



جامعة الإسكندرية
ALEXANDRIA
UNIVERSITY
كلية السياحة و الفنادق

Faculty of Tourism and Hotels



Alexandria University FACULTY OF TOURISM AND HOTELS

In Partnership with



ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΕΙΡΑΙΩΣ
UNIVERSITY OF PIRAEUS



Philipps



Universität
Marburg



 24 -25 APRIL, 2024

NEW ALAMEIN CITY



Regal Heights Hotel

INTERNATIONAL SCIENTIFIC CONFERENCE:

**INNOVATION IN THE TOURISM INDUSTRY
IN LIGHT OF INTERNATIONAL
CONTEMPORARY CHANGES**



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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





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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**





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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 Museum Studies**





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Important Dates

Opening Date for Abstract Submission	10 October, 2023
Abstract Submission Deadline	30 November, 2023
Notification of Abstract Acceptance	15 December, 2023
Deadline for Full Paper 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



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Website

To be Announced Soon

Conference Fees

To be Announced Soon

