



Pharos University in Alexandria
Faculty of Tourism and Hotel Management

Tourism Department

Scientific Conference 2024-2025



Pharos University in Alexandria

Faculty of Tourism and Hotel Management

الأربعاء
7/5/2025



قاعة D609



الاجنده المؤتمر العلمى لقسم سياحه



تسجيل السادة الحضور واستقبال السادة الضيوف -

10:45

ترحيب القائم بعمل رئيس القسم بالسادة الضيوف

11:00

كلمة أ.د/ عميد الكلية

11:05

عرض تقديمي لأهم إنجازات القسم لهذا العام

11:10

كلمة ممثلي الصناعة عن آرائهم في أنشطة القسم ومستوى الخريجين والطلاب مقترحاتهم للتحسين

11:45

كلمة الخريجين وطلاب السنة النهائية

11:50

توصيات المؤتمر

11:55

تقديم شهادات تقدير للسادة ممثلي الصناعة المشاركين بالمؤتمر

12:00



**Scientific Department Achievements
During the Academic Year
2024-2025**

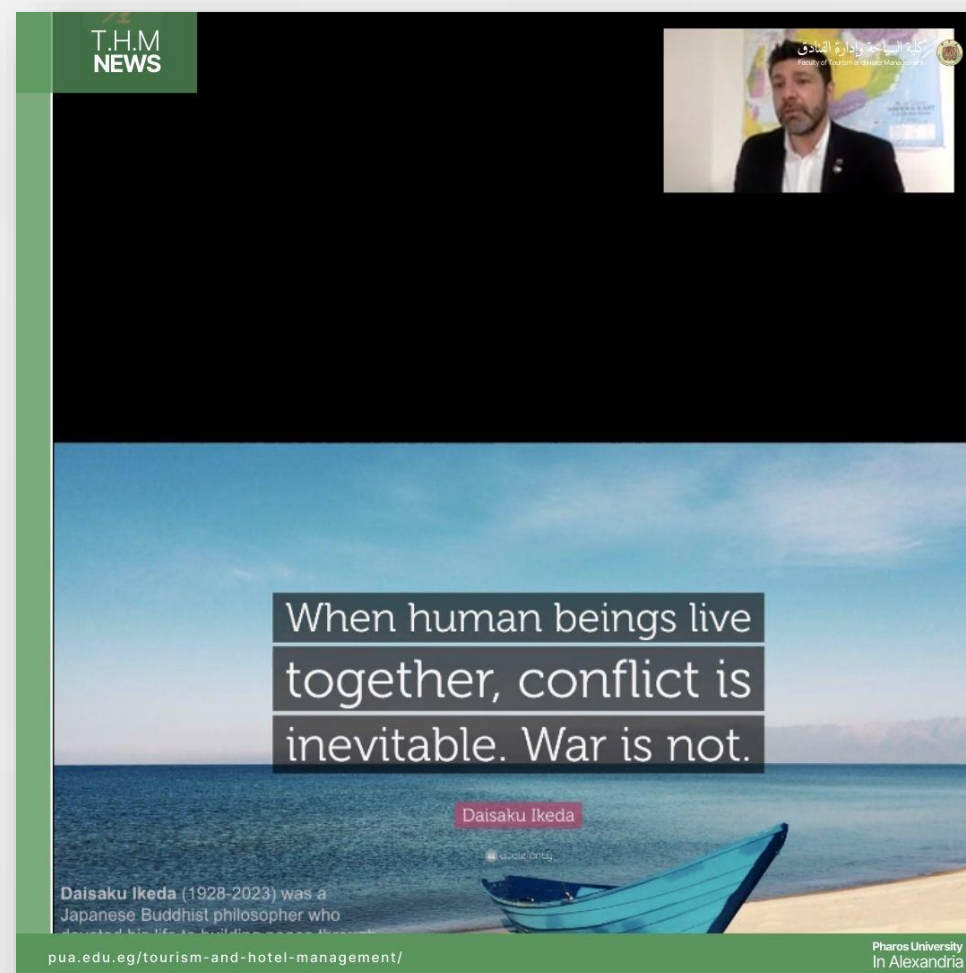
International Relations Activities



Celebration of World Tourism Day 2024

Tourism and peace: a tool for global integration and peace

In line with the celebration of World Tourism Day, which has been held on 27 September each year since 1980 by the World Tourism Organization, the college hosted a **workshop on Monday, September 2, 2024, titled "Tourism and Peace."** The workshop was led by **Dr. Fabio Carbone**, a Senior Lecturer at the University of Northampton (UON).



International Exchange Student at Tourism Department!



Faculty of Tourism & Hotel Management welcomed Lilian Hovasse from Y Schools University, France, as an exchange student for the Spring 2024/2025 semester!

Tourism Dept. Students Participated on international Competition

From **January 21–25, 2025**, the prestigious **Future Leaders Challenge (FLC 2025)** brought together **83 top talents from 15 countries** to tackle real-world challenges in the tourism and hospitality industry.

A special congratulations goes to **Joyce Waseem**, who earned an impressive **2nd place** with her international team - a remarkable achievement on the global stage!



**We are proud to announce that three
outstanding students from our Tourism
Department.**

PUA Future Leaders

Transforming THM Students' Journey to Success Across the MEA Region at the Dubai Final 2025

"I deeply appreciate the opportunity the Faculty of Tourism and Hotel Management at Pharos University granted us. Thank you for believing in us and providing this exceptional experience—we are truly grateful for your trust and support.

A heartfelt thank you also goes to the Future Leaders Challenge team for their incredible efforts in creating such unforgettable, fun, and creative journeys. From the thrilling desert safari in Dubai to exploring and dining at some of the finest hotels in Jumeirah, every moment was carefully crafted to inspire and excite. These experiences went beyond just activities; they were opportunities to grow, connect, and dream bigger than ever before."





