

Dr. Ziad Alrawadieh

The University of Jordan

Tourism Management Department

Amman - Jordan

Date of Birth: 03/12/1980

Mobile: +962 788223386 /+966557363280

Skype: alrawadieh

Email: alrawadieh@yahoo.com

z.rawadieh@ju.edu.jo



Summary:

Dr. Ziad Alrawadieh has a Ph.D. in Tourism Management from The University of Naples (Federico II), Italy (2010), and a Master's degree in Economics and Tourism Management from the University of Rome, Italy (2006). During his Ph.D., he was hosted by Leeds Metropolitan University (UK) as a visiting scholar for 6 months under the supervision of Prof. Mike Robinson. He is a professor of tourism management at The University of Jordan where he has been a faculty member since 2011. His academic career has started in 2010 where he served as the head of department in Prince Sultan College for Tourism & Management (Jeddah, Saudi Arabia), he was also responsible for the post and undergraduate programs in tourism and hospitality as well as the Tourism and Hospitality Training Centre. Before that, he was working as an officer in the admission and registration unit, and as a receptionist in an Italian hotel (Terminus). Currently, he is serving at University of Tabuk (Saudi Arabia) that has recently established a school of tourism and hospitality. His main tasks are developing their curricula and study plans in Tourism, Hospitality, and Food and Beverage. Dr. Alrawadieh is a recipient of several awards such as the distinguished researcher from The University of Jordan in 2021, the award for the quality of research from University of Tabuk (2022), and the best book award from Philadelphia University (2014).

Education

2010	Ph.D. in Tourism Management The University of Naples "Federico II" (Naples -Italy) A scholarship awarded by The University of Naples
2006	Master in Economics and Management of Tourism University of Rome "La Sapienza" (Rome – Italy) A Scholarship awarded by the Italian Ministry of Foreign Affairs
2002	B.A in Italian & English (Language & Literature) The University of Jordan (Amman – Jordan) A scholarship awarded by the Jordanian Ministry of Higher Education.
1998	High School Diploma With an average of 96.7 / 100 (the fifth one on my homeland)

Key Achievements and Awards:

2022	The University Outstanding Researcher Award for The Quality of Research, The University of Tabuk.
2021	The Outstanding Researcher Award, The University of Jordan.

2014	Philadelphia University Award for The Best Book in 2013.
2006	A scholarship from The University of Naples “Federico II” to pursue PhD degree in Tourism Management, 2006-2010
2005	A scholarship from the Italian Government to pursue a Master degree in Economics and Tourism Management, University of Rome “La Sapienza”, Italy, 2005-2006.
1998	A scholarship from Jordan Ministry of Higher Education to pursue the B.A, in modern languages, University of Jordan, 1998-2002.
2005	National Award for Creative Writing, Ministry of Culture, Jordan.
2001	Creative Writing Award, Amman Private University.
2000	The University of Jordan Creative Writing Award.

Working Experience

2021-Present	Professor at the Tourism Management Department- School of Archaeology and Tourism, The University of Jordan.
2021-Present	Professor at the Tourism and Hospitality Management Department, College of Tourism and Hospitality, The University of Tabuk (During the sabbatical leave from The University of Jordan).
2016 - 2021	Associate Professor at the Tourism Management Department- School of Archaeology and Tourism, The University of Jordan.
2011-2016	Assistant Professor at the Tourism Management Department- School of Archaeology and Tourism, The University of Jordan.
2013-2014	Director of Media, Public and Cultural Relations Unit at The University of Jordan.
2014-2015	Dean of the School of Tourism and Hospitality at The University of Jordan (Aqaba Branch).
2014-2015	Director of Student Affairs at The University of Jordan (Aqaba Branch).
2011-2013	Head of Tourism Management Department at The University of Jordan.
2013-Present	Accredited Assessor in The Jordanian Accreditation and Quality Assurance Commission for Higher Education Institutions (AQACHEI) in tourism and hospitality fields.
2010-2011	Head of Tourism and Hospitality Department at Prince Sultan College for Tourism and Business- Al-Faisal University.
2010-2011	Head of Student Affairs Division at Prince Sultan College for Tourism and Business- Al-Faisal University.
2010-2011	The Supervisor of the Tourism and Hospitality Training Centre for Programs in tourism and hospitality fields funded by the Saudi Human Resources Development Fund, and held at Prince Sultan College for Tourism and Business- Al-Faisal University.
2010-2011	Assistant Professor at the Department of Tourism and Travel, Prince Sultan College for Tourism and Business- Al-Faisal University.

