

**Iten Nabil Elrouby**

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**Personal Profile**

**Date of birth** : June 11<sup>th</sup>, 1978

**Place of birth** : Alexandria.

**Nationality** : Egyptian.

**Languages** : **Arabic:** Mother Tongue.  
**German:** Fluently spoken and written  
**English:** Fluently spoken and written  
**French:** Fair

**Education** :

- **2025: Certified Manager, Institute of Certified Professional Managers.**
- **2014: Doctor of Philosophy;** Thesis entitled: “The Use of Web Mining in Developing Tourism E-marketing Strategies”  
**Faculty of Tourism and Hotels, Alexandria University.**
- **2009: Master's degree;** Thesis entitled: “An Evaluation of the Use of the Internet in Promoting and Distributing Tourism Services” **Faculty of Tourism and Hotels, Alexandria University.**
- **2000: BSC. Of Tourism and Hotels (Grade: Excellent), Faculty of Tourism and Hotels, Alexandria University.**
- **1996: General Certificate of Education – “Abitur”, German School (Deutsche Schule der Borromaerinnen); Alexandria.**

**Work Experience:**

- October 2021-till present.  
**Director – UCCD (University Center for Career Development) – Alexandria University, American University of Cairo (AUC), United States Agency for International Development (USAID)**
  - Implement strategic objectives and policies.
  - Prepare detailed quarterly implementation plans.
  - Monitor progress toward achieving the objectives, policies, and centers’ KPIs.
  - Assign activities to team members.
  - Execute career guidance Workshops (CV writing, interview techniques).
  - Perform One-to-one career development sessions.
  - Organize events like career fairs and round tables with stakeholders.
  - Evaluate yearly team member performance.
  - Network with employers and stakeholders.
  - Carry out different performance reports.
  - Supervise and implement Labor Market Surveys with stakeholders.

- 2021-till present

Assistant Dean- Faculty of Tourism & Hotels-Alexandria University

- Assist in managing academic programs and curricula.
- Contribute to the development and execution of strategic initiatives.
- Work with the faculty to enhance teaching and learning experiences.
- Facilitate opportunities for faculty development and training.
- Assist in the evaluation of faculty performance and contributions.
- Prepare reports and analyze data related to academic programs and student performance.

- 2020-till present.

Associate Professor at the Tourism Department; Faculty of Tourism and Hotels, AlexandriaUniversity.

- Course Development: Design and update course curricula.
- Instruction: Teach undergraduate and/or graduate courses.
- Advising: Mentor students in academic and career planning.
- Assessment: Evaluate student performance and provide feedback.
- Conduct Research: Engage in original research and publish findings in academic journals.
- Grant Writing: Apply for research funding and manage grants.
- Collaboration: Work with colleagues and other institutions on research projects.
- Committee Work: Serve on departmental or university committees.
- Community Engagement: Participate in outreach and community service activities.
- Professional Development: Attend and present at conferences and workshops.
- Program Management: Contribute to the management of academic programs.
- Curriculum Review: Participate in the evaluation and revision of academic programs.
- Policy Development: Help shape departmental or faculty policies.
- Guidance: Support students, graduates, and post-graduates in their development.
- Supervision: Oversee research projects and theses.

- 2018-2022

Tourism Consultant at “Elzayat Group for Tourism and Hospitality Consultancy”.

- Conducted thorough market analysis to identify trends, opportunities, and challenges.
- Assessed the viability of tourism projects, including financial, environmental, and social impacts.
- Assisted in the planning and development of tourism projects, including attractions, accommodations, and services.
- Created detailed business plans outlining objectives, strategies, and expected outcomes.
- Worked with local governments, businesses, and community organizations to gather input and build support for tourism initiatives.
- Facilitated workshops and meetings to engage stakeholders and gather feedback.
- Developed marketing and promotional strategies to attract tourists and enhance the destination's visibility.
- Assisted in creating a strong brand identity for the tourism project.
- Ensured that projects comply with local, regional, and national regulations and policies related to tourism.
- Promoted sustainable tourism practices that minimize environmental impact and benefit local communities.
- Identified skill gaps and provided resources for professional development in the tourism sector.
- Established metrics to evaluate the success of tourism projects and initiatives.
- Gathered feedback from tourists and stakeholders to assess satisfaction and identify areas for improvement.
- Prepared reports and presentations summarizing findings, recommendations, and project progress for stakeholders.

