







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

"Sustainable Tourism Management for Cultural Heritage"

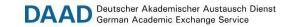
Cairo, 8-11 December 2015

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

## **PROGRAM OVERVIEW**









	Conference Day 1: Tuesday, 8 December 2015		
08:00 - 09:30	Registration		
09:30 - 11:00	Conference Opening Ceremony		
	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)		
11:00 - 11:30	Coffee Break		
11:30 - 14:00	Opening Session		
	Chair: Prof. Dr. Hazem Attiatalla		
11:30 - 12:00	Keynote Speech 1: Prof. Dr. Friederike Fless		
	World Heritage in Danger – Archaeology in Times of Crises		
12:00 - 12:30	Keynote Speech 2: Prof. Dr. Myra Shackley		
	Managing Visitors at World Heritage sites - A Delicate Balance		
12:30 – 13:00	Keynote Speech 3: James Hervey-Bathurst		
	Privately-Owned Heritage Sites in the UK: How have they become Sustainable?		
13:00 - 13:30	Keynote Speech 4: Prof. Dr. Fekri Hassan		
	Heritage in a Changing World – Making the Past, Arranging the Future		
13:30 - 14:00	Discussion		
14:00 – 16:00	Lunch (Nile Cruise – Hosted by Americana Group - Egypt)		
17:30 – 19:00	Graduation Ceremony of HCSM Intake 1		
20:00 - 22:00	Dinner (Azhar Park – Hosted by DAAD)		









	Conference Day 2: Wednesday, 9 December 2015		
09:00 - 11:00	Session 1 – Keynote Speeches		
	Chair: James Hervey-Bathurst		
09:00 - 09:30	Keynote Speech 1: Luisa Martin		
	Experiences of Cultural Heritage Preservation and Enhancement of Tourist Product with European Funding: INTERREG CASTROS and VAGEM Projects		
09:30 - 10:00	Keynote Speech 3: Prof. Dr. Heba Aziz		
	Tourism, Development and Communities at World Heritage Sites. A Case study of the Aflaj Irrigation System of Oman		
10:00 - 10:30	Keynote Speech 1: Prof. Dr. Safeya El-Kabany		
	New Gourna: A Prominent Future for a Miserable Present – Towards a New Vision for Cultural Tourism		
10:30 - 11:00	Discussion		
11:00 - 11:30	Coffee Break		
11:30 - 13:00	Session 2 – Heritage Site Management		
	Chair: Prof. Dr. Heba Aziz		
11:30 - 11.50	Mohamed Abdel Hady		
	Management Plans of Archaeological Sites in Egypt. A Case Study on the Valley of the Kings and Historic Cairo		
11:50 - 12:10	Eman Hashem		
	Heritage Sites as Mnemonic Devices		
12:10 - 12:30	Waleed Tarek Ali Shehata, et al.		
	Identifying Areas of Overlap between the Different Approaches of Heritage Adaptive Reuse		
12:30 - 13:00	Discussion		
13:00 - 14:00	Light Lunch		









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









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









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	