

## Curriculum Vitae

**Surname/ First name: EL-SAYED / Sally Fathy**

**Academic title: Associate professor**



### **Personal Data:**

***Date of Birth:*** 23/ 7/ 1974.

***Place of Birth:*** Cairo, Egypt.

***Home address:*** 6 October- Tiba Gardens Elite, Phase One- Block 24/18 Villa Al-Abed, Giza, Egypt.

#### ***Contact Details:***

***Telephone:*** 02-38267684

***Cellular:*** 01020183555

***E-mail:*** [sally.fathy.tou@o6u.edu.eg](mailto:sally.fathy.tou@o6u.edu.eg)  
[fathy.sally@gmail.com](mailto:fathy.sally@gmail.com)

***Nationality:*** Egyptian.

***Marital Status:*** Married with two children.

***Country of residence:*** Egypt

***I.D. Number:*** 27407230105426, 6 October- Giza.

***Current Position:*** Associate Professor, Faculty of Tourism and Hotel Management, October 6 University

### **Soft Skills:**

Computer: International Computer Driving License (ICDL) 2011

#### **Language Skills:**

Arabic: Mother Tongue.

English: Very Good command.

French: Fair

### **Academic Resumes:**

#### **Ph.D. degree in Hotel Management:**

University: Helwan University

Faculty: Tourism and Hotel Management.

Date: July 2013.

Thesis subject: "Studying the Impact of Outlets' Interior Design on Hotels Customers' Flow"

**Master's degree in Hotel Management:**

University: Helwan University  
Faculty: Tourism and Hotel Management.  
Date: Mars 2007.  
Thesis subject: "The Relationship between Hotel Design and Customers' Attraction"

**Bachelor's degree:**

Faculty/Institute: The Egyptian Higher Institute of Tourism and Hotel Management  
Degree: Excellent with Honor (96%)  
Graduation Date: May 1996.

**High School Degree:**

School: El-kowmeya Private Language School- Zamalek  
Degree: 80%  
Graduation Date: May 1992

**Training Programs:**

<b><u>Year</u></b>	<b><u>Trainer</u></b>	<b><u>Name of the Program</u></b>
2019	Faculty and Leadership Development Center, Cairo University (FLDC)	<ul style="list-style-type: none"><li>• International Publishing of Scientific Research</li><li>• Managing Research Teams</li><li>• Creative Thinking</li><li>• Strategic Planning</li></ul>
	The National Authority for Quality Assurance and Accreditation of Education, Egypt	<ul style="list-style-type: none"><li>• Teaching Strategies and Effective Learning</li><li>• Exams Systems and Student Assessment Methods</li><li>• Visits Protocol and Students Evaluations Methods</li></ul>
1998	Rasmes Hilton Hotel	<ul style="list-style-type: none"><li>• Food and Beverage Service Techniques</li></ul>
1995	Diplomatic Studies Institute, Foreign Ministry, Egypt.	<ul style="list-style-type: none"><li>• Special Course at International Foreign Affairs</li></ul>

### Academic Positions:

<u>Dates</u>	<u>Position</u>	<u>Employer</u>
Mar. 2020 till now	Associate Professor	October 6 University, Faculty of Tourism and Hotel Management
Sep. 2013- Jan. 2020	Lecturer	October 6 University, Faculty of Tourism and Hotel Management
May 2007- Sep. 2013	Assistant Lecturer	October 6 University, Faculty of Tourism and Hotel Management
Jan.2000- May. 2007	Demonstrator	October 6 University, Faculty of Tourism and Hotel Management
Nov. 1996- Jan. 2000	Demonstrator	The Egyptian Higher Institute of Tourism and Hotel Management

### Professional Positions:

Lecturer at Hotel management department, faculty of Tourism and Hotel Management, October 6 University (2013- current)

### Research:

- Publications:

- Books:

- Hospitality Service in Transportation Means (2020)
- Food and Beverage management and service (2019)
- Food Service Etiquette (2019)
- Business administration in Hotel and Tourism Sector (2019)
- Marketing Research in the Hospitality Field (2016)
- Exterior and Interior Design in Hotels and Resorts (2014)
- Marketing at Hospitality (2015)
- The Hotels Management Contemporary (The New Millennium) (2001)
- Banquet and Convention Management (2001)
- The Art of Food and Beverage Service (1999)
- Hotels and Restaurants Sanitation and Hygiene. (1998)
- Resort Hotels (1998).

