

Dr Anna Farmaki

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1. EDUCATIONAL BACKGROUND

1.1 Academic Qualifications

- 2007-2011:** **PhD in Marketing**, Nottingham Trent University
Thesis: “*A Critical Evaluation of Tourism Product Diversification: The case of Cyprus*”, Director of Studies: Professor Myra Shackley
- 2002-2003:** **MA in Marketing** (*Pass with Commendation*), Kingston University
Dissertation: “*The impact of consumer evaluations of brand extensions on the parent brand within the tourism sector: The case of Cyprus*”
- 1999-2002:** **BA (Hons) Business Management** (*First class honours*), University of Westminster
Dissertation: “*How to promote Cyprus more effectively as a low cost, sea and sun destination when facing the challenge of a contradictory image strategy followed by the CTO*”

1.2 Professional Qualifications

- 2014:** PGCert, Teaching and Learning in Higher Education, University of Central Lancashire
Fellow of the British Higher Education Academy (HEA) following the successful completion of a two-year (2012-14) course on teaching and learning in Higher Education at the University of Central Lancashire
- 2013:** Supervisor Training Course, Graduate Office, University of Central Lancashire
- 2005:** PGCert, Research Methods, Nottingham Business School, Nottingham Trent University

2. PROFESSIONAL APPOINTMENTS

2.1 Academic

2015 to date: Lecturer in Tourism Management, Cyprus University of Technology

Key Responsibilities:

- Provision of teaching in a range of subject areas including:
 - Sociology of Tourism
 - Consumer Behaviour
 - Tourism Planning and Development
 - Destination Management and Marketing
 - Sustainable and Alternative Tourism Forms
- Coordinator of the MSc in International Hospitality and Tourism Management
- Providing university service by participating in several departmental and university committees (Alumni Committee; Publishing Policy, Public and International Relations and Events Committee; Postgraduate Studies Committee)
- Liaising with various contacts from industry practitioners to academic professionals and developing excellent working relationships with the industry and academia in Cyprus and abroad

2012-2015: Lecturer, School of Business and Management, University of Central Lancashire Cyprus

Key Responsibilities:

- Course Leader of the Hospitality and Tourism Management programme
 - Academic Leadership: promotion of curriculum development within the programme; liaising with module leaders in matters associated with planning, managing and reviewing the programme; promotion of appropriate teaching and learning strategies and assessment methods within the programme; programme monitoring in accordance to quality assurance procedures; periodic review of the template for validation and approval
 - Course Management: ensuring the implementation of policies and procedures; coordinating staff resources; facilitating and responding to feedback from students, tutors and external examiners; reporting on quality improvement needs of the course; coordinating assessment procedures; liaising with the university marketing team for the promotion of the course; liaising with the admissions department for the recruitment, admissions and induction of students
- Provision of teaching in a range of subject areas including:
 - Introduction to Hospitality and Tourism Operations (Module Leader)
 - Introduction to Service Excellence in T.H.E.
 - Tourism Essentials (Module Leader)
 - Tourism in Action (Module Leader)
 - Foundations in Scholarship, Research and Technology
 - Exploring Management in T.H.E (Module Leader)
 - Tourist Behaviour and Culture (Module Leader)
 - International Issues in Hospitality (Module Leader)
 - Work and Learn
 - Academic Writing and Study Skills
- Liaising with various contacts from practitioners to academic professionals, developing excellent working relationships

- Maintaining an active and influential role in programme development teams (MA Management in T.H.E), organising guest lectures, workshops and conferences
- Participating in selection and recruitment interview panels.
- Providing university service by participation in the Student Experience Committee.

2011-2012: Senior Lecturer, Department of Business Administration, Intercollege Limassol

Key Responsibilities:

- Provision of teaching in a range of subject areas including:
 - Marketing
 - Public Relations
 - Public Relations Methods
 - Advertising
 - Marketing of Bank Services
- Off Campus Tutor in Market Research (BA Business Administration, Middlesex University)
- Participated in the Department's faculty meetings

2005 -2011: Part-time Lecturer, Department of Hospitality & Tourism, Cyprus College (European University Cyprus)

Key Responsibilities:

- Provision of teaching in a range of undergraduate and postgraduate subjects including:
 - Introduction to Marketing
 - Advertising media planning
 - Leisure, culture and society
 - Managing Alternative and Sustainable Forms of Tourism
 - International hospitality and tourism environment
 - Research techniques, modelling and forecasting for tourism markets
 - Leisure, recreation and tourism management
 - Tourism Principles and Practices
 - Tourism Development
- Supervised postgraduate dissertations

2.2 Industry

2003-2005: Marketing Manager, Nianpa Ltd

Key Responsibilities:

