



CURRICULUM VITA

Professor Mamoon Allan

PERSONAL SUMMARY:

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Postal address: Department of Tourism Management, The University of Jordan
Amman 11942 Jordan

QUALIFICATIONS

| Degree | University | Year | Country | Specialization |
|---------------|------------------------|-------------|----------------|-------------------------------------|
| Ph.D. | Edith Cowan University | 2012 | Australia | Marketing of Tourism & Leisure |
| MA. | Yarmouk University | 2002 | Jordan | Tourism Management |
| BA. | Yarmouk University | 1995 | Jordan | Modern Languages (French & English) |

ACADEMIC APPOINTMENTS

2023 Professor of Tourism at the tourism and Hospitality management department at Tabuk University/ Saudi Arabia

2020 to present Professor of Tourism Marketing at the tourism management department at the University of Jordan

2016-2020 Associate Professor at the tourism management department at the University of Jordan

2014-2016 The Head of the tourism management department at the University of Jordan

2012-2016 Assistant Professor at of the tourism management department at the University of Jordan

2011 Tutor at School of Marketing, Tourism and Leisure at Edith Cowan

2003-2007 Lecturer of Hospitality and Tourism in the Higher College of Susa in Libya

2000-2001 Lecturer of Hotel Management in the American Academy for management and technology in Jordan

PUBLICATIONS AND OTHER ACADEMIC WORKS

- RESEARCH PAPERS

- Suhud, U., Allan, M., & Wiratama, B. (2022). Social Distance and Attitudes of Hosts towards Foreign Tourists. *International Journal of Hospitality & Tourism Systems*. 16 (1). 90-79.
- Suhud, U., Allan, M., Rahayu, S., & Prihandono, D. (2022). When Brand Image, Perceived Price, and Perceived Quality Interplay in Predicting Purchase Intention: Developing a Rhombus Model. *Academic Journal of Interdisciplinary Studies*, 11(1), 232.
- Suhud, U., Allan, M., & Rahayu, S. M. (2022). Investigating attitude towards taking a selfie while wearing a local traditional dress. *Tourism Culture & Communication*.
- Allan, M. & Allahham, S. (2021). Exploring the Sustainable Behavior and Practices for Public Tourism Organizations: A Case of Jordan. *Contemporary Review of the Middle East*, 1–19.
- Suhud, U., Allan, M., Rizki, R., & Kurniawan, R. (2021). A Structural Model of Volcano Tourists' Revisit Intention: A Study at Tang Kuban Perahu Nature Reserve and Nature Tourism Park. *Review of International Geographical Education*. 11(5).
- Suhud, U & Allan, M. (2021). The impact of animosity, brand image, consumer boycott, and product judgment on made-in-China covid-19 vaccination intention, *Health Marketing Quarterly*.
- Suhud, U., & Allan, M., (2020). Search, Action, and Share: The Online Behaviour Relating to Mobile Instant Messaging App in the Tourism Context. *Journal of Environmental Management and Tourism*. 11(44). 903 – 912.
- Suhud, U., Allan, M., Wiratama, B. & Maulida, E. (2020). Slow Fashion in Indonesia: Drivers and Outcomes of Slow Fashion Orientations. *Research in World Economy*. 11(6).
- Suhud, U., Allan, M., Wibowo, S. F., Sabrina, E., & Willson, G. (2020). Measuring customer satisfaction of a café and coffee shop colony at a traditional market. *Journal of Foodservice Business Research*, 23(1), 78–94.

