

Sameh Khiry Eid Metwalli Fayyad

- Address Ismailia, Egypt
- Mobile 00201066721775
- E-mail sameh.fayyad@tourism.suez.edu.eg
Samehfayyad2000@gmail.com



Personal information

- Date of Birth February 4, 1987
- Religion Muslim
- Social status Married
- Nationality Egyptian

Educational degrees

| Degree | Statement | Date obtained |
|---|--|---------------|
| • Doctor of Philosophy | <ul style="list-style-type: none">• Thesis title: " Green Marketing of Some Egyptian Hotels"• University attended: Department of Hotel Studies, Faculty of Tourism and Hotels, Suez Canal University.• Field of specialization: Marketing• The PhD thesis was nominated as the best applied thesis for the year 2016-2017 in the university's best applied thesis Competition | <u>2016</u> |
| • Master's Science in Hotel Management | <ul style="list-style-type: none">• Thesis title: " A study on the green hotels in Egypt "• University attended: Department of Hotel Studies, Faculty of Tourism and Hotels, Suez Canal University.• Field of specialization: hotel management and environmental management. | <u>2012</u> |
| • Bachelor of Science in Hotel Management | <ul style="list-style-type: none">• Grant location: Department of Hotel Studies, Faculty of Tourism and Hotels, Suez Canal University.• Specialization: Hotel Studies (Hotel Management)• Overall rating: excellent with honors | <u>2008</u> |

Career progression

Hotel Studies (Management) Dept, Faculty of Tourism and Hotels, Suez Canal University - Ismailia – Egypt.

| Occupation | Period |
|----------------------------------|--|
| • Associate Professor | From January 30, 2021 |
| • Lecturer (Assistant Professor) | From February 24, 2016, to January 30, 2021 |
| • Assistant Lecturer | From December 12, 2012, to February 23, 2016 |
| • Demonstrator | From March 18, 2009, to December 11, 2012 |

Scientific expertise

- Editorial Manager of Journal of Association of Arab Universities for Tourism and Hospitality
- Reviewer at journal Psychology Research and Behavior Management (ISSN: 1179-1578)
- Reviewer at Journal of Frontiers in Psychology (Online ISSN: 1664-1078)
- Reviewer at Journal of Managerial Psychology (Online ISSN: 0268-3946)
- Reviewer at Journal of International Journal of Tourism and Hospitality Management (IJTHM) (Online ISSN: 1839-5260)
- Reviewer at Journal of Sustainability (ISSN 2071-1050).
- Reviewer at Journal of Behavioral Sciences (ISSN 2076-328X)

Reviewer at Journal of Healthcare Leadership (ISSN: 1179-3201)

Reviewer at International Journal of Heritage, Tourism and Hospitality (Online ISSN: 2636-414X)

Teaching experiences

Undergraduate courses

Hotel Marketing

Marketing principles

Hotel Cost Accounting

Introduction to Hospitality Industry

Hotel Environmental Management

Food Service Art

Health Affairs in Hotels

Hotel Cooking Art

Food and Beverage Production

Tourism and hotel legislation

Housekeeping and Hotel Decoration

Postgraduate courses

Hotels Marketing (Advanced)

Modern Trends in Hotels Marketing

Marketing Research in Hotels

Statistics Analysis

Hotel Sales Development

Health Affairs in Hotels (advanced)

Planning and Economics of Tourism and Hotel Projects

Writing Skills of Reports and Research

Tourism and Hotel Economics (advanced)

Hotel Problems

Recent trends in hotels

Hotel Investment

Administrative Experience

Coordinator of the Strategic Planning Standard in the Quality Unit

From January 2020

Deputy Director of the Measurement and Evaluation Unit

From November 2019

Faculty digital transformation manager

From October 2018

Head of the Surveys and Statistical Analysis Committee

From September 2018

Member of the Graduate Studies and Scientific Research Committee

From September 2018

Head of the media and public relations committee

From September 2018

IT administrator in the Journal of Association of Arab Universities for Tourism and Hospitality

