

## **SESSION A.1 Tourism Supply**

*Conference room 1<sup>st</sup> floor (R1)*

**Presidents of session: Mahmud Howedi, Razaq Raj**

### **Papers Session**

**Ayman Mounir Kassem - Hassan Saad Sanad - Tarek Sayed Abdel Azim**

ILLEGAL TOUR GUIDANCE IN EGYPT. THE REASONS, EVALUATING THE PERFORMANCE AND THE SOLUTIONS

**Antonino Panzarella - Antonella Italia - Maddalena Scannaliato**

THE RELATIONSHIP AS AN "ATOUT" IN BUILDING UP THE TERRITORIAL THEMATIC ITINERARY EVALUATION  
"THE KNIGHTS AND PILGRIMS PATH" IN SICILY.

**Vincenzo Asero**

TERRITORIAL INTENSIVE PRODUCTS AND QUALITY TOURISM EXPERIENCES

**Giuliana Campanella**

THE CITY INTANGIBLE: PALERMO

**Francesco Rapone**

WINE TOURISM FOR THE DEVELOPMENT OF THE AMALFI COAST

**Sameh Ahmed Refaat Abd El- Baky**

TOURISM SOCIAL AND CULTURAL SUSTAINABILITY THROUGH POPULAR COFFEE SHOPS APPLIED ON OLD DISTRICTS IN CAIRO

**Tanja Hanslbauer - Klaus Weiermair**

SCOPE AND LIMITS TO BRANDING NEW HEALTH SERVICES IN SPA TOURISM: THE CASE OF ALPINE WELLNESS

## **SESSION B.1 Local Communities**

*Conference room 2<sup>nd</sup> floor (R2)*

**Presidents of session: Giorgio Piccinato**

### **Papers Session**

**Arturo Di Bella - Luca Ruggiero**

TOURISM REGENERATION: THE CASE OF THE HISTORICAL CENTRE OF CATANIA AND THE ROLE OF YOUNG PEOPLE PRACTICES

**Amany Fawzy Abdel Aziz**

INTEGRATED RELATIONAL TOURISM (IRT) AND THE DEVELOPMENT OF THE COMMUNITIES COMPRISING POPULAR POTTERS IN EGYPT

**Hossam Samy**

BUDGET TOURISM: EMPOWERING LOCAL COMMUNITIES FROM A SOCIOECONOMIC PERSPECTIVE

**Giorgio Piccinato**

IDENTITY GROWS THROUGH DIFFERENCES

**Dalia Zaki - Osama Ibrahim**

LOCAL COMMUNITY PERCEPTION OF WORLD HERITAGE LISTING OF WADI AL HITAN IN FAYOUM

**Emaad Muhanna**

COMMUNITY PARTECIPATION IN TOURISM DEVELOPMENT: EGYPT PERSPECTIVE

**Antonino Mario Oliveri - Franco Vaccina**

RELATIONAL ETHNIC TOURISM AND THE ROLE OF LINGUISTIC MINORITIES FOR RURAL DEVELOPMENT

**Giada Bini**

MODELS AND METHODOLOGIES TO THE VITAL MAPPING OF IRT OPERATORS

# **SESSION C.1 Planning and Territorial Use**

## *Conference Hall*

**President of Session: Nicola Giuliano Leone**

### **Papers Session**

**Salvatore Amoroso - Marco Migliore - Mario Catalano - Barbara Lo Casto**

THE HELICOPTER ROLE IN THE TOURIST DEVELOPMENT OF POOR ACCESSIBLE AREAS

**Ettore Sessa**

ARCHITECTURE OF ITALIAN COMMUNITIES IN NORTH AFRICA

**Paola Bellaviti - Costanza La Mantia**

A VISION FOR THE CITY OF DEAD: AMONG NEW LOCAL DEVELOPMENT POLICIES, CULTURAL HERITAGE, TOURISM AND GOOD GOVERNANCE PROCESSES

**Giovanni Rizzo**

CONSERVATION OF HISTORICAL PROPERTY AS RELATED TO THE PROMOTION OF INTEGRATED RELATIONAL TOURISM

**Vittorio Ugo Vicari - Angela Lombardo**

THE MEDITERRANEAN TEXTILE POLE IN THE DISTRICT OF MELILLI. A PROSPECT OF EXPLOITATION TERRITORIAL, RELATIONAL AND INTEGRATED.

