

Yahya Akasheh Alzghoul

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Department of Tourism Management
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Education

Ph.D., **Parks, Recreation and Tourism Management** (2017) – Clemson University, USA

Dissertation title: **The Influence of Corporate Social Responsibility on the Decision-Making Process of Music Festival-Goers: Findings from a Survey-Embedded Experiment.**

Dissertation committee: William C. Norman (Chair), Kenneth Backman, Sheila Backman, William Kilbourne, and William Bridges.

M.A., **Tourism** (2009) – Yarmouk University, Jordan.

B. A., **Tourism Guidance** (2006) Hashemite University, Jordan.

Academic Experience

July 2024 – Present
Associate Professor

The University of Jordan/ Aqaba Branch
The Department of Tourism Management

Sep 2017 – July 2024
Assistant Professor

University of Jordan/ Aqaba Branch
The Department of Tourism Management

Sep 2018 – Present
Department Chair

The University of Jordan/ Aqaba Branch
Department of Tourism Management

2016 – 2017 (3 terms)
Teaching Assistant

Clemson University
PRTM Department

2009 – 2010
Teaching and Research Assistant

The University of Jordan/ Aqaba Branch
The Department of Tourism Management

Research and teaching interests

My research and teaching interests focus on tourism marketing, corporate social responsibility, tourist behavior, and sustainability issues related to travel and tourism industries.

Publications

Harb, A., Alansari, M., **Alzghoul, Y. A.**, Alhusban, M. I., Alharahsheh, A. Y., & Harb, Y. (2025). From attendance to advocacy: examining technological and value drivers of event experience sharing on social media. *Tourism Recreation Research*, 1-17.

Harb, A., Alansari, M., **Alzghoul, Y. A.**, Alhusban, M. I., Alharahsheh, A. Y., & Harb, Y. (2025). From attendance to advocacy: examining technological and value drivers of event experience sharing on social media. *Tourism Recreation Research*, 1-17.

Jamaliah, M. M., Alazaizeh, M. M., **Alzghoul, Y. A.**, Alzboun, N., & Al-Faouri, E. H. (2024). Exploring recreational hunters' perspectives on shifting from hunting to working in tourism: Insights from the Push–Pull–Mooring Model. *Tourism Recreation Research*, 1-16.

Al-Saad, S., **Alzghoul, Y. A.**, & Harb, A. (2024). The effects of the antecedents of ewom on tourists' decision-making: Perceived trust as a mediator. *Tourism and hospitality management*, 30(4), 555-567.

Alzghoul, Y. A., Jamaliah, M. M., Alazaizeh, M. M., Mgonja, J. T., & Al-Daoud, Z. J. (2024). Tour guides' interpretation and tourists' pro-environmental behavior: differences across cultural and natural world heritage sites. *Journal of Ecotourism*, 23(3), 366-394.

Alazaizeh, M. M., Jamaliah, M. M., **Alzghoul, Y. A.**, & Mgonja, J. T. (2024). Tour guide and tourist loyalty toward cultural heritage sites: a signaling theory perspective. *Tourism Planning & Development*, 21(3), 255-275.

Harb, A., Khelifat, A., **Alzghoul, Y. A.**, Fowler, D., Sarhan, N., & Eyoum, K. (2024). Cultural exploration as an antecedent of students' intention to attend university events: an extension of the theory of reasoned action. *Journal of Marketing for HIGHER EDUCATION*, 34(1), 72-94.

Jamaliah, M. M., Alazaizeh, M. M., Alzboun, N., & **Alzghoul, Y. A.** (2019). Protected area tourism in Jordan: an exploratory study. *Tourism Recreation Research*, 44(1), 41-53.

Courses Taught: Undergraduate Level

- Introduction to Tourism Industry
- Tourism Planning and Development
- English for Tourism and Hospitality (1)
- English for Tourism and Hospitality (2)
- Tourism and Hotel Marketing
- Event Tourism
- Tourism Statistics
- Jordan History and Civilization

HONORS AND AWARDS

2011 – 2015

Scholarship from the University of Jordan to pursue Ph.D. degree at **Clemson University/USA.**

29/04/2019 – 03/05/2019

Erasmus+ Staff Mobility for Teaching Scholarship to perform a short teaching program at **Ataturk University /Turkey.**

16/05/2022 – 20/05/2022

Erasmus+ Staff Mobility for Teaching Scholarship to perform a short teaching program at the **University of Warsaw /Poland.**

Workshops, Seminars and Training Courses

Yarmouk University, Jordan and Polytechnic University of Valencia, Spain (2007)

2nd Advanced Seminar on **Integrated Training of Tourist Management of Petra's Natural and Cultural Resources, Jordan**

Yarmouk University, Jordan and Polytechnic University of Valencia, Spain (2006)

1st Advanced Seminar on **Integrated Training of Tourist Management of Petra's Natural and Cultural Resources, Jordan**