

Mohamed E. Mohamed, Ph.D.

Assistant Professor

Conrad N. Hilton College of Global Hospitality Leadership

University of Houston

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EDUCATIONAL BACKGROUND

Ph.D. in Hospitality and Tourism Management Aug. 2023

White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management
Purdue University, West Lafayette, IN.

Dissertation title: Local food experiences and tourist wellbeing: the role of sociability and authenticity

Committee: Dr. Xinran Lehto (Chair), Dr. Carl Behnke (Member), Dr. Karen Byrd (Member),
Dr. Mahmoud Hewedi (External committee member)

Ph.D. Visiting Scholar Sep. 2018 – Aug. 2020

White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management, Purdue
University, West Lafayette, IN.

Ph.D. Student Nov. 2016 – Sep. 2018
Faculty of Tourism and Hotels, Fayoum University, Egypt.

M.S. of Hotel Management (Honor Degree) Nov. 2013 to April 2016

Faculty of Tourism and Hotels, Fayoum University, Egypt.

Thesis title: E-Word of Mouth and its Effect on Hotel Customer Purchasing Decision

B. S. of Hotel Management (Excellent with Honor Degree) Sep. 2008 to July 2012

Faculty of Tourism & Hotels, Fayoum University, Egypt.

ACADEMIC HONORS AND AWARDS

- Advanced Research Opportunities Program (AROP) **Scholarship**, RWTH Aachen University, Germany, 2022.
- Cornell Hospitality Quarterly **Best Paper Award**, The 9th Biennial Conference GRAN CANARIA ITSA-SSTD, Gran Canaria, Spain. 2022.
- Graduate School **Summer Research Grant**, Purdue University, Summer 2022.
- 2021-2022 **Outstanding Ph.D. Student Award**, School of Hospitality and Tourism Management, Purdue University, 2022.
- Egyptian Student Association in North America (**ESANA**) **Excellence Award**, 2021.
- **Best Research Proposal Award**, The 8th International Tourism Studies Association (ITSA) Conference, Jakarta, Indonesia. 2021.

- **Joint Supervision Scholarship**, Cultural Affairs and Missions Sector, Ministry of Higher Education, Egypt. 2018.
- **Certificate of Merit** by research and training sector of the Egyptian Ministry of Tourism for winning third place in the Annual research competition. 2017.
- **Certificate of Merit** by research and training sector at the Egyptian Ministry of Tourism for winning second place in the annual research competition. 2015.
- **Award of first place** of all hotel studies department students throughout the four years of bachelor's degree, Fayoum University, Egypt. 2012.

RESEARCH

Research Interests

- Food Experience Design and Management
- Food Tourism
- Destination Food Image
- Destination Marketing and Management
- Human Automation Interaction in Hospitality and Tourism

Peer Reviewed Publications

Lehto, X., Park, S., Mohamed, M., Lehto, M. (2023). Traveler Attitudes Toward Biometric Data-Enabled Hotel Services. *Cornell Hospitality Quarterly* (IF:3.65).
<https://doi.org/10.1177/19389655211063204>.

Mohamed, M., Kim, D., Lehto, X., Behnke, C. (2022). Destination Restaurants, Place attachment, and Future destination patronization. *Journal of Vacation Marketing* (IF:4.00), 28(1), 20-37.

Mohamed, M., Lehto, X., Hewedi, M., & Behnke, C. A. (2021). Naïve destination food images: Exploring the food images of non-visitors. *Journal of Hospitality and Tourism Management* (IF:5.97), 47, 93-103.

Mohamed, M., Hewedi, M. M., Lehto, X., & Maayouf, M. (2020). Egyptian food experience of international visitors: a multidimensional approach. *International Journal of Contemporary Hospitality Management* (IF:6.51), 23(8), 2593-2611.

Mohamed, M., Hewedi, M., Lehto, X., & Maayouf, M. (2019). Marketing local food and cuisine culture online: A case study of DMO's websites in Egypt. *International Journal of Tourism Cities* (IF:2.60), 6(4), 1045-1068.