From January 2017 to May 2019

Coordinator of the Strategic Planning Standard in the Quality Unit

From April 2017 to January 2019

Director of student conferences and training at the Academic Support Unit

From 2016

Member of the Training Unit

From 2016

Hotel management department council member

From 2015

IT unit manager

From 2014

Founder and administrator of the official page of the Faculty of Tourism and Hotels in Ismailia

From 2014

Member of the Quality Unit

From 2010

Scientific production

- Elshaer, I.A.; Azazz, A.M.S.; Hassan, S.S.; Fayyad, S. Farm-to-Fork and Sustainable Agriculture Practices: Perceived Economic Benefit as a Moderator and Environmental Sustainability as a Mediator. Sustainability 2023, 15, 11462. <https://doi.org/10.3390/su151411462>
- Elshaer, I.A.; Azazz, A.M.S.; Kooli, C.; Alshebami, A.S.; Zeina, M.M.A.; Fayyad, S. Environmentally Specific Servant Leadership and Brand Citizenship Behavior: The Role of Green-Crafting Behavior and Employee-Perceived Meaningful Work. Eur. J. Investig. Health Psychol. Educ. 2023, 13, 1097-1116. <https://doi.org/10.3390/ejihpe13060083>

- Elshaer, I.A.; Azazz, A.M.S.; Kooli, C.; Fayyad, S. Green Human Resource Management and Brand Citizenship Behavior in the Hotel Industry: Mediation of Organizational Pride and Individual Green Values as a Moderator. *Adm. Sci.* 2023, 13, 109. <https://doi.org/10.3390/admsci13040109>
- Agina MF, Aliane N, Sawy OE, Khairy HA, Fayyad S. Risks in Relation to Adopting Airbnb Accommodation: The Role of Fear of COVID-19. *Sustainability.* 2023; 15(6):5050. <https://doi.org/10.3390/su15065050>
- Elshaer, I.A.; Azazz, A.M.S.; Fayyad, S. Green Management and Sustainable Performance of Small- and Medium-Sized Hospitality Businesses: Moderating the Role of an Employee's Pro-Environmental Behaviour. *Int. J. Environ. Res. Public Health* 2023, 20, 2244. <https://doi.org/10.3390/ijerph20032244>
- Elshaer, I.A.; AboAlkhair, A.M.; Fayyad, S.; Azazz, A.M.S. Post-COVID-19 Family Micro-Business Resources and Agritourism Performance: A Two-Mediated Moderated Quantitative-Based Model with a PLS-SEM Data Analysis Method. *Mathematics* 2023, 11, 359. <https://doi.org/10.3390/math11020359>
- Elshaer, I.A.; Azazz, A.M.S.; Fayyad, S. Green Human Resources and Innovative Performance in Small- and Medium-Sized Tourism Enterprises: A Mediation Model Using PLS-SEM Data Analysis. *Mathematics* 2023, 11, 711. <https://doi.org/10.3390/math11030711>
- Elshaer, I.A.; Azazz, A.M.S.; Ameen, F.A.; Fayyad, S. Sustainable Horticulture Practices to Predict Consumer Attitudes towards Green Hotel Visit Intention: Moderating the Role of an Environmental Gardening Identity. *Horticulturae* 2023, 9, 31. <https://doi.org/10.3390/horticulturae9010031>
- Elshaer, I.A.; Azazz, A.M.S.; Ameen, F.A.; Fayyad, S. Agritourism and Peer-to-Peer Accommodation: A Moderated Mediation Model. *Agriculture* 2022, 12, 1586. <https://doi.org/10.3390/agriculture12101586>
- Elshaer, I.A.; Azazz, A.M.S.; Fayyad, S. Underdog Environmental Expectations and Environmental Organizational Citizenship Behavior in the Hotel Industry: Mediation of Desire to Prove Others Wrong and Individual Green Values as a Moderator. *Int. J. Environ. Res. Public Health* 2022, 19, 9501. <https://doi.org/10.3390/ijerph19159501>
