



Curriculum Vitae

Nahla Mohamed Helmy Ibrahim – PhD – CHT

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DOB: 1st July, 1970

Nationality: Egyptian

Education

- Granted the professor promotion rank from the Supreme Council of Universities since May, 2021
- Granted the Associate Professor promotion rank from the Supreme Council of Universities since May, 2014
- PhD Degree in Hotel Management, Faculty of Tourism & Hotel Management – Helwan University. Thesis title "Developing the Human Element in Economy Hotels", 2008.
- Master Degree in Hotel Management, Faculty of Tourism & Hotel Management - Helwan University. Thesis title "Assessing the Ethnic food restaurants in Greater Cairo", 2005.
- Holder of Post Graduate 2 year - Diploma in Hotel Management, Faculty of Tourism & Hotel Management - Helwan University, 2001-2002.
- BA, Faculty of Arts, English Language and Literature Department, Cairo University. May 1991.

Employment History and Work Experience:

Full Time

- ***From 1st April 2020 till Now***
Professor and Vice Dean of Post Graduates Studies
Faculty of Tourism and Hotel Management, Beni Suef University
- ***From 1st October 2015 till 31st December, 2019***
Associate Professor and Hotel Management Department Head,
High Institute of Tourism, Hotel Management and Restoration,
Abu Qir, Alexandria, Egypt

- ***From May 2009 till June 2014***

Lecturer,
Sinai High Institute of Tourism & Hotels (Ras Sudr)
Hotel Management Department,
Head Office: 66 Mostafa El Nahas Str., Naser City, Cairo, Egypt.

- ***From April 2000 till May, 2009***

Researcher and Training Specialist,
Human Resources Development and Training Unit
Egyptian Tourism Federation
43 B., Kasr El Nile Str., Cairo, Egypt.

Part Time:

- From 15th March. 2017 till 15th Oct. 2018
Team Leader and Key Expert 1,
CNP 28 (which is a project mainly concerned with developing the Sectoral Qualifications Framework for Tourism Sector in Egypt), TVET II
GFA Consulting Group and CID Consulting Egypt

N.B. TVET II is a program funded by the European Union and The Egyptian Government for the reform of technical vocational education and training in Egypt

- ***From May, 2015 till Nov., 2016***

Academic Program Developer
Egyptian E-Learning University
33, Elmesaha St., Dokki, Giza, Egypt

- ***From June, 2009 till Oct., 2016***

Human Resources Development and Training Expert,
Human Resources Development, Training and Studies Unit,
Egyptian Tourism Federation
43 B, Kasr El Nile Str., Cairo, Egypt.

Language Skills:

- Arabic: Mother Tongue
- English: Excellent command of English Language (Reading, Writing, Speaking and Understanding)

Technical Educational and Training Skills

- Lecturing academic classes and sessions in English and/or Arabic. The main areas of concern are tourism and hospitality, Human Resources Management (Basic and advanced courses), Organizational Behaviour, Marketing, Strategic Management, Customer Satisfaction, Work Ethics, Soft Skills and Crises Management.
- Students' Examination, Evaluation and Assessment
- Developing Academic programs in Business Administration with focusing on tourism and hotel management specialty

- Processing Academic Educational Quality Assurance Activities
- Preparing and conducting training courses and skills development programs in Business Administration with application on tourism sector (in English and/or Arabic).
- Arranging and coordinating individual and group training programs
- Preparing assessment criteria for training centers (theoretical and practical tests as well evaluation system)
- Providing consultation and coordinating work processes and activities for Curricula Development and Education Reform
- Identifying Tourism Labour Market Training Needs through preparing training needs' analysis (TNA) studies favour tourism authorized associations, tourism training providers, tourism training centers and tourism private sector associations
- Preparing studies in Education Reform through updating the academic study-plan according to worldwide new trends and tourism market needs
- Writing training manuals and guidebook in hospitality management favour different training centers and training providers
- Writing Educational Books for secondary schools' students and/or high institutes' students

TVET Skills:

- Developing the training material of “Tourist Guide Skills Development” favor the Egyptian Tourism and Travel Agency Associations
- Developing the training materials of “Restaurants’ Managers Skills Development” Favor the Egyptian Chamber of Tourism Establishments.
- Developing the Egyptian Sectoral Qualifications Framework for Tourism (SQFT)
- Preparing National Skills Standards for Tourism Sector in Egypt
- Designing and Setting up the Occupations’ map in tourism sector (Locally and Regionally)
- Preparing the functional Map in Tourism Sector
- Preparing the country profiles of Tourism Occupations in Egypt
- Providing consultation in TVET Quality Assurance and Capacity Building programs in Egypt Tourism Sector

