

**HU-BTU First International Conference on Heritage Conservation
and Site Management
"Heritage Tourism: Prospects and Challenges"
Luxor, 8-11 December 2013**

***Under the Patronages of
HE. Prof.Dr.HossamIssa, Deputy Prime Minister and Minister of Higher
Education***

HE Dr. HishamZaazou, Minister of Tourism

HE. Prof.Dr. Mohamed Ibrahim, Minister of Antiquities

Prof.Dr. Yasser Sakr, President of Helwan University

Helwan University and Brandenburg University of Technology in Cottbus, Germany have the great honor to organize the first International Conference on Heritage Conservation and Site Management to be held from the 8th to 11th of December 2013 in Luxor, Egypt. The conference is organized in cooperation with the the German Academic Exchange Service (DAAD) and German Archaeological Institute (DAI), Germany. The main sponsors of the conference are Ministry of Tourism, Egypt Tourism Authority and its Chairman HE. Ambassador.Nasser Hamdi in addition to the Ministry of Antiquities.

Prof. MagedNegm, Vice-President of Helwan University stress that the Helwan University is relying on the fame of Egypt as a distinguished tourism destination and its uniqueness as a world-class heritage site, it is our belief that this conference will present an exceptional opportunity for heritage and tourism researchers, officials, investors, planners and others to gather and discuss their hopes and concerns regarding the future of heritage and tourism on an international scale.



In this context, the conference will provide an ideal atmosphere to stimulate new ideas, initiate intense discussions about theories and applications, establish communications and foster collaborations between delegates from different public, private entities and relevant researchers as well as enhance the experience of postgraduate students and young researchers

*During the four days of the event, the conference will discuss many of the important topics such as **application of heritage policies: plans and reality; heritage education for the future; heritage awareness and local communities; understanding tourist experiences of heritage sites; utilization of tangible and intangible heritage in tourism; utilization of heritage sites for tourist services (accommodation, catering, events, etc.) heritage tourism as driver for development; models of tourism management at heritage sites; public-private partnerships in tourism at heritage sites; and***

