



**The International Spanish-Egyptian Congress for Tourism,  
Hospitality and Heritage, 4-6 February, 2025, Cairo, Egypt**


## Schedule of the Congress




**3rd Feb** Arrival - Meet and Assist

**Day One**

**4th Feb** Venue: Alhambra Hall - OPNENING CERMONEY

**9:00** Reception, Registration, and Handing out of documentation 


**10:00** National Anthem of Arab Republic of Egypt 

**10:15** **Opening speeches (Official Inauguration)**


  **Mostafa Elzaghal & Wael Soliman**  
Congress Presidente and Vice Presidente  
SIT Sinai Institute, Egypt

 **Prof. María-Francisca Blasco López**  
Congress Prisedent, UCM, Spain

 **Alvaro Iranzo**  
Ambassador of spain to Egypt

 **Ibrahim Ellassal**  
Congress Coordinator, SIT Sinai Institute, Egypt

 **Frank Babinger**  
Congress Vice Prisedent, UCM, Spain

**11:00**  **Coffee Break**

11:15

**Keynote Panel Discussions**

11:30 till 12:30

**Panel 1: New Trends in Tourism and Hospitality management**



**Ignacio Ruiz Guerra**

**Moderator**

**Complutense University of Madrid, Spain**



**Miguel Martins**

Presidente de la Asociación Ibérica de Turismo de Interior - Portugal



**Carmen Quintanilla Barba**

Parlamentaria permanente de la Asamblea parlamentaria del Consejo de Europa y la Presidenta nacional de AFAMMER



**Said Elbatouty**

Professor of Tourism Economics at the University of Frankfurt and Expert at the Advisory Group of the United Nations Economic and Social Council



The new challenges of domestic tourism - the experience of the Iberian Peninsula

El liderazgo del turismo en el mundo rural de España

Development and Management of Tourism Destinations

12:30 till 2:00

**Panel 2: New Approaches to the heritage of medieval Cities**



**Maged Negm**

**Moderator**

**Advisor to the Minister of Higher Education for European Universities, Former president of Helwan University**



**Miguel Ángel Valero Tévar**

University of Castilla la Mancha, Spain



**André Carneiro**  
University of Évora, Portugal



**Slawomir Kowalczyk**  
Mayor of city and community Opatowiec



**Ibrahim Elassal**  
Vice chairman SIT higher institute, Egypt, Member at cultural heritage committee, University of Córdoba, Spain.



**Marcela Rebeca Contreras Loera**  
Universidad Tecnológica de Escuinapa



Cuenca

Lisboa

Opatowiec

Cairo

Mexico City



02:00

**Lunch - Alsaraya Restaurant**

15:00 till 16:00

Parallel Academic Sessions

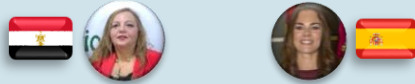
**Alhambra 1**

**Tourism and Hospitality**

Climate change, Innovation challenges and opportunities in Tourism & Hospitality

**Chairs - Moderators**

**Ghada Hamoud – Nuria Huete**



Analysis of the Theories Underpinning Research on Climate Change and Management: A Multidisciplinary Perspective Applied to the Tourism Sector.

Lourdes Susaeta Erburu, Yolanda Romero-Padilla, Diana Gómez-Bruna, Clara Martín-Duque

Spain



Risk indicators for human resources competitiveness in hotel chains.

**Ignacio Ruiz Guerra**

Spain



Planning and Management of Tourism Destinations: Applying on Siwa Oasis.

**Amany Shahat**

Egypt



Blue Tourism in Andalusia: potential and climate vulnerability.

María Maestro Cano-Manuel, Manuel Arcila-Garrido, J. Adolfo Chica-Ruiz y Gema Ramírez-Guerrero

Spain



Aplicación de la metodología ptva-3 para la evaluación de la vulnerabilidad estructural de la infraestructura turística de Chipiona (España).

**Frank Babinger y Sandra Sánchez Arcediano**

Spain



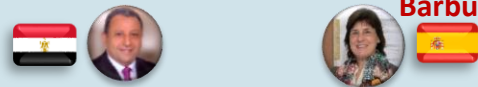
**Alhambra 2**

**Heritage**

Use of technology for interpretation and dissemination for cultural heritage

**Chairs - Moderators**

**Mohamed Abdelatif – M<sup>a</sup> Ángeles Jordano Barbudo**



Running up with tricks: "Smart heritage tourism" in Portugal.

**André Carneiro**

Portugal



Technology strategy to increase tourism attendance at rock and mineral museum.

Rosa Elia Martínez Torres  
Marcela Rebeca Contreras Loera  
Rosa Guadalupe Briones Martínez  
José Luis Benítez Salcedo

Mexico



The Cultur-Monts European project (Interreg Sudoe): enhancing Mountain Cultural Landscapes as a resource for social innovation, sustainable tourism and territorial development.

