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Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. His research area is cutting across a number of disciplines and is looking into adoption of innovations for creating value for both consumers and organisations. Close collaboration with industry, governments and international organisations from around the world ensures that results have relevance and impact in the real world whilst constantly pushing the boundaries of knowledge and academic excellence.

He is currently Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University in England. Dimitrios is also the immediate past President of the International Federation for Information Technologies in Travel and Tourism (IFITT).

Dimitrios is researching, lecturing, advising and facilitating progress in organisations globally, whilst his books and publications are studied widely by both students and professionals around the world. He is frequently delivering keynote presentations, speeches, seminars and workshops in both academic and professional conferences globally.