



SINAI HIGHER INSTITUTE FOR TOURISM AND HOTELS (SIT)

IN COOPERATION WITH

UNIVERSITY OF CORDOBA & CIGESTUR SPAIN



INTERNATIONAL CONGRESS ON HERITAGE TOURISM MANAGEMENT IN INLAND DESTINATIONS

(CIGESTUR – CAIRO)
26-28 April 2023



INTERCONTINENTAL.
 CAIRO CITYSTARS
 AlHambra Hall

26th
APRIL

Day 1

Venue: Alhambra Hall - Intercontinental City Stars Cairo

9:00

Registration / Welcome Tea

10:00

National Anthem of Arab Republic of Egypt

10:05

Documentary Film 'Sinai Institute'

10:15

Opening Speeches

11:00

Keynote Speeches

Aurora Pedro

University of Valencia &
UNWTO Consultant

“Tourism after the pandemic: recovery and challenges

Dmitriy Voyakin

Director of IICAS

“Tourism System based on Geocultural Branding in Central Asia: Achievements and Challenges”

Frank Babinger

Complutense University of Madrid

New Trends In Soft Employability for the Hospitality Sector

12:30 Coffee Break / Light Lunch

Exhibition of "Córdoba, Ciudad Patrimonio de la Humanidad" By Rafael Carmona

13:30

Panel Discussions

Alhambra 1

• **Panel Discussion on Hospitality and Tourism**
“Worldwide innovative Trends in Tourism and Hospitality”

• **Chairs: Mostafa AlZaghl**
Ghada Hamoud

• **Juan Ignacio Pulido** “Oil tourism as an instrument of development and economic diversification in rural areas”.

• **Ignacio Ruiz Guerra** “Hospitality innovation for new tourist Models”

• **Ricardo D. Hernández Rojas** “The gastronomic tourism and the association of the cuisine in Spain”

Alhambra 2

• **Panel Discussion World Heritage**
“New Approaches for World Heritage Cities”

• **Chairs: Nashwa ElSherif**
Eleonora Berti

• **M. Ángeles Jordano Barbudo** “Cordoba (Spain). Challenges of a World Heritage city”

• **Jose Antonio Fernández Gallardo** “Post-covid 19 Tourism in world heritage Latin American destinations - Morelia in Mexico”

• **Ona Vileikis** “Managing Change along the Silk Roads: the World Heritage City of Bukhara”

14:30

Parallel Academic Sessions

Alhambra 1

• TOURISM AND HERITAGE IN A DIGITAL ERA

• **Chairs:** Aurora Pedro
Nevin Galal
Jose Antonio Fernández Gallardo

(1) Digital Technologies for Interpretation and Conservation of Cultural Heritage: A Way Towards Sustainable Development.

• **Ona Vileikis**

(2) Virtual reconstruction of Heritage Sites in Luxor through Augmented Reality Technology.

• **Hebe Mohamed Mahran, Fatma yousef AbdElhamed, Asmaa Gamal Eldin Elnoby Osman**

(3) Digitization of official tourist guides as interpreters of the image of a sustainable cultural tourist destination in Egypt.

• **Ignacio Ruiz Guerra**

(4) Virtual reconstruction for the interpretation of the Mining industrial Heritage in Colombia.

• **Andrea Chávez Triviño, Iván Darío Chávez Triviño**

(5) Can Entrepreneurship be Applied to Cultural Heritage Sites in Egypt? .

• **Bassam Samir Al-Romeedy, Shaymaa Abdul-Wahab El-Sisi**

(6) Information Sources and Tourism Heritage: A Sustainable Economy Perspective.

• **Jose Antonio Folgado Fernández, Nuria Huete Alcocer, Ricardo Hernández Rojas, Ona Vileikis**

Alhambra 2

• HERITAGE PARTNERSHIPS AND SUSTAINABLE TOURISM

• **Chairs:** Dmitriy Voyakin
Hazem Attayallah
Soha Bahgt

(1) Governance of cultural heritage in network: the case of the European Federation of Napoleonic Cities – Destination Napoleon, Cultural route of the Council of Europe.

• **Eleonora Berti**

(2) Some Insights into Women's Respect in Ancient Egypt.

