

# Eslam Salem, Ph.D.

Assistant Professor | Certified Career Services Provider (CCSP) | Certified Professional Trainer (CPT) |  
Employers Relations Officer (ERO) | *IJHTH* Editorial Director

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## 1. ACADEMIC/PROFESSIONAL PARTICULARS

### (a) Field of Specialization:

Holding a joint supervision PhD in Cultural Heritage from the University of Arizona (USA) and Fayoum University (Egypt), I serve as an Assistant Professor of Tourism Guidance at Fayoum University. My role focuses on equipping students with the knowledge and skills necessary for careers in tourism guidance, emphasizing cultural heritage, museum management, archaeology, and the art of storytelling to enhance visitor experiences. I also guide students in developing practical skills such as itinerary planning, interpretive techniques, and heritage site management. One of my goals is to create a new generation of professionals who combine academic expertise with practical excellence in the tourism sector. At the University Center for Career Development (UCCD), my tenure as Senior Employers Relations and Recruitment Officer enables me to merge academic insights with career development, facilitating student engagements with the private sector. My dedication extends to the editorial management of the International Journal of Heritage, Tourism, and Hospitality, where our team stays abreast of industry trends and research.

### (b) Education:

#### Ph.D. in Heritage Management

2021

Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt

*Thesis title:* "Food Heritage of Ancient and Contemporary Egypt with Particular Emphasis on Meat Products."

This Ph.D. has been conducted through joint supervision between the Faculty of Tourism and Hotels, Fayoum University, Egypt, and the Egyptian Expedition at the Faculty of Science, The University of Arizona, USA.

#### M.Sc. in Tourism Guidance

2015

Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt

*Thesis title:* "Constructions and Additions of the Late Period Kings in the Temples of Upper Egypt."

#### Bachelor of Tourism Guidance

2010

Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt

*Grade:* Excellent with honor degree. [*The First Place of the class*]

### (c) Academic Honors and Awards:

#### The 2019 ARCE Annual Meeting

2019

*The first place in the student poster contest during the Annual Meeting of (ARCE) the American Research in Egypt, Virginia, Washington DC.*

#### Postgraduate Research Scholarship

2018

*Egyptian Ministry of Higher Education, Mission Sector*

### (d) Membership of International Organizations:

The American Research Center in Cairo membership, Scholar

## 2. CAREER DETAILS

### (a) Academic Positions:

#### Assistant Professor

2021 - Present

*Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt*

- Designed and delivered comprehensive curriculum using experiential learning techniques, enhancing student engagement across 3 tourism courses
- Published 5+ peer-reviewed papers on cultural heritage and tourism planning, contributing to regional discourse and university rankings
- Led field research projects focusing on sustainable tourism and heritage site preservation, collaborating with international partners
- Initiated and supervised 3 university-community collaboration projects promoting local tourism awareness
- Delivered over 100 hours of lectures annually, incorporating case studies and museum visits to deepen student learning in heritage topics

#### Editorial Manager

2022 - Present

*International Journal of Heritage, Tourism and Hospitality, Faculty of Tourism and Hotels, Fayoum University, Egypt*

*The journal is a Q1 Journal in ARCIF ranking 2023*

- Developed and executed editorial strategies that increased journal submission rates by 30% and improved peer-review turnaround time
- Edited and proofread 108 academic articles annually, maintaining the journal's Q1 ARCIF ranking through quality assurance
- Managed a 100,000 L.E editorial operations budget, optimizing allocation for editorial tools and reviewer incentives
- Streamlined publication workflow to reduce average publication timeline by 25%
- Built partnerships with 30+ international scholars, expanding the journal's contributor base and visibility across 5 countries

#### Program Coordinator

2023 - Present

*Master's Program of Sustainable Heritage Management, Faculty of Tourism and Hotels, Fayoum University, Egypt*