Josep Maria Palet, Marta Flórez, Arnau Carbonell, Jesús Martínez, Valentina Pescini, Lidia Colominas, Alfredo Mayor

Spain



Virtual reconstruction methodology for interpretation and dissemination of cultural heritage.

**Iván Darío Chávez Triviño, Andrea Chávez Triviño**

Colombia



**16:00  
Till  
16:15**

**Coffee Break**

16:15 till 18:00

Parallel Academic Sessions

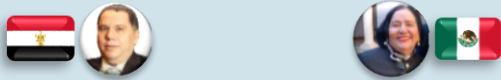
### Alhambra 1

#### Tourism and Hospitality

Future entrepreneurship trends in the  
Tourism Industry

##### Chairs - Moderators

**Ashraf Ghareeb - Beatriz Pérez Sánchez**



Tourism competitiveness drivers and income level:  
an explanatory analysis of tourism performance.

José Luis Durán Román, Elia García Martí, Ana  
Belén Mudarra Fernández y Juan  
Manuel Amezcua Ogayar

Spain



Application of the capitals route in the tourist plan  
in Egypt.

Aisha El Tohami, Aya Salah

Egypt



Terrazas en altura y turismo experiencial: nuevas  
perspectivas en el paisaje urbano de Sevilla.

M<sup>a</sup> Milagros Serrano Cambroner, Frank Babnger

Spain



Proposal for an Explanatory Model for Sustainable  
Tourism: Governance as a Mediating Construct.

Francis Blasco, Sulaiman Krayem

Spain - Lebanon



Creative cities in Spain: converging and divergent  
dynamics between tourism and cultural and  
creative services.

Cándida Gago García

Spain



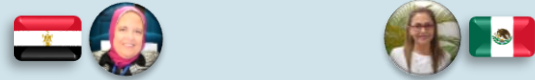
### Alhambra 2

#### Heritage

Entrepreneurship, Sustainability and  
Innovative practices in Cultural heritage

##### Chairs - Moderators

**Abeer Attya - Marcela Rebeca Contreras**



From antiquity to sustainability: A holistic  
management plan for prehistoric rock art sites of  
the eastern desert of Egypt.

Dina M. Ezz El-Din, Riham Mohamed Ezz El-Din

Egypt



Impact of digital marketing on archaeological sites  
in Mexico.

Cecilia García Muñoz Aparicio, Maria del Carmen  
Navarrete Torres y Miguel Armando Vélez Tellez

Mexico



Reviving and Rehabilitation in As-Salt City, Jordan.

Nouran El Faouri

Jordan



Tangible and Intelligible Heritage: Exploring the  
Manifestations of Christian Architecture in Spain  
and Egypt.

Radwa M. Mostafa

Egypt



18:15

Cairo By Night - Visit to Historical Cairo

Dinner - Nile Cruise

**Day Two**

**10:00 till 11:30**

**Parallel Academic Sessions**

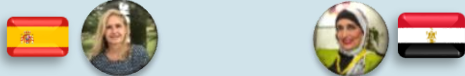
**Alhambra 1**

**Tourism and Hospitality**

Legislation and the legal and institutional framework of tourism & Artificial intelligence and its applications in Tourism

**Chairs - Moderators**

**Lourdes Susaeta – Nevin Galal**



Employing artificial intelligence as a tool to improve administrative work and its impact on the future of public sector jobs in the Saudi government sector.

**Nadia Maher, Nadin Hassan Yousef**  
Saudi Arabia – Egypt



Catering companies in rural destinations in Andalusia and their economic-technological efficiency.

**José Luis Durán Román, Elia García Martí, Ana Belén Mudarra Fernández y Domingo Fernández Uclés.**

Spain



New ways by aptitude skills for official tour guides and travel agents in front of the impersonal IA.

**Ignacio Ruiz Guerra**  
Spain



Promoting and branding cultural heritage tourism through digital and AI technologists.

**Hossam Shalaby**  
Egypt



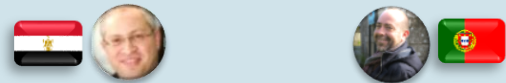
**Alhambra 2**

**Heritage**

Didactics applied to cultural heritage: sustainable tourist archeological models, new narratives, storytelling

**Chairs - Moderators**

**Hossam Refai – André Carneiro**



La ruta de Maimónides: una muestra del patrimonio inmaterial de El Cairo.

**Angel Poncela-Gonzalez**  
Spain



El Sitio arqueológico de Comalcalco en Tabasco y su oferta turística en México.

**Cecilia García Muñoz Aparicio, Beatriz Pérez Sánchez**  
México



Between East and West: The architectural terminology heritage in Mamluk Cairo and Al-Andalus between Spanish and English.

**Yasmín Hosny - Ibrahim Elassal**  
Egypt



La villa romana de Noheda (España): gestación de un destino turístico cultural diferente, basado en la sostenibilidad.

