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POSTGRADUATE STUDIES & RESEARCH
مكتب نائب رئيس الجامعة لشئون الدراسات العليا

	الاسم	محمود إبراهيم صالح
	Name	Mahmoud Ibraheam Saleh
	الاسم المستخدم في النشر العلمي	Mahmoud Ibraheam Saleh
	الوظيفة الحالية وجهة العمل	Lecturer, Faculty of Tourism and Hotel Management, Helwan University
	الدرجة العلمية (اسم الجامعة والدولة)	Ph.D. Economic and Management, Graduate School of Management, Saint Petersburg State University
التخصص العام		Management
التخصص الدقيق		Tourism marketing
البريد الإلكتروني	Mahmoudibraheam580@gmail.com	
المؤهلات العلمية	2020 – 2024	Ph.D. Management Graduate School of Management, Saint Petersburg State University. Major: Management / Minor: Tourism Marketing
	2019-2020	Social science diploma and Russian language Udmurt state university
	2018-2019	Presidential leadership program National Training Academy, Cairo, Egypt
	2017-2018	Preliminary Ph.D. in Tourism Management Tourism Management Department, Faculty of Tourism and Hotel Management, Helwan University



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<p>2015-2017</p> <p>2013-2014</p> <p>2009 – 2013</p> <p>2011</p>	<p>M.S. Tourism Management</p> <p>Tourism Management Department, Faculty of Tourism and Hotel Management, Helwan University, Egypt</p> <p>Title: <i>Evaluating The Environmental Management System (EMS) In Airlines: EgyptAir as A Case Study</i></p> <p>Preliminary Master’s Degree in Tourism Management</p> <p>Tourism Management department, Faculty of Tourism and Hotel Management, Helwan University</p> <p>B.A. in Tourism management</p> <p>Tourism Management department, Faculty of Tourism and Hotel Management, Helwan University, Egypt.</p> <p>Grade: <i>Excellent with honor</i></p> <p>Front Office Skills Development professional diploma</p> <p>American Hotel & Lodging Educational Institute</p>	
<p>KEYNOTE SPEECHES / INVITED LECTURES / PRESENTATIONS (NON-REFEREED)</p>		<p>السيرة الذاتية</p>
<p>2024</p> <p>2023</p> <p>2023</p> <p>2022</p>	<p>Speaker in a panel session titled “The Utilization of AI in findings the research gap” at <i>Faculty of tourism and Hotel Management, Helwan University</i></p> <p>Unlocking Productivity: Techniques for Rapidly Advancing Your Research, <i>Graduate School of Management, Saint Petersburg State University.</i></p> <p>Managing tourism resorts through destination social responsibility and information adequacy lenses: Attribution theory perspective, <i>Graduate School of Management, Saint Petersburg State University.</i></p> <p>Workshop on Research Skills in International Marketing, <i>online workshop, AIB’s Latin America & the Caribbean chapter</i></p>	



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- 2022** From Many desk rejections to Publishing in ABS A level journal: A GSOM PhD Student Research Pipeline Perspective, *GSOM emerging market conference, Saint Petersburg, Russia.*
- 2019** Egyptian youth challenges and opportunities, *Representative for Egyptian youth in UNESCO conference held in Izhevsk city.*

GRANTS AND PROJECTS FUNDED

- 2023- 2024** Research Assistant of the RFF research grant; Department of Marketing, Enterprise and Tourism, Middlesex University London, UK. Supervisor: *Prof. Konstantinos Andriotis*
- 2020 – 2024** Full funded Ph.D. scholarship from Graduate School of Management, Saint Petersburg State University & Ministry of higher education in Egypt.
- 2022- Present** Research associate in more than 10 research grants from King Faisal University, Saudi-Arabia
- 2017** Grand from the Academy of Scientific Research and Technology, (ASRT) and was undertaken by Egyptian Young Academy of Science (EYAS) to study “*the status of young scientists in Egypt.*”



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HONORS, AWARDS, AND RECOGNITIONS

- 2024** Received the best reviewer award from the Tourism analysis: An interdisciplinary Tourism& hospitality journal
- 2022** Received an award scholarship competition to participate in the 2022 AIB annual conference in Miami.
- 2021** Second Place Winner of the Zoom Background Competition, The Summit, USA. Department of Tourism and Hospitality Management, The U.S.-Asia Centre for Tourism and Hospitality Research, Temple University
- 2020** Excellent Student Award from Udmurt State University rector, Izhevsk, Russia.
- 2018** Received a certificate award from the President of Egypt for organizing the inaugural launch of the World Youth Theatre at the World Youth Forum in Sharm El-Sheikh

EDITORSHIP, EDITORIAL BOARD AND REVIEW EXPERIENCE

- Editorial board**
- Tourism analysis: An interdisciplinary Tourism& hospitality journal: *Editorial board*
 - International Journal of Tourism Policy (IJTP): *Editorial board*
 - Journal of Qualitative Research in Tourism (QRT): *Research note editor*
 - Research in Hospitality Management: *Editorial board*



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- Scientific committee in International Conferences on Tourism (ICOT 2024, 2025) will hold in Greece.