- Developed a UNESCO-aligned curriculum for Egypt's first Sustainable Heritage Management Master's program, benefiting 8 enrolled students in its inaugural year
- Coordinated cross-functional collaborations with faculty and NGOs to implement experiential learning across heritage preservation projects
- Organized 8 heritage-focused field visits and seminars in 2023, directly enhancing student capstone project quality and practical skill development

#### PhD Research Scholar

2018 - 2020

*Tree-Ring Laboratory, The University of Arizona, Tucson, Arizona, USA*

- Conducted joint doctoral research on food heritage, applying mixed-method approaches combining historical analysis and compositional study
- Published findings in international journals and presented at top conferences such as ARCE and CRE Montpellier
- Collaborated with interdisciplinary teams at the Tree-Ring Laboratory to explore archaeological food practices in ancient Egypt

#### Teaching Assistant

2015 - 2018

*Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt*

- Supervised and mentored 80+ undergraduate students in archaeology, Egyptology, and scientific heritage visits

- Prepared and delivered course content across 4 academic terms, integrating museum-based learning strategies
- Assisted with exam preparation, student advising, and field trips to archaeological sites

### **Lecturer**

*Children University Program, Fayoum University, Egypt*

**2015 - 2017**

- Delivered lectures and class activities during the Training program for children. (100 Trainees)

### **Demonstrator**

*Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt*

**2012 - 2015**

- Supported heritage-based lectures and labs for over 1,000 undergraduates
- Led field visits and practical exercises in tourism guidance, eco-tourism and site interpretation

### **(b) Administrative Positions:**

#### **Senior Employer Relations and Recruitment Officer**

**2024 - Present**

*University Center for Career Development, Fayoum University, Fayoum, Egypt*

*This center supervised by the American University in Cairo (AUC) as well as it is a USAID fully funded Project.*

- Developed and sustained partnerships with 65 national and international employers, generating 1,500 job and internship announcements in 2024
- Coordinated 6 on-campus job fairs and 10 employer presentations, connecting 1,500+ students with active hiring opportunities
- Conducted individualized career coaching and CV reviews for 300+ students, contributing to a 70% job placement rate post-graduation
- Delivered 4 employer engagement workshops, improving stakeholder satisfaction and increasing return employer participation by 40%

#### **Employer Relations and Recruitment Officer**

**2023 - 2024**

*University Center for Career Development, Fayoum University, Fayoum, Egypt*

*This center supervised by the American University in Cairo (AUC) as well as it is a USAID fully funded Project.*

- Developed and implementing recruitment strategies
- Built relationships with potential employers
- Developed marketing materials and Managing job postings
- Conducted interviews with applicants who seeking for job opportunities

#### **Quality Coordinator**

**2021 - 2023**

*Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt*

- Developed and implemented comprehensive training programs that enhanced the skills and knowledge of the department staff members.
- Conducted regular evaluations and assessments of educational materials and training methods.
- Collaborated with stakeholders to create and revise curricula, teaching material and educational programs.

#### **Quality Coordinator**

**2021 - 2023**

*Eco-Tourism Guidance Program (EGAP), Faculty of Tourism and Hotels, Fayoum University, Egypt*

- Coordinated the development and delivery of eco-tourism training modules.

- Monitored and assessed program effectiveness through feedback collection and data analysis, leading to the continuous improvement of course content and training methodologies.

### (c) Professional/Industrial Positions:

#### English and Chinese Tour Guide

*Sobek Papyrus Bazars, Giza, Egypt*

2010 - 2011

## 3. RESEARCH EXPERIENCE

### (a) Research Interests

- Tourism Guidance
- Tourism Management
- Museum Management
- Heritage Management
- Heritage Site Management
- Sustainability Management
- Tourism Planning
- Risk Site Management
- Heritage Tourism
- Near Eastern Archaeology

