

CURRICULUM VITAE

1. Family Name: ALHASANAT

2. First Name: SAMI

3. Date of Birth: 17 SEP. 1968

4. Nationality: JORDANIAN

5. Civil Status: MARRIED

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9. Education:

Degree(s) or Diploma(s) obtained	Date
PhD: Doctoral Degree in Natural Science: "Crisis Management for Tourism and Hospitality". Title of dissertation: "Tourism Politics and Social Change in the Petra Region, Jordan: A Community in Crisis 1994 – 2014". Catholic University of Eichstaett-Ingolstadt, Germany	2015
M.A./ International Tourism Management, Coventry University, U.K. Title of dissertation: "Socio-cultural Impacts of Tourism on the Local Community at Petra, Jordan".	2008
B.A/ International Relations, French language Alhussein bin Talal University, Jordan	2007
Diploma in Telecommunications Engineering: Jordan Telecommunications Corporation, Jordan	1991
High school diploma: Wadi Musa Secondary School for Young Men	1987

10. Professional experience:

National Consultant with UNDP project: Biodiversity in Tourism Sector Certification and Standards Development Expert (National) under the Biodiversity Conservation in Tourism Sector Development in Jordan.	9 Oct. 2016 – 31 May 2017
"Parks, Biodiversity, and Ecotourism Management," International Visitor Leadership Program (IVLP) USAID Washington, D.C., U.S.A	21 May-June 9, 2012

Lecturer at Alhussein Bin Talal University, Petra College for Tourism and Antiquities, Department of Tourism and Hotel Management	2013-present
Member of Parliament, Petra District, Jordan	2010-2012
Founder and Chairman of the Coalition of Petra Cooperative Societies, Petra, Jordan	2011- present
Founder of the Society of the Capital City of Nabataeans, Petra, Jordan	2011 - present
Coordinator/ Tour Guides Training Program, College of Archaeology, Tourism and Hotel Management/ Al-Hussein bin Talal University, Ma'an, Jordan	2009 - 2010
Part time lecturer in Hospitality and Tourism Crisis Management: College of Archaeology, Tourism and Hotel Management/ Al-Hussein bin Talal University, Ma'an, Jordan	2009 - present
Licensed General Tourist Guide all over Jordan	1993 - present
Lecturer in Tourism Management at Al-Hussein bin Talal University, College of Archaeology, Tourism and Hotel Management	2008 - 2009
Tour Operator/ General Manager of Jordan Inspiration Tours/ JIT	2002 - present
Public Relations Manager/ Bait al-Anbat (Arab Center for Cultural Interaction)	2003 - 2004
Engineering Draftsman	1991 - 1993
Jordanian Armed Forces/Telecommunications' Student and National Service	1987 - 1993

11. Languages:

Arabic (mother tongue)	speaking fluent	writing fluent	reading Fluent
English	Fluent	competent	competent
French	beginner	competent	Competent

Hebrew	intermediate	no	no
German	beginner	beginner	beginner

12. Membership in Professional Societies:

- Member of the South Jordan Crisis Management Team in Petra, Jordan.
- Jordan Tour Guides Association (JTGA)/ Amman, Jordan.
- Society for Jordanian Tourism & Travel Agents/ Amman, Jordan.
- Society for the Conservation of Environment/ Amman, Jordan.
- Jordan Tourism Board (JTB)/ Amman, Jordan.
- Royal Society for the Conservation of Nature (RSCN)/ Amman, Jordan.
- Anglo Jordanian Society (AJS)/ London, England.
- German – Jordanian Society, Germany.
- The Arab Forum for Cultural Interaction (Bait Al-Anbat)/ Wadi Musa (Petra), Jordan.
- The Committee for Petra after the New Seven Wonders of the World
The Committee for Recruiting Jordanian Tour Guides/ Ministry of Tourism and Antiquities, Jordan

13. Computer skills:

Microsoft Word, Excel, Power Point, Photoshop, Visual Basic, web designing.

