

REEM MAHMOUD MOHAMED ATTIA

Assistant Professor | Hotels & Tourism Department

College of Management & Technology | Arab Academy for Science, Technology & Maritime Transport

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RESEARCH INTERESTS

Sustainable Tourism Development • Third-Sector Organizations in Tourism • Sharing Economy in Tourism • Sustainable Development Goals (SDGs) • Tourism Policy & Planning

EDUCATION

Doctor of Philosophy (PhD) in Tourism Management 2026

Alexandria University, Faculty of Tourism and Hospitality, Alexandria, Egypt

Dissertation: Investigating the Future of Sharing Economy Applications in the Egyptian Tourism Sector: A Pathway to Achieve Sustainable Development Goals (SDGs)

Master of Science in Tourism Management 2020

Alexandria University, Faculty of Tourism and Hospitality, Alexandria, Egypt

Thesis: Exploring the Role of Egyptian Tourism Related Third Sector Organizations (TSOs) in Sustainable Tourism Development

Bachelor of Science in Tourism Studies and Tourism Management 2013

Alexandria University, Faculty of Tourism and Hospitality, Alexandria, Egypt

ACADEMIC POSITIONS

Assistant Professor, Hotels & Tourism Department 2026 – Present

College of Management & Technology, Arab Academy for Science, Technology & Maritime Transport, Alexandria, Egypt

Teaching Assistant, Hotels & Tourism Department 2020 – 2026

College of Management & Technology, Arab Academy for Science, Technology & Maritime Transport, Alexandria, Egypt

Graduate Teaching Assistant, Hotels & Tourism Department 2015 – 2020

College of Management & Technology, Arab Academy for Science, Technology & Maritime Transport, Alexandria, Egypt

PUBLICATIONS

Peer-Reviewed Journal Articles

Mahmoud, R., Fouad, N., & El Kasrawy, S. (2025). Developing a Sustainable Framework for the Tourism-Sharing Economy in Egypt: Proposing an 8-Pillars Model through a Delphi Study. *Cuadernos Gestión Turística del Patrimonio*, 4(2), 228–245.

Morsy, J., Mahmoud, R., & Eldin, S. M. (2021). Ecological Footprint of Ecotourism Packages: The Case Study of Siwa, Egypt. *Journal of Tourism Research*, 86.

Attia, R. M., El Kasrawy, S., & Hamid, N. A. (2020). Exploring the Role of Egyptian Tourism Related Third Sector Organizations (TSOs) in Sustainable Tourism Development. *The Scientific Journal of the Faculty of Tourism and Hotels, Alexandria University*, 17(2), 30–46.

Papers in Progress

- Additional research manuscripts currently in preparation (details available upon request).

TEACHING EXPERIENCE

Courses Taught

Introduction to Travel Agencies • Principles of Tourism • Principles of Management • Hotels & Tourism Legislation • Business Law • Destination Geography • Tourism Management • Airline Management • Consumer Behaviour • Basic Airline Course • Advanced Airline Course • Airline Automation & Ticketing • Events Management • Forecasting Tourism Demand • Tourism & Hospitality Marketing • New Trends in Tourism • Principles of Economics • Psychological Aspects in Tourism & Hospitality • Special Interest Tourism • Tourism Planning & Environment • Tourism & Transportation • Tourism Development • Tourism Planning • Tourism Policy

Courses Independently Developed

- Destination Geography
- AI in Tourism
- Cultural Affairs
- Egyptian History
- Consumer Behavior

ADMINISTRATIVE & INSTITUTIONAL ROLES

- AACSB Accreditation Lead – Standards on Research & Intellectual Contribution, and Staffing
- Educational Quality Assurance Coordinator, Hotels & Tourism Department
- Academic Advisor – Student registration, portfolios, and special-case student management
- Coordinator, Summer Internship Program, College of Management & Technology
- Departmental Website Manager – content updates and digital presence for Hotels & Tourism Department
- Contributor to new academic program and study plan development

COMMUNITY & PROFESSIONAL ENGAGEMENT

Instructor – New Trends in Tourism Industry

January 2022

Collaborative training session certified by Arab Academy for Science, Technology & Maritime Transport; Arab Tourism Organization; and Google. Delivered online.

Manager, Junior Associate Summer Program

2023 – 2024

Led the department's outreach program for Alexandria Language School (ALS) students, providing hands-on experience within the College of Management & Technology.

Trainer – High School Tourism Awareness Program

2022 – 2024

Trained high school students in a summer program offered by the Department and College of Management to equip ALS students for future careers in tourism.

Researcher – "The Future of Our Past" (United Nations Project)

2014

Profiled and documented tourist attractions requiring funding for restoration and conservation, contributing to UNESCO-aligned heritage preservation efforts.

Conference Volunteer & Session Assistant – "Tourism in a Changing World"

2014

Faculty of Tourism and Hotels, Alexandria University. Assisted in running conference sessions and supported day-of logistics and coordination.

Certified English-Speaking Tour Guide

2013

Bibliotheca Alexandrina, Alexandria, Egypt. Completed a certified training program in English-language cultural tourism guiding.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- TOT – Certified Trainer of Trainers, National Training Center & Cairo Center for Human Resources Development (2024)
- IELTS – English Proficiency, Level B2

- AUEPT – Alexandria University English Proficiency Test, Certified
- ICDL – International Computer Driving Licence, Certified
- Galileo Professional Course – Travelport Global Distribution System (2010)
- English Language Proficiency Course – Information Technology Institute (ITI), Egypt, ITI Scholarship (2012). Berlitz Proficiency Level 9, Grade: 91%

LANGUAGES

Arabic	Native
English	Professional Proficiency (B2 – IELTS Certified)

SKILLS

- Research Methods: Delphi method, qualitative & quantitative approaches, survey design
- Data Analysis: AI-powered data analysis tools (professional proficiency), Excel
- AI Tools: Professional-level proficiency in generative AI applications for research and teaching
- Digital: ICDL-certified; departmental website management
- Communication: Academic writing, public speaking, training facilitation (English & Arabic)