



The International Forum on Sustainable Tourism & Innovation

DECEMBER 04-05, 2022
Pharos University Conference Hall
Alexandria, Egypt



Sunday, December 04, 2022

Main Hall	10:00 – 10:30
Registration	

Hall: Main Hall – 10:30 – 11:00

Opening Speeches

Hall: Main Hall – 11:00 – 11:30

Keynote Session

Session 1

Education for Everyone & Sustainable Development

Mr. Alexandre Ginoyer

President of Lifelong Learning World Committee
NGO official partner of UNESCO

Hall: Main Hall – 11:30 – 12:00

Keynote Session

Session 2

Sustainable Tourism with International Perspective

Speaker:

Ms. Petra Blinnikka

Senior Lecturer in Tourism and Service Business,
Coordinator of International Centre for Responsible Tourism,
School of Business, JAMK University, Finland



Hall: Main Hall – 12:00 – 12:45

Panel Discussion

Session 3

Smart Destinations for a Sustainable Future

Moderator:

Prof. Mona Barakat

Professor of Hotel Studies, Faculty of Tourism and Hotels, Alexandria University

Chairpersons (In Alphabetical Order):

Mr. Abdel Wahab Mohamed

Ministry of Tourism Office Director

Ms. Petra Blinnikka

Senior Lecturer in Tourism and Service Business, Coordinator of International Centre for Responsible Tourism, School of Business, JAMK University, Finland

Assoc. Prof. Samar El Kasrawy

Acting Head of Tourism Department, Faculty of Tourism and Hotels Alexandria University

Mr. Wassim Mohie El Din

Tourism & Antiquities Committee President
ABA

Main Hall	12:45 – 13:15
Networking Tea & Coffee Break	

Hall: Main Hall – 13:15 – 14:00

Panel Discussion

Session 4

How Digitalization helped Tourism, Events Management & MICE Industries during Turbulent Times

Moderator:

Mr. Belal El Shal

ICOM Group CEO

Chairpersons (In Alphabetical Order):

Mr. Paul Martin

EventsAir Executive Director

Prof. Rasha Abd El Aziz

Head of Business Information Systems Department, and Professor of MIS and E-Business, AASTMT

Eng. Salma Darwiche

Chief Business Development Officer, ICOM Group



The International Forum on Sustainable Tourism & Innovation

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Sunday, December 04, 2022

Hall: Main Hall – 14:00 – 14:45

Panel Discussion

Session 5

Green Innovations in Tourism & Hospitality Sector

Moderator:

Prof. Abeer Atiaa

Dean of the Faculty of Tourism and Hotels, Alexandria University

Chairpersons (In Alphabetical Order):

Dr. Mahmoud Abdel Raof

Lecturer of Tourism Management - Pharos University

Dr. Mohamed Nassar

Professor of Hotel Studies, Faculty of Tourism & Hotels

Mr. Mohamed Saady

General Manager, Grand Plaza Hotel

Main Hall	14:45 – 15:45
Lunch	



Monday, December 05, 2022

Hall: Faculty "5th & 6th Floor" – 10:00 – 11:00

Parallel Sessions

Academic research papers discussion

Hall: D513 – 10:00 – 11:00

Parallel Session 1

Sustainability in Tourism & Hospitality

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|---------------|--|
| 10:00 - 10:15 | Analysis of the differences between tourists 'perceptions and expectations of the authenticity experience in Egypt
<i>Assoc. Prof. Ghada Bassiony</i> |
| 10:15 - 10:30 | Tourism Planning as a Tool to Alleviate Poverty in the Marginalized Communities: The Appreciative Inquiry Approach
<i>Dr. Tamer Al Sawy</i> |
| 10:30 – 10:45 | Assessment of Big data Adoption readiness of the Egyptian travel agencies
<i>Assoc. Prof. Mahmoud Moawad Tamamm & Dr. Mahmoud Abdel Raouf</i> |
| 10:45 - 11:00 | The effect of governmental training on achieving the training process objectives in the hospitality industry:
An evaluation study in 4- and 5-star hotels in Alexandria
<i>Dr. Abdel Wahab Mohamed</i> |

