



## Organizers:



# HU-BTU Fifth International Conference on Heritage Conservation and Site Management "Cultural Heritage and Sustainable Development: A Tourism Perspective"

Aswan, 8-11 December 2017

## PROGRAM OVERVIEW

## Sponsors:





Conference Day 1: Friday, 8 December 2017	
10:00 – 17:00	<i>Registration</i>
17:00 – 18:30	<p><b>Conference Opening Ceremony</b></p> <p>Prof. Dr. Hosam Refai (Dean, Faculty of Tourism and Hotel Management, HU), Prof. Dr. Michael Schmidt (Head of Department Environmental Planning, BTU), Mr. Simon Brombeiss (German Embassy Cairo), Dr. Renate Dieterich (DAAD - Bonn), Dr. Fariz Ghaith (Director, UNESCO Office Cairo), Prof. Dr. Ismail Abdel Ghafaar (President of AASTMT), Prof. Dr. Ahmed Ghallab (President of Aswan University), Prof. Dr. Maged Negm (President of Helwan University), Prof. Dr. Jörg Steinbach (President of Brandenburg University of Technology), Prof. Dr. Friederike Fless (President, German Archaeological Institute), HE Gen. Magdy Hegazy (Governor of Aswan), HE Prof. Dr. Khaled El Enany (Minister of Antiquities), HE Prof. Dr. Khaled Abdel Ghaffar (Minister of Higher Education and Scientific Research)</p>
18:30 – 18:45	<i>Break</i>
18:45 – 20:00	<p><b>Panel Discussion – Cultural Heritage and Sustainable Development</b></p> <p><b>Moderator: Prof. Dr. Leo Schmidt</b></p>
20:00 – 22:00	<i>Dinner (Hosted by AMERICANA – Invitations ONLY)</i>

Conference Day 2: Saturday, 9 December 2017		
09:00 – 11:10	<p><b>Session 1: Keynote Speeches</b></p> <p><i>Main Hall</i></p> <p><b>Chair: Prof. Dr. Hazim Attiatalla</b></p>	<p><b>PhD Workshop</b></p> <p><i>Small Hall</i></p> <p><b>(Closed Session)</b></p>
09:00 – 09:25	<p><b>Keynote Speech 1: Prof. Dr. Fekri Hassan</b></p> <p><i>Cultural Heritage Tourism and Sustainable Development- Socio-ecological Transformational Theory and a Framework for Action</i></p>	
09:25 – 09:50	<p><b>Keynote Speech 2: Prof. Dr. Heba Aziz</b></p> <p><i>Heritage Innovation</i></p> <p><i>The Paradox of Investment, Development and Tourism</i></p>	
09:50 – 10:15	<p><b>Keynote Speech 3: Prof. Dr. Gihan Mossad</b></p> <p><i>Egyptian Architectural Heritage and Sustainability</i></p>	
10:15 – 10:40	<p><b>Keynote Speech 4: Prof. Dr. Yasser El Shayeb</b></p> <p><i>Non-Destructive Techniques for Cultural Heritage Exploration and Analysis</i></p>	
10:40 – 11:10	<b>Discussion</b>	



11:10 – 11:30	Coffee Break	
11:30 – 13:15	Session 2: Cultural Heritage and Sustainable Development in Aswan Main Hall Chair: Prof. Dr. Klaus Rheidt	
11:30 – 11:45	Aswan: A Bridge between Culture and Nature Landscapes “Aswan and Sustainable Development Goals” Ossama Abdel Meguid	
11:45 – 12:00	The Island of Philae: An Open Heritage Museum of Ancient Writings. Reflections on the Social and Religious Role of Ancient Writings Ahmed Mansour	
12:00 – 12:15	Convert a Field in Teaching and Learning Space Heritage of the Past and Present: Contributions from the Project Qubbet El-Hawa Osama Amer, M. del Consuelo Diez Bedmar, Fernando Martinez Hermoso	
12:15 – 12:30	From College to Mosque: Tabia in Aswan as an Egyptian Heritage Site Hanan Ismael	
12:30 – 12:45	Elephantine: The Neglected Site. A Case Study from Visitor Management Approach Maissa Moustafa, Esraa Alhadad, Mariam Dawood, Nesma Ahmed	
12:45 – 13:15	Discussion	
13:15 – 14:00	Light Lunch	
14:00 – 16:30	Session 3: Social Development through Storytelling at Heritage Sites and Museums Main Hall Chair: Prof. Dr. Heba Youssef	Session 3A: Heritage Conservation and Site Management Small Hall Chair: Prof. Dr. Wesal Abou Alam
14:00 – 14:15	All Mapped Out: Digital Cultural Heritage, Mapping and Chances for Urban Storytelling Alexandra Skedzun-Safir and Peter Schneider	The Imperative of the Cultural Landscape Approach in Managing Changes of Heritage Sites. A Special Reference to the Egyptian Context Haitham Samir