2010	Part Time Lecturer at Tourism and Hospitality Management Department- Jordan Applied University College (Ammoun College).
2010	Part Time Lecturer at Tourism Management Department- School of Archaeology and Tourism, The University of Jordan.
2009	Visiting Scholar in the Center for Tourism and Cultural Change at Leeds Metropolitan University.
2008	Front Office Supervisor in Terminus Hotel in Naples, Italy.
2002-2005	Officer in the Registration and Admission Unit, The University of Jordan.
1999-2002	Columnist and the member of the editorial board of The Student Voice “Sawt Attalaba” newspaper.
1999-2001	Columnist in the Jordanian Newspaper “Alrai”.
1996-1998 (during the summer vacations)	Field Worker with the archaeological excavation projects in Petra Great Temple conducted by Brown University (USA) under the supervision of Dr. Martha Joukowsky.

Subjects Taught:

Postgraduate level:

Event Management, Tourism Planning.

Undergraduate level:

Food & Beverage Management, Tour Operation Management, Room Divisions Management, Event Management, Tour Packages Designing, Travel Agency Management, Ecotourism, Special Topics in Tourism, Computer Applications in Tourism (Sabre), Italian in Tourism, Italian I, Italian II, Principles of Tourism, Introduction to Tourism Industry, Tour Guiding, New Patterns in Tourism, Tourism Economics, Tourism Marketing, Pricing Policies, Tourism Planning, Geography of Tourism, Communications Skills for Tourism.

Publications

Peer-Reviewed Journal

Publications:

Alrawadieh, Z., Prayag, G., & Alrawadieh, Z. (2023). A cognitive appraisal perspective of emotional accessibility at heritage sites: empirical evidence from the UNESCO World Heritage Site of Petra. *Journal of Heritage Tourism*, 1-19.

Al-okaily, N. S., Alzboun, N., Alrawadieh, Z., & Slehat, M. (2022). The impact of eudaimonic well-being on experience and loyalty: a tourism context. *Journal of Services Marketing*.

Prayag, G., Alrawadieh, Z., & Alrawadieh, Z. (2021). Motivation, emotion and world heritage status in discerning the heritage tourists: A segmentation perspective. *Tourism Management Perspectives*, 40, 100906.

Shammout, A. B., Al-Okaily, N. S., Alrawadieh, Z., & Ekiz, E. H. (2021). Determinants of Loyalty in Cultural Destinations: Evidence from Jordan. *Tourism Culture & Communication*, 21(3), 235-250.

Alrawadieh, Z., Alrawadieh, Z., & Cetin, G. (2021). Digital transformation and revenue management: Evidence from the hotel industry. *Tourism Economics*, 27(2), 328-345.

Alquran, R., Makhamreh, Z., & Alrawadieh, Z. (2021). The role of ecotourism in the

development of local community in Jordan: Dhana and Ajlun natural reserves: as a study models. *An-Najah University Journal for Research-B (Humanities)*, 35(1), 2.

Alrawadieh, Z., & Alrawadieh, Z. (2020). Developing a typology of tourist harassment in archeological sites: a netnographic approach. *Journal of Tourism and Cultural Change*, 18(2), 96-112.

Demirdelen, D., Alrawadieh, Z., Zareer, A., & Kizilirmak, I. (2019). Delving into children's travel dreams: a qualitative investigation. *International Journal of Culture, Tourism and Hospitality Research*, 13(3), 359-367.

Alrawadieh, Z., Prayag, G., Alrawadieh, Z., & Alsalamdeen, M. (2019). Self-identification with a heritage tourism site, visitors' engagement and destination loyalty: the mediating effects of overall satisfaction. *The Service Industries Journal*, 39(7-8), 541-558.

