

# Dr. Mahmoud Moawad Tamam Salem



## Contact Details

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Salah Salem St. Beni Suef, Faculty of Tourism and Hotels, Beni Suef University

## Academic Positions

**Associate Professor Doctor**, Tourism Studies **department** Faculty of Tourism and Hotels, Beni Suef -University, 22/2/ 2021 to present

Lecturer Tourism Studies **department**, Faculty of Tourism and Hotels, Beni Suef -University, 2016 to 21/2/2022

## Former Positions

Inspector at the Ministry of Tourism, Travel Agencies Sector, Travel Agencies Licensing Administration, 2001-2009

Inspector at the Ministry of Tourism, Travel Agencies Sector, Religious Tourism Administration, 2009-2016

## Academic Qualifications

**Bsc. of Tourism and Hotels, Tourism Studies, honor degree**, Faculty of Tourism and Hotels, Cairo University – 2000.

**MSc. of Tourism and Hotels, Tourism Studies**, Faculty of Tourism and Hotels, Fayoum University – 2009.

Title: Electronic Services Quality Evaluation in the Egyptian Travel Agencies: Customers Viewpoint.

Diploma of E-commerce and E-Marketing, Faculty of Computing and Information, Cairo University, 2013

PhD of Tourism and Hotels, Tourism Studies, Faculty of Tourism and Hotels, Fayoum University – 2014.

Title: Tourism and Economic Corporations and Its Impact on Travel Agents In Egypt: An Analytical Study of the Current Situation.

### Teaching Experiences

Lecturer, Faculty of Tourism and Hotel Management, Pharos University, Alexandria, 2014 – present

Modules: Tourism operations management, Retail travel Services, Strategic management in tourism, Legal Issues in Tourism and Hospitality, Industry Internship (2)

### Work Experiences

Representative of Ministry of Tourism in Saudi Consulate for Omaha and Hajj (Pilgrimage), 2009-2016.

Representative of Ministry of Tourism in ministry of Interior for Omaha and Hajj (Pilgrimage), 2009-2016.

Member of Egyptian Official Omaha-Hajj Mission, 2006-2016.

Member of Official Committee of Ports Departure-Arrival for Omaha-Hajj, 2006-2016.

Member of Official Team for Omaha-Hajj Online File Auditing at the Ministry of Tourism.

Auditing Committee Member, Travel Agencies Sector

A member of Elections Committee for Egyptian Travel Agencies Association

A member of Elections Committee for Automobile & Touring Club of Egypt

### Seminars and lectures

Workshop member of updating NARS for tourism sector, 2015.

Participating in coordinating the cooperation protocol between Faculty of Tourism and Hotel Management, Pharos University and Travel Agencies Association, Alexandria, 2016

Participating in coordinating the Job Fair organized by the Faculty of Tourism and Hotel Management, Pharos University, 2016

Discussion of Graduation Projects, Faculty of Tourism and Hotel Management, Pharos University, 2014-2016

Discussion of Graduation Projects, Higher Institute of Tourism and Hotels, Sheraton, 2015-2016

Lectures at the Training Centre of the Ministry of Tourism, 2015.

Lectures at the Higher Institute of Diversified Studies, Batran, 2015.

Lectures at the Faculty of Tourism and Hotels, Suez Canal University, 2015.

Seminar member, and lectures, Faculty of Tourism and Hotels, Fayoum University, 2015.

Participating in seminars and Chinese festival, Fayoum Faculty of Tourism and Hotels Festival, and Fayoum Faculty of Tourism and Hotels Annual Conferences

Seminars and Workshops of E-commerce and E-Marketing Syndicate

### **Publications**

Crises Management, Journal of Tourism Researches, Ministry of Tourism, June, 2007.

Tourism Services Quality Development, Journal of Tourism Researches, Ministry of Tourism, June, 2009.

Opportunities of Tourism Investment in Egypt- Potentialities and Challenges, Journal of Faculty of Tourism and Hotels, Fayoum University, September, 2015.

Promoting Museums as a Unique Tourist Product, Journal of Tourism Researches, Ministry of Tourism, August, 2016.

Opportunities of Tourism Investment in Egypt- Potentialities and Challenges, Journal of Faculty of Tourism and Hotels, Fayoum University, September, 2015.

