



**Mohab H. El bishbieshy Ph.D.**

Senior Lecturer of Tourism, Faculty  
of Tourism and Hotels, Beni Suef  
University in Egypt

## PROFILE

Senior Lecturer at Faculty of Tourism, with [22] years of experience in professional tourism sectors. Joined the Egyptian Tourism Authority in 1998 as a tourist specialist in conference department where I was responsible for carrying out market researches on inbound tourism markets and the events hosted by Egyptian Tourism Authority.

## CONTACT

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## EDUCATION

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2015: Doctor of Philosophy Degree in Tourism Studies, Tourism and Hotels Faculty, Suez Canal University.

Dissertation titled "Tourism Marketing Role during Crisis  
An Applied study on The General Egyptian Tourist Authority"

2012: master Degree in tourism management, Tourism and Hotels Faculty, Suez Canal University.

Thesis titled: "Institutional Twinning as a new trend Applied  
On Egyptian tourist Authority (ETA)"  
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1997: Bachelor Degree in Tourism Studies,

## WORK EXPERIENCE

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- **Technical career**

1998 to 2008: **Egyptian Tourist Authority, Domestic Tourism sector, Conference Dept.**

I worked in Domestic Tourism sector, Conference Dept. for 10 years I shared in organizing conferences and many travel fairs in Egypt. I shared in organizing of companies and Hotels inside the pavilion of Egypt.

2008 to 2011: **Egyptian Tourist Authority, Technical sector, International Fairs Dept.**

I worked in The Technical sector, International Fairs Dept. for 3 years. I shared in organizing Egypt Pavilions in international tourism fairs such as: World Travel Market (WTM) in London and Arabian Travel Market (ATM), and ext.....

2011 to 2014: **Egyptian Tourist Authority, Domestic Tourism sector, Undersecretary Technical Office**

I worked in The Domestic Tourism sector as manager of, Undersecretary Technical Office. I study proposals presented by private companies in order to promote Egypt. I study, analyze, evaluate and organize the events and the issues related to the promotion of tourism movement. I share in solving problems facing the events, the authority organizes

2014 to 2020: **Egyptian Tourist Authority, International Tourism sector, African Affairs Dept.**

I am working in the International Tourism sector to promote Egypt in Africa through participating in international travel fairs such as WTM South Africa 2015, Zimbabwe travel fair 2015, 2017, 2018, and organize tourism programs for official delegates

visiting Egypt, And African Tourism ministers' conference in Egypt

- **Academic career**

- 2020- present: Lecturer, Faculty of Tourism and Hotels Beni Suef University, Egypt.
- Lecturer in tourism study department -Sinai High institute for tourism and Hotels during 2016.
- shared in control working and Exams in the Egyptian High institute for Tourism and Hotels 2013/2014.

- **Academic positions**

- 2021-2022: Deputy director of the quality unit. Faculty of Tourism and Hotels Beni Suef University, Egypt.
- 2021- present: Member of the college council, Faculty of Tourism and Hotels Beni Suef University, Egypt.
- 2021 – present: Member of the Society and Environment Committee, Faculty of Tourism and Hotels Beni Suef University, Egypt.
- 2021 – present: Member of the Student Affairs Committee, , Faculty of Tourism and Hotels Beni Suef University, Egypt.
- 2020- present: English Section coordinator, Faculty of Tourism and Hotels Beni Suef University, Egypt.

### **Student seminars and workshops**

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- Organizing a workshop for students on the role of tourism media in times of crisis 2020/2021
- Organizing a workshop for students “Traditional crafts as a tool for tourism marketing “Inclusion of local communities in the tourism sector
- Organizing a workshop for students Network marketing in Aviation- pricing and revenue management “Aviation 2022

## PUBLICATIONS

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- Institutional twinning and its administrative, marketing and technological impacts on the Egyptian promotion board 2012
- The marketing role of the Egyptian promotion board for Tourism during the crisis period 2015
- The role of tourism crisis management in government institutions in maintaining the rate of Tourist flow during crises
- Mohab H. Sabah M." Measuring the role of the Egyptian promotion board to attract the African tourist market", International Journal of Heritage, Tourism and Hospitality, Fayoum University, Vol. 15, No. 3, September 2021
- Mohab H. Sabah M "Analytical study of the impact of covid- 19 on Egyptian tourist demand," , International Journal of Heritage, Tourism and Hospitality, Fayoum University, Vol. 15, No. 3, December 2021 .

## COURSES

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2020	: Integrity and transparency course, Beni Suef University, Egypt.
2020	: Effective Presentation Skills Course, Beni Suef University, Egypt.
2020	: Time and meeting management course, Beni Suef University, Egypt.
<b>16-19 Dec. 2018</b>	: Course in Supervisor Leading Skills, AMAC Training Center
<b>23-26 Dec.2018</b>	: Course in Marketing Skills of Tourism Services, AMAC Training Center
<b>7-18 sep.2014</b>	: Training program for Protocol, and negotiation art From Diplomatic Studies Institute
<b>July-Aug. 2010</b>	: Course in Interpersonal Skills Program, American University of Cairo (AUC).
<b>18 Sep -2 Oct. 2010</b>	: Course in Marketing Research Program, American University of Cairo (AUC)
<b>16 Oct -20 Nov 2010</b>	: Course in Marketing Communication Program,

American University of Cairo (AUC)

- Feb – Oct. 2010** : Government leaders' Academy (G L A)  
Course in Management, cooperation with  
National Management Institute (Egypt) & Forst  
Rowley (London)
- 6-13 February 2008** : Certificate of management skills and training  
Techniques from the (EU) twinning Project in  
Egyptian Tourist Authority.
- 06 Nov–JAN2007** : Course in International Relationship, Faculty of  
Economics and Political Science, Cairo  
University.( Part Two).
- July– Aug 2006** : Course in International Relationship Faculty Of  
Economics and Political Science, Cairo University.  
(Part One)
- Nov. – Dec2005** : Course In New Tends In Tourism and Hospitality  
Industry.