



## HU-BTU Third International Conference on Heritage Conservation and Site Management

### "Sustainable Tourism Management for Cultural Heritage"

Cairo, 8-11 December 2015

**Location:** Grand Nile Tower Hotel, El-Manial, Cairo

## PROGRAM OVERVIEW

### Conference Day 1: Tuesday, 8 December 2015

08:00 – 09:30	<i>Registration</i>
09:30 – 11:00	<p><b>Conference Opening Ceremony</b></p> <p>Prof. Dr. Hosam Refai (Dean, Faculty of Tourism and Hotel Management, HU), Prof. Dr. Maged Negm (HU Vice President), Prof. Dr. Yasser Sakr (HU President), HE Mr. Julius Georg Luy (Ambassador of Germany), Prof. Dr. Friederike Fless (President, DAI), Dr. Dorothea Rüland (Secretary General, DAAD), HE Prof. Dr. Sabine Kunst (Minister of Higher Education, Research and Culture, State of Brandenburg, Germany), HE Prof. Dr. Mamdouh El-Damaty (Minister of Antiquities), HE Dr. Hisham Zazou (Minister of Tourism)</p>
11:00 – 11:30	<i>Coffee Break</i>
11:30 – 14:00	<p><b>Opening Session</b></p> <p><b>Chair: Prof. Dr. Hazem Attiatalla</b></p>
11:30 – 12:00	<p><b>Keynote Speech 1: Prof. Dr. Friederike Fless</b></p> <p><i>World Heritage in Danger – Archaeology in Times of Crises</i></p>
12:00 – 12:30	<p><b>Keynote Speech 2: Prof. Dr. Myra Shackley</b></p> <p><i>Managing Visitors at World Heritage sites - A Delicate Balance</i></p>
12:30 – 13:00	<p><b>Keynote Speech 3: James Hervey-Bathurst</b></p> <p><i>Privately-Owned Heritage Sites in the UK: How have they become Sustainable?</i></p>
13:00 – 13:30	<p><b>Keynote Speech 4: Prof. Dr. Fekri Hassan</b></p> <p><i>Heritage in a Changing World – Making the Past, Arranging the Future</i></p>
13:30 – 14:00	<b>Discussion</b>
14:00 – 16:00	<i>Lunch (Nile Cruise – Hosted by Americana Group - Egypt)</i>
17:30 – 19:00	<i>Graduation Ceremony of HCSM Intake 1</i>
20:00 – 22:00	<i>Dinner (Azhar Park – Hosted by DAAD)</i>

**Conference Day 2: Wednesday, 9 December 2015**

<b>09:00 – 11:00</b>	<b>Session 1 – Keynote Speeches</b> <b>Chair: James Hervey-Bathurst</b>
<b>09:00 – 09:30</b>	<b>Keynote Speech 1: Luisa Martin</b> <i>Experiences of Cultural Heritage Preservation and Enhancement of Tourist Product with European Funding: INTERREG CASTROS and VAGEM Projects</i>
<b>09:30 – 10:00</b>	<b>Keynote Speech 3: Prof. Dr. Heba Aziz</b> <i>Tourism, Development and Communities at World Heritage Sites. A Case study of the Aflaj Irrigation System of Oman</i>
<b>10:00 – 10:30</b>	<b>Keynote Speech 1: Prof. Dr. Safeya El-Kabany</b> <i>New Gournia: A Prominent Future for a Miserable Present – Towards a New Vision for Cultural Tourism</i>
<b>10:30 – 11:00</b>	<b>Discussion</b>
<b>11:00 – 11:30</b>	<b>Coffee Break</b>
<b>11:30 – 13:00</b>	<b>Session 2 – Heritage Site Management</b> <b>Chair: Prof. Dr. Heba Aziz</b>
<b>11:30 – 11:50</b>	<b>Mohamed Abdel Hady</b> <i>Management Plans of Archaeological Sites in Egypt. A Case Study on the Valley of the Kings and Historic Cairo</i>
<b>11:50 – 12:10</b>	<b>Eman Hashem</b> <i>Heritage Sites as Mnemonic Devices</i>
<b>12:10 – 12:30</b>	<b>Waleed Tarek Ali Shehata, et al.</b> <i>Identifying Areas of Overlap between the Different Approaches of Heritage Adaptive Reuse</i>
<b>12:30 – 13:00</b>	<b>Discussion</b>
<b>13:00 – 14:00</b>	<b>Light Lunch</b>

<b>14:00 – 15:50</b>	<b>Session 3 – Heritage Continuity in Egypt</b> <b>Chair: Luisa Martin</b>
<b>14:00 – 14:20</b>	<b>Dalia Abu Stet</b> <i>The Ancient Egyptian Processions as an Important Cultural Asset and its Role in Tourism Development: An Applied Study on Luxor</i>
<b>14:20 – 14:40</b>	<b>Samah Mahmoud and Ahmed Zahran</b> <i>Bread-making in Egyptian Culture and Popular Beliefs from Ancient Egypt to Modern Times</i>
<b>14:40 – 15:00</b>	<b>Mohamed Nabil Arafa</b> <i>The Underrated Potentials of the Eastern Desert: Secrets Unreleased</i>
<b>15:00 – 15:20</b>	<b>Engy El-Kilany</b> <i>The Resurrection of Ancient Egyptian Dream Therapy as a Heritage Tourism Attraction in the Temple of Amun at Siwa</i>
<b>15:20 – 15:50</b>	<b>Discussion</b>
<b>18:00</b>	<b>Gala Dinner at the Mena House Oberoi Hotel</b> <i>(Hosted by the Ministry of Tourism)</i>

<b>Conference Day 3: Thursday, 10 December 2015</b>	
<b>09:00 – 11:30</b>	<b>Session 1 – Heritage Sustainability, Tourism and the Environment</b> <b>Chair: Prof. Dr. Aly Omar</b>
<b>09:00 – 09:20</b>	<b>Riham Arram</b> <i>Heritage Revival: A Catalyst for Tourism Industry and Key to Identify Preservation.</i> <i>Al Darb Al Ahmar as Case Study</i>
<b>09:20 – 09:40</b>	<b>Anne Krefting</b> <i>Aswan ED Lab - Environmental Design as a Co-creative Conservation Practice</i>
<b>09:40 – 10:00</b>	<b>Islam Abdel Karim</b> <i>The First World War in Alexandria. Ignored Heritage</i>
<b>10:00 – 10:20</b>	<b>Salman Al Mahari</b> <i>Managing Visitors in Heritage Places</i>
<b>10:20 – 10:40</b>	<b>Mohamed Tawfik Essawy and Sameh Saad</b> <i>Measuring the Acceptance of Egyptian Heritage Cuisine by Western Tourists</i>
<b>10:40 – 11:00</b>	<b>Alberto Kasi</b> <i>Gjrokastra - A Challenge for Tourism</i>
<b>11:00 – 11:30</b>	<b>Discussion</b>
<b>11:30 – 12:00</b>	<b>Closing Session</b> <b>Chair: Prof. Dr. Maged Negm and Prof. Dr. Hosam Refai</b>
<b>12:00 – 13:00</b>	<b>Light Lunch</b>
<b>13:00</b>	<b>Visit to Khan El-Khalili Bazaar, Historic Cairo.</b>

**Conference Day 4: Friday, 11 December 2015**

**09:00 – 11:30**

*Visit to the Egyptian Museum (Guided Tour)*

**12:30 – 16:00**

*Transfer to Giza Plateau*  
*Lunch at Andrea Restaurant (Hosted by Helwan University)*  
*Visit to the Pyramids of Giza*