



Ministry of Higher Education  
Sinai Higher Institute For Tourism & Hotels Ras Sudr



UNIVERSIDAD  
COMPLUTENSE  
MADRID



## Sinai Higher Institute for Tourism and Hotels - Egypt

**In cooperation with**

**Faculty of Commerce and Tourism,  
Complutense University of Madrid**

**Present**

**The International Spanish- Egyptian Congress  
for Tourism, Hospitality and Heritage.**

**"ISECT" – Cairo**

**4<sup>th</sup> - 6<sup>th</sup> February 2025**

Email [isectcairo@gmail.com](mailto:isectcairo@gmail.com) for any questions or Further Details.



## **VISION**

We are delighted to introduce the "**International Spanish Egyptian Congress for Tourism, Hospitality, and Heritage (ISECT)**". This event is scheduled to take place in Cairo, Egypt, from February 4th to 6th, 2025. The conference is being orchestrated by the Sinai High Institute for Tourism and Hotels, Egypt, in collaboration with the Faculty of Commerce and Tourism at the Complutense University of Madrid, Spain.

**ISECT** seeks to convene eminent scholars and researchers from Spain, throughout Europe, Latin America, North America, Asia, and Egypt, fostering a collaborative environment for the exchange and dissemination of knowledge, scientific findings, and innovative approaches related to the global transformations in Heritage, Tourism Science, and Hospitality Management.

**ISECT CAIRO 2025** revolves around the fundamental themes of Tourism, Hospitality, and Heritage, aiming to establish an inclusive platform that not only welcomes experts in tourism and heritage but also engages economic specialists, leaders in the hospitality industry, representatives from non-governmental organizations, and government dignitaries in a rich, interdisciplinary discourse.

Beyond the academic and scientific exchanges of the congress, we extend a warm invitation to explore Cairo's myriad touristic marvels and its profound natural and cultural legacies. Attendees will have the chance to visit iconic sites such as the majestic Pyramids of Giza and the historic heart of Cairo, both celebrated UNESCO World Heritage Sites and among the world's seven wonders.

Submissions presented at the Congress will undergo a rigorous double-blind peer review, with selected papers being considered for publication in various esteemed journals.

We eagerly anticipate welcoming you to the **International Spanish Egyptian Congress on Tourism, Hospitality, and Heritage, ISECT**, set in the vibrant city of Cairo, Egypt. This event is proudly presented by the Sinai High Institute for Tourism and Hotels, in collaboration with the Faculty of Commerce and Tourism at Complutense University of Madrid, Spain.



## The official Board:

### Chairman



**Prof. Mostafa AlZaghl**  
**SIT Institute, Chairman**



**Prof. María-Francisca Blasco López**  
**Faculty of Commerce and Tourism, UCM, Dean**

### Vices- Chairman



**Prof. Wael Soliman**  
**SIT Institute, Dean**



**Prof. Frank Babinger**  
**Faculty of Commerce and Tourism, UCM**



The International Spanish-Egyptian Congress for Tourism, Hospitality and Heritage 22-24 Jan 2025

### Congress Coordinator



**Dr. Ibrahim Elassal**





## **Directors of the Congress:**

**Prof. Ibrahim Ellassal**

**Prof. María-Francisca Blasco Lopez**

**Prof. Frank Babinger**



The photo was taken at the dean's office, Faculty of Tourism, UCM, Madrid, Spain, on February 13, 2024.

## **SCOPE:**

Following the resounding success of the “CEGISTUR CAIRO” congress in April 2023, the International Spanish Egyptian Conference for Tourism, Hospitality, and Heritage “ISECT,” is set to convene a global assembly of researchers, practitioners, and policymakers. This gathering will foster discussions on the forefront questions and challenges within the realms of tourism, hospitality, and heritage.

“ISECT” is masterminded by the Sinai High Institute for Tourism and Hotels, in collaboration with the Faculty of Commerce and Tourism at the Complutense University of Madrid, Spain. The conference is centered on the theme “It’s time to exchange our experience together,” which emphasizes the collaborative spirit between the Spanish and Egyptian academic communities in the fields of tourism, heritage, and hospitality.

