**Suleiman A. D. Farajat, PhD**

Date of Birth: 1st May 1972 Nationality: Jordanian

**Work Experience**

08/2016- present *Director of Media and Public Relations Department, spokesperson,The University of Jordan.*

09/2013 – present *Assistant Professor in Tourism, Faculty of Archaeology and Tourism, University of Jordan*.

09/2014 – 08/2016 *Assistant Dean for Quality and Development Affairs, Faculty of Archaeology and Tourism, University of Jordan.*

09/2012 – 08/2013 *Coordinator for international projects and researcher,International Iron-bridge Institute for Heritage at the University of Birmingham, UK.*

09/2008 – 08/2012 *Researcher and teaching staff at the Centre for Tourism and Cultural Change, LeedsBeckett University, UK.*

03/2001 – 09/2005 *HotelManagement,Vienna, Austria*.

10/1994 – 09/1998 *Licensed Tourist Guide(English and German),Jordanian Ministry of Tourism.*

**Education**

09/2008 – 08/2012 *PhD in Tourism Studies, Leeds Beckett University.*

10/2005 – 03/2007 *MSc in International Hospitality and Tourism Management, Sheffield Hallam University*, *UK* (Awarded with Distinction).

10/1998 – 08/2000 *Higher Diploma in Tourism Management, Johannes Kepler University, Linz, Austria* (Awarded with Distinction).

10/1996 – 06/1997 Higher Diploma of Education Management, Mu’tah University in Kerak, Jordan.

10/1990 – 09/1994 BA in English Language and Literature, Mu’tah University in Kerak, Jordan.

07/1990 Graduate of Secondary School, Petra, Jordan.

**Selected Taught Courses**

○Heritage Tourism ○Managing Tourism at World Heritage Sites○Introduction to Tourism○Principles of Tour Guiding○Tourism Marketing○Destination Management and Marketing○Destination Analysis○Tourism Development and Planning○Crisis Management in Tourism○Communication Skills for Tourism○Travel Agency Management○Tour Guiding Operation○Tourism Transport ○Training -Internship Supervision (Tourism Undergraduates).

**Grants and Awards**

09/2008 – 08/2011 Centenary PhD Bursary, Leeds Beckett University, UK (I was selected from over 100 applicants for this award).

09/2008 Travel Grant, British Institute, Amman, Jordan.

10/2005 – 09/2006 Scholarship, Viennese Government to fund MSc in International Tourism and Hospitality from Sheffield Hallam University, UK.

10/1999 – 02/2000 Education grant, Upper Austrian government to fund Diploma in tourism management in Linz, Austria.

**Consultancies, Workshops and Project Management**

2017 Specialist lecture on Jordan’s heritage and tourism delivered to visiting American scholars from Mississippi State University, US, as part of their study tour in Jordan.

2016 Public lecture entitled “Claiming the Past: Petra’s Tourism and Contested Identity”, Centre for the British Research in the Levant (CBRL).

2015 Education and Heritage: The Role of Jordanian Universities and NGOs, a workshop as part of the ICHAJ, 13th International Conference on History and Archaeology of Jordan, Princess Sumaya University, Amman, Jordan.

2013 Petra Tourism Campaign Coordinator: Liaising with stakeholders involved in tourism in Petra in order to raise awareness and foster responsible attitudes, behaviours, initiatives and actions with tourists, representatives of the tourism industry, Park authorities, governmental bodies and other key stakeholders involved in tourism in Petra.

Professional training on destination management and marketingforemployees from the Libyan Ministry of Tourism and Philadelphia Consultancy group, Amman, Jordan.

2012 Tourism expert member for the consortium of Engicon Jordan and Turath for the Wadi Mousa Centre Development Project, Jordan.

2010 Keynote speaker:*Who is the cultural tourist?* Kosice Interface2013, European Capital of Culture, Kosice, Slovakia.

Keynote speaker: *Destination management and marketing*”, ITF Slovakiatour Fair, Bratislava, Slovakia.

