

Areej Aloudat CV

SUMMARY

A motivated and talented tourism professor with over 14 years of experience, driven to inspire students to pursue academic and personnel excellence, and strived to create a challenging and enjoyable learning environment. A track record of research success with numerous published articles and book chapters.

Name: Areej ALOUDAT

Title: Full Professor, Ph.D.

General specialization: Tourism Management

Precise specialization: Tour Guiding

1. Department of Tourism
Faculty of Tourism and Hospitality
King Khalid University- Abha- SA
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2. Department of Tourism & Travel
(**UNWTO TedQual Certified**)
Faculty of Tourism & Hotel Management
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QS Ranking 101-150

Academic accounts:

URL: <https://faculty.yu.edu.jo/areejo/SitePages/Home.aspx>

<https://www.researchgate.net/profile/Areej-Aloudat/research>

<https://scholar.google.com/citations?user=BXuNpD8AAAAJ%E2%80%8B>

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[Areej Shabib Aloudat - Web of Science Core Collection](#)

WORK EXPERIENCE

Oct 2024-present

Vice Dean for Academic Affairs

King Khalid University, KSA

Sep 2021-2022

Vice Dean for Academic Affairs

Yarmouk University, Jordan

- Delivering the University and Faculty's strategic objectives concerning learning and teaching.
- Monitoring the design and delivery of programs of study at undergraduate and postgraduate levels.
- Ensuring that the faculty sets and meets appropriate targets for the number and quality of students.
- Working with Heads of Schools/Departments, to ensure that the teaching portfolio is maintained and refreshed according to the Faculty's Learning and Teaching Strategy.
- Encouraging innovative teaching strategies and methods among faculty members.

Oct, **2018**-Present

Full Professor

Yarmouk University, Jordan

- Supervise undergraduate students in their BA graduation projects.
- Supervise postgraduate students in their MA theses.
- Revised study plans for undergraduate and graduate programs.

- Served as member and head of many departments, faculty, and university committees.
- Served as a member of many committees at local and international conferences.
- Launched an initiative among university students (Jordan Responsible Tourism, JRT).

Sep **2018**-Sep **2021**

Assistant Dean for Quality Assurance and Accreditation

Yarmouk University, Jordan

- Leading department staff to meet the requirements of Tourism.
- Education Quality UNWTO (TedQual) (achieved a renewal of the international accreditation for three years 2020-2023).
- Led the faculty team to apply for the best faculty award at Yarmouk University (achieved in 2019).
- Follow up on accreditation criteria in the faculty according to the national requirements.
- Follow up the QS World University Rankings file for the faculty to provide the required data.

Jan **2013** Jan **2015**

Assistant Dean for Academic Affairs

Yarmouk University, Jordan

- Reviewed course plans and adopted a unified course portfolio.
- Served on Faculty to revise the accreditation criteria in line with the Jordanian Higher Education Accreditation Commission's rules and regulations.

EDUCATION

Apr **2006** Jul **2010**

Tour Guiding

University of Bedfordshire, Bedford, United Kingdom

Thesis Title" The World View of Tour Guides": A Grounded Theory Study. The study explored the worldview of tour guides and developed a framework on the lived world of knowledge, sensations, and perceptions that constitute the professional and subjective realities of the guiding role. The research inquiry used a qualitative approach, incorporating a grounded theory strategy, to explore this world and model its main dimensions. Theoretically, the study contributed to the body of tourism and travel literature in making visible and modeling the worldview of an occupational group who are central to the tourism industry but have been largely neglected by academics, and it is argued, undervalued by the industry itself. Methodologically, the study made an original contribution to tourism literature by the ways in which grounded theory has been used to explore guiding. My work in tour guiding has been cited as from few studies that have researched the tour guiding topic deeply and in a qualitative unique method in the second book about tour guiding: Weiler, B. Black, R (2015). Tour guiding Research: insights, Issues, and Implications. 'The value of Areej's work was highlighted in my co-authored book: Tour guiding research: Insights, issues, and implications (Channel View Publications). This book presented tour guiding research and analysis over 50 years. This book was highly commended in a book review in Annals of Tourism Research, one of the top tourism research journals' (A recommendation by Rosemary Black).

Sep **2003** Sep **2005**

Tourism

Yarmouk University

Irbid, Jordan

Among the top one percent of students.

awarded a scholarship, Yarmouk University, 2003-2005.

