



African
Tourism
Board

The Conference Program

INTERNATIONAL CONFERENCE OF TOURISM HOSPITALITY AND HERITAGE



Norias Resort

Lake Qarun Fayoum, Egypt

24th - 26th March 2022





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Board

Faculty of Tourism and Hotels - Fayoum University
Faculty of Tourism and Hotels - University of Sadat City

NORIAS RESORT

المؤتمر الدولي
للسياحة والضيافة
والتراث

INTERNATIONAL
CONFERENCE OF
TOURISM, HOSPITALITY
AND HERITAGE

24th - 26th March 2022

Faculty of Tourism and Hotels - Fayoum University
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Conference Programe

Thursday, 24 March, 2022

7:00 Departure from Cairo (Cairo University, Main Gate) to Fayoum by Bus

9.00 Arrival at Fayoum and Hotel Check-in

10:00 to 11:00 **Registration**

11:00 to 12:00 **Opening Ceremony - (Philadelphia Hall)**

Quran Kareem and National Anthem

Promotional Movie about Sadat City

Promotional Movie about Fayoum Gouvernerate

Promotional Movie about the Faculty of Tourism and Hotels, Sadat City University

Promotional Movie about the Faculty of Tourism and Hotels, Fayoum University

Prof. Ashraf Gharib, Dean and Conference Chair

Prof. Nehad Yehya, Dean and conference Chair

Prof. Arafa Sabry Hassan Vice-President of Fayoum University

Prof. Ahmed Bayoumi, President of Sadat City University.

Prof. Yasser Magdy Hatata, President of Fayoum University

Dr. Ahmed al-Ansary, Fayoum Governor

Prof. Khaled El- Anany, Minister of Tourism and Antiquities





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12:00 to 12:30	Honouring the Sponsors
12:30 to 12:45	Exhibition Opening
12:45 to 13:30	Coffee Break
13:30 to 16:00	Keynote Speakers (Philadelphia Hall)

- 13:30 Prof. Hazem Attiyat Allah, Ex-Fayoum Gouverner
Tourism in Fayoum: Past, Present and Future
- 14:00 Prof. Mamdouh el-Damaty, Ex-Minister of Antiquities, Dean of the Faculty of Archaeology, Ain Shams University.
Chair: "100 years of discovery, The New of Toutankhaoum Tomb"
- 14:30 Dr. Hisham Zazou, Ex-Minister of Tourism
Prof. Mahmoud Hewedi
- 15:00 Prof. Atef El-Shayeb, Dean of the Faculty of Tourism and Hotels, Yarmouk University
Hewedi
"The potential areas of cooperation between Faculty of Tourism and Hotels, Yarmouk University and Faculty of Tourism and Hotels, Fayoum University".
- 15:30 Prof. Mahmoud Hewedi, Fayoum University

16:10 to 17:20 **Workshop: Presidential Initiatives and Its Impact on the Tourism Industry (Philadelphia Hall)**

Chair: Dr. Ghada Shalaby – Dr. Maya Morsy – Dr. Hoda Elshwadfy – Gen. Ahmed Abdellah – Prof. Ghada Khairat – Prof. Nashwa Talaat –Eng. Adel Elgendy – M. Sameh Saad – M. Hossam Darwish – M. Mohamed Othman - Mr. Hisham Wahbe





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17:25 to 18:25

**Workshop: Global Incidents and Its Effects on The Future of Egyptian Tourism,
(Philadelphia Hall)**

Chair: Prof.

Dr. Ghada Shalaby – Dr. Hoda ElSwadfy – Prof. Nadia Maher – Gen. Ahmed Abdellah –

Mahmoud Hewedi

Prof. Nashwa Talaat – M. Hesham Zazoo – Eng. Adel Elgendy – Sameh Saad

18:25 to 19:25

Lunch

19:25 to 20:30

Workshop: Tourism, Heritage, and climate change Nexus (Philadelphia Hall)

