

DR. Mohammad M. Farrag

Associate professor

Tourism Studies Department

Faculty of Tourism and Hotels

October 6 University, Egypt.

Faculty of Tourism and Hotels

Fayoum University, Egypt.

Vice Dean for Education and Student Affairs

The Higher Institute of Tourism and Hospitality -Hurghada City



Name: Mohammad M. Farrag

Nationality: Egypt

Address: Faculty of Tourism & Hotels, Fayoum University, Egypt, P.B. 63514

Webpage : <http://www.fayoum.edu.eg>

: <http://www.fayoum.edu.eg/tourism/TourismStudies/DrMohammad.aspx>

Qualifications

PhD. of Tourism and hotels (Tourism Studies Specialization), The Faculty of Tourism and Hotels-Fayoum University, Egypt, 2013. Thesis Title:

"The Role of Human Resource Development In Enhancing Event Tourism Competitiveness in Egypt".

MSc. of Tourism and hotels (Tourism Studies Specialization), The Faculty of Tourism and Hotels-Fayoum University, Egypt, 2009. Thesis Title:

"Conference Management Evaluation In Egypt In The Light of Quality Requirements".

Bachelor of Tourism and hotels (Tourism Studies Specialization), The Faculty of Tourism and Hotels-Cairo University, Egypt, 2004.

Career

Associate professor: 30 May 2018

Lecturer: 29 April 2013.

Associate Lecturer: 6 January 2010

Demonstrator: 7 December 2004

Research Interests

- Tourism Management.
- Human Resources Development.
- Tourism Marketing.
- Event & Meeting Management.
- Quality Management.
- Tourism & Society.
- Tourism Development and planning.

- Customer satisfaction and loyalty.
- Competitiveness Projects and Feasibility Study Planning.
- Tourism Project Marketing Planning
- Human Resources Reengineering
- Quality Assurance in Tourism Education

Administrative Positions

- (2019): **Head of Training and Development Unit**, Faculty of Tourism and Hotels, Fayoum University, October 2019.
- (2017): **Head of Quality Assurance Unit**, Faculty of Tourism and Hotels, Fayoum University, Since 12 April 2017 to August 2018
- (2017): **Marketing Manager of The Public Service Centre**, The Faculty of Tourism and Hotels- Fayoum University, Since 11 July 2017 to May 2018
- (2017): **Head of projects committee**, Quality Assurance Unit, Faculty of Tourism and Hotels- Fayoum University, since October 2017 to August 2018
- (2016): **Vice Executive Manager**, Project of “the first Egyptian museum through ages”, Faculty of Tourism and Hotels- Fayoum University, since 2 June 2016.
- (2016): **Marketing Manager**, The Faculty of Tourism and Hotels- Fayoum University, 19 October 2016 till now.
- (2015): **Vice Director**, Quality Assurance Unit, The Faculty of Tourism and Hotels- Fayoum University, August 2015 to 11 April 2017.
- (2014): **Vice Coordinator**, the Faculty Portal, The Faculty of Tourism and Hotels- Fayoum University, October 2014 till now.

Experiences

- (2018): **Marketing Coordinator** of the 11th international conference on tourism and hospitality (11th ICTH 2018), organized by Faculty of Tourism and Hotels- Fayoum University, Luxor City, 8th – 11th March.
- (2017): **Organizing Committee Coordinator**, “Professional Academic Dialogue Forum for Tourism Higher Education”, Organized by the Faculty of Tourism and Hotels- Fayoum University on cooperation with the National Authority for Quality Assurance and Accreditation (NAQAAE), 2nd Dec 2017, Fayoum University.
- (2017): **Committee Member**, the unit of Fayoum university strategic plan, since April 2017 to August 2017.
- (2017): **Board Member** of the tourism studies department, Faculty of Tourism and Hotels, Fayoum University, 2017-2018
- (2017): **Quality Consultants Committee Member**, Faculty of Tourism and Hotels- Fayoum University, since April 2017 till now.
- (2017): **Consultants Committee Member of scientific research and projects funding**, Faculty of Tourism and Hotels- Fayoum University, since 11 January 2017 till Now
- (2017): **Marketing Coordinator** of the 10th international conference on tourism and hospitality (ICTH 2017), organized in Sharm El Sheikh City, by Faculty of Tourism and Hotels- Fayoum University, 8th –11th February.

