

Dr. Nagwa Ibrahim Abdelgwad Zouair

Curriculum Vitae

Personal Details

Name: Nagwa Ibrahim Abdelgwad Zouair

Nationality: Egyptian

Status (Married/Single): Married

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Academic Qualifications

PhD of Language, History, and Civilizations of the Ancient Worlds from Origins to Late Antiquity (Mediterranean, Middle East, and Peripheral Areas), Université de Lumière, Lyon II, France, 2004.

DEA (Diplôme d'Études Approfondies): of Language, History, and Civilisations of the Ancient Worlds from Origins to Late Antiquity (Mediterranean, Middle East, and Peripheral Areas), Université de Lumière, Lyon II, France, 2001

BSc of Tourism and Hospitality, of Tourism and Hospitality, Tourism Guidance (Very good Hons), Faculty of Tourism and Hotels, Cairo University, Egypt, 1998

Employment History

- Associate Professor, Department of History, University of Khorfakkan, 2023 to present.
- Professor, Department of Tourism Guidance, University of Fayoum, 2018 to present.
- Associate Professor, Department of Tourism Guidance, University of Fayoum, 2013-2018.
- Visiting researcher, Université de Lumière, Lyon II, 2015-2016.
- Assistant Professor, Department of Tourism Guidance, University of Fayoum, 2005-2013.
- Demonstrator, Department of Tourism Guidance, University of Fayoum, 1998-2005

Professional Membership & Activities

- Coordinator of MoU between the University of Khorfakkan and Sharjah Archaeology, 2024 to present.
- Representative of the College of Arts, Sciences and IT in the Research Committee of the University.

- Head of Strategic Plan of Research and Innovation Centre, University of Khorfakkan, 2024
- Head of the Strategic Plan Committee of the College of Arts, Humanities and Social Sciences, 2025-2026
- Member of the Strategic Plan of the College of Arts, Sciences, and IT, 2024-2025.
- Member of the Ethical Committee of the University, 2023 to present.
- Acting Dean, Faculty of Tourism and Hotels, Fayoum University, 2022-2023.
- Vice-dean of Teaching and Student Affairs, Faculty of Tourism and Hotels, Fayoum University, 2022-2023
- Vice-dean of Postgraduate Studies and Research, Faculty of Tourism and Hotels, Fayoum University, 2019-2022.
- Director of Development of Student Assessment and Exam Center, Fayoum University, Egypt, 2017-2018.
- Peer Reviewer, NAQQE, Egypt, 2015 to the present.
- Director of Quality Assurance and Accreditation Unit, Faculty of Tourism and Hotels, Fayoum University, Egypt, 2008-2013
- Consultant of Strategic Planning Unit, Ministry of Higher Education, 2011-2014.
- Consultant of Research and Studies Unit, Ministry of Higher Education, 2014-2018.

Teaching Experience

A. Undergraduate Courses

1. History of Graeco-Roman Egypt.
2. Monuments of Graeco-Roman Egypt.
3. Religion of Ancient Egypt.
4. Ancient Egyptian Language.
5. History of the Roman World.
6. History of Art.
7. History of Pre-Islam
8. Ancient Egyptian Civilisations.
9. Tourism Guidance.
10. History of Byzantine Egypt.
11. Monuments of Byzantine Egypt.
12. Introduction to Greek Archaeology.
13. Museum Studies
14. Cultural Heritage
15. Public Relations

B. Postgraduate courses

- 1- History of Egypt during the Byzantine Period

- 2- History of Ptolemaic Egypt.
- 3- History of Roman Egypt.
- 4- History of Ancient Greece and the Roman World.
- 5- Monuments of Ptolemaic Egypt.
- 6- Monument of Roman Egypt.
- 7- Archaeological sites of Graeco-Roman Egypt.
- 8- Ancient Religious Thoughts in Graeco-Roman Egypt.
- 9- Papyrology.
- 10-Research Methodology
- 11-Collecting data and analysis

Conferences & Workshops (Last 5 years)

