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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.

E-mail: [n.okaily@ju.edu.jo](mailto:n.okaily@ju.edu.jo)

Mobile: 00962 79 8441989

### Education

2010-2015: Ph.D. in Tourism Marketing, Oxford Brookes University-The United Kingdom, Dissertation title "*The Construction of Destination Images in Jordan: Modelling Tour Guide and Tourist Inputs, Interactions and Consequences*".

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

2005-2006: M.A in Tourism, Yarmouk University-Jordan.

2001-2004: B.A in Tourism, The Hashemite University-Jordan.

### Employment History

2023-present Associate Professor, Department of Tourism Management, The University of Jordan, Amman-Jordan.

2016-2022: Assistant Professor, Department of Tourism Management, The University of Jordan, Amman-Jordan.

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

2011-2012: Lecturer, Magna Carta College, Oxford-The United Kingdom.

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

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

2007-2008: Marketing and Sales Executive, Labeduina Tours & Travel, Amman- Jordan.

### Published Articles

- Al-okaily, N.S., Alzboun, N. and Abuhjeeleh, M (2023), "Examining the impacts of emotional intelligence in tour guide citizenship performance", *Journal of Hospitality and Tourism Insights*, accepted for publication.

- Alzboun, N., Okaily, N., Khawaldah, H., Harb, A., & Alshurideh, M. (2023). Towards recreational travel modelling in non-western countries: An empirical study using a structural equation modeling approach. *Uncertain Supply Chain Management*, 11(4), 1831-1842.
- Al-okaily, N.S., Alzboun, N., Alrawadieh, Z. and Slehat, M. (2022), "The impact of eudaimonic well-being on experience and loyalty: a tourism context", *Journal of Services Marketing*, 37(2), pp.216–231.
- Al-okaily, N.S. (2021), "A model for tour guide performance", *International Journal of Hospitality and Tourism Administration*, 23(6), pp.1077-1101.
- Shammout, A. and Al-okaily, N.S. (2021), 'Unravelling social sustainability in the sharing accommodation: The case of Petra', *Dirasat: Human and Social Sciences*, 48(3), pp.484-492
- Shammout, A., Al-okaily, N.S., Alrawadieh, Z. and Ekiz, E. (2021), "Determinants of loyalty in cultural destinations: Evidences from Jordan", *Journal of tourism, Culture and Communication*, 21(3), pp. 235–250.

#### **Conferences**

- Shammout, A., Al-okaily, N., Alrawadieh, Z. and Ekiz, E. (2020), "Studying tourists' loyalty perceptions: international tourist visiting Petra, Jordan", *Conference on Managing Tourism Across Continents MTCO'20*, Turkey, pp. 487-489.
- Al-okaily, N. (2013), A Quiet House in a Noisy Neighbourhood: Data Collection in Area Affected by Armed Conflict, *Brookes-Burgundy Joint Conference*, Dijon- France.
- 3rd International Research Forum in Guided 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.
- 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.

#### **Dissertation Supervision**

- Patel, J., 'Impact of brand image on consumer behaviour and company's sales: Apple Case', Master of Business Administration (MBA), Magna Carta College, Oxford-United Kingdom, 2012.

- Adhikari, S., 'Food globalization and catering industry in London: The case of company of Cooks', Master of Business Administration (MBA), Magna Carta College, Oxford-United Kingdom, 2012.
- Pulla, D., 'The impact of training on employees' performance in Tesco', Master of Business Administration (MBA), Magna Carta College, Oxford-United Kingdom, 2012.
- Soni, S., 'An investigation on organizational communication practices in strategic change management', Master of Business Administration (MBA), Magna Carta College, Oxford-United Kingdom, 2012.
- Sethi, Z., 'Impact of rewards on employees' performance and motivation: The case of Transport for London company', Master of Business Administration (MBA), Magna Carta College, Oxford-United Kingdom, 2012.

### **Awards and Funds**

- 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, 22/4/2018 to 2/5/2018.
- Erasmus academic staff exchange program, Vincent Pol University in Lublin, Poland, 5/4/2019 to 12/4/2019.
- The scientific program for the school of Archaeology and Tourism's visit to Germany, funded by the German Academic Exchange Services DAAD, 24-31/10/2021.
- Erasmus academic staff exchange program, Pázmány Péter Catholic University, Hungary 24/5/2022 to 28/5/2022.

### **External Activities**

- The UNWTO. TedQual certification coordinator at the department of tourism management, The University of Jordan, Amman-Jordan, 2017 & 2018.
- Member of the organizing committee with Jordan Tourism Board in London-based World Travel Market, London-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.

### **Academic Positions and Committees**

- Head of the Tourism Management Department at the Faculty of Archaeology and Tourism from 2017 to 2020.
- Committee member for discussing students' practical training in travel agencies in 2023.
- Committee member for discussing students' practical training in tourist hotels in 2023.
- Coordinator in the committee discussing students' practical training in tourist hotels in 2018.
- Member of various committees related to curriculum, quality assurance, and development in the Faculty of Archaeology and Tourism from 2016 to 2023.
- Representative for the Faculty of Archaeology and Tourism in the University of Jordan Council in 2018, 2022, and 2023.