- Assisted the company in the identification of market niches, designing and planning activities targeted at effectively penetrating new markets, improving sales within existing markets and achieving the desired results
- Responsible for providing a company-wide marketing plan, assisting in implementation and any other areas where support was required
- Organised seminars and events and undertaken various promotional activities

3. RESEARCH AND SCHOLARSHIP

3.1 Publications in Peer-Reviewed Academic Journals

1. Christou P., Sharpley R. & Farmaki A. (2018), Exploring the emotional dimension of visitors' satisfaction at cultural events, *Event Management*, (accepted)
2. Farmaki A. & Farmakis P. (2018), A stakeholder approach to CSR in hotels, *Annals of Tourism Research*, 68: 58-60
3. Farmaki A. & Antoniou K. (2017), Politicising dark tourism sites: evidence from Cyprus, *Worldwide Hospitality and Tourism Themes*, 9 (2): 1-15
4. Farmaki A., Georgiou M. and Christou P. (2017), Growth and Impacts of All-inclusive Holiday Packages: Echoes from the Industry, *Tourism Planning and Development*, 14 (3): 1-20
5. Farmaki A. (2017), The Tourism and Peace Nexus, *Tourism Management*, 59: 528-540
6. Farmaki A. (2015), Regional network governance and sustainable tourism, *Tourism Geographies*, 17 (3): 385-407
7. Farmaki A. & Papatheodorou A. (2015), Stakeholder Perceptions of the Role of Low-Cost Carriers in Insular Tourism Destinations: The Case of Cyprus, *Tourism Planning and Development*, 12 (1): 20-36
8. Farmaki A., Altinay L., Botterill D. & Hilke S. (2015), Politics and sustainable tourism: The case of Cyprus, *Tourism Management*, 47: 178-190
9. Farmaki A. (2014), Satisfaction with the rural tourism product of Cyprus, *International Journal of Tourism Policy*, 5 (4): 249-268
10. Farmaki A., Constanti P., Yiasemi I. & Karis P. (2014), Responsible Tourism in Cyprus: the rhetoric and the reality, *Worldwide Hospitality and Tourism Themes*, 6 (1): 10-26
11. Farmaki A. (2013), Dark tourism revisited: a supply/demand conceptualization, *International Journal of Culture, Tourism and Hospitality Research*, 7 (3): 281 – 292
12. Farmaki A. (2012), An exploration of tourist motivation in rural settings: the case of Troodos, Cyprus, *Tourism Management Perspectives*, 2-3: 72-78
13. Farmaki A. (2012), A supply-side evaluation of coastal mass tourism diversification: The case of Cyprus, *Tourism Planning and Development*, 9 (2): 183-203

14. Farmaki A. (2012), A comparison between the projected and the perceived image of Cyprus, *Tourismos*, 7 (2): 95-120

3.2 Books

Farmaki A. (2017). *Tourism and Society*, Athens: Ion Publishing Group (in Greek)

3.3 Book Chapters

Farmaki A. (2016), “Managing Rural Tourist Experiences: Lessons from Cyprus” In Soteriadis M. and Gursoy D. (eds.) *Managing and Marketing Tourism Experiences: Issues, Challenges and Approaches*, Emerald Publishing

Farmaki A., Altinay, L. and Yasarata M. (2016), “Rhetoric versus the Realities of Sustainable Tourism: The Case of Cyprus” In Uysal M. and Modica P. (eds.) *Sustainable Island Tourism: Seasonality, Competitiveness, and Quality-of-life*, CABI International

Farmaki, A. and Altinay L. (2015), “Ethnic Minority Entrepreneurship” In Altinay L. and Brookes M. (eds.) *Entrepreneurship in Hospitality and Tourism*, Oxford: Goodfellow Publishers

3.4 Selected Peer-reviewed Conference Proceedings

1. Farmaki A., Antoniou K. and Christou P. (2017). “Travel behaviour in post-conflict destinations”, *35th EuroCHRIE 2017*, 23-25 October 2017, Nairobi, Kenya
2. Farmaki A. (2017). “The shaping of national identity: memory, museums and dark heritage”, *International Conference on Power and Identity: A cross-disciplinary conference*, 9 January 2017, University of Tokyo, Japan
3. Farmaki A. (2016). “CSR in tourism: Progressing the research agenda”, *7th International Conference on Social Sciences and Humanities*, 7-8 November 2016, Nanyang Technological University, Singapore
4. Iatridis K. and Farmaki A. (2016). “Tourism and Corporate Social Responsibility (CSR): A Foucauldian ethics perspective on the role of CSR consultants”, *International Association for Business and Society Conference*, 16-19 June 2016, Utah, USA
5. Farmaki A. (2016). “Tourism and Hospitality Internships: a determinant of students’ career intentions”, *2nd Global Tourism and Hospitality Conference*, 16 - 18 May 2016, Hong Kong Polytechnic University, Hong Kong