Alrawadieh, Z., Alrawadieh, Z., & Kozak, M. (2019). Exploring the impact of tourist harassment on destination image, tourist expenditure, and destination loyalty. *Tourism management*, 73, 13-20.

Alrawadieh, Z., & Alrawadieh, Z. (2018). Exploring entrepreneurship in the sharing accommodation sector: Empirical evidence from a developing country. *Tourism Management Perspectives*, 28, 179-188.

Alrawadieh, Z. (2015). The Impact of Heritage Sites Development on the Diversification of the Tourism Product: Taybet Zaman as a case study, *International Journal of Heritage, Tourism, and Hospitality*, Vol. 9, No. (1/2).

Alrawadieh, Z., & Alrawadieh, Z. (2015). The study motivations and study preferences of students majoring in hospitality and tourism management-related programs: The case of students in Jordan. *Journal of Tourismology*, 1(1), 16-30.

Alrawadieh, Z., & Alrawadieh, Z. (2015). Insights into the tourist movement between Turkey and Jordan. *Turur Turizm ve Araştırma Dergisi*, 4(1), 46-64.

Alrawadieh, Z., & Johnson, D. (2012). Building sports tourism and event portfolios—key success factors in middle east sports tourism: a case study. *London Journal of Tourism, Sport and Creative Industries*, 6(7), 30-41.

Alrawadieh, Z. (2011), Royal Jordanian Airlines and its impact on the competitiveness of Jordanian tourism product:, *University of King Soud Journal for Tourism and Archaeology*, Vol. 4.

Under Review

Abuamoud, I, Alrawadieh, Z, & Farajat, S. "The Economic and Developmental Impact of Tourism in Petra Shift-Share Analysis of Employment Growth".

Alrawadieh, Z., Prayag, G., & Alrawadieh, Z. "Cultural Sustainability and Emotional Accessibility at Heritage Sites: Motives, Tourism Impacts and Satisfaction".

Alrawadieh, Z. "Which factors can contribute to making the tourism industry resilient enough to bounce back in the post-crisis times?".

Alrawadieh, Z., Prayag, G., Adie, B. & Alrawadieh, Z. "Sustainable Tourism Impacts and Well-Being in Heritage Tourism: The Role of Discrete Emotions and Site Sustainability Characteristics".

Conference Proceedings

Shammout, A., Alokaily, N., Alrawadieh, Z., & Ekiz, E. (2021) Studying tourists' loyalty perceptions: international tourists visiting Petra, Jordan. MTCO'20, 487.

Alrawadieh, Z. (2013). Everyday Life of the Nabataeans in Ancient Petra: A Modern Tourism Product. In Studies on the Nabataean Culture, Refereed Proceedings of the International Conference on the Nabataean Culture, Deanship of Scientific Research-University of Jordan (Vol. 1, pp. 159-169).

Alrawadieh, Z. (2010) Tourism Impact on the Dialogue between Cultures, published in the collection of "From Here to Diversity: Globalization and Intercultural Dialogues" edited by Clara Sarmiento, Cambridge Scholars Publishing, UK.

Books:

Alrawadieh, Z. (2015) Tour Guiding: Group Tours Management Techniques, Deanship of Scientific Research, The University of Jordan, Amman.

Alrawadieh, Z. (2013) Ecotourism: Concepts, Principles and Attractions, Addustour Press, Amman, Jordan.

Alrawadieh, Z. (2007) Golden Triangle: Petra, Wadi Rum and Aqaba: A study of the tourism product in the southern part of Jordan. Published by Amman Municipality, Amman, Jordan.

Others

Alrawadieh, Z. (2008) Heritage Sites Management in the Middle East: The Old Village of Taybet Zaman as an Example, HERITY Second International Forum on "Measuring the Values of Heritage Sites", Rome.

Alrawadieh, Z. (2010) The Airline Deregulation in Jordan and Its Role in Enhancing the Competitiveness of the Jordanian Tourism Destinations, The Yearly Forum of Scientific Research, School of Archaeology and Tourism, The University of Jordan, Amman.

