

Suleiman A. D. Farajat, PhD

Date of Birth: 1st May 1972 Nationality: Jordanian

Work Experience

08/2016- present	<i>Director of Media and Public Relations Department, spokesperson, The University of Jordan.</i>
09/2013 – present	<i>Assistant Professor in Tourism, Faculty of Archaeology and Tourism, University of Jordan.</i>
09/2014 – 08/2016	<i>Assistant Dean for Quality and Development Affairs, Faculty of Archaeology and Tourism, University of Jordan.</i>
09/2012 – 08/2013	<i>Coordinator for international projects and researcher, International Iron-bridge Institute for Heritage at the University of Birmingham, UK.</i>
09/2008 – 08/2012	<i>Researcher and teaching staff at the Centre for Tourism and Cultural Change, Leeds Beckett University, UK.</i>
03/2001 – 09/2005	<i>Hotel Management, Vienna, Austria.</i>
10/1994 – 09/1998	<i>Licensed Tourist Guide (English and German), Jordanian Ministry of Tourism.</i>

Education

09/2008 – 08/2012	<i>PhD in Tourism Studies, Leeds Beckett University.</i>
10/2005 – 03/2007	<i>MSc in International Hospitality and Tourism Management, Sheffield Hallam University, UK (Awarded with Distinction).</i>
10/1998 – 08/2000	<i>Higher Diploma in Tourism Management, Johannes Kepler University, Linz, Austria (Awarded with Distinction).</i>
10/1996 – 06/1997	<i>Higher Diploma of Education Management, Mu'tah University in Kerak, Jordan.</i>
10/1990 – 09/1994	<i>BA in English Language and Literature, Mu'tah University in Kerak, Jordan.</i>
07/1990	<i>Graduate of Secondary School, Petra, Jordan.</i>

Selected Taught Courses

◦Heritage Tourism ◦Managing Tourism at World Heritage Sites ◦Introduction to Tourism ◦Principles of Tour Guiding ◦Tourism Marketing ◦Destination Management and Marketing ◦Destination Analysis ◦Tourism Development and Planning ◦Crisis Management in Tourism ◦Communication Skills for Tourism ◦Travel Agency Management ◦Tour Guiding Operation ◦Tourism Transport ◦Training -Internship Supervision (Tourism Undergraduates).

Grants and Awards

09/2008 – 08/2011	<i>Centenary PhD Bursary, Leeds Beckett University, UK (I was selected from over 100 applicants for this award).</i>
09/2008	<i>Travel Grant, British Institute, Amman, Jordan.</i>
10/2005 – 09/2006	<i>Scholarship, Viennese Government to fund MSc in International Tourism and Hospitality from Sheffield Hallam University, UK.</i>
10/1999 – 02/2000	<i>Education grant, Upper Austrian government to fund Diploma in tourism management in Linz, Austria.</i>

Consultancies, Workshops and Project Management

2017	Specialist lecture on Jordan's heritage and tourism delivered to visiting American scholars from Mississippi State University, US, as part of their study tour in Jordan.
2016	Public lecture entitled "Claiming the Past: Petra's Tourism and Contested Identity", Centre for the British Research in the Levant (CBRL).
2015	Education and Heritage: The Role of Jordanian Universities and NGOs, a workshop as part of the ICHAJ, 13 th International Conference on History and Archaeology of Jordan, Princess Sumaya University, Amman, Jordan.
2013	Petra Tourism Campaign Coordinator: Liaising with stakeholders involved in tourism in Petra in order to raise awareness and foster responsible attitudes, behaviours, initiatives and actions with tourists, representatives of the tourism industry, Park authorities, governmental bodies and other key stakeholders involved in tourism in Petra. Professional training on destination management and marketing for employees from the Libyan Ministry of Tourism and Philadelphia Consultancy group, Amman, Jordan.
2012	Tourism expert member for the consortium of Engicon Jordan and Turath for the Wadi Mousa Centre Development Project, Jordan.
2010	Keynote speaker: <i>Who is the cultural tourist?</i> Kosice Interface 2013, European Capital of Culture, Kosice, Slovakia. Keynote speaker: <i>Destination management and marketing</i> ", ITF Slovakia tour Fair, Bratislava, Slovakia.