### (b) Publications

**Salem, E.,** Rady, M., & Roshdy, H. (2025). New Insights into the Ornamentation of Serpent in Ancient and Islamic Egypt: Symbolism, Continuity, and Transformation. *Minia Journal of Tourism and Hospitality Research MJTHR*, 19(2), 83-105. DOI: [10.21608/mjthr.2025.384778.1203](https://doi.org/10.21608/mjthr.2025.384778.1203)

**Salem, E.,** Ibrahim, I. A. A. A., Abdel Razeq, G. E., & Abdelhakim, W. M. (2024). The Sentiments of Young Calves in the Depictions of the Old Kingdom Tombs: Affection, Anxiety, and Symbolism. *International Journal of Heritage, Tourism and Hospitality*, 18(2), 68-90. DOI: <https://doi.org/10.21608/ijhth.2025.364179.1065>

**Salem, E.,** & Abdelhamid, T. (2023). Authentic Features of the Old Kingdom Relics by Publishing Two False Doors at EMC. *International Journal of Heritage, Tourism and Hospitality*, 17(2), 48-64. DOI: [10.21608/ijhth.2023.365390](https://doi.org/10.21608/ijhth.2023.365390)

**Salem, E.,** & Tawfiq, M. (2023). The Role of Feasts and Mūlids in Exploring the Egyptian Food Identity. *International Journal of Heritage, Tourism and Hospitality*, 17(1), 125-143. DOI: [10.21608/ijhth.2023.395406](https://doi.org/10.21608/ijhth.2023.395406)

Abdelhamid, T., & **Salem, E.** (2022). Beyond the Naos: A Revisited Naos of Edfu. *International Journal of Tourism, Archaeology and Hospitality*, 2(2), 112-141. DOI: [10.21608/IJTAH.2022.168985.1013](https://doi.org/10.21608/IJTAH.2022.168985.1013)

**Eslam Salem,** Evan Edward Boules, Soad Fayez and Mohamed Khater. (2021). Unpublished Anthropoid Coffin at Beni-Suief Museum No. 1248: Renaissance of the Glory of the 26th Dynasty. *International Journal of Heritage and Museum Studies*, 3(1), 116-127. DOI: [10.21608/IJHMS.2021.296416](https://doi.org/10.21608/IJHMS.2021.296416)

**Salem, Eslam.,** Hewedi, M., Abdalla, A., Fahim, T., & Khalil, F., (2018). Food Heritage: Proximate Composition Analysis of Forelegs of Steers ("Oxen") and Their Pharaonic Cultural Context. *Journal of Ancient Egyptian Interconnections*, 20(1), 58-70. Retrieved from <https://egyptianexpedition.org/articles/food-heritage-proximate-composition-analysis-of-forelegs-of-steers-oxen-and-their-pharaonic-cultural-context/>

**Salem, Eslam.,** Omran, R., & Abdul Wahab, W., (2015). The Gateways of King Nectanebo I at Karnak Temples' Precinct. *International Journal of Heritage, Tourism, And Hospitality*, 9(1). Retrieved from <http://journals.fayoum.edu.eg/index.php/Tourism/article/view/52>

### (c) Conference Presentations

#### Oral Presentations

Mohamed, A., Zoair, N., and **Salem, E.** (2022, September). Heritage Insights into Mudbrick Technology in Egypt: A Case Study at el-Lahun, Fayoum, it will be presented in (Congress CRE 2022-Montpellier «Current Research in Egyptology», Montpellier, France.

**Salem, E.,** and Hewedi. M. (2022, June). Food Heritage and Tourism in Egypt. 18th Annual International Conference on Tourism, 6-9 June 2022, Athens, Greece.

**Salem, E.,** and Tawfiq. M. (2022, June). The Role of Feasts and *Mwalids* in Exploring the Egyptian Food Heritage. the 13<sup>th</sup> International Conference on Tourism, Hospitality and Heritage, 24-26 March 2022, Fayoum, Egypt.

**Salem, E.** (2016, February). Festival Planning of Ancient Egypt. The 9<sup>th</sup> International Conference on Tourism and Hospitality, Marsa Alam, Egypt.

