

Curriculum Vitae

- **Name:** Prof. Dr.Ghada Aly Hammoud
- **Date of Birth:** 22-6-1964
- **Gender:** Female
- **Nationality:** Egyptian
- **Marital Status:** Married
- **Occupation:**
Dean/ Faculty of Tourism and Hotels Beni-Suef University
Ex-Vice Dean for Post Graduates and Research 3/11/2010 to 2/11/2016
Ex- Vice Dean for Education and Tourism Affairs 5/1/2013 to 30/4/2013
Ex-Head of Tourism Department 25/12/2001 to 2/11/2010
- **Job Address:** Faculty of Tourism and Hotel Management, Helwan University
- **Home Address:** Villa 53b Ebad Rahman2, Katameya, Cairo, Egypt
- **Telephone:** Home:(00202)27252155
Office: (00202)23647729, 23654406
Mobile: (002): 01006062465 , 011197030671
- **E-mail Address:** profghada@gmail.com
- **Scientific Degrees:**
Graduated from El Horreya Language school
The Fourth on the Egyptian Republic (1982)

Bachelor in Tourism Excellent with honors
(Merits) 1986

Master in Tourism "Planning Promotion in the
Tourism Generating Countries" Applied on the English
Market 1991 (In English)

Ph.D. in Tourism "Factors Affecting Pleasure
Travel Destination Choice" 1996 (In English)

Scientific Missions:

Scientific Mission in UK (UWIC) (University of Wales)
2000

Scholarship staff mobility with EU Metallic in Cardiff
Metropolitan University, UK 2014

● **Membership:**

- The Egyptian Society of Scientific Experts on Tourism
(Board Member)
- Vice- President of The Committee for promoting
Professors and Assistant Professors (Tourism
Committee) Egypt
- Member of the American Association of International
Researchers (AAIR) under Tourism and Hospitality
Forum.
- The Egyptian Society of Tourism and Hospitality
- The Society of Faculty of Tourism Graduates, Helwan
University
- Union of The First of General Secondary Certificate
- Tourism Committee, The Egyptian General Authority for
standardization and Quality
- Tourism Committee, Specialized Councils, Presidential
Committee
- The Committee for promoting Professors and Assistant
professors, Amman, Jordan

- Member of the Scientific Board for the Master of Heritage Conservation and Site Management (Joint Master Degree between Helwan University and Brandenburg University of Technology in Germany)
- The Committee of Nominating Deans and Academic Staff for Higher Tourism Institutes (Ministry of Higher Education / Egypt)
- Member of the Scientific Board of the Tourism and Management Studies International Conference November 2016 (TMS ALGARVE 2016/ 2018)
- Member of the Advisory Board ,Journal of Tourism and Archaeology-King Saud University
- Member of the Evaluating Committee for Higher Tourism Institutes /Ministry of Higher Education

Scientific Books:

- 1- Tourism Companies
- 2- Airline Companies (Ticketing Booklet and Amadeus
- 3- Tourism Past. Present. Future
- 4- Travel and Tourism Industry
- 5- Tourism Bodies and Organizations
- 6- Modern Trends in Tourism
- 7- Tourism companies 2
- 8- Introduction to Tourism
- 9- Tourism Safety and Security
- 10- Sales Promotion in Tourism
- 11- Tourism Advertising and Publicity
- 12-Principles of Tourism

Published Researches:

- Factors Affecting the Choice of the Egyptian Destination Regarding the European Union (Arabic)
The Egyptian Journal of Tourism Studies, Vol.1, 1997
- Consumer Satisfaction Versus Expectations (A Case Study of the French Market in Egypt) (English)
The Egyptian Journal of Tourism and Hospitality, No.1, 1998
- Coordination between Public and Private Sectors in Tourism Development (Applied on Southern Hurghada Region) (Arabic)
The Egyptian Journal of Tourism and Hospitality, Vol.2, No.1, 1999
- The Egyptian Destination Image in Different Generating Tourism Markets: A Case Study of the UK Market (English)
The Egyptian Journal of Tourism and Hospitality, Vol.3, No.1, 2000
- Sustainable Tourism Development and its application in the Egyptian Tourism Regions (Arabic)
El Edarah, Vol.32, No.1, July 2000
- The Unified European Currency (Euro) and its impact on the flow of tourism to Egypt (Arabic)
El Edarah, Vol.34, No.1/ 2, October 2001
- The Role of Special Events in Promoting International Tourism Traffic to Egypt (English)
The Egyptian Journal of Tourism Studies, Vol.1, No.2, 2002
- The Role of British Tour Operators in Promoting the Egyptian Tourism Destination (English)
Journal of Science and Art Research Studies, Vol.14, No.4, October 2002
- Tourism and Recreation in Rural Areas: The Case of Wales (English)
El Edarah, Vol.35, No. 3, January/April 2003