**Gian Marco Girgenti**

ARCHAEOLOGICAL AREAS AND NATURAL RESERVATIONS IN SICILY: TERRITORY RESOURCES AND POSSIBILITIES OF A TOURISTIC SERVICE NETWORK

**Paola Panuccio**

TERRITORI DI VALORI PER UN TURISMO INTEGRATO

**Hubert Fernando - Jo Vu**

IRT AND REGIONAL TOURISM IN AUSTRALIA

## **SESSION D.1 Habitat**

*Conference room ground floor (SM)*

**Presidents of session: José María Ordeig Corsini, Giacinta Jalongo**

### **Papers Session**

**José María Ordeig Corsini**

ENVIRONMENTAL VALUES AND URBAN DESIGN. AN HISTORIC TRIP

**M. D'Aleo - M. Fiore - L. Giamo - G. Peri - G. Rizzo**

A NEW ENVIRONMENTAL LABEL FOR FARM HOLIDAYS: A TOOL FOR IMPROVING THE INTEGRATED RELATIONAL TOURISM

**Giacinta Jalongo - Emma Buondonno - Roberta Crescenzo**

INCOMING AND REPEATER: THE LONG "STAYER" FOR CONTEMPORARY "GRAN TOUR" - LOCAL TOURIST SYSTEMS OF CAMPANIA REGION

**Cristian Cannaos**

IDENTIFYING URBAN POPULATIONS. A CONCEPTUAL FRAMEWORK

**Manal B. Hammad - May A. Hosny**

SIWA OASIS A NEGLECTED PARADISE

**Dima Jawad**

A SPATIAL MULTI-CRITERIA DECISION ANALYSIS MODEL FOR URBAN REVITALIZATION PROJECTS

## **SESSION A.2 New Trends in Tourism**

*Conference room 1<sup>st</sup> floor (R1)*

**Presidents of session: Hassan El Saady, Fabio Pollice**

### **Papers Session**

**Arcangela Giorgio - Giovanna Spinelli**

THE EDUCATIONAL AND CULTURAL VALUE OF THE SPORT TOURISM

**Nahla Ossama Nassar**

BACKSTAGE, A NEW FORM TO INTRODUCE TOURISM IN ALEXANDRIA

**Denis Parisot - Christian Coglievina**

INNOVATION FOR SUSTAINABLE TOURISM? THE MARATHON OF NICE AND ITS FUTURE "UMBRELLA" STRATEGY

**Antonio Bertini - Roberta Varriale**

LOOKING FOR CAVE DWELLING ROUTES IN THE MEDITERRANEAN GUIDELINES TO TRANSLATE A BASIN'S IDENTITY INTO A TOURISTIC ATTRACTION

**Ester Gendusa**

CROSS-CULTURAL POST-COLONIAL SYMBIOSES IN BERNARDINE EVARISTO'S NOVELS AND LITERARY TOURISM: TOWARDS A NON-EUROCENTRIC REDEFINITION OF LOCALITY

**Gabriella Polizzi**

TRAVELLING WITH DISABILITY, WELCOMING DISABILITY. A DESTINATION MARKETING PLAN FOR PROMOTING ACCESSIBLE TOURISM TO SICILY, ITALY

