

DR. MOHAMMAD ALAM

Assistant Professor

Department of Tourism & Hospitality, Hazara University Mansehra

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SYNOPSIS

An astute and competent professional with a PhD specialization in Tourism & Hospitality Management, M Phil (Specialization in Hospitality Management; & Master in Geography, Peshawar University. Best in conversation and capable of completing tasks. Working experience in tourism since 2001 from PAITHOM, SDC, and Hazara University. I am working with many Tourism Forums on the National and Provincial levels.

ACADEMIA

- PhD; specialization in Tourism & Hospitality Management (Muslim Tourism Product & Services; a model for Islamic Hotel in Pakistan) Hazara University Pakistan. **PCD No-23750 and** HEC approved supervisor.
- M Phil (Specialization in Hospitality Management; Decline & Revival of lodging Industry in Sway Valley; Economic review 2006-2012) from Hazara University Pakistan 2011-2013
- Master in Geography, Peshawar University 1995-96.
- Bachelor of Science, Peshawar University 1994
- HSSC Govt Superior Science College Peshawar. (BISE Peshawar) 1992.
- SSC Govt Superior Science College Peshawar. (BISE Peshawar) 1990.

TRAINING/WORKSHOPS

PROFESSIONAL EDUCATION

1. **Post Graduate Diploma Halal Food**, HRA, Lahore.
2. **Diploma TRAVEL, TOURISM & HOSPITALITY** from MIIM Islamabad.
3. **Certificate TREKKING GUIDING** from Skill Development Centre.
4. **Certificate HOUSEKEEPING** from AIO University Islamabad.
5. **Pg TGS Certificate TOUR GUIDING** from AIO University Islamabad.
6. **Certificate in TEACHING (CT)** From Literacy & Education Department Peshawar.
7. **Certificate BASICS IN COMPUTER** from IBM Swat.

TRAINING & WORKSHOPS

1. **Certificate FOOD HANDLING TRAINING** from QUANTUM Institute Malaysia.
2. **Certificate PLANNING MONITORING EVALUATION & REPORTING** from PRCS KP Branch
3. **Certificate HOSTAGE INCIDENT MANAGEMENT** from rdr-UK, Islamabad
4. **Certificate DRIVER SAFETY & FIRST AID** from rdr-UK, Islamabad
5. **Certificate FIRST AID**-From AIO University Islamabad.
6. **Certificate VOLUNTEERING IN EMERGENCIES** from PRCS.
7. **Certificate Basic ROCK CLIMBING & EMERGENCY HANDLING** from **NVM (National Volunteer Movement)** Pakistan.
8. **Certificate DISASTER RISK MANAGEMENT** from NDMA-UNDP
9. **Certificate HOTEL MANAGEMENT TRAINING 1-3 STAR** from PAITHOM Gulibagh Swat

PERSONAL SPECIFICS

| | | |
|----------------|--|------------------------|
| Parentage | ZAHIR SHAH | |
| Postal Address | Mohammad Alam Assistant Professor Department of Tourism & Hospitality Hazara University Mansehra KP Pakistan. | |
| Cell# | Zong +92-301-8536700 | Ufone +92-335-8536700, |
| Phone # (Home) | +92-997-391226 | |

EXPERIENCE

- Since Feb, 2023 serving as an **Assistant Professor, on BPS-19** at the Department of Tourism & Hospitality, Hazara University.
- Since Feb 2020, working as a **Coordinator, Hospitality Project & Services** Hazara University
- March 2018-Feb 2020, worked as **Head of Department**, Tourism & Hospitality Hazara University
- Feb 2012-Feb 2023 **serve as a Lecturer on BPS-18** at the Department of Tourism & Hospitality, Hazara University.
- **Dec 2009-2012 serving as Lecturer on Contract** at the Department of Tourism & Hospitality, Hazara University.
- **Instructor for Restaurant Manager/FB Production** in the Prime Minister Hunarmand Program at Hazara University.
- **Served as a PRINCIPAL/HOD Hospitality & Tourism** Management in TUSDEC Skill Development Centre Battagram & Khaki under supervision of Ministry of Industries G.O.P since May 2007.
- **PAITHOM** (Pakistan Austrian Institute for Tourism & Hotel Management) Ministry of Tourism Pakistan; **6-year working experience** as Housekeeper, House-Master, Office administrator and Instructor for Tourism under the Ministry of Tourism, Govt of Pakistan.
- NAVTEC Instructor for Housekeeping in 2006 at PAITHOM.
- Excelsior College Sangota Swat (Semi-Government School & College), **2 years' experience as Subject Teacher.**
- Al-Azhar Public School Dargai Mkd, **Experience as a teacher.**
- Work as **Medical Rep;** in IMCO pharmaceutical Peshawar.