Mohamed, M., & Mayouf, M. (2017). The influence of hotel customer demographics on their trust on eWOM. *International Journal of Heritage, Tourism, and Hospitality*, 10(2/2), 1-20.

Mohamed, M. (2017). Sharing Economy as an untraditional tool for tourism development: Egyptian case study. *Journal of Tourism Research, Egyptian Ministry of Tourism*. (Won third place in the annual research competition). (In Arabic)

Mohamed, M. (2015). Harassment phenomenon as a negative attitude towards tourists: the case of pyramids and the sphinx area at Giza. *Journal of Tourism Research, Egyptian Ministry of Tourism*. (Won second place in the annual research competition). (In Arabic)

Mohamed, M. E., Aziz, W. M., Khalifa, G. S., & Abdel-Aleem, M. (2015). Determinants of Electronic word of mouth (EWOM) influence on hotel customers' purchasing decision. *International Journal of Heritage, Tourism, and Hospitality*, 9(2/2), 194-223.

Book Chapters

Liu, Y., **Mohamed, M.**, Park, S., Lehto, x. (2023) Human-Automation Interaction in Hospitality and Tourism: Toward a Frictionless Experience. In *Human-Automation Interaction in Manufacturing, Services & UX*. Springer Nature Switzerland AG.

Mohamed, M., Hewedi, M. (2022) DMOs and social media: Challenges and Strategies to Manage Them. In *Handbook on Tourism and Social Media*. Edward Elgar Publishing, Inc, Massachusetts, USA. <https://doi.org/10.4337/9781800371415.00014>.

Manuscripts Under Review

Lehto, X., Lee, J., **Mohamed, M.**, Lee, A., Jung, S. (2023). Destination Relational Aesthetic Qualities: Implications for Experience Design. *Annals of Tourism Research*. Manuscript under review.

Mohamed, M., Lehto, X., Behnke, C., Byrd, K. (2023). Food experience conviviality: Do tourists value food sharing. *Journal of Hospitality and Tourism Management*. Manuscript under review.

Mohamed, M., Lehto, X., Behnke, C. (2023). Destination food image: Variations among visitors and non-visitors. *Tourism Management Perspectives*. Manuscript under review.

Research In Progress

Mohamed, M., Lehto, X., Behnke, C., Byrd, K. Social modeling of food pleasure: The social experience of solo travelers.

Mohamed, M., Lehto, X., Behnke, C., Byrd, K. Alone together: Understanding the communal dining experience of solo travelers.

Mohamed, M., Lehto, X. How do food-based experiences impact a destination brand image? The case of Egypt.

Mohamed, M., Lehto, X. Self-congruence theory in food tourism: the moderating role of food cultural difference and food personality traits.

Refereed Conference Presentations

Mohamed, M., Lehto, X., Behnke, C., Byrd, K. (2022, July). Food experience conviviality: Do tourists value food sharing. The 9th Biennial Conference GRAN CANARIA ITSA-SSTD, Gran Canaria, Spain. **Best Paper Award**.

Mohamed, M., Lehto, X., Behnke, C. (2021, June). Visitors and non-visitors' food images of Egypt: How do they vary? In The 8th International Tourism Studies Association (ITSA) Conference, Jakarta, Indonesia.

Mohamed, M., Lehto, X., Hewedi, M. (2020, January). Egyptian food experience as an antecedent of destination branding: a multidimensional approach. In The 25th Annual Conference of Graduate Education & Graduate Research in Hospitality and Tourism, Las Vegas, Nevada.

Mohamed, M. (2017, February). Marketing food tourism online: A content analysis of DMO's websites in Egypt. In The 10th International Conference on Tourism and Hospitality, Faculty of Tourism & Hotels, Fayoum University, Sharm El-Sheikh. Egypt.

Mohamed, M., & Mayouf, M. A. (2016, February). The Influence of Hotel Customer Demographics on Their Trust on EWOM. Journal of Faculty of Tourism and Hotel. In The 9th International Conference on Tourism and Hospitality, Faculty of Tourism & Hotels, Fayoum University, Marsa Alam. Egypt.