- 2019 till present

**Head of Training of the Tourism Studies Department.**

- Develop and update training programs and curricula to meet educational goals.
- Identify and analyze the training needs of students.
- Manage and supervise training coordinators and instructors.
- Provide guidance and support to students regarding training opportunities.
- Establish systems for collecting student feedback to improve training programs.
- Work with the academic department to align training with academic programs.
- Develop partnerships with industry and community organizations for practical training opportunities.
- Assess the effectiveness of training programs through metrics and analysis.
- Implement changes based on evaluation results to enhance program quality.
- Establish connections with employers, partner institutions, and stakeholders to create training opportunities.
- Organize professional development opportunities for training staff.
- Keep up-to-date on trends and changes in education and training methodologies.

- 2018 till present.

**Head of Academic Guidance Committee of the Faculty's Special Program.**

- 2015 till present

**Head of the Faculty's Website and Social Media Platforms**

- Oversee the creation and updating of website content to ensure it is current, accurate, and reflective of the faculty's mission.
- Ensure the website is user-friendly, accessible, and optimized for various devices.
- Monitor website traffic and user engagement metrics to assess effectiveness and identify areas for improvement.
- Supervise the faculty's social media accounts (e.g., Facebook, Twitter, Instagram, LinkedIn) to enhance visibility and engagement.
- Oversee the development of engaging content, including posts, images, and videos that promote faculty events, achievements, and news.
- Ensure quick interaction with followers, respond to inquiries, and foster a sense of community online.
- Plan and execute marketing campaigns to promote faculty programs, events, and initiatives.
- Work with faculty members, students, and alumni to gather content and stories for the website and social media.
- Ensure that all online content aligns with the faculty's branding and messaging.
- Oversee the visual elements of the website and social media to maintain a cohesive look and feel.
- Develop strategies for communicating during emergencies or crises, ensuring timely and accurate information dissemination.
- Prepare regular reports on website and social media performance, highlighting successes and areas for improvement.

- 2014 till present.

**Head of the Central Results Systems in the Faculty**

- Ensure accurate calculation of GPAs for students based on institutional policies.
- Manage the GPA systems and software used for calculations and reporting.
- Develop and maintain policies related to GPA calculation, grade reporting, and academic standing.
- Ensure compliance with academic regulations and standards set by the institution.
- Generate reports on GPA distributions, trends, and academic performance for faculty and administration.
- Provide guidance to students on understanding GPA calculations and their implications for academic standing.
- Train faculty and staff on GPA-related processes and systems.
- Regularly assess the effectiveness of GPA systems and processes for potential improvements.

- Address any discrepancies or issues related to GPA calculations or reporting.
  - Communicate GPA policies and procedures clearly to students and faculty, ensuring transparency and understanding.
- 2014 till present.  
Head of Academic Guidance and Developing Committee of the Faculty.
- Lead and coordinate the activities of the Academic Guidance Committee.
  - Develop and implement academic policies and guidelines for advising.
  - Establish a framework for academic advising across the faculty.
  - Provide training and resources for faculty and staff involved in academic advising.
  - Promote effective academic advising practices to enhance student engagement and success.
  - Address and mediate academic concerns or disputes involving students.
  - Evaluate the effectiveness of academic advising programs and initiatives.
  - Gather feedback from students and advisors to improve services.
  - Collaborate with other departments to ensure cohesive advising practices.
  - Maintain records of committee activities and student interactions.
  - Prepare reports on advising outcomes and challenges for faculty meetings and administration.
  - Organize professional development opportunities related to academic advising.
- 2014-2020.  
Assistant Professor at the Tourism Department; Faculty of Tourism and Hotels, Alexandria University.
- 2009-2014.  
Assistant Lecturer at the Tourism Department; Faculty of Tourism and Hotels, Alexandria University.
- 2000.  
Demonstrator at the Tourism Department; Faculty of Tourism and Hotels, Alexandria University
- Trainee at Lufthansa Airlines.
- Travel Agent at "Harty Tours".