**Salem, E.** (2016, February). Study on the Birth Houses' Architecture of the Late Period. The 9<sup>th</sup> International Conference on Tourism and Hospitality, Marsa - Alam, Egypt.

## Posters

**Salem, E.** (2019, April). Food Heritage: Proximate Composition Analysis of Forelegs of Steers ("Oxen") and Their Pharaonic Cultural Context. The 2019 ARCE Annual Meeting, Virginia, Washington DC. (*First Place in the student poster contest*). For the 2019 conference abstracts booklet check the following link: <https://www.arce.org/resource/annual-meeting-abstract-booklets-2009-present>

**Salem, E.,** Abdelhakim, Ayman., and Hewedi, M., (2018). Heritage of Meat Products in Nubia Region: Past and Present. Continuities & Transitions: Approaches to Studying Food & Drink in Egypt & Sudan, The IFAO International Conference, Cairo (March, 2018).

## (d) Participation in Regional & International Conferences

<b>Congress CRE 2022-Montpellier «Current Research in Egyptology», Montpellier, France</b>	<b>2022</b>
<b>18th Annual International Conference on Tourism, Athens, Greece</b>	<b>2022</b>
<b>13th International Conference on Tourism, Hospitality and Heritage, Fayoum, Egypt</b>	<b>2022</b>
<b>The 2019 ARCE Annual Meeting</b>	<b>2019</b>
<i>The first place in the student poster contest during the Annual Meeting of (ARCE) the American Research in Egypt, Virginia, Washington DC.</i>	
<b>The 2018 ARCE Annual Meeting, Tucson, Arizona, USA</b>	<b>2018</b>
<b>The IFAO International Conference</b>	<b>2018</b>
<b>The 10th International Conference on Tourism and Hospitality, Sharm Elsheikh, Egypt.</b>	<b>2017</b>
<b>The 9th International Conference on Tourism and Hospitality, Marsa Alam, Egypt.</b>	<b>2016</b>

## 4. TEACHING

<b>(a) Summary of Courses Taught:</b>	<b>Credit hours</b>
<b>Sustainable Tourism</b>	<b>3</b>
<i>Sports Tourism Program, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	
<b>Cultural and Eating Habits</b>	<b>3</b>
<i>Sports Tourism Program, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	
<b>Cultural Heritage</b>	<b>1</b>
<i>Tourism Guidance Department, Eco-Tourism Guidance Program, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	
<b>Museums Studies (De-Gu005)</b>	<b>2</b>
<i>Tourism Guidance Department, Tourism Guidance Program, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	
<b>Heritage Handcrafts (De-Gu004)</b>	<b>1</b>
<i>Tourism Guidance Department, Tourism Guidance Program, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	
<b>Tourism Guidance (1) (5G221)</b>	<b>3</b>

<i>Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	
<b>Tourism Guidance (2) (5G311)</b>	<b>3</b>
<i>Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	
<b>Tourism Guidance (3) (5G321)</b>	<b>3</b>
<i>Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	
<b>Tourism Guidance (4) (5G411)</b>	<b>3</b>
<i>Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	
<b>Ancient Egyptian Literature (5G111)</b>	<b>1</b>
<i>Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	
<b>Ancient Egyptian Antiquities (4) (5G322)</b>	<b>3</b>
<i>Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	
<b>Ancient Egyptian Language (1) (5G225)</b>	<b>4</b>
<i>Tourism Guidance Department, Faculty of Tourism and Hotels, Fayoum University, Egypt</i>	

