



The International Spanish-Egyptian Congress for Tourism,
Hospitality and Heritage, 4-6 February, 2025, Cairo, Egypt



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Schedule of the Congress

Please note that itinerary frames are subject to change prior to the Congress

3rd
Feb

Arrival - Meet and Assist

Day 1

4th
Feb

Venue: Alhambra Hall - OPENING CEREMONY

9:00

Reception, Registration, and handing out of documentation

10:00

National Anthem of Arab Republic of Egypt

10:15

Opening speeches (Official inauguration)

11:00

Coffee Break

11:15

Keynote Panel Discussions

11:30 till 12:30

Panel 1: New Trends in Tourism and Hospitality management



Ignacio Ruiz Guerra

Moderator

Complutense University of Madrid, Spain



Miguel Martins

Presidente de la Asociación Ibérica de Turismo de Interior - Portugal



Carmen Quintanilla Barba

Parlamentaria permanente de la Asamblea parlamentaria del Consejo de Europa y la Presidenta nacional de AFAMMER



Said Elbatouty

Professor of Tourism Economics at the University of Frankfurt and Expert at the Advisory Group of the United Nations Economic and Social Council



The new challenges of domestic tourism - the experience of the Iberian Peninsula

El liderazgo del turismo en el mundo rural de España

Development and Management of Tourism Destinations

12:30 till 2:00

Panel 2: New Approaches to the heritage of medieval Cities



Maged Negm

Moderator

Advisor to the Minister of Higher Education for European Universities, Former president of Helwan University



Miguel Ángel Valero Tévar

University of Castilla la Mancha, Spain



André Carneiro
University of Évora, Portugal



Slawomir Kowalczyk
Mayor of city and community Opatowiec



Ibrahim Elassal
Vice chairman SIT higher institute, Egypt, Member at cultural heritage committee, University of Córdoba, Spain.



Marcela Rebeca Contreras Loera
Universidad Tecnológica de Escuinapa



Cuenca

Lisboa

Opatowiec

Cairo

Mexico City

02:00

Lunch - Alsaraya Restaurant

16 till 17:00

Parallel Academic Sessions

Alhambra 1

Tourism and Hospitality

Climate change, Innovation challenges and opportunities in Tourism & Hospitality

Chairs moderators

Ghada Hamoud – Nuria Huete



Analysis of the Theories Underpinning Research on Climate Change and Management: A Multidisciplinary Perspective Applied to the Tourism Sector.

Lourdes Susaeta Erburu, Yolanda Romero-Padilla, Diana Gómez-Bruna, Clara Martín-Duque

Spain



Risk indicators for human resources competitiveness in hotel chains.

Ignacio Ruiz Guerra

Spain



Planning and Management of Tourism Destinations: Applying on Siwa Oasis.

Amany Shahat

Egypt



Blue Tourism in Andalusia: potential and climate vulnerability.

Maria Maestro Cano-Manuel, Manuel Arcila-Garrido, J. Adolfo Chica-Ruiz y Gema Ramírez-Guerrero

Spain



Aplicación de la metodología ptva-3 para la evaluación de la vulnerabilidad estructural de la infraestructura turística de Chipiona (España).

Frank Babinger y Sandra Sánchez Arcediano

Spain



Alhambra 2

Heritage

Use of technology for interpretation and dissemination for cultural heritage

Chairs moderators

Hossam Refai – M^a Ángeles Jordano Barbudo



Running up with tricks: "Smart heritage tourism" in Portugal.

André Carneiro

Portugal



Technology strategy to increase tourism attendance at rock and mineral museum.

Rosa Elia Martínez Torres
Marcela Rebeca Contreras Loera
Rosa Guadalupe Briones Martínez
José Luis Benítez Salcedo

Mexico



The Cultur-Monts European project (Interreg Sudoe): enhancing Mountain Cultural Landscapes as a resource for social innovation, sustainable tourism and territorial development.

