



## **DR. SAMER YAGHMOUR**

**Assistant Professor and  
Consultant**

04 Al-Yousify St.  
Al-Hamra District, Jeddah  
Kingdom of Saudi Arabia  
Cell +966 (0) 53 533 11 11

[yagmour@kau.edu.sa](mailto:yagmour@kau.edu.sa)  
[samer@yagmour.net](mailto:samer@yagmour.net)

### **Function and Specialization**

Dr. Samer is a highly educated professional, specialized in the field of tourism & culture, event management and planning.

### **Representative Clients**

- Supreme Commission for Tourism and Antiquities (SCTA)
- Prince Sultan College For Tourism and Business (PSCJ)
- Saudi Exhibition and Convention Bureau (SECB)

### **Languages**

- English
- Arabic

### **Education, Licenses & Certifications**

- Doctor of Philosophy (Ph.D.) in Tourism Management, Specialty in Event Management, University of Queensland, Australia, 2009
- MBA, King Fahad University of Petroleum & Minerals, Dammam, KSA, 2002
- B.Sc. Business Administration, King AbdulAziz University, Jeddah, KSA, 1998

## **Dr. Samer Yagmour □- SME**

### **Background**

Dr. Samer is a PHD in Tourism Management from Australia with specialization in Event Management. He has worked on several different initiatives with the local and international bodies, working on the agenda of spreading tourism and establishing guidelines for managing events ensuring compliance with best practices in the tourism industry.

Dr. Samer is also an experienced presenter and a trainer, training individuals in tourism guide and related skills.

### **Professional and Industry Experience**

- Presented a workshop and seminar in the regional Taif Festival 2014
  - Effective Event Leadership
  - Camping Tourism
- Participated in the Tourism Research Seminar (Brisbane, Australia)
- Tourist guide trainer
- Participated in the development of the MBA curriculum at PSCJ
- Presenter of the Marhaba Event in Brisbane, Australia
- Effective management, technical and supervisory skills.
- Work well as a team member, team leader or independently
- Public speaking and presentation experience

### **Technical Skills**

Strategic Planning, System Analysis, Research & Reporting, Staff Training, Training Program Development, Student Assessment, Curriculum Implementation, Student Motivation, Continuous Development and Education, Student Motivation, Teaching / Training, Special Events Planning, Leadership & Mentoring, Technical Instruction, Presentation Development & Delivery, Peer Counseling, Problem Solving, Computer Training

Competent using software including: Ubuntu, Mac, Windows, Word, Open Office, PowerPoint, E-mail, and the Internet

### **Sample Publication**

- "Inter-organizational collaboration characteristics and outcomes: a case study of the Jeddah Festival." Journal of Policy Research in Tourism, Leisure and Events". 2009, 115 - 130