

Abdulrahman Fahad Alkraidees

Tourism Development • Visitor Experience • Performance & Data

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[LinkedIn](#)

PROFILE

Tourism Management professional (MSc with Merit, Bournemouth University) with eight years of applied experience in a Saudi public health institution. My work has combined clinical specialism with protocol development, training delivery and cross-departmental projects – a foundation of structured problem-solving that I am now applying to tourism.

Postgraduate study focused on destination planning, visitor attractions, crisis management and business financial-strategic analysis, with dissertation research into sport-tourism consumer behaviour.

Actively developing capability in responsible and sustainable tourism, performance and KPI thinking, and data visualisation through certified learning and applied dashboard work. Seeking a role where destination and visitor-experience thinking is supported by evidence and clear reporting.

AREAS OF FOCUS

- Tourism development & destination planning
- Responsible & sustainable tourism (developing)
- Performance measurement & KPI reporting
- Visitor experience & attractions management
- Health, sport & cultural tourism interest
- Data visualisation & dashboard reporting

PROFESSIONAL EXPERIENCE

Objects Handler (Volunteer)

Jun 2025 – Oct 2025

SeaCity Museum – Southampton, United Kingdom

- Practical exposure to collection care, interpretation and the operational realities behind cultural visitor experiences.

Student Ambassador (Part-time)

Feb 2025 – Sep 2025

Bournemouth University – Bournemouth, United Kingdom

- Represented the university at open days and recruitment events, hosting and guiding diverse international audiences.
- Participated in Clearing call-centre operations, calling accepted students to guide them through confirming their Bournemouth University place via the University Hub.

Clinical Dietitian (Specialist)

Apr 2015 – Jul 2023

Prince Mohammed bin Abdul-Aziz Hospital, Ministry of Health – Riyadh, Saudi Arabia

- Co-authored the hospital's official ICU Nutrition Protocol (2022), leading evidence review, cross-departmental consultation and documentation through to formal approval.
- Managed complex caseloads across multi-disciplinary units, applying assessment data and outcome monitoring to individual and departmental decision-making.
- Delivered training sessions for clinical staff and interns, translating technical guidance into practical, adoptable standards.
- Contributed to service documentation and reporting, building the structured, measurement-led approach now applied to performance and visitor-experience work.

Clinical Dietitian (Intern)

Feb 2014 – Feb 2015

Multi-Centre Internship Programme – Riyadh, Saudi Arabia

EDUCATION

MSc Tourism Management (Merit)

October 2025

Bournemouth University, United Kingdom

- Modules: Destination Planning & Development, Visitor Attractions Management, Crisis & Disaster Management, Business Financial-Strategic Analysis, Responsible Tourism perspectives.
- Dissertation: *Understanding Football Fans' Motivations and Barriers Toward Stadium Tours: A Consumer Perspective* - consumer research (102 respondents) applied to sport-tourism experience design and attraction strategy.

BSc Clinical Nutrition

2015

King Saud University, Riyadh, Saudi Arabia

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Google Data Analytics Professional Certificate

Completed

Google - Coursera

- Full analytics cycle: problem definition, data preparation and cleaning, analysis and presentation of findings; Excel, SQL and Python at foundational level, with visualisation in Tableau and Power BI.

Data Analysis and Visualization with Power BI

2026

Online course authorized by Microsoft and offered through Coursera

- Data modelling, DAX fundamentals and report design for decision-oriented dashboards.

Key performance indicators (KPIs) professional and practitioner

Completed

ESI

- Designing, selecting and reporting KPIs; linking measures to objectives and performance review cycles.

CAPM (Certified Associate in Project Management)

In progress

Project Management Institute (PMI)

- Project life cycles, risk and stakeholder management, and delivery of cross-functional initiatives.

Power BI Applied Project (UK Football Stadium Tours: Consumer Insights)

Completed

Self-directed, based on MSc research

- Three-page interactive dashboard: audience segmentation, attendance drivers and barriers via KPI cards, and satisfaction outcomes including qualitative word-cloud analysis.

SKILLS

Data & Reporting	Power BI, Tableau, Excel (advanced spreadsheets)
Performance	KPI definition and reporting, dashboard design, survey design and analysis
Tourism	Destination planning, visitor attractions, sport & cultural tourism, responsible tourism principles
Professional	Protocol and report writing, stakeholder collaboration, training delivery, analytical problem-solving
Languages	Arabic - Native English - C1 Advanced Spanish - A2 Elementary

REFERENCES

Available on request. Named referees include senior academic contacts at Bournemouth University and King Saud University, and a professional referee from the Saudi Society for Clinical Nutrition.