Josep Maria Palet, Marta Flórez, Arnau Carbonell, Jesús Martínez, Valentina Pescini, Lídia Colominas, Alfredo Mayoral

Spain



Virtual reconstruction methodology for interpretation and dissemination of cultural heritage.

Iván Darío Chávez Triviño, Andrea Chávez Triviño
Colombia



17:00
Till
17:30

Coffee Break

17:30 till 19:00

Parallel Academic Sessions

Alhambra 1

Tourism and Hospitality

Future entrepreneurship trends in the
Tourism Industry

Chairs moderators

Ashraf Ghareeb - Beatriz Pérez Sánchez



Tourism competitiveness drivers and income level: an explanatory analysis of tourism performance.

José Luis Durán Román, Elia García Martí, Ana Belén Mudarra Fernández y Juan Manuel Amezcuá Ogayar

Spain



Proposal for an Explanatory Model for Sustainable Tourism: Governance as a Mediating Construct.

Francis Blasco and Sulaiman Krayem

Spain - Lebanon



Creative cities in Spain: converging and divergent dynamics between tourism and cultural and creative services.

Cándida Gago García

Spain



Application of the capitals route in the tourist plan in Egypt.

Aisha El Tohami, Aya Salah

Egypt



Application of corporate social responsibility for using information technology in travel agencies in Egypt.

Nehal Hassan

Egypt



Alhambra 2

Heritage

Entrepreneurship, Sustainability and Innovative practices in Cultural heritage

Chairs moderators

Abeer Attya - Marcela Rebeca Contreras



From antiquity to sustainability: A holistic management plan for prehistoric rock art sites of the eastern desert of Egypt.

Dina M. Ezz El-Din, Riham Mohamed Ezz El-Din

Egypt



Impact of digital marketing on archaeological sites in Mexico.

Cecilia García Muñoz Aparicio, María del Carmen Navarrete Torres y Miguel Armando Vélez Tellez

Mexico



The Surgical scalpel in Islamic heritage between Egypt and Spain

Ibrahim Elassal, Ahmed Farag

Egypt



Reviving and Rehabilitation in As-Salt City, Jordan.

Nouran El Faouri

Jordan



Tangible and Intelligible Heritage: Exploring the Manifestations of Christian Architecture in Spain and Egypt.

Radwa M. Mostafa

Egypt



19:30

Cairo By Night - Dinner

10:00 till 11:30

Parallel Academic Sessions

Alhambra 1

Tourism and Hospitality

Legislation and the legal and institutional framework of tourism & Artificial intelligence and its applications in Tourism

Chairs moderators

Lourdes Susaeta – Nevin Galal



Employing artificial intelligence as a tool to improve administrative work and its impact on the future of public sector jobs in the Saudi government sector.

Nadia Maher, Nadin Hassan Youssef

Saudi Arabia – Egypt



Catering companies in rural destinations in Andalusia and their economic-technological efficiency.

José Luis Durán Román, Elia García Martí, Ana Belén Mudarra Fernández y Domingo Fernández Uclés.

Spain



New ways by apttitude skills for official tour guides and travel agents in front of the impersonal IA.

Ignacio Ruiz Guerra

Spain



Promoting and branding cultural heritage tourism through digital and AI technologis.

Hossam Shalaby

Egypt



11:30
Till
12:00

Coffee Break

Alhambra 2

Heritage

Didactics applied to cultural heritage: sustainable tourist archeological models, new narratives, storytelling

Chairs moderators

Mohamed Abdelatif – André Carneiro



La ruta de Maimónides: una muestra del patrimonio inmaterial de El Cairo.

Angel Poncela-Gonzalez

Spain



El Sitio arqueológico de Comalcalco en Tabasco y su oferta turística en México.

Cecilia García Muñoz Aparicio, Beatriz Pérez Sánchez

México



Between East and West: The architectural terminology heritage in Mamluk Cairo and Al-Andalus between Spanish and English.

Yasmín Hosny

Egypt



La villa romana de Noheda (España): gestación de un destino turístico cultural diferente, basado en la sostenibilidad.