Pharos University in Alexandria
Faculty of Tourism and
Hotel Management



PUA Future Leaders

Transforming THM Students' Journey to Success
Across the MEA Region at the Dubai Final 2025

"I would like to begin by sincerely thanking the THM Faculty at Pharos University; supportive professors and our esteemed Dean, for granting me the opportunity to participate in this life-changing competition. Their unwavering, encouragement, and belief in my abilities made this incredible journey possible. The emotional, psychological, and physical support we received from the FLC Team was equally remarkable. They taught us the true essence of community over competition and helped us uncover our skills, abilities, and ambitions with unparalleled care and guidance. The Future Leaders Team truly aspires you to become a leader and in the best version of yourself, through their inspiring sessions and connecting with prestigious tourism and hospitality industry leaders. It was a transformative experience that has truly changed my life."

Marilena Adel

Junior Student ,Tourism dept.





Pharos University in Alexandria
Faculty of Tourism and
Hotel Management



PUA Future Leaders

Transforming THM Students' Journey to Success
Across the MEA Region at the Dubai Final 2025

"A heartfelt thank you to the THM Faculty at Pharos University in Alexandria, its dedicated professors, and our supportive Dean. Your unwavering encouragement and commitment to education make a profound impact, equipping students with the knowledge, skills, and confidence needed to excel. Events like the Future Leaders Challenge truly bring cultural exchange to life, uniting participants from 83 countries, each representing unique cultures and perspectives. The students of Pharos University had the opportunity to engage with peers from around the world, fostering cultural diversity and global connections. Through the rich blend of multicultural identities, traditions, and experiences, this event showcased the power of teamwork and cultural understanding. With the support of institutions like ours, such platforms become spaces where differences are transformed into strengths, fostering creativity, innovation, and lifelong friendships."

Mostafa Elsawfany

Junior Student , Tourism dept.

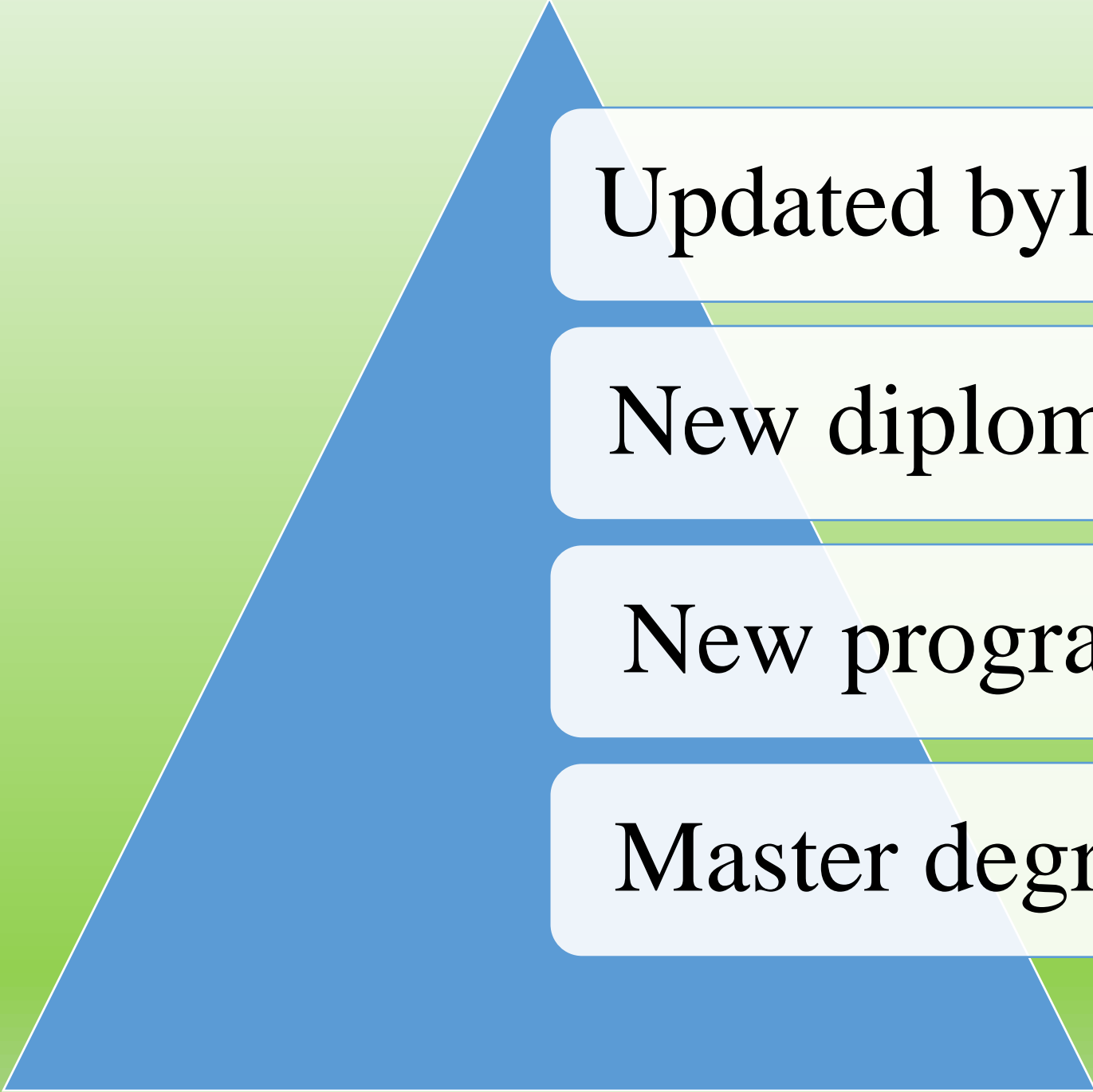


Cross-Cultural Day (Sunday 4th May 2025)



Experience a colorful celebration of cultural heritage through a dynamic cooking competition featuring traditional dishes from our international students, captivating short films sharing personal stories and cultural insights, and a stunning showcase of traditional costumes representing diverse backgrounds—all culminating in an award ceremony that honors the spirit of unity and diversity within our PUA community.