Chair: Prof. Nahswa

UNESCO Office in Cairo – Prof. Amany Refaat – Dr. Mohamed Sameh – Dr. Omar El-

Talat

Setouhy – Dr. Islam Kamal – Svitlana Mikhalyeva – Hani Zaki

21:00 to 23:00

Musical Night





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Friday, 25 March, 2022

7:30 to 9:00 Breakfast

9:00 to 10:30 Session A: Information Technology and Artificial Intelligence in Tourism, Hospitality, and Heritage (Hall Labyrinth)

Chairs: Prof. Ghada Hamoud – Prof. Mona Haggah – Prof. Tarek Elsheri – Prof. Hesham Ezzat

- 9:00 The Impact of Artificial Intelligence Applications on Guest Loyalty in Cairo Hotels – Hany S. Sadek
- 9:15 Digital Skills Gaps in Hospitality Industry: A Case Study of Egypt – Mohamed Ahmed
- 9:30 The Role of Artificial Intelligence In overcoming the adverse effects of Covid-19 on the Egyptian Tourism Sector – Rasha Ibrahim Seyam
- 9:45 The Role of Smart Cities in the Sustainability of Egyptian Tourist Destination: A Case Study of Galala. – Mohamed Zidan and Mohamed El-Sherbeny
- 10:00 The Role of Digital Tourism and Hospitality in the Future of Sustainability: Opportunities and Challenges – Hany Kozmal – Aida Saber – Nesma El-Alfy
- 10:15 The Impact of Blockchain Technology on the Efficiency and Effectiveness of Tourism Services – Mahmoud Abdellah

9:00 to 10:30 Session B: Covid 19 and Tourism – Threat and Crisis (Hall Senusert)

Chairs: Prof. Said Salama – Prof. Manal Elkholy – Prof Ghada Abdalla – Prof. Hala Gomma

- 9:00 Evaluation of Precautionary Measures in Some Egyptian Hotels during the Corona Pandemic (Covid-19) – Esam Ashour – Ahmed Emam
- 9:15 The Repercussions of the Corona Pandemic on Hotel Occupancy Rate in Alexandria. – Laila Elzalaki – Hany Soliman





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- 9:30** Recovery Policies of the Egyptian Tourism sector from the Repercussions of the Corona Pandemic (Analytical Study Considering Global Recovery Policies) – Yousra Said
- 9:45** Evaluation of Crisis Management in Egyptian Tourism Companies – Reem Abdelhalim – Mohamed Farrag – Moustafa Abou Hamad
- 10:00** The Crisis of the Russian-Ukrainian War and its Effects on the Tourism Sector in Egypt – Mohamed Farrag
- 10:15** Identifying Threats of Wetland and its Impact on the Tourism Industry in Egypt – Maha Y.K. Abdou

9:00 to 10:30 Session C: Museum Studies (Hall Sobek)

Chairs: Prof. Hoda Kandil – Prof. Omaima ELshal – Prof. Rehab Elsharnouby

- 9:00** Khw-Ptah, A Mortuary Stela from Saqqara Necropolis 2021 – Mohamed Ragheb Dardir
- 9:15** Unpublished akhmim’s coffin of Nesmin, son of Irheru, one of Hurghada museum’s collections – Mohamed Faik – Tamer Fahim - Walid Shaikh Al Arab – Mohamed Khater
- 9:30** Two False Doors at the Egyptian Museum of Cairo – Taher Abdelhamid
- 9:45** Two Unpublished Stelae for the Sake of Satisfying the Gods – Dina El-Araby
- 10:00** An Artistic and Archaeological study of Three Coptic Icons: First Publishing – Mohamed Tawfik – Hasnaa Hamed
- 10:15** The Arts of Museum Exhibition – Hussein El-Attar

10:45 to 12:00 Session A: Current Challenges and Recent Trends in Tourism (Hall Labyrinth)

Chairs: Prof. Wesal Abou Alam – Prof. Ghada Khairat – Prof. Dalia Soliman – Prof. Amany Refaat

- 10:45** Does Loyalty Moderate the Impact of Digital Marketing on the Purchase Intention of Customers in Airlines? – Mohamed Ziedan – Bassam Al-Romeedy
- 11:00** Tourism and Changes Features in the Egyptian Village (a Field Study Tunis Village, Fayoum Governorate) – Ahmed Hegazy