- Effective presentations Skills, FLDC, Fayoum University, Egypt, 3/2007
- Preparing and writing scientific research, FLDC, Fayoum University, Egypt, 5/2007
- Use of IT in Teaching & Learning, FLDC, Fayoum University, Egypt, 6/2007.
- Quality Awareness, Centre of Quality Assurance, Fayoum University, Egypt, 3/2008.
- Credit Hour system, FLDC, Fayoum University, Egypt, 6/2008
- Preparing exams, FLDC, Fayoum University, Egypt, 1/2009
- Course reports, Centre of Quality Assurance, Fayoum University, Egypt, 1/2009
- Strategic planning, NAQAAE, Egyptian Cabinet, 2/2009
- External Peer-Reviewing for Higher Education Institutions, NAQAAE, Egyptian Cabinet, 2/2009
- IT for Peer-Reviewer, NAQAAE, Egyptian Cabinet, 3/2009
- 9th Advances in Hospitality and Tourism Marketing and Management Conference Proceedings, 09-12 July 2019 Portsmouth, United Kingdom. Exploring the factors predicting M-commerce applications' adoption in tourism and hospitality: evidence from travel agencies, hotels and archaeological sites.
- AIRSI2023 The Metaverse Conference, 15-17 May.
- 4Th International Scientific Conference 'Tourman 2021', Thessaloniki, Greece, May 21-23, 2021. "How ready are customers to re-travel for tourism? Insights from the UAE and Egypt".
- Zouair, N., Hegazy, S., Fouda, W., Elkhouli, M., Alyahyaee, N. (2025). Are Immersive ads truly influential? Exploring the impact of immersive advertising on visit intention: the moderating role of destination image. In AIRIS2025 The Metaverse conference, June 9-11, 2025.

Research Interests

- Heritage

- Archaeology
- Tourism Guidance
- Museum Studies
- Tourism
- Sustainability
- Applications of Cutting-edge technologies in Tourism and Heritage.
- Ancient Civilisations
- Religion in Ancient Civilisations

Recent Research Publications (Books, Journals & Conferences papers)

A. Refereed Journals

- Ameen, A., Okleh, I., Zouair, N., Al-shamaileh, M., Alzo'ubi, M., & Al Rwaidi, M. (2025). Architectural and Cultural Significance of the Al-Bidayh Mosque: An Exploration of Islamic Heritage in the UAE. *Shedet*. DOI: [10.21608/shedet.2025.398380.1309](https://doi.org/10.21608/shedet.2025.398380.1309) (Article in Press)
- Aburumman, A., Abou-Shouk, M., Zouair, N., & Abdel-Jalil, M. (2025). The effect of health-perceived risks on domestic travel intention: The moderating role of destination image. *Tourism and Hospitality Research*, 25(1), 57-71 <https://doi.org/10.1177/14673584231172376>
- Abou-Shouk, M., Elbaz, A. M., Zouair, N., Aburumman, A., & Bayoumy, M. (2025). Cross-country insights into sustainable tourism performance and local community support for sustainable development. *Tourism and Hospitality Research*, 14673584251356779. <https://doi.org/10.1177/146735842513567>
- Khater, M., Zouair, N., Saad, M. A., Bayoumy, M., & Al-Salim, F. (2025). Reviving heritage through regenerative tourism and community empowerment for sustainable futures. *Social Sciences & Humanities Open*, 12, 102004. <https://doi.org/10.1016/j.ssaoh.2025.102004>.
- Loundy, M. F., Zouair, N. I., & Omran, W. M. (2025). Archaeological value of Abu Sir Al-malaq. *International Journal of Tourism, Archaeology and Hospitality*, 5(2), 83-100. DOI: [10.21608/ijtah.2025.348334.1140](https://doi.org/10.21608/ijtah.2025.348334.1140)
- Mohammed, A., Zoair, N., Abdel-Jalil, M., & Abdel-Hakim, A. (2024). Preserving the Past, Building the Future: The Role of Adaptive Heritage Reuse in Achieving SDGs Through Tourism. In Sustainable Development Seen Through the Lenses of Ethnoeconomics and the Circular Economy (pp. 149-171). Cham: Springer Nature Switzerland. DOI: [10.1007/978-3-031-72676-7_8](https://doi.org/10.1007/978-3-031-72676-7_8)