14. Other skills:

- Professional quality Arabic calligraphy, classical calligraphy scripts.
- Communication and negotiation skills.
- Managerial and organizational skills, attention to details.
- Fluent knowledge in local culture and mentality of the Jordanians.

15. Present position:

- Lecturer at Alhussein Bin Talal University, College of Tourism Archaeology and Hotel Management. Petra, Wadi Musa, Jordan.
- Chairman of Jordan Inspiration Tours, Petra and Aqaba, Jordan.
- Chairman of the Coalition of Petra Cooperatives' Society, Petra, Jordan.

16. Key qualifications:

- PhD degree in natural science related with tourism development and planning. Tourism and Hospitality Crisis Management, dealing with socio-cultural, economic and political crises in the tourism and hospitality industry in the Petra Region from 1994 to 2014;
- 23 years of experience as a professional tourist guide practicing ecotourism since 1993;
- 5 years of experience supervising Bi'a: Petra Ecosystem Project since 2011;
- Initiating Medicinal and Aromatic Plants Project in the Petra Region targeting 5.000 households in the Petra Region;
- Founder and supervisor of Old Ma'an Revitalization Project;
- Founder of South and Eastern Badiya Ecotourism Network;

- 14 years of experience as a local tour operator in Jordan promoting responsible tourism and ecotourism since 2002;
- Advanced training course in the USA on Parks, Biodiversity, and Ecotourism Management;
- Being involved in the Petra Strategic Master Plan during my Term of Office in the Jordanian Parliament;
- 4 years of experience in training professional local guides on ecotourism and biodiversity in PA of Petra Archaeological Park in cooperation with the Petra College for Tourism, Archaeology and Hotel Management;
- Facilitating public events, workshops and trainings;
- In depth knowledge and experience in tourism industry and the different aspects of the business including understanding of the whole value chain and its main stakeholders; tour operators, hotels, tour guides, tourism transport;
- 6 years of experience in teaching different modules in tourism such as ecotourism, international tourism management, tour guiding techniques, communication skills, tour operating sector, tour planning, crisis management in the tourism and hospitality industry, event management, tourism geography, among other modules;
- Moderate experience in conducting research and studies in the fields of biodiversity and tourism planning followed with focus groups and industry consultation meetings;
- Ability to work independently and deliver under pressure within changing circumstances;
- Moderate writing / reporting / presentation skills;
- Team player and loyal employee.

17. Professional Experience:

Year	Location	Company	Position	Description
2106 - 2107	Jordan	UNDP	Consultant	Mainstreaming Biodiversity Conservation in the Tourism Sector Development in Jordan (BITS) Project: Biodiversity in Tourism Sector Certification and Standards Development Expert.
2013 - present	Jordan, Petra	Alhussein bin Talal University, Petra College for Tourism, Archaeology and Hotel Management	Lecturer	Since 2013, and currently, I'm lecturing at Alhussein bin Talal University, the Petra College for Tourism, Archaeology and Hotel Management. Amongst the tourism related subjects I'm teaching: Tourism Development and Planning, Tourism Marketing, Ecotourism and Biodiversity, Tourism Management, Tour Operating Sector, Tour Guiding Skills and Techniques, Tourism Typology, Tourism Geography, Tourism in Jordan and its Geography, Tourism Research, Tourism Transportation, Cultural Tourism and other tourism related subjects.
2010 - 2012	Jordan	House of Representatives	Member of Parliament	I began my term of office with great hopes and a sense of purpose. My driving motivation was to help my people, my constituents, by developing sustainable projects which would continue to provide jobs and income to the local community for generations to come. As a representative of the people of Petra in the Jordanian