Hall: D609 – 10:00 – 11:00

Parallel Session 2

ICT and its role in Tourism & Hospitality

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|---------------|--|
| 10:00 - 10:15 | Integrating artificial intelligence in five-star hotels in Egypt
<i>Prof. Mona Omar Barakat & Assoc. Prof. Mohamed Kamal & Dr. Hamada Gamal</i> |
| 10:15 - 10:30 | Customer value co-creation behaviors influences on restaurant innovativeness: The role of customer loyalty
<i>Assoc. Prof. Mohamed Kamal & Mr. Abdallah Mohamed</i> |
| 10:30 – 10:45 | The effect of 3D printed food attributes on the value-attitude-behavior model in the restaurants of Egypt
<i>Mr. Amr Fouad</i> |
| 10:45 - 11:00 | The applications of TAM and UTAUT model in tourism and hospitality research: a bibliometric literature review
<i>Dr. Youssef El Archi & Dr. Brahim Benbba</i> |



Monday, December 05, 2022

Hall: D517 – 10:00 – 11:00

Parallel Session 3 Innovation in Tourism & Hospitality

- 10:00 - 10:15 Dental Tourism: An Innovative trending the interior architecture of hotels
Dr. Amira Hamdy El Sayed & Dr. Rania Ahmed Hanafy
- 10:15 - 10:30 Collaboration for Innovation in Micro and Small Tourism Organizations
Ms. Salma Mohy El-din Mohamed
- 10:30 – 10:45 World Cup is here: Assessing the perceived influences of hosting mega sport event from social, economic, and tourism perspective
Mr. Sherif Medhat
- 10:45 - 11:00 Event Management and Mice Industry
Mr. Ali Soliman

Hall: D617 – 10:00 – 11:00

Parallel Session 4 Entrepreneurship in Tourism & Hospitality

- 10:00 - 10:20 Financial analysis of restaurant industry in Spain
Prof. Antonio Pelaez Verdet & Assoc. Prof. Islam Fathy
- 10:20 - 10:40 Impact of Workplace Bullying on Food & Beverage Employees' Organizational Outcomes: The Mediating Role of Emotional Intelligence
Dr. Ahmed Magdy
- 10:40 – 11:00 Assessment of Talent Management Practices and its Impact on Employees Organizational Commitment in Hotels
Mr. Adel Metwaly

Hall: Main Hall – 11:00 – 11:45

Panel Discussion Session 1 Events Management Industry in a Transforming World

Moderator:

Eng. Walid Menessi

Chief Operating Officer, ICOM Group

Chairpersons (In Alphabetical Order):

Mrs. Anju Gomes

ICCA Middle East Regional Director

Mr. Hossam Mady

Chief Commercial & Partnership Officer (CCPO), ICOM Group

Mr. Khaled Zaki

Intercontinental City Stars Hotel Manager



Monday, December 05, 2022

Hall: Main Hall – 11:45 – 12:15

Keynote Session

Session 2

Aviation, an Essential Enabler of Sustainable Tourism

Speaker:

Capt. Giancarlo Buono

Regional Director Safety & Flight Operations Europe
EUR-Regional Operations, Safety and Security IATA

Main Hall	12:15 – 12:45
Networking Tea & Coffee Break	

Hall: Main Hall – 12:45 – 13:15

Keynote Session

Session 3

Sustainable Cultural Tourism through Adaptive Reuse and being Vocal for Local

Speaker:

Ms. Ritika Khanna

Heritage Professional, Former UNESCO Consultant
Ministry of Culture, Government of India

Hall: Main Hall – 13:15 – 14:00

Panel Discussion

Session 4

Entrepreneurship in Tourism and Hospitality: Maintaining Authenticity and Identity

Moderator:

Dr. Rania Raof

Assistant Director of CDEC, Pharos University

Chairpersons (In Alphabetical Order):

Mr. Ahmed El Shiekh

Bavly Tour CEO

Ms. Minna Tunkkari-Eskelinen

Principal Lecturer in Tourism and Service Business, School of Business, JAMK University, Finland

Mrs. Nada Rady

Founder & CEO of OZY Adventures

Dr. Tamer Al Sawy

Lecturer of Tourism Management, Pharos University



Monday, December 05, 2022

Hall: Main Hall – 14:00 – 14:30

Keynote Session

Session 5

The Sustainability of a Trainera Rowing Boat Regatta in a Coruña

Speakers:

Prof. José Pablo Vázquez

Department of Business Lecturer

University of a Coruña - Spain

Prof. Sarah Moss

Vice-Dean for Academic Affairs & International

Relations, University of a Coruña - Spain

Hall: Main Hall – 14:30 – 15:00

Keynote Session

Session 6

Empowerment & Involvement of Youth Starts Today

Speakers:

Mr. Jeyhun Nasibbayli

Director of Revenue, Dream Doha - Qatar

Main Hall	15:00 – 15:30
Youth Recognition Competition	

Main Hall	15:30 – 16:00
Forum Conclusion & Highlights	