

# Dima Dajani

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## Profile:

Fourteen years of international and local experience in the field of Hospitality and Tourism Management. Currently, assistant professor and undergraduate lecturer in the field of Marketing at Al-Zaytoonah University in Jordan. Completed a Degree of Doctor of Philosophy from The University of Leeds, UK (2011) specializing in Electronic Marketing and a Master's of Business Administration degree from the University of Guelph, Ontario (1998) specializing in Hospitality and Tourism Marketing. Under-graduate lecturing experience for different subjects in Arabic and English languages. Fluency in English language, native Arabic speaker, and has a working knowledge of French language. Additionally, possesses a full array of computer operating systems skills within the field of Hospitality and Tourism Management.

Professional experience also includes working with the Sheraton International in Toronto, and the Hilton International in Cairo. Completed a year long Management Training Program in the flagship Ramses Hilton. Exposure to a wide array of management, marketing, banqueting, and human resources issues both with the Sheraton and Hilton Groups.

## Education:

- **Ph.D.**, "A Critical Analysis of E-commerce Use by Jordanian Travel Agents" University of Leeds, Leeds, UK, graduated November, 2011.
- **Master of Business Administration**, University of Guelph, Guelph, Ontario, Canada May 1998.
- **B.Sc. Economics and Business Administration**, The American University in Cairo, Egypt, January 1996.

## Experience:

*Al- Zaytoonah University of Jordan, Department of Hospitality and Tourism Management (2001-Present)*

### **Head of Department Of Hotel and Tourism Management 2012-present**

- Lead, manage and develop the department to ensure it achieves the highest possible standards of Excellence in all its activities.
- Establish The new department of Tourism at the Zaytoonah University and developed the tourism program plan in accordance to the new certification regulations of the Ministry of Education. Responsible for setting and advancing the academic strategy of the department in line with university strategic plans and directions.
- Comply with quality assurance procedures inside the university.
- Present the university both internally and externally.
- Ensure the staff performance is managed properly and in a way that is consistent with the expectations of the university, and that fair work load allocation processes are in place.
- Develop and sustain appropriate structure for decision-making and communication with staff and students.
- Prepare teaching material including course outline, syllabus and lesson plans.

- Ensure that all staff have access to the necessary support to enable them to contribute fully and develop their skills and experience.

**Lecturer At the graduate level 2013-present:**

- Taught MBA student a course in **Advanced Marketing Management**

- Supervised theses of MBA students

**Lecturer at undergraduate level in different subject areas 2001-2012**

Courses include:

- Computer Applications in Marketing
- Marketing for Hospitality and Tourism
- Office Automation
- Information Systems in Hospitality and Tourism
- Human Resources Management
- Hospitality Management
- Special Studies in Hospitality and Tourism
- Hotel Management
- Front Office Operation
- Preparation of courses syllabus as per the university curriculum.
- Academic Advisor for Undergraduate students.
- Training and internship coordinator for hospitality students-integrating students' academic experience with members of the travel and hotel industry in Jordan. Internship and job placement.
- Participation in the academic venues of the university and the annual conference for the School of Economics and Administrative Sciences at Al Zaytoonah University.

***Sheraton Center Toronto Hotel, Toronto, Canada, 1998-2000 (1400 rooms)***

**Club Level Supervisor, 1999 – 2000**

- Participated in the selection of Front Office team and training effort of new staff.
- Prepared management reports in GEAC to forecast occupancy level and revenue yields.
- Scheduled the weekly working plan for all Club Level Staff.
- Supervised all Club Level Lounge facilities including Dining, Business Center and Guest Relations.
- Directed all Quality Assurance issues regarding room inventories and Concierge services for Club and VIP guests.

**Guest Service Agent, 1998 – 1999 (promoted to Club Level)**

- Completed guest registration and reservation procedures.
- Skilled in Front desk customer problem solving issues.
- Liaised with Marketing Department to showcase hotel room and amenities.

***Hilton International Hotels (900 rooms), Cairo, Egypt***

Management Track Internship, 1995-1996

Completed a management training program with Ramses Hilton in the following departments: Marketing, Public Relations, Front Office, Business Development / National Sales, Guest Relations, and Banquets.

*Marketing:*

- Aided in preparing marketing support tools (leaflets and brochures) to promote the hotel.
- Assisted in the preparation of monthly sales targets for sales force in accordance to territorial objectives set by management.

*Public Relations:*

- Updated the mailing list of PR section for future reference.
- Planned and prepared various PR activities at the Hotel, i.e. special star performances.
- Monitored print media activities coordinated with members of the press to enhance the image of Hilton Hotel.

*Front Office:*

- Assisted in the check in/out procedures and conducted reservation procedures for groups and individual travelers.
- Received and handled VIP clientele.

*Business Development / National Sales:*

- Networked bookings of clientele amongst various branches of Hilton International Egypt
- Assisted the sales team in the marketing of the hotel to targeted accounts

*Guest Relations:*

- Assisted the guest relation's team to handle all special requests of hotel guest

*Banquets:*

- Aided in preparing and planning for special occasions, i.e. weddings, conferences, exhibitions and seminars. Duties included planning of programs, organizing different menus, and assisting in preparing print materials

***Teaching Experience-University of Guelph, Guelph, Canada***

Graduate Teaching Assistant, 1997

Courses: Control Systems in the Hospitality Industry, Managerial Accounting and Hospitality Purchasing Management

- Taught and supervised the use of Squirrel computer system, provided computer help for Quattro and Squirrel lab sessions
- Supervised, graded exams and assignments and held office hours

**Computer Skills:**

- Microsoft Office: Word, Excel, PowerPoint, Outlook, Internet Explorer
- Hospitality and Statistical software: GEAC, Squirrel, Fidelio, OPERA, SPSS, Epi6

**Publications and Awards:**

- Certificate of Attendance on the course of Capacity Building for Quality Improvement in Tourism and Hospitality Education, 2012.
- Certificate of Attendance on the course of Educate the Educators. Capacity Building for Tourism and Hospitality Education. Amman, Jordan. February, 2011.
- Dajani, D. (2012). A Critical Analysis of E-Commerce Use by Jordanian Travel Agents, *IJAS*, 1(1): 22-32.
- Dajani, D. (2004). "Evaluating the Electronic Training Process in the Hospitality Industry in Jordan. Practical Study on the Fidelio Program." *Al-Zaytoonah Journal of Scientific Studies & Research*, 2(3): 94-128.
- Awarded the Dorothy Britton Graduate Scholarship, 1997 by the University of Guelph for Scholastic excellence.
- Research dissertation for Master's Degree: "Strategic Marketing Approach for Tourism in Jordan"

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