#### Additional Current Responsibilities:

- Member of the Tourism Studies Department.
- Member of the Committee of Education and Students' Affairs at the Faculty.
- Supervising Master Theses and PhD theses.
- Member of the Developing Committee of Credit Hours' System in the Faculty since 2014 till present.
- Academic guide for undergraduate and postgraduate students.
- Responsible for the "Faculty Members" standard in the "Quality Assurance Unit" in the Faculty.

#### Teaching Experience:

- *Responsible for lecturing the following courses for undergraduate students **in the Faculty**:*
  - Business of Travel Agencies
  - Business of Aviation
  - Leisure and Sports Tourism
  - Information Systems in Travel and Tourism
  - Computer Science and its Application in the Travel and Tourism Industry
  - Event Management
  - Conference Management

- *Responsible for lecturing the following courses for undergraduate students in the Arab Academy for Science Technology & Maritime Transport*
  - Basic Airlines
  - Advanced Airlines
- *Responsible for lecturing the following courses for undergraduate students in the Faculty of Tourism Special Program*
  - Travel Agency Operations and Management
  - Airlines Services and Management
  - Information Technology in Tourism, Hospitality and Heritage
  - Tourism Convention & Event Management
- *Responsible for lecturing the following courses for postgraduate students:*
  - Tourism Crisis Management, PhD
  - Quality Assurance of Tourism Enterprises; PhD
  - E-Tourism; PhD
  - Tourism Marketing; Masters
  - Tourism Event Management; Masters
  - Tourism in International Contemporary Economy; Masters
  - Tourism Development; Masters
  - Airport Logistics. Masters

#### **Former responsibilities:**

- ☐ Member of the Committee of Cultural Relations
- ☐ Member of the Committee of Education and Students Affairs.
- ☐ Member of the Executive Committee of Quality Assurance and Accreditation.
- ☐ Treasurer of the Tourism Department Committee.
- ☐ Treasurer and Member of the Faculty Council Committee for two rounds.
- ☐ Member of the Education Cultural Affairs Committee.
- ☐ Member of the Post Graduate Committee.
- ☐ Member of Students' Training Committee at the Tourism Department from 2014 to 2019.

#### **List of Publications:**

1. **An Evaluation of the Egyptian Airports' Operational Strategies and their Impact on Improving the Competitiveness of Small and Medium-sized Airports.** The Scientific Journal of the Faculty of Tourism and Hotels, Alexandria University, Vol.21(1), 2024.
2. **Consumer readiness to adopt AI applications utilized in the Travel, Tourism, and Hospitality (TTH) industry: An empirical study of Egyptian TTH consumers.** Journal of the Faculty of Tourism and Hotels-University of Sadat City, Vol. 8 Issue (1/1), June 2024.