**Reviewer in
Journals**

- Journal of hospitality and tourism management (*Elsevier*)
- Journal of business research (*Elsevier publishing house*)
- Tourism management perspective (*Elsevier publishing house*)
- Tourism management (*Elsevier publishing house*)
- Tourism review (*Emerald publishing house*)
- Current issues in tourism (*Taylor & Francis publishing house*)
- Tourism recreation research (*Taylor & Francis publishing house*)
- Cities (*Elsevier publishing house*)
- Journal of Hospitality, Leisure, Sport & Tourism Education (*Elsevier publishing house*)
- International journal of hospitality management (*Elsevier*)
- Journal of sustainable tourism (*Taylor & Francis publishing house*)
- Annals of tourism research empirical insights (*Elsevier*)

**Reviewer in
Conference**

- Academy of international business conferences
- European International Business Academy conferences
- International Conferences on Tourism (ICOT 24, ICOT 25)



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INDUSTRY & PROFESSIONAL EXPERIENCE

2013 – Present

Tour operator

Free-lancer

2011

Market salesperson

Dar-Elsrouk in the international book fair, Cairo (Egypt)

2015- Present

International conferences and events organizations

- World Youth Forum in Sharm-Elshikh 2021
- World Youth Forum in Sharm-Elshikh 2019
- World Youth Forum in Sharm-Elshikh 2018
- The 5th Youth National conferences in Egypt 2018
- The 6th Youth National conferences in Egypt 2018
- The 7th Youth National conferences in Egypt 2018
- International conferences for heritage management 2017
- World Youth Forum in Sharm-Elshikh 2017
- International conferences for heritage management 2015

VOLUNTEERING EXPERIENCE

2013- Present

Participate in national training academy (NTA Egypt) charitable activities

Volunteer to organize some international conferences (Delegation sector)

2022-2023



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- Saint Petersburg economic forum 2023
- Russian African forum RAF 2023
- Saint Petersburg economic forum 2022
- Saint Petersburg legal forum 2022

2020-2023

Participate in an educational camp to raise awareness about children's lifestyles and languages

- School visits in Izhevsk city 2020
- Tour Campaigns with children 4-11 years old in Saint Petersburg city 2022-2023

2009 – 2013

Student Union Member, Faculty of Tourism and Hotel Management, Helwan University

Active participation as a member of the student union during your bachelor's stage, working to support fellow students and the community. This involvement included organizing events, coordinating student initiatives, advocating for student rights, and fostering a sense of community within the university.

Saleh, M. I. (2025). Generative artificial intelligence in hospitality and tourism: future capabilities, AI prompts and real-world applications. *Journal of Hospitality Marketing & Management*, 1-32.

<https://doi.org/10.1080/19368623.2025.2458603>

Marghany, M. N., Elmohandes, N. M., Mohamad, I., Elshawarbi, N. N., **Saleh, M. I.**, Ghazy, K., & Helal, M. Y. (2025). Robots at your service: Understanding hotel guest acceptance with meta-UTAUT investigation. *International Journal of Hospitality Management*, 130, 104227.

<https://doi.org/10.1016/j.ijhm.2025.104227>

الابحاث
المنشورة



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مكتب نائب رئيس الجامعة لشئون الدراسات العليا