**Nashwa Mohamed Talaat**

ETHNIC TOURISM AS A STIMULUS FOR INTEGRATED RELATIONAL TOURISM: THE CASE OF NUBIAN PEOPLE

**Francesco Antonio Anselmi**

ECOTOURISM: A NEW TYPOLOGY OF TOURISM. CHARACTERISTICS AND POTENTIALITY OF DEVELOPMENT IN ITALY

**Sabina D'Alessandro**

"PASSAGES" TO EGYPT BY AHDAF SOUEIF

## **SESSION B.2 Governance**

*Conference room ground floor (SM)*

**Presidents of session: Salvatore Tomaselli, Samir Makary**

### **Papers Session**

**Jlenia Destito - Angelo Grasso - Nunzio Mastrococco**

APULIA REGION EXPERIENCE IN TOURISM GOVERNANCE

**Salvatore Tomaselli**

DEVELOPING IRT APPROACH IN THE AREA OF CENTRAL SOUTHERN SICILY THROUGH GOVERNANCE AND STRATEGIC PLANNING

**Stefania Proli**

BOTTOM-UP PLANNING IN SICILY: A LEGACY FOR INTEGRATED RELATIONAL TOURISM

**Ghada Khairat - Azza Maher**

INTEGRATING SUSTAINABILITY IN TOUR OPERATOR BUSINESS: OPPORTUNITIES AND CHALLENGES

**Nunziatina Battaglia**

NGO AND THE MANAGEMENT OF THE INTEGRATED RELATIONAL TOURISM

**Vincenzo Todaro**

MODELS AND STRATEGIES TO APPLICATE THE INTEGRATED RELATIONAL TOURISM

## **SESSION C.2 Re-qualification of Local Supply** *Conference room 1<sup>st</sup> floor (R1)*

**Presidents of session: Luciano De Bonis**

### **Papers Session**

**Kadria Tawakal El Bendari**

THE ROLE OF VISION MEDIA IN DEVELOPING THE TOURISTIC AWARENESS AT THE ARCHAEOLOGICAL SITES

**Rosario De Lisi - Giovanni Rizzo**

THE EDUCATION OF CONSERVATORS-RESTORERS AS A CONTRIBUTION TO THE DEVELOPMENT OF INTEGRATED RELATIONAL TOURISM

**Salvatore La Rosa - Graziella Maria Adriana Sanfilippo**

THE QUALITY OF THE PROPERTY OF THE HUMANITY RECOGNISED IN SICILY. THE HERITY MODEL

**Luciano De Bonis**

THE RELATIONAL ENVIRONMENTS OF RELATIONAL TOURISM

**Giuseppe Onni**

TOURIST FORMS AND SOCIAL SUSTAINABILITY: AN EXAMPLE OF RELATIONAL TOURISM IN SARDINIA

**Mohamed Hany - Gamal Moussa**

MULTIPLIER DIFFERENTIATION BETWEEN SMALL AND LARGE TOURISM AND HOSPITALITY BUSINESS; A CASE STUDY ON EGYPT

**Gian Luigi Corinto - Fabio Curzi**

WEB AND SOCIAL NETWORK SITES (SNS) FOR RURAL DEVELOPMENT. THE CASE OF MARCHE REGION

**Zeiad Ahmed Amer**

AUTHENTICITY OF AGES AND DIVERSITY OF ENVIRONMENTS CIVIL SOCIETY INITIATIVES TOWARDS SUSTAINING HERITAGE: AN EGYPTIAN APPROACH

**Davide Crimi**

EOS – EUROPA OPEN SOURCE

## **SESSION D.2 Environment and Agriculture**

### *Conference Hall*

**Presidents of session: Alessandra Carrubba, Ahmed El Araby**

#### **Papers Session**

**Luca Altamore - Simona Bacarella - Caterina Patrizia Di Franco - Giuseppe Corona**

AGRICULTURAL QUALITY PRODUCTS FOR TERRITORIAL EVALUATION AND TOURISM DEVELOPMENT IN SICILY: THE PANTELLERIA CASE

**Ahmed M. El Kenawy - Juan I. López - Moreno - Sergio M. Vicente - Serrano - Abd El Al Mohamed**

CLIMATE VARIABILITY ALONG THE MEDITERRANEAN COAST OF EGYPT IN RELATION TO GENERAL ATMOSPHERIC CIRCULATIONS (1957-2006)

**Alessandra Carrubba**

SUSTAINABILITY, MULTIFUNCTIONALITY AND INTEGRATED PRODUCTION PATHWAYS IN MEDITERRANEAN CROPPING SYSTEMS: THE ROLE OF MEDICINAL AND AROMATIC PLANTS

**E. Donia - F. Sgroi - S. Tudisca**

ECONOMIC ASPECTS OF OLIVE-GROWING AND OIL PRODUCTION IN THE NEBRODI RURAL AREAS

**Ahmed El Araby**

SUSTAINABILITY OF DESERT LAND RECLAMATION PROCESS

**M. H. M. Mohamed - F. A. Abo - Sedera - N. S. Shafshak - S. M. Eid**

IMPROVING PRODUCTIVITY AND QUALITY OF STRAWBERRY VIA ORGANIC FERTILIZATION AND APPLICATION OF SOME NATURAL GROWTH STIMULANTS