Worked and Participated in the following Higher Education Reform activities:

- Supervised the graduation project of 4th year students in the High Institute of tourism, Hotels and Restoration from 2015 till now
- Managed the Quality Assurance Unit in Sinai High Institute of Tourism and Hotels according to the assigned Quality Assurance Measurements set by NAQAAE. (from Dec., 2012 till May, 2014)
- Prepared the Program Description as well as Courses’ Specifications of Hotel Management Master Degree Program favour the Egyptian E-Learning University, ADIP Program, funded by TEMPUS, European Union. From Feb., 2015 till Nov., 2016
- Prepared a study (Benchmarking study to the well-known worldwide tourism and hotels colleges and institutes) for study-plan development

favor tourism and hotels colleges and high institutes according to the latest tourism and hotels' new trends and market needs. Two Studies have been prepared and submitted to the Tourism Committee Sector: the first in 2008 and the second in 2015

Conducted the following academic lectures and training courses:

- Lecturing the following academic courses in High Institutes from 2009 till now:-
 - Basics of Tourism and Hospitality
 - Hotel Management
 - Resort Management
 - Human Resources Management
 - Strategic Management
 - Event Management
 - Conferences and banquets management
 - Front Office Operation and Management
 - Housekeeping Operation and Management
 - Menu Planning
 - Work Ethics
 - Hotels' Equipment
 - International and National Tourism Organizations and Associations
 - Culinary Arts
 - Dietary and Nutritious Food
- "Customer Satisfaction" and "Human Resources Management" "This course is conducting on a quarterly basis as a part of the obligatory training program for Restaurants' Managers which is organized by the Ministry of Tourism and the Egyptian Chamber of tourism Establishments. (Aug., 2009 till now).
- "Customer Satisfaction for Tourist Vehicle Drivers". This lecture is conducting on a weekly basis for 2 hours, in the Egyptian Tourism Federation. (Feb. 2007 till now).
- Human Resources Management, for the 1st year of undergraduate Nigerian students, Business Administration Dept., (1st Semester of the Academic year, 2014), Atlantic International University – AIU – Egypt Branch.
- Organizational Behavior, for the 2nd year of undergraduate Nigerian students, Business Administration Dept., (1st Semester of the Academic year, 2013), Atlantic International University – AIU – Egypt Branch.
- Basics of Human Resources Management (HRM), for the 1st year of undergraduate Nigerian students, Business Administration Dept., (2nd Semester of the Academic year, 2012), Atlantic International University – AIU – Egypt Branch.
- Hotel Management, in the Egyptian Ministry of Tourism for the representatives of Togo Ministry of Tourism, Jan 2012.
- Lectured the following courses for the faculty of Tourism and Hotel management, Helwan University:-
 - "Human Resources Management" for the Preliminary Master Degree students, (2nd Semester of the academic years, 2009-2010)
 - "Ethnic Restaurants" for the 1st year of Post-graduate diploma, (2nd Semester of the academic year, 2009, 2010, 2011 and 2012)

- Conducted the following Training Courses in the training center of Sadat Academy in Cairo:-
 - “Basics of Tourism Marketing” on 09/11/2009
 - “Tourism advertising and Promotion” on 11/11/2009
 - “Product and Service Quality Management in Therapeutic Spa Resorts” on 24/02/2010
 - “Food and Beverage Service in Spa Resorts” on 03/03/ 2010
 - “Conference and Meeting Management” on 29/06/2011
- "Attitude and Behavior in Tourism Market" Three training Courses implemented in *Better Egypt for Educational Services* Training Center. Courses conducted for employees working in Bazaars and souvenirs' workshops. (June – Sept., 2009)
- "Communication Skills" (4-day lectures) and "Presentation Skills" (8 day lectures) in the faculty of Information Technology – IT, Cairo University, and the faculty of Commerce, Cairo University. Lectures managed by Pmec training center and sponsored by the Ministry of Communication. (March – May, 2008)
- "Basics of Food and Beverage Management" (3- day lectures), in the Military Academy for Business Administration, (Jan. – Feb., 2007)
- "Hotel Accounting" (3- day lectures), in the Military Academy for Business Administration, , (Dec., 2007)
- "Hotel Management" (4-day lectures), in the Military Academy for Business Administration. (Oct., - Nov., 2007)
- Conducted the following lectures in Giza Society for Tourism and Environment
 - Environment Preservation, 2007
 - Maintaining the Quality Service in Tourism Industry, 2007
 - Developing Event Management in Egypt, 2007