## **(b) Summary of Career Development Workshops Taught:**

### **Employability Skills Training (EST)**

*University Center for Career Development, Fayoum University, Fayoum, Egypt*

#### **Career Planning**

*University Center for Career Development, Fayoum University, Fayoum, Egypt*

#### **Job Search**

*University Center for Career Development, Fayoum University, Fayoum, Egypt*

#### **Resume Writing**

*University Center for Career Development, Fayoum University, Fayoum, Egypt*

#### **Interviewing Skills**

*University Center for Career Development, Fayoum University, Fayoum, Egypt*

#### **Using AI in Private Sector**

*University Center for Career Development, Fayoum University, Fayoum, Egypt*

## **5. ACADEMIC SUPERVISION**

### **Documenting Fayoum's Intangible Heritage as Applied on Its traditional Festivals and Food for Tourism Promotion**

*Master Thesis, Faculty of Tourism and Hotels, Fayoum University, Egypt*

### **The Moringa Tree in Ancient Egypt: A civilizational Study**

*Master Thesis, Faculty of Tourism and Hotels, Fayoum University, Egypt*

### **The Wives of Theban High Officials During the 26<sup>th</sup> Dynasty: An Archaeological -Civilizational Study**

*Master Thesis, Faculty of Tourism and Hotels, Fayoum University, Egypt*

### **Diplomatic Missions to and From Egypt During the Roman Era: An Analytical Historical Study**

*Master Thesis, Faculty of Tourism and Hotels, Fayoum University, Egypt*

## **6. UNIVERSITY SERVICE**

<b>Head of the 1st Job Fair Team</b> , Fayoum University, Fayoum, Egypt.	<b>2024</b>
<b>Organizing Committee Member</b> , 9th International Conference on Tourism and Hospitality, held in Sharm El-Sheikh, Egypt.	<b>2017</b>
<b>Organizing Committee Member</b> , 8th International Conference on Tourism and Hospitality, held in Marsa Alam, Egypt.	<b>2016</b>
<b>Team Member</b> , Tutankhamun Replica Tomb Project.	<b>2014</b>
<b>Participant</b> , one-year project funded by the Japan International Cooperation Agency (JICA) on the Development of Ecotourism in Middle Eastern Countries (DEMEC).	<b>2013</b>

## **7. TRAININGS**

<b>Fostering Entrepreneurship in Universities (Entrepreneurship ToT Program)</b>	<b>2025</b>
<i>Orange Corners, Implemented by The American University in Cairo Innovation Hub, delivered by Athar Accelerator and funded by the Kingdom of Netherlands</i>	
<b>Creative Thinking: Techniques and Tools for Success</b>	<b>2025</b>