**Salvatore Lentini**

THE MARGINAL LAND AREAS

**Roberto Volpe**

ENERGY PRODUCTION FROM OLIVE MILLING EFFLUENTS: TOWARDS ENERGY SELF-SUFFICIENCY OF SMALL AND MEDIUM ENTERPRISES IN MEDITERRANEAN RURAL AREAS

## **SESSION A.3 Cultural and International Tourism**

*Conference room 1<sup>st</sup> floor (R1)*

**Presidents of session: Salvatore La Rosa, Mahmoud Khalef**

### **Papers Session**

**David Darsavelidze**

GLOBALIZATION & CULTURE - BASED TOURISM CLUSTERS - THE CASE OF THESSALONIKI

**Gaetana Trupiano**

TOURISM AND CULTURE: ALEXANDRIA AND CULTURE INSTITUTIONS TO IMPLEMENT TOURISM AND ECONOMIC DEVELOPMENT

**Martin Lohmann**

UNIQUENESS OF TOURISM DESTINATIONS AROUND THE MEDITERRANEAN SEA AS A FUNCTION OF CONSUMER PREFERENCES – EMPIRICAL FINDINGS FROM GERMANY

**Yildirim Yilmaz**

A COOPERATION BASED MODEL FOR MEDITERRANEAN TOURISM DESTINATION

**Osama E. A. Ibrahim - M. M. Hewedi**

FOOD CULTURE ACROSS THE MEDITERRANEAN REGIONS AND HERITAGE TOURISM: DESCRIPTIVE ANALYTICAL APPROACH

**Nashwa Samir El-Sherif Ibrahim - Abeer Amin Abd El Wahab**

THE IMPACT OF INTANGIBLE CULTURAL HERITAGE ON THE EVOLUTION OF TOURISM IN EGYPT

**Heba Mahmoud Saad**

PRESENTING OUR ISLAMIC HERITAGE

**Jo Vu - Lindsay Turner**

CHANGES IN TOURISM DEMAND BETWEEN VIETNAM AND CHINA

**Salah S. Hassan - Milena S. Nikolova**

A STRATEGIC PERSPECTIVE TO EURO-MEDITERRANEAN DESTINATION BRANDING: POSITIONING THE NATION BRAND BASED ON TRAVELERS' EXPERIENCES

**Saad H.**

TOURIST SATISFACTION WITH CULTURAL/HERITAGE SITES IN EGYPT

**Abir Atteya - Nashwa Fouad**

TOWARDS DEVELOPING QUALITY-BASED STANDARDS FOR THE TOURISM PRODUCT

## **SESSION A.4 Cultural Heritage**

*Conference room ground floor (SR)*

**Presidents of session: Maged Negm, Ettore Sessa**

### **Papers Session**

**Aysel Aslanova**

PROMOTION OF THE HERITAGE TOURISM BY THE CERTAIN DESCRIPTIONS OF HISTORICAL FACTORS AND INFORMATIONAL METHOD

**Guido Meli**

CAIRO'S HISTORIC CENTER - RESTORATION AND REHABILITATION: PRINCIPLES AND EXPERIENCES

**Mey Zaki**

THE CROSS-FERTILIZATION BETWEEN EGYPT AND NORTH MEDITERRANEAN

**Samar Mostafa Kamal**

TABOOS IN ANCIENT EGYPT

**Haitham Taher Abd El Hafeez**

SOME ARCHEOLOGICAL EVIDENCES OF THE CULTURAL RELATIONS BETWEEN EGYPT AND THE MEDITERRANEAN BASIN IN THE FIRST MILLENNIUM B. C.