- Khater, M., Zoair, N., & Faik, M. (2024). Climate Changes And Egyptian Heritage: Vulnerability And Adaptation Strategies (A Case Study On The Catacombs Of Kom Elshouqafa, Alexandria, Egypt). *Egyptian Journal of Archaeological & Restoration Studies*, 14(2), 207–216.
- Mohammed, A., Zoair, N., Abdel-Jalil, M., & Abdel-Hakim, A. (2024). Preserving the Past, Building the Future: The Role of Adaptive Heritage Reuse in Achieving SDGs Through Tourism. In Sustainable Development Seen Through the Lenses of Ethnoeconomics and the Circular Economy (pp. 149-171). Cham: Springer Nature Switzerland.
- Abou-Shouk, M., Manna, M. T., Zouair, N., Alzboun, N., & Abdel-Jalil, M. (2024). Local Events' Marketing Mix Effect on Visit Intentions: Destination Image as a Mediator. *Journal of Tourism and Services*, 15(28), 188-209.
- Alzoubi, M., Okleh, I., Al-Obaydi, M., Zouair, N. (2024), Al-Mubarak bin Kamil bin Abi Ghaleb Al-Khaffāf (490-543 AH/1097-1148 CE) and His Mu‘jam Al-Shyūwkh, *Hong Kong Journal of Social Sciences*, 63, 107:116.
- Mohammed, A., Zoair, N., Abdel-Jalil, M., Abdel-Hakim, A. (2024). Preserving the Past, Building the Future: The Role of Adaptive Heritage Reuse in Achieving SDGs Through Tourism. In: Leal Filho, W., Kuzmanović, V. (eds) Sustainable Development Seen Through the Lenses of Ethnoeconomics and the Circular Economy. Springer, Cham. https://doi.org/10.1007/978-3-031-72676-7_8
- Abou-Shouk, M., Zouair, N., Abdelhakim, A., Roshdy, H. Abdel-Jalil, M. (2024). The effect of immersive technologies on tourist satisfaction and loyalty: the mediating role of customer engagement and customer perceived value, *International Journal of Contemporary Hospitality Management*, 2024. <http://dx.doi.org/10.1108/IJCHM-09-2023-1496>
- Abou-Shouk, M., Zouair, N., Hewedi, M., Badr, R. 2023. Predictors of work intention in the tourism career: the moderating impact of cultural aspects, *Current Issues in Tourism*, 2023, <https://doi.org/10.1080/13683500.2023.2286270>.
- Abou-Shouk, M., Zoair, N., Elbaz, A., and Abdel-Jalil, M. 2023. Local Tourists' Perceptions of Tourist Destinations' Competitiveness: A Comparative Study of the United Arab Emirates, Egypt, and Oman. *Worldwide Hospitality and Tourism Themes*, 15 (2), 143-154. <https://www.ingentaconnect.com/content/mcb/whatt/2022/00000015/00000002/art00006>
- Abou-Shouk, M., Zoair, N., Aburumman, A., and Abdel-Jalil, M. 2022. The effect of personality traits and knowledge-sharing on employees' innovative performance: A comparative study of Egypt and Jordan. *Tourism Management Perspectives*, 44, 100782. <https://doi.org/10.1016/j.tmp.2022.101024>

- Abou-Shouk, M., Zoair, N., & Abulenein, E. (2022). How Ready Are Customers to Re-Travel For Tourism? Insights From the UAE And Egypt. *GeoJournal of Tourism and Geosites*, 40(1), 9–20. <https://doi.org/10.30892/gtg.40101-8xx>, Scopus Q2.
- Tanyos, M., Zoair, N., and Haragi, M. (2022) Insights Insight into some features of male costumes in Roman Egypt, *International Journal of Heritage, Tourism and Hospitality*, 16(1)
- Amine, D., Zoair N., and Omran, W. (2021). The Significance of Double Eagle Represented on Ptolemaic Coins. *International Journal of Heritage, Tourism and Hospitality*, 15(1), 139-143.
- Amine, D., Zoair N., and Omran, W. (2021). The Bronze Coins of Alexander the Great in NEMC Collection. *International Journal of Heritage, Tourism and Hospitality*, 15(1), 157-161.
- فاطمة سالم؛ نجوى زعير؛ وحيد عمران، 2019. دور الأقزام في الحياة بمصر في العصر اليوناني الروماني، *المجلة الدولية للتراث والسياحة والضيافة*، المجلد 13(2)، 178-192
- فاطمة عبد الرسول؛ نجوى زعير؛ وليد شيخ العرب؛ وحيد عمران، 2019. مقبرة الفاما رقم 1، *المجلة الدولية للتراث والسياحة والضيافة*، المجلد 13(2)، 212-222.
- سامية رزيقي؛ نجوى زعير؛ تامر فهيم، 2019. طرق ربط ملابس السيدات في مصر منذ الدولة القديمة حتى نهاية العصر البطلمي، *المجلة الدولية للتراث والسياحة والضيافة*، المجلد 12(1)، 141-161، 2012
- مروة أحمد؛ منال أبو القاسم؛ نجوى زعير، 2018. الأبعاد السياسية والدينية لإضافات الأسرة الفلافية إلى معابد مصر العليا، *المجلة الدولية للتراث والسياحة والضيافة*، المجلد 12(2)، 327-257
- Zoair, N. 2018. The Distribution of Book of the Dead Spells' in Ptolemaic Tombs in Egypt, *International Journal of Heritage, Tourism and Hospitality*, 12, (1/2), 43-66.
- Abou-Shouk, M., Zoair, N., Elbarbary, M. and Hewedi, M. 2018. Sense of Place Relationship with Visitor Satisfaction, and Intentional Behaviour: Evidence from Egypt, *International Journal of Tourism Research*, 20 (2), 172-181. Scopus Q2
- <https://doi.org/10.1002/jtr.2170>
- Abou-Shouk, M., Zoair, N., Farrag, M., and Hewedi, M. 2018. The Role of International Exhibition Venues in Marketing Exhibitors' Destinations. *Journal of Vacation Marketing*, 24 (2), 136-147. <https://doi.org/10.1177/1356766717690573>, Scopus Q1
- Koutkat M. Abd El Maguid and Creasmann P. and Zoair, N. 2017. The Vernacular Boats of Egypt's Natural Lakes: Documentation of Living Maritime Heritage *Journal of Ancient Egyptian Interconnections*, 16, 25-67.
- Abou-Shouk, M., Zoair, N. and AbulEnanin, E. 2021. How ready are customers to re-travel for tourism? Insights from the UAE and Egypt, 4Th International Scientific Conference 'Tourman 2021', Thessaloniki, Greece, May 21-23, 2021. <https://www.tourman.gr/>
- Abou-Shouk, M., Zoair, N. and Abdelhakim, M. 2019. Exploring the factors predicting M-commerce applications' adoption in tourism and hospitality: evidence from travel agencies, hotels and archaeological sites. *9th Advances in Hospitality and Tourism*