Prepared the following Academic Research Papers:-

- Study about labor Shortage within Operational Departments in Sharm El Sheikh Hotels, Egyptian Journal of Tourism and Hospitality, 2010, no. 16-1 (11), pp. 98 – 120.
- Role of Training in Creating a Better Economic Environment in Tourism, “Case Study of Egyptian Tourism Federation Training Programs” in the conference of “Tourism in the 21st Century, A social economic approach” May 12-14, 2011, Ras Sudr, South Sinai, Egypt, Sponsored by October 6 University.
- Evaluating HACCP System Applications in some Sharm El Sheikh Resorts, Journal of Association of Arab Universities for Tourism and Hospitality, 2011, Vol. 8. No. 2, pp.49-54
- Employees’ Performance Appraisal in Independent Restaurants: Application on Catering and Food and Beverage Staff, Egyptian Journal of Tourism and Hospitality, 2012, Vol. 19, No. 2, pp. 26-45
- Problems Facing Tourism and Hotel Higher Education in Egyptian Colleges and High Institutes, Egyptian Journal of Tourism Studies, 2012, Vol. 11, No.2

- Improving the Work Life of Young Employees in Red Sea Resorts, Journal of Association of Arab Universities for Tourism and Hospitality, 2013, Vol. 10, No. 2
- Evaluating the Food Safety Knowledge, Attitudes and Practices (KAP) of Kitchen Staff in Economy Hotels in Cairo and Giza, Journal of Association of Arab Universities for Tourism and Hospitality, 2014, Vol. 11, No. 1
- Job Conditions after the January 25th Revolution in Egypt: Evidence from Luxor and Aswan Hotels, Minia Journal of Tourism and Hospitality Research, 2017, Volume 2. Issue 1
- Evaluating Students' Satisfaction on Practical Courses in Egyptian High Institutes of Tourism and Hotels: Application on Hotel Studies Department, International Journal of Heritage, Tourism and Hospitality, 2017, Vol. (11), No. (2/2), September, 2017 By The Faculty of Tourism and Hotels, Fayoum University
- Evaluating the Hospitality Services and Marketing Activities Offered to Medical Tourists in Egyptian JCI Certified Hospitals, International Journal of Heritage, Tourism and Hospitality, Vol. (12), No. (2/2), September, 2018 by the Faculty of Tourism and Hotels, Fayoum University
- Towards Identification of New Tourism Industry Occupations for Curricula Development of Egyptian Tourism and Hospitality Higher Education, International Journal of Tourism and Hospitality Management, Volume 2, Number 1, December 2018, Faculty of Tourism and Hotels, South Valley University, Luxor, Egypt
- Suggesting a Tailored Career Guidance Program in Egyptian Tourism and Hotels High Institutes, International Journal of Heritage, Tourism and Hospitality, Vol. (13), No. (2/2), September, 2019 by the Faculty of Tourism and Hotels, Fayoum University
- The Challenges Confronting Egyptian Animators, Application on Sharm El Sheikh and Hurghada Resorts, Journal of the Faculty of Tourism and Hotels-University of Sadat City, Vol. 4, Issue 2, December, 2020

Supervising the following Theses:

“Study on How the Ethnic Restaurants are Selected in Greater Cairo Hotels:”
Submitted in Partial Fulfillment for the Degree of Doctor of Philosophy in Hotel Management, Submitted by Eman Abdel Fattah Amin, Faculty of Tourism and Hotel Management, Helwan University, 2015

The Impact of Rooms Division Employees' Perception of Work-Life Balance on their Performance in the Egyptian Hotels” Submitted in Partial Fulfillment for the Master Degree in Hotel Management, Submitted by Fakhr El Din Faculty of Tourism and Hotel Management, Luxor University, Jan. 2020 till now

Managed and/or Participated in the Following National and International Projects:

- “TVET II” Program, which is a national program funded by the European Union and the Egyptian Government. Works as project team leader of Contract (Project) CNP 28 which is mainly concerned with Sectoral Qualifications Framework in Tourism Sector in Egypt, updating the Egyptian

Tourism Functional Map and developing the tourism vocational occupations' profiles for the purpose of tourism curricula development in technical secondary schools and high technological colleges as well as skills development programs for training centers and providers, March 2017 till May 2018.