The development of handicrafts and traditional industries as one of the Egyptian tourist attraction  
Journal of the Faculty of Tourism and Hotels, Fayoum University, Volume (10), Issue (1/2), September 2016.

The Impact of Currency Exchange Rate Floatation on the Egyptian Tourism Activity: A study applied to Travel Agents Working in Religious Tourism  
International Journal of Heritage, Tourism and Hospitality, 2017, Vol. (11), No. (2/1), September, 2017 By The Faculty of Tourism and Hotels, Fayoum University

E-marketing Adoption in Egyptian travel Agencies: A Study of Environmental Drivers, Benefits, and Challenges  
International Journal of Heritage, Tourism and Hospitality - 2018 , Vol.(12), Issue (1/2), September by the Faculty of Tourism and Hotels - Fayoum University

chances for applying blue ocean strategy in the Egyptian diving centers  
Journal of the Faculty of Tourism and Hotels 2018, sixth edition, Issue No. (1/2), December. Minia University,

Adopting Cooperative Marketing Strategy by Tourism Services Providers: Comparing Perceptions of Travel Agencies and Hotels  
9th Advances in Hospitality and Tourism Marketing and Management Conference Proceedings, 09-12 July 2019 Portsmouth, United Kingdom, 119-131.

Economics of financing tourism small enterprises: Evidence from the Micro, Small and Medium Enterprises Development Agency (MSMEDA)  
International Journal of Heritage, Tourism and Hospitality - 2020 , Vol.(14), Issue (2), December by the Faculty of Tourism and Hotels - Fayoum University

The Effect of Environmental Practices on Tourism Destinations' Image and Travel Decision-Making: A Comparative Study of the UAE, Algeria and Egypt  
Journal of the Faculty of Tourism and Hotels, 2021 Volume No. (5), Issue No. (1), June Sadat City University -

Measuring the impact of intellectual capital on travel agencies' innovation performance: Evidence from Egypt  
Journal of Association of Arab Universities for Tourism and Hospitality  
Vol. 21 No.2, (December 2021)

## Training Courses

Training Centre for Human Resources Development, Beni Suef University, 2016

- Examinations and Evaluation Systems
- Financial and Legal Aspects of University Works
- University Work Ethics
- University Administration
- Credit Hours
- General Teaching Associate

International Relations for Ministry of Tourism Employees, Faculty of Economy and Political Sciences, Cairo University, 2007

The Role of Internal Tourism: Human Rights Perspective, Faculty of Economy and Political Sciences, Cairo University, 2007

International Relations and Crises Management, Faculty of Economy and Political Sciences, Cairo University, 2008

Specialized Course for Travel Agencies, Ministry Training Centre, 2008.

The Role of Modern Tools in Solving Investment Problems, Centre of Research, Legal Consultancies, and Training, Faculty of Law, Cairo University, 2008.

Preparation of Tourism Consultants, Faculty of Economy and Political Sciences, Cairo University, 2009.

Electronic Archiving, Leadership and management Development Centre, Ministry of Investment, 2008.

Foreign Diplomatic Envoys for Offices of the Ministry of Tourism, Diplomatic Institute, Ministry of Foreign Affairs, 2009

Windows-Word-Excel-PowerPoint, Faculty of Tourism and Hotels, Fayoum University, 2007

Free Lancing Internet Jobs Methods (Institute Of E Commerce and Technology), E-commerce and E-Marketing Syndicate, 2014

TOFEL

ICDL, 2010

Basic Course in E-Marketing, Arab Tourism Organization, 2012

### Research Interests

E-Tourism

E-Marketing

Travel Agencies

Modern Trends in Tourism

Tourism Economy

Eco-Tourism

Public Relations

Tourism and Hospitality Service Quality

### Other Activities

A member of Quality Assurance Unit, Faculty of Tourism and Hotels, Fayoum University

A Member of Strategic Plan Team, Faculty of Tourism and Hotels, Fayoum University

A Representative of Graduates, Faculty of Tourism and Hotels, Fayoum University

A Member of E-commerce and E-Marketing Syndicate

A Member of American Club for E-commerce

A Member of the International Committee for Arab Tourism Experts

A Member of Nubia Tourism Friends