Curricula development efforts



Updated bylaw

New diplomas

New program

Master degree

TOURISM PROGRAM

**Event planning and management.
Cultural heritage digitizing**

INNOVATION IN TOURISM

**MASTER DEGREE IN TOURISM
MANAGEMENT**

Community services

The second international Scientific Forum/research projects/Scientific Research Activities



Tourism Department Members' Participation in IFSTI 2024!

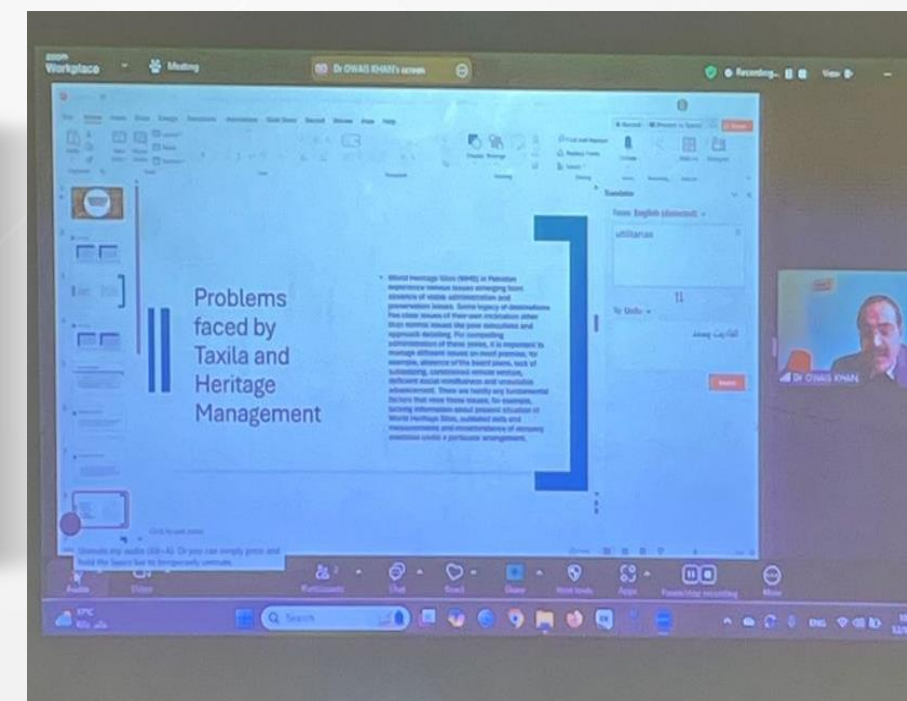


Members of the Tourism Department actively participated in the International Forum on **Sustainable Tourism & Innovation**, (9-10/12/2024) contributing both organizationally and academically. They assisted in coordinating sessions, workshops, and logistics, while also presenting research abstracts and full papers.

Tourism Department Members' Participation in IFSTI 2024!



Members of the Tourism Department actively participated in the International Forum on Sustainable Tourism & Innovation, contributing both organizationally and academically. They assisted in coordinating sessions, workshops, and logistics, while also presenting research abstracts and full papers.



TOURISM PROGRAM COMMUNITY SERVICE

“COMMUNITY PROJECT”



جامعة فاروس بالإسكندرية
كلية السياحة وإدارة الفنادق بالتعاون مع كلية اللغات والترجمة

الأرشيف الرقمي للحرف التراثية بالإسكندرية
"بداية"

المشروع البحثي المجتمعي 2023-2024



2025-2024			
م	البند	الفصل الدراسي	القائم بالتنفيذ
1	عرض رحلات وبرامج سياحية حيث يتم طرح برامج لوجهات متعددة داخليا وخارجيا مثل لبنان وتركيا وشرم الشيخ والغردقة ودهب وكذلك رحلات اليوم الواحد	خريف – ربيع -صيف	شركات السياحة التي يوجد معها اتفاقيات ومذكرات تفاهم
2	دورات تدريبية وورش عمل		
	• فن التسويق السياحي باستخدام وسائل التواصل الاجتماعي	الأسبوع الخامس خريف 2025-2024	د. تامر الصاوي (مدرس بقسم سياحة) م.م أمل أبو الذهب (مدرس مساعد بقسم السياحة)
	• ورشة الحجز باستخدام المواقع الالكترونية	ربيع 2025-2024	أ.م.د محمود عبد الرؤوف (قائم بعمل رئيس قسم السياحة) أ. سلمي محيي الدين (مدرس مساعد بقسم السياحة)
3	تدريب طلاب قسم السياحة		
	1: Introduction to Travel Agency Operations 2: Travel Products and Services 3- Online Booking Platforms	ربيع 2025-2024	أ.م.د/ غادة بسيوني م.م أمل أبو الذهب (مدرس مساعد بقسم السياحة)

PUA Travel Unit

Scientific Research Activities




New PhD Holder at Tourism Department!



We proud to celebrate the remarkable achievement of Mrs. Amal Osama Abou Dahab, the teaching assistant of the tourism department who has successfully defended her doctoral dissertation titled “Applicable Law on Foreign Tourism Companies Contracts.”

