

**FACULTY OF  
TOURISM & HOTEL  
MANAGEMENT**



**PHAROS  
UNIVERSITY**



# **ENTREPRENEURSHIP OF TOURISM, HOSPITALITY & HERITAGE IN EGYPT**


**“A VISION FOR SUSTAINABLE DEVELOPMENT”**

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**From 24-27 October 2017**

**Egypt | Alexandria**



..... Under the auspices of  .....

H.E Prof. Dr.

**Khaled Abdel Ghaffar**

Minster of Higher Education and  
Scientific Research

H.E Mr.

**Mohamed Yehia Rashed**

Minister of Tourism

H.E Prof. Dr.

**Khaled El-Anany**

Minister of Antiquities

H.E Mr.

**Sherif Fathy**

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**





## Co-organizers



### International Universities

**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)



### International Authorities

**World Tourism  
Organization**



**UNESCO**



**Arab Tourism  
Organization**



**Arab Center  
For Tourist Media**



**Egyptian - Japanese  
Friendship Association**





Participated Countries



Finland



Germany



France



USA



Jordan



India



Malaysia



japan



Cameroon



Morocco



Sultanate of Oman



Kingdom of Saudi Arabia



Rwanda



Senegal



Ivory Coast



Guinea



Central African Republic



Mali



Burkina Faso



Niger



Burundi



Togo



Gabon



Djibouti



Madagascar



Haiti



Benin



Chad





## INTRODUCTION

As the 2030 Agenda for Sustainable Development gains momentum, the role of the tourism and hospitality sector in achieving the Sustainable Development Goals (SDGs) is becoming increasingly prominent. The sector is not only a major source of employment and economic growth, but also a key player in promoting sustainable development through responsible tourism practices.

In the context of the 2030 Agenda, the tourism and hospitality sector is expected to contribute to the achievement of the SDGs in a sustainable manner. The sector's contribution is multifaceted, encompassing economic, social, and environmental aspects. The sector's role is to promote sustainable development through responsible tourism practices, which include minimizing the negative impact of tourism on the environment and society, and maximizing the positive impact on the local economy and community.

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## 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

- Authors should submit their abstract either in Arabic, English or French.

- **Abstract should be written within a relevant topic of the conference themes**

- Abstract of a maximum of 500 words

- **Paper should not be considered for publication elsewhere**

- Abstract should include (Keywords, Introduction, Methodology, discussion, conclusions and suggested references(

- **Abstract should include author's information (authors names, post title, organization, email) in case of co-authored paper presenter name should be underlined).**

- Adhere the abstract template and download it from the conference website





 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





## LANGUAGES

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

## CONFERENCE EVENTS

### Workshops:

- First workshop: Alexandria as a Global Destination for City Tourism.
- Second workshop: Innovative Tourism Projects (Small and Medium Sized Enterprises) and the Empowerment of the Local Community in Alexandria.
- Third workshop: Sustainable Tourism Education and Training in Egypt as an approach for entrepreneur and Innovation.

### 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

المؤتمر الدولي الأول

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## REGISTRATION FEES

Nationality	Speakers		Attendees		Companion
	Accommodation	Without Accommodation	Accommodation	Without Accommodation	
Egyptians (Egyptian Pound)	2600	1850	1850	1200	1850
Foreigners (US Dollar)	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)

## 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





## CONTACT US

Conference Chairman  
**Prof. Amany Refaat**  
Faculty Dean

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## CONFERENCE COORDINATORS



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