The value of these conferences is immeasurable for those involved in tourism, heritage, hospitality, archaeology, architecture, and related disciplines. They have not only spurred research initiatives and informed tourism policies but also fostered meaningful collaborations, underlining their significance in shaping the future of these fields.



## **Complutense University of Madrid (UCM)**

The Complutense University of Madrid stands as a historic pillar in the academic world, with its origins tracing back over 800 years to its founding in Alcalá in 1293, before its relocation to Madrid in 1836. Today, it is celebrated as one of Spain's most prestigious institutions for scientific and academic research, as well as being the most venerable university in the vibrant Spanish capital, Madrid.

Boasting one of the largest student bodies in Europe, the university is home to more than 80,000 students, supported by a distinguished faculty of 6,000 professors and a dedicated staff of 10,000. The Complutense University offers an expansive array of academic programs, including over 80 scientific fields, 230 undergraduate degrees, and 221 doctoral programs. Its facilities include more than 30 libraries, housing an impressive collection of over 2 million printed volumes.

Currently, the Faculty of Commerce and Tourism emerges as one of the university's most significant faculties, serving as a benchmark for tourism and hospitality studies in Spain with more than 2800 students.

## **Sinai Higher Institute for Tourism and Hotels (SIT)**

SIT stands as a venerable beacon of tourism and hospitality education in Egypt and across the Middle East. Founded on July 22, 1993, the Sinai Institute boasts a rich legacy, having conferred degrees to 27 undergraduate cohorts and 28 postgraduate classes.

Offering a comprehensive bachelor in five distinct fields—hotel management, customer service management, airline management, tourism business management, and tourism guidance—the Institute is renowned for its multifaceted academic approach. Its 30-year journey is marked by robust international collaborations with esteemed institutions such as the University of Cardiff in England, the Fasa Institute in Finland, and a variety of universities in Turkey and China.

In a landmark event in April 2023, the Institute proudly hosted the inaugural Egyptian edition of the European Conference on Tourism and Hospitality Management, dubbed "CEGUISTUR CAIRO," in partnership with the University of Cordoba. This gathering drew an unparalleled academic assembly, with participation from thirty-eight universities, colleges, and research centers globally, and attendance by 60 professors from five continents, all under the watchful eyes of distinguished ambassadors and ministers. In the same year, the Institute was honored among the top five institutes in Egypt, a testament to its excellence and leadership in the field.



**Thematic Lines not limited to, but including:**

<b><u>Tourism</u></b>	<b><u>HOSPITALITY</u></b>	<b><u>HERITAGE</u></b>
Planning and management of tourism destinations	Traditional gastronomy, satisfaction and emerging models	Museums, heritage interpretation centers and cultural heritage destinations
Design and programming of Tourist itineraries	SDGs and environmental management in hospitality	Didactics applied to cultural heritage: sustainable tourism models, new narratives, storytelling
Climate action and inland heritage tourism	Food and gastronomy in tourism industry and hospitality	New techniques and digital technology applications in cultural heritage and museums
Innovation challenges and opportunities in tourism	Future trends in the hospitality and tourism marketing and management	Use of technology for interpretation and dissemination for cultural heritage
Big Data in Tourism	Innovations in hospitality marketing and management	Satisfaction of the tourists to world heritage sites and historic cities
Artificial intelligence and its applications in Tourism	Artificial intelligence and its applications in hospitality	Artificial intelligence and virtual and augmented reality for cultural heritage dissemination and interpretation
Interrelationships and interdependencies between tourism, sectoral and territorial landscape planning	Big data in hospitality sector	Heritage routes and cultural landscapes, nature tourism and the environment
Future entrepreneurship trends in the Tourism Industry	Automation and robotic technologies in tourism and hospitality	Entrepreneurship and Innovative practices in Egyptian and Spanish Cultural heritage and museum studies
New digital technologies applied to the design of tourism products	New digital technologies applied to hotel management	Environmental and recreational education of natural-cultural heritage
Sustainable tourism Indicators	New trends in quality management in the tourism and hospitality industry	Challenges in heritage conservation, sustainability, and Preservation
Legislation and the legal and institutional framework of tourism	Business performance and successful leadership in tourism and hospitality industry	Archaeological sites and conservation