Sep **1990** Jan **1994**

Modern Languages

Yarmouk University

Irbid, Jordan

PROFESSIONAL CERTIFICATIONS

- **Post Crisis Certification**

Dec **2020**, School of Hospitality and Tourism Management/ University of South Florida, USA.

- **Certificate of CRiT Summer School Course**

Jul **2021**, Taylor's University, MALAYSIA.

The CRiT Summer School course was delivered by experts in the field of tourism and SDGs. (e.g.: Prof. Michael Hall, University of Canterbury, New Zealand. Prof. Noel Scott, University of the Sunshine Coast, Australia. Prof. Tom Baum, University of Strathclyde, United Kingdom. Dr. Alisha Ali Sheffield Hallam University, United Kingdom. Dr. Aaron Tham, University of the Sunshine Coast, Australia. Prof. Regina Scheyvens, Massey University, New Zealand. Dr. Freya Higgins-Desbiolles, University of South Australia, Australia. Dr. Omar Moufakkir, Gulf University for Science & Technology, Kuwait.

- **2nd CRiT Summer School on Innovation and Technology in Tourism to achieve SDGs.**

Aug **2022**, Taylor's University, MALAYSIA.

CONFERENCES, WORKSHOPS, WEBINARS, and MEMBERSHIPS

- The 3rd International Research Forum on **Guided Tours**, The **Netherlands**, 4-6 April 2013, with a paper entitled " **Tour Guides as a source of tourism performance data**".
 - The 7th World Conference for Graduate Research in Tourism, Hospitality, and Leisure, Istanbul, **Turkey**. 3-7 June 2014, with a paper entitled "**The Private Life of Tour Guides**".
- The 5th International Research Forum on Guided Tours, **Denmark** 15- 17, March 2017, with a paper entitled " **Being in the Minority: The challenges of being a female tour guide in Jordan**". 6th International Research

Forum for Guided Tours, Institute of Tourism Studies, Malta 20-23 March 2019, paper" **Innovation in Tour Guiding**".

- Participating in numerous conferences in Jordan as presenter and chair of sessions (1st, 2nd, 4th, and 5th conferences of Faculty of Tourism and Hotel Management; Conference of launching Accreditation and Quality Assurance Criteria for Faculties of Tourism and Hospitality in Jordan; Global Healthcare Travel Forum; COVID-19 Pandemic and its Impact on Tourism and Hospitality Sector/ Jordan.
- Attending different webinars organized by international tourism bodies and universities. (e.g. Women Entrepreneurs in small tourism communities, 10th October 2020, The Bright Side of Human Resource Management, Temple University, 6th November 2020, QS World University Rankings: Arab Region 2021 Event, UNWTO International Forum –Education, Employment and Training in Tourism, Jan. 2021, Quality Education and Leadership in Hospitality, Feb. 2020, Education, Employment and Training in Tourism, Jan. 2021, AI applications in the Tourism and Hospitality Industry, Nov. 2023).
- Member of the Association of North America Higher Education International.
- Member of the British Council Alumni UK.
- Member of the Association of Jordanian Women Academics.
- Permanent member of the only conference in tour guiding in the world (International Forum of Guided Tours).

- Associate editorial board member for the following journals:
- ***International Journal for Tour Guiding Research.***
- Reviewer for the following Clarivate Analytics and Scopus Journals: European Journal of Marketing; Dirasat: Human and Social Sciences; Current Issues in Tourism; Emerald Group Publishing Limited, Tourism Analysis.
- Member of the scientific committee of international and local conferences (e.g. 6th International Forum of Guided Tours, Portugal 20 March 2019, 7th International Forum of Guided Tours, Turkey, 26 March 2021, The International Conference on Business Analytics and Technology (2024). Scopus-indexed conference).
- Permanent Associate member and reviewer for the only international journal on tour guiding. *International Journal of Tour Guiding (IJTGR)*.
- Permanent organizing member for the only conference on tour guiding in the world. International Research Forum for Guided Tours.
- Keynote speaker in Tourism Webinar: SCoT Webinar Series Volume 17 SMEs the Tourism sector in Jordan and Tourism Educational Needs: SMEs and Tourism Education in The Middle East, March 20, 2021.
- Keynote speaker in Oman Chamber of Commerce and Industry. (Recovery Strategies for the Tourism Sector in Jordan post- Covid19, June 2020).
- Moderator of SATELLITE WEBINAR V 16 (Tour guiding career and local community support: academia and practice. Organized by Smart Community Tourism. **1st webinar on tour guiding in the whole world.** 8, Feb, 2023.