Co-organization and Management of Conferences and workshops

2014	I organised a symposium on tourism research in Jordan to discuss challenges and opportunities related to tourism research in Jordan. The event was attended by a large numbers of people from academia, private and public sector.
2009	I co-organised a major international conference in Amman, Jordan: <i>Traditions and Transformations: Tourism, Heritage and Cultural Change in the Middle East and North Africa Region</i> , Amman, Jordan. This event, together with my ongoing research and work in Jordan has not only widened my private and public sector networks there but also has enabled me to build ties with international institutions including UNESCO and UNWTO.
2009	Expert Presentation, on <i>Destination Management: The Case of Jordan</i> . World Travel Market, London.
2008	Collaborator with Professor Mike Robinson on <i>Archaeology's Role in Tourism Development (Jordan)</i> , project funded by the Council for British Research in the Levant (CBRL).
2007	Advisor and representative for AVIAREPS Group of the Jordan Tourism Board, International Fair for Holiday, Travel and Leisure, Vienna, Austria. Representative for AVIAREPS Group of the Jordan Tourism Board, International Fair for Holiday, Travel and Leisure, Linz, Austria.

Selected Publications and Conferences

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- Liu, B., Schroeder, A., Pennington-Gray, L., & Farajat, S. A. D. (2016). "Understanding prospective tourists' perceptions of Jordan as a safe tourist destination". Abstract accepted for publication in *Journal of Destination Marketing and Management*, Special Issue on Marketing and Branding of Conflict-Ridden Destinations.
- Schroeder, A., Yilmaz, S., Liu, B., Pennington-Gray, L., & Farajat, S. A. D. (2016). "Applying the risk-as-feelings hypothesis to tourism: An examination of the influence of perceived comfort and perceived safety on interest in visiting different MENA region destinations". Third World Research Summit for Tourism and Hospitality, Orlando, FL, December 15-19, 2015.
- Farajat, S. A. D., Liu, B., & Pennington-Gray, L. (2015). "Understanding the destination image of Jordan in times of crises: A framing analysis approach". Tourism Crisis Management Institute, University of Florida.
- Farajat, S. A. D. (2015). "The Paradoxes of World Heritage: the Globalization of Petra and its Embedding within the Culture of Global Postmodern Tourism", First Petra International Conference on Cultural Tourism, May 17-19, 2015, Petra, Jordan.
- Farajat, S. A. D. (2015). "Claiming the Nabataeans: Tourism in Petra, Local Identity and the Sense of Place", International Conference on Nabatean Culture, May 7-9, 2015, Brigham Young University, Provo, USA.
- Farajat, S. A. D. (2012). "World Heritage, Tourism and National Identity: Tourism, Old Stones and National Identity in Jordan", Seventh World Archaeological Congress, January 14-18, 2013, Dead Sea, Jordan.
- Farajat, S. A. D. (2010). "Nationalism, Heritage and Tourism: The case of the Hashemite Kingdom of Jordan", *Bulletin of the Council for British Research in the Levant*, 5(1) (November 1 2010), pp. 95-99.

Professional Training

2015	E-Learning and Teaching, University of Jordan.
2014	Training as accredited assessor for higher education programs in tourism, hospitality and events management in Jordan, Higher Education Accreditation Commission. Educate the Educators course, USAID Tourism Project in Jordan.
2013	Teaching Techniques course, University of Jordan.
2003	Hotel Management and Operation courses, Derag Hotels Chain, Munich, Germany.
1994 – 1995	Tour Guide Training, University of Jordan, Amman.

Skills

Languages	Arabic:	Mother Tongue,
	English:	Bilingual. High-level proficiency in written/oral skills,
	German:	Bilingual. High-level proficiency in written/oral skills,
	Italian:	Basic.
Computer Skills	Windows programmes (Word, Excel, Excel, and Power Point), Computer Reservation Systems, Competent user of Social Media.	