<i>Imperial College London,</i>	
<i>Credential ID: <a href="https://coursera.org/share/3c8dc83a0b874a022881c86b5d9bd8c1">https://coursera.org/share/3c8dc83a0b874a022881c86b5d9bd8c1</a></i>	
<b>Introduction to Artificial Intelligence (AI)</b>	2025
<i>IBM, Credential ID RF4YT5ZQ667B</i>	
<b>Circular Economy</b>	2024
<i>HP LIFE, Certificate serial number: 4d9a5db0-21c5-4f0f-93b1-cd32edf5cee0</i>	
<b>Foundation in Marketing Mapping and Partnership Building</b>	2024
<i>Inspire 360 Degree Solutions</i>	
<b>Social Entrepreneurship</b>	2024
<i>HP LIFE, Certificate serial number: 69433ffd-4720-46ae-a647-9cff22d091a7</i>	
<b>Career Readiness Training (CRT)</b>	2024
<i>American University in Cairo (AUC), Egypt</i>	
<b>Employability Skills Training (EST) TOT Training</b>	2024
<i>Aspire and American University in Cairo (AUC), Egypt</i>	
<b>Career Planning Coaching</b>	2024
<i>American University in Cairo (AUC), Egypt</i>	
<b>Job Search Coaching</b>	2024
<i>American University in Cairo (AUC), Egypt</i>	
<b>Career Planning One to one Coaching</b>	2024
<i>American University in Cairo (AUC), Egypt</i>	
<b>Certified Professional Trainer (CPT)</b>	2023
<i>American Chamber of Commerce in Egypt</i>	
<b>Successful Pre-submission Publishing Strategies</b>	2022
<i>Nature research academics</i>	
<b>Systematic Reviews and Meta-analyses</b>	2022
<i>Nature research academics</i>	
<b>Effective Academic Writing</b>	2022
<i>Nature research academics</i>	
<b>Effective Post-submission Publishing Strategies</b>	2022
<i>Nature research academics</i>	
<b>Journal Editor 1</b>	2022
<i>Nature research academics</i>	
<b>Journal Editor 2</b>	2022
<i>Nature research academics</i>	
<b>Grant Writing</b>	2022
<i>Nature research academics</i>	
<b>Research Methodology</b>	2022
<i>Nature research academics</i>	
<b>Writing a Research paper</b>	2022
<i>Nature research academics</i>	
<b>ARCE Advanced Digital Epigraphy and Academic Writing Workshop</b>	2022
<i>American Research Center in Egypt</i>	
<b>Architecture Heritage between Past and Present</b>	2022
<i>Sharjah Institute for Heritage</i>	
<b>ARCE Academic Writing and Digital Epigraphy workshop</b>	2022
<i>American Research Center in Egypt</i>	
<b>Preserving Cultural Identity considering Globalization</b>	2022
<i>Sharjah Institute for Heritage</i>	
<b>Academic Writing Program</b>	2018
<i>Graduate Writing Institute, the University of Arizona</i>	
<i>Graduate Program of Academic Writing from the Graduate Writing Institute.</i>	
<b>Training Course about Heritage Management and Conservation</b>	2017
<i>Civilization and Heritage Centre, Fayoum University</i>	
<b>Heritage Conservation program</b>	2016

*U.S Embassy, Cairo, Cornell University, USA & Egyptian Ministry of Antiquities, Cairo, Egypt.*

A six-week conservation school on integrated solutions for underground and treating salt and water problems and transforming groundwater into a resource.

**Training program for delivering education materials for children** 2016

*Academy of Scientific Research & Technology, Egypt*

**Training program for delivering education materials for children** 2015

*Academy of Scientific Research & Technology, Egypt*

**Google Scholar and Form training** 2015

*Fayoum University*

**Endnote Program License** 2015

*Fayoum University*

**Photoshop Program License** 2014

*Fayoum University*

**Quality Standards in Teaching** 2014

*Fayoum University, FLDC program*

**Statistical “SPSS 16” Analysis** 2014

*Fayoum University, FLDC program*

**The Management of the Research Team** 2014

*Fayoum University, FLDC program*

**Examination Systems and Student Assessment** 2014

*Fayoum University, FLDC program*

**Research Ethics Program** 2014

*Fayoum University, FLDC program*

**Credit Hours System** 2014

*Fayoum University, FLDC program*

**Using technology in Teaching** 2014

*Fayoum University, FLDC program*

**Competitive Research Projects** 2013

*Fayoum University, FLDC program*

**Curriculum Maps** 2013

*The Egyptian Higher Ministry of Education*

**Academic Accreditation Program** 2013

*Fayoum University, FLDC program*

**World Scientific Publishing Reputation** 2013

*Fayoum University, FLDC program*

**Management of Research Team** 2013

*Fayoum University, FLDC program*

**Ethics in Science** 2013

*DAAD Office in Cairo*

**The World's Leading Computer Skills Certification** 2011

*UNESCO, Egypt*

## 8. LANGUAGE & COMPUTER SKILLS

### (a) Language Proficiency:

- Arabic: Mother Tongue
- English: Proficient
- Chinese: Fair

### (b) Computer Skills

- Computer-aided design: Photoshop, Illustrator, Canva
- Ancient Language Writing programs: JSesh and Glyph.
- Other: SPSS, Endnote, MS Office, Typing, Windows OS.



## 9. REFERENCES

### **Pearce Paul Creasman, Professor**

American Center of Research

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### **Mahmoud M. Hewedi, Professor**

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