## **Schedule and Relevant Dates:**

Conference Announcement & Call for Abstracts	Opens April 5, 2024
Scientific Committee Reveal & Abstract Submission	May 17, 2024
Deadline for Abstract Submission	July 20, 2024
Abstract Acceptance Notification	September 20, 2024
Early Bird Registration	From August 1 to September 1, 2024
Standard Registration Deadline	October 15, 2024
Conference Chairpersons Announcement	November, 2024
Detailed Agenda Release	December 15, 2024
Conference Dates	February, 4-6, 2025
Full Paper Submission Deadline	March, 2025

## **Venue & Location**

- Congress Hall: INTERCONTINENTAL CITYSTARS HOTEL CAIRO
- Accommodation Recommended Hotel: Holiday Inn Intercontinental city stars (4 Min. on foot to the congress hall)

## **Language**

English is the Main Language of the Conference and the Sessions.

English is the main language of publishing.

The International Spanish-Egyptian Congress for Tourism, Hospitality and Heritage 22-24 Jan 2025

## **Publications Options**

### **Spain**

1. PASOS. Revista de Turismo y Patrimonio Cultural (Indexed on Scopus, WOS)
2. Anaquele de Estudios Árabes, UCM (Indexed on Scopus)
3. Revista Internacional de Turismo, Empresa y Territorio. UCOPress.

### **Egypt**

1. Egyptian Journal of Tourism and Hospitality, EKB, Egypt (6 out of 7 points according to rating of the Supreme Council for Universities and Scientific Promotions)





## **FEES:**

### **(1) Foreigner Authors:**

- ❖ **250 EUROS** Early Bird Registrations
- ❖ **350 EUROS** Regular Registrations

Tourist Package:

- **600 euros** with single room accommodation on a BB basis at the Intercontinental Holiday Inn City Stars Hotel and **340 euros** per person in a double room.

Includes:

- Attendance of all conference sessions including Coffee breaks, Lunch of the First Day & Gala Dinner for the second day.
- Conference materials
- Participation certificate
- Review and presentation of research paper
- Entertainment Itinerary including Pyramids' Visit.

### **(2) Egyptian Authors and Candidates**

Egyptian researchers, authors, and candidates:

- ❖ **3000 L.E** One day attendance
- ❖ **5000 L.E** Two days attendance

Includes:

- Attendance conference sessions, including coffee breaks, lunch on the first day, and gala dinner on the second day.
- Conference materials.
- Participation certificate.
- Review and presentation of the research paper.

N.B. Payment for attending authors only and not including the tourist itinerary





### **Abstract Submission:**

The ISECT Committee welcomes the submission of abstracts for the International Spanish-Egyptian Congress for Tourism, Hospitality and Heritage to be held at Cairo, Egypt 4<sup>th</sup>-6<sup>th</sup> February 2025. The Scientific Congress offers a major research, information sharing, training and capacity-building opportunity for delegates, who will be able to present their communications and attend congress sessions.


### **Abstract Guidelines**

- Use a text editor of your choice to compile your abstract: title, author(s), affiliation(s) of author(s), and abstract text. Your abstract body should have 300–500 words.
- Participants are welcome to submit abstracts in English Language.
- Participants are welcome to submit more than one co-authored paper.
- The ISECT Scientific Committee Co-chairs reserve the right to reclassify submitted abstracts into the most appropriate theme or program.
- Abstracts must be submitted via the online abstract submission site.
- Abstracts will be reviewed as submitted by the abstract deadline of 20th July 2024.

### **Abstract Submission:**

The process will be announced by May 15, 2024.

### **Contact Info.**

- Congress Official Email: [isectcairo@gmail.com](mailto:isectcairo@gmail.com)
- Congress Coordinator:  
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- For Egyptian authors: Payment methods and details: call [01067918228](tel:01067918228)