

Name: Ghada Mohamad Abd- ElFattah Bassiouny

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Biographical

sketch:

(Academic

Degrees-

Fellowships and

Associations)

Dr. Ghada is Ass. Proffessor in the faculty of tourism and hotel management – Pharos university in Alexandria “tourism department”, major Tourism marketing

She got her Ph.D. degree in Tourism, Tourist Guiding and Hotels Management, Faculty of Tourism and Hotels, Alexandria University. Her Ph.D title was *Measuring The Effects of Service Encounter on Customer Satisfaction, A Field Study on Accommodation Establishments in Egypt*”.

She got her Master of Science (M.SC.) Degree in Tourism, Tourist Guiding and Hotels Management, Faculty of Tourism and Hotels, Alexandria University. Thesis title was “*Measuring Service Quality, A Field Study on Travel Agencies*”

She got her B.SC. Degree in Tourism Studies, Faculty of Tourism and Hotels, Alexandria University, Egypt.

In addition to her academic work for 21 years in the higher institute of tourism, hotel and computer science el Seyouf Alexandria and 3 years in faculty of tourism and hotel management – Pharos university in Alexandria, she worked as Chief Executive in student activities in Faculty of Tourism and Hotel management, PUA.

She was the coordinator of the courses development committee in PUA and also the coordinator of the career development & entrepreneurship center in PUA .She also attended and successfully completed some workshops in the Education Development and Quality Assurance and Academic Accreditation.

She is a self-learner, has good time management skills and can work under pressure, and has volunteering experience.

Teaching Experience:

Courses taught to undergraduate students:

- Travel agencies
- Tourism strategic management
- Introduction to tourism and hospitality industry
- Theme park management
- Tourism transportation
- Customer service
- Retail travel services
- Tourism impacts and sustainability

	<ul style="list-style-type: none"> - Travel agency and Front Desk management - Event Management - Advertising and Public Relations - Professional English (3) <p>Education Development courses:</p> <ul style="list-style-type: none"> - (2014/2015) Syllabus construction and design in 21 April - (2014/2015) Student Assessment part (2) in 28 April - (2014/2015) Managing lectures in 10 April - (2014/2015) Student Assessment part (1) in 31 March - (2014/2015) Stress & Anger Management 10 December - (2014/2015) Learning styles in 7 October - (2014/2015) Interactive modalities in 29 September - (2013/2014) Motivation strategies and feedback in 5 May - (2013/2014) Secrets of success & Self development in 8 April - (2013/2014) Common teaching in 25 March <p>Conference Attendance:</p> <p>May 2004 :The third annual conference for the Faculty of Tourism and Hotels, Alexandria University titled "Education, Investment and Job Opportunities in the Tourism Industry"., Alexandria from 4-6 May 2004 – Participation by attendance.</p> <p>April 2005 :The fourth annual conference for the Faculty of Tourism and Hotels, Alexandria University titled "The Egyptian North Western Coast on the International Tourism Map"., Alexandria from 17-19 April 2005.</p> <p>Dec. 2007 :The first annual conference for the High Institute for Tourism, Hotels, and computer, El-Seyouf titled "Tourism in Alexandria -The actual and the hoped" Alexandria, from ,16-17 December 2007.</p> <p>Dec. 2008 :The second annual conference for the High Institute for Tourism, Hotels , and computer, El-Seyouf titled " Backstage Tourism" on 16 December 2008.</p> <p>April 2009 :The third annual conference for the High Institute for Tourism, Hotels , and computer, El-Seyouf titled " Backstage Tourism" on 11th April 2009.</p> <p>Nov. 2009 :International Conference under the framework of Istanbul 2010 European Capital of Culture "Cities as Creative Spaces for Cultural Tourism" - Organized by Boğaziçi</p>
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	<p>University (Istanbul, Turkey) from 19th – 21st of November, 2009.</p> <p>April 2010 :A Conference on Alexandria : An Arab International Touristic Destination, from 21-22 April 2010 .</p> <p>Dec 2011 :International conference of Suez Canal University, titled”Towards the Arabic tourism”, from 13-15 Dec2011</p> <p>April 2012 :International conference under the framework of Alexandria 2010 Arab Capital of Tourism “”Marketing Alexandria: from a city for excursions to an international destination” organized by the High Institute for Tourism, Hotels, and computer, El-Seyouf (Alexandria- Egypt) from 1-2 April 2010. Participation by presentation of a joint paper titled “Tourism sustainable Development of Kom El-Dikka ”.</p> <p>March 2012 : The sixth annual conference for faculty of tourism and hotel , Fayoum university, titled “ The Egyptian and Arabic tourism according to the universal alternatives” from 28th-29th March,2012 .</p>
<p>Publications</p>	<p>2010:“The preservation& development of the cultural and social development of Abu-Qir ’ journal : Association of Arab Universities for Tourism and Hospitality, June 2010, Egypt,37-49.</p> <p>2012: “Analysis study aims at putting SIWA in the international map of tourism” Association of Arab Universities for Tourism and Hospitality, 2012, Egypt.</p> <p>2012: “A Suggested Plan for Applying the City Bus Tour to Alexandria” 2012 :”Role of training programs in improving the performance of employees in travel agencies”</p> <p>2013 :”The advertising presence of the travel agencies on the social networks”</p> <p>2014: Measurement of Customer Satisfaction for Airport Travel Services</p> <p>2015: A Proposal for Revitalizing Some Ancient Egyptian Festivals for Tourists’ Attraction</p> <p>2015:Special Events in the Tourism and Hospitality Industry: A Comparative Study on Volunteering Motivations in University Students</p>
<p>Academic Research Interests</p>	<ul style="list-style-type: none"> • Tourism marketing • Customer satisfaction • Special events in tourism