



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





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3rd  
Feb

Arrival - Meet and Assist

Day 1

4th  
Feb

Venue: Alhambra Hall - OPNENING CERMONEY

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

Sinal Higher Institute  
For Tourism & Hotels Ras Sedr







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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

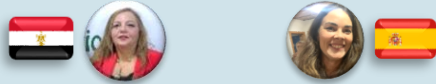
**Alhambra 1**

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

Aplicación de la metodología pva-3 para la evaluación de la vulnerabilidad estructural de la infraestructura turística de Chipiona (España).  
 Frank Babinger y Sandra Sánchez Arcediano  
 Spain

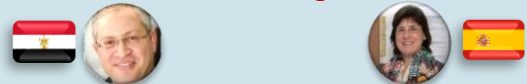
**Alhambra 2**

**Heritage**

Use of technology for interpretation and dissemination for cultural heritage

**Chairs moderators**

**Hossam Refai – M<sup>a</sup> 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 Sude): 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, Lidia 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







Day 2

10:00 till 11:30

Parallel Academic Sessions

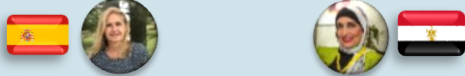
Alhambra 1

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 aptitude 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 technologists.

Hossam Shalaby  
Egypt



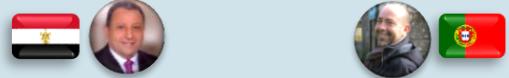
Alhambra 2

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



11:30  
Till  
12:00

Coffee Break



12:00 till 14:00

Parallel Academic Sessions

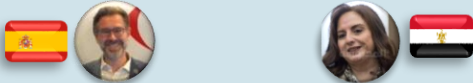
### Alhambra 1

#### 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<sup>a</sup> Milagros Serrano Cambroner, Frank Babinger  
 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

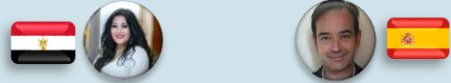
### Alhambra 2

#### Heritage

Challenges in heritage sustainability, and Preservation

**Chairs moderators:**

**Mey Ibrahim Zaki – Miguel Ángel Alvero**



The Mosque-Cathedral of Córdoba: Application of Sustainability Indicators.  
 Ma<sup>a</sup> 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









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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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