- (2016): **Board Member** of the Public Service Center, The Faculty of Tourism and Hotels- Fayoum University, 1 Nov. 2016 till now.
- (2016): **Committee Member**, “Faculty maintenance Committee”, the Faculty of Tourism and Hotels- Fayoum University, since 17 Feb 2016.
- (2016): **Committee Member**, “society awareness program”, the Faculty of Tourism and Hotels- Fayoum University, since 14 Dec 2016
- (2016): **Marketing Coordinator** of the 9th international conference on tourism and hospitality (ICTH 2016), organized in Marsa Alam City, by Faculty of Tourism and Hotels- Fayoum University, 11th –13th February.
- (2015): **Board Member** of the tourism studies department, The Faculty of Tourism and Hotels- Fayoum University, 2015-2016.
- (2015): **Committee Member**, “Staff member of the year”, the Faculty of Tourism and Hotels- Fayoum University, since 2015.
- (2013): **Board Member** of the tourism studies department, The Faculty of Tourism and Hotels- Fayoum University, 2013-2014
- (2013): **Executive Team Member**, Continuous Improvement and Qualification For Accreditation Project (CIQAP), Faculty of Tourism and Hotels- Fayoum University, 2013-2014

Publications: Refereed Journal Articles

- (2021): Yasmine Hassan Mohamed Ali, Alfatma Fathalla Salama, Mohammad M. Farrag, The Role of individual Considerations and Intellectual Stimulation of Transformational Leadership in Empowering the Employees in The Egyptian Travel Agencies, *Journal of Modern Research (J. Mod. Res.)* 3 (2021) 28-35.
- (2020): Yasmine Hassan Mohamed Ali, Alfatma Fathalla Salama, Mohammad Farrag, Transformational leadership and its relationship with the empowerment of employees in The Egyptian travel agencies, *International Journal of Heritage, Tourism and Hospitality*, vol. 14, issue 2 (2020), 1-11.
- (2017): Hanaa Fayed, Mohammad Farrag, and Karam Zaki, Assessing Therapeutic Tourism and Hotels Marketing Using the Video-Sharing Websites in Egypt, *International Journal of Heritage, Tourism and Hospitality*, Vol. (11), No. (2/2), September 2017, By: Faculty of Tourism and Hotels, Fayoum University.
- (2017): Mohammed M. Farrag with Mohamed A Abou-Shouk, Nagoua I Zoair, Mahmoud M Hewedi, The role of international exhibition venues in marketing exhibitors’ destinations, Accepted in: *Journal of Vacation Marketing*, 2017, Doi: 10.1177/1356766717690573.
- (2016): Mohammad M. Farrag, The Impact of Sleeping 'Trains' Travel Service Quality on Customer Satisfaction, *Minia Journal of Tourism and Hospitality Research*, Vol. 1, Issue 2, December, 2016, 928-947.
- (2016): Mohammad M. Farrag, The Role of Knowledge Patterns in Improving Employees' Satisfaction of Northern Upper Egyptian Travel Agencies, *Journal of Faculty of Tourism and Hotels, Fayoum University*, Volume (10), Issue (2-1), September 2016, 145- 168.
- (2016): Mohammad M. Farrag, The Role of Tourism Cultural Awareness in Building the Image of Young People for Women's Work in the Tourism Sector, *Journal of Faculty of Tourism and Hotels, Fayoum University*, Volume 10, Issue (2-1), September 2016, 325- 347.
- (2015): Hanaa Fayed and Mohammad M. Farrag, The Proposed Strategic Alternatives for Ismailia Tourism Product Development Using SWOT Analysis. *Journal of Faculty of Tourism and Hotels- Fayoum University*, Volume (9) Issue (2-1), September 2015, 246- 271.

