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Overview

Dr. Moustafa A. Mekawy is a tourism advisor with a background in tourism development studies and planning. Born on Alexandria, he moved, as a seconded tourism expert, to Saudi Commission for Tourism and Antiquities (SCTA) after working at the Menoufiya University, Tourism Studies Department during the late 1999s to present. He studied tourism management and planning at Alexandria University, before gaining his MSc. in tourism studies from Alexandria. He was awarded his Ph.D. (Excellent with Honors) from Suez Canal University for his work on tourism, service quality and strategic planning.

Basic research interests and extraordinary achievements

His principal research interests include poverty reduction, models and typologies, managing needs; expectations; and satisfactions, industry based internship programs, investment and strategic planning in the tourism sector. These research interests have developed into his personal intellectual project that analyses the interplay between tourism, planning and sustainable investment and embraces issues of poverty alleviation and satisfying needs and expectations. His research issues have found echo with senior planners, developers, investors, policy-makers and other stakeholders and he has undertaken a number of, national and international, consultancy and advisory roles. In 2007 his research reputation was acknowledged with the award of the international annual contest of the Higher Institute of Tourism, Hotels & Computer (H.I.T.H.C.), Alexandria for the best innovative academic paper, followed in 2011 by a prestigious membership of the respectable AIEST (International Association of Scientific Experts in Tourism), Switzerland.

Activities and memberships

In 2010 he was visiting delegate & researcher at the Bristol Business School, University of the West of England, UK, during his visit he shared the academic slum tourism community in founding of the International Slum Tourism Network (STN). He is a Member of the Executive Committee of the KSA's SCTA of the development of tourism private sector's participation in national tourism development process and he was a specialist advisor for the African Consultant Office (ACO)'s Chairman in Egypt (2007-2011). He is an editorial-board member for the Journal of Tourism & Hospitality and an *ad-hoc* reviewer for the Tourism Management Journal and review and referee for several other international journals and grant-awarding bodies.

In addition to research and advisory activities, Mekawy is an enthusiastic author, having received the Emirates Center for Strategic Studies and Research substantial honorarium award, as well as national authorship recognition. He is the author of one book chapter and two college textbooks that are used in classrooms across the Arabic countries.