

Research Topics
Third Year- Tourism Studies Department
English Section

Specialized English Language 3

Ass.Prof: Waleed Radwan

- 1- The Hospitality Industry is one of the Fastest Growing Industries in the World...Discuss
- 2- The Role of Front Desk Clerk/ Manager
- 3- The Role of Event Planner
- 4- Discuss the Challenges of Tourism Today
- 5- Discuss Some International Events that have affected the Tourism Industry
- 6- Types of Tour Operators
- 7- The Importance of Transportation in Tourism Sector
- 8- Talk about Air Transportation
- 9- Write detailed Notes about Rail way Transportation
- 10- Discuss Sea Transportation

ا.د.حسام سامى

شركات الطيران

- 1- سياسة السموات المفتوحة **1-Open Skies Policy**
- 2- نموذج أعمال شركات الطيران منخفضة التكاليف **2-The Low-Cost Airline Business Model**
- 3- الاستراتيجيات التسويقية لشركات الطيران **3-Airline Marketing Strategies**
- 4- الاتجاهات الحديثة لصناعة النقل الجوي **4-New Trends in the Air Transport Industry**
- 5- دور نظم التوزيع العالمية فى ترويج خدمات شركات الطيران **5-The Role of Global Distribution Systems in Promoting Airline Services**
- 6- أنواع شركات الطيران و دورها فى تنشيط السياحة **6-The Role of Various Airline Types in Promoting Tourism**
- 7- نشأة و تطور الشركة القابضة لمصر للطيران **7-The Evolution of Egypt Air Holding Company**
- 8- دور النقل الجوي فى صناعة السياحة **8-The Role of Air Transport in the Tourism Industry**
- 9- جودة خدمات شركات الطيران **9-The Quality of Airline Services**
- 10- دور الاتحاد الدولى للنقل الجوى فى صناعة السفر **10-The Role of IATA in the Travel Industry**

Modern History of Egypt and its landmarks Ass. Professor : Mary Missak

1. Egypt under the reign of King Farouk, illustrating his achievements.
2. Denshawai incident is regarded a turning point in Egypt's political life.
3. Egypt's role in the First World War 1914-1918.
4. Prince Mohamed Ali and his palace at Manial.
5. The struggle between the Ottoman Empire and Britain and its influence on the political life of Egypt.
6. The role of Saad Zaghloul in helping Egypt to gain its independence (mention a landmark witnessing his struggle)
7. The appearance of the nationalist soldiers' secret movement and its influence on changing the history of Egypt.
8. Khedive Abbas Helmy the second and his role in developing Egypt's cultural life.
9. Urabi Revolution and its impact on Egypt's independence (Select a landmark commemorating this revolution).
10. The War of Six October 1973 and its impact on changing the map of the region. (Choose a landmark or a museum that narrates the story of the war).

د.محمد هانى عبد الهادى

الاتجاهات الحديثه فى التسويق السياحى

1. Online marketing via search engines Search Engine Marketing
2. Marketing by posting content, Content Marketing
3. Advertising Marketing Display Marketing
4. Email marketing E-mail Marketing
5. Marketing through subprograms or a proxy Affiliate Marketing
6. Marketing using interactive advertising Interactive Marketing
7. Viral Marketing Viral Marketing
8. Social Media Marketing (SMM Marketing)
9. Eco-marketing
10. Benefits and Challenges of e-marketing

- 1- Egyptian Tourism Federation
- 2- The Role of the Ministry of Tourism and Antiquities in Tourism Industry
- 3- Tourism Development Authority
- 4- The Concept of the Law and Types of Public Law.
- 5- The Latest Regulations of the River Nile Protection.
- 6- The Authorities concerned with putting the New laws in Egypt according to the Constitutional law.
- 7- The Role of Tourism And Antiquities Police
- 8- The difference between the Rules of religion, Ethics and Law and their Role in the Tourism Industry.
- 9- Legal organization of Workers in the Tourism Sector and the Protection of their Rights.
- 10- Types of Companies according to the Egyptian Commercial Law
- 11- Tourism Companies License Requirements.
- 12- The Penalties that are applied to Tourist Companies in case of Violating the Law and Complaint Procedures against them.
- 13- Judicial Authorities in Egypt