14:15 – 14:30	<b>Storytelling as a Tool for Social Development and Community Outreach in Museums and Heritage Sites</b> <i>Gehane Nabil Zaki</i>	<b>Discussion Combining and Analyzing Different Stages and Generations of Oral Cultural Heritage. Programs with Elder People Category</b> <i>Aliaa Youssef and Norhan Salem</i>
14:30 – 14:45	<b>The Power of Puppets in Storytelling and its Cultural Influence on Museum Experience Design and Heritage Sites</b> <i>Nermine Moustafa Ahmed</i>	<b>Monitoring Quality of Urban Life as Entrances to Heritage Sites Management</b> <i>Nancy Nabil</i>
14:45 – 15:00	<b>Visual Storytelling of Heritage Sites. Tanis in Petrie’s Archives as a Case Study</b> <i>Ahmed Nakshara</i>	<b>Music as an Effective Method of Heritage Conservation</b> <i>Zeiad Magdi and Marwa Ali</i>
15:00 – 15:15	<b>Social Development through Storytelling at Heritage Sites and Museums</b> <i>Souzan Ibrahim</i>	<b>Monitoring Heritage Site Management: Interpretation and Presentation as a Driver for Heritage Conservation</b> <i>Osama Ibrahim</i>
15:15 – 15:30	<b>From Storytelling to Educational Curriculums: Producing Creative Narratives for Archaeological Heritage</b> <i>Fatma Keshk</i>	<b>Comparative Analysis of Regeneration and Conservation. Approaches of Deteriorated Historical Center in Southern and Northern Mediterranean Cities</b> <i>Basma Ibrahim, Esraa Mashaly, Ahmed El Seragy</i>
15:30 – 15:45	<b>Creating Public Engagement to Cultural Heritage in the Site of Qubbet El-Hawa through Storytelling</b> <i>Dina Ezz El-Din</i>	<b>Digital Dissemination Strategies for Cultural Heritage</b> <i>Mohamed Ismail</i>
15:45 – 16:00	<b>Enhancing Pro Environmental Behavior at Heritage Sites: The Effect of Place Attachment</b> <i>Moataz Marie and Heba Zaki</i>	<b>Discussion (30 minutes)</b>
16:00 – 16:30	<b>Discussion</b>	
20:00 – 22:00	<i>Dinner (Hosted by AASTMT – Invitations ONLY)</i>	



Conference Day 3: Sunday, 10 December 2017		
09:00 – 10:45	<b>Session 4: Keynote Speeches</b> <i>Main Hall</i> <b>Chair Prof. Dr. Aly Abdallah</b>	<b>HCSM Board Meeting</b> <i>Small Hall</i> <b>(Closed Session)</b>
09:00 – 09:25	<b>Keynote Speech 1: Prof. Dr. Christopher Eyre</b> <i>Cultural Heritage and Egyptological Research</i>	
09:25 – 09:50	<b>Keynote Speech 2: Prof. Dr. Ahmed El Seragy</b> <i>Heritage-led Urban Regeneration: Towards Sustainable Development in Downtown Alexandria</i>	
09:50 – 10:15	<b>Keynote Speech 3: Dr. Monica Hanna</b> <i>The Status of Ancient Egyptian Heritage Post 2011: A Brief</i>	
10:15 – 10:45	<b>Discussion</b>	
10:45 – 11:15	<b>Coffee Break</b>	
11:15 – 13:00	<b>Session 5: Cultural Heritage and Sustainable Development (1)</b> <i>Main Hall</i> <b>Chair: Prof. Dr. Markus Otto</b>	<b>Session 5 A: Cultural Heritage and Sustainable Development (2)</b> <i>Small Hall</i> <b>Chair: Prof. Dr. May Zaki</b>
11:15 – 11:30	<b>Cultural Heritage and Socio-Economic Development</b> <i>Mohamed Abdelhady</i>	<b>Environmental Sustainable Development in Historical Cities</b> <i>Mariam Dawood</i>
11:30 – 11:45	<b>What ‘Intangible’ may Encompass in Egypt’s Cultural Heritage? Sustainable Measures for the Safeguarding of Intangible Cultural Heritage (ICH) of Egypt</b> <i>Nevine Nizar Zakaria</i>	<b>Sustainable Communities in the Cultural Context “Participation Outcomes”</b> <i>Ahmed Moustafa</i>
11:45 – 12:00	<b>The Role of Uncomfortable Heritage in Sustainable Development</b> <i>Bushra Nabas</i>	<b>Towards Sustainable Heritage Areas in Egypt by Optimizing Strategies and Policies for Adaptation with Sea Level rise Impacts</b> <i>Sherein Akeil and Israa Barakat</i>
12:00 – 12:15	<b>The Role of Traditional Knowledge in Sustainable Development and the Importance of Protecting it</b> <i>Walid Abdel Aziz</i>	<b>A Study on the Surroundings of Sednaoui Al-Khazendar Historical Building in Khedivial Cairo and Proposals for Improvement and Development</b> <i>Aya Abd El-Moneim, Nourhan Ali, Naglaa Abd El-Razek, Mahmoud Fathy, Dina Saleh, Ahmed Elyamani</i>
12:15 – 12:30	<b>Old Jeddah Rehabilitation Initiatives as Catalysts for Economic and Social Development</b> <i>Zeina Baydoun and Haitham Samir</i>	<b>Integration of Graeco-Roman Heritage in our Contemporary Life</b> <i>Nashwa Solieman</i>



