responsibility and Firm Value in the Sport Recreation Sector: A Review", *Macrothink Institute, Business Management and Strategy*, 6(2), 28-43.
- Douvis, J., Kyriakis, V., Kriemadis, T. and **Vrondou, O.** (2015), "Corporate Social Responsibility (CSR) Effectiveness in the Greek Professional Sport Context", *International Journal of Sport Management, Recreation and Tourism*, 17c, 37-45.
- Douvis, J., Sarli, E., Kriemadis, A. and **Vrondou, O.** (2015), "An Analysis of Sponsorship Deals in Sport", *International Journal of Sport Management, Recreation and Tourism*, 17b, 14-36

2014

- **Vrondou, O.**, Kriemadis, T., Douvis, J. and Leivadi, S. (2014), "Athens 2004 sponsorship awareness evaluation", *GYMNASIUM - Scientific Journal of Education, Sports, and Health*, XV(1).
- **Vrondou, O.**, Kriemadis, T. and Papaioannou, A. (2014), "Forming Policy Networks between the Organizing Committee for Olympic Games and the Host City", *Advances in Sport Management Journal*, 1(1).
- [Gaitanakis, L.](#), **Vrondou, O.**, [Kriemadis, T.](#), and [Douvis, J.](#) (2014), "Tourism Business Sector Stance in Front of a Sport Tourism Development: Focusing on Crete", [Cultural Tourism in a Digital Era, Springer Proceedings in Business and Economics](#), pp 349-351.
- Douvis, J., Kyriakis, V., Kriemadis, T. and **Vrondou, O.** (2014), "How do Greek sport organizations promote and communicate their corporate social responsibility (CSR) efforts?", *"GYMNASIUM"- Scientific Journal of Education, Sports, and Health*, 1(15).

2012

- Papaioannou, A., Kriemadis, T., Alexopoulos, P. and **Vrondou, O.** (2012), "An Analysis of Human Resource Empowerment and Organizational Performance in Greek Sport Federations", [World Review of Entrepreneurship, Management and Sustainable Development](#) (WREMSD), Vol. X, No. Y.

2009

- **Vrondou, O.**, Kriemadis, T. and Kartakoullis, N. (2009), "Government, Local State and Private Sector Groups' interaction in the Context of Producing Sport Tourism Policy in Greece: A strategic perspective", *e-Review of Tourism Research (eRTR)*, 7(1).
- Papaioannou, A., Kriemadis, T., Alexopoulos, P., **Vrondou, O.** and Kartakoullis, N. (2009), "The relationship between human resource empowerment and organizational performance in football clubs", *International Journal of Sport Management, Recreation and Tourism*, 4 (b), 20-39.

2007

- **Vrondou, O.** and Kriemadis, T. (2007), "The contribution of Sport Tourism to Regional Development in Greece", *Tourism Review*, (4), 49-64.

Conferences

2018

- **Vrondou, O.**, Dimitropoulos, P. and Gaitanakis, L. (2018), "International sports bodies' application of ecological sustainability mechanisms affecting sport tourism related natural environment", 5th International Conference Exploring Smart Tourism: The Cultural And Sustainability Synergies, IACuDiT.
- Gaitanakis, L. and **Vrondou, O.** (2018), "Local and central public authorities affecting Sport tourism development in Crete", 5th International Conference Exploring Smart Tourism: The Cultural and Sustainability Synergies, IACuDiT.
- Dimitropoulos, P., **Vrondou, O.** and Koronios, K. (2018), "Earnings predictability of the Greek Hospitality Industry during the crisis", 5th International Conference Exploring Smart Tourism: The Cultural and Sustainability Synergies, IACuDiT.