• **Marwa Ezzat. Asil Negati, Mohamed Heragi**

(3) El turista de interior post COVID-19 en Andalucía: cambios en el comportamiento, intención de viajar y gasto anual en viajes de ocio.

• **Juan Ignacio Pulido-b.Fernández, Isabel Carrillo-c.Hidalgo, José Luis Durán-Román, Yaiza López-Sánchez**

(4) The Garlic plant in ancient Egypt

• **Mahmoud Elmohamdy, Hoda Kandil, Sara El Noamany**

(5) The Impact of Managing Carbon Footprint Reduction and Sustainable Development in Airports on Tourism revenues.

• **Usama Basiony, Asmaa Ali Shogaa, Zaki Zaki Abu Refai**

(6) Investigating the Role of Human Resources Management Professionals as Business Partners in Egyptian Museums and Heritage Institutions.

• **Nashwa El-Sherif, Mai Baher, Mayssara Zayed**

16:30

Coffee Break

Exhibition of Ancient Egyptian
Treasures By SIT Students

17:00

Parallel Academic Sessions

Alhambra 1

• HOTEL MANAGEMENT, GASTRONOMY AND HOSPITALITY

- **Chairs:** Juan Ignacio Pulido
Frank Babinger
Ashraf Abdelmaboud

(1) The Impact of Artificial Intelligence Techniques as A Modern Trend to Reinforcing the Competitive Advantage in the Egyptian Hotels Establishments.

- Mohamed Hussein Abd El Gabber , Ayda Fayez Saber, Hany Atef

(2) Towards Promoting Hospitality Services for Orphanage Tourism in Egypt.

- Salama Ammar, Gihan Abd Elaal Soltan, Mahmoud Saleh, Hany Atef Kuzmal, Ayda Fayez Saber

(3) Impact of Air Pollution at airports on environmental quality.

- Usama Basiony, Asmaa Ali Shogaa, Zaki Zaki Abu Rafea

(4) Measure the Awareness of Employees of Small Restaurants and Coffee Shop Ras Sidr.

- Mohammad Ahmad Moawad Saeed

(5) The Compatibility of Hospitality Services with People of Determination in Luxor and Aswan.

- Ayda Fayez Saber, Hany Atef Kuzmal, Ahmed Ibrahim, Mahmoud Saleh

Alhambra 2

• HERITAGE RESOURCES AND NEW INLAND TOURISM

- **Chairs:** Ricardo D. Hernández Rojas
Bayan F. El Faouri
Wael Soliman

(1) Applying the Approach of Greening the Blue Economy to the Marine Surfaces.

- Abeer Ahmed Mohamed Attia, Nashwa Fouad Attallah

(2) Crisis Recovery Strategies for Tourism Events Management in Egypt.

- Ghada Aly Hammoud, Hala Fouad Tawfik, Sara Saber Rady Mohamed

(3) Applying Creative Tourism in the Heritage handicrafts sector for achieving Sustainable Development and Promoting Tourism in Egypt.

- Christine Maher Mohsen Botrous

(4) The Artistic Influence of Goddess Isis on Coptic art and its impact on increasing the Tourism Movement in coming to Upper Egypt.

- Azza Masoud, Sara Mohamed El Sayed El Noamany, Eman Ali Abdel Rahman

(5) Applying the Black tourism route through the Ayyubid architecture in Cairo.

- Yasmin Mahmoud

27th
APRIL

Day 2

Venue: Alhambra Hall - Intercontinental City Stars Cairo

10:00

Parallel Academic Sessions

Alhambra 1

• HERITAGE RESOURCES, TOURISM AND VISITATION

• **Chairs:** Mohamed Abdelatif
Elenora Berti
Ángel Poncela González

(1) Evaluating Alexandria University heritage buildings: a question of preservation, awareness, and management.

• Dina Ezz El-Din, Heba Magdy

(2) Characterization of social economy entities dedicated to tourism management in the environment of World Heritage cities in Spain.

• Ignacio Ruiz Guerra

(3) Bloodletting and Practicing Cupping Therapy in Kitāb al-Taṣrīf and Cerrahiye-i İlhaniye Manuscripts.

• Esraa Elmallwany, Ahmed Farag

(4) La Vivienda de Uso Turística en los Destinos Patrimonio de la Humanidad: Estudio Comparado Entre Córdoba (España) Y Morelia (México).