- The Fundamentals of Tourist Destinations' Planning.
Applied on Saqqara (English)
The Egyptian Journal of Tourism and Hospitality, No.7,
January 2003
- The Impact of Currency floating on the Egyptian Tourism
Activity (Arabic)
The Egyptian Journal of Tourism and Hospitality, No.9,
January 2004
- Domestic Tourism: The Lifeblood of the Tourism Industry
- Case of Egypt (English)
El Edarah, Vol.38, No.1, July 2004
- Consumer's Loyalty : A Powerful Impetus to Airlines'
Success (English)
El Edarah, Vol.40/41, No.3/4, January 2005
- Tourism A highly Qualified Labour Industry: An
Assessment Study of the Tourism Training Course held at
Helwan University (English)
El Edarah, Vol. 42, No.3, January 2006
- Developing Military Tourism in Egypt (Arabic)
In The International Conference on Essential Principals of
Tourism Strategy of Arab World and their Impact on
National Economics, Alexandria 28-30 October, 2006
- An Appraisal of the Egyptian Overseas Tourism Offices'
role in the Third Millennium
3rd International Conference on "Tourism Future Trends"
27th-29th October, 2007, Sharm El Sheikh, South Sinai
- Studying the Impact of Information Technology on labor
turnover in the Egyptian Tourism Sector "Applied to
Travel Agencies Category A"(Arabic) 2014
- Studying the Environmental Impact of Operating Nile
Cruises Lines (Arabic) 2014
The Egyptian Journal of Tourism and Hospitality, Vol.21,
No.2, 2014

- Ecological Tourism Development of Ashtoum El Gameel protectorate and Tanees Island (Arabic)
The Egyptian Journal of Tourism and Hospitality, Vol.22, No.1, 2015
- Promoting Nostalgia Tourism to Egypt- Journal of Tourism and Hospitality Management
Journal of Tourism and Hospitality Management, 2016
- Managing Natural and Maritime Protectorates along the Egyptian Coasts(Zaraneek and North Islands of the Red Sea)(Arabic)
The International Academic Journal of Faculty of Tourism and Hotel Management Helwan University, Vol.1, No.1, 2016
- Promoting Incoming Educational tourism in Egypt (Arabic)
The International Academic Journal of Faculty of Tourism and Hotel Management Helwan University, Vol.1, No.1, 2016
- Developing the Curricula of Pre-University Education to Raise the Tourism Awareness (Arabic)
The International Academic Journal of Faculty of Tourism and Hotel Management Helwan University, Vol.1, No.1, 2016
- Applying the Tourism Science in Schools (Arabic)
The International Academic Journal of Faculty of Tourism and Hotel Management Helwan University, Vol.1, No.1, 2016
- Public Relations' Role in Tourism Companies and its influence on Customer's Loyalty (Arabic)
The International Academic Journal of Faculty of Tourism and Hotel Management Helwan University, Vol.1, No.1, 2016

- Promoting Therapeutic Tourism in Baharia Oasis (Arabic)
The International Academic Journal of Faculty of Tourism and Hotel Management Helwan University, Vol.1, No.1, 2016
- Applying Plastic Surgery as a New Tourism Trend (Arabic)
The International Academic Journal of Faculty of Tourism and Hotel Management Helwan University, Vol.1, No.1, 2016
- Plastic Surgery Tourism and its impact on promoting the Incoming Tourism Movement (Arabic)
The International Academic Journal of Faculty of Tourism and Hotel Management Helwan University, Vol.1, No.1, 2016
- Evaluating the negative impact of Greenwash on the development of sustainable tourism in Egypt
International Academic Journal of the Faculty of Tourism and Hotel Management – Helwan University. No.3-2017, The Second Part 2/1
- Assessing the impact of tourism certification programs on the development of sustainable tourism in developing countries
International Academic Journal of the Faculty of Tourism and Hotel Management – Helwan University. No.3-2017, The Second Part 2/1
- Applying a proposed augmented reality museum applications in Coptic museum in Egypt
International Academic Journal of the Faculty of Tourism and Hotel Management – Helwan University. No.3-2017, The Second Part 2/1