- Salem, A. E., Eissa, A. T., Hassan, T. H., & Saleh, M. I. (2025). Preserving the Past: A Dynamic Analysis of Heritage Tourism and Land Conservation in Mamluk Cairo. *Heritage*, 8(1), 30.
<https://doi.org/10.3390/heritage8010030>
- Saleh, M. I. (2025). Advantaging Tourism Through Influencers: Applying Transaction Cost Theory to Recognize Top Hero, Hub, and Hygiene Content Tactics for Tourism Marketing. *Journal of Travel Research*, 00472875231214727. (<https://doi.org/10.1177/00472875231214727>)
- Saleh, M. I. (2025). From tourism in the Darkverse to tourism with digital detox: designing responsible Metaverse tourism experiences. *Current Issues in Tourism*, 1-21.
<https://doi.org/10.1080/13683500.2024.2322694>
- Hassan, T. H., Fazia, C., Abdelmoaty, M. A., Bekzot, J., Gozner, M., Almakhayitah, M. Y., Saleh, M... Hassan, T., & Saleh, M. I. (2024). Tourism digital detox and digital-free tourism: What do we know? What do we not know? Where should we be heading?. *Journal of Tourism Futures*.
(<https://doi.org/10.1108/JTF-12-2023-0274>)
- Hassan, T. H., Fazia, C., Abdelmoaty, M. A., Bekzot, J., Gozner, M., Almakhayitah, M. Y., Saleh, M. I... & Salem, A. E. (2024). Sustainable pathways: understanding the interplay of environmental behavior, personal values, and tourist outcomes in farm tourism. *Discover Sustainability*, 5(1), 153.
<https://doi.org/10.1007/s43621-024-00354-8>
- Saleh, M. I. (2024). When do tourists defend tourism service providers' reputations? Insights from Attribution Theory. *International Journal of Hospitality & Tourism Administration*, 25(4), 686-708.
<https://doi.org/10.1080/15256480.2022.2142998>
- Almakhayitah, M. Y., Hassan, T. H., Abdelmoaty, M. A., Abdul-Rahman, M. N., Helal, M. Y., Saleh, M. I., ... & Salem, A. E. (2024). Enhancing sustainable passenger experience through duty-free shopping at King Fahd Airport: A multimodal perspective. *Journal of Infrastructure, Policy and Development*, 8(4). (<https://doi.org/10.24294/jipd.v8i4.3358>)
- Chatterjee, S., & Saleh, M. I. (2024). Tourists' attribution and ambiance scents in tourism destination brands. *Middle East Journal of Management*, 11(3), 322-339. DOI: [10.1504/MEJM.2023.10054128](https://doi.org/10.1504/MEJM.2023.10054128)
- Chatterjee, S., Bryla, P., & Saleh, M. I. (2024). Cross-cultural differences in the effects of the ambient scent on



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in-store behavior: the role of companionship. *Decision*, 1-16. <https://doi.org/10.1007/s40622-024-00400-4>

Nazarenko, E. & **Saleh, M. I.** (2024). A New Conceptual Model for Consumer Willingness to Pay Premium Prices for Sustainable Products. *Social responsibility Journal*. Ahead of print
(<https://doi.org/10.1108/SRJ-10-2023-0566>)

Hassan, T. H., Almahayitah, M. Y., & **Saleh, M. I.** (2024). Sustainable Stewardship of Egypt's Iconic Heritage Sites: Balancing Heritage Preservation, Visitors' Well-Being, and Environmental Responsibility. *Heritage*, 7(2), 737-757. (<https://doi.org/10.3390/heritage7020036>)

Alfehaid, M. M., Hassan, T. H., Alfisal, A. A., **Saleh, M. I.**, Bumbak, S. V., & Helal, M. Y. (2024). Post-pandemic digital transformation: mitigating technostress and increasing well-being in the hospitality industry via the person-technology fit model. *Geojournal of Tourism and Geosites*, 53(2), 388-399. ([DOI 10.30892/gtg.53202-1214](https://doi.org/10.30892/gtg.53202-1214))

Saleh, M. I. (2023). Attribution Theory Revisited: Probing the Link Among Locus of Causality Theory, Destination Social Responsibility, Tourism Experience Types, and Tourist Behavior. *Journal of Travel Research*, 62(6), 1309-1327. (<https://doi.org/10.1177/00472875221119968>)

Saleh, M. I., & Bogatyreva, K. (2023). Tourism Scholars' Confusion About the Locus of Causality and Locus of Control Theories: A New Theoretical Tendency and a New Measurement Scale. *Tourism: An International Interdisciplinary Journal*, 71(1), 98-105. (<https://doi.org/10.37741/t.71.1.6>)

Hassan, T. H. & **Saleh, M. I.** (2023). Tourism Metaverse from The Attribution Theory Lens: A Metaverse Behavioral Map and Future Direction. *Tourism review*, in press. ([DOI: 10.1108/TR-07-2023-0516](https://doi.org/10.1108/TR-07-2023-0516))

Hassan, T. H. & **Saleh, M. I.** (2023). Investigating the Effectiveness of Tourism Pricing Strategies in Mitigating Post COVID-19 Economic Challenges: An Attribution Theory Perspective. *Journal of Hospitality and Tourism Insights*, ahead of prin. ([DOI:10.1108/JHTI-04-2023-0261](https://doi.org/10.1108/JHTI-04-2023-0261))