				<p>Parliament, I was involved in the tourism development processes on both national and local levels. In addition, I was involved in the Strategic Master Plan for the Petra Region Authority attending all the public meeting and discussion with the international consulting team responsible for the Master Plan. I also arranged several public meetings with workshops and focus groups targeting tourism development and planning in the region. Moreover, I was deeply involved in managing tourism crisis due to the decline of tourism due political events in the neighboring Arab countries.</p> <p>Simultaneously, I dealt with some of negative impacts of tourism on my community at Petra and tried very hard to reduce some of these impacts by raising the awareness of the local community about benefiting from tourism industry. In addition, I also helped the Petra Region Authority in finding solutions for some of the tourism issues in the region.</p>
2009 - 2010	Jordan, Petra	Alhussein bin Talal University, Petra College for Tourism, Archaeology and Hotel Management	Part-time lecturer	As a part-time lecturer, I taught many tourism related subjects such as, Introduction to Tourism, Ecotourism and Biodiversity, Tourism Geography, Tourism Marketing, Tour Operating Sector and Building Tourism Itineraries, Event Management and Crisis Management in the Tourism and Hospitality Industry.
2009 - 2010	Jordan, Petra	Alhussein bin Talal University, Petra College for Tourism, Archaeology and Hotel Management	Coordinator of the professional Tour Guides training course	I put forward the training syllabus for training professional tour guides in Jordan based at the Petra College. An essential job for me was to select guides and recruit course instructors.
2010 - 2016	Jordan, Petra	The Coalition of Petra Region Cooperative Societies	Founder and Chairman	With strenuous efforts with the Jordanian Government I was able to establish a coalition for the cooperative societies in the Petra Region. The overreaching aim of establishing the Coalition was to enhance a cooperative environment and to establish an institutional framework and structure in the local community in Petra. I worked very hard on projects to diversify the local economy in the Petra Region by finding alternative income for local people in times of tourism decline and low tourism season. My most serious task is to work hard to create sustainable jobs for generations to come in my community in Petra.
2010 -	Jordan	South and Eastern	Founder	Establishing an ecotourism network in anticipation of creating jobs for

2016		Badiya Ecotourism and Biodiversity Network		Bedouins in the south and eastern desert of Jordan. The grand vision is to create a chain of tourism networks linking the Petra Region, Shobak, Dana, Feinan and Wadi Rum to a network of eco-tourism projects in the eastern Badiya all the way north to Umm al-Jimal.
2011	Jordan	The Society of the Capital City of Nabataeans, Petra, Jordan	Founder	Estbalished society for the local commuinity at Petra Region. It contains members from the six communitiies in the Petra Region. The society was aimed at developing welfare of the local people and creat job oprotunities for them. It was also aimed at attracting investments to the region.
2011 – pending	Jordan	Old Ma'an Revitalization Project	Founder and supervisor	The project proposes an interpretive exhibition and walking trail through old Ma'an The short-term goals of the project are: (1) to clean up, lightly restore/landscape and interpret a limited area of historic Ma'an; (2) to bring people and potential funders into Ma'an; (3) to produce an exhibition catalogue for sale and to serve as the basis for fundraising for a more extensive project. The first phase of this project was executed successfully by securing JD40.000 from the Ministry of Municipal affairs. The work has been done and trails were established. The old municipality house in Ma'an was renovated and an exhibition was installed to show case Ma'an through history.
2011 - pending	Jordan	Farm endemic, low-input plants for the international pharmaceutical trade: Medicinal and Aromatic Plants Project	Founder	The project was presented to his Magesty King Abdulla II. He generously donated JD500,000 as seed money for the project. The Petra Region Authority is waiting still to facilitate such a grand project.
2011 - pending	Jordan	Develop value-added agriculture, meat & dairy products viable for regional and international markets	Founder	The project was aimed at balancing herd size with range biomass. Restore profitability and health of herds. Improve, diversify and increase profit on range products. Develop products for international markets i.e. artisanal cheeses free-range & specialty meats The solution was proposed in finding a Community Based Rangeland Rehabilitation: Secure rights to manage/graze the