Miguel Ángel Alvero

Spain



12:00 till 14:00

Parallel Academic Sessions

Alhambra 1

Tourism and Hospitality

Satisfaction in quality management in the tourism and hospitality industry

Chairs moderators:

Frank Babinger – Soha Abdelwahab



Quality service in hotels in Escuinapa, Sinaloa.

Marcela Rebeca Contreras Loera, Rosa Elia Martínez Torres, Beatriz Pérez Sánchez, José Luis Benítez Salcedo, Rosa Guadalupe Briones Martínez

Mexico



Análisis de la satisfacción turística en los parques arqueológicos: el caso de Segóbriga.

Nuria Huete

Spain



Terrazas en altura y turismo experiencial: nuevas perspectivas en el paisaje urbano de Sevilla.

Mª Milagros Serrano Cambronero, Frank Babnger

Spain



The Use of Informal Trade by Companies in Mexico during and After the COVID-19 Pandemic.

Ma. Guadalupe Serrano Torres, Ma. de la Luz Quezada Flores, Sandra Ruiz Esparza, Hugo Daniel Romero Serrano

Mexico



The Use of Big Data in Tourism Marketing:
Transformation and Opportunities

Jose Manuel Ponzoa Casado

Spain



Alhambra 2

Heritage

Challenges in heritage sustainability, and Preservation

Chairs moderators:

Mey Ibrahim Zaki – Miguel Ángel Alveró



The Mosque-Cathedral of Córdoba: Application of Sustainability Indicators.

Mª Ángeles Jordano Barbudo, Carmen de Prado Ruiz Santaella

Spain



El patrimonio cultural y artístico del antiguo Egipto en España: Del imaginario literario e iconográfico a la formación de las colecciones científicas.

Herbert González Zymla

Spain



Artefactos mágicos del Antiguo Egipto. Tradición, interculturalidad y pervivencias a la luz de las colecciones públicas y privadas en España.

Núria Torras-Benezet

Spain



Pursuing World Heritage Status for Cities in the MENA Region: Local Implications for Urban Regeneration and Contemporary Architecture.

Bayan El Faouri

Jordan



14:00
Till
16:00

Coffee Break - Light Lunch

16:00

Closing Panel:

• Role of Community Empowerment in the Sustainable
Tourism and Cultural Heritage



Soha Bahgat

Moderator

Advisor to the Minister of Tourism and Antiquities for Training and Capacity Building.



Women's empowerment in tourism industry

Carmen Quintanilla Barba

Parlamentaria Honoraria y Permanente en el Consejo de Europa y la Presidenta nacional de AFAMMER



Women's empowerment in tourism industry

Wafaa Basim

Egyptian National Council for Women

Women



Tecnologías emergentes en el turismo sustentable de México

Rosa Elia Martínez Torres

Instituto Tecnológico de San Luis Potosí

Sustainability



Usage of Virtual Reality Techniques in Revival of Heritage Cities in Egypt

Ibrahim Elassal -Andrea Chávez - Iván Darío Chávez

Sinai Institute - Arquitech

Virtual Reality



Influencia positiva de los exámenes del IC en el turismo

Jose Manuel Alba Pastor

Director of Cervantes Institute - Spanish Cultural Centre in Cairo

Education

17:30

SIT SHOWS & PROTOCOLS

18:00

DOCUMENTARY FILM ABOUT EGYPT - MINISTRY OF TOURISM AND ANTIQUITIES

18:00

DOCUMENTARY FILM ABOUT SPAIN

18:15

RECOMMENDATIONS/CLOSING SPEECHES
AWARDS / CERTIFICATES

19:00

GALA DINNER - InterContinental Citystars Hotel

6th
Feb

TOURISM PROGRAMME



Giza Plateau - The Pyramids &
The Sphinx



Grand Egyptian Museum



Old Cairo - The Hanging Church,
The Mosque of Amr and
the Synagogue





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