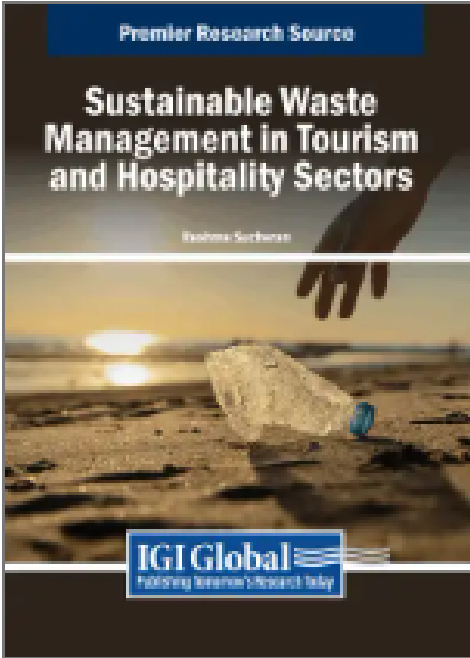
International & Local Publications



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Premier Research Source
Sustainable Waste Management in Tourism and Hospitality Sectors
Business Sectors
IGI Global
Publishing Tomorrow's Research Today

Fostering a Circular Economy in Tourism: Insights From Egypt

[Tamer M. Elsayy](#) (Pharos University in Alexandria, Egypt)
Source Title: [Sustainable Waste Management in the Tourism and Hospitality Sectors](#)
Copyright: © 2025 | Pages: 32
DOI: 10.4018/979-8-3693-6110-8.ch018

OnDemand: **\$37.50**
(Individual Chapters)
🕒 Forthcoming: Available 11/29/2025

[Current Special Offers](#) ▾

This book chapter explores Circular Economy (CE) adoption in Egypt's tourism sector, analyzing challenges, opportunities, and solutions through policy reviews, case studies, and global benchmarks.

International & Local Publications

The screenshot displays the Emerald Insight website interface. At the top, the logo 'emerald insight' is accompanied by the tagline 'Discover Journals, Books & Case Studies'. Navigation links include 'Browse our content', 'Publish with us', 'My products', 'Register for a profile', 'Cart', and a 'Login' button. A search bar with the placeholder 'Enter your search terms here' and an 'Advanced search' link is positioned below the navigation. The breadcrumb trail reads: 'Home / Journals / International Journal of Tourism Cities / Volume 10 Issue 3 / Harnessing appreciative inquiry in tourism planning: towards a strategy for poverty alleviation in marginalised communities'. The article title is prominently displayed in the center. Below the title, the author 'Tamer M. Elsayy' is listed, followed by the journal name 'International Journal of Tourism Cities' and its ISSN '2056-5607'. A 'Permissions' button is located to the right of the journal information. Further right, a 'DOWNLOADS' section shows a download icon and the number '561'. The Emerald Publishing logo is visible on the right side of the page. At the bottom, the 'Issue publication date: 12 September 2024' is noted.

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/ Harnessing appreciative inquiry in tourism planning: towards a strategy for poverty alleviation in marginalised communities

Harnessing appreciative inquiry in tourism planning: towards a strategy for poverty alleviation in marginalised communities

Tamer M. Elsayy
International Journal of Tourism Cities
ISSN: 2056-5607

Permissions

Issue publication date: 12 September 2024

DOWNLOADS
561

emerald PUBLISHING

This study aims to apply the appreciative inquiry approach (AI) to develop a tourism strategy for poverty alleviation in marginalised communities. The focus is to provide practical insights for leveraging tourism to drive positive socio-economic change for the impoverished, using Rosetta, a port city in Egypt with cultural and historical significance, as a case study.

International & Local Publications

PIJTH

Vol. 4, issue. 1 (2025), 24-41



Pharos International Journal of Tourism and Hospitality

Journal Homepage: <https://pijth.journals.ekb.eg/>

Antecedents and Consequences of Customer Brand Identification

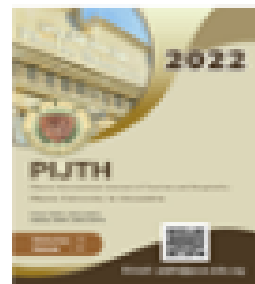
[REDACTED] Ghada Bassiony

The objectives of this study are to investigate the impact of product and technology-based service innovativeness on customer brand identification, assess the effect of experiential and promotional innovativeness on customer brand identification and explore the moderating role of customer brand identification in shaping customer participation behavior.

International & Local Publications

PIJTH

Vol. 3, issue. 2 (2024), 55-68



Pharos International Journal of Tourism and Hospitality

Journal Homepage: <https://pijth.journals.ekb.eg/>

The Effect of Authenticity towards Cultural Heritage Tourists' Behavioral Intention: Case Study of the Graeco-Roman Museum

Ghada Bassiony¹ and Passent Chahine²

This study examines the influence of perceived authenticity on the behavioral intentions of cultural heritage visitors at the Graeco-Roman Museum in Alexandria.

TOURISM PROGRAM QUALITY ACCREDITATION



المعيار	نسبة الإنجاز وفق المراجعة الأخيرة	م
معيار رسالة وإدارة البرنامج	٧٦%	١
معيار تصميم البرنامج	٧٩%	٢
معيار التعليم والتعلم والتقييم	٧٨%	٣
معيار الطلاب والخريجون	٧٨%	٤
معيار أعضاء هيئة التدريس والهيئة المعاونة	٧٩%	٥
الموارد ومصادر التعلم والتسهيلات الداعمة	٧٨%	٦
معيار إدارة الجودة	٧٢%	٧

TOURISM Program staff Training

الجهة المقدمة للدورة	تاريخ الدورة	اسم الدورة	عضو هيئة التدريس أو الهيئة المعاونة
EDC	5/10/2024	"Decision Dynamics for Leaders"	ا.م.د/ غادة بسيوني
EDC	١٥/٥/٢٠٢٥	Think positive achieve more	
EDC	28/10/2024	references management systems, online endnote	ا.م.د/ محمود عبد الرؤوف
EDC	١٥/٥/٢٠٢٥	Think positive achieve more	
SABRE	27-30 ابريل ٢٠٢٥	SABRE System for Airline reservation	
وحدة المشروعات البحثية بالجامعة	ابريل ٢٠٢٥ 22	Workshop on preparing Funded Research Projects' proposals	
مركز ضمان الجودة	أكتوبر ٢٠٢٥	Workshop for Academic Program Coordinators	

TOURISM Program staff Training

EDC	٢٣/١٠/٢٠٢٤	Using AI Tools in Education (pros & cons)	ا.م.د/ تامر الصاوى
EDC	٢٧/٢/٢٠٢٥	Proper Implementation of Non-Traditional Teaching Strategies	
EDC	دورات اعضاء هيئة التدريس الجدد		د/ باسنت شاهين

