

Who will attend?

- ☐ Alexandria Governorate
- ☐ Relevant Ministries (Tourism, Investment, Civil Aviation, and Antiquities)
- ☐ Representatives of parliamentary and popular councils
- ☐ Europe Business Assembly
- ☐ French Chamber Of Commerce In Egypt
- ☐ German - Arab Chamber of Industry & Commerce
- ☐ Euro-Mediterranean Universities Union
- ☐ National and international travel and tourism companies and agencies
- ☐ Embassies and consulate chairmen and representatives
- ☐ Hospitality and aviation companies
- ☐ Real estate companies and Banks
- ☐ Specialized experts in Tourism and Hospitality industry

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Pharos University
Faculty of Tourism and Hotel Management

Workshops

About

1st International Conference (ICET) 2017

**Entrepreneurship of Tourism,
Hospitality and Heritage in Egypt**

"A Vision for Sustainable Development"

From 24-27 October 2017 - Alexandria - Egypt

Under the auspices of

Mr. Mohammed Ragab

Chairman of the Board of Trustees

Under the Supervision of

Prof. Mahmoud Mohy El.Din

President of Pharos University

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Senghor Uni. – International University of French Language at
Service of African Development

Conference Chairman

Prof. Amany Refaat

Faculty Dean

Alexandria as a Global Destination for City Tourism

Introduction

Based on the State's national trend and its strategic plan for the urban development of Alexandria till 2032, faculty of tourism and hotel management – Pharos University holds a workshop entitled Alexandria as a global destination for city tourism, on the sidelines of its first international conference. The workshop addresses city tourism as the most important trend and tendency worldwide. Furthermore, the workshop will discuss the effective use of Alexandria's tourist and archaeological resources to promote the city as a global tourist destination and spread city tourism trend to manage tourism crises in Egypt.

The workshop includes lectures, discussions and presentations of ideas to share experiences among decision makers and various authorities related to tourism and hospitality industry. This workshop aims to submit recommendations to be activated through a series of decisions and initiatives that serve Alexandria as a global destination for city tourism.

Workshop Goals

- ❑ Promoting Alexandria as a global destination, as a strategy for crisis management
- ❑ Strengthening relationships between the city of Alexandria and Mediterranean countries to encourage global tourism.
- ❑ Exploiting tourism and archeological resources of Alexandria to promote city tourism trend.
- ❑ Discussing methods and approaches of strategic planning for Alexandria as a global tourist destination.
- ❑ Providing solutions for tourism challenges in Alexandria.
- ❑ Shedding light on the potential tourism trends in Alexandria (Mega events and International fishing competitions) as one of the approaches of promoting city tourism trend in Alexandria.
- ❑ Offering training opportunities to promote tourism awareness of local community and the people who have a direct contact with tourists.
- ❑ Providing an overview of the major challenges of sustainable urban development in Alexandria.

Workshop themes

- ❑ City tourism as a strategy for crisis management
- ❑ Facing obstacles and facilitating Cruises' entrance to Alexandria port.
- ❑ Conference tourism and international fishing competitions as new promising tourism trends.
- ❑ The role of real estate investment tourism companies in developing tourism sector in Alexandria.
- ❑ The effective ways to improve the image of Alexandria as a global tourist destination
- ❑ Adapting innovative methods for tourism marketing in Alexandria
- ❑ Tourist exploitation of cultural heritage areas in Alexandria (El Max, Abou Qier, Eastern Harbor area and the citadel of Qait Bay).

Innovative Tourism Projects (Small and Medium-Sized Enterprises) and the Empowerment of the Local Community in Alexandria

Introduction

In the light of the great interest that the State along with all its administrations and entities are giving to the small and medium-sized enterprises as a vital sector representing more than 75% of the Egyptian economy, which was revealed in the recent approval by the Cabinet of Ministers for establishing an authority concerned with developing small and medium enterprises. And within the framework of the State's intention to support & encourage youths, and adopting innovative & pioneering ideas in the tourism industry in Egypt, besides the government's approaches towards developing tourism as one of the most important sectors that are relied upon as a major source of national income, and its ability to provide thousands job opportunities and achieving sustainable tourism development. Therefore, faculty of Tourism and Hotel Management will hold a workshop, on the sidelines of its first international conference, entitled "Innovative tourism projects (small and medium-sized enterprises) and the empowerment of the local community in Alexandria".

Workshop Goals

- ❑ Discuss challenges facing young entrepreneurs and work on finding practical solutions to them.
- ❑ Examine methods of paving the way for new entrepreneurs and providing a supportive environment for innovative entrepreneurial projects.
- ❑ Develop mechanisms to empower the local community in Alexandria, as one of the principles of sustainable tourism development.
- ❑ Shed light on the potential innovative investment opportunities, in the field of tourism and hospitality in Alexandria.
- ❑ Attract decision makers' attention to the importance of small and medium-sized enterprises with the aim of achieving comprehensive and sustainable tourism development in Alexandria.
- ❑ Offer opportunities for government representatives, the private sector, civil society and funding agencies to meet with youths and entrepreneurs to share visions and ideas.

Workshop themes

- ❑ Challenges and difficulties facing young entrepreneurs in tourism sector in Alexandria.
- ❑ Training and technical support to develop the Capabilities and skills of young entrepreneurs, as one of the empowerment strategies of the local community in tourism industry in Alexandria.
- ❑ The role of small and medium-sized enterprises in achieving sustainable tourism development in of Alexandria.
- ❑ The most important development and investment possible opportunities in the field of tourism and hospitality in Alexandria.
- ❑ Cooperation and integration initiatives between decision-makers and young entrepreneurs.
- ❑ The role of banks in financing and supporting innovative tourism projects.
- ❑ Simplify the procedures related to issuing licenses for small and medium-sized enterprises in the tourism and hospitality industry.