



## **Curriculum Vitae Dr Hanaa Osman**

### **Current Appointment**

Senior Lecturer (Associate Professor) and Head of Department, People and Organisations, The Business School, Bournemouth University.

### **Subject Disciplines**

Consumer Behaviour  
Marketing  
Tourist experiences  
Emotional labour in Hospitality  
Qualitative Research

### **Academic and Professional Qualifications**

HEA Fellowship 2013  
PGcert in Research Degree supervision, Bournemouth University, UK, 2012  
PhD in Marketing, Oxford Brookes University, UK, 2001  
M.Sc. in International Hotel Management, Helwan University, Egypt 1992  
B.Sc. in Hotel Management, Helwan University, Egypt , 1989

### **International Experience**

Courses taught at UG level:  
Global Hospitality (Bournemouth University, UK)  
Consumer Experience and Behaviour (Bournemouth University, UK)  
Food, Culture and Travel (Bournemouth University, UK)  
Strategic Management (Johnson & Wales University, USA)  
Managing cultural differences (Johnson & Wales University, USA)  
Sales and Meeting Management (Johnson & Wales University, USA)  
Human Resources (Johnson & Wales University, USA)  
Managing Negotiation in the Service Industry (Johnson & Wales University, USA)  
Dynamics of Tourism (Johnson & Wales University, USA)  
Principles of Marketing (Oxford Brookes University, UK)

International Marketing (Oxford Brookes University, UK)  
Hotel Management (Helwan University, Egypt)  
Front Office Management (Helwan University, Egypt)  
House Keeping Management (Helwan University, Egypt)  
Food and Nutrition (Egypt)  
Introduction to the Hospitality Industry (Sultan Qaboos University, Sultanate of Oman)  
Tourism Research (Sultan Qaboos University, Sultanate of Oman)  
Tourism Terminology (Sultan Qaboos University, Sultanate of Oman)  
Advertising (Sultan Qaboos University, Sultanate of Oman)  
Ecotourism (Sultan Qaboos University, Sultanate of Oman)  
Tourism Planning (Sultan Qaboos University, Sultanate of Oman)  
Advertising and Marketing (Helwan University, Egypt)  
Courses taught at PG level:  
Innovation of Hospitality (Bournemouth University, UK)  
Management and Finance II-Consumer Behaviour (University of Eastern Piedmont. Italy)

### **Examples of Publications**

#### **Journal articles**

Osman, H., & Brown, L. (2024). Towards the search for a sustainable destination: a gender perspective. *Journal of Sustainable Tourism*, 1-17.

Nguyen, Q., Ladkin, A., & Osman, H. (2023). What helps or hinders the emotional intelligence practice? A study of Vietnamese hotel workers. *International Journal of Contemporary Hospitality Management*, 34(2), 534-554.

Fung, C, Ladkin, A., and Osman, H. (2021), Exploring hospitality education as an occupation in Hong Kong: attractions and challenges, *Journal of Teaching in Travel & Tourism*, under review.

Osman, H., D'Acunto, D., Johns, N. 2019. 'Home and away: The role of social distance on reporting bias in Airbnb online reviews, *Psychology and Marketing*, under review. ABS3\*

Osman, H., Brown, L., 2019. The travel motivations and experiences of female Vietnamese solo travellers, *Tourist Studies*, doi:10.1177/1468797619878307. ABS2\*

Osman, H. Brown, L. 2017. The female tourist experience in an Islamic destination, *Annals of Tourism Research*, 63, 12-22. ABS4\*

Osman, H. Johns, N. Lugosi, P. 2014 'Commercial hospitality in destination experiences: McDonald's and tourists' consumption of space'. *Tourism Management*, 42:238-247.

Osman, H., Johns, N. 2011. Travellers and McDonald's abroad, *Hospitality Review*, 13 Article number 4.

Osman, H., Brown, L. 2010 'A personal Narrative of a Muslim's woman journey in the UK hospitality industry', *Hospitality Review* 13-17.

