



Azza Saad Attia CV

- **Last Name:** ATTIA
- **Academic title:** Professor
- **Personal data:**
 - Date of Birth: November 14th, 1965
 - Place of Birth: Cairo, Egypt
 - Nationality: Egyptian
 - Home Address: 1 Rashdan St., Dokki, Giza- Egypt
- **Current Position:** Professor of tourism Studies, Vice Dean of Postgraduate and scientific research, Faculty of Tourism and Hotel management, October 6 University, Egypt.
- **Soft Skills:**
 - Ability to Develop affirmative action plans.
 - Ability to communicate and interact effectively skills.
 - Ability to set and accomplish goals.
 - Ability to pursue research work.
 - Ability to work under pressure.
 - Ability to lead or be member of successful team.
 - Ability to contribute to tourism field based on practical experience (more than 18 years in the field of travel agencies).
 - Knowledge of computer and information system.

Academic Resumes:

1. Education

2017: Professor at Faculty of Tourism and Hotel management, October 6 University, Egypt. Degree granted from the Supreme Council of Universities.

Oral & Written discussion of several published articles.

2012: Associate Professor at Faculty of Tourism and Hotel management, October 6 University, Egypt. Degree granted from the Supreme Council of Universities, Oral & Written discussion of several published articles.

2001: PhD., Helwan University, Faculty of Tourism and Hotel Management “**Organizing and Managing Special Events**”.

1996: M.A., Helwan University, Faculty of Tourism and Hotel Management “**Developing Conference Tourism in Egypt**”.

1987: B.A. of Tourism Studies, Helwan University, Faculty of Tourism and Hotel Management.

2. Academic Positions

2017 – Present: Professor of Tourism Studies. Faculty of Tourism & Hotel Management, October 6 University, Cairo - Egypt.

2012 – 2017: Associate Professor of Tourism Studies. Faculty of Tourism & Hotel Management, October 6 University, Cairo - Egypt.

2007- 2012: Lecturer of Tourism Studies. Faculty of Tourism & Hotel Management, October 6 University, Cairo - Egypt.

2005-2007: Lecturer of Tourism Studies (part time). Future Academy, Cairo - Egypt.

3. Professional Positions

2021 - Present: Vice Dean of Postgraduate and Scientific Research and Manager of Quality Assurance Unit. Faculty of Tourism & Hotel Management, October 6 University, Cairo- Egypt.

2019 -2021: Vice Dean of Community Service & Environment Development Affairs. Faculty of Tourism & Hotel Management, October 6 University, Cairo - Egypt.

2018- present: Certified Reviewer, National Authority for Quality Assurance and Accreditation of Education (NAQAAE) – Egypt.

2018 -2019: Vice Dean of Postgraduate and Scientific Research and Manager of Quality Assurance Unite. Faculty of Tourism & Hotel Management, October 6 University, Cairo- Egypt.

2012 -2018: Vice Dean of Students Affairs, Head of Tourism Studies Dep., and Manager of Quality Assurance Unite. Faculty of Tourism & Hotel Management, October 6 University, Cairo – Egypt.

2010- 2012: Manager of Quality Assurance Unite. Faculty of Tourism & Hotel Management, October 6 University, Cairo – Egypt.

2007- 1999: Manager of Chinese Dep., Incoming Sector, Misr Travel Company. Cairo- Egypt.

1997 – 1999: Tour Operator, Incoming Sector, Misr Travel Company. Cairo- Egypt.

1990 – 1997: Ticketing supervisor, Branches Sector, Misr Travel Company. Cairo- Egypt.

4. Research

- **Publications**

- Developing the Optimal Tourism Demand to Fayoum, Fourth Conference, Cairo University, Fayoum Branch- Egypt.
- Preparing the Egyptian Destination for the Incoming Chinese Tourism (2004). Journal of Tourism and Hospitality, Egypt.
- The Role of Transport in Assuring the Success of Special Events (2007). In: 3rd International Conference on "Tourism Future Trends", October 6 University, Faculty of Tourism & Hotel Management, Egypt in Cooperation with Kodolanyi Janos University College, Hungary.
- Towards Setting Quality Criteria for New Sales Methods at Travel Agencies (2008). Faculty of tourism & Hotels Journal, Fayoum University- Egypt.

- The Retirees as a Target Segment for Tourism Industry (2010). Journal of Associations of Arab universities for Tourism and Hospitality, Suez Canal University -Egypt.
- The Climatic Changes and Destination Management (2011). In: 7th International Conference on "Tourism in the 21st Century, A social economic approach", October 6 University, Faculty of Tourism & Hotel Management, Egypt.
- A new Strategy for Environmental Sustainability in Tourism Industry with Application to Hotels Sector (2011). In: 2011 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 Surat Thani Rajabhat University, Thailand.
- Nomadic Customs and traditions as A tourist Product: Case Study for Negev (2012). Journal of Association of Arab Universities for Tourism and Hospitality, Egypt.
- A comparative Study for the Role of Travel Agents in Positioning the wellness Tourism, Health & Medical Tourism (2012). Linnaeus University, Sweden.
- Towards A different Approach to Segmenting Destination (2013). In: International conference on "Egypt- Thailand relations: Lessons in Business and Social & Cultural Development", Chiang Mai Rajabhat University, Thailand.
- The Contribution of Airlines in Consolidating the Sustainability of Tourism (2014). CMRU International Journal.
- Reviving the Cupping Therapy "Al-Hijama" through the Framework of Developing Health Care Tourism in Egypt (2015). Journal of Tourism & Hospitality, Egypt.
- Analysis of the Image Damage Crises in the Egyptian Destination (2016). Egyptian Journal of Tourism Studies, Egypt.
- Tourism Accessibility and Sustainability in Egypt: A reality or An illusion (2017). Egyptian Journal of Tourism Studies, Egypt.
- The Grand Egyptian Museum: Implications for Sustainability" (2021),The International Journal of Tourism and Hospitality Studies O6U, Egypt.

5. Academic Service

- Member of the Egyptian Association of Scientific Tourism Experts.
- Member of the Egyptian Association for Tourism and Hospitality.
- Member of the Arab University Union Magazine.

6. Teaching and Programs

Courses Teaching/ taught:

- Introduction in Tourism Industry
- Conference Tourism
- Management of Travel Agencies
- Management of Airlines
- Organizing the Special Events
- Tourism Authorities and Organizations

7. Supervision & Examination

• Supervised Theses (Doctoral and Master)

- Ahmed A. Alshafy (August 2017). “The Role of Airlines in Enhancing the competitive Abilities of the Tourism destinations”, Dep., of Tourism Studies, Faculty of Tourism and Hotels, Fayoum University, Egypt.
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- Salsabil Alsayed (July 2020). “The Using of E- Training in enhancing the Professional Skills of Employees in Travel Agencies”, Dep., of Tourism Studies, Faculty of Tourism and Hotels, Suez Canal University, Egypt.
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- Ahmed Alasmar (August 2021). “Activating the Role of External Offices of the Egyptian Tourism Authority in Restoring the Destination Image through Crisis”, Dep., of Tourism Studies, Faculty of Tourism and Hotels, Mansoura University, Egypt.
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- Mouistafa Ghith (August 2021). “The Impact of Yield Management Application on the Satisfaction of Employees in Egyptian Tourism Companies”, Dep., of Tourism Studies, Faculty of Tourism and Hotels, Suez Canal University, Egypt.

• Memberships of Examination Committees for Doctoral

- Amal Omar (May 2013). “Studying the Changes in the Tourist Behavior During Crisis”, Dep., of Tourism Studies, Faculty of Tourism and Hotels, Suez Canal University, Egypt.

- Khaled Sadek (May 2014). "A proposed Framework of the Mobile Booking and Payment for Tourism Business System", Dep., of Information System, Sadaat Academy, Egypt.
- Doaa Eyada (November 2014). "The Effect of Efficiency on Increasing the Incoming Tourism Flow to Egypt – Applied Study in Ain Sokhna", Dep., of Tourism Studies, Faculty of Tourism and Hotels, Suez Canal University, Egypt.
- Shimaa Albana (March 2015). Developing the Untraditional Tourism Destinations - Applied Study in Dakahlia Governorate", Dep., of Tourism Studies, Faculty of Tourism and Hotels, Suez Canal University, Egypt.
- Hala Elsayed (December 2015). "Employees Performance in Tourism Sector- Applied Study to Travel Agencies Category A in Egypt", Dep., of Tourism Studies, Faculty of Tourism and Hotels, Suez Canal University, Egypt.
- Safaa Hassan (May 2016). "The Role of E-Marketing in promoting Tourism to Canal Cities", Dep., of Tourism Studies, Faculty of Tourism and Hotels, Suez Canal University, Egypt.
- Shams A. Alsalam (April 2017). The Impact of Green Marketing into Incoming Tourism Movement", Dep., of Tourism Studies, Faculty of Tourism and Hotels, Mansoura University, Egypt.
- Marwa hamza (January 2019). The Role of Religious Tourism in Stimulating Tourism to Egypt - Applied Study to South Sinai" Dep., of Tourism Studies, Faculty of Tourism and Hotels, Fayoum University, Egypt.
- Ahmed Ibrahim (March 2020)." The Role of Domestic Tourism in Supporting the Economy in Libya", Dep., of Tourism Studies, Faculty of Tourism and Hotels, Mansoura University, Egypt.
- Hala Alsayed (September 2020). "A proposed Model for the Management of Intellectual Capital as a Tool to Enhance the Competitiveness of the Tourism Sector - Applied study on the Region of the Suez Canal, Dep., of Tourism Studies, Faculty of Tourism and Hotels, Suez Canal University, Egypt.
- Ahmed Ibrahim (September 2020). "The Role of climatic Changes in Changing the Map of Tourism Movement", Dep., of Tourism Studies, Faculty of Tourism and Hotels, Suez Canal University, Egypt.

- Dalia Metwaly (September 2020). "Evaluating the Use of E-Management Programs in Development the Employees Performance in Travel Agencies", Dep., of Tourism Studies, Faculty of Tourism and Hotels, Suez Canal University, Egypt.
- Moustafa Hassan (August 2021). "Evaluation the Role of Human Resources in Developing Travel Agencies- Applied Study on Karbelaa Government", Dep., of Tourism Studies, Faculty of Tourism and Hotels, Mansoura University, Egypt.

Professional Development

- Advanced Booking Course (December 1984), London Business Institute- Egypt.
- Advanced Program in Issuing Air Tickets (October 1987), Egyptian General Tourism and Hotels Company – Egoth, Egypt.
- Airline booking and price calculation course (October 1989), Skor Consulting.
- Amadeus Operating System (November 1992), Lufthansa- Egypt.
- Windows Microsoft 95 (July 1997), American University in Cairo.
- Online course (July 1997), American University in Cairo.
- Communication Skills (September - December 1997), American University in Cairo.
- Strategic Marketing Planning (December 1998), TNT Marketing- Egypt.
- Passenger Insurance Entry Program (February 1999), Lambert Fenchurch UK & Egypt Norge Group- Egypt.
- Strategic Marketing (February 2001), Leaders' Preparation Centre- Egypt.
- Amadeus Lecturer course (November 2009), Amadeus Center, Cairo- Egypt.
- Statistical Analysis SPSS (October - November 2010), Cairo University - Institute of Statistical Studies and Research- Egypt.
- Amadeus Lecturer course (November/December 2015), Amadeus Center, Cairo- Egypt.
- Protocol of the External Review visit for higher educational institutions (August 2016), Programs & Courses and Evaluating Learning Outcomes for higher educational institutions (August 2016), The National Authority for Quality Assurance of Education and Accreditation, Egypt.
- The strategic planning course for higher educational institutions (August 2018), The National Authority for Quality Assurance of Education and Accreditation, Egypt.