- “Regional Qualifications Framework in the Euro-Mediterranean”, which changed its name into “Qualifications for the Mediterranean (Q4M)”, it is an international project funded by the European Training Foundation (ETF) related to the European Union, from 2009 till 2015, worked as “**Tourism Education and Training Expert**” representing the Egyptian Tourism Labour Market. Attended the following regional conferences:
 - Tunisia, Tunis Dec., 2009
 - Amman, Jordan, 2010
 - Casablanca, Morocco, June, 2011
 - Rome, Italy, Dec., 2011
 - Tunisia, Tunis, April, 2012
 - Amsterdam, Netherland, Oct., 2012
 - Turin, Italy, May, 2013
 - Turin, Italy, July, 2013
 - Brussels, Belgium, Nov, 2013
 - Madrid, Spain, May, 2014
 - Marrakesh, Morocco, Nov., 2014
 - Turin, Italy, April, 2015
 - Cairo, Egypt, June, 2015
 - Brussels, Belgium Nov., 2016

- "Skills and Migration" Project, Jan., 08 till March., 2010, It's an international project funded by the European Union. (Work processes done with partnership of the Egyptian Ministry of Manpower and Migration, and European Training Foundation – ETF, and The Egyptian Tourism Federation – ETF). Worked as Egyptian Tourism Expert (Representing the Egyptian Tourism Labour Market). Attended the following workshops:
 - Cairo, Egypt, March, 2009
 - Rome, Italy, Oct., 2009
 - Cairo, Egypt, March, 2010

- “National Qualifications Framework (NQF)” for Tourism Sector (SQF), from 2009 till 2011, in cooperation with the National Authority for Quality Assurance and Accreditation (NAQAAE) and the Egyptian Tourism Federation - ETF, Worked as Technical Tourism SQF Expert

- "Competitiveness and Decent Work in Tourism Sector", Jan., 08 till Dec., 2009. This project funded by International Labor Organization (ILO). Worked as Tourism Training Expert

- “Youth Training Program in Five Star Chain Hotels all over Egypt”, 2006 till 2016 (It's an apprenticeship program funded by the Egyptian Ministry of

Tourism and implemented by The Egyptian Tourism Federation – ETF and the Egyptian Hotel Association - EHA). Worked as Project Manager

- “Egyptian Tourism Workforce Development Program – ETWDP” Phase III, 2007 – 2016, (funded by The Egyptian Ministry of Tourism and implemented by the Egyptian Tourism Federation - ETF). Worked as Training Coordinator
- “Skills Development Project (SDP)”, 2007 – 2008, funded by the World Bank, worked as Training Specialist
- “Egyptian Tourism Workforce Development Program – ETWDP” Phase I, 2002 – 2004 and Phase II, 2005 – 2007 (Partnership of USAID– American Hotel & Lodging Association (AHLA) - IBM – Egyptian Tourism Federation), Worked as Training Coordinator
- “National Skill Standards Project (NSSP)”, 2000 – 2005 funded by the Social Fund for Development with Partnership of British Council, Social Fund and Egyptian Tourism Federation). Worked as Tourism Researcher, in the area of Food and Beverage Service

Managed and Participated in the following Technical Education and Training (TVET) activities:-

- Preparing the tourism model of Sectoral Qualifications Framework (SQFT), 2018.
- Preparing the tourism vocational occupations’ map and functional map, 2017
- Preparing the tourism occupations’ profiles and specificities, 2018
- Preparing the Qualifications for the Mediterranean Framework in terms of Regional Occupations’ map, Occupations’ profile and Egypt Certificates’ supplements and Egyptian Country Profiles. , 2015
- Preparing the educational Book of "Communication Skills", for the first year (2008/2009) and second year (2009/2010) for Hotel Secondary Schools, Ministry of Education, 2008.
- Preparing the Vocational requirements for skill standards assessment plus theoretical and practical tests of Fast Food Crew, Fast Food Pilot and Restaurant Host/Hostess occupations, favor the Egyptian Ministry of Manpower and Migration, 2005 – 2006.
- Curriculum and syllabus development of food and beverage service division in the Egyptian Technological Colleges, Ministry of Higher Education, 2005.
- Preparing Training material of food and beverage Key Area (Student Centered Learning Pack – SCLP) in National Skill Standards Project - NSSP, 2000 – 2005.
- Prepared the Egyptian Vocational Competency-Based Qualifications for Food and Beverage Service Key area – NSSP, 2000 – 2005

Certification (Training Courses, Seminars and Workshops):

- Effective teaching skills, Center of Human Resources Development, Beni Suef University, 18-19th Sept., 2020)