- Conferences:

**Conference Title**                    **The 10th International Conference on Tourism and Hospitality (ICTH 2017)**

Conference Organizer                Fayoum University, Egypt

Paper Title                                "Aqua Park Facilities as an Attraction Tool to Family Market (A Case Study on Hurghada's Hotel Properties–Red Sea, Egypt)"

**Conference Title**                    **The International Conference "Tourism Development Obstacles, Crises, a Threat to Development and Progress" (2016)**

Conference Organizer                October 6 University, Egypt

Paper Title                                "The Effect of Political Instability and Terrorism on The Migration of Egyptian Hospitality Manpower"

**Conference Title**                    **The International Conference "Tourism with Disabilities between Reality and Expectations" (2015)**

Conference Organizer                Middle East University, Jordan

Paper Title                                "Assistive Devices for Hearing Impaired Hotels Guests (Applying to Hurghada Resorts)"

**Conference Title**                    **The International Conference "Therapeutic and Curative Tourism" (2014)**

Conference Organizer                October 6 University, Egypt

Paper Title                                Improving Spa Services to a Better Customers' Attraction (A Case Study on Red Sea Resorts)"

- Academic Presentations:

- The International Visitor Leadership Program (IVLP) under a program called Volntourism (Volunteer Tourism), (2011)
- Volunteer Educational Tourism Program, George Washington University, (2011)

- **Research Projects:**

- El- Sayed. S.F., (2019), "Egyptian Historic Hotels and Heritage as a Customers' Attraction", Egyptian Journal for Tourism Studies. Vol.18 – No.1(2019)
- El- Sayed. S.F., Abed, M., (2018), "Studying the Effectiveness of Using Smartphone's Apps on Raising Hotels' Occupancy and Operation's Efficiency". Journal of The Association of Arab Universities for Tourism and Hospitality. Vol. 15 - December (2018) - (Espcial part) Pp. 111- 116
- El- Sayed. S.F., Ahmed. H., (2018), "The Impact of Technology Orientation on Organizational Performance: An applied study on the Tourism Companies and Hotel Operators in Egypt.". Journal of The Association of Arab Universities for Tourism and Hospitality. Vol. 15 - December (2018) - (part two)
- El- Sayed. S.F., (2017), " Aqua Park Facilities as an Attraction Tool to Family Market (A Case Study on Hurghada's Hotel Properties–Red Sea, Egypt)". 10th International Conference on Tourism and Hospitality (ICTH 2017). International Journal of Heritage, Tourism, and Hospitality. Vol.11, No3/2 (2017)
- El- Sayed. S.F., Hammam, A., (2017). "The Effect of Political Instability and Terrorism on The Migration of Egyptian Hospitality Manpower". International Journal on Recent Trends in Business and Tourism (IJRTBT). Volume 1, Issue 2, April 2017.
- El- Sayed. S.F., Omeran, S., (2017). "Assistive Devices for Hearing Impaired Hotels Guests (Applying to Hurghada Resorts)" International Journal on Recent Trends in Business and Tourism (IJRTBT). Volume 1, Issue 1, January 2017.
- El- Sayed. S.F., Elshaar, N., (2016). "Improving Spa Services to a Better Customers' Attraction (A Case Study on Red Sea Resorts)". Suez Canal international. Vol.11

- **Forthcoming:**

- Using lighting Characteristics in Enhancing Resorts' Interior Design Harmony as a Competitive Advantage (Research)
- Hotel Renovation Advantages and Disadvantages and How to Use it in Strengthen Customer Relationship (Research)

- **Teaching and Programs**

- **Teaching Classes:**

- Hospitality Service in Transportation Means (Hospitality Aviation and cruises Management) (2020-current)
- Food and Beverage management and service (2001-current)
- Food Service Etiquette (2019-current)
- Business Administration in Hotel and Tourism Sector (2019-current)

- Marketing Research in the Hospitality Field (2014-current)
- Exterior and Interior Design in Hotels and Resorts (2014-current)
- Banquet and Convention Management (2001-current)
- Marketing at Hospitality (2015-2016)
- Resort Hotels Management (2015-2016).
- **Programs Development Experiences:**
  - Coordinator of Hotel Management Program, Faculty of Tourism and Hotel Management Department, October 6 University.
  - Member of the Quality Assurance and Accreditation Unit at the Faculty of Tourism and Hotel Management, October 6<sup>th</sup> University (2012-2020)
  - Member of the Internal Audit Committee of the Quality Assurance Unit- Faculty of Tourism and Hotel Management, October 6 University (2015-2020)