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# Nour Salah Al-Okaily, Ph.D

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## General Information

Address: Department of Tourism Management, School of Archaeology and Tourism, the University of Jordan, Amman 11942 Jordan.

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## Education

Ph.D. in Tourism Marketing, Oxford Brookes University-The United Kingdom, 2015. Dissertation title “*The Construction of Destination Images in Jordan: Modelling Tour Guide and Tourist Inputs, Interactions and Consequences*”.

Postgraduate Certificate in Teaching in Higher Education, Oxford Brookes University-The United kingdom, 2011-2012.

M.A in Tourism, Yarmouk University-Jordan, 2005.

B.A in Tourism, The Hashemite University-Jordan, 2004.

## Employment History

2017-Present: Head of Tourism Management Department, The University of Jordan- Jordan.

2016-Present: Assistant Professor, Department of Tourism Management, The University of Jordan- Jordan.  
Taught courses: tourism marketing, tourism destination management, event management, tour guiding, research methods, communication skills, tourism and local communities, introduction to tourism and travel. Some of these courses have been taught based on blended-learning approach.

2012-2015: Lecturer, Oxford Business College- The United Kingdom.

Taught courses: research methods and study skills.

2011-2012: Lecturer, Magna Carta College, University of Wales- The United Kingdom.  
Taught courses: international marketing.

2009-2010: Lecturer, Tourism Department, The University of Jordan- Jordan.

2008- 2009: Marketing and Sales Executive, Luxury for Private Jets, Amman- Jordan.

2007-2008: Operation and Reservation Junior Executive, Labeduina Eco-Tours & Travel, Amman- Jordan.

### **Dissertation Supervision**

Patel, J., 'Impact of brand image on consumer behaviour and company's sales: Apple Case', Master of Business Administration (MBA), University of Wales, March-2012.

Adhikari, S., 'Food globalization and catering industry in London : The case of company of Cooks', Master of Business Administration (MBA), University of Wales, March- 2012.

Pulla, D., 'The impact of training on employees' performance in Tesco', Master of Business Administration (MBA), University of Wales, March-2012.

Soni, S., 'An investigation on organizational communication practices in strategic change management', Master of Business Administration (MBA), University of Wales, March-2012.

Sethi, Z., 'Impact of rewards on employees performance and motivation: The case of Transport for London company', Master of Business Administration (MBA), University of Wales, March- 2012.

## Conferences

Al-okaily, N. (2013), A Quite House in a Noisy Neighbourhood: Data Collection in Area Effected by Armed Conflict, Brookes-Burgundy Joint Conference, Dijon- France.

Writing Workshop: The Craft of Theory Building, Saïd Business School- Oxford University, 8 April 2013.

3rd International Research Forum in Giddied Tour, ‘The Role of Tour Guides as Destination Image Brokers’. Breda-Netherlands, 3-6 April 2013.

Business Research Methodology, Summer School for PhD Students, Dalyan-Turkey, 2- 9 Sept 2011.

The lunch of Jordan’s National Tourism Strategy (2011-2015) Under the patronage of the last prime minister Mr. Marouf Al-Bakhit, Amman- Jordan, 28 July 2011.

Qatar's International Role: Priorities and Challenges, presented by HE Shaikh Hamad Bin Jabr Al-Thani, Oxford Centre for Islamic Studies, Oxford- The United Kingdom, 23 May 2011.

State, Society and Economy in the Middle East (Tourism Panel), School of Oriental and African Studies, University of London, London- The United Kingdom, 7-8 May 2011.

The Second International Research Forum on Guided Tour, Plymouth University, Plymouth- The United Kingdom, 7-9 April 2011.

The National Conference for the Development of Study Plans, Teaching and Learning, and Scientific Research, Under the patronage of the former prime minister Mr. Samir Al- Rifai, Ministry of Higher Education and Columbia University for Middle East Research, Amman-Jordan, 15-17 Jun 2010.

## External Activates

The UNWTO.TedQual certification coordinator at the department of tourism management, The University of Jordan, 2017.

Member of the organizing committee with Jordan Tourism Board in London-based World Travel Market, The United Kingdom, 2011& 2014.

Member of the organizing committee for ‘The Third International Research Forum on Guided Tour’, Netherlands, 3-6 April 2013.

Member of the organizing committee for ‘The Scientific Day of Institute of Archaeology’, The University of Jordan, 21 April 2010.

## **Awards**

Fully funded PhD scholarship from University of Jordan 2010-2015.

Travel allowances from University of Oxford Brookes 2013& 2014.

Erasmus academic staff exchange program, Mendel University in Brno, Czech republic 23/4/2018 till 1/5/2018.

Erasmus academic staff exchange program, Vincent Pol University in Lublin, Poland 8/4/2019 till 12/4/2019.

