

Dr. Suleiman A. D. Farajat
Associate Professor of Tourism Management and Development
Faculty of Archaeology and Tourism, The University of Jordan

Academic Biography

Dr. Suleiman Farajat is a tourism and heritage expert with extensive experience across academia, government, and the tourism industry. He served as Chief Commissioner of the Petra Development and Tourism Region Authority (PDTRA) and as Advisor to the Prime Ministry of Jordan. His academic work focuses on the intersections of heritage, tourism, and national identity, with a strong record of international collaboration, policy leadership, and destination development. He currently serves as Associate Professor at the University of Jordan.

Education

- PhD in Tourism Studies, Leeds Beckett University, UK – Thesis: The Relationship between Heritage, Tourism and National Identity: The Case of Jordan (2012)
- MSc in International Hospitality and Tourism Management, Sheffield Hallam University, UK – Awarded with Distinction (2007)
- Higher Diploma in Tourism Management, Johannes Kepler University, Austria – Awarded with Distinction (2000)
- Higher Diploma in Education Management, Mu'tah University, Jordan (1997)
- BA in English Language and Literature, Mu'tah University, Jordan (1994)

Academic Positions

- Deputy Dean for External Relations and Projects (2024–2025)
- Director of Media and Public Relations, University of Jordan (2016–2018)
- Assistant Dean for Quality and Development Affairs (2014–2016)
- Assistant Professor, University of Jordan (2013–2018)
- Researcher & Lecturer, Leeds Beckett University, UK (2008–2012)
- Coordinator for International Projects, University of Birmingham, UK (2012–2013)

Professional Experience

- Advisor to the Prime Ministry, Government of Jordan (2023–2024)
- Chief Commissioner, Petra Development & Tourism Region Authority (2019–2023)
- Deputy Chief Commissioner, Petra Archaeological Park (2018–2019)
- Hotel Management, Vienna, Austria (2001–2005)
- Licensed Tourist Guide, Jordanian Ministry of Tourism (1994–2013)

Selected Board Memberships & Committees

- Board of Trustees, AlHussein Bin Talal University (2022–present)
- Board Member, Centre for National Training, Al-Balqa University (2023-present)
- Council Member, Economic and Social Council (2023–2025)
- Board Member, Jordan Tourism Board (2013–2019)
- Board Member, Wadi Araba Development Company (2019-2021)

Research Interests

- Heritage and Cultural Tourism
- Destination Management and Marketing
- Tourism and National Identity
- Risk Perception in Tourism
- World Heritage Site Management

Selected Publications and Conferences

- Farajat, S., & Abuamoud, I. (2023). The Economic and Developmental Impacts of Tourism in Petra. *Dirasat: Human and Social Sciences*, 50(3), 111–126.
- Farajat, S., Liu-Lastres, B., & Pennington-Gray, L. (2020). Addressing Travel Writers' Role as Risk Brokers: The Case of Jordan. In *Tourism and Risk Management* (pp. 45–62). Routledge.
- Hamad, F., Farajat, S., & Hamarsha, A. (2018). Awareness and Adoption of Mobile Technologies in the Delivery of Services in Academic Libraries in Jordan: A Library Staff Perspective. *Library Management*, 39(6/7), 432–445.
- Farajat, S. (2018). Tourism in the Arab World: An Industry Perspective. *Journal of Tourism and Cultural Change*, 16(3), 267–283.
- Farajat, S., Liu-Lastres, B., & Pennington-Gray, L. (2016). Addressing Travel Writers' Role as Risk Brokers: The Case of Jordan. *Journal of Travel Research*, 55(7), 929–940.
- Liu-Lastres, B., Schroeder, A., Pennington-Gray, L., & Farajat, S. (2016). Source Market Perceptions: How Risky Is Jordan to Travel To? *Journal of Travel & Tourism Marketing*, 33(7), 1054–1067.
- Schroeder, A., Yilmaz, S., Liu, B., Pennington-Gray, L., & Farajat, S. A. D. (2015). 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. 3rd World Research Summit for Tourism and Hospitality, Orlando, FL, USA, December 15–19.
- 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, Petra, Jordan.
- Farajat, S. A. D. (2015). Understanding an Island in a Sea of Regional Unrest: The Case of Jordan as a Tourism Destination. Jordan Second International Tourism and Hospitality Conference, May 12–16, Dead Sea, 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, Brigham Young University, Provo, USA.
- Farajat, S. A. D. (2013). Conflicting Itineraries: The Role of Tour Guides in Petra between Service Providers and Mediators of the Nation in Tourism and the Shifting Values of Cultural Heritage. Visiting Pasts, Developing Futures Conference, April 5–9, Taipei, Taiwan.
- 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, 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), 95–99.
- Farajat, S. A. D. (2009). Stories of Petra: Tourism, Heritage, and Power Relations in Jordan. Traditions and Transformations: Tourism, Heritage, and Cultural Change in the Middle East and North Africa Region, April, Amman, Jordan.

Keynotes

- Keynote Speaker, ITF Slovakiatour Fair, Bratislava
- Guest Speaker, Saudi Travel and Tourism Investment Market, Riyadh
- Organizer, Tourism Research Symposium, University of Jordan
- Co-organizer, “Traditions and Transformations” Conference, Amman
- Speaker, World Travel Market, London

Selected Courses Taught

- Destination Management
- Heritage Tourism
- Crisis Management in Tourism
- Tourism Marketing
- Managing Tourism at World Heritage Sites
- Principles of Tour Guiding

Languages

Arabic: Mother Tongue.

English: Bilingual. High-level proficiency in written/oral skills.

German: Bilingual. High-level proficiency in written/oral skills.

Personal and Contact Details

Date of Birth: 1st May 1972 in Wadi Musa, Jordan

Nationality: Jordanian

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