TOURISM Program staff Training

EDC	24/11/2024	References Management Systems: Online Endnote	/١ امل ابو الذهب
لجنة التدريب والتوعية بالكلية	14/11/2024	ورشة عمل " الأخطاء الشائعة فى كتابة الأوراق البحثية	
EDC	23-2-2025	Manage your time smartly	
SABRE	٢٠٢٥ ابريل 27-30	SABRE System for Airline reservation	
EDC	19/10/2024	Using AI Tools in Education (pros & cons)	/١ عمرو المغربي
EDC	23-2-2025	Manage your time smartly	
لجنة التدريب والتوعية بالكلية	14/11/2024	ورشة عمل " الأخطاء الشائعة فى كتابة الأوراق البحثية	
EDC	6-11-2024	Scientific presentation skills	
لجنة التدريب والتوعية بالكلية	١٤/١١/٢٠٢٤	ورشة عمل " الأخطاء الشائعة فى كتابة الأوراق البحثية	/١ سلمي محي الدين
EDC	6/3/2024	Think positive achieve more	
SABRE	٢٠٢٥ ابريل 27-30	SABRE System for Airline reservation	

The background features a complex geometric pattern of overlapping triangles and polygons in shades of light gray and white. Two prominent, thick, curved yellow lines sweep across the top corners, framing the central text. The overall aesthetic is modern and academic.

TOURISM Program scientific trips and field visits



10 May 2024 12:41

Cairo Field Visit (10-5-2024)

- The Great Pyramids of Giza
- Religious Complex in Cairo



CAIRO FIELD VISIT



Rachid Field Visit (8-11-2024)

- The fortress of Rosetta, also known as Fort Julien
- Ottoman-style mansions and houses as *the Amasyali House and the Abu Shaheen House*
- The Abou Mandour Mosque

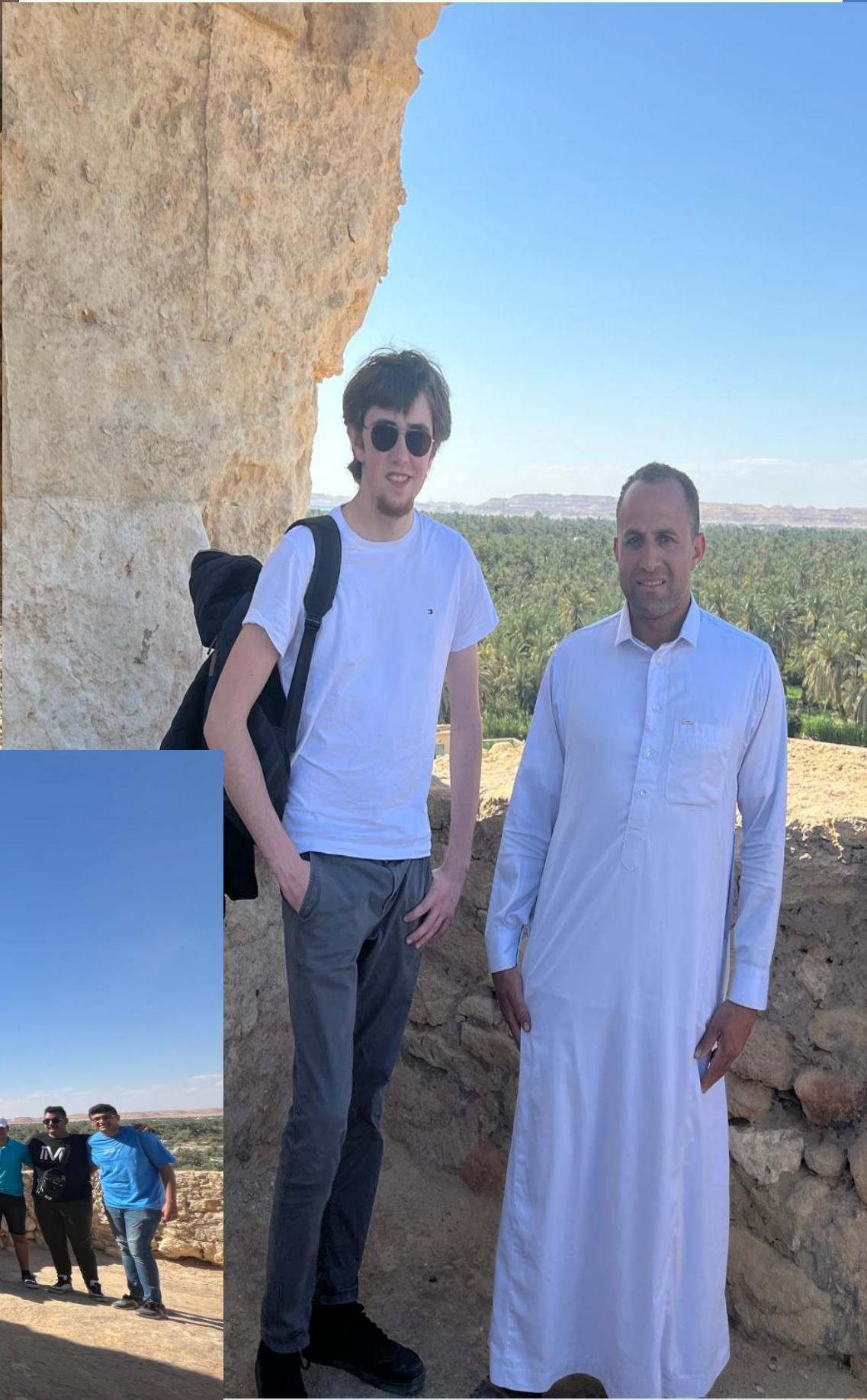




Siwa Oasis Scientific Trip (1-5-2025)

- Gebel Al Dakrur
- The temple of the Oracle
- Prezi Island
- Salt Lakes
- Cleopatra`s Eye
- Bir Wahid at great sand sea
- The Shali Fortress







Tourism Dept. cultural activities

Cultural season closing Tourism Department Fall 2024/2025

A seminar titled “**Innovative Strategies for Promoting Egypt’s Cultural Heritage**” was held on **December 4, 2024**, led by **Mr. Mohamed Saad**. It focused on modern ways to promote Egypt’s heritage and overcome tourism challenges.