JOB ENDURES

1. Member Advisory Board, Aryana Hospitality Group (Pakistan), AMS Hospitality Group (USA)
2. Ex-Member BOA Galiyat Development Authority, Govt of Pakistan, KP.
3. Ex-Member Executive Board & Chairman Tourism Committee Galiyat Development Authority, Govt of Pakistan, KP.
4. Hospitality Entrepreneur & Registered Tourist Guide; License No: PR-016
5. Focal Person HU for Clean & Green Pakistan
6. Incharge Café Delite HU, a self-Sustainable Project of DTH HU
7. Coordinator Guest Lecture Forum Hazara University
8. Coordinator PRCS-HU Committee
9. Member HU Sumer Campus committee
10. Members of Think Thank Committee on KP Tourism.

11. Member NCRC for Tourism & Hospitality, Higher Education.
12. Incharge academics (internal) 2009- March 2020.
13. Member, Board of Studies for the Department of Tourism in; Hazara University, Mansehra. University of Swat. University of Chitral, University of Swabi, ex member BOA Foundation University Rawalpindi Campus, ex member BOA University of Peshawar,
14. Members of Think Thank on Tourism in Pakistan Private group.
15. Member Sustainable Tourism Foundation Pakistan.
16. Member Pakistan Red Crescent Society Mansehra Branch.
17. Member Admission committee, Member student advisory cell, Member student affairs committee, Member departmental purchase committee.
18. Organizing field trips to enhance curriculum & co-curriculum links, organized department functions.
19. Incharge/organizer/member food committee in convocation, conferences, British Archaeology, Physics 2019 "Human Genetics" 2018, "1st National Conference on Religious Harmony and Inter-Faith Dialogue", International Conference; Rediscovery the silk route organized by the department of archaeology, 13th, 12th, 11th, 10th, 8th convocation HU, other University functions.
20. Organizer and facilitator in Youth Camps of Pakistan Red Crescent Society.

