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Associate Professor

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Time at UoN: Since 2025

Marital Status: Married ..

A committed Associate Professor in hotel management, have been working for more than 20 years in well-known academic institution, have been assigned to work as in many managerial roles beside my academic position.

Academic Qualifications

Ph.D. in Hotel Management, Fayoum University, 2010, Towards A framework for Using Information Technology Applications as Marketing Tools Faculty of Tourism and Hotels, Fayoum University

Master of Science in Hotel Management, Cairo University, 2005, The Web based applications for small and medium sizes hotels

Bachelor of Tourism and Hotel in Hotel Management, Cairo University, 2000

Research Activities

- Research Interests

Digital Marketing in tourism and Hospitality.

Information Technology Applications in Tourism and Hospitality.

Quality Management in Tourism and Hospitality Education.

Local Food and Food Heritage.

- Publications

Article:

1. 2020 [Marketing local food and cuisine culture online: a case study of DMO's websites in Egypt](#), International Journal of Tourism Cities 6 (4), 1045-1068
2. 2020 [Egyptian food experience of international visitors: a multidimensional approach](#), International Journal of Contemporary Hospitality Management 32 (8), 2593-2611
3. 2018 [Talent Management Strategies and Practices in Five Star Hotels: An Exploratory Study](#), International Journal of Heritage, Tourism and Hospitality 12 (2), 32-49
4. 2015 [Determinants of Electronic word of mouth \(EWOM\) influence on hotel customers' purchasing decision](#), International Journal of Heritage, Tourism, and Hospitality 9 (2/2), 194-223
5. 2014 [Sharia-compliant hotels in Egypt: Concept and challenges](#), Advances in Hospitality and Tourism Research (AHTR) 2 (1), 1-15

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