12:30 – 12:45	<b>The Manifestations of the Mediterranean Diet in Egyptian Intangible Cultural Heritage</b> <i>Mohamed Badry and Azza Abdel Maqsoud</i>	Discussion (30 minutes)
12:45 – 13:00	Discussion	
13:00 – 14:00	Light Lunch	
14:00 – 16:30	<b>Session 6: Tourism at Cultural Heritage Sites</b> <i>Main Hall</i> <b>Chair: Prof. Dr. Ghada Hammoud</b>	<b>Session 6A: Museums of the 21<sup>st</sup> Century</b> <i>Small Hall</i> <b>Chair: Prof. Dr. Nagwa Arafa</b>
14:00 – 14:15	<b>Khedival Cairo: The Old Capital or the New Touristic Destination?</b> <i>Riham Arram</i>	<b>Applying Gamification to Raise Awareness of Cultural Heritage in Egyptian Museums</b> <i>Samar El Kasrawy and Iten Elrouby</i>
14:15 – 14:30	<b>Pilgrimage Tourism in Egypt as Introduced by Non Biblical Journey</b> <i>Shaza Ismael and Mary Kupelian</i>	<b>Returned to the People: The Transformations of Egyptian Royal Palaces into Museums</b> <i>Hanan Ismael</i>
14:30 – 14:45	<b>Native House Restorations and Rituals. Towards More Sustainable Community-Based Tourism in the UNESCO World Heritage Batad Rice Terrace Cultural Landscape</b> <i>Raymond Aquino Macapagal</i>	<b>Enhancing Disaster and Risk Preparedness in the Museum of Islamic Art, Cairo</b> <i>Dalia Khattab, Hashem Sallam, Alessandra Macedonio, Islam Yaser</i>
14:45 – 15:00	<b>Cultural Heritage Tourism as an Innovative Catalyst of Local Development: Strategies and Actions</b> <i>Esraa Alhadad and Tinatin Meparishvili</i>	<b>How will Web and Social Media Usage affect the Future of Museums? Case Study: The Museum of Islamic Art in Cairo</b> <i>Hamida Mohamed and Moataz Marie</i>
15:00 – 15:15	<b>The Conservation of Siwa Intangible Heritage through the Reduction of the Social and Cultural Negative Impacts of Tourism</b> <i>Engy El-Kilany and Mohamed Abdel-Ghany</i>	<b>Language Museums as a Tool for Intangible Heritage Sustainability</b> <i>Rehab Masoud</i>
15:15 – 15:30	<b>Impact of Heritage Conservation on Tourism: A Case Study of Rijal Alma Village – Aseer – Abha – Saudi Arabia</b> <i>Sema Refae and Haitham Hussein</i>	Discussion (30 minutes)
15:30 – 15:45	<b>Cultural Economy Utilization between the Reproduction of Handicrafts, Tourism and Capitalism. The Case of Esna</b> <i>Amr Al Qamar and Yasmin Bayoumi</i>	
15:45 – 16:00	<b>Assessing Cultural Awareness towards Heritage Sites among Local Communities for Sustainable Tourism Development "The Case of Qaitbay Castle in Alexandria"</b> <i>Noha Kamel</i>	



16:00 – 16:15	Sustainable Tourism or Selling Places? Effects of the UNESCO World Heritage Site Nomination in Valparaíso and Hoi An <i>Matías Muñoz Hernandez</i>	
16:15 – 16:30	Discussion	
16:30 – 17:00	Closing Session Main Hall Chair: Prof. Dr. Michael Schmidt	

<b>Conference Day 4: Monday, 11 December 2017</b>	
<b>10:00 – 15:00</b>	<b>Excursion in Aswan</b>