Student **videos** from the “**Splendor of Egypt’s Heritage**” competition highlighted destinations like **Luxor, Siwa, the Red Sea, and Alexandria**, with Alexandria winning first place.

Another initiative promoted lesser-known destinations like Rashid.

The event ended with certificate distribution, celebrating students’ creativity and commitment to tourism promotion.



Pharos University
Alexandria
www.pua.edu.eg

TOURISM AWARENESS CAMPAIGN FOR SCHOOLS' STUDENTS IN ALEXANDRIA



IN COOPERATION WITH REGIONAL TOURISM AUTHORITY
FOR PROMOTION – VICTORIA COLLEGE SCHOOL

TOURISM AWARENESS CAMPAIGN FOR SCHOOLS' STUDENTS IN ALEXANDRIA

IN COOPERATION WITH REGIONAL TOURISM AUTHORITY
FOR PROMOTION – MOHAMED Zahran SCHOOL



WORKSHOP OF OPPRORTUNITIES AND CHALLENGES IN TOURISM SECTOR

6-3-2025

Ms. Demiana Fouad
HR Emmar Group



Youth and Responsible Tourism



The seminar, led by Dr. Abdelwahab Mohamed, focused on raising youth awareness of their role in sustainable and responsible tourism. Key topics included eco-friendly practices, entrepreneurship, and the importance of preserving cultural and natural heritage.

Visiting lecturers



Workshop: The Tourism Hustle: Multiple income streams in the Travel World 29-4-2025

- MS.Nesrine Shahine founder of ankh Tour



Workshop: Innovation and problem solving - 4-2025

Dr. WALAA MOSTAFA
GENERAL Manager of Graco-Roman Museum

Tourism Dept.

job fair



Pharos University in Alexandria
Faculty of Tourism and Hotel Management

THM Annual Job Fair 2025

JOB FAIR
9th Edition

*"From Campus to Career:
Pioneering Excellence Together"*

Job and Training Opportunities at:

- Hotels
- Restaurants
- Travel Agencies
- Event Management

Get the Latest Job In Your Field

STARTING FROM: 14-15
09 AM - 03 PM April 2025

Location
Pharos University, Canal El Mahmoudia Street, beside Green Plaza Complex, Faculty of tourism and Hotel Management

Phone number
+(203) 3877200

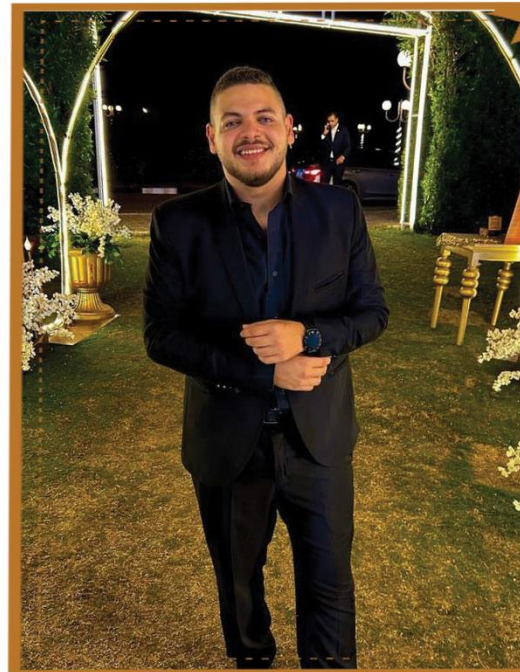
Website
<https://www.pua.edu.eg/tourism-and-hotel-management/>