**Miguel Ángel Alvero**  
Spain



**11:30  
Till  
12:00**

**Coffee Break**

12:00 till 14:00

Parallel Academic Sessions

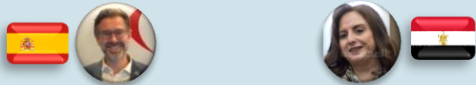
### Alhambra 1

#### Tourism and Hospitality

Satisfaction in quality management in the tourism and hospitality industry

##### Chairs - Moderators

**Frank Babinger – Soha Abdelwahab**



Quality service in hotels in Escuinapa, Sinaloa.

Marcela Rebeca Contreras Loera, Rosa Elia Martínez Torres, Beatriz Pérez Sánchez, José Luis Benítez Salcedo, Rosa Guadalupe Briones Martínez

Mexico



Análisis de la satisfacción turística en los parques arqueológicos: el caso de Segóbriga.

Nuria Huete

Spain



Application of corporate social responsibility for using information technology in travel agencies in Egypt.

Nehal Hassan

Egypt



The Use of Informal Trade by Companies in Mexico during and After the COVID-19 Pandemic.

Ma. Guadalupe Serrano Torres, Ma. de la Luz Quezada Flores, Sandra Ruiz Esparza, Hugo Daniel Romero Serrano

Mexico



The Use of Big Data in Tourism Marketing: Transformation and Opportunities

Jose Manuel Ponzoa Casado

Spain



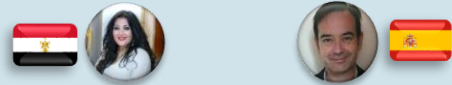
### Alhambra 2

#### Heritage

Challenges in heritage sustainability, and Preservation

##### Chairs - Moderators

**Mey Ibrahim Zaki – Miguel Ángel Alvero**



The Mosque-Cathedral of Córdoba: Application of Sustainability Indicators.

M<sup>a</sup> Ángeles Jordano Barbudo, Carmen de Prado Ruiz Santaella

Spain



The Surgical scalpel in Islamic heritage between Egypt and Spain

Ibrahim Elassal, Ahmed Farag

Egypt



El patrimonio cultural y artístico del antiguo Egipto en España: Del imaginario literario e iconográfico a la formación de las colecciones científicas.

Herbert González Zymla

Spain



Artefactos mágicos del Antiguo Egipto. Tradición, interculturalidad y pervivencias a la luz de las colecciones públicas y privadas en España.

Núria Torras-Benezet

Spain



Pursuing World Heritage Status for Cities in the MENA Region: Local Implications for Urban Regeneration and Contemporary Architecture.

Bayan El Faouri

Jordan



14:00  
Till  
16:00

Coffee Break - Light Lunch

16:00

Closing Panel:

• Role of Community Empowerment in the Sustainable Tourism and Cultural Heritage



**Soha Bahgat**

Moderator

Advisor to the Minister of Tourism and Antiquities for Training and Capacity Building.

**Women's empowerment in tourism industry**  
**Carmen Quintanilla Barba**  
Parlamentaria Honoraria y Permanente en el Consejo de Europa y la Presidenta nacional de AFAMMER

**Women's empowerment in tourism industry**  
**Wafaa Basim**  
Egyptian National Council for Women

Women



**Tecnologías emergentes en el turismo sustentable de México**  
**Rosa Elia Martínez Torres**  
Instituto Tecnológico de San Luis Potosí

Sustainability



**Usage of Virtual Reality Techniques in Revival of Heritage Cities in Egypt**  
**Ibrahim Elassal - Andrea Chávez - Iván Darío Chávez**  
Sinai Institute - Arquetech

Virtual Reality



**Influencia positiva de los exámenes del IC en el turismo**  
**Jose Manuel Alba Pastor**  
Director of Cervantes Institute - Spanish Cultural Centre in Cairo

Education



17:30

SIT SHOWS & PROTOCOLS



18:00

DOCUMENTARY FILM ABOUT EGYPT - MINISTRY OF TOURISM AND ANTIQUITIES



18:15

RECOMMENDATIONS/CLOSING SPEECHES AWARDS / CERTIFICATES



19:00

Buffet Gala Dinner - Palm Garden InterContinental Citystars Hotel

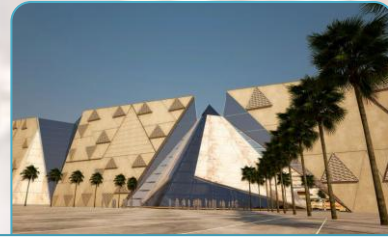


6th  
Feb

**TOURISM PROGRAMME**



**Giza Plateau - The Pyramids & The Sphinx**



**Grand Egyptian Museum**



**Old Cairo - The Hanging Church, The Mosque of Amr and the Synagogue**



**Free Shopping Time**



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