PUBLICATIONS

Aloudat, Sh. A. , Gleason, K., Bashbsheh, H. , Alserhan, B. and Zeqiri, J. (2023). Socio-technical innovation by female entrepreneurs: evidence from the Jordanian tourism sector. *International Journal of Technology Enhanced Learning*. 15(4), 329–345.

Aloudat, Sh. A. (2022). Gender Equality and Tourism Beyond Empowerment. *Tourism Analysis*, 27(3). 417-418. (BOOK REVIEW).

Al-Saad, S.A., Jawarneh, R.N., Aloudat, A.S.(2023). Spatiotemporal cluster analysis of reputable tourist accommodation in Greater Amman Municipality, Jordan. *Journal of Hospitality and Tourism Technology*, 14 (4), pp. 579-597.

Alserhan, B. , Gleason, K., Zeqiri, J., Aloudat, Sh. A., and Bashbsheh . (2023). Gender, Institutions, and Entrepreneurship: Evidence from Jordanian Women in the Tourism Sector. In: V. Ramadani, B. Alserhan, L. Dana, J. Zeqiri, H. Terzi and M. Bayirli(Eds.). '*Research on Islamic Business Concepts: Proceedings of the 12th Global Islamic Marketing Conference*', Springer.

Darabseh, F. Aloudat, Sh. A. (2023). The Role of the Jordanian Local Food in Fostering Tourism Development: An Exploratory Study. In: Roberta Garibaldi, ed. *Evolving the perspectives on the value of gastronomy for Mediterranean destination development*, Tourism Studies on the Mediterranean Region Book Series. Mc-Graw Hill.

Aloudat. Sh. A. (2021). Over tourism in Petra Protected Areas. In: D. Fennell(Ed.). *Routledge Handbook of Ecotourism*. Routledge, Taylor& Francis Group.

Aloudat. Sh. A & Alsaad, S. (2021). Indigenous Tour Guides: Innate Influencers of Cultural Mediation. *Journal of Tourism, Culture, and Communication*, 22(4).

Aloudat. Sh. A.; Black, R. & Everett. S. (2020). Tour Guides' Perspectives on Their Work and Life: A Case Study of Jordanian Tour Guides. In: G. Yildirim; O.Ozbek; C.Caglar Kilinc & A. Tarinc (Eds.). *Cases on Tour Guide Practices for Alternative Tourism*. IGI Global.

Everett, S. & Aloudat Sh. A. (2018). Analyzing qualitative data. In: R. Durberry (Ed.) *Research Methods for Tourism Students*. Routledge: UK.

Everet, S. & Aloudat Sh. A. (2018). Grounded theory and data analysis. In: R. Durbarry (Ed.) *Research Methods for Tourism Students*. Routledge: UK.

Everet, S. & Aloudat Sh. A (2018). Analyzing Qualitative Data Using NVivo. In: R. Durbarry (Ed.) *Research Methods for Tourism Students*. Routledge: UK.

Aloudat, Sh. A. (2017). *The worldview of tour guides: a grounded theory study*. Noor publishing: Germany.

Aloudat, Sh. A. (2017). Undergraduate students' perceptions of a tour guiding career, *Scandinavian Journal of Tourism Studies*, 17(4), pp:334- 344.

Al-Shorman, A., Rawashdeh, A., Makhadmeh, A. Oudat, A., Darabseh, A. (2016). Middle Eastern Political Instability and Jordan's Tourism. *Journal of Tourism Research & Hospitality*.

- Ababneh, A. Darabseh, F. Aloudat, A. Sh. (2016). The Management of Natural and Cultural Heritage: A comparative study from Jordan. *The Historic Environment: Policy & Practice*. 7(1), 3-24.

- Aloudat, Sh. A. (2015). Grounded Theory. In, J. Jafari & H. Xiao (Eds.) *Encyclopedia of Tourism*, New York: Springer.

- Aloudat, Sh. A. & Rawashdeh, A. (2013). Tracking Jordan Destination Image Using the Same Sample. *International Journal of Marketing Studies*. 5(2), pp.59-65.

