



## Alexandria University FACULTY OF TOURISM AND HOTELS

In Partnership with















#### INTERNATIONAL SCIENTIFIC CONFERENCE:

INNOVATION IN THE TOURISM INDUSTRY
IN LIGHT OF INTERNATIONAL
CONTEMPORARY CHANGES





#### Under the Auspices of

## President of Alexandria University

Professor Dr. Abdelaziz Konsowa



Dean of the Faculty of Tourism and Hotels

Professor Dr. Abeer Attia



Conference Director

Professor Dr. Nashwa Fouad







#### **Conference Themes**

### Theme 5: Innovation in Heritage and Museum Studies

- Entrepreneurship and Innovative Practices in Egyptian Cultural heritage
   and Museum Studies
  - Current Cultural Heritage Practices, Challenges and Solutions
- New Techniques and Digital Technology Applications in Cultural Heritage
   and Museums
  - Recent Studies in Archaeology
  - Heritage Conservation Practices
  - Innovative Applications in the Education of Tourist Guiding, Cultural
     Heritage and Museum Studies

# Theme 6: New Alamein City as a Promising Urban Tourist Destination (Between Past and Present)

- New Alamein City as One of the Cultural Models of Fourth
   Generation Cities
- The Role of New Alamein City in Sustainable Tourism Development









#### **Conference Themes**

## Theme 1: Artificial Intelligence in the Tourism and Hospitality Sectors

- Artificial Intelligence and its Applications in Tourism, Hospitality
   and Tourist Guiding
  - Big Data in Tourism and Hospitality Sector
- Automation and Robotic Technologies in Tourism and Hospitality
  - Sustainable Development of Smart Heritage Tourism

#### Theme 2: Entrepreneurship and Innovation in Tourism and Hospitality Industries

- Innovation and MSME (Micro, Small and Medium Enterprise) in Future Economic Development
- Innovation Challenges and Opportunities in Tourism, Hospitality and Tourist Guiding
  - Future Entrepreneurship Trends in the Tourism and
     Hospitality Industry









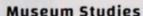
#### **Conference Themes**

## Theme 3: New Trends in Managing Tourism and Hospitality Resources

- Contemporary Trends and Challenges
- SDGs and Environmental Management in Tourism and Hospitality
  - Consumer Behavior in Tourism and Hospitality
  - · Tourism Integration Development and Creative Management
  - Development of Tourism Integration and Creative Management
- New Trends in Quality Management in the Tourism and Hospitality
   Industry

## Theme 4: Recent Issues in Marketing Strategies for Tourism and Hospitality

- Marketing Strategies in Turbulent Environment.
- Business Performance and Successful Leadership in Tourism and
   Hospitality Industry
  - Innovative Trends in Tourism and Hospitality Marketing
- Entrepreneurship and Innovation in Marketing for Egyptian Heritage and Museums.
  - Social Media and Public Engagement in Cultural Heritage and











#### **Important Dates**

| Opening Date for Abstract<br>Submission | 10 October, 2023  |
|-----------------------------------------|-------------------|
| Abstract Submission<br>Deadline         | 30 November, 2023 |
| Notification of Abstract<br>Acceptance  | 15 December, 2023 |
| Deadline for Full Paper<br>Submission   | 15 March, 2024    |
| Early Bird Registration                 | 10 January, 2024  |
| Registration Deadline                   | 15 February, 2024 |

Abstracts should be sent by email to the following address:

Alex-FTH-Conference2024@alexu.edu.eg





#### Website

#### To be Announced Soon

#### **Conference Fees**

To be Announced Soon



