Dr. Nikolaos Trihas is an Assistant Professor in the Department of Business Administration and Tourism at Hellenic Mediterranean University in Greece. He is also a tutor at Hellenic Open University. He holds a PhD in e-Tourism, a Master Degree (M.Sc.) in "Tourism Planning, Administration and Policy", and a B.Sc. in Business Administration from the University of the Aegean, Greece. He has contributed to several national and international research projects in hospitality and tourism. His work has been published in several international academic journals and conference proceedings. His research interests include e-tourism, digital marketing, tourism marketing, consumer behavior and special and alternative forms of tourism.