

Dr. Jebril A. M. Alhelalat

Associate Professor / Vice Dean

Department of Hotel and Tourism Services Management
Petra College for Tourism and Archaeology
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Place and date of birth : Wadi Musa- Petra 7/12/1980

Nationality : Jordanian

Marital Status : Married

Google Scholar: <https://scholar.google.com/citations?user=x8KouoYAAAAJ&hl=ar>

Researchgate: https://www.researchgate.net/profile/Jebril_Alhelalat2

Work Experience

- October 2017 to present: Associate Professor
Department of Hotel and Tourism Services Management – Al-Hussein Bin Talal University, Jordan.
- February 2010 to October 2017: Assistant Professor
Department of Hotel and Tourism Services Management & Department of Business Administration and Marketing – Al-Hussein Bin Talal University, Jordan.
- September 2014 to September 2015 & September 2016 to present : Vice Dean
Petra College for Tourism and Archaeology- Al-Hussein Bin Talal University, Jordan.
- September 2010 to June 2012: Head of Department
Department of Hotel and Tourism Services Management – Al-Hussein Bin Talal University, Jordan.
- January 2007 to November 2009: Associate Lecturer
Department of Food and Tourism Management – Manchester Metropolitan University, England.
- 2002-2004: Teacher of Mathematics, Accounting and MIS
Ministry of Education, Jordan.

Education

- 2010: Doctor of Philosophy (PhD)-Manchester Metropolitan University/ England.
 - Hospitality Marketing and Management
- 2006: Master of Science (MSc) - Manchester Metropolitan University / England, University Center Cesar Ritz / Switzerland.
 - International Hospitality Management
- 2005: Post Graduate Diploma - Manchester Metropolitan University / England, University Center Cesar Ritz / Switzerland.
 - International Hospitality Management
- 2001: Bachelor Degree - Mu'tah University / Jordan.
 - Business Administration

Personal Skills

Computer:

- MS Office (Word, Excel, PowerPoint), Internet, and SPSS.

Languages:

- Arabic : Mother language.
- English: Excellent: Writing, Reading, and Speaking.
- French : Beginner.

Communication Skills, Academic Administrative Skills, Teaching Skills.

Modules taught

Hotel Marketing, Tourism Marketing, Communication Skills, Human Resources Management in Hotels, Public Relations in Tourism and Hospitality, Resort Management, Research Methods (undergraduate and postgraduate), International Marketing, Brand Management, English Language for Tourism, Principles of Marketing, Tourism Guidance, E-Commerce, Advertising and Publicity in Hospitality, Marketing Strategies, Marketing Research, Service Marketing.

Research Interests

- Hospitality management
- Marketing studies (hospitality marketing)
- Quality studies (Hospitality services)
- Restaurant management and marketing
- Marketing hospitality education