PUBLICATIONS

1. **M Alam** (2023) Hotel Housekeeping Manual, Saher Printer and Publisher Mohallah Jhangi Pehawar, ISBN: 978-969-23856-0-2
2. **M., Alam.** Ali., Danish (2022) *Exploration of Islamic Tourism Initiatives in Pakistan; Insights from Muslim Nations with a Robust Halal Economy*, Pakistan Journal of Humanities & Social Sciences Research Volume No. 05, Issue No. 01, 1-23. DOI: <https://doi.org/10.37605/pjhssr.v5i1.307>
3. **A Mohammad**, NK Muhammad, P Amjid (2022) Islamic Hotel from Concept to Design, Operation, and Management; an Operational Hotel Model Through the Exploratory Analysis of Faiths-Base Needs, Journal of Business & Tourism 7 (2), 42-5
4. Tariq Rauf., Naveed Khan., Danish Ali., Tran Thi Tuyen., **Mohammad Alam.**, Muhammad Imlaq., Muhammad Salam (2022). Assessment of tourism industry effects on environmental sustainability: case of Ayubia National Park, Pakistan, *GeoJournal*, <https://doi.org/10.1007/s10708-021-10561-9>.
5. **Alam, M.**, Ali, D., & Jadoon, M, H. (2021). The China-Pakistan economic corridor (CPEC) is a gateway to peace, stability, and tourism sustainability, Pakistan Journal of Social Research ISSN 2710-3129 (P) 2710-3137 (O) Vol. 3, No. 4, December 2021, pp. 412-421, www.pjsr.com.pk.
6. **M., Alam.** M, Khan, Hanif & Hussain, Altaf (2021) Tourism in Quarantine: Living in the COVID-19 Era, Research Journal of Social Sciences & Economics Review, Vol. 2, Issue 2, 2021, 184-188.
7. Khan, Hanif, **M., Alam.** M. & Manzoor, shah (2021). Impediments of Tourism in Dir Lower: The Way Forward, Research Journal of Social Sciences & Economics Review, Vol. 2, Issue 2, 2021, 184-188.
8. Ali, D., **Alam, M.** & Bilal, H. (2021). The Influence of Service Quality, Price and Environment on Customer Loyalty in the Restaurant's Industry: The Mediating Role of Customer Satisfaction, Journal of Accounting and Finance in Emerging Economies, 7(1), 143-153
9. **Alam, M.**, Ahmad, R., & Nargiza, M. (2020). Pakistan - CPEC and Tourism Vinculum: A Corridor of Tourism Opportunities in Pakistan. *Global Sociological Review*, V(III), 65-71. [https://doi.org/10.31703/gsr.2020\(V-III\).08](https://doi.org/10.31703/gsr.2020(V-III).08)
10. **Alam, M.**, Ullah, Shakir., (2020). The Revival of Muslim Friendly Tourism and Hospitality: A Case Study of Hotels in Pakistan. *AFKAR Journal of Islamic & Religious Studies* Volume 4, Issue 2, December 2020, PP: 51-60 E-ISSN 2616-8588; P-ISSN 2616-9223
11. Khan, A., Bibi, S., Lyu, J., Zaheer Udden Babar., **Alam M.**, Hayat. (2021) Tourism Development and Well-Being: The Role of Population and Political Stability. *Fudan J. Hum. Soc. Sci.* <https://doi.org/10.1007/s40647-021-00316-8>

12. Sughra Bibi, Asif Khan, Hizar Hayat, Umberto Panniello, **Muhammad Alam** & Tahir Farid (2021). Do hotel employees really care for corporate social responsibility (CSR): a happiness approach to employee innovativeness, *Current Issues in Tourism*, DOI: 10. 1080 / 13683500 .2021. 1889482
13. Khan, A., Bibi, S., Lyu, J., **Alam, M.**, Khan, M. M., & Nurunnabi, M. (2020). The quest of tourism and overall well-being: the developing economy of Pakistan. *PSU Research Review*.
14. **Alam, M.**, Ullah, shakir., Ullah Zia (2019). Islamic Hospitality in Pakistani Hotels: Identifying the Product and Services. *Global Regional Review*, IV(IV),60-70, doi: 10.31703/ger.2019(IV-IV).06
15. **Alam, M.**, (2020). "Muslim Tourism Product & Service; the acceptance of conceptual model for Islamic Hotel in Pakistan"., PhD dissertation submitted to Department of Archaeology Hazara University.
16. **Alam, M.**, (2014). Decline & Revival of lodging Industry in Sway valley; Economic review 2006-2012." MPhil dissertation Department of Archaeology Hazara University.
17. **Alam, M.**, (2005). Swat valley past, future, and prospects., Shoaibsons Mingora.
18. **Alam, M.**, (1997). Socio-economic condition of DI Khan city 1997: MSc dissertation Department of geography University of Peshawar.

PRESENTATIONS IN GUEST LECTURES, WORKSHOPS AND CONFERENCES

1. June 10, 2023
Moderator, participants in Sustainable Tourism for a Better Tomorrow at University of Malakand
2. Dec 20, 2022
Conducted 11th National Agritourism Conference Agritourism at Hazara University Mansehra
3. Sep 4, 2022
Conducted Agritourism Training workshop for the local guide at village Bagh Galiyat.
4. Dec 11, 2021
Participating in Conference Sustainable Mountain Tourism organised by PTDC in PC Rawalpindi.
5. Nov 26, 2021
Participating in Tourism & Hospitality stakeholders' consultative workshop "Bridging the Gap between Hospitality sector & educational Institute in KP, Pakistan, AWKUM.
6. Nov 13, 2021
Parliamentary Dialogue on AJK and CPEC: Opportunities in Renewable Energy, connectivity and Tourism at PC Hotel, Muzaffarabad.
7. Oct 28-31, 2021
Conducted Tour Guiding workshop for the local guide of Galliyat at Nathia Gali.
8. Aug 8, 2021
Resources person for Need Assessment Training for Community-Based Tourism in Galiyat.
9. May 31- Jun 03, 2021
Resources Person for Covid-19 Awareness Campaign; Smooth Re-opening & Guidelines for Tourism Sector; Post covid-19 Training workshop District Mansehra-Naran by KITE & Department of Tourism KP.
10. March 17, 2021
"Awareness session; Tour guiding, Camping and Hiking" organized in Department of Tourism & Hotel Management University of Malakand.
November 5, 2020
11. Consultative Meeting of the Sub-Committee constituted during the 1st meeting of the Working Group for Tourism uplift; AWKUM
12. Sep 27, 2020
"Tourism and Community Development; a case study of Swat valley organized in Foundation University Rawalpindi Campus.
13. Aug 24-26, 2020
Resources Person for Covid-19 Awareness Campaign; Smooth Re-opening & Guidelines for Tourism Sector; Post covid-19 Training workshop District Mansehra-Naran by KITE & Department of Tourism KP.
14. March 22, 2019
"Tourism Industry in Malakand Division; Opportunities and Challenges" Organized by ORIC, students' societies the University of Malakand.
15. Jan 2019
"The promotion of Archaeotourism" Paper accepted for the 1st Archaeological Conference in Mirpur AJK dated Dec 4-6, 2018.
16. Sep 2018
Speaker at workshop "Architectural Solution to Promote Tourism" at UET Abbottabad Campus.
17. April 2018
Speaker in Seminar Introduction Hotel Management organized by Tech Valley Abbottabad.
18. Nov 2016
Role of Sustainable Tourism in Rural Economy Development; A case study of Swat valley
1st National conference on Sustainable Tourism Development, Potential and Challenges in University of Poonch, Azad Jammu Kashmir.
19. May 2015

- Tourism Awareness and students Motivation, Al Huda Public School and College Mansehra.
20. Dec 2014
History & Development Of Tourism In Pak-Himalayas in 1st International conference on the Himalayas by Department of Genetics, Hazara University.
 21. Oct 2014
TOURISM AT ANGLE: Community Development through Tourism in the case of Swat valley? In Department of Tourism & Hotel management, Malakand University.
 22. Nov 2013
Colours & Environment in Presentation in 4th Youth Camp YVKP by PRCS in Green Sharkool Hotel District Mansehra.
 23. Sep 27, 2013
The Role of water in the development of tourism: Potential of River Swat in Seminar on World Tourism Day, Hazara University Mansehra.
 24. 3-5 June 2012
The Islamic Hotel; Idea, reality and opportunities in 1st National Conference on Religious Harmony and Inter-Faith Dialogue in KP Pakistan held at Hazara University.
 25. Nov 22, 2012
Career path in Tourism & Hospitality Industry
Resource Person in the event Counselling Session for developing professionals, organized by the Department of Tourism & hospitality.
 26. 9-11 Feb 2012
Tourism vs Archeotourism in Pakistan
"Tourism Resources of Hazara" 3-Days Workshop on Preserving Archaeological Heritage of Hazara, at Hazara University, Mansehra, Organized by Higher Education Commission (HEC), Pakistan, and Hazara University, Mansehra Pakistan.
 27. June 15, 2012
Impact of TERRORISM; Tourism in Swat valley
Seminar; Recent Archaeological Development in the Providence of Khyber Pakhtunkwa,
 28. Tour Guide, a shepherd of tourism Industry
British council INSPIRE found Project; Archaeological & Heritage Management Chitral, Pakistan.
 29. Sep 2012.
The post-conflict situation of the lodging industry in Swat valley. International Conference; Rediscovery the silk route organized by the department of archaeology, HU & HEC at Hazara university.
 30. Dec 3-7, 2012
Tour Planning & Travel emergencies. 3rd provincial youth Camp, Organized by Youth & volunteer Department, PRCS KPK Branch.
 31. 2011
1-Days Workshop on' Methods of Cultural Mapping using Geographic Information System (GIS), at Hazara University Mansehra, Organized by UNESCO, Pakistan, and Hazara University, Mansehra Pakistan.