Alrawadieh, Z. (2010) Saudi Arabia Tourism Products: A Destination Development Path, Jeddah Tourism and Travel Forum. Jeddah – Saudi Arabia.

Alrawadieh, Z. (2010) Tourism and Heritage Sites in the Middle East: Challenges and Opportunities, Jeddah Tourism and Travel Forum. Jeddah – Saudi Arabia.

Alrawadieh Z. (2013) An Overview of Tourism Industry in Italy and Its Share in The International Tourism Markets. The Italian Language & Culture Week Forum, The University of Jordan.

Alrawadieh Z. (2013) Old Villages in Petra: An Authentic Tourism Experience. A Seminar at The School of Economics, Management and Statistics, University of Bologna, Rimini, Italy.

Alrawadieh, Z. (2020) Covid-19 and the Digital Transformation: The Future of Tourism Labor Market, The Third Tourism Forum "Covid-19 and The Future of Tourism Industry", The University of Sharjah, UAE.

Funding

Securing a fund of 2.800.000 US Dollars from The Ministry of Planning in Jordan to establish a training hotel in the university campus (2014).

“Enhancing the learning environment for the students of tourism through offering reservation-related software”, awarded by the regional office of Sabre Company in Jordan. (2013).

“The Economic and Developmental Impact of Tourism in Petra Shift-Share Analysis of Employment Growth” awarded by Scientific Research and Innovation Support Fund, Jordan (2018).

“Exploring the impact of tourist harassment on destination image tourist expenditure and destination loyalty” awarded by Istanbul University-Cerrahpaşa (BYP-2019-33759: May 2019-May 2020).

Conferences &

Workshops

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| 2019 | Workshop on “Innovation and Entrepreneurship”, The University of Jordan. |
| 2019 | Training on “The International Accreditation Process For The Academic Programs”, The University of Jordan. |
| 2019 | Training on “Implementing Work-Based Teaching Strategies”, The Centre of Accreditation & Quality Assurance, The University of Jordan, 2019. |
| 2018 | Training on "How to supervise Master and PhD students", The Centre of Accreditation & Quality Assurance, University of Jordan. |
| 2018 | Training on "Advanced E-Learning: Using Classroom Response Systems and Smart Devices in Teaching", University of Jordan. |
| 2018 | Training on "Teaching Critical Thinking Skills", The University of Jordan. |
| 2018 | Training on "Problem-based learning", The University of Jordan. |
| 2017 | Training on “How to Adopt Blended Learning in The Teaching Process, The Centre of Accreditation & Quality Assurance, The University of Jordan. |
| 2017 | The UNWTO Regional Conference on Tourism in MENA Cities: Competitiveness for Sustainable Growth, Amman – Jordan. |
| 2016 | The UNWTO regional meeting on "Investing in Tourism for an Inclusive Future", Petra, Jordan. |
| 2014 | Tourism and Hospitality Research and Scholarship Workshop organized by USAID Jordan Tourism Development Project (Siyaha), Amman. |
| 2014 | The International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Annual Conference, San Diego (USA). |
| 2014 | The International CHRIE's Career Advancement Academy (Research Consortium), San Diego. |
| 2013 | The Expert Panel of Strategic Planning in Higher Education Institutions in The Islamic World, Amman. |
| 2012 | “Capacity Building for Quality Improvement in Tourism & Hospitality Education” |

