



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

### **HERITAGE TOURISM: PROSPECTS AND CHALLENGES**

**Luxor, 8-11 December 2013**

**Location:** Sonesta St. George Hotel – Nefertari Hall, 9<sup>th</sup> floor  
Address: Corniche El-Nile Street, Luxor, Egypt

### **PROGRAM OVERVIEW**

**Conference Day 1: Sunday 8 December 2013**

<b>10:00 am - 5:00 pm</b>	<b>Registration</b>
<b>10:30 am - 1:00 pm</b>	<b>Karnak Temple visit</b>
<b>1:30 pm - 2:30 pm</b>	<b>Lunch</b>
<b>5:00 pm - 6:00 pm</b>	<b>Conference Opening Ceremony</b>
<b>6:00 pm - 8:00 pm</b>	<b>Opening Session</b>
	<b>Chair: H.E. Prof. Dr. Hazem ATTIATALLA (Governor of Fayoum)</b>
6:00 pm - 6:30 pm	<b>Keynote Speech: H.E. Prof. Dr. Mohammed IBRAHIM ALY – Minister of Antiquities</b> Heritage Tourism in Egypt: Prospects and Challenges
6:30 pm - 7:00 pm	<b>Keynote Speech: Dr. Dorothea RÜLAND – Secretary General, DAAD</b> Preserving the Past – Constructing the Future: Academic Exchange and the Conservation of Cultural Heritage in Egypt
<b>7:00 pm - 7:50 pm</b>	<b>Session 1: Facilitating Tourism in Historical Sites in Egypt</b> <b>Chair: Prof. Dr. Leo Schmidt (BTU - Cottbus)</b>
7:00 pm - 7:20 pm	Accommodation Needs and Fit for Heritage Tourism Sites in Al-Hussein Area – <b>Seif ABOU-HUSSEIN (Helwan University)</b>
7:20 pm - 7:40 pm	Karnak. Restoration and Heritage Valuation Programs. Results and Prospects ( <i>in French, with translation</i> ) – <b>Christophe THIERS (CNRS-CFEETK, Luxor)</b>
7:40 pm - 7:50 pm	<i>Discussion</i>
<b>8:00 pm</b>	<b>Dinner</b>

**Conference Day 2: Monday 9 December 2013 (Morning)**

<b>9:00 am - 9:30 am</b>	<b>Keynote Speech: Prof. Dr. Friederike FLESS</b> – President of the German Archaeological Institute, Germany Studies in Heritage Conservation and Site Management: Challenges and Aims
<b>9:30 am - 11:10 am</b>	<b>Session 2: Facilitating Tourism in Historical Sites in Europe</b> <b>Chair: Prof. Dr. Wolfgang Schuster (BTU - Cottbus)</b>
9:30 am - 9:50 am	Preparing for World Heritage Tourism in Hellaerau, Germany – <b>Eva BATTIS</b> (IHM - Cottbus), <b>Nils SCHINKER</b> (TU Dresden)
9:50 am - 10:10 am	An Issue of Privacy: Tourism Development and the Circular Villages in Wendland, Germany – <b>Susann HARDER</b> (IHM - Cottbus)
10:10 am - 10:30 am	Pathways of Mediaeval Sepulchral Art – The Stećak of Bosnia and Herzegovina, Europe – <b>Mirela MULALIC-HANDAN</b> (Commission to Preserve National Monuments - Bosnia and Herzegovina)
10:30 am - 10:50 am	<i>Discussion</i>
10:50 am - 11:10 am	<i>Coffee break</i>
<b>11:10 - 12:50 pm</b>	<b>Session 3: Facilitating Tourism in Historical Sites in the Arab Region</b> <b>Chair: Prof. Dr. Michael Schmidt (BTU - Cottbus)</b>
11:10 am - 11:30 am	Management of Cultural Heritage in Bahrain – <b>Salman Al-Mahari</b> (Ministry of Culture - Bahrain)
11:30 am - 11:50 am	The Socio-Cultural Factors and the Effectiveness of Interpretation of Archaeological Heritage in the Jordanian Context – <b>Musa AYESH</b> (Tsukuba University - Japan)
11:50 am - 12:10 pm	Qal'at al-Bahrain. Using Interpretive Techniques to Raise Awareness – A Case Study – <b>Melanie MUENZNER</b> (Think Heritage! - Bahrain)
12:10 pm - 12:30 pm	Elements of the Development of Internal Tourism Industry – Case Study of the Wilaya of Constantine, Algeria ( <i>in Arabic, with translation</i> ) – <b>Rabah BEHCHACHI</b> (University of El Hadj Lakhdar Batna - Algeria)
12:30 pm - 12:50 pm	<i>Discussion</i>
<b>12:50 pm - 2:00 pm</b>	<b>Lunch</b>