2017

- **Vrondou, O.** and Katsoni, V. (2017), "A multidisciplinary approach to sport tourism education in a digital era". II International Conference on Tourism Dynamics, June, Seville, Spain.
- **Vrondou, O.**, Dimitropoulos, P., Douvis, J. and Avgerinou, V. (2107), "Sustainability in sport tourism education - Theoretical impact and the tourism sector reality", 4th International Conference on Innovative Approaches to Tourism

and Leisure: Culture, Places and Narratives in a Sustainability Context, International Association of Cultural and Digital Tourism, Athens, 25-27 May.

- Dimitropoulos, P., **Vrondou, O.** and Avgerinou, V. (2017), “Financial Analysis of Municipal Sport, Tourism and Cultural Organizations”, 4th International Conference on Innovative Approaches to Tourism and Leisure: Culture, Places and Narratives in a Sustainability Context, International Association of Cultural and Digital Tourism, Athens, 25-27 May.
- **Vrondou, O.**, Douvis, J. and Katsoni, V. (2017) “Revisiting effective organizational measures to maximize utilization of mega sport venues”, 13th. HSSS National & International Conference on Systemic Organizational Excellence, May, Sparta.

2014

- [Gaitanakis, L.](#), [Vrondou, O.](#), [Kriemadis, T.](#), and [Douvis, J.](#) (2014), “Tourism Business Sector Stance in Front of a Sport Tourism Development: Focusing on Crete”, *Cultural Tourism in a Digital Era*, [Springer Proceedings in Business and Economics](#), pp 349-351.

2013

- [Gaitanakis, L.](#), [Vrondou, O.](#), [Kriemadis, T.](#), and [Douvis G.](#) (2013), “Traditional destinations’ policy environment towards a sport tourism development”, 21st *European Association of Sport Management Conference*, September, Istanbul.
- Douvis J., Kasapas N., Kriemadis T., and **Vrondou O.** (2013), “An investigation of the characteristics of Greek sport fans and their marketing implications”, 21st *European Association of Sport Management Conference*, September, Istanbul.
- Douvis J., Kyriakis V., Kriemadis T., and **Vrondou O.** (2013), “How do Greek sport organizations communicate their CSR efforts? Marketing and Management implications”, 21st *European Association of Sport Management Conference*, September, Istanbul.

2012

- **Vrondou O.**, Kolovos, P., Kriemadis, T., and Kourtesopoulou, A., (2012) “The complexity of Safety and Health policies and procedures during Olympic Games: The ATHENS 2004 experience”, *5th International FOHNEU Congress on Occupational Health*, September, Tarragona, Spain.

2011

- **Vrondou, O.**, Kriemadis, T., Kourtesopoulou, A., Alexopoulos, P. and Papaioannou, A. (2011), "The interacting relationship between the hosting city and the organising committee during Olympic Games – The case study of the Olympic suburb of Peristeri during ATHENS 2004 Olympic Games", *The 19th European Association for Sport Management Conference*, September, Madrid, Spain.
- Terzoudis, C., Kriemadis, T., **Vrondou, O.** and Alexopoulos, P. (2011) "The relationship between marketing planning and business performance in professional sports", *The 19th European Association for Sport Management Conference*, September, Madrid, Spain.
- Papaioannou, A., Vamvoukaki, M., Kriemadis, T., **Vrondou, O.** and Kourtesopoulou, A. (2011), "The relationship between human resource empowerment and organisational performance in fitness clubs", *The 19th European Association for Sport Management Conference*, September, Madrid, Spain
- Kourtesopoulou, A., Kriemadis, T., Papaioannou, A. and **Vrondou, O.**, (2011), "A systematic review on using the outdoors for professional development: special focus on leadership competencies outcomes", *The 19th European Association for Sport Management Conference*, September, Madrid, Spain.

2010

- Zahari, P., Kriemadis, T., Papaioannou, A., Athanasopoulou, P., Alexopoulos, P., Douvis, I. and **Vrondou, O.** (2010). "Strategic Marketing Planning for Sport for All Programs", *The 18th Congress of the European Association for Sport Management Congress*, September, Prague.
- Papaioannou, A., Kriemadis, T., Leivadi, S., Kourtesopoulou, A. Alexopoulos, P. and **Vrondou, O.** (2010), "An Investigation of Human Resource Empowerment Applied to the Greek Sport Federations", *The 18th Congress of the European Association for Sport Management Congress*, September, Prague.

