Farouk Mezzaz
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📜 Professional Summary

Multidisciplinary expert with over 30 years of experience in sustainable tourism development, international trade, and academic training. Founder of Al Farouk Consulting, with a proven track record in five-star hotel management, vocational education, and strategic consulting across Tunisia and Saudi Arabia. Holds dual Master's degrees in Tourism Economy and International Trade & E-Commerce, complemented by extensive research on tourism policy and digital transformation. Trilingual in Arabic, French, and English, with strong digital literacy and pedagogical innovation. Eager to join a forward-thinking institution where academic rigor, innovation, and global engagement are valued.

🛠️ Key Competencies

Academic & Pedagogical

- Curriculum design and vocational training in tourism and hospitality
- Pedagogical innovation and instructional development
- Research and policy analysis in tourism and education

Strategic & Operational

- Sustainable tourism development and strategic planning
- Five-star hotel management and operational excellence
- Institutional development and cross-cultural consulting

Digital & Multilingual

- International trade, e-commerce, and digital transformation
- Multilingual communication: Arabic, French, and English
- Digital literacy: software tools, troubleshooting, and document optimization

💼 Professional Experience

Founder & Lead Consultant

Al Farouk Consulting – Tunisia & Saudi Arabia 2006 – Present

- Provided strategic consulting for five-star hotels and tourism institutions
- Led sustainable tourism development projects and digital transformation initiatives
- Delivered training programs for hospitality professionals and academic institutions
- Advised on curriculum design and vocational education reform

Lecturer & Trainer in Tourism and Hospitality

El Madina College – Saudi Arabia 2006 – 2016

- Taught courses in hotel management, tourism policy, and sustainable development
- Designed and implemented pedagogical tools for vocational training
- Supervised student projects and contributed to institutional accreditation efforts

Hotel Management Consultant

Various Five-Star Hotels – Tunisia & KSA 1994 – 2006

- Conducted operational audits and staff training programs
- Implemented quality assurance systems and enhanced guest experience
- Supported strategic planning and market positioning for luxury properties

🎓 Education

Master's Degree in Tourism Development and Economy

University of Sousse – Tunisia Graduated: 2005

• Focus on sustainable tourism, policy analysis, and strategic planning

Master's Degree in International Trade, E-Commerce & IT

University of Sousse – Tunisia Graduated: 2003

• Specialized in global commerce, digital transformation, and information systems

Additional Certifications & Training

• Hospitality Management and Pedagogical Training – Saudi Arabia

• Digital Tools for Education and Consulting – Online Platforms

🌐 Languages

• Arabic – Native proficiency

• French – Full professional proficiency

• English – Full professional proficiency

📜 Certifications & Training

• Hospitality Management & Pedagogical Training – El Madina College, Saudi Arabia

• Digital Tools for Education and Consulting – Coursera, edX, etc.

• Tourism Policy and Institutional Development – Workshops in Tunisia and KSA

• Professional Translation & Multilingual Communication – Academic and consulting contexts

• Visual Design & Document Optimization – Formatting, archiving, and presentation

📚 Research & Publications

• Tourism Policy and Sustainable Development in North Africa – Comparative analysis of institutional frameworks

• Digital Transformation in Hospitality Education – Case study on vocational training in Saudi Arabia

• Cross-Cultural Pedagogy in Tourism Studies – Presented at regional academic conferences

• Contributor to internal reports and white papers for Al Farouk Consulting

• Ongoing research on e-commerce integration in tourism services and academic curricula

🤝 Professional Affiliations

• Member of « Association Développement Durable Economie sociale et solidaire » D2E2S

• Accredited by the Tunisian National Center for Continuing Education and Professional Development, under the Ministry of Employment and Vocational Training

• Former Advisor – Tunisian Ministry of Employment and Vocational Training (project-based collaboration)

• Academic Partner – El Madina College of Tourism and Hospitality

• Founder and Director of Al Farouk Consulting Company

🎯 Career Objective

To contribute meaningfully to academic excellence, sustainable tourism development, and institutional innovation within an international university or consulting environment. Seeking opportunities that value multidisciplinary expertise, pedagogical leadership, and strategic vision.

References

- Majed Alinizzi
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- Abdallah Ettammem
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- Hatem Ben Othman
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