Alamrawy, M. A. T., Hassan, T. H., **Saleh, M. I.**, Abdelmoaty, M. A., Salem, A. E., Mahmoud, H. M. E., ... & El-Sisi, S. A. W. (2023). Tourist Attribution toward Destination Brands: What Do We Know? What Do We Not Know? Where Should We Be Heading?. *Sustainability*, 15(5), 4448.
(<https://doi.org/10.3390/su15054448>)



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- Daradkeh, F. M., Hassan, T. H., Palei, T., Helal, M. Y., Mabrouk, S., **Saleh, M. I.**, ... & Elshawarbi, N. N. (2023). Enhancing Digital Presence for Maximizing Customer Value in Fast-Food Restaurants. *Sustainability*, 15(7), 5690. (<https://doi.org/10.3390/su15075690>)
- Helal, E. A., Hassan, T. H., Abdelmoaty, M. A., Salem, A. E., **Saleh, M. I.**, Helal, M. Y., ... & Szabo-Alexi, P. (2023). Exploration or Exploitation of a Neighborhood Destination: The Role of Social Media Content on the Perceived Value and Trust and Revisit Intention among World Cup Football Fans. *Journal of Risk and Financial Management*, 16(3), 210. (<https://doi.org/10.3390/jrfm16030210>)
- Saleh, M. I.** & Helal, M. Y. I. The Art of Artificial Intelligence Illusion: Exposing Digital Deception in the Hospitality industry. *Journal of Global Hospitality and Tourism*, in press.
- Maki, Z. E., Hassan, T. H., Helal, M. Y., & **Saleh, M. I.** (2023). Sustainability of Leisure Tourism Events from a Destination Social Responsibility Perspective: Do Attribution Theory Dimensions Matter?. *International Journal of Environmental Research and Public Health*, 20(6), 4847. (<https://doi.org/10.3390/ijerph20064847>)
- Abdul-Rahman, M. N., Hassan, T. H., Abdou, A. H., Abdelmoaty, M. A., **Saleh, M. I.**, & Salem, A. E. (2023). Responding to Tourists' Intentions to Revisit Medical Destinations in the Post-COVID-19 Era through the Promotion of Their Clinical Trust and Well-Being. *Sustainability*, 15(3), 2399. (<https://doi.org/10.3390/su15032399>)
- Abdel-Gayed, A. H., Hassan, T. H., Abdou, A. H., Abdelmoaty, M. A., **Saleh, M. I.**, & Salem, A. E. (2023). Travelers' Subjective Well-Being as an Environmental Practice: Do Airport Buildings' Eco-Design, Brand Engagement, and Brand Experience Matter?. *International Journal of Environmental Research and Public Health*, 20(2), 938. (<https://doi.org/10.3390/ijerph20020938>)
- Aldahmashi, F. A., Hassan, T. H., Abdou, A. H., **Saleh, M. I.**, Helal, M. Y., Gebreslassie, D. A., ... & Radwan, S. H. (2023). Managing Airline Emissions, Noise, and Bird Strikes: Passengers' Perspectives on Airlines' Extrinsic and Intrinsic Environmental Practices. *Sustainability*, 15(17), 12734. (<https://doi.org/10.3390/su151712734>)
- Alonazi, B. S., Hassan, T. H., Abdelmoaty, M. A., Salem, A. E., **Saleh, M. I.**, Helal, M. Y., ... & Radwan, S. H. (2023). Tourist Behavior in the Cruise Industry Post-COVID-19: An Examination of Service Quality,



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Corporate Image, and Intentions to Pay and Revisit. *Sustainability*, 15(11), 8623.

<https://doi.org/10.3390/su15118623>

Abouseada, A. A. A. H., Hassan, T. H., **Saleh, M. I.**, & Radwan, S. H. (2023). The Power of Airport Branding In Shaping Tourist Destination Image: Passenger Commitment Perspective. *GeoJournal Of Tourism And Geosites*, 47(2), 440-449. <https://doi.org/10.30892/gtg.47210-1042>

Alshreef, M. A., Hassan, T. H., Helal, M. Y., **Saleh, M. I.**, Tatiana, P., Alrefae, W. M., ... & Elsayed, M. A. (2023). Analyzing the Influence of eWOM on Customer Perception of Value and Brand Love in Hospitality Enterprise. *Sustainability*, 15(9), 7286. (<https://doi.org/10.3390/su15097286>)

Al-Moustafa, S. S., Hassan, T. H., **Saleh, M. I.**, Helal, M. Y., Salem, A. E., & Ghazy, K. (2023). Unlocking Tourism's Potential: Pricing Strategies for the Post-COVID Renaissance. *Sustainability*, 15(19), 14400. <https://doi.org/10.3390/su151914400>