Outstanding graduates



Absolutely Legendary



Mohamed Magdy

— 2022 - 2023 —

Tourism Department

EMAAR

Receptionist

Faculty of Tourism and Hotel Management



Absolutely Legendary



Nagham Ahmed

— 2022 - 2023 —

Tourism Department

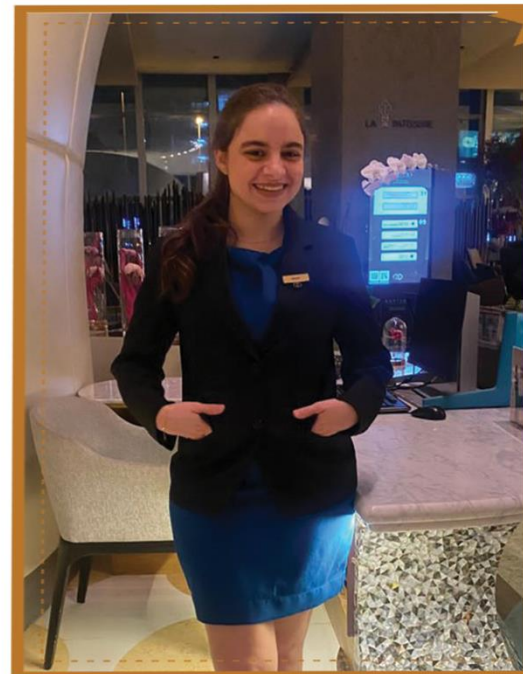


General Manager

Faculty of Tourism and Hotel Management



Absolutely Legendary



Mayar Ahmed

— 2021-2022 —

Tourism Department



SOFITEL
ACCOR HOTELS & RESORTS

Receptionist



Faculty of Tourism and Hotel Management

Absolutely Legendary



Donia Ayoubi

— 2020-2021 —

Tourism Department

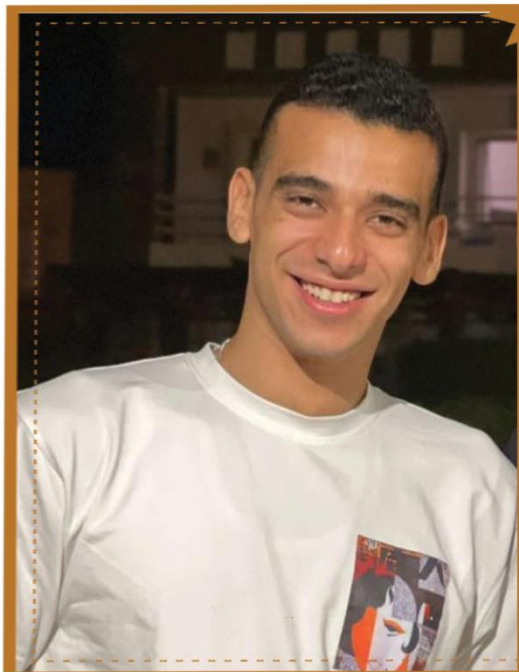


Tour Operator



Faculty of Tourism and Hotel Management

Absolutely Legendary



Ziad Hany

— 2023 - 2024 —

Tourism Department

EMAAR

HR Coordinator



Faculty of Tourism and Hotel Management

Absolutely Legendary