3. **The Contracts of E-Tourism Companies amid the Applications of Cyberspace Technologies (AnAnalytical Study On Egyptian Tourism Market)**  
Journal of the Faculty of Tourism and Hotels, Alexandria University, Vol. 19 (2022), 2<sup>nd</sup> edition.
4. **Exploring the Impact of E-Marketplaces on Egyptian Tourism Intermediaries.**  
International Journal of Heritage Tourism and Hospitality (IJHTH), Vol.13 (1), March 2019.
5. **Egypt's Travel and Tourism Competitiveness Index in Comparison to Competitive Tourism Destinations in the Middle East and North Africa Region.** International Journal of Heritage Tourism and Hospitality (IJHTH), Vol.13 (1), March 2019.
6. **The Adoption of "QR Codes" in the Tourism Sector: The Case of Egyptian Tourism Students.**  
Journal of Tourism Research (Issued by Tourism Research Institute, Athens, Greece), Vol. 23 (B 2019).
7. **Applying Gamification to Raise Awareness of Cultural Heritage in Egyptian Museums; Case Study: Alexandria National Museum.** The Scientific Journal of the Faculty of Tourism and Hotels, Alexandria University, Vol.16 (2019).
8. **A New Business Model: Low-Cost Carriers (The Case of EasyJet.**  
Proceedings of the International Conference on Marketing, Tourism & Hospitality MTC18FranceConference in Paris, France. July 5 - 7, 2018. *Published in:*  
Global Review of Research in Tourism, Hospitality and Leisure Management (GRRTHLM) *An OnlineInternational Research Journal (ISSN: 2311-3189)* 2018, Vol.: 4 Issue: 1.
9. **Web Usage Mining as a Tool to identify User Behavioral Patterns to design Effective E-MarketingStrategies for Tourism Businesses (The Case of an Egyptian Travel Agency).**  
*Published in:* The 6th International Conference on Tourism and Hospitality Management", Athens, Greece.1-3June 2017.
10. **Ecolodging as an Answer for Sustainable Development and Successful Resource Management: TheCase of North West Coast in Alexandria.**  
Proceedings of the 18<sup>th</sup> International Conference on Information, Hospitality and Tourism, August 2016, Barcelona, Spain.
11. **The Use of Text Mining to Examine the Effect of the Egyptian Revolution on Tourists' Sentimentstowards Visiting the Country.**  
Proceedings of the 5th International Conference on Tourism and Hospitality Management, June 2015,Athens, Greece. It was selected to be *published in* the:  
Journal of Tourism Research (Issued by Tourism Research Institute, Athens, Greece), Vol.10 (A2015).
12. **The Use of Web Mining in Optimizing Website Design (Case Study: Egyptian Travel Agency).** *Published in:* The 6<sup>th</sup> Scientific Conference of the Faculty of Tourism and Hotels- Alexandria University, Bibliotheca Alexandrina, 28-30 April 2014.

#### Conferences attended:

<b>2024</b>	Innovation in the tourism industry in light of international contemporary changes. Alamain, Egypt (24-25 April)
<b>2023</b>	Sustainable scientific research and digital transformation, a future vision for tourism, hospitality, and antiquities. Taba, Egypt (17-19 October)
<b>2018</b>	International Conference on Marketing, Tourism and Hospitality. Paris, France. 5-7. July 2018.
<b>2016</b>	<del>The 18<sup>th</sup> International Conference on Information, Hospitality and Tourism</del>



	WASET. Barcelona, Spain. 11-12 August 2016.
<b>2015</b>	The 5 <sup>th</sup> International Conference on Tourism & Hospitality Management. Athens, Greece. 5-7 June 2015.
<b>2014</b>	The 6th Scientific Conference of the Faculty of Tourism and Hotels. Alexandria University, Bibliotheca Alexandrina, 28-30 April 2014.
<b>2006</b>	"The role of awareness in enhancing Egypt's tourism image". Alexandria University, Bibliotheca Alexandrina.
<b>2005</b>	"Placing the North West Coast on Egypt's Tourism Map". The fourth Conference, Faculty of Tourism and Hotels, Alexandria University, April 2005-2004.
<b>2004</b>	The third conference, Faculty of Tourism and Hotels, Alexandria University: 4 – 6 May 2004

### Awards:

The scientific award of the Faculty of Tourism and Hotels- Alexandria University 2017 for the paper entitled "The Use of Text Mining To Examine The Effect Of The Egyptian Revolution On Tourists' Sentiments Towards Visiting The Country".