Saleh, M. I. (2022). The effects of tourist's fading memories on tourism destination brands' attachment: locus of control theory application. *Current Issues in Tourism*, 25(8), 1198-1202. <https://doi.org/10.1080/13683500.2021.1910215>

Saleh, M. I. (2022). A new conceptual model to treat tourist behaviour: locus of control theory application. *International Journal of Management Concepts and Philosophy*, 15(2), 113-133. <https://doi.org/10.1504/IJMCP.2022.122103>

Saleh, M. I. (2022). Effects of tourists' locus of attributions on tourists' online reviews. *International Journal of Technology Marketing*, 16(3), 187-203. <https://doi.org/10.1504/IJTMKT.2022.123871>

Hassan, T. H., Salem, A. E., & **Saleh, M. I.** (2022). Digital-Free Tourism Holiday as a New Approach for Tourism Well-Being: Tourists' Attributional Approach. *International Journal of Environmental Research and Public Health*, 19(10), 5974. <https://doi.org/10.3390/ijerph19105974>

Hassan, T. H., Salem, A. E., Abdelmoaty, M. A., & **Saleh, M. I.** (2022). Renewing the ecotourism investments' strategies in the kingdom of Saudi Arabia: social exchange theory prospects. *Geo Journal of Tourism and Geosites*, 45, 1661-1673. <https://doi.org/10.30892/gtg.454sp16-987>

Doeim, A. R., Hassan, T. H., Helal, M. Y., **Saleh, M. I.**, Salem, A. E., & Elsayed, M. A. (2022). Service Value and Repurchase Intention in the Egyptian Fast-Food Restaurants: Toward a New Measurement



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Model. *International Journal of Environmental Research and Public Health*, 19(23), 15779.

<https://doi.org/10.3390/ijerph192315779>

Saleh, M. I. (2021). Tourists' interpretations toward tourism destinations: viewpoint to apply locus of control theory. *Tourism Critiques: Practice and Theory*, emerald publishing house. Vol. 2 No. 2, pp. 222-234.

<https://doi.org/10.1108/TRC-05-2021-0009>

Saleh, M. I. (2021). tourists' locus of control impact on destination brands online reviews: destination employees' efficiency as a mediator. *Вестник СПбГУ. Менеджмент*, 20(4).

<https://doi.org/10.21638/11701/spbu08.2021.403>

REFEREED CONFERENCE PROCEEDINGS AND PRESENTATIONS (SELECTED)

Nazarenko, E & **Saleh, M. I.** (2023, December). Developing a Framework to Understand Consumer Trade-offs Between Sustainability and Price, in *5th Nordic International Business, Export Marketing, International Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2023*, Nicosia, Cyprus.

Saleh, M. I. & Bogatyreva, K. (2022, December). Defending tourism destinations' reputation with tourists' attribution trajectory, *48th European International Business Academy, EIBA Annual Conference – EIBA 2022 Oslo, Norway*: <https://www.eiba.org/UserFiles/proceedings-eiba-2022.pdf>

Saleh, M. I. & Bogatyreva, K. (2022, July). Destination Social Responsibility Effects on Tourist Attribution: Insights from Tourism Events' Stability, Controllability and Information Adequacy *Academy of international business – AIB 2022 MIAMI, USA*: <https://www.aib.world/wp-content/uploads/2022/06/AIB-2022-web-final.pdf>

Saleh, M. I., & Chatterjee, S. (2021, October) Olfactory marketing for tourists: insights from the attribution theory. *GSOM emerging marketing conference 2021, Saint Petersburg, Russia*

Saleh, M. I., (2020, October). Tourist commitment toward destination brands: Attribution theory perspective. *Doctoral colloquium, GSOM emerging marketing conference 2020, Saint Petersburg, Russia*



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|-------------|---|---------|
| 2024 | Received the best reviewer award from the Tourism analysis: An interdisciplinary Tourism& hospitality journal | الجوائز |
| 2022 | Received an award scholarship competition to participate in the 2022 AIB annual conference in Miami. | |
| 2021 | Second Place Winner of the Zoom Background Competition, The Summit, USA. Department of Tourism and Hospitality Management, The U.S.-Asia Centre for Tourism and Hospitality Research, Temple University | |
| 2020 | Excellent Student Award from Udmurt State University rector, Izhevsk, Russia. | |
| 2018 | Received a certificate award from the President of Egypt for organizing the inaugural launch of the World Youth Theatre at the World Youth Forum in Sharm El-Sheikh | |