- (2014): Mohammad M. Farrag, The Role of Security Private Companies in Securing Tourism Establishments, Journal of Association of Arab Universities for Tourism and Hospitality, issue (11), part (2), pp: 79-90
- (2012): Hanaa Fayed and Mohammad M. Farrag, “The Role of social media websites in marketing Egypt as international destination”, Journal of Tourism Researches, Egyptian Ministry of Tourism, Vol. Sep 2012.
- (2010): Mohammad M. Farrag, “Tourism development tools in Fayoum city”, Journal of Tourism Researches, Egyptian Ministry of Tourism, Vol. Sep

Teaching Experiences

Undergraduate Courses

- Tourism Enterprises Management.
- HRM in Tourism & Hospitality.
- Tourism Geography
- Tourism Transportation.
- Special Event Tourism Management.
- Exhibitions & Conference Management & Planning.

Post Graduate Courses

- Tourism Transportation (Advanced)
- Tourism Geography (Advanced)
- Resorts Management
- Human Resource Development

Supervising Post-graduate Students

- Supervisor of 5 Masters’ Students
- Supervisor of 1 PhD’ Student

Conferences Attending

- (2018): “The 11th International Conference on Tourism and Hospitality”: 11th ICTH 2018, organised by the faculty of tourism and hotels- Fayoum university, 8th -11th March, Luxor City, Egypt.
- (2017): The 1st International Conference of Faculty of Tourism and Hotel Management- pharos university in Alexandria: “Entrepreneurship of Tourism, Hospitality and Heritage in Egypt- A Vision for Sustainable Development”, 24th – 27th October 2017, Alexandria City, Egypt.
- (2017): “The 10th International Conference on Tourism and Hospitality”: 10th ICTH, 2017, organised by the faculty of tourism and hotels- Fayoum university, 8th –11th February, Sharm El Sheikh City, Egypt.
- (2016): “The Future of Tourism in the Arab Region and the Middle East” organised by The faculty of Tourism and Hotels- Minia University, 27th -29th October, Minia city, Egypt
- (2016): “The 9th international conference on Tourism and Hospitality”: 9th ICTH, 2016, organised by the faculty of tourism and hotels- Fayoum University, 11th –13th February, Marsa Alam City, Egypt.
- (2015): “Tourism Cooperation between Egypt and Africa”, organized by The Higher Institute for Tourism, Hotels and Computers (H.I.T.H.C.) El-Seyouf, 10-12 February, 2015, Alexandria, Egypt.

- (2014): “The new trends of the tourism and hospitality in Arab Region”, organised by the Association of Arab Universities for Tourism and Hospitality on cooperation with the faculty of tourism and hotels- Suez Canal university, 5th December 2014, Sharm El Sheikh City, Egypt
- (2014): “The International Conference of Therapeutic and Curative Tourism”, Organised by the Faculty of Tourism and Hotel Management, October 6 university, Hurghada City, 1st– 3rd November 2014.
- (2010): “Marketing Alexandria City as an International Destination”, organized by The Higher Institute for Tourism, Hotels and Computers (H.I.T.H.C.) El-Seyouf, 1-4 April, 2010, Alexandria, Egypt.

Training Experiences

- (2017): Lectures for “marketing for professionals course”, university Marketing center, Fayoum university, 15- 21 march.
- (2016): Lectures for "Unemployed women in Fayoum city" on” women in Small Business Sector Course", Training Course offered by the National Council for Women, 20-22 March 2016.
- (2016): Lectures for "Fayoum Culture house employees" on "Leadership development course", Training Course offered by the Egyptian ministry of Culture, 2016.
- (.2016): Lectures, “Ideas for future workshop”, Training Course offered by Fayoum University on cooperation with the higher education ministry, March 2016.