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- 11:15** The Role of Tourism and Archaeological Events in Changing the Mental Image of the Egyptian Tourism Destination: Case Study of the Pharaohs' Golden Parade and Opening Ceremony of Sphinx Avenue – Randa Hana – Nermin Gerges
- 11:30** The Role of Prehistoric Monuments in Increasing the Rates of Internal and External Tourism: The New Valley Governorate – Shames Mandour
- 11:45** The Role of Feasts and Mwalids in Exploring the Egyptian Food Heritage – Eslam Salem – Mohamed Tawfiq

10:45 to 12:00 **Session B: Current Challenges and Recent Trends in Hospitality – Managing and Developing Human Resources in the Tourism and Hospitality Industry**

Chairs: Prof. Farida Megahed – Prof. Yasser Ibrahim – Prof. Laila ELZalaky

- 10:45** Production of Kombucha Tea from A Variety of Sources as A Functional Beverage to Be Used in Different Hospitality Places – Ahmed Emam – Essam Ashour
- 11:00** Factors Affecting the Level of Hotel Performance: An Exploratory Study in a Sample of Greater Cairo Hotels in Egypt – Mohamed Abdelmawgoud – Mohamed Ibrahim
- 11:15** The Impact of Positive Work Pressures on Young Employees in Egyptian Hotels as a Moderator Variable on Forming their Cultural and Social Motives – Gehan Ahmed – Rania Menisy
- 11:30** The Relationship between Marketing Deception and the Behaviour of the Tourist after Purchasing the Hotel Service "An Applied Study on Tourists in Hurghada Hotels" – Asmaa Abel-Fattah
- 11:45** Cultural and Social Perspectives on Street Food in Egypt: Evidence from Vendors and Consumers – Mostafa Abdulmawla

10:45 to 12:15 **Session C: World Civilizations and Archaeology (Religion)**

Chairs: Prof. Mofida El-Weshahy – Prof. Reem Elkhodary – Prof. Heballah Sobhy

- 10:45** The Connection between God Seth and *WDa* in Coffin Texts – Sarraa Yusuf – Taher Abd El-Hamid – Nageh Omar





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- 11:00** Cult Places of Mithra in Egypt – Samia Habeeb – Nagoua Zoair- Ali Abdalla – Wahid Omran
- 11:15** Devil Lies in the Details: Rethinking Demons and Demonology in Ancient Egypt– Hamada Hussein
- 11:30** Disclosing the Relationship between Goddess Tjenenet and Goddess Iunit – Mina Fareed – Silvia Habib – Taher Abdelhamid– Walid shaikh Al Arab
- 11:45** Notes on the Relationship of Min with Other Deities during the Greek and Roman Periods – Wahid Omran – Ayman Wazery – Reham Essam
- 12:00** Features of the Priests Role in Controlling Political Events in Egypt during the Ptolemaic and Roman Period – Sondos El-Sayed

12:15 to 13:15 Friday Prayer

13:15 to 14:15 Workshop: Tourism Development in Fayoum: Challenges and Opportunities (Philadelphia Hall)

Chair: Prof. Rasha Omran | Mohamed Emad – Dr. Soha Bahgat – Dr. Tark El-Kanawty – Sameh Saad

14:15 to 14:45 Break

14:45 to 16:45 Session A: Sustainability in Heritage Management, Tourism, and Hospitality Institutions (Hall Labyrinth)

Chairs: Prof. Nadia Maher – Prof. Neveen Galal – Prof. Soaad Omran – Prof. Wafaa Elias

- 14:45** Supporting Cultural Industries as a Tool for Achieving Sustainable Development – Eslam Motawea
- 15:00** The Role of Ecotourism in Achieving Sustainable Development in Egypt – Amal Elbery
- 15:15** The Importance of Establishing an Accredited Vocational Tourism Training Centre in Producing Skilled Labour Forces in the Tourism Sector – Ghada Hamoud – Ghada Khalil
- 15:30** The Importance of Eco-Management in Preserving the Natural Reserves in Egypt: Case Study Qubba Al-Hasana Nature Reserve – Hend Sultan





