

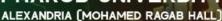
# THE INTERNATIONAL FORUM ON SUSTAINABLE TOURISM & INNOVATION

Thriving Together: Sustainable Events & Tourism



9TH DECEMBER 2024

PHAROS UNIVERSITY







## **PROGRAM**

10:00 - 10:30 OPEN CEREMONY

10:30 - 11:00

KEYNOTE ARTIFICIAL INTELLIGENCE (AI): A POWERFUL TOOL IN HOSPITALITY

SPEAKER MR. ASHRAF MOMEN

GENERAL MANAGER-RED SEA

ADVANCED COMPUTER TECHNOLOGY (ACT)

11:00 - 11:45

PANEL ARTIFICIAL INTELLIGENCE IN HOSPITALITY, TOURISM & EVENTS INDUSTRY

MODERATOR PROF. RASHA ABDEL AZIZ

PROFESSOR & HEAD OF BIS DEPARTMENT- AASTMT

PANELISTS PROF. ABIR ANANY

COMMUNITY SERVICE AND ENVIRONMENTAL AFFAIRS VICE DEAN

MISR UNIVERSITY FOR SCIENCE AND TECHNOLOGY

PROF. NEVINE MAKRAM LABIB

CHAIR OF COMPUTER & INFORMATION SYSTEMS DEPARTMENT

MR. TAMER HAFEZ

MANAGING EDITOR OF BUSINESS MONTHLY MAGAZINE

11:45 - 12:30

PANEL ALEXANDRIA: A TOURISM POWERHOUSE

MODERATOR DR. AZZA IBRAHIM

FORMER UNDERSECRETARY OF THE MINISTRY OF TOURISM & ANTIQUITIES

ALEXANDRIA GOVERNORATE

PANELISTS DR. AHMED EL SHEIKH

BAVLY TRAVEL CHAIRMAN

DR. EMAN SHARAF

REGIONAL AUTHORITY FOR TOURISM PROMOTION PRESIDENT, ALEXANDRIA OFFICE

MR. MOHAMED SAAD

REGIONAL AUTHORITY FOR TOURISM PROMOTION FORMER GENERAL DIRECTOR

ALEXANDRIA OFFICE DR. NADIA KHEDR

GENERAL SUPERVISOR OF ALEXANDRIA AND RASHID MUSEUMS

12:30-13:00

KEYNOTE THE IMMERSIVE LEARNER: A NEW PARADIGM FOR

**EDUCATION AND TRAINING IN TOURISM** 

SPEAKER PROF. ALEX GIBSON

PROFESSOR & HEAD OF DISCIPLINE DIGITAL MARKETING, SCHOOL OF MARKETING AND

ENTREPRENEURSHIP, FACULTY OF BUSINESS, TECHNOLOGICAL UNIVERSITY DUBLIN

13:00-13:30 BREAK

13:30-14:15

PANEL SUSTAINABLE TOURISM & GREEN INVESTMENTS: CASE STUDIES &

IMPLICATIONS FOR THE HOSPITALITY, TOURISM & EVENTS INDUSTRY

MODERATOR PROF. CORMAC MCMAHON

HEAD OF FINANCE / PROJECT DIRECTOR TECHNOLOGICAL UNIVERSITY DUBLIN

PANELISTS DR. ABDELWAHAB MOHAMED

MINISTRY OF TOURISM AND ANTIQUITIES GENERAL MANAGER

ALEXANDRIA OFFICE

MR. MOHAMED EL SAADY

GRAND PLAZA HOTEL GENERAL MANAGER

MR. MOHAMED YOUSSEF

RAMASSIDE TOURS CEO

ASSOC, PROF. TAMER EL - SAWY

ASSOCIATE PROFESSOR, FACULTY OF TOURISM & HOTEL

MANAGEMENT, PHAROS UNIVERSITY

MR. WALID MENESSI

CHIEF OPERATING OFFICER, ICOM GROUP

14:15-14:45

KEYNOTE COLLABORATIVE EVENT PARTNERSHIPS: AMPLIFYING

SUCCESS THROUGH STRATEGIC ALLIANCES

SPEAKER DR. AHMED EL SHAL

ICOM GROUP CHAIRMAN

14:45-15:15

KEYNOTE NEW TECHNOLOGIES FOR CONSERVATION & ECOTOURISM

SPEAKER PROF. JON BRUNO

EXECUTIVE DIRECTOR / CEO

THE INTERNATIONAL ECOTOURISM SOCIETY / RAINFOREST CONNECTION

15:15-15:30

KEYNOTE ENABLING SUSTAINABLE EXECUTION ON THE HUMAN

CAPITAL STRATEGY FOR MEA

SPEAKER MR. HUBERT UMMELS

FUTURE LEADER CHALLENGER FOUNDER & INITIATOR

MS. MARVY RIEDER

DIRECTOR FUTURE LEADERS CHALLENGE

15:30-16:15

PANEL BRIDGING THE GAP BETWEEN TOURISM, EVENTS INDUSTRY & ACADEMIA:

STIMULUS FOR FUTURE RESEARCH COMMUNICATION AND COLLABORATION

MODERATOR MR. JEYHUN NASIBBAYLI

FOUNDER OF HOSPIFY & DIRECTOR OF REVENUE STRATEGY FOR

ROTANA HOTELS GROUP

PANELISTS MS. ABI DOLLEY

L&D PROFESSIONAL / CONSULTANT

MR. ASHRAF MOAMEN

GENERAL MANAGER

ADVANCED COMPUTER TECHNOLOGY (ACT)

MR. KASUN ABEYNAYAKA

CINNAMON HOSPITALITY ACADEMY, CINNAMON HOTELS AND RESORTS

MRS. SHERINE KAMAL

CHIEF HUMAN RESOURCES OFFICER, ICOM GROUP

DR. SOPHIA LASHEHAB

DOCTORATE RESEARCHER, FACULTY OF BUSINESS

UNIVERSITY OF GREENWICH

16:15-16:30 IFSTI AWARDS PROGRAM

#### **UNDER PATRONAGE**





### STRATEGIC PARTNERS







#### **INDUSTRY PARTNERS**













#### **ACADEMIC PARTNERS**











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