- Suhud, U, Allan, M, & Willson, G. (2020). The Relationship between Push-Pull Motivation, Destination Image, and Stage of Visit Intention: The Case of Belitung Island. *International Journal of Hospitality & Tourism Systems*. 14 (1), 9-20.
- Allan, M., & Alkushman, S. (2019). Exploring the impacts of the Arab Spring on tourism in Jordan: Perspectives of the public and private sector. *e-Review of Tourism Research (eRTR)*, 16(4), 332–351.
- Allan, M., & Shavanddasht, M. (2019). Rural geotourists segmentation by motivation in weekends and weekdays. *Tourism and Hospitality Research*, 19(1), 74–84.
- Suhud, U. & Allan, M., (2019). Exploring the impact of travel motivation and constraint on stage of readiness in the context of volcano tourism. *Geoheritage*, 11, 927-934.
- Allan, M. (2018). Assessing the Perceptions of Local Residents on the Positive and Negative Impacts of FIFA U-17 Women's World Cup in Jordan. *Journal of Environmental Management and Tourism*, 2(26): 255-266.
- Shavanddasht, M. & Allan, M. (2018). First-time versus repeat tourists: level of satisfaction, emotional involvement, and loyalty at hot spring. *Anatolia: An International Journal of Tourism and Hospitality Research*.1(14). 1303-2917.
- Allan, M. (2017). Toward Enhancing the Quality Assurance in the Tourism Education: A Case Study from Jordan. *The Arab Journal for Quality in Education*. 4(1).
- Almobaideen, W., Krayshan, R. Allan, M., & Saadeh, M. (2017). Internet of things: Geographical routing based on healthcare centers vicinity for mobile smart tourism destination. *Technological Forecasting and Social Change*. 123, 342–350
- Alzboun, N., Khawaldah, H., Allan, M., & Backman, K. (2017). Exploring the Financial Leakages in the Classified Hotels in Jordan: A Managerial Perspective, *International Journal of Hospitality & Tourism Administration*, 18(4), 429- 442.
- Allan, M. & Alzboun, N, (2017). Investigating perceived leisure constraints for senior tourists in Jordan. *Australian Journal of Basic and Applied Sciences*. 11(2). 67-75.
- Allan, M. (2016). Exploring the relationship between local food consumption and

- intentional loyalty. *Revista De Turism - Studii Si Cercetari In Turism*, (21), 33-38.
- Allan, M. (2016). Place Attachment and Tourist Experience in the Context of Desert Tourism –the Case of Wadi Rum. *Czech Journal of Tourism*. 5(1):35-52
- Allan, M. & Al-Tal, Y. (2016). Museums and tourism: Visitors motivations and emotional involvement. *Mediterranean Archaeology and Archaeometry*. 16(3).
- Allan, M. (2016). Exploring the potential for geotourism development in the United Arab Emirates. *Anatolia: An International Journal of Tourism and Hospitality Research*.
- Almobaideen, W., Allan, M., and Saadeh, M. (2016). Smart archaeological tourism: Contention, convenience, and accessibility in the context of cloud-centric IoT. *Mediterranean Archaeology & Archaeometry*, 16(1).
- Allan, M. (2015). Accessible tourism in Jordan: travel constrains and motivations. *European Journal of Tourism Research* 10, 109-119.
- Allan, M. & Dowling, R., & Sanders D. (2015). The motivations for visiting geosites: the case of Crystal Cave, Western Australia. *GeoJournal of Tourism and Geosites*. 16(2) 141-152.
- Allan, M. (2014). Why do Jordanian tourists travel abroad? Push and pull theory perspective. *Dirasat Journal: Human and Social Sciences*. 41(1), 662-670.
- Allan, M. (2014). Geotourism: Why do children visit geological tourism sites? *Dirasat Journal: Human and Social Sciences*. 41(1), 653- 661.
- Allan, M. (2013). Motivation of Jordanian female outbound tourists. *Australian Journal of Basic and Applied Sciences*. 7(11), 71-76.
- Allan, M. (2013). Towards the development of Geo-tourism in Jordan: Reality and Prospects. *Mu'tah Journal for Research & Studies (MJRS)*.
- Allan, M. (2013). Disability Tourism: Why do disabled people engaging in tourism activities? *European Journal of Social Sciences*. 39(3), 480-486.

BOOKS

- Allan, M. (2023). Adventure tourism in Jordan. Amman Municipality.
- Allan, M. & Dowling, R. (eds.). (2023). Geotourism in The Middle East. Springer
- Allan, M. (2006). Tourism Industry in Libya. National Library of Libya, Benghazi. ISBN1- 0-9566-9959.

Allan, M. (2012). *Geotourism: Toward a Better Understanding of Motivations for a Geotourism Experience: A Self-Determination Theory Perspective*. Saarbrücken, Germany: LAP Lambert Academic Publishing.

Allan, M. (2014). *Geotourism in Jordan*. The University of Jordan Deanship of Academic Research, Amman.

CHAPTERS IN BOOKS

Dowling, R. Allan, M. & Grünert, N. (2020). Geological Tourist Tribes. In: *Consumer Tribes in Tourism Contemporary Perspectives on Special-Interest Tourism*. Pforr, C. Dowling, R. & Volgger, M. Springer Singapore.

Allan, M. (2020). Accessible Geotourism: Constraints and implications. In B. N. Sadry (Ed.), *The geotourism industry in the 21st century. The origin, principles, and futuristic approach*, (pp. 473–480). Burlington, ON, Canada: Apple Academic Press.