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- 15:45** The Role of International Exhibitions in Tourism Marketing: a study of the Opinion of Official Bodies – Ahmed Ghazy – Nancy Fawzy – Mohamed Aboushouk – Mohamed Farrag
- 16:00** Spatial Analysis of Tourist Demand for Egyptian Museums: The Case of Cairo Governorate – Samah Aglan – Reda Selim
- 16:15** Evaluating the Tourists' Perceptions of Sustainability in Egyptian Tourism Destinations – Dalia Hassan
- 16:30** The Role of Strategic Vigilance in Improving the Marketing Performance of Egyptian Tourism Companies Administrative creativity as a Mediator variable – Mohamed Ziedan – Mohamed Abdellah

14:45 to 16:45 **Session B: World Civilisations and Archaeology Through the Ages (Hall Senusert)**

Chairs: Prof. Sherin Sadek – Prof. Faten Alelmy – Prof. Suzan Abou Eleinan

- 14:45** Fenugreek in the Ancient Egyptian civilisation – Hoda Kandil – Mahmoud El-Mohamdy
- 15:00** Pomegranate in Abydos Temple – Rasha Sharaby – Rasha Omran – Osama Ibrahim – Walid Shaikh Al Arab
- 15:15** The History of Hospitality and Charity in the Egyptian Monasteries in the Byzantine Period – Naima Ibrahim
- 15:30** Water and Public Health in Greek and Roman Egypt – Karim Yassen
- 15:45** Artistic and Architectural Styles in Cairo and Alexandria 1914-1952 – Mervat Abdel-Hady – Mohamed Ibrahim
- 16:00** The Works of Mohamed Ali's Family – Hany Younis
- 16:15** Princess Fawzia's Palace: An Archaeological and Tourism Study – Asmaa El-Roby – Mervat Abdel-Hady – Ibrahim Sobhy Hany Younis
- 16:30** Decorative Elements in Palaces of Cairo and Alexandria 1914-1952AD – Randa Hana – Mohamed Ibrahim





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14:45 to 16:45

Session C: Cultural Heritage and Ancient civilisation (Hall Sobek)

Chairs: Prof. Samah Abdel-Rahman – Prof. Noha Azmy – Prof. Mervat Abdel-Hady

- 14:45 Agriculture and Pastoral Egyptian Heritage between past and present, Comparative Study – Mohamed Khater – Tamer Fahim – Mohamed Faik
- 15:00 Religious Institutions and Their Position on Political Events in Egypt 1798 - 1919 A.D – Ahmed Ghobashy
- 15:15 Pottery and Ceramic Artefacts of Prince Youssef Kamal in Tanta Museum "Analytical and archaeological study" – Mervat Abdel-Hady – Selim Mohamed
- 15:30 King Fouad's Trip to the Opening of Port Fouad and the visit of the coasts of the Red Sea and Luxor from December 26, 1926, to January 3, 1927 – Essam Mohamed
- 15:45 Crystal Tableware for Alawiyya Family in Tanta Museum – Selim Mohamed
- 16:00 Debt Documents in Arabic Papyrus: An Unpublished Papyrus from the Michaelides Collection in the Cambridge University Library – Hossan Hemeda
- 16:15 Historical Fayoum Hotels during the Reign of Mohamed Ali Family – Hany Younis
- 16:30 A letter requesting mediation in the light of an Arabic papyrus text dating back to the 2nd century AH - the 8th century AD (published for the first time) “A Documentary and Social Study” – Ibrahim Al-Jamal

16:30 to 17:45

Workshop: The Future of Egyptian Tourism in The Era of New Republic (Philadelphia Hall)

Chair:

Prof. Mohamed Morsy

Gen. Ahmed Abdallah – Prof. Nashwa Talaat – Dr. Mohamed Fared – Anba Abram – Eng. Adel Elgendy– M. Ahmed El-Waseef – M. Mohamed Othman - Mr. Hisham Wahbe

18:00 to 20:30

Lunch

21:00 to 23:00

Match of Egypt and Senegal





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Saturday, 26 March, 2022

7:00: 9:00

Breakfast

9:00: 10:30

Closing Ceremony (Philadelphia Hall)

10:30 to 11:00

Presenting Ahmed Abu Eldahab Prizes for Distinguished Research

11:00 to 11:30

Break

12:00

Departure to Cairo

15:00

Nile Cruise