Academic Papers

- **Alhelalat, J.A.**, Habiballah, M.A., & Twaissi, N.M. (2017). The impact of personal and functional aspects of restaurant employee service behaviour on customer satisfaction. *International Journal of Hospitality Management*, 66, 46-53.
- **Alhelalat, J.A.**, & Habiballah, M.A. (2017). A Model of Service Quality Aspects Conveyed in Hotel Advertising. *Enlightening Tourism. A Pathmaking Journal*, 7(2), 99-124.
- Al-Shakhsheer, F.J., Habiballah, M.A., Al-Ababneh, M.M., & **Alhelalat, J.A.** (2017). Improving Hotel Revenue through the Implementation of a Comprehensive Dynamic Pricing Strategy: A Conceptual Framework and Empirical Investigation of Jordanian Hotels. *Business Management Dynamics*, 7(6), 19-33.
- Habiballah, M.A., **Alhelalat, J.A.**, & Twaissi, N.M. (2016). The effect of tourists' national culture on perceived performance of restaurants in Petra, Jordan. *International Business Research*, 9(3), 25-39.
- **Alhelalat, J.A.** (2015). Consumer Behaviour Analysis of Hospitality Students' Selection and Satisfaction with their Universities. *Tourism and Hospitality Management*, 21(2), 127-143.
- Twaissi, N. & **Alhelalat, J.A.** (2015). Competitive Benchmarking Adoption Issues in the Hotel Sector in Petra, Jordan. *International Journal of Marketing Studies*, 7(3). 53-62.
- **Alhelalat, J.A.** (2015). Hospitality and non-hospitality graduate skills between education and industry. *Journal of Business Studies Quarterly*, 6(4). 46-55.
- Al-Frehat, M.M., & **Alhelalat, J.A.** (2015). A study on the educational status of child laborers in Petra, Jordan. *Mediterranean Journal of Social Sciences*, 6(4), 20-29.
- **Alhelalat, J.** (May, 2012). Employability Skills for Hospitality Graduates: The Gap between Education and Practice. The 21st CHME Conference, Birmingham.
- **Alhelalat, J.** (April, 2011). Branding hospitality education institutions: students' evaluation. The 6th ICHEM Conference, Cairo.
- **Alhelalat, J.**, Ineson, E. & Faulk, S. (2009). Branding Hotel Schools in Relation to their Partnerships with the Hospitality Industry. *Advances in Food, Hospitality and Tourism*, 1(1). 1-9.
- **Alhelalat, J.**, Ineson, E.M., Jung, T. & Evans. K. (October, 2008). The Evaluation of Hotel Websites' Quality, Usability and Benefits: Developing a Testing Model. The 26th EuroCHRIE Conference, Dubai.
- **Alhelalat, J.**, Ineson, E. & Jung, T. (September, 2007). eRelationship Marketing in the Hotel Industry: Developing Theoretical Framework. MMU Research Conference, Manchester.

Memberships & activities

- Member of Al-Hussein Bin Talal University Council (2013-2014).
- Member of board of the UNESCO Chair on Heritage and Sustainable Tourism, Al-Hussein Bin Talal University, 2016-2018.
- Member of Petra College for Tourism and Archeology Council (2010-2012, 2014-2015, 2016-2018).
- Member of the Hotel and Tourism Services Department Council (2010 to present).
- Member of curriculum development committees for the programs: Bachelor of Hotel Management; Bachelor of Tourism Management; Masters of Tourism Management, and Technical diploma in Culinary Arts at Petra College for Tourism and Archaeology – Al-Hussein Bin Talal University (2017).
- Director of "Petra Tourism Development Project", a joint program between Al-Hussein Bin Talal University and Petra Development and Tourism Region Authority. 2013-2014.
- Member of the higher organizing committee for the 1st Petra International Conference on Cultural Tourism (Petra, May 2015). Head of the administrative committee.
- Chair and Head of the organizing committee for the 1st hotel and tourism students' research day, Petra College for Tourism and Archaeology (April, 2012).
- Lecturer in the national program for tour guiding – Ministry of Tourism and Al-Hussein Bin Talal University. (2011-present).
- Manuscript reviewer for the Journal of Hospitality Marketing and Management, Routledge.
- Manuscript reviewer for the Cornell Hospitality Quarterly, SAGE.
- Manuscript reviewer for the 11th ApacCHRIE conference, Macau, 2013.
- Manuscript reviewer for the EuroCHRIE: 31th conference (Freiburg, 2013) and 34th conference (Budapest, 2016)
- Vice President and member of the directory board of Bait al-Anbat (Arab Forum for Culture and Cultural Interaction), a voluntary non-governmental organization, (2012-2014). Member since 2010.
- Main researcher, "Petra Marketing Plan", a project funded by Petra Development and Tourism Region Authority, (2013).
- Conference paper at the First Conference on the Archaeology and Tourism of Ma'an Governorate, Al-Hussein Bin Talal University, October, 2017.
- Conference paper at the First Jordan University / Aqaba Conference on Tourism Development in Jordan, February, 2017.
- Workshop Paper on "Hotel and Tourism Training and Education Challenges in Jordan", Yarmouk University, November 2011.