



VICE PRESIDENT'S OFFICE FOR  
POSTGRADUATE STUDIES & RESEARCH  
مكتب نائب رئيس الجامعة لشئون الدراسات العليا

	الاسم	مريم احمد علاء الدين فتح الله
	Name	Maryam Ahmed Alaa El-Deen Fathallah
	الاسم المستخدم في النشر العلمي	M Ahmed Fathallah
	الوظيفة الحالية وجهة العمل	أستاذ مساعد بقسم الدراسات السياحية، كلية السياحة والفنادق
	الدرجة العلمية ( اسم الجامعة والدولة)	جامعة حلوان
التخصص العام	الدراسات السياحية	
التخصص الدقيق	الدراسات السياحية	
البريد الإلكتروني	<a href="mailto:maryammoaz35@gmail.com">maryammoaz35@gmail.com</a> - <a href="mailto:Maryamahmed@fth.helwan.edu.eg">Maryamahmed@fth.helwan.edu.eg</a>	
المؤهلات العلمية	دكتوراه في الدراسات السياحية	
السيرة الذاتية	Address: 25 El- Salam Street , Oroba ,Marioty ,Haram, Giza, Egypt Mobile: +2 01112539553 Date of Birth: November 21, 1990 Nationality: Egyptian Google Scholar: <a href="https://scholar.google.com/citations?user=vH0tallAAAAJ&amp;hl=en#:~:text=Dr.%20Maryam%20fathallah">https://scholar.google.com/citations?user=vH0tallAAAAJ&amp;hl=en#:~:text=Dr.%20Maryam%20fathallah</a>	
التعليم	<b>Education</b> 12/2019 Ph. D. Tourism Studies, Faculty of Tourism and Hotel Management, Helwan University, Cairo, Egypt "" Impacts of Applying Marketing Automation on Travel Agencies	



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**Performance""**

01/2016 M.Sc. Tourism Studies, Faculty of Tourism and Hotel Management, Helwan University, Cairo, Egypt "Marketing Egyptian Tourism Destination for Women Travelling".

09/2013 Preliminary Master Studies, Faculty of Tourism and Hotel Management, Excellent, Helwan University, Egypt

09/2012 B. Sc. Tourism Studies, Excellent - honors 95%, Tourism Studies Department, Faculty of Tourism and Hotel Management, Helwan University, Cairo, Egypt

**Work and Training Experience**

02/2025 - Present Associate Professor, Tourism Studies Department, Faculty of Tourism and Hotel Management, Helwan University

01/2020 – 12/2024 Lecturer, Tourism Studies Department, Faculty of Tourism and Hotel Management, Helwan University

01/2016 – 12/2019: Assistant Lecturer, Tourism Studies Department, Faculty of Tourism and Hotel Management, Helwan University

03/2013 - 12/2015: Demonstrator, Tourism Studies Department, Faculty of Tourism and Hotel Management, Helwan University

09/2022- Present: Second Deputy manager of the Quality Assurance Unit, quality coordinator of tourism studies department, student standards coordinator and a core member of the following standards (Academic standards, strategic planning, training committee, internal coordinators committee and internal review committee)

11/2022- 09/2023: Student Activities Coordinator of Faculty of Tourism and Hotel Management, Helwan University.

09/2011 – 10/2011: Training at Misr Travel. (Outbound tourism)

06/2010 – 08/2010: Training at Travel Plus Company. (Operation agent)

**Courses and Certificates**

03/2010 ICDL certificate (International Computer Driving License)

09/2011 Berlitz English conversation and business certificate for 4 levels

09/2012 EDU Egypt program certificate ( Data Analytical skills& Computer skills& Soft skills)

09/2020 Designing& Production electronic courses ( Microsoft Teams) (Electronic Learning Center, Helwan University)