- organized by USAID Jordan Tourism Development Project (Siyaha) in Amman.
- 2011 A training on “Computer Reservation Systems (Sabre): Creating Passenger Name Record, Ticketing, and Making Refund and Exchange.
- 2011 Training on “Best Teaching Strategies”, The Centre of Accreditation & Quality Assurance, The University of Jordan.
- 2011 Training on “Teaching Skills in Higher Education Institutions Environment”, The Centre of Accreditation & Quality Assurance, The University of Jordan.
- 2011 Training on “Student Assessment and Test Design”, The Centre of Accreditation & Quality Assurance, The University of Jordan.
- 2011 Training on “Regulations & Instructions in The Academic Life”, The Centre of Accreditation & Quality Assurance, The University of Jordan.
- 2011 Training on Ethics in Academic Environment”, The Centre of Accreditation & Quality Assurance, The University of Jordan.
- 2011 Tourism Investment Conference, Riyadh -Saudi Arabia.
- 2009 The Fourth Arab Youth Forum, Alexandria – Egypt.
- 2009 The Sixth Arab Reform Forum, Alexandria – Egypt.
- 2009 “Non-Formal Education in The Dialogue Between Cultures”, Tallinn-Estonia.
- 2008 "Gender Issues and Religions in the Euro-Mediterranean Area", European Union, Cuma Ruga (Barcelona).
- 2008 The Third Arab Youth Forum, Alexandria – Egypt.
- 2008 The Fifth Arab Reform Forum, Alexandria – Egypt.
- 2008 The Forum of Voluntary Work and The Ways to Encourage It, Greece.
- 2008 Youth and the Future Strategies, Arab Thought Forum, Amman.
- 2007 Settlement of Conflicts through Cultural Dialogue, Supported by European Union, Amsterdam-Netherlands.
- 2007 The Arab-European Meeting About Regional Networks Building, Anna Lindh Foundation, Alexandria – Egypt.
- 2006 Current Conditions of the Heritage Sites, HERITY (Heritage-Quality) Association, Rome.
- 2005 The Oasis Road Forum (Environmental Issues), in Alghardaia Region, Algeria.
- 2005 The Euro-Mediterranean Meeting on People with A Handicap, Gozo-Malta.

***University and
Community Activities***

- Chair** of Tourism Committee for The UNESCO Petra Integrated Management Plan 2016-2017.
- Member** of the Association of North America Higher Education International (ANAHEI), 2020.
- Member** of the department committee for The Quality Assurance Certificate for Tourism and Hospitality Programs (TEDQUAL), University of Jordan, 2017.
- Chair** of curriculum and study plan development committee, Department of Tourism Management, The University of Jordan, 2018.
- Member** of tourism team in the Mediterranean Universities Network (UNIMED), 2018.

Trainer and Consultant for short courses held by University of Jordan Consultation Centre in Kurdistan Region (Iraq) for developing the human resources in tourism fields, 2015.

Facilitator of the UNWTO regional course in Qatar on Tourism Human Capital Development, organized by the World Tourism Organization, its UNWTO Themis Foundation and Qatar Tourism Authority, Qatar, 2015.

Member of the committee for setting the criteria of accreditation and quality in tourism and hospitality fields, The Jordanian Accreditation and Quality Assurance Commission for Higher Education Institutions (AQACHEI).

External reviewer for the submitted applications for The World Bank Project (to support tourism and hospitality education in Palestine), Ministry of Higher Education, Palestine, 2014.

Member of The Friends of Italy Association, Italian Ministry of Foreign Affairs (The Embassy of Italy in Amman), since 2014.

Member of the higher committee for graduation ceremony and the committee for the year book at the University of Jordan for the academic year 2013/2014.

Member of the committee for UJ NEWSLETTER at the University of Jordan for the academic year 2013/2014.

Volunteer in the National Association for Environment Protection.

Member of the Organizing Committee in Al- Hussein Sportive Championship, 1999.

Member of Jordan Youth Forum, since 2000.

Member of Bait Alanbat Forum for Cultural Interaction, since 2001.

Representative of Bait Alanbat in the Anna Lindh Foundation.

Member of Petra Forum for Cultural Awareness and Heritage Preservation “Qawafel”.

*Editorial
Responsibilities*

Member of the advisory board, ALMATOURISM- Journal of Tourism, Culture, and Territorial Development, University of Bologna, Italy.

Member of the advisory board, European Journal of Tourism, Hospitality, and Recreation, 2011-2014.

Member of the editorial board, Dirasat: Human and Social Sciences, The University of Jordan.

Reviewer for several international journals (e.g. Tourism Management, Anatolia).

Languages

Arabic: Mother tongue.

English: Advanced.

Italian: Advanced.
