

DR. MOUSTAFA GABALLA

LECTURER OF ECONOMICS AND BUSINESS ADMINISTRATION FACULTY AND TOURISM EXPERT

Moustafa Gaballa is a lecturer in the Faculty of Economics and Business Administration at the BSBI School of Business and Innovation and has more than 20 years of experience in tourism, hospitality, and higher education. His teaching and research focus on hotel and tourism management and on how artificial intelligence, climate change, and changing travel habits are transforming the industry.

Before moving into academia, Moustafa Gaballa spent eight years as General Manager at TUI Magic Life in Hurghada, having previously served there as Operations Manager and as Front Office and Environmental Manager. He therefore knows the package holiday business, used by millions of travellers every year, from the inside: from staff management and guest satisfaction to food safety and environmental management in hotel operations. As a certified lead auditor for environmental management, he can also assess which sustainability claims made by hotels hold up.

Moustafa Gaballa holds a PhD in Management and a master's degree in International Tourism, Hospitality and Event Management from BSBI. He also holds a bachelor's degree in law from South Valley University (Egypt) and a bachelor's degree in hotel management from Cairo University.

His areas of focus:

- Package holidays and all-inclusive: how holiday hotels work financially
- Staff shortages in hospitality
- Sustainable tourism, greenwashing and overtourism
- Climate change and shifting travel seasons
- AI in travel planning: opportunities, limits and the new visibility challenge for hotels and destinations
- Higher Education Leadership and Management

Current research:

- The Influence of Information and Communication Technology (ICT) on Sustainable Tertiary Education in Mexico: The Influence of Information and Communication Technology (ICT) on Sustainable Tertiary Education in Mexico: Computer Science & IT Book Chapter | IGI Global Scientific Publishing
- When Classrooms Go Digital: A Critical Examination of Online and Face-to-Face Learning in Contemporary Higher Education: When Classrooms Go Digital: A Critical Examination of Online and Face-to-Face Learning in Contemporary Higher Education
- Bridging Academia and Industry: A Collaborative Framework to Enhance Student Employability and Field Engagement. (in progress)



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