- Analytical Study on Augmented Reality Museum's Applications
International Academic Journal of the Faculty of Tourism and Hotel Management – Helwan University. No.3-2017, The Second Part 2/1
- Evaluating the Quality of Career Life in the Egyptian Ministry of Tourism
International Academic Journal of the Faculty of Tourism and Hotel Management – Helwan University. No.3-2017, The Second Part 2/2
- Evaluating the Importance of Co-creation Approach in Tourism Industry
International Academic Journal of the Faculty of Tourism and Hotel Management – Helwan University. No.3-2017
The Second Part 2/2
- The Potentials of Applying Smart Tourism Destination Concept in El –Gouna
International Academic Journal of the Faculty of Tourism and Hotel Management – Helwan University.
No.3- 2017, The Second Part 2/2
- A Comparative Study between El-Gouna and Dubai as Smart Tourism Destinations
International Academic Journal of the Faculty of Tourism and Hotel Management – Helwan University. No.3-2017, The Second Part 2/2

- Promoting Nautical Tourism on Egyptian Red Sea
International Academic Journal of the Faculty of Tourism
and Hotel Management – Helwan University. No.3-
2017, The Second Part 2/2
- Studying the Impact of Servant Leadership on Raising the
degree of Organizational Commitment of Employees in the
Egyptian Ministry of Tourism
International Academic Journal of the Faculty of Tourism
and Hotel Management – Helwan University. No.3-
2017, The Second Part 2/2
The Applicability of IT Governance on Egypt Air.. Journal
of Tourism and Hospitality Management Vol.5, No.2
Dec.2017(JTHMNET)
- Challenges Facing Airlines' Social Innovation, Journal of
Tourism and Hospitality Management Vol.5, No.1
Jun.2017(JTHMNET)
- Towards Applying Co-Creation Concept on the Egyptian
Travel Agencies
International Academic Journal of the Faculty of Tourism
and Hotel Management – Helwan University. No.3-
2017, The Second Part 2/2
- Development of Airlines Distribution Capabilities
Journal of Tourism and Hospitality Management
(JTHMNET, 2018)

Qualifications:

- Lecturing (Marketing of Services, Tourism Marketing, Advertising and Publicity, Market Research, Tourism Planning, Modern Trends in Tourism, Ticketing, Program's Quotations (Tour Operation), Sustainability, Tourism Perspectives, Decision Making, Research Methodology, Introduction to Tourism (Principles of Tourism). Amadeus (Practical)
- Training Trainers
- Supervising and Discussing Scientific dissertations and Theses
- Assessing Scientific Researches
- Supervising and Directing Scientific Courses i.e.:
 - Courses held by The Ministry of Tourism for Fresh Graduates 2001/2002 and 2002/2003
 - The Ministry of Tourism Training Courses (successive years) Managers of Overseas Offices, Employees and Egyptian Guides
- Organizing and Lecturing in Courses and Workshops for Trainees of the Commonwealth Countries; Albania; Uzbekistan....
- Lecturer in "Heritage Conservation and Site Management" Master, Joint International Master Degree between HU and Brandenburg University in Cottbus in Germany
- Lecturer in the Joint International Master between HU and Italy in Palermo "Integrated Tourism"
- Lecturer in Ain Shams University

- Lecturer in different Tourism Higher Institutes
- Preparing Technical Tourism Curriculums for the Ministry of Education
- Preparing Training Booklets in the Egyptian Federation of Tourism Chambers (Transfer Booklet), Egyptian Vocational Qualifications of Training Trainers Course
- Founded the English Department in Faculty of Tourism / Helwan University (2007/2008)
- External Reviewer of Higher Education Institutions in Egypt and United Arab Emirates (Modern Science University and Sharjah University)
- Head of Committee of Preparing Tourism Graduates' Qualifications (NARS), 2015

Training Courses:

- **National Authority for Quality Assurance and Accreditation of Education:**
 - 1- Institutional Self –Evaluation for Higher Education
 - 2- Learning Outcomes and Curriculum Maps for Higher Education Institutions
 - 3- External Reviewer of Higher Education Institutions
 - 4- Comprehensive Course for External Reviews

Helwan University:

- Training Trainers Course
- Specialized Topics in Teaching
- Professional Ethics
- Decision Making and Problem Solving
- Credit Hours Course
- Evaluating Teaching Course
- Teaching With Technology

Arab Air Carriers Organization:

Airlines' Ticketing Course

Amadeus Courses:

Amadeus basic Course

Amadeus e -Ticketing Course