- Elshaer, I.A.; Azazz, A.M.S.; Fayyad, S. Positive Humor and Work Withdrawal Behaviors: The Role of Stress Coping Styles in the Hotel Industry Amid COVID-19 Pandemic. *Int. J. Environ. Res. Public Health* 2022, 19, 6233. <https://doi.org/10.3390/ijerph19106233>
- Ibrahim A. Elshaer, Alaa M. S. Azazz and Sameh Fayyad, (2022), "Authenticity, Involvement, and Nostalgia in Heritage Hotels in the Era of Digital Technology: A Moderated Mediation Model", *Int. J. Environ. Res. Public Health*, 19(10), 5784; <https://doi.org/10.3390/ijerph19105784>
- Ibrahim A. Elshaer, Sameh Fayyad, Salama Ammar, Tamer Ahmed Abdulaziz and Samy Wageh Mahmoud, (2022), "Adaptive Reuse of Heritage Houses and Hotel Conative Loyalty: Digital Technology as a Moderator and Memorable Tourism and Hospitality Experience as a Mediator", *Sustainability*, 14(6), 3580; <https://doi.org/10.3390/su14063580>
- Sameh Fayyad and Tamer Ahmed Abdulaziz; Ibraheim Fathey Moawad; and Samy Wageh Mahmoud, (2022). "Knowledge-Based Prototype for Assessing the Appropriateness of Tourism and Hospitality Services for Accessible Tourism?", *Journal of Association of Arab Universities for Tourism and Hospitality*, Vol. 23, No. 1, <https://dx.doi.org/10.21608/jaauth.2022.128680.1329>
- Sameh Fayyad and Moataz bellah Ibrahim, (2022). "How Can Workplace Friendship Affect Employees' Resistance to Change in Egyptian Hotels?: Gender diversity as a moderator?", *Journal of Association of Arab Universities for Tourism and Hospitality*, Vol. 22, No. 1, PP. 221-232, <https://dx.doi.org/10.21608/jaauth.2022.110688.1277>
- Sameh Fayyad and Ali Shehata, (2021). "The Mediating Role of The Job Competencies Map in Determining the Relationship Between Internal Marketing and Creative Behavior of Employees: Applying to Some Five-Star Hotels", *Journal of Association of Arab Universities for Tourism and Hospitality*, Vol. 21, No. 1, PP. 382-395. <https://dx.doi.org/10.21608/jaauth.2021.40581.1066>.
- Sameh Fayyad and Moataz bellah Ibrahim, (2021). "The Mediating Role of Employees' Negative Moods Between Bullying at Work and Organizational Citizenship Behavior Toward Individuals in Egyptian Hotels", *Journal of Association of Arab Universities for Tourism and Hospitality*, Vol. 20, No. 4, PP. 382-395. <https://dx.doi.org/10.21608/jaauth.2021.83576.1198>.
- Sameh Fayyad and Ali Shehata, (2020). "The Role of Employee Trust in the Relationship Between Leaders' Aggressive Humor and Knowledge Sharing", *Journal of Association of Arab Universities for Tourism and Hospitality*, Vol. 19, No. 1, PP. 143-157. <https://dx.doi.org/10.21608/jaauth.2020.45371.1079>
- Sameh Fayyad and Ali Shehata, (2020). "The Impact of Purchasing Behavior on the Relationship between Pink Marketing Practices and Women's Loyalty to Hotels", *Journal of Association of Arab Universities for Tourism and Hospitality*, Vol. 18, No 1, PP. 221-239. <https://dx.doi.org/10.21608/jaauth.2020.34704.1039>
- Sameh Fayyad and Hanady Abu Al maaty, (2019). "The impact of Organizational frustration on affective commitment and surface acting in some Egyptian Hotels: Job experience as a Moderator", *Journal of Association of Arab Universities for Tourism and Hospitality*, Vol. 17, No. 1, PP. 126-137, [10.21608/JAAUTH.2019.78568](https://dx.doi.org/10.21608/JAAUTH.2019.78568).