Adham Watheq

— 2021 - 2022 —

Tourism Department

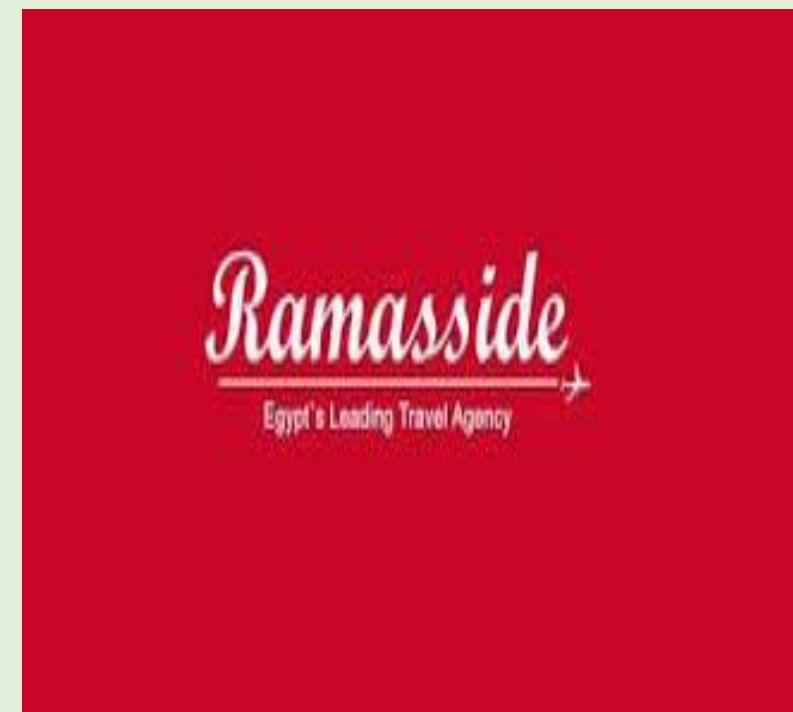


General Manager



Faculty of Tourism and Hotel Management

Industry Internship Partners



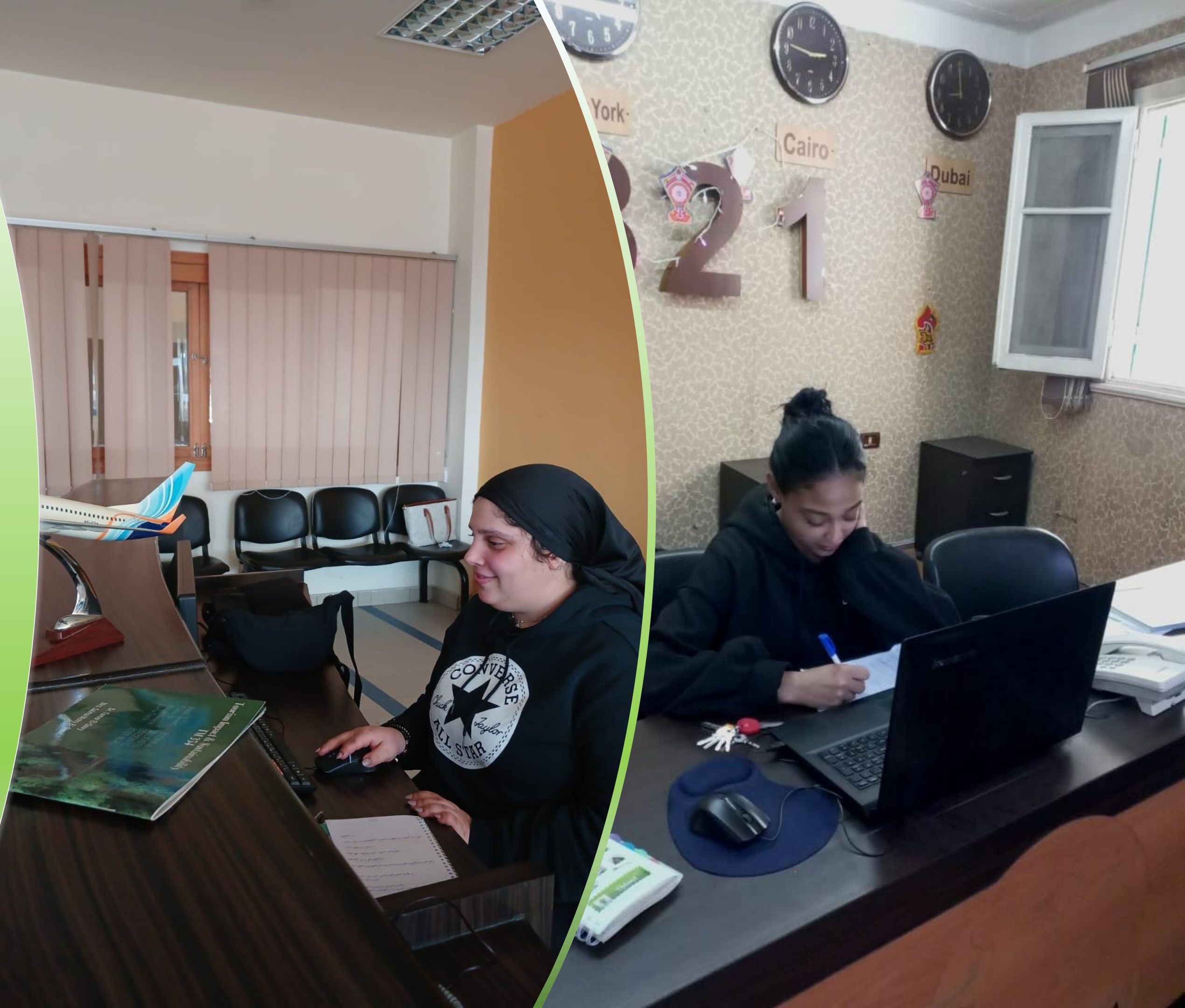
Tuleen Tours / Nemo Tours

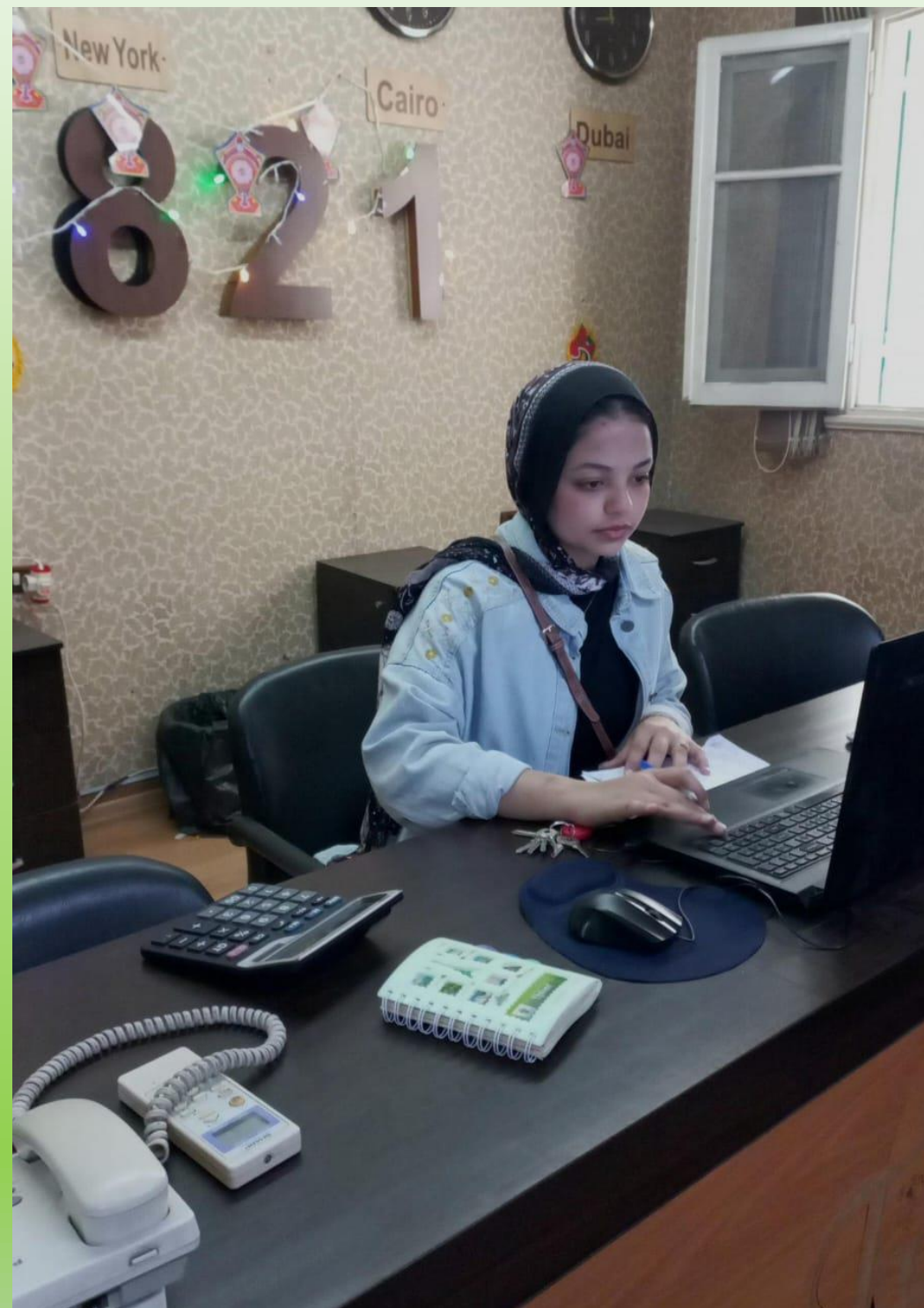


NEMO Tours / RAMASSID Tours



PUA TRAVEL UNIT / Tishori





PUA travel unit / Tishoury Tours

Tishoury Tours



و يواصل قسم السياحة جهوده في تطوير البرنامج الأكاديمي وفق أحدث المعايير المرجعية، مع التركيز على إعداد الطلاب وتأهيلهم لسوق العمل من خلال توفير بيئة تعليمية متميزة تُثري مهاراتهم ومعارفهم. كما يسعى القسم إلى تحقيق التميز الأكاديمي عبر تعزيز الجودة التعليمية، والعمل على الأنشطة البحثية والمهنية، إلى جانب العمل المستمر على استيفاء متطلبات الاعتماد الأكاديمي لضمان تقديم مستوى تعليمي رفيع يُلبّي احتياجات قطاع السياحة ويواكب تطوراتها.