2009

- **Vrondou, O.**, Kriemadis, T. and Kartakoullis, N. (2009), Government, Local State and Private Sector Groups' interaction in the Context of Producing Sport Tourism Policy in Greece: A strategic perspective *e-Review of Tourism Research (eRTR)*, Vol. 7, No. 1, 2009 <http://ertr.tamu.edu>
- Kourtesopoulou, A., **Vrondou, O.**, Kriemadis, T., Alexopoulos, P., Papaioannou, A. and Leivadi, S. (2009). "The importance of effective sports venue planning in

the post-olympic usage: the case study of Peristeri Olympic Hall". *The 17th European Association for Sport Management Conference*, September, Amsterdam.

- Papaioannou, A., Kriemadis, T., Alexopoulos, P., **Vrondou, O.**, Leivadi, S. and Kourtesopoulou, A. (2009) "Human Resource Empowerment in Professional Football Clubs". *The 17th European Association for Sport Management Conference*, September, Amsterdam.
- Kriemadis, T., Koniordos, M., Leivadi, S., Alexopoulos, P., **Vrondou, O.** and Papaioannou, A., (2009), "Organizational quality culture in the Greek hotel industry". *The 17th European Association for Sport Management Conference*, September, Amsterdam.

2008

- **Vrondou, O.** & Kriemadis, A. (2008), "The Sustainable Regeneration of Lagging Regions through Sport-related Tourism Forms: Developmental Challenges and Potential for Tourism Enterprises at the Region of Thrace, Greece", *The 16th European Association for Sport Management Conference*, September 10th–13th in Heidelberg, Germany.
- **Vrondou, O.** & Kriemadis, A. (2008), "Government, Local State and Private Sector Groups' interaction in the Context of Producing Sport Tourism Policy in Greece, *The 16th European Association for Sport Management Conference*, September 10th–13th in Heidelberg, Germany.

2007

- **Vrondou, O.** (2007), The private sector response to the potential sport tourism development in Greece, 2nd International Sport Management Congress, Sparta, 7-10 June.

2006

- Leivadi, S., & **Vrondou, O.** (2006). "Challenges and potential of the proposed sports tourism forms within the tourism product regeneration process – The case study of sea-sports tourism in Greece". 14th "European Association of Sport Management", EASM Congress, 6-9 Nicosia, Cyprus.
- **Vrondou, O.** & Kriemadis, A. (2006). "Sport in the restructuring of the tourism policy in Crete: Public and private sector role and perspectives", 14th "European Association of Sport Management", EASM Congress, 6-9 Nicosia, Cyprus.

- **Vrondou, O.** (2006), "*Sporting Events - the sleeping giants: Marketing strategies to attract sporting events*", International Conference on Marketing Destinations (IMIC), 9-11/2/2006, Athens.
- **Vrondou, O.** (2006), Marketing of Tourism Destinations & Mega-Events, VALETourism, 7 - 8 April, Patras.

Prior to 2002

- **Vrondou, O.** (2002), "The development of amateur sport within a demanding business sports world: challenges and ethics", Amateur International Boxing Association (AIBA) Congress, Cairo, December.
- **Vrondou, O.** (1998), "Sports Events Tourism": The Case of Cosmovolley 1994 – Athens", Proceedings (Abstract) of the 6th International Congress on Physical Education and Sport Science, 22-24 May, Komotini, Greece.
- **Vrondou, O.** (1997), "Sports-related Tourism and the Product Repositioning of Traditional Mass Tourism Destinations: An Empirical Study of Greece", Second Annual Sport Tourism Conference, May, Illinois, USA.