Tourism Statistics- Professor- Mona Haggag + Dr.Wael

- 1- The Importance of Tourism Statistics.**
- 2- The Domestic Tourism in the World.**
- 3- The Number of Tourists Visited Egypt during the last Ten years (Draw a Chart) .**
- 4- The Current Challenges in Tourism Statistics.**
- 5- World Tourism Statistics During the last Ten Years (Draw a Chart).**
- 6- Outbound Tourism Statistics Countries that had the most Outbound Tourists during the last Ten Years (Draw a Chart).**
- 7- The Number of People Visited Egypt during the Last Ten years Inbound Tourism the Country that had the most Inbound Tourists during the last Ten Years.**
- 8- International Inbound Tourism by purpose of visit during the last Ten Years (Draw a chart).**
- 9- Inbound Tourism Worldwide by Mode of Transport (Draw a chart).**
- 10-The Difference between Inbound and Outbound tourism**
- 11-What are the Top Ten (10) Tourist Destinations in the world Countries that had the Highest Tourism Receipts in the World.**
- 12- The Tourism receipts from international Visitors are considered Exports. Discuss**
- 13- Statistics Importance in Tourism Industry**
- 14- Types of Samples in Tourism**
- 15- Statistics of Tourism Demand in Egypt**
- 16- Statistics of Tourism Supply in Egypt**
- 17- Data Collection Methods in Tourism Industry**
- 18- Pearson Correlation Coefficient**
- 19- Descriptive Statistics**
- 20- Data Analysis Process**

Answer Only one Theoretical and One Practical Question**A- Theoretical**

- 1- Computer Applications in Tourism Industry.
- 2- Evolution of Excel Program.
- 3- Excel Applications in Travel Agencies.
- 4- The Importance of Computer in Tourism Industry
- 5- The Role of Computer Programs in facilitating Travel and Tourism.

B- Practical**Model (1)**

Egypt						
International Airports (Italian Arrivals in thousands)						
Month	Cairo Airport	Sharm Airport	Luxor Airport	Aswan Airport	Hurghada Airport	Total
January	51	64	7	9	57	
February	43	53	6	10	48	
March	58	35	7	9	35	
April	23	34	5	8	34	
May	17	37	6	7	29	
June	13	32	5	6	26	
July	12	28	2	5	22	
Total						
Average						
More than 40						

Create the above table by Excel program as shown:

- 1- Apply the needed formatting as shown in table
 - Apply the following Formatting:
 - Fill the first three rows and the last three cells, in first column of the table with yellow color - Adjust the orientation for Month cell to(-90) degree

- Set font size for the whole table as 14 - Border for table as All Borders

2- Calculate the Following:

Total for indicated rows and columns with the suitable function

- Average, for indicated columns with the suitable function.
- Use the suitable function to count the times for tourist arrivals that exceeds 35

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Model (2)

Name	First language	Second Language	Accounting	Introduction to Tourism	Total	Result
Ahmed Ezzat Aly	97	70	100	93		
Mohamed Elbadry Aly	73	58	79	62		
Christeen Shafeek Nageeb	34	40	30	44		
Rana Ahmed Murad	78	60	60	83		
Sayed Ahmed Aly	54	70	90	84		
Maryan Tharwat Nageeb	77	87	91	95		
Saber Ramadan Elmarzoky	40	55	52	55		
More than80						

Create the above table by Excel program as shown:

1- Apply the needed formatting as shown in table then apply the following Formatting -:

- Fill color for name coulumn with Yellow.
- Border for table as Outside Border.
- Set orientation for cell A1 to 90°.

2-Use The suitable function to Calculate The Following:
Total for indicated rows .

- Indicate student final result if (Total) is greater than or equal 250 (Passed) if not (Failed).
- Number of times for modules exceeding 80 .