- Sameh Fayyad and Osman El Sawy, (2019). "Greenwashing Effect on Customers' Behavior at Some Five-Star Hotels in Egypt", Journal of Association of Arab Universities for Tourism and Hospitality, Vol. 16, No. 2, PP. 34-43, [10.21608/JAAUTH.2019.68491](https://doi.org/10.21608/JAAUTH.2019.68491).
- Sameh Fayyad and Mohammed Zeina. (2019). "The impact of the positive psychological capital on the turnover intention of employees at some Egyptian Hotels using work engagement as a mediator", Journal of Association of Arab Universities for Tourism and Hospitality, Vol. 16, No. 1, PP. 182-193, [10.21608/JAAUTH.2019.57530](https://doi.org/10.21608/JAAUTH.2019.57530).
- Fayyad, S.; El Sawy, O. (2018). "Service Recovery Perceived by Customers in Egyptian Hotels with Reference to Gender", Journal of Association of Arab Universities for Tourism and Hospitality, Vol. 15, No. 2, PP 59-64, [10.21608/JAAUTH.2018.47955](https://doi.org/10.21608/JAAUTH.2018.47955).
- Sameh Fayyad and Hanady Abu Al maaty. (2018), "Organizational Silence and its impact on the job satisfaction of employees in hotels", Journal of Association of Arab Universities for Tourism and Hospitality, Vol. 15, No. 2, PP 135-143, [10.21608/JAAUTH.2018.47945](https://doi.org/10.21608/JAAUTH.2018.47945).
- Sameh Fayyad and Ali Shehata. (2016), "The possibility of applying the Florida Hotels and Motels Association approach to waste management in some Egyptian hotels", Journal of Association of Arab Universities for Tourism and Hospitality, Vol. 13, No. 2, P P. 137-152, [10.21608/JAAUTH.2016.48015](https://doi.org/10.21608/JAAUTH.2016.48015).
- Sameh Eid; Ali Shehata; Hanady Abu El-Maaty and Said Salama. (2016), "Consumers' behaviour in the light of Green Marketing", The Egyptian Journal of Tourist Studies, Vol. 15, No. 2.
- Sameh Eid; Ali Shehata; Hanady Abu El-Maaty and Said Salama. (2016), "Evaluation of green marketing strategy in some Egyptian hotels: A comparative study between some five-star hotels in Sharm El-Sheikh, The Egyptian Journal of Tourist Studies, Vol. 15, No. 2.
- Sameh Fayyad; EL Sayed Abd El-Hady; Mohamed El -Zoghbi and Said Salama. (2013), "A study on the green hotels in Egypt", Journal of Association of Arab Universities for Tourism and Hospitality, Vol. 10, No. 1, P P. 159-172, [10.21608/JAAUTH.2013.47604](https://doi.org/10.21608/JAAUTH.2013.47604).
- Sameh Khairy (2011), "Towards the Mechanisms for Promoting Social Tourism in Egypt", Journal of the Egyptian Ministry of Tourism, Competition for Best Research in Tourism, Second Place.
- Sameh Fayyad and Ali Shehata, (2021). "The Mediating Role of The Job Competencies Map in Determining the Relationship Between Internal Marketing and Creative Behavior of Employees: Applying to Some Five-Star Hotels", Journal of Association of Arab Universities for Tourism and Hospitality, Vol. 21, No. 1, PP. 382-395. <https://dx.doi.org/10.21608/jaauth.2021.40581.1066>.