- Ethical conduct and code of ethics, Center of Human Resources Development, Beni Suef University, 20-20th Oct., 2020)
- University Management, Center of Human Resources Development, Beni Suef University, 13-14th Oct., 2020)
- Effective presentation skills, Center of Human Resources Development, Beni Suef University, 27-28th Sept., 2020)
- Time and Meeting Management, Center of Human Resources Development, Beni Suef University, 20-21st Sept., 2020)
- Integrity, transparency and anti-corruption, Center of Human Resources Development, Beni Suef University, 13-14th Sept., 2020)
- Advanced Methods of Teaching, Conducted by the Canadian International College (CIC) Training Center in collaboration with Helwan University, 13-14 Feb., 2019
- Scientific Research Ethics, Conducted by the Canadian International College (CIC) Training Center in collaboration with Helwan University, 8-9 July, 2018
- Instructional Design using Moodle, conducted by the Continuing Learning Center (CLC), The Egyptian E-Learning University (EELU), Nov., 2016
- “Organizational Assessment and Self-study Preparation” as one of the Educational Quality Assurance Measurements, Conducted by the International Centre for System (ICS), April, 2014
- Recognition of Experience “VAE”, Singor University, Alexandria, ADIP Project funded by TEMPUS, European Union, Nov. 2015
- Credit Hours, Conducted by Faculty and Leadership Development Center, Cairo University, Feb., 2013
- E-Learning, Conducted by Faculty and Leadership Development Center, Cairo University, Jan., 2013
- International Publishing of Scientific Research, Conducted by Faculty and Leadership Development Center, Cairo University, April., 2012
- Effecting Teaching Skills, Conducted by Faculty and Leadership Development Center, Cairo University, March, 2012
- Quality Standards in the Education Process, Conducted by Faculty and Leadership Development Center, Cairo University, March, 2012
- Exams & Standards Evaluation Process, Conducted by Faculty and Leadership Development Center, Cairo University, March, 2012
- Fidelio Suit 8, Jan., 2011. Conducted by Advanced Computer Technology – ACT.
- The professional Management Training in Operational Hotel Finance & Profitability Strategies, April, 2010. Conducted by International Development Ireland – IDI.
- The professional Management Training in Creativity & Marketing, April, 2010. Conducted by International Development Ireland - IDI
- Leadership and Human Resources Management, March, 2010. Conducted by International Development Ireland – IDI.
- Improving the Competitiveness of the Tourism Sector in Egypt through Decent Work, March, 2009. Conducted by International Labour Organization – ILO.

- The Professional Development Program for Hospitality Managers Dec., 2008, - Conducted by Egyptian Tourism Federation and International Development Ireland – IDI.
- Food Safety (HACCP), Nov., 2008 – Conducted by Egyptian Tourism Federation and American Hotel & Lodging Association - AHLA.
- International Computer Driving License – ICDL, June, 2008 - Conducted by UNESCO.
- Hospitality Leadership Management, March, 2008 – Conducted by Egyptian Tourism Federation and American Hotel & Lodging Association - AHLA.
- Front Office Skills Development, Nov., 2007 – Conducted by Egyptian Tourism Federation and American Hotel & Lodging Association - AHLA.
- Renewal of "Certified Hospitality Trainer – CHT", Sept., 2007 – "American Hotel & Lodging Association".
- Presentation Skills, June, 2007 – Conducted by Orion Egypt.
- Correspondence, Report and Proposal Writing Skills, May, 2006 – Conducted by CID Association.
- New Trends in Hospitality Industry, Dec., 2005 – Conducted by the Greek Tourism Ministry.
- Project Management, Sept., 2005 – Conducted by CID Association
- Development of effective Evaluation, May., 2003 and Aug., 2003 – Conducted by “The British Council”
- Training Facilitation Skills Workshop Feb. 2003 – Conducted by “SRI International”.
- Certified Hospitality Trainer (CHT) Sept., 2002 – “American Hotel & Lodging Association”.
- Trainer of Trainer Course (TOT), 25th October, 2003 – Conducted by British Council and sponsored by European Union.
- Hotel Management course, Conducted by European Management Center – EMC, January, 2001.
- Advanced Microsoft Power point (June 1999) Conducted by “Advanced Computer Technology – ACT

Social Activities:

Conducted the following awareness seminars under the auspices of “Nation’s Future” Political Party” in 2019:-

- How to deal with Egyptian Guests and Tourists in Pyramids and Kerdasa districts
- Women Health and Wellness in Abu El Nomros and Oseem districts in Giza Governorates