Poster Presentation

Lehto, X., Liu, Y., Park, S., **Mohamed, M.,** Lehto, M. (2023, February). The Role of Tech in Consumer Wellness-centered Design: Are We Driving or Are We Being Driven?! HTM Service & Experience Innovations Symposia Invitation, Purdue University, West Lafayette, Indiana.

Mohamed, M., Lehto, X., Behnke, C., & Byrd, K. (2022, September). Alone together: Understanding the communal dining experience of solo travelers. CentralCHRIE Fall Conference, Purdue University, West Lafayette, Indiana. **Nominated for Best Poster Award.**

Mohamed, M., Lehto, X., Behnke, C., & Byrd, K. (2022, March). Social modeling of food pleasure: The communal experience of solo travelers. College of Health and Human Sciences Spring Research Day, Purdue University, West Lafayette, Indiana.

Mohamed, M., Lehto, X., Hewedi, M., & Behnke, C. (2019). Exploring naïve food image of a distant destination: an application of projective techniques. In College of Health and Human Sciences Research Day, Purdue University, West Lafayette, Indiana.

RESEARCH APPOINTMENTS

Postdoc Research Fellow, Department of Service and Technology Marketing, School of Business and Economics, RWTH Aachen University, Germany

Dec. 2022 – May. 2023

- Conducted research on human automation interaction in hospitality.

Ph.D. Visiting Scholar, School of Hospitality and Tourism Management, Purdue University

Sep. 2018 – Aug. 2020

- Conducted research on Egyptian local food and destination marketing.
- Participated in a research project on traveler privacy needs and subjective wellbeing in the age of AI-based technology deployment.

- Collaborated with faculty members to study local restaurant experience and its impact on place attachment.
- Developed research skills through auditing many research courses including Research Methods in Hospitality and Tourism, Research Topics and Methods Seminar, and Structural Equation Modelling.

TEACHING AND ACADEMIC EXPERIENCE

Assistant Professor, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston

- HRMA 4361 - Marketing Strategies, Face-to-Face. Fall 2023

Instructor, School of Hospitality and Tourism Management, Purdue University

- HTM 231- Hospitality and Tourism Marketing, Face-to-Face.
- Responsible for developing syllabi and lesson plans, delivering content, managing assignments and activities, assessing student work, and counseling students.

Fall 2022

Fall 2021

Spring 2021

Teaching Assistant, School of Hospitality and Tourism Management, Purdue University

- HTM 32200 - Hospitality Facilities Management. Spring 2022
- HTM 34100 - Operations Control and Analysis in The Hospitality Industry. Spring 2022
- HTM 37000 - Sustainable Tourism and Responsible Travel. Spring 2021
- HTM 53100 - Hospitality and Tourism Marketing II. Fall 2021
- HTM 57100 - Economics of Travel and Tourism. Fall 2021
- Assisted with the grading of class assignments and papers.

Assistant Lecturer, Hotel Studies Dept. Faculty of Tourism & Hotels, Fayoum University

May 2016 – Sept. 2018

- Assisted in teaching three to four courses at the undergraduate and graduate levels each semester.
- Planned lessons and assessed students' progress by grading tests and assignments in many courses.
- Collaborated in faculty accreditation from the Egyptian National Association of Education Quality and Accreditation in 2016.
- Conducted research project on the sharing economy and tourism development in Egypt, submitted to Research and Training Sector, Egyptian Ministry of Tourism.

- Participated with faculty members from Fayoum University to document Fayoum's intangible cultural heritage, a project funded by The Center of Cultural and Natural Heritage Documentation, Alexandria Library, Egypt.
- Served as a member of the Editorial Board of The Scientific Journal of the faculty.