Dowling, R.K. & Allan, M. (2018). Who are geotourists? A case study from Jordan. In Dowling, R. & Newsome, D. (Eds.) *Handbook of Geotourism* (pp 76-86). Cheltenham, Gloucestershire: Edward Elgar Publishing.
<https://doi.org/10.4337/9781785368868.00014>

Errami, E., Schneider, G., Ennih, N., Randrianaly, H.N., Bendaoud, A., Noubhani, A., Norman, N., Allan, M., Vasconcelos, L., Costa, L., Al-Wosabi, M., Al-Subbary, A., Mabvuto-Ngwira, P., Okunlola, G., Halliru, S.L., Andrianaivo, L., Siby, S., Ketchem, B., Gaulty, M., Hassine, M., Azki, F., Juliette, T., Lattrache, K., Omulo, M. and Bobrowsky, P. (2015) *Geoheritage and Geoparks in Africa and the Middle-East: Challenges and Perspectives*. In: Errami, E., Brocx, M. and Semeniuk, V., Eds., *From Geoheritage to Geopark: Case Studies from Africa and Beyond*, Springer, Dordrecht, 3-23.

Allan, M (2015). Geotourism: an opportunity to enhance geoethics and geoheritage appreciation. In: Peppoloni, S. & Di Capua, G. (eds) *Geoethics: The Responsibility of Geoscientists*. Geological Society, London, Special Publications.

CONFERENCES PROCEEDING

Allan, M., Dowling, R., & Sanders, D. (2011). Toward A Better Understanding of Motivations for a Geotourism Experience: A Self Determination Theory Perspective. CAUTHE 2011 National Conference: *Tourism: Creating a Brilliant Blend* (pp. 885-890). Adelaide: CAUTHE.

Allan, M. (2013). Geotourism: The potential of Geotourism Development in The United Arab Emirates. Presented at The Second International Conference on Emerging Research Paradigms in Business and Social Sciences Tuesday 26th – Thursday 28th November 2013, The Address, Dubai Mall, Dubai UAE.

Suhud, U., Handaru, A.W., Allan, M., Wiratama, B. (2020). Turkish destination image and attitude toward Turkish television drama. The 4th International Seminar on Tourism 2020 “Creative Tourism: Current Issues in Tourism Research” Universitas Pendidikan Indonesia.

Suhud, U., Handaru, A.W., Allan, M., Wiratama, B. (2020). The role of psychographic factors in predicting volunteer tourists’ stage of readiness: A case of Australia. The 4th International Seminar on Tourism 2020 “Creative Tourism: Current Issues in Tourism Research” Universitas Pendidikan Indonesia.

Suhud, U., Allan, M., & Wolor, C. W. (2022). What We Should Know About Village Tourism Destination Attributes? Atlantis Press. Proceedings of the 2nd International Conference of Strategic Issues on Economics, Business and, Education (ICoSIEBE 2021).

Suhud, U., Allan, M., & Wolor, C. W. (2022). What We Should Know About Village Tourism Destination Attributes? Atlantis Press. Proceedings of the 2nd International Conference of Strategic Issues on Economics, Business and, Education (ICoSIEBE 2021).

SELECTED CONFERENCES PRESENTATIONS

Session Moderator for Management and Promotion of Geological Heritage and Geotourism in the 8th Fujairah international mining forum in the UAE 26/2/2023

Keynote speaker. ' Geotourism industry: Developments, Challenges, and Implications'. The International Conference on Management, Business, and Accounting (IC-MBA) 2022 27-28 August 2022. Universitas Negeri Jakarta (UNJ), Indonesia.

Geotourists in the Wadi Rum WHA, Jordan. Presented at International Workshop on Geotourism and Geoparks. FACET, ECU, AGN. Perth, Western Australia. 2011.

Keynote speaker. 'Toward Developing the Nature-Based Tourism in the Arab World' Algeria Tourism Economy conference, ATEC 2022.

Exploring the motivations of tourists undertaking a geotourism experience in the Middle East. Presented at the Third Global Geotourism Conference, ‘Seeing

destinations differently’, Muscat, Sultanate of Oman. 30 October - 1 November. (With Dowling, R. & Sanders, D), 2011

Social Media in the Marketing and Promotion of Tourism. Tourism Research in Jordan: Narrowing the Gap between Theoretical and Real World of Tourism. Amman. (With Almobaideen, W.). 2014

Keynote Speaker. Accessible Tourism“ is a real fact: A perception from MENA Region. 1st-Turkish-Euro-MENA-ENAT Tourism 4 All Forum-Expo. Izmir, Turkey. 2015

Managing Geoheritage in Jordan: Implications, Challenges and Prospects. Expert Group Meeting on Geo Heritage Management towards Economic Sustainable Development in the Arab region. UNESCO. Cairo. Egypt. 2016