6. Farmaki A. (2016). "Tourism and Hospitality Internships: a prologue to students' career intentions", 14th APacCHRIE Conference, 11-13 May 2016, Bangkok, Thailand
7. Farmaki A. (2015), "Dark tourism across the divide: the case of Cyprus", *International Scientific Conference on the Anthropology of Tourism*, 1-2 June 2015, Jagiellonian University, Krakow
8. Farmaki A. (2014). "Regional governance networks: a coastal destination perspective", *Evolution and transformation in tourism destinations: Revitalisation through innovation?* 10-13 February 2014, Rovira I Virgili University, Spain
9. Farmaki A. (2013). "Responsible Tourism in Cyprus", *Living on the Edge: Coastal Tourism and Sustainable Consumption*, 4-5 June 2013, University of Central Lancashire Westlakes Campus, UK (invited speaker)
10. Farmaki A. (2013), "Measuring the satisfaction of tourists in rural Cyprus", *International Conference on Tourism 5-8 June 2013*, Cyprus University of Technology, Cyprus **Paper received the Young Scientist Award**
11. Farmaki A. (2013), "The application of tourism cluster theory in rural regions: the benefits, the challenges and the opportunities present in rural Cyprus", *Active Countryside Tourism*, 23-25 January 2013, Leeds Metropolitan University, UK

3.5 Publications in Media

1. Farmaki A. (2013), Dealing with the growing issue of all-inclusive holiday packages", *Cyprus Mail*, 31st December, p.6
2. Farmaki A. (2013), "The tourist is not as gullible as we think", *Cyprus Mail*, 19th April, p.13
3. Farmaki A. (2013), "Casinos: to have or not to have?", *Cyprus Mail*, 3rd February, p.14
4. Farmaki A. (2012), "Tourism Education, Future Employment", *Phileleftheros*, 30th December, p.32
5. Farmaki A. (2012), "Still the fastest growing industry", *Cyprus Mail*, 30th September, p.31
6. Farmaki A. (2012), "Thanatourism – a new tourism challenge", *Phileleftheros*, 1st July, p. 19

3.6 Guest Lectureships/Speeches

1. “The role of Budget Airlines in Tourism Diversification: the case of Cyprus”, *Symposium on Budget Airline Culture-Where We Fly*, 19 June 2014, Nottingham Trent University (invited speaker)
2. “Cohesion policy contribution to medium and long-term challenges facing Europe’s regions”, *11th European Week of Regions and Cities: Open Days Master Class*, 7-10 October 2013, European Commission, Brussels (Discussant)
3. “Cyprus tourism development: challenges and opportunities” at the University of Trier, Germany, September 2013
4. “Tourism Development in Cyprus” at the University of Central Lancashire, UK, January 2013

3.7 Academic Service

Editorial

1. The Service Industries Journal, Member of Editorial Board
2. Special Issue “Global Peace and the Service Industries”, The Service Industries Journal, Associate Editor

Ad-hoc Journal Reviewer

Tourism Management; International Journal of Contemporary Hospitality Management; International Journal of Culture, Tourism and Hospitality Research; Journal of Tourism Research and Hospitality; Journal of Destination Marketing and Management; European Journal of Tourism Research; The Service Industries Journal

4. ENTERPRISE AND KNOWLEDGE TRANSFER

4.1 Research Projects

“Measuring tourist satisfaction in Famagusta”, Funded by the Famagusta Tourist, Commercial and Industrial Association, June to February 2014.

Dr Farmaki acted as the coordinator of the research team, with active involvement in the design of the survey tool, data analysis and preparation of the report.

4.2 Conferences

1. Organiser of special track session on ‘The Visitor Economy and Peace’, *International Conference – The Visitor Economy: Strategies and Innovations*, Bournemouth University, 4-6 September 2017

2. Conference Coordinator, Ayia Napa Annual Conference on “Branding Ayia Napa”, Ayia Napa, 15th April 2016
3. Conference Coordinator, Ayia Napa Annual Conference on “Seasonality”, Ayia Napa, 16th January 2015

4.3 Network Memberships

Cyprus Representative and member of the Management Committee in COST Action TU1408 ‘Air Transport and Regional Development’ (2015-2017)

Cyprus Representative and member of the Management Committee in COST Action CA16121 ‘From Sharing to Caring: Examining Socio-technical Aspects of the Collaborative Economy’ (2017 to date)

5. DISTINCTIONS, GRANTS AND AWARDS

2013: Young Scientist Award for the paper titled “Measuring the satisfaction of tourists in rural Cyprus”, International Conference on Tourism, Limassol, Cyprus

2005: Research Studentship by the ESRC (Economic and Social Research Council) for the doctoral research project “A Critical Evaluation of Tourism Product Diversification: The case of Cyprus”, Nottingham Trent University, UK

References available upon request