• Carlos A. Hiriart Pardo & José Antonio Fernández Gallardo

(5) El dilema del sabio en Averroes: un crítico de su tiempo.

• Ángel Poncela González

(6) La calidad en la visita y servicios complementarios a patrimonios materiales: el caso de la Mezquita-Catedral de Córdoba.

• Nuria Huete Alcocer, Virginia Navajas Romero, Ricardo D Hernández Rojas

Alhambra 2

• HERITAGE PARTNERSHIPS AND SUSTAINABLE TOURISM

• **Chairs:** Soha Abdelwahab
Aurora Pedro
Ona Vileikis

(1) Negotiating Social and Cultural Priorities in the Context of UNESCO World Heritage Cities within the MENA Region.

• Bayan F. El Faouri

(2) A Cultural Heritage Resource's Contribution to the 2030 Agenda SDGs.

• M^a Victoria Rosique Rodríguez, Carmen de Prado Ruiz-Santaella, M^a Ángeles Jordano Barbudo

(3) Mosques and minarets of Kazakhstan - revealing tourism potential and regional cooperation in the field of World Heritage.

• Dmitriy Voyakin

(4) Potencial de las tipologías de interés especial en turismo de interior en Andalucía.

• Juan Ignacio Pulido-Fernández, Jairo Casado-Montilla, Isabel Carrillo-Hidalgo, Yaiza López-Sánchez

(5) Developing New Forms of Tourism Based on Intangible Culture Heritage and Creativity in Egypt.

• Heba E. Saeed & Medhat Abdel Hameed

(6) Las Caballerizas Reales de Cordoba y la Gestion del Patrimonio: El Caso del Expectaculo Ecuestre y el Turismo.

• Ricardo Rojas , José Antonio Fernández Gallardo, Carlos A. Hiriart Pardo

12:30

Coffee Break

Exhibition of Egyptian Popular dishes By SIT Students

13:00

Parallel Academic Activities

Alhambra 1

- **REVIVING HERITAGE TREASURES**
- **Chairs:** M^a Ángeles Jordano Barbudo
Ibrahim Elassal

(1) Promoting common heritage sites in the frame of the Council of Europe cultural routes programme: the case of Destination Napoleon.

•Eleonora Berti

(2) City of Ras Sedr, Opportunities and Challenges.

•Awad Ragab

(3) Heritage-led Urban Regeneration and the Sustainable Development Goals (SDGs): The Case of As-Salt, Jordan.

•Bayan F. El Faouri

(4) "Reviviendo las declaraciones del sabio Averroes"

•Ángel Poncela González

Alhambra 2

- **HOTEL MANAGEMENT, GASTRONOMY AND HOSPITALITY**
- **Chairs:** Tarek EL Sherai
Ignacio Ruiz Guerra

(1) Inland Gastronomy: Challenges for Development and Green Transition in Tourism. The case of Valencian Region.

•Aurora Pedro Bueno

(2) Analysis of soft skills and limitations of tourism and hospitality students in Spain.

•Frank Babinger

(3) The Relationship between Women's Empowerment and Staff Turnover in the Egyptian Hospitality Labor Market .

•Sally Fathy ElSayed, Mohamed Mohamed Salih, Noha Ismaeil ElShaer, Mohamed Abdel Aziz Abed

(4) Impacto de la gastronomía tradicional en la lealtad a un Destino Patrimonio de la Humanidad.

•Nuria Huete Alcocer, Ricardo Hernández Rojas, Miguel Ángel Valero Tévar

14:30 - 16:00 Break

Exhibition of SIT History

16:00

SIT SHOWS & PROTOCOLS

16:30

Workshop: Egypt and Spain. Chair: Hosam Refai

Relations: Cándido CREIS ESTRADA

Language: Yasmin Hosni

Food: Ricardo Hernandez

Archeology: Ibrahim Elassal

17:30

DOCUMENTARY FILM ABOUT EGYPT - MINISTRY OF TOURISM AND ANTIQUITIES

17:45

DOCUMENTARY FILM ABOUT SPAIN -Córdoba Patrimonio de la Humanidad

18:00

RECOMMENDATIONS/CLOSING SPEECHES AWARDS / CERTIFACTES

19:00

GALA DINNER