Training Courses

- (2018): “Course Map” , Faculty and Leadership Development Center (FLDC)- Fayoum University,
- (2018): “Questions Banks”, Faculty and Leadership Development Center (FLDC)- Fayoum University,
- (2018): “writing scientific Research” , Faculty and Leadership Development Center (FLDC)- Fayoum University,
- (2017): “Competitiveness Projects”, Faculty and Leadership Development Center (FLDC)- Fayoum University,
- (2017): “International Scientific Publishing”, Faculty and Leadership Development Center (FLDC)- Fayoum University,
- (2016): “Academic Program Description”, The Faculty of Tourism & Hotels- Fayoum University, 21-23 November
- (2015): “Google Scholar”, The Faculty of Tourism & Hotels- Fayoum University, 6 April
- (2015): “Google Form”, The Faculty of Tourism & Hotels- Fayoum University, 14 April
- (2015): “Accreditation Requirements”, The Faculty of Tourism & Hotels- Fayoum University, 21-22 January
- (2015): “Students Assessment Methods”, The Faculty of Tourism & Hotels- Fayoum University, 9-10 February
- (2015): “Time Management”, The Faculty of Tourism & Hotels- Fayoum University, 18 October
- (2013): “Course Map and Program Description”, organised by the National Authority for Quality Assurance and Accreditation (NAQAAE), 5-6 October 2013.
- (2012): “self- assessment of higher education institutions”, organised by the National Authority for Quality Assurance and Accreditation (NAQAAE), 3-5 December 2012
- (2012): "Learning Course Description", Faculty and Leadership Development Center (FLDC)- Fayoum University, (20: 22 Nov, 2012
- (2012): "Organizing Scientific Conferences", Faculty and Leadership Development Center (FLDC)- Fayoum University, (11: 13- Sep)
- (2012): "Strategic Planning", Faculty and Leadership Development Center (FLDC)- Fayoum University,

(27: 29- Nov, 2012

- (2012): "Meeting & Time Management", Faculty and Leadership Development Center (FLDC)- Fayoum University, (14: 16- Aug)
- (2012): "Research Team Management", Faculty and Leadership Development Center (FLDC)- Fayoum University, (24: 26 Nov, 2012
- (2012): "Research Ethics", Faculty and Leadership Development Center (FLDC)- Fayoum University, (4: 6- Aug)
- (2012): "Staff Teaching Preparation", Fayoum University, Egypt. 19-30 Apr.
- (2010): ICDL, Ministry of communication & information Technology, Egypt, April 2010
- (2009): "Cultural course of the Egyptian universities faculty staff", leadership & management development center, Helwan, 13- 18 Nov 2009
- (2008): "Students Assessment & Exam Systems", Faculty and Leadership Development Center (FLDC)- Fayoum University, 14: 16- Jun
- (2008): "Credit hours system", Faculty and Leadership Development Center (FLDC)- Fayoum University, 21: 23 Jun
- (2008): "Skills for Effective Communication", Faculty and Leadership Development Center (FLDC)- Fayoum University, 22: 24 Jan
- (2008): "Learning Process Quality Standards", Faculty and Leadership Development Center (FLDC)- Fayoum University, 17: 19- Jun
- (2008): "Teaching using Technology", Faculty and Leadership Development Center (FLDC)- Fayoum University, (24: 26- Jun)
- (2007): "Profession Ethics", Faculty and Leadership Development Center (FLDC)- Fayoum University, (14: 16 Aug.
- (2005): Programming Design and Information Systems, Statistics Research & Studies Institute, Cairo university, 26 Feb -27 Aug 2005
- (2003): "Airlines Ticketing", Tourism Egypt Co. (Asyout branch), 1- 30 Aug 2003
- (2002): "Transport Ticketing", Tourism Egypt Co. (Asyout branch), 1- 30 Aug 2002

Awards

- (2012): Ministry of Tourism Award for a paper entitled: "The Role of social media sites in marketing Egypt as international tourism destination", Journal of Tourism Researches, Egyptian Ministry of Tourism. Vol. Sep 2012.
- (2010): Ministry of Tourism Award for a paper entitled: "Tourism development tools in Fayoum city", Journal of Tourism Researches, Egyptian Ministry of Tourism. Vol. Sep 2010.
- (2006): Demonstrator of the year (2005), The Faculty of Tourism and Hotels- Cairo university.

Membership

- (2017): Board Member, Faculty Member Club, Fayoum University. Since march 2017.
- (2012): Member, Nahr El-kher Association of society Development, Assiout
- (2010): Member, Qaroun Sporting club, Fayoum
- (2008): Member, Egyptian Association of Tourism Development, Fayoum
- (2006): Member, Egyptian Association of Tourism & Hospitality, Cairo