**Héba Youssef**

FATIMID INFLUENCES IN SICILY

**Mona Raafat El-Sayed**

INFLUENCE OF ANCIENT EGYPTIAN STATUARY ON SCULPTURE OF THE MEDITERRANEAN BASIN

**Hassan El Saady**

THE ROLE OF KEFTIU IN THE INTERRELATIONS BETWEEN THE LEVANT AND THE NEW KINGDOM EGYPT AS SHOWN IN THEBAN PRIVATE TOMBS

## **SESSION B.3 Sustainable Tourism**

*Conference room 2<sup>nd</sup> floor (R2)*

**Presidents of session: Fabio Pollice**

### **Papers Session**

**Hossam Fouad Arafa**

TARGETING A TOURISM GOVERNANCE STRATEGY BASED ON SUSTAINABILITY FOR ENHANCING LOCAL DEVELOPMENT OUTLETS IN MEDITERRANEAN DESTINATIONS (APPLIED STUDY ON EGYPT)

**Fabrizio Ferrari - Ramona Elena Badea**

SOME REMARKS ON THE ACTUALITY OF "TOURISM AREAS LIFE CYCLE" (TALC) THEORY. THE CASE OF ITALY

**Fabio Pollice**

THE TOURISTIC COMPETITIVENESS OF THE MEDITERRANEAN AREA

**Luca Mannocchi - Francesco Senia**

TOWARDS A WELL-BEING CENTRED APPROACH FOR ENHANCED TOURISM SUSTAINABILITY

**Mona Garrahi**

TOURISM THREATS IN THE MEDITERRANEAN SEA

**Emaad Muhanna**

THE EGYPTIAN INDIGENOUS CULTURE AND INTERNATIONAL TOURIST'S PERCEPTION

**Sherif Mahfouz - Mohamed A. Aziz - Yousef Nabil M. K. Elsayed**

EXPLORING HUMAN RESOURCES DEVELOPMENT IN THE EGYPTIAN SMALL AND MEDIUM HOSPITALITY ENTERPRISES

**Serdar Ongan**

THE ROLE OF TOURISM IN CHANGING IDEAS IN EUROPEAN COUNTRIES

**Fabio Naselli - Laura Concetta Zarbo**

PLANNING, DESIGN AND THEMES OF LOCAL SUSTAINABLE DEVELOPMENT. USERS RESPONSIBILITY IN THE FUTURE SCENES OF DEVELOPMENT

## **SESSION D.3 Rural Tourism**

*Conference Hall*

**Presidents of session: Antonio Purpura, Mona Hagag**

### **Papers Session**

**Girolamo Cusimano**

TRADITIONAL RURAL LANDSCAPES IN ITALY BETWEEN CONSERVATION AND TOURIST DEVELOPMENT

**Eugenia Wickens - Marios D. Soteriades**

CRUCIAL SUCCESS FACTORS FOR CLUSTERS IN THE CONTEXT OF RURAL TOURISM: LESSONS FROM THE GREEK EXPERIENCE

**Antonio Purpura - Francisco Calderon**

TOURISM, INNOVATION AND DEVELOPMENT: RELATIONAL TOURISM AS SOCIAL INNOVATION

**Francesco Antonio Anselmi**

ECOTOURISM: A NEW TYPOLOGY OF TOURISM. CHARACTERISTICS AND POTENTIALITY OF DEVELOPMENT IN ITALY

**Vincent Zammit**

SUSTAINABLE RURAL DEVELOPMENT IN MALTA: SUGGESTIONS FOR A PILOT PROJECT

**Mohamed Duaa R. - Osman Y. A. H.**  
ECO-TOURISM A BLESSING OR A CURSE

**Cutaia Fabio**  
FROM AGRICULTURAL TO TOURIST PRODUCTION

## **SESSION B.4 Policies**

*Conference room 1<sup>st</sup> Floor (R1)*

**Presidents of session: Giulio Querini**

### **Papers Session**

**Giulio Querini - Carmen Bizzarri**  
MEDITERRANEAN DIMENSION OF THE EUROPEAN UNION TOURISM POLICIES

**Mohamed Soheil**  
TOURISM DEVELOPMENT BY COOPERATION BETWEEN TOURIST FIRMS AND BANKS

**Gustavo Cecchini - Valeria Cardaci - Maria Pagano – Sabrina Virruso**  
TOURISM INTEGRATED RELATIONAL AND ENVIRONMENTALLY SUSTAINABLE IN THE MEDITERRANEAN: AN UTOPIA OR A NECESSARY STRATEGY FOR DEVELOPMENT?

**Mohammed I. Eraqi**

SOCIAL RESPONSIBILