

# JHANA HAJJ SLEIMANE

## Ph.D

Associate Professor  
Coordinator / Coach  
Tourism Consultant

## PROFILE

I am an ambitious & a highly motivated person. I have acquired good emotional intelligence skills due to the fact that I have worked in diversified environment where I learned to be very adaptive & creative. My experience in education helped me shape improved analytical skills, being detail oriented and make use of research and information to yield appropriate strategies and programs that could contribute greatly in society building. With more than 10 years in both fields, education & services, I was able to excel my communication skills and develop my project management skills, theoretically & practically, through the management of different educational seminars, conferences and tourism events that I handled methodically and with lots of pleasure.

Linkedin

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## HOBBIES

Reading  
Travelling  
Swimming

## WORK EXPERIENCE

### Alba Tours

#### Partner

January 2020 – Present

- Responsible of professional training and coaching of staff in all things specialized in the tourism management.
- Consultant in the operational area of the business development and marketing of the agency.

### Lebanese American University, School of Business, Department of Tourism & Hospitality Management & Department of Marketing

#### Part-Time Faculty Member

Fall 22/23 - Present

- Teaching undergraduate courses: Intro to Marketing, Airline Operations & Industry Practices, Airport Management, Intro to Hospitality Marketing, international Marketing.

### Lebanese University, Faculty of Tourism & Hospitality Management

#### Assistant Professor & Member of the Tourism Management Department Board

Spring 09/10 – Present

- Managing and teaching BA courses such as Marketing for Hospitality & Tourism, Events Management, Airlines Management, Reservation systems, Different Types of Tourism...

## **SKILLS**

### **HARD SKILLS:**

Microsoft Office  
Zoom  
Moodle  
Teams

### **SOFT SKILLS:**

- Communication
- Leadership
- Managerial
- Relationship Management
- Emotional Intelligence
- Service Recovery Management

### **JOB RELATED SKILLS:**

- Coaching
- Conceptual skills
- Project Management
- Quality management
- Sustainability Management

## **CERTIFICATIONS**

- **Foundation of Project Management**, Google certificate.
- **Introduction to Social Media Marketing**, Meta certificate
- **Sustainable Tourism Destination Management**, Cornell University USA
- **Amadeus Basic Functionality (Reservation & Ticketing) certificate**, Amadeus

- Planning & designing up-to-date curriculum that provides quality education & fits the market requirement.
- Coordinating courses objectives and descriptions and providing technical assistance for courses implementation to the different instructors in the department.
- Manage the Training Program of students including liaise with, strengthening collaboration & possible partnerships with tourism services suppliers, monitoring students' during the program, & deliver project management tasks including initiation of training on time, & ensuring adequate & periodic delivery of students' reports.
- Preparing students through life coaching on communication and interpersonal communication inside organizations to raise students' self-confidence before starting on-field internships, this in addition to training & developing students' practical skills to be more prepared & encouraged to contribute in business management and business solutions.
- Provide educational assistance & direction for students' senior projects through holding meetings to explain the required knowledge, steps and activities needed for projects implementation & successful completion.

## **Islamic University, Faculty of Tourism & Hospitality Management**

### **Assistant Professor**

Fall 09/10 – Present

- Planning, designing & teaching BA courses according to students' capabilities & potentials such as: Itinerary Planning, Events Management, Reservation Systems...
- Planning, designing & teaching MA courses such as: Total Quality Management, Project management, Research methods, Sustainable Tourism planning.
- Supervising & directing senior projects for BA students.
- Supervising & directing thesis for MA students.
- Developing students' practical skills through life coaching to be implemented in their summer internship program.

## **Haigazian University, Faculty of Business**

### **Adjunct professor**

Fall 10/11 – Spring 10/11

- Planning, designing and teaching BA courses such as: Communication arts, Organizational Communication.

## **Emirates Airlines**

### **Airport Ground Operations & Sales Agent**

June 2003 – January 2005

- Managing Flights Operations through preparing the flight's counters for check-in, Managing Passengers requests, communicating with passengers & solving last minute difficulties and problems, Preparing the in-flight requirements (different services required during the flight), Organizing & filing flight details.
- Reservation & sales for outgoing flights.
- Managing complaints & lost baggage files requests.

## **EDUCATION**

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### **Lebanese University, École Doctorale de Droit, Sciences Politiques, Administratives et Économiques**

Academic year 12/13 – Academic year 19/20

- Doctorate of State **Ph.D** in Tourism
- Concentration in Sustainable Tourism Management, Tourism Planning and Territorial Development.
- Thesis title: ***Tourisme et Transport, une nécessité pour un Développement Territorial Cas de Beyrouth et Mont-Liban.***

### **Lebanese University, École Doctorale de Droit, Sciences Politiques, Administratives et Économiques**

Academic year 10/11 – Academic year 12/13

- Master's Degree **M2 Recherche**
- Concentration in Sustainable Tourism Management, Tourism Management, Systems & Actors in Tourism, Responsible Tourism.
- Thesis title: ***L'Éco Transport dans le Tourisme Durable.***

### **Lebanese American University (LAU), School of Business**

Academic year 05/06 – Academic year 08/09

- Master's Business Administration **MBA**
- Concentration in Management & Marketing. Courses acquired: Crisis Management, Human Resources Management, Portfolio Management, Strategic Marketing...
- Graduate Assistant: Assisting in all duties in the School of Business, department of economics such as: planning courses' syllabus, research courses' material and information, advising students, directing students, filing and managing students' requirements such as transcripts, petitions, drop & Add...
- GPA: 3.2.

## Lebanese University, Faculty of Tourism & Hospitality Management

Academic year 01/02 – Academic year 04/05

- Bachelor's of Arts **BA** in Tourism Management
- GPA: 4.

## WORKSHOPS & COLLABORATIONS

- Developing customized programs & workshops in Events Management, Leadership, Digital Marketing...
- Collaborating with embassies & NGOs to provide workshops for managerial skills development for youth & professionals: YES program (US embassy), Caritas, Beit Al Baraka, WeLeaders...

## LANGUAGES

Mother tongue(s) Arabic

Other language(s)	UNDERSTANDING		SPEAKING	
	Listening	Reading	Spoken interaction	Spoken production
English	Fluent	Fluent	Fluent	Fluent
French	Fluent	Fluent	Proficient	Proficient