**Conference Day 2: Monday 9 December 2013 (Afternoon)**

<b>2:00 pm - 3:40 pm</b>	<b>Session 4: Heritage Tourism and Academic Programs</b> <b>Chair: Prof. Dr. Aly Omar ABDALLAH (Helwan University)</b>
2:00 pm - 2:20 pm	Joint Master in Heritage Conservation and Site Management – <b>Leo SCHMIDT</b> (BTU - Cottbus), <b>Hosam REFAI</b> (Helwan University)
2:20 pm - 2:40 pm	Study Programs in Museum Management and Movable Heritage Preservation – <b>Matthias KNAUT</b> (HTW - Berlin)
2:40 pm - 3:00 pm	Higher Education, Tourism and Youth Employment: Strategic Alliances at World Heritage Sites – <b>Simona CADAR</b> (BTU - Cottbus)
3:00 pm - 3:20 pm	World Heritage Studies – <b>Michael SCHMIDT</b> (BTU - Cottbus)
3:20 pm - 3:40 pm	Improving Educational Architectural Studies on the Preservation and Maintenance of African Heritage Sites – <b>Tokie LAOTAN-BROWN</b> (Merging Ecologies – Ireland)
3:40 pm - 4:00 pm	<i>Coffee break</i>
<b>4:00 pm - 5:20 pm</b>	<b>Session 5: Heritage Tourism and Intangible Heritage</b> <b>Chair: Prof. Dr. Khaled EL-ENANY (Helwan University)</b>
4:00 pm - 4:20 pm	The Legacy of the Ancient Egyptian Markets in the Contemporary Egyptian Daily Life. Heritage Approach – <b>Hanaa EL-BEHAIRY</b> (Helwan University)
4:20 pm - 4:40 pm	Ancient Egyptian Medicine Still in Practice – <b>Mona EL-SAYED</b> (Helwan University)
4:40 pm - 5:00 pm	Musical Heritage of Ancient Egypt between Tradition and Evolution in the Modern Era ( <i>in Arabic, with translation</i> ) – <b>Tamer FAHIM</b> (Fayoum University)
5:00 pm - 5:20 pm	<i>Discussion</i>
<b>8:00 pm</b>	<b>Gala Dinner – Luxor Temple</b>

**Conference Day 3: Tuesday 10 December 2013 (Morning)**

<b>Conference Day 3: Tuesday 10 December 2013 (Morning)</b>	
<b>9:00 am - 10: 40 am</b>	<b>Session 6: Historic Cities and Heritage Tourism</b> <b>Chair: Prof. Dr. Heba YOUSSEF (Helwan University)</b>
9:00 am - 9:20 am	A Critique toward Policies of Urban Conservation in Egypt – <b>Remah GHARIB</b> (Hamad Bin Khalifa University - Qatar)
9:20 am - 9:40 am	Islamic Cairo: A World Heritage Site. Problems and Solutions – <b>Riham ARRAM</b> (Cairo Governorate)
9:40 am - 10:00 am	From Historic Rehabilitation to the Heritage Issue I. Amida / Diyarbakir (Turkey): An Unknown City in Antiquity ( <i>in French, with translation</i> ) – <b>Antoine PEREZ</b> (Montpellier 3 University - France)
10:00 am - 10:20 am	From Historic Rehabilitation to the Heritage Issue II. Development and Rehabilitation of the City Center of Diyarbakir ( <i>in French, with translation</i> ) – <b>Martine ASSEMAT</b> (Montpellier 3 University - France)
10:20 am - 10:40 am	<i>Discussion</i>
10:40 am - 11:00 am	<i>Coffee break</i>
<b>11:00 am - 1:00 pm</b>	<b>Session 7: Tourism Impact and Visitor Management</b> <b>Chair: Prof. Dr. Stephan Seidlmayer (DAI - Cairo)</b>
11:00 am - 11:20 am	Utilizing Historical Palaces as Five Stars Hotels – <b>Rania DINANA</b> (Helwan University)
11:20 am - 11:40 pm	Customer Perceptions of Hospitality Services in Egyptian Heritage Sites – <b>Abu Elnasr SOBEIH</b> (Helwan University)
11:40 am - 12:00 pm	Microclimate and Tourism in Cultural Heritage – <b>Hamada SADEK</b> (Fayoum University)
12:00 pm - 12:20 pm	Social Impact in Historic Sites: Towards an Approach to Emphasize the Social and Economic Values of Local Inhabitants in Conservation Sites – <b>Eman Shokry HESHAM</b> (DAI - Cairo)
12:20 pm - 12:40 pm	The Role of Visitor Surveys and other Visitor Management Assessment Tools in the Development of the Valley of the Queens' Visitor Management and Site Interpretation Plan – <b>Dania EL-IRAQI</b> (CHM Consultant)
12:40 pm - 1:00 pm	<i>Discussion</i>
<b>1:00 pm - 2:00 pm</b>	<b>Lunch</b>