Courses Attended

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| • Methods of measuring, evaluation and preparing the test item | Center of Measurement and Evaluation at the Higher Education Development Project Management Unit, in cooperation with the Supreme Council of Universities On 01 - 9 September 2020 |
| • Workshop for Journal Editors: Scopus Selection Criteria | Researcher Academy On Campus (Elsevier) Wednesday 19 August, 2020 |
| • Scopus Journals' Indexing Criteria | Researcher Academy On Campus (Elsevier) Monday 24 August, 2020 |
| • AARU Journal Platform- User Experience Sharing Session | Researcher Academy On Campus (Elsevier) 24 June, 2020 |
| • The publishing landscape in the Arab World | Researcher Academy On Campus (Elsevier) 22 June, 2020 |
| • The TOT program | Clarivate Analytics 14:15/ 9/2019 |
| • International Publication of Researches | Suez Canal University 21:22/ 10/ 2015 |
| • Ethics and behaviors of the profession | Suez Canal University 28:29/10/2015 |
| • The basics of managing the quality of the teaching process | Suez Canal University 25:26/ 10/ 2015 |
| • Time and Meetings Management | Suez Canal University 17:18/11/2015 |
| • University Management | Suez Canal University 19:20/11/2014 |
| • TOEFL course | Suez Canal University 11/2: 23/3/2014 |
| • Credit Hour System | Suez Canal University 17:18/11/2013 |
| • Basic Educational Professional Preparation Program Package for University Teacher (Effective Teaching- Using Technology in Teaching- Micro Teaching) | Suez Canal University 11:21/12 /2010 |

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|-----------------------------------|-----------------------|-------------------|
| • Scientific research ethics | Suez Canal University | 23:25/11/2010 |
| • Conference Organization | Suez Canal University | 30/10: 2/11/ 2010 |
| • Administration of Research Team | Suez Canal University | 2:4/11 /2010 |

Scientific conferences

| Conference (Participation in organization and attendance) | Period |
|--|-----------------------|
| • Coordinator of The 11th AARU Tourism conference, Port Said | 25:23 February 2022. |
| • Rapporteur of the fourth student conference " The hospitality and tourism industry in light of the paths of the new republic" (sustainability; digitization; quality)" | March 6, 2019 |
| • Coordinator of The 10 th AARU Tourism conference "Prospects for Sustainable Tourism in the Arab World " St. Catherine-Taba. | December 5: 8 , 2019 |
| • Rapporteur of the third student conference "25 Tourism: Past - Present - Future" | March 18, 2019 |
| • Coordinator of The 9 th AARU Tourism conference, " Prospects of the Tourism Industry in the Light of Global Variables:" Integration- Sustainability-Quality", Cancun Resort-El-Ein El- Sokhna | December 20:22, 2018 |
| • The 8 th AARU Tourism conference, "Tourism Industry in the Arab World - Build and Change", Luxor Floating Hotel - Aswan | December7: 10, 2017 |
| • Rapporteur of the first student conference, "The future of tourism: a student vision", Suez Canal University, Ismailia, Egypt. | April 30, 2017 |
| • The 7 th AARU Tourism conference, "Tourism in the Arab World between theory and practice", Suez Canal University, Ismailia, Egypt. | November 29-30, 2016 |
| • Conference "The Egyptian Personality in the civilized and Cultural Heritage", Center for Heritage and Civilization Research, Suez Canal University, Ismailia, Egypt. | May 5-7, 2014 |
| • The 5 th AARU Tourism conference, "Modern Trends of the Tourism and Hospitality Industry in the Arab World", Sharm El-Sheikh, Egypt. | December 2-5 , 2014 |
| • The 4 th AARU Tourism conference, "The Future of Intra-Tourism in the Arab World", Sharm El-Sheikh, Egypt. | May 3-6, 2013 |
| • The 3 th AARU Tourism conference , "A Future Vision for Arab Tourism", Alexandria, Egypt. | December 13-15 , 2012 |
| • The 2 th AARU Tourism conference "Arab Tourism: Reality, Challenges, and Expected", Sharm El-Sheikh, Egypt | May 4-7, 2010 |

Supervised in progress Dissertations

• 3 MSc Dissertations

• 2 PhD Dissertations

The Personal academic website

- Scopus ID: <https://www.scopus.com/authid/detail.uri?authorId=57546793800> (h-index, 7)
- Web of Science, <https://www.webofscience.com/wos/author/record/AAP-7806-2020> (h-index, 5)
- Google scholar: <https://scholar.google.com.eg/citations?user=LAW3eVgAAAJ&hl=en> ((h-index, 8)
- Researchgate: <https://www.researchgate.net/profile/Sameh-Fayyad> (h-index, 8)
- LinkedIn: <https://www.linkedin.com/feed/>
- Orcid: <https://orcid.org/0000-0001-6947-3146>