Ecotourism: A way To Environment Protection & Appreciation in Jordan. The Fourth Arab Forum for Renewable Energy and Energy Efficiency. The Dead Sea, Jordan. 2017

The implementation of renewable energy sources and technologies in Heritage tourism in Jordan: toward bridging the gap. “The Italian Cooperation and the Sustainable Cultural Tourism as an opportunity for local development in the framework of the Agenda 2030 in Jordan”. 2020

PART OF THESIS SUPERVISIONS

- The role of innovation and creativity in developing tourism Faculty of Arts - The University of Jordan (Doctoral thesis)
- How do Jordanian tourism authorities react to the repercussions of the Arab Spring phenomenon? - Faculty of International studies – The University of Jordan (Master Thesis)
- Exploring travel risks and intention to visit for international tourists traveling to Jordan - Faculty of International studies – The University of Jordan (Master Thesis)
- The Rock Drawings in southern Jordan (Hisma) and the potential of developing and promoting it for tourism /The University of Jordan (Master Thesis).

PROJECTS/RESEARCH GRANTS AND CONTRACT RESEARCH

| Projects | Responsible Authority | Years |
|---|------------------------------|--------------|
| Sustainable groundwater RESources management by integrating adinasar derived monitoring and flow modeling results | PRIMA | 2019 |
| MEd-Geo: Marine Eco-destination and Geosites / Proposal stage | European Union | 2017 |
| Studying the barriers for Women working in tourism industry in Jordan | The University of Jordan | 2016 |
| Toward developing Desert Tourism in Jordan | The University of Jordan | 2015 |
| Wadi Al-Mujib UNESCO Geopark | UNESCO | 2014 |
| Accessible Tourism in Jordan | The University of Jordan | 2013 |

PROFESSIONAL SERVICES EDITORIAL POSITIONS

Editorial Boards member, Journal Sustainable Geoscience and Geotourism

Editorial Board member, Arabian Journal for Science Education

Editorial Board member, Journal of Geoconservation Research

Editorial Board member, International Journal of Social Science Research

Editorial Board member, Journal of Revista de Turism

Editorial Board member, Journal of Arab and Muslim Service, Tourism and Hospitality Research

Articles Editor, Journal of SAGE Open

Conference Scientific Committee, 1ST conference of the Arabian Journal of Geosciences (CAJG), Tunisia, 2018

Conference Scientific Committee, 2nd international conference on Geoparks in Africa & Middle East, Senegal, 2014

Conference Scientific Committee, the 3rd International Conference on Geoparks in Africa and the Middle East (ICGAME3), Moocow, 2018

SELECTED UNIVERSITY SERVICE

Member of the investment committee of the University of Jordan

Faculty Board Member, Faculty of Archaeology and Tourism, University of Jordan

Scientific Research Committee Member, Faculty of Archaeology and Tourism at University of Jordan

Field study for Food and Beverage management in the Hotels of Benghazi City, Libya

Supervising of graduate studies related to Food and Beverage filed in the Higher College of Susa in Libya

Field study for motivation of tourists engaging in a geotourism experience in Crystal Cave at Yanchep National Park and The Pinnacles at Nambung National Park in Western Australia (WA)

Supervising of visitors survey in Yanchep National Park for the students of Bachelor (Tourism and Hospitality marketing) at Edith Cowan university/Australia

SELECTED COURSES AND WORKSHOPS

Diversity, Equity and Inclusion in the Workplace course/ niversity of South Florida Muma College of Business

NVIVO 8 at Edith Cowan University/ Australia

Course of English Academic Writing at Edith Cowan University/ Australia

Course of SPSS 17 at Edith Cowan University/ Australia

Course of Statistical Analysis at Edith Cowan University/ Australia

Course of End-Note X4 at Edith Cowan University/ Australia

Course of Galileo at Al-fadi Airline Industry &Tourism Training Centre.

Course of reservation & selling of tickets at Al-fadi-Airline Industry &Tourism Training Centre

Course of French language (translation) at French Cultural Centre.

Course of computer (Dos & Windows) at Speed Sys Centre.

Course of computer (Microsoft PowerPoint) at the Engineers Corporate Centre

LANGUAGES

Proficient in written and spoken Arabic, English and French.

PROFESSIONAL ROLES AND MEMBERSHIPS

Member of the African Geoparks Network

The International Association for Promoting Geo-ethics (IAPG) Coordinator for Jordan

Member of CAUTHE (Council of Australian Tourism and Hospitality Education)

AWARDS

The University of Jordan achievement in research activities award in 2019

The University of Jordan achievement in research activities award in 2021