**Conference Day 3: Tuesday 10 December 2013 (Afternoon)**

<b>2:00 pm - 3:40 pm</b>	<p align="center"><b>Session 8: Neglected Heritage</b> <b>Chair: Prof. Dr. Britta RUDOLFF</b> (BTU - Cottbus)</p>
2:00 pm - 2:20 pm	The New Valley: An Abandoned Heritage – <b>Manal HAMMAD</b> (Helwan University)
2:20 pm - 2:40 pm	Forgotten Heritage: Modern Historical Palaces of Cairo. Heliopolis Modern Renowned Palaces as a Case Study – <b>Ahmed NABIL</b> (ETA - Ministry of Tourism)
2:40 pm - 3:00 pm	Mustafa Kamel Museum: The Revival of a Heritage in Neglect – <b>Doaa KANDIL, Mona ABD AL-BADIE</b> (Helwan University)
3:00 pm - 3:20 pm	Dar al Kiswa al Sharifa in Cairo. An Archaeological and Artistic Study ( <i>in Arabic, with translation</i> ) – <b>Ghadeer KHALIFA</b> (Fayoum University)
3:20 pm - 3:40 pm	<i>Discussion</i>
3:40 pm - 4:00 pm	<i>Coffee break</i>
<b>4:00 pm - 5:20 pm</b>	<p align="center"><b>Session 9: Sustainable Tourism and Heritage</b> <b>Chair: Prof. Dr. Ghada HAMMOUD</b> (Helwan University)</p>
4:00 pm - 4:20 pm	Sustainable Conservation and Management for "the World's First Temple": Göbekli Tepe (Turkey) – <b>Leo SCHMIDT</b> (BTU - Cottbus)
4:20 pm - 4:40 pm	Challenges Facing Coptic Heritage Tourism in Egypt. A Case Study: Wadi Feiran Area – <b>Jermien HUSSEIN ABD EL KAFY</b> (Helwan University)
4:40 pm - 5:00 pm	The Impact of Tourism on the Malaysian Natural and Cultural Heritage ( <i>in Arabic, with translation</i> ) – <b>Ali GHAFIR SAEID</b> (National University of Malaysia)
5:00 pm - 5:20 pm	<i>Discussion</i>
<b>TBA</b>	<b>Sound &amp; Light – Karnak</b>

**Conference Day 4: Wednesday 11 December 2013**

9:00 am - 10:40 am	<p><b>Session 10: New Technologies for Heritage Tourism</b> <b>Chair: Prof. Dr. Hosam REFAI</b> (Helwan University)</p>
9:00 am - 9:20 am	The Historical Virtual Tours & Urban Development for Tourist Areas – <b>Osama ABDELHADY</b> (Helwan University)
9:20 am - 9:40 am	Documentation of Cultural Heritage in South Sinai: The Case of Beit Hathor – <b>Fatma KESHK</b> (CULTNAT - Cairo)
9:40 am - 10:00 am	ICT and Cultural Heritage – <b>Yasser ELSHAYEB</b> (CULTNAT - Cairo)
10:00 am - 10:20 am	New Technologies: GIS Applied to the Funerary Complex of Djoser at Saqqara ( <i>in French, with translation</i> ) – <b>Eloise NOC</b> (Montpellier 3 University - France)
10:20 am - 10:40 am	<i>Discussion</i>
<b>10:40 am - 12:20 pm</b>	<p><b>Session 11: Heritage Products for the Tourism Industry</b> <b>Chair: Prof. Dr. Soha ABDEL WAHAB</b> (Helwan University)</p>
10:40 am - 11:00 am	The Contribution of the Understanding of the Pharaonic Construction Design in the Scenarios of Touristic Visitation – <b>Pierre ZIGNANI</b> (CNRS-CFEETK, Luxor)
11:00 am - 11:20 am	Preserving the Cultural Heritage through Manufacture of Handicrafts – <b>Nahla OSAMA</b> (Helwan University)
11:20 am - 11:40 am	Heritage Routes as a Competitive Advantage to the Egyptian Cultural Tourism Product – <b>Nashwa EL-SHERIF, Abeer AMIN</b> (Helwan University)
11:40 am - 12:00 pm	Critical Success Factors in Heritage Tourism Management: Application on Heritage Tourism Sites in Greater Cairo Area – <b>Seif ABOU-HUSSEIN</b> (Helwan University)
12:00 pm - 12:20 pm	<i>Discussion</i>
<b>12:20 pm - 1:00 pm</b>	<b>Final Session &amp; Closing Ceremony</b>
<b>1:00 pm - 5:00 pm</b>	<b>West Bank visit</b>