				<p>southern Petra Region, including the Mas'ouda Special Conservation Area – the traditional range of the Sa'idiyyin. Sustainably rehabilitate the range to provide quality forage.</p> <p>Reduce herd size t sustainable numbers by culling unproductive animals and diversifying family income.</p> <p>Reduce veterinary costs by improving herd health.</p> <p>Reduce transportation costs through herd management and water harvesting.</p> <p>Reduce water cost by harvesting water.</p> <p>Reduce labor costs by reducing herd size.</p> <p>Produce high-quality, drought-resistant forage to reduce dependence on government-subsidized feed.</p>
2011 - 2016	Jordan	Bi'a: Petra Ecosystem Network	Founder and supervisor	<p>Extend visitor stays and spending in Petra Region/ Jordan by creating larger and stronger tourism networks and products.</p> <p>Distribute diversified accommodations (camps, B&Bs, boutique lodgings), restaurants, activities and retail opportunities throughout the Petra Region.</p>
2002 - present	Jordan	Jordan Inspiration Tours (Tour Operator)	Founder, Owner and General Manager	<p>At Jordan Inspiration Tours, I promoted the principles of Responsible Tourism. I was among the very fist travel agents and tour operators in Jordan to organise and facilitate ecotourism and nature-based tours to Jordan.</p> <p>In my family-run business, I taught my employees and many of the local people not only how to work in tourism, but also how to take care of biodiversity and environment.</p>
1993 - Present	Jordan	Tour Guides Association	Professional Tour Guide	<p>During this lifelong experience, I worked as a professional tour guide, loyal to Jordan and its people. I share the love of my country with every guest who visits us in Jordan.</p>
1987 - 1993	Jordan	Jordanian Armed Forces	Member of the Jordanian Army	<p>I served as a loyal Jordanian soldier giving my country with the very best I had.</p>

18. Other relevant information:

Publications in the area of tourism:

1. **Alhasanat, S. (2016).** Tourism, Politics and Social Change in Petra Region, Jordan: A Community in Crisis, 1994 2014. München; Wien: Profil-Verlag, 2016. - 288 S. - (Eichstätter Tourismuswissenschaftliche Beiträge; 15) ISBN 978-3-89019-714-2.
2. **Sami al-Hasanat, Dr & Mansour Abed alzeez, Dr & Ikhlas, Altarawneh. (2017).** Practicing Responsibility in Transnational Perspective. Journal of Anthropology and Archaeology. 5. 10.15640/jaa.v5n2a6.
3. **Al-Hasanāt, S. (2010).** Socio-cultural Impacts of Tourism on the Local Community at Petra. European Journal of Scientific Research 44:3, pp. 74-386.
4. **Hasanat, S. and Hiyasat, A. (2010).** Marketing Strategy for Jordan Tourism. University of Jordan
5. **Hasanat, S. and Bazazo, I. (2010):** The Use of GIS in Tourism Marketing.
6. **Marketing Strategy for Jordanian Tourism** in Secondary Markets.
7. **Promotional Strategy for the Petra College** for Tourism and Antiquities/ Alhussein Bin Talal University 2017.

Recognitions:

- 2007: I was nominated by Wonderlust Organisation as the best tour guide in the world.
- 2010: The most outstanding recognition came from my people in the Petra Region. They generously coalesced on selecting me to represent them on the national level at the Parliament of Jordan.
- 2015 My travel agency in Petra, Jordan Inspiration Tours was awarded the certificate of Excellence by TripAdvisor.
- 2016: My PhD thesis is nominated by my supervisor Prof. Dr. Hans Hopfinger for the prize of the best tourism related research for an international academic award at ITB Berlin.
- 2016: I have been awarded the prize of the best PhD dissertation. The Prize of the University Society for excellent thesis work under **Dies Academicus**. From the Society of the Catholic University of Eichstaett-Ingolstadt University in Germany.

Dr. Sami Alhasanat

Petra, Wadi Musa: August, 12, 2019