▪ TOP TRAINING COURSES

- Post-Doctoral opportunities in Alexander von Humboldt, Yarmouk University, 08/2-022.
- International Accreditation and Classification Standards, Accreditation, and Quality Assurance Center at YU, First semester, 12/2019.
- Carrying Capacity of Academic Programs, participant, Accreditation and Quality Assurance Center at YU, First semester, 11/2018.

- Quality Education and Leadership in Leadership in Hospitality Management, delivered by UNWTO TedQul Auditor and Senior International Consultant. 11/2020.
- Using the Zoom Platform, Summer Semester, 2019, 2020. Filling the Course Portfolio using EXCELL Sheet, Summer Semester, 2018, 2019.
- Quality of Higher Education at Jordanian University, First Semester, 2019, 2020.
- E-Learning and Google Application, Summer Semester, 2019, 2020.
- Designing Interactive activities in online learning platforms using the H5P techniques.
- Numerous training courses are held by the Center of Quality Assurance and Accreditation in Yarmouk University.

TEACHING

Examples of Taught Courses

The Art of Tour Guiding, from 2010- current. (main specialization). Contemporary Issues in Tourism, Selected topics in Tour Guiding, the History of Tour Guiding, Leadership, Innovation, and Entrepreneurship in Tourism (BA, MA levels), Communication Skills, Research Methods (BA, MA), Tourism Legislations, Tourism Attraction Management, English for Tourism Purposes, Tourism Products and services (BA, MA level), Tourism Marketing (MA level).

THESIS SUPERVISION

- An Assessment of Total Quality Management: A Comparative Study between Restaurants of Five Stars Hotels and Classified Restaurants in Jordan.
- The Experience of Women Entrepreneurs in the Tourism Sector in Jordan.
- Refugee Students as Domestic Tourists in Destinations.

- Event Management and its Impacts on the Operational Performance of Five Stars' Hotels in Jordan.
- The Role of Ajloun Nature Reserve in Promoting Ecotourism in Jordan.
- Agricultural Tourism: A Method of Resting Domestic Tourism in Jordan.
- The Role of Social Media in Promoting Domestic Tourism.
- The Hijabi Tourism Service Providers: employees and customers experiences
- Evaluation of program study plans of the Department of Tourism and Travel at Yarmouk University.
- Examples of articles published from the supervised thesis:

Aloudat, Sh. A. , Gleason, K., Bashbsheh, H. , Alserhan, B. and Zeqiri, J. (2023). Socio-technical innovation by female entrepreneurs: evidence from the Jordanian tourism sector. *International Journal of Technology Enhanced Learning*. 15(4), 329–345.

-Alserhan, B., Gleason, K., Zeqiri, J., Aloudat, Sh. A., and Bashbsheh. (2023). Gender, Institutions, and Entrepreneurship: Evidence from Jordanian Women in the Tourism Sector. In: V. Ramadani, B. Alserhan, L. Dana, J. Zeqiri, H. Terzi and M. Bayirli(Eds.). *'Research on Islamic Business Concepts: Proceedings of the 12th Global Islamic Marketing Conference'*, Springer.

RESEARCH INTEREST

Tour guiding (Specialty), Leadership and Entrepreneurship in Tourism, Tourism, and Hospitality Education, Gender differentiation in the tourism workforce, Women empowerment through the tourism and hospitality industry, Marketing, tourist behavior, Refugees as Tourism Market, Grounded theory into tourism studies.

ACADEMIC AWARDS

- Academic Scholarship, Yarmouk University, 2003-2005. (MA)
- Academic Scholarship, Yarmouk University, 2006-2010. (Ph.D.)

PROJECTS

- Worked on a funded project from Gerda Henkel Foundation: Integrating the Syrian Refugees in Jordan tourism Industry. GIS for tourism, funded by the European Union.
- Worked on a funded project from USAID: TEDQUAL certification for Tourism Management Program.

LANGUAGES

- Arabic (Mother Tongue)
- English (fluent speaking, reading, writing)
- French (intermediate speaking, reading, writing)
- Spanish(fair)

REFERENCES

1. Rosemary, Black, E-mail address: rosemarysblack@gmail.com.
2. Sally, Everret. E-mail address: sally.everett@kcl.ac.uk.
3. Miguel, Rivas. UNWTO TedQual Auditor and Senior International Consultant, E-mail address: rivasmiqi@gmail.com.