

ENTREPRENEURSHIP OF TOURISM, HOSPITALITY & HERITAGE IN EGYPT

"A VISION FOR SUSTAINABLE DEVELOPMENT"

From 24-27 October 2017

Egypt

Alexandria



Under the auspices of (



H.E Prof. Dr.

H.E Mr.

Khaled Abdel Ghaffar

Mohamed Yehia Rashed

Minster of Higher Education and Scientific Research

Minister of Tourism

H.E Prof. Dr.

H.E Mr.

Khaled El-Anany

Sherif Fathy

Minister of Antiquities

Minster of Civil Aviation

H.E Dr.

Mohamed Sultan

Alexandria Governor

Mr. Mohammed Ragab

Chairman of the Board of Trustees



Under the Supervision of



Prof. Mahmoud Mohy El.Din

President of Pharos University



Conference Chairman



Prof. Amany Refaat





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 University

(International University of French language at the service of African development)

#UNIVERSITÉSENGHOR
université internationale de langue française
au service du développement africain

International Authorities

World Tourism Organization



UNESCO



Arab Tourism Organization



Arab Center For Tourist Media



Egyptian - Japanese Friendship Association









Haiti

Benin

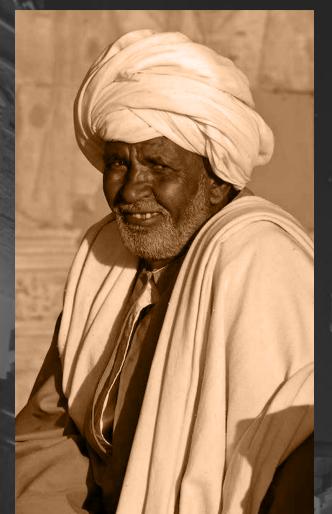
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Madagascar



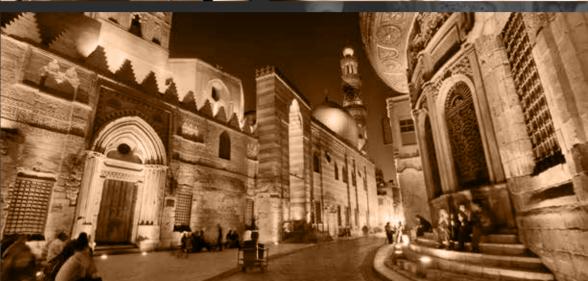












CONFERENCE THEMES

- 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



Abstract Deadline 01/09/2017

Abstract Acceptance Notification 15/09/2017







PUBLICATION IN SPECIALIZED NATIONAL AND INTERNATIONAL SCIENTIFIC JOURNALS:

International Journal of Heritage, Tourism and Hospitality – Faculty of Tourism and Hotels – Fayoum university - Egypt International Journal on Recent Trends in Business and Tourism – Lincoln University College – Malaysia E-Review of Tourism Research – ERTR Tourism Culture and Communication - TCC



Research papers

Key note speakers Discussion

Seminar:

- First Seminar: The Japanese-Egyptian Educational Tourism Project: Education activity and cross culture exchange project.
- Second Seminar: Tourism Media in Egypt and the Arab World
- Third Seminar: Trendy Practices.

Sightseeing and Ceremonies

CONFERENCE VENUE

- Pharos University
- Helnan Palestine Hotel Montaza Park Alexandria

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REGISTRATION FEES

Nationality	Speakers		Attendees		400
	Accommodation	Without Accommodation	Accommodation	Without Accommodation	Companion
Egyptians (Egyptian Pound)	2600	1850	1850	1200	1850
Foreigners (US Dollar)	600	550	-	- 1	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)

BANK ACCOUNT DETAILS:

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

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