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- 11/2018 Certificate of Appreciation for organizing, participating and contributing to the success of the Annual Conference of Tourism Studies Department
- 03/2019 Certificate of Appreciation for organizing, participating and contributing to the success of the Annual Scientific Meeting of Tourism Departments (coordinator of scientific committee and students' presentations) 2018-2019
- 11/2019 Certificate of Appreciation for organizing, participating and contributing to the success of the Annual Scientific Meeting of Tourism Departments ( coordinator of scientific committee and students' presentations )2019-2020
- 11/2021 Certificate of Appreciation for attending and participating as the presenter of the research "The Effectiveness of Applying Virtual Technologies in Tourism during COVID-19 in order to Rebuild Travel for a Post-Pandemic World", in the first international conference of faculty of tourism &hotels, Beni-Suef University,24-25 November 2021.
- 02/2022 Certificate of Appreciation for Attending and being a member of the organization committee (coordinator of the student activity exhibition) in the first international conference of faculty of tourism and hotel management, Helwan University, 25-27 February 2022.
- 09/2022 Certificate of Appreciation for attending and participating as a speaker with the topic "Investigating the potential for e-sports events as a branding tool in tourism cities", in the fourth international conference of sustainable sports tourism in Egypt, Safaga , 24-27 September,2022.
- 12/2022 Certificate of Appreciation for attending and participating as the presenter of the research " Investigating the Impacts of Selfie Tourism on Place Attachment in Marsa Alam City", in the second international conference of faculty of tourism &hotels, Beni-Suef University,1-4 December, 2022.
- 12/2022 Certificate of Appreciation for being a member of the organization committee in the first Scientific day of faculty of tourism and hotel management, Helwan University, 8 December,2022.
- 1/2024 Certificate of Appreciation for being a member of the organization committee in the second "Scientific Day" of faculty of tourism and hotel management ,Helwan University, 22 January,2024.
- 12/2024 Certificate of Appreciation for being a member of the organization committee in the third "Scientific Day" of faculty of tourism and hotel management ,Helwan University, 23 December,2024.

**Language Skills**

- English: V.good (Writing – Reading ) – Good ( Listening- Speaking)

**Computer Skills**



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<ul style="list-style-type: none"><li>• Microsoft office ( Word – Power point)</li><li>• Internet applications</li><li>• E-learning applications ( Google classroom- Microsoft Teams)</li></ul> <p><b>Soft Skills</b></p> <ul style="list-style-type: none"><li>• Strong work ethic</li><li>• Positive attitude</li><li>• V. good Communication and presentation skills</li><li>• Team work</li><li>• Self-confidence</li><li>• Ability to accept and learn from criticism</li><li>• Working well under pressure</li></ul>	
<ul style="list-style-type: none"><li>• <b>The Effectiveness of Applying Virtual Technologies in Tourism during COVID-19 in order to Rebuild Travel for a Post-Pandemic World (Nancy M. Montaser&amp; Maryam Fathallah, The International Journal of Heritage, Tourism and Hospitality IJHTH, V:15, Issue:3 2021)</b></li><li>• <b>Investigating the Impacts of Selfie Tourism on Place Attachment in Marsa Alam City(Haidy Elsaid, Nancy M. Montaser, Maryam Ahmed Fathallah, International Journal of Tourism, Archaeology and Hospitality IJTAH, V:2, Issue:3, 2022.)</b></li><li>• <b>Investigating the Potential of E-sports Tourism in New Egyptian Tourism Cities(Haidy Elsaid &amp; Maryam Ahmed Fathallah, International Journal of Tourism, Archaeology and Hospitality IJTAH, July 2023, Vol.3, Issue2.)</b></li><li>• <b>Impact of Applying the Artificial Intelligence in Airports' Operations (Applied on Egyptian International Airports)( Menna Raafat, Ghada Aly Hammoud &amp; Maryam Ahmed Fathallah International Journal of Tourism, Archaeology and Hospitality IJTAH, July 2023, Vol.3, Issue2.)</b></li><li>• <b>The impacts of CSR on airline loyalty: Mediator role of Passenger Satisfaction, Airline Brand, and Airline Trust: Applied to Egypt Air (Maryam Ahmed Fathallah &amp; Nancy M. Montaser, The Scientific Journal of the Faculty of Tourism and Hotels, Mansoura University (MKAF), Vol. 15, 2024.)</b></li><li>• <b>Evaluating Egypt as a Wedding Tourism Destination: Applied on Sharm el-Sheikh City(Haidy Elsaid &amp; Maryam Ahmed Fathallah, The Scientific Journal of the Faculty of Tourism and Hotels, Mansoura University (MKAF), Vol. 16, 2024).</b></li><li>• <b>Studying the Potential of Branding Egypt as a Festival Tourism Destination(Haidy Elsaid &amp; Maryam Ahmed Fathallah, The Scientific Journal</b></li></ul>	الابحاث المنشورة



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<b>of the Faculty of Tourism and Hotels, Mansoura University (MKAF), Vol. 16, 2024).</b>	
	الجوائز لا يوجد