Osman, H., Hemmington, N., Bowie, D. 2009. A transactional approach to customer loyalty in the hotel industry, *International Journal of Contemporary Hospitality Management*, **21**:239-250  
Article number 3.

### **Conferences:**

Osman, H. MTCO, Istanbul, May 2024

Osman, H. Lorraine, B., 2018, 'Muslim Female travellers in the West', World Congress of Sociology, Toronto, 20-27 May 2018.

Osman, H. and Brown, L., 2016. Western female tourists in Islamic destinations. In: ATLAS 7-9 September 2016 Canterbury.

Nguyen, Q., Ladkin, A., Osman, H. 2016. Emotional Intelligence and hotel employees in Vietnam, Council for Hospitality Management Education- 2016 Annual Research Conference, Ulster University, Northern Ireland, May 2016.

Fung, C., Ladkin, A., Osman, H., Wong, S. 2015. An Exploratory Study on the Antecedents of Occupational Commitment among Hospitality Educators in Hong Kong, Council for Hospitality Management Education- 2015 Annual Research Conference, Manchester Metropolitan University, England, May 2015.

Osman, H., Johns, N., Lugosi, P. 2014, 'Fast food restaurants and tourism destination experiences', CHME National Research Conference, University of Derby, Buxton, England, May 2014.

Osman, H., Brown, L. 2011, A Muslim's woman journey in the UK hospitality industry, Council for Hospitality Management Education 20th Annual Research Conference, Leeds Metropolitan University, Leeds, England, May 2011.

Osman, H., Brown, L. 2010, The international PhD student journey, CHME National Research Conference, University of Surrey, Horsley Towers, Surrey, England, May 2010.

Osman, H., Johns, N. 2010. 'The role of the global fast food chains in tourism: A qualitative internet based study', 8th Biennial International Qualitative Research Conference, Bournemouth University, England, 06 Sep 2010 - 08 Sep 2010. Bournemouth University, Poole, England.

Johns, N., Osman, H. (2009), Am I lovin' it? Tourists and the McDonald's experience abroad, 3rd Advances in Tourism Marketing Conference, Bournemouth University, England.

### **Books**

Isaac K. Ngugi, Helen O'Sullivan and Hanaa Osman, Consumer, Behaviour in Food and Drink, CABI, 2019, forthcoming.

### **Book reviews**

Food and Culture: A reader, third edition, edited by Carole Counihan and Penny Van Esterick- reviewed in January 2015.

Hospitality Marketing 2nd Edition by David Bowie- reviewed in June 2014.

### **Keynote Speaker/ Invited Speaker**

Invited Speaker at Portsmouth University, UK, Qualitative Research Workshop, 4 September 2018.

Keynote Speaker at Anadolu University, Turkey, Qualitative Paper Development Workshop in Management and Marketing, 20-21 June, 2019

Visiting Professor at University of Eastern Piedmont, Italy, Consumer Behaviour, 15-17 April 2019.

**PGR examinations**

<b>Student Name</b>	<b>Degree, Project Title and Institution</b>	<b>Date and Type of Examination</b>	<b>Role</b>
Alfred Quintano	PhD, 'Multi-Criteria Decision Analysis for Superior Hotels – Beyond the Balance Score Card.' University of Portsmouth.	08/07/2015 Viva Voce	External Examiner
Pamela Watson	PhD, Grab Your Fork: A netnographic study of a foodie blog and its community- Bournemouth University.	14/01/2014 Viva Voce	Internal Examiner
Aliaksei Kichuk	PhD Exploring Talent Management in the hotel sector: employees' narratives of personal career development, Bournemouth University	20/01/2017 Viva Voce	Internal Examiner
Dana Seow	The role of gender, patriarchy and culture in the Asian female traveller experience, Bournemouth University	08/11/20 Viva Voce	Internal Examiner
Huthayfa Madkhali	Exploring the role of culture in the holiday choices of Saudi tourists, Oxford Brooked University	19/01/2001 Viva Voce	External Examiner