**Co-organization and Management of Conferences and workshops**

2014 I organised a symposium on tourism research in Jordan to discuss challenges and opportunities related to tourism research in Jordan. The event was attended by a large numbers of people from academia, private and public sector.

2009 I co-organised a major international conference in Amman, Jordan: *Traditions and Transformations: Tourism, Heritage and Cultural Change in the Middle East and North Africa Region,* Amman, Jordan. This event,together with my ongoing research and work in Jordan has not only widened my private and public sector networks there but also has enabled me to build ties with international institutions including UNESCO and UNWTO.

2009 Expert Presentation,on *Destination Management: The Case of Jordan*. World Travel Market, London.

2008 Collaborator with Professor Mike Robinson on*Archaeology's Role in Tourism Development (Jordan),* project funded by the Council for British Research in the Levant (CBRL).

2007 Advisor and representative for AVIAREPS Group of the Jordan Tourism Board, International Fair for Holiday, Travel and Leisure, Vienna, Austria.

Representative for AVIAREPS Group of the Jordan Tourism Board, International Fair for Holiday, Travel and Leisure, Linz, Austria.

**Selected Publications and Conferences**

Liu, B., Schroeder, A., Pennington-Gray, L., & Farajat, S. A. D. (2016). “Understanding prospective tourists’ perceptions of Jordan as a safe tourist destination”. Abstract accepted forpublication in *Journal of Destination Marketing and Management*, Special Issue onMarketing and Branding of Conflict-Ridden Destinations.

Schroeder, A., Yilmaz, S., Liu, B., Pennington-Gray, L., &Farajat, S. A. D.(2016). “Applying the risk-as-feelings hypothesis to tourism: An examination of theinfluence of perceived comfort and perceived safety on interest in visiting different MENAregion destinations”. Third World ResearchSummit for Tourism and Hospitality, Orlando, FL, December 15-19, 2015.

Farajat, S. A. D., Liu, B., & Pennington-Gray, L. (2015). “Understanding the destination imageof Jordan in times of crises: A framing analysis approach”.Tourism CrisisManagement Institute, University of Florida.

Farajat, S. A. D. (2015)*. “*The Paradoxes of World Heritage: the Globalization of Petra andits Embedding within the Culture of Global Postmodern Tourism”, FirstPetra InternationalConference on Cultural Tourism, May 17-19, 2015, Petra, Jordan.

Farajat, S. A. D. (2015).”Claiming the Nabataeans: Tourism in Petra, Local Identity and theSense of Place”,International Conference on Nabatean Culture, May 7-9, 2015, BrighamYoung University, Provo, USA.

Farajat, S. A. D. (2012).”World Heritage, Tourism and National Identity: Tourism, OldStones and National Identity in Jordan”,Seventh World Archaeological Congress, January14-18, 2013, Dead Sea, Jordan.

Farajat, S. A. D. (2010). “Nationalism, Heritage and Tourism: The case of the HashemiteKingdom of Jordan”, *Bulletin of the Council for British Research in the Levant,* 5(1) (November 1 2010), pp. 95-99.

**Professional Training**

2015 E-Learning and Teaching, University of Jordan.

2014 Training as accredited assessor for higher education programs in tourism, hospitality and events management in Jordan, Higher EducationAccreditation Commission.

Educate the Educators course, USAID Tourism Project in Jordan.

2013 Teaching Techniquescourse, University of Jordan.

2003 Hotel Management and Operation courses, DeragHotels Chain, Munich, Germany.

1994 – 1995 Tour Guide Training,University of Jordan, Amman.

**Skills**

**Languages** Arabic: Mother Tongue,

 English: Bilingual. High-level proficiency in written/oral skills,

 German: Bilingual. High-level proficiency in written/oral skills,

 Italian: Basic.

**Computer Skills** Windows programmes (Word, Excel, Excel, and Power Point),

 Computer Reservation Systems,

Competent user of Social Media.