



*Université Française d'Égypte, Université Paris 1 Panthéon-Sorbonne
& Ministry of Tourism*

International Seminar CULTURAL & HERITAGE TOURISM IN EGYPT PROSPECTS OF DEVELOPMENT

April 29th, 2012
Institut Français d'Égypte, Cairo, Egypt

Cultural and Heritage tourism are significantly potential forces in shaping the economic and societal development in Egypt. Nevertheless, the mobilization of Egypt's cultural and heritage resources for development requires a novel approach to tourism. This seminar organized by the French University in Egypt (UFE), the Research Institute and of Higher Studies of Tourism (IREST), University Paris 1 Panthéon-Sorbonne, and the UNESCO Chair " Culture, Tourism, and Development " aims to explore new directions for cultural and heritage tourism in Egypt, highlighting the role of training and research in formulating and implementing policies and actions necessary for increasing Egypt's share of the growing demand for travelling to destinations of local, national and international heritage places in order to deepen cultural experiences, intercultural mutual understanding, appreciation of traditional modes of living, while at the same time contributing to the conservation of heritage resources, and the



betterment of the social and economic conditions of local communities.

The seminar is held on the occasion of concluding a protocol of partnership between the Ministry of Tourism and the French University in Egypt and the launch of the call for applications to the 2012-2013 Master degree in Cultural Heritage Management, UFE.

The seminar is open to Egyptian and international academics, professionals, and policymakers

Heritage for a better future

Program

9:00-10:00 *Registration*

10:00-10:30

Opening Remarks and introduction (UFE, Prof. Osman Lotfi).
Opening Speech by his Excellency Minister of Tourism, Mounir Abdel-Nur

Session 1

10:30-10:50 Prof. Fekri Hassan, Cultural and Heritage Tourism in Egypt: Prospects and New Directions

10:50-11:10 Dr. Sandrine Gamblin, Cultural tourism in Egypt: Policies and Potentialities

11:10-11:30 *Coffee Break*

Session 2

11:30-11:50 Prof. Maria Gravari-Barbas, Heritage Tourism and the Revitalization of Historical Cities

11:50-12:10 Mr. Walid Ramadan, Cultural festivals and Tourism

12:10-12:30 Ms. Dina Bakhum, Heritage Tourism, Local Communities, and Archaeological Site Management

12:30-12:50 Dr. Gehan Zaki, Egyptian World Heritage and Tourism: Current Situation and Prospects of Development

12:50-1:10 Prof. Maria Gravari-Barbas & Prof. Fekri Hassan, Heritage and Cultural Tourism: Education and Research.

1:10- 2:30 *Lunch break*

2:30-4:30 *Panel Discussion: From Ideas to Action: Promoting Cultural Heritage for Development in Egypt*

Chair and Moderator : Dr. Amr Ezabi

Panelists:

Prof. Faiza Haikal (Professor of Egyptology, American University in Egypt)

Prof. Fathi Saleh (CULTNAT, Center for the Documentation of Cultural and Natural Heritage)

Mr. Mahmoud El-Qeissouny (Consultant, Eco-tourism and Natural Heritage)

Dr. Nesrine El-Laham (Tourist planning, Academic)

Dr. Omima Kamel (Media Advisor)

Mr. Elhami El-Zayat (Chairman of the Egyptian Tourism Federation)

Scientific Organizers

Prof. Maria Gravari-Barbas (IREST, Université Paris 1Panthéon-Sorbonne, Chaire UNESCO) (maria.gravari-barbas@wanadoo.fr)

Prof. Fekri Hassan (UFE) (fekrihassan@hotmail.com)

Prof. Adla Ragab, Economic Advisor to the Minister of Tourism, TSA General Coordinator) (adlaragab@tourism.gov.eg)

Limited Seating. Please make your reservation before April 22, 2012

Information and Contact:

sandrine.gamblin@ufe.edu.eg

Université Française d'Egypte

Cultural Heritage Management Master Program

Tel: +20 (0) 2 330 26 172, Mob : +20 (0)12 20 24 30 80

heritagemaster@ufe.edu.eg