

Due Dates



Abstract Deadline	01/09/2017
Abstract Acceptance Notification	15/09/2017

Publication in specialized national and international scientific journals will be announced later

Languages

- Papers should be presented either in Arabic, English or French.
- Simultaneous interpretation will be provided during the conference sessions.

Conference Events

On sidelines of the Conference the following events will be held:-

- Workshops on developing Alexandria as a tourist destination
- Educational – Services/ Products Exhibition

Conference Venue

- Pharos University
- Helnan Palestine Hotel – Montaza Park - Alexandria

Registration Fees

Nationality	Speakers		Attendees		Companion
	Accommodation	Without Accommodation	Accommodation	Without Accommodation	
Egyptians (Egyptian Pound)	2600	1850	1850	1200	1850
Foreigners (US Dollars)	600	--	550	--	550

Registration Fees Covers:-

- Attending Conference opening Tuesday 24th of October 2017.
- Accommodation at Helnan Palestine Hotel at Montaza Park – Alexandria.
- Breakfast, Lunch & Dinner during the conference duration.
- Coffee Breaks between the sessions.
- Papers Publication (for speakers) in national and international scientific Journals
- Admission to all Conference Academic sessions.
- Attending all Conference events
- Conference Bag materials
- Attendance Certificate
- City Tours
- Attending all conference ceremonies

Registration Procedures

- Registration online via the conference website (Speakers – Attendees)
- Payment via bank transfer

Bank Account Details

For Egyptians in EGP:-

- Beneficiary: Pharos University in Alexandria, Egypt
- Bank Name: CIB (Commercial International Bank – Green Plaza Branch)
- Account Name: Pharos University in Alexandria, Egypt
- Account no. 100030176213
- Swift Code: cibeegcxxxx

For Non- Egyptians in USD:-

- Beneficiary: Pharos University in Alexandria, Egypt
- Bank Name: CIB (Commercial International Bank – Green Plaza Branch)
- Account Name: Pharos University in Alexandria, Egypt
- Account no. 100020591948
- Swift Code: cibeegcxxxx

Contact Us



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Faculty of Tourism & Hotel Management, Canal El- Mahmoudia St., Smouha. Alex., Egypt.



Pharos University
Faculty of Tourism and Hotel Management

Organizing
1st International Conference
1st (ICET) 2017

About
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

Co-organizers

Uni. of Missouri Kansas City - USA
Jamk Uni. – Faculty of Tourism and Hotel Management - Finland
Lincoln Uni. College (LUC) – Faculty of Hospitality and Tourism – Malaysia
Senghor Uni. – International University of French Language at Service of African Development

Conference Chairman
Prof. Amany Refaat
Faculty Dean

Introduction

Faculty of Tourism and Hotel Management – Pharos University is looking forward to enriching scientific research and encouraging researchers to be more innovative and creative .

To achieve its mission and pioneering role in the development of tourism sector, the faculty is organizing its first international conference entitled "Entrepreneurship of Tourism, Hospitality and Heritage in Egypt" A vision for Sustainable Development based on world tourism organization approach for 2017.

The conference is a top-level gathering of distinguished national and international universities, research centers, ministries, organizations, authorities, concerned associations of chambers and industry representatives. As well as, the conference is a multidisciplinary platform for academics, researchers, experts, leadership entrepreneurs, investors, developers and community members of tourism and hospitality industry to discuss and share their experiences, trends as well as practical challenges.

In this context, the conference will provide an ideal atmosphere to stimulate new ideas, initiate intense discussions about theories and applications and establish communications by a series of interactive sessions, workshops, interactive panels and keynote addresses to promote innovation and entrepreneurship in the fields of tourism, hospitality and heritage.

Therefore, the conference adopts the country's national approach in encouraging creative and innovative youth's ideas and the small & medium-sized enterprises in the fields of tourism and hospitality. The conference will discuss the obstacles facing them. It will also offer effective opportunities for both decision makers and Entrepreneurs to get connected.

Conference Goals

1. Shed the light on the potential development and investment opportunities in tourism and hospitality in Alexandria
2. Promote the cooperation and integration initiatives between decision makers and entrepreneurs.
3. Discuss global best practices and successful case studies of sustainable development.
4. Offer opportunities for concerned authorities to develop plans to achieve sustainable development for tourist and archaeological sites in Alexandria.
5. Support and encourage youth entrepreneurs in tourism and hospitality industry
6. Study tourism sector challenges which impede achieving sustainable development goals.
7. Activate the role of sustainable development in preserving cultural and urban heritage in Egypt
8. Study policies and strategies of sustainable aviation

Who can attend?

- Relevant Ministries (Higher Education and scientific research, Tourism, Civil Aviation, Antiquities
- Alexandria Governorate
- National and International universities and institutions
- Relevant Research Centers
- International authorities and organizations
- Tourism Companies and Travel Agencies
- Hospitality organizations and International Hotel chains and Restaurants
- Real Estate Companies
- Software Companies
- Egyptian Tourism Federation
- Banks

Conference Themes

- Entrepreneurship as one of the crisis management strategies in tourism and hospitality industry
- Challenges facing tourism entrepreneurs in developing countries
- Entrepreneurship and the empowerment of local community as an approach to develop tourism industry
- The role of small and medium-sized enterprises in tourism development
- City tourism as an international tourist orientation for crisis management
- Alexandria: event city as a new trend for crisis management
- Eco-labels in hospitality industry
- Key Performance Indicators (KPI) for measuring entrepreneurial tourism & hospitality businesses
- Tourism education and its role in managing tourism development
- Information Communication Technology (ICT) and its role in tourism and hospitality development
- Green technology and strategies in hospitality and tourism
- Achieving sustainable tourism perspectives in Alexandria

- Innovations in tourism/hospitality marketing
- Corporate Social Responsibility (CSR) for tourism, aviation and hospitality
- Prospects of aviation market development in Egypt
- Evaluating sustainable aviation policies and global climate
- Developing guiding methods to achieve sustainable development
- Conservation, restoration, and documentation of cultural heritage
- Innovative applications in cultural heritage protection
- Digital documentation and virtual reality for cultural heritage

Submission Guidelines

1. Authors should submit their abstract either in Arabic, English or French .
2. Abstract should be written within a relevant topic of the conference themes
3. Abstract of a maximum of 500 words
4. Paper should not be considered for publication elsewhere
5. Abstract should include (Keywords, Introduction, Methodology, discussion, conclusions and suggested references)
6. Abstract should include author's information (authors names, post title, organization, email) in case of co-authored paper presenter name should be underlined).
7. Adhere the abstract template and download it from the conference website