Peer Review Activities

- Journal of Hospitality and Tourism Research
- Journal of Field Archaeology,
- Middle East Research Journal, ISSN 2536-9504, Ain Shams University, 2021.
- International Journal of Tourism and Hospitality Management, ISSN 2682-3632, Luxor University, 2017.
- International Journal of Heritage, Tourism and Hospitality, ISSN 2636-4123, Fayoum University, 2013.
- The scientific Journal of the faculty of Tourism and Hotels, ISSN 2682-2180, Alexandria University, 2018.
- The Journal of the Faculty of Tourism and Hotels, ISSN 2537-0545, Mansoura University, since 2020.
- Minia Journal of Tourism and Hospitality Research, ISSN 2357-0652, Minia University, since 2016.

Research, Teaching Grants

- Competitive grant, PI, Continuous Improvement and Qualifying for Accreditation Project, Ministry of Higher Education, 1/2010-1-2012, 2790000 LE.
- Competitive Excellence Project of Higher Education Institutions, Member, The First Egyptian Heritage Museum Throughout the Eras, Management of supporting Excellence, 2015-2017, 5200000 LE.
- Firing through Space and Time: Understanding Pottery Firing in Ancient Egypt, PI, University of Khorfakkan, 2024-2026

Awards and Recognitions

- Fayoum University Award for International Publishing Distinction, 2024.
- Fayoum University Award for International Publishing Distinction, 2023.
- Fayoum University Award for International Publishing Distinction, 2022.
- Fayoum University Award for International Publishing Distinction, 2021.
- Fayoum University Award for International Publishing Distinction, 2021

Community Services

- Strategic Planning Unit, Ministry of Higher Education, Egypt, Member of Preparing Strategic Plan of Tourism Education, Representative of Tourism Guidance Sector, and Head of Executive Team, 2009-2013.
- Strategic Planning Unit with the collaboration of Organization for Economic, Co-operation and Development (OECD), preparing a study about Post-Vocational Education in Egypt, 2013-2014

- Research and Studies Unit, Ministry of Higher Education, Study “Developing Access to Higher Education”, Teamwork member, 2014
- Research and Studies Unit, Ministry of Higher Education, Study about Community Colleges, and its impact in Egypt: challenges and perspective, Head of Team, 2015.
- Tourism and Hospitality Sector Committee, Supreme Council for Universities, Egypt, committee member for ‘Updating National Academic Reference Standards (NARS) for Tourism Guidance, 2015.
- Syndicate of Tourism Guidance, Egypt, Bridge between Academia and Profession, 2014.
- Member of Committee for Preparing Kom Ushim Museum, Egypt, in Charge of Registration and preparing monuments’ labels, 2021.
- Organizer of workshop Academia and Industry, 2020
- Member of Tourism Ministry and Academia Committee, organising workshops between the labour market and Academic Institutions, 2010.
- Syndicate of Tourism Guidance, Trainer, 2009-2012
- Organizer of the workshop on ‘Documentation of Intangible Heritage’, 2020, in partnership with community organisations and Fayoum University.
- Organizer of workshop about Academia and Industry with the collaboration of Tourism Ministry.
- Organizer of workshop about Entrepreneurship and its future in Egypt with the collaboration of Planning Ministry