### Skills:

- Computer skills (office, excel, Internet)
- Ticketing Skills "Amadeus, Sabre, Galileo" as a former Travel agent and a trainee at Lufthansa Airlines.
- Ticketing Trainer at the Faculty of Tourism and Hotels-Alexandria University.
- Member of the Organizing Committee for the 6<sup>th</sup> Conference of the Faculty of Tourism and Hotels, Alexandria University
- Head of the Organizing Committee of the Annual Scientific Conference of the Tourism Studies Department.
- Head of the Organizing Committee of a Students' Job Fair in 2018.
- Reviewer of research papers for the "Global Journal of Contemporary Research".
- Reviewer of the Regulations for the Postgraduate Degree of "Pharos University in Alexandria".

### Projects:

- October 2022 – December 2022: Team member in the Project "**Ras Al Khaimah Tourism Development Strategy**", with **Ras Al Khaimah Tourism Development Authority (RAKTDA)**, UAE.
- December 2017 – Mai 2018: Team member in the "**Ajman's Tourism Development Strategy 2018-2022**" The project, Ajman Tourism Development Department ATDD, UAE.
- July 2016 – June 2017: Team member in the Project "**Education Effectiveness**", **Faculty of Tourism and Hotels - Alexandria University**.
- December 2013 – December 2015: Team member in the Project "**Future of our Past Project**" concerned with preserving cultural heritage for sustainable tourism development funded by **ENPI European Neighborhood and Partnership Instrument "EU ENPI CBCMED "**.

### Some of the Training Courses:

1. Facilitation Career Development
2. Time management and meetings
3. Scientific research methods
4. Effective teaching methods
5. Communication skills
6. Quality standards in the teaching process

7. Financial and legal aspects
8. Presentation skills
9. Strategic planning
10. Methods of assessing students and setting exams
11. Preparing competitive research projects
12. Design and production of digital content
13. Implementation of funded research projects and management of the research team
14. University financial and legal aspects
15. International publication of scholarly research
16. The credit hour system.
17. Amadeus Ticketing Course.
18. Galileo Ticketing Course.
19. TOEFL.

#### **Attending Several Webinars like:**

- E-tourism and disintermediation and its effect on the role of Egyptian travel Agencies
- E-cheating and e-authentication
- Interactive In Class and Online Learning Activities
- Flipped Classroom
- Gamification in Education
- Creating Interactive Learning Content
- Uses and applications of Microsoft Teams
- Edmodo and its uses as a student's online platform.

#### **References:**

1. Professor Dr. Abeer Attia: *Dean of the Faculty of Tourism and Hotels Alexandria University, Egypt.*  
[beerttia@yahoo.com](mailto:beerttia@yahoo.com)
2. Professor Dr. Hala Hilaly: *Vice Dean of Environmental and Community Affairs. Faculty of Tourism and Hotels Alexandria University, Egypt.*  
[halahilaly@hotmail.com](mailto:halahilaly@hotmail.com) , [hala\\_hilaly@yahoo.com](mailto:hala_hilaly@yahoo.com)
3. Professor Dr. Samar ElKasrawy: *Head of Tourism Department- Faculty of Tourism and Hotels Alexandria University, Egypt.*  
[karimwalid42@yahoo.com](mailto:karimwalid42@yahoo.com)

***Thank you!***





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rouby

19-12-2015



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شهادة دكتوراه الفلسفة

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CERTIFICATE

The Faculty of Tourism and Hotels - Alexandria University certifies That  
Ms./Iten Nabil Shehata Ibrahim El Rouby , born in Alexandria - Egypt –  
on 11/6/1978, has obtained the Doctor of Philosophy (Ph.D.) in Tourism  
Studies.

Thesis has been entitled:

" The Use of Web Mining in Developing Tourism E-marketing  
Strategies".

Date of obtaining the degree:

Faculty Council approval's date : 11 / 6/2014

University Council approval's date : 22/6/2014

This certificate is issued to her to be presented to whom it may concern.

Revised by

*[Signature]*  
22/9/2020

Registrar

*[Signature]*



Dean

*[Signature]*

Prof. Dr. Abeer Attia

23.9.2020