



Ass. Prof. Amira Hassan Abdou Mohamed

1. Personal Data

- **Current Position** : Associate Professor, Tourism Studies Department, Faculty of Tourism and Hotels, October 6 University
- **Gender** : Female
- **Nationality**: Egyptian
- **Birth Date** : 04 -12-1980
- **Address**: Villa No. (41), Ahmed Hamdy Street, el Motamayez District, 6th of October City, Giza
- **Cell phone no.**: 002-01223753077
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2. Education

- “TOT Diploma”, NottingHill College, UK (August 2021)
- PhD Degree in the “Tourism Studies”, Thesis Title : “Germinating the Traditional Special Events for Enhancing the Pro-Poor Tourism”. Faculty of Tourism and Hotel Management, Helwan University. (September 2015)
- Master Degree in the “Tourism Studies”. Thesis Title : “The Role of the Sport Events in Developing the Imported Tourism to Egypt”. Faculty of Tourism and Hotel Management, Helwan University. (March 2010)
- Bachelor of “Tourism Studies”. Faculty of Tourism and Hotel Management, Helwan University. (June 2002)
- High School : Gezirah Language School .(June 1998)

3. Professional Positions

- Deputy Assistant Security General for Tourism, AFRO-ASIAN UNION FOR TOURISM, CRAFTS, RESEARCH & E-COMMERCE (AFASU), September 2021 - current
- Member of the Faculty of Tourism & Hotels, October 6 University council (2021-2022)
- Supervisor of the Faculty Official Website, Faculty of Tourism & Hotels, October 6 University (2016 –current)
- Vice president of the “E-learning and Community Service” committee, Faculty of Tourism & Hotels, October 6 University (2016 –current)
- Responsible of Education and Learning Standard - Quality Unit, Faculty of Tourism & Hotels, October 6 University (2018 –current)
- Member of the “Post Graduate Committee”, Faculty of Tourism & Hotels, October 6 University (2020 –2021)
- Member of the “Society and Environmental affairs”, Faculty of Tourism & Hotels, October 6 University (2018 –current)
- Member of the “International Cultural Affairs Committee”, Faculty of Tourism & Hotels, October 6 University (2020- current)
- Member of the Egyptian Society of Scientific Experts on Tourism, Faculty of Tourism & Hotels, October 6 University (2015-current)
- Member of the Faculty “Quality Unit” Faculty of Tourism & Hotels, October 6 University, (2014 –2017)
- Member of the “Central Sustainability Unit”, International Strategies and Cultural Relations Sector, October 6 University (2018 –current)
- Member of the University Ranking Central Committee, Faculty of Tourism & Hotels, October 6 University (2018 –2021)
- Member of the "Crises Management Committee" of the Faculty of Tourism & Hotels, October 6 University (2012 –2017)

4. Research

4.1. Publications

- 1) 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 (2017)
- 2) Digital Heritage Applications and its Impact on Cultural Tourism Journal of Association of Arab Universities for Tourism and Hospitality (2017)
- 3) Enhancing the Pro-poor Tourism through Traditional Special Events. Egyptian Journal of Tourism Studies. (2017)

- 4) The Role of Traditional Crafts' Centres in Maintaining Heritage and its Impact on Promoting Tourism (Case Study: Al-Foustat Traditional Crafts Centre – Cairo, Egypt), International Journal of Advanced Science and Technology (IJAST)(2018)
- 5) The Impact of Re-engineering Process in Human Resources Development, Applied to Travel Companies in Egypt, Journal of Association of Arab Universities for Tourism and Hospitality(2018)
- 6) Sustainable Management for Natural Heritage in Egypt Case Study: Wadi Al-Hitan Protectorate as a Tourist Site),International Business Management (IBM)(2020)
- 7) Green Transportation as a Tourist Attraction ,Compared Study between 'Egypt' and 'China', International Journal of Mechanical and Production Engineering Research and Development (IJMPERD)(2020)
- 8) “Applying Virtual Reality to developing customer services in Hospitality Industry”, Seyouf Conference, Alexandria, Egypt.(2011)

4.2.Academic Presentations

Visitor staff member at “Budapest Business School”, Budapest, Hungary, (April, 2018). Erasmus+ Mobility Agreement (Teaching Lectures for Undergraduate, Masters and PhD Stage) .

5.Academic Services

- Member of Steering Committee for organizing the faculty international conference & Egyptian Cultural Week (Thailand, 2018)
- Member of Steering Committee for organizing the faculty conference entitled “Tourism Development Obstacles, Crises a Threat to Development and Progress”, October 6 University, Luxor & Aswan, Egypt. (March, 2016)
- Member of Steering Committee for organizing the faculty international conference entitled “Therapeutic and Curative Tourism”, October 6 University, Hurghada, Egypt.(November, 2014)
- Member of Steering Committee for organizing the faculty international conference entitled “Challenges of Regional and Market Integration for Tourist Destinations”, October 6 University, Cairo, Egypt. (October,2005)

6.Teaching and Programs

Teaching the following programs:

- Cultural Heritage
- Sustainable Tourism and Environment
- Human Resources in Tourism Industry
- Tourism Development
- Negotiation & Communication Skills
- Tourist Resorts Management

7.Prizes and Acknowledgements

- Won the Award of the Best Scientific Research – “ *Marketing the Pro-Poor Tourism as a Mean of Promoting Tourism in Crises Time (Case Study: Nubia, Egypt)*” - (Tourism Development Obstacles, Crises a Threat to Development and Progress Conference, March, 2016)