Teaching Assistant, Hotel Studies Dept. Faculty of Tourism & Hotels, Fayoum University

May 2013 – April. 2016

- Assisted in teaching three to four courses at the undergraduate and graduate levels each semester.
- Conducted research on electronic word of mouth impact on customer's purchasing decision.
- Conducted research project on the phenomenon of visitor harassment in pyramids and the sphinx area at Giza, Egypt, submitted to Research and Training Sector, Egyptian Ministry of Tourism.
- Guided and supervised students' graduation projects every year.
- Organized and participated in the faculty annual conference and the annual Little Chef competition.
- Supervised and guided department students during field visits and practical training in many hotels.

CERTIFICATES

- Intercultural, Leadership, Enrichment, Achievement and Development program (iLEAD), Purdue University. 2018.
- Certificate of outstanding in Sports activity for getting Third Place in Fayoum University Soccer competition. 2012.
- Neuro-Linguistic Programming (NLP), B.C.I of human development. 2011.

PROFESSIONAL EXPERIENCE

Food and Beverage Cost Controller

Educational Hotel, Fayoum University, Fayoum, Egypt Mar. 2015 – Oct. 2013

- Organized and managed all F&B cost to make sure costs are within budget.
- Developed and maintained standardized recipes to all menu items.
- Headed the receiving committee and developed receiving standards and guidelines.
- Prepared the daily and monthly F&B reports and distributed to management and other department.

Assistant Manager (Intern)

McDonald's Restaurant, Mall of Arabia Branch, Cairo, Egypt Oct. 2012 – Mar. 2013

- Attended and completed managerial training through studying McDonald's restaurant manual and culture.

- Implemented Macdonald’s manual during practical training in all restaurant stations
- Monitored crew performance and took actions to ensure the team is meeting McDonald's standards.
- Ensured store safety and security, food safety, store inventory, store cleanliness, and equipment maintenance.

Waiter (Intern)

Food and Beverage Department, Hilton Taba Hotel, South Sinai, Egypt July 2011 – Oct. 2011

- Provided a high-quality guest experience through seating and serving guests in the main restaurant.
- Collaborated with foodservice team in organizing and serving banquets and events in the hotel.

Food and Beverage service Trainee

Food and Beverage Department, Coral Beach Rotana Hotel, Hurghada, Egypt

July 2010 – Aug. 2010

- Rotated in multiple food and beverage service outlets including the main restaurant, pool bar, and beach bar.

ACADEMIC SERVICE

- Journal Reviewer: Journal of Destination Marketing and Management 2023 – Present
- Journal Reviewer: International Journal of Contemporary Hospitality Management 2020 – Present
- Journal Reviewer: International Journal of Tourism Cities 2020 – Present
- Journal Reviewer: International Journal of Gastronomy and Food Science 2020 – Present
- Member of the Editorial Board of the International Journal of Heritage, Tourism, and Hospitality issued by Faculty of Tourism and Hotels, Fayoum University 2013 – 2018
- Member of Scientific Committee, The 10th International Conference of Tourism and Hotels, 8-11 February 2017, Sharm El-Sheikh, Egypt. Feb. 2017

SERVICE

- Purdue Day of Service, volunteered to plant trees and perform beautification work on campus. Purdue for Life Foundation. (Nov. 2021)
- Treasurer of the Egyptian Student Association at Purdue (ESAP). (Aug. 2020 –Jul. 2021)
- Purdue GK-12 Program Fellowship, served as a "visiting scholar" at Tecumseh Junior High School, Lafayette. Purdue University. (Fall 2019)
- Member of the Project of Documenting Fayoum’s Intangible Cultural Heritage, Documentation of Cultural and Natural Heritage Center, Alexandria Library, Egypt. (2018)
- Member of Quality Management Team of Faculty of Tourism & Hotels, Fayoum University. (2013 –2018)

- Volunteer Trainer in youth centers, Egyptian Ministry of Youth and Sport. (2017)
- Member of the Students Union for sports committee, Faculty of Tourism and Hotels, Fayoum University. (2012)

COMPUTER AND LANGUAGE SKILLS

- SPSS, STATA, Zotero, WarpPLS, English, and Arabic