



PERSONAL

Name: Noha Saad El Den Ismail EL SHAER
Professor
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E-mail: Egyptian
Nationality: 3/09/1977
Date of birth: Female
Gender: Head of Hotel Management Department
Current Position: Noha Saad El Den Ismail EL SHAER

1. Education

Professor in Hotel Management

March 2020 - present

Assistant Professor in Hotel Management

August 2013

Helwan University, Cairo, Egypt

PHD in Hotel Management

November 2007

Thesis: A Comparative Study on the Ways Used for Evaluating Hotel performance

Helwan University, Cairo, Egypt

MSc in Hotel Management

June 2002

Thesis: assessing food services program in elderly homer in Cairo

Helwan University, Cairo, Egypt

BA in Hotel Management

May 1999

Grade: very good with honor degree.

2. Academic Position

- Professor and head of the Hotel Management Department, Faculty of Tourism and Hotel Management, O6 University.

March 2020-now

- Assistant Professor – Acting as Head of Hotel Management Department, Faculty of Tourism and Hotel Management, O6 University.

2014-2019

- Lecturer in the Hotel Management Department, Faculty of Tourism and Hotel Management, O6 University.

2007-2014

- Assistant Lecturer in the Hotel Management Department, Faculty of Tourism and Hotel Management, O6 University.

2002-2007

- Instructor in the Higher Institute of Specific Studies, Hotel Management Department. Giza, Egypt.
2000-2002
- Head of the Hotel Management Department, Faculty of Tourism and Hotel Management, O6U University.
March 2020-now
- Quality Unit Manager in the Faculty of Tourism and Hotel Management, O6U University.
2018-now
- Strategic Planning Standard Coordinator in the Faculty of Tourism and Hotel Management, O6U University.
2014-now
- Member of the exam and control work
2007-now
- Member of the College Board
2015-now
- Member of the Internal Review Committee on Courses
2017-now

4. Research

- **Publications**

1. Noha S. Ismail El Shaer (2019), **Assessing Hospitality Services of Recovery Addiction Centers in 6th of October City**. Journal of Association of Arab Universities for Tourism and Hospitality. Vol. 16.
2. Noha S. Ismail El Shaer (2019), **Evaluating Food Court Operation in Shopping Malls to Enhance Customer Satisfaction for Different Market Segments**. International Journal of Heritage, Tourism and Hospitality (IJHTH). Vol. 13, No.1, March, 2019. ISSN: 12734/2006.
3. Noha S. Ismail El Shaer (2018), **How Five Star Hotels are Managed during Crises Periods**. International Journal of Heritage, Tourism and Hospitality (IJHTH). Vol. 12, No.1/2, March, 2018. Pp. 210-232. ISSN: 12734/2006.
4. Noha S. Ismail El Shaer and Amira, H. (2017), **Marketing the Pro-Poor Tourism as a Mean of Promoting Tourism in Crises Time (Case Study: Nubia, Egypt)**, International Journal on Recent Trends in Business and Tourism.(Online journal). Online – ISSN – 2550 – 1526.
5. Sally,F.S., and Noha S. Ismail El Shaer (2016), **Improving Spa Services to a Better Customers' Attraction(A Case Study on Red Sea Resorts)**, Journal of Association of Arab Universities for Tourism and Hospitality. Vol. 3, No.1, (part 3). Pp. 167-181.
6. Soad O. Mansour and Noha S. Ismail El Shaer (2015), **Providing Accessibility for Customer with Physical Disabilities: A Discussion and Case Study on Egyptian Hotels**, "The 7th International Conference to Facilitate Tourism for Disabilities between Reality and Hope.
7. Noha S. Ismail El Shaer and Amira, H. (2014), **Applying Virtual Reality to Developing Customer Services in Hospitality Industry**, Journal of Association of Arab Universities for Tourism and Hospitality. Vol. 11, No.2, 2014. December 2014 (part 2). Pp.

187-199.

8. Noha S. Ismail El Shaer and Mohamed, M Salih (2013), **Labour Accidents as a Hazard Factors in Hospitality Industry: A Case Study on Five Star Hotels in Cairo**, Journal of Association of Arab Universities for Tourism and Hospitality.
9. Adel H. Hammam and Noha S. Ismail El Shaer (2011), **Evaluating the Impact of Egyptian Hotel Facilities Management On Ecotourism Development (A Case Study on Siwa's Hotels)**, International Symposium on "From Cultural Heritage to Beach/ Island Tourism: An Alternative Management Approach for Sustainability", October 6 University, Faculty of Tourism & Hotel Management, Egypt in Cooperation with Suratthani Rajabhat University (Thailand), pp. 181-197.
10. Noha S. Ismail El Shaer (2011), **Developing the Operating Economics as a New Challenge in the Five Star Hotels in Egypt**, The 7th International Conference on "Tourism in the 21st Century, A Social Economic Approach", October 6 University, Faculty of Tourism & Hotel Management, Egypt, pp. 268-281.
11. Noha S. Ismail El Shaer , Mohamed, M Salih and El Hussein (2010), **The Quality of Hospitality Services in the Library of Alexandria**, Journal of Association of Arab Universities for Tourism and Hospitality. Vol. 7, No.2, (part 2). Pp. 89-105
12. Soad O. Mansour and Noha S. Ismail El Shaer (2010), **Evaluating the Effects of Globalization in Changing the Egyptian Food Habits**, The 2nd International Conference on "Cultural Identity: Authenticity and Globalization", October 6 University, Faculty of Tourism & Hotel Management, Egypt in Cooperation with Phranakhon Rajabhat University (Thailand) pp.65-78.
13. Noha S. Ismail El Shaer (2009), **Application of Yield Management Concept as a Competitive Advantage in Hotels' Chains in South Sinai (A Case Study)**, The 1st International Conference "Innovation: A Driving Force for Tourism Development ", October 6 University, Faculty of Tourism & Hotel Management, Egypt in Cooperation with Phranakhon Rajabhat University (Thailand), pp.207-228.

- **Academic Presentations**

- 4th International Conference ‘**Creativity and Innovation in Managing Uncertainty and Risk in Tourism – Theory and Practice**’ 1-3 October 2009, Siófok, Hungary.
- 1st International Conference ‘**Innovation :A Driving Force for Tourism Development**’ 3-4 February 2009, Phranakhon Rajabhat University , Bangkok, Thailand.
- 2nd International Conference ‘**Cultural Identity :Authenticity and Globalization**’ 2-4 February 2010, Phranakhon Rajabhat University , Bangkok, Thailand.
- International Conference of **Facilitate Tourism of People with Disabilities between Reality and Mamupal**.
- International Conference on the **Study of Tourism Barriers in cooperation with The Middle East University of Jordan**.

- **Professional Projects and Export opinion**
 - Escorting and supervising the training of a group of students at the Faculty at The University of Kodolani Jones, Hungary for two weeks.
 - Member of the Crisis and Disaster Management Committee of the College.
 - Training a group of Thai students at the college.
 - Training a group of students from the State of Libya at the college.
 - Member of the Quality and Education Assurance Unit at the Faculty of Tourism and Hotels - University of October 6 .
 - Member of the Control and Examination Symour at the Faculty of Tourism and Hotels - University of October 6.
 - Member of the Food Receipt Committee at the College of Tourism and Hotels Hotels - University of October 6 .
 - Member of the Student Union for Travel Activity .
 - Training of hotel management students on the Fidelio room booking program.
 - Training course entitled "Training programs and curriculum maps for higher education institutions".
 - Training course entitled "Credit hours and academic guidance".
 - Training course entitled "Intellectual property rights and the rules and ethics of scientific publishing .
 - Training course entitled "Self-evaluation of higher education institutions".
 - Training course entitled "Protocols for external review visit: applied course for higher education institutions".
 - Training course entitled "Strategic Planning of Higher Education Institutions".
 - **Teaching Experience of Hotel Management Courses:**
 - Introduction to Hospitality Industry.
 - Strategies of Hotel Management.
 - Crisis Management in Hotel Sector.
 - Hotel Environmental Management System.
 - Managing Individual Projects.
 - Resort management.
 - Front office Administration.
 - Graduation Project.
 - Hotel Controlling and Supervision.
 - Total Quality Management in Hospitality Industry.
- 5. Academic Service**
- 6. Teaching and Programs**

7. Prizes and Acknowledgments

- The prize as the best research in the Faculty of Tourism Hotel Management, O6 University. 2015.
- Honouring by the O6 University for my role in community participation in "Mother Day" Acknowledged as a Perfect Mother.

8. Supervision & Examination

- Accreditation Coordinator.
- Member of the Quality Assurance Unit of the College.
- Member of the Internal Audit Committee of the Quality Assurance Unit.
- Chairman of the Exam Calendar Systems Committee.
- Coordinator of the standards of teaching, learning, leadership and governance on the first accreditation visit.
- Member of the Unit's Awareness and Information Committee.
- Coordinator of the Australian Planning Standard and Quality Systems Management Standard visit.
- Organizing and delivering several courses related to spreading the culture of quality for faculty members, academic leaders and students at the college.
- Organizing and delivering several quality courses for students at the college.
- Participating in the preparation of the description and reports of the hotel management program in the bachelor's stages.
- Chairman of the Committee for Self-Evaluation and Writing of the College's Self-Study.
- Attending many workshops and training courses both within the Quality Center at the university level and in the Guarantee and Accreditation Authority: Curriculum Recommendations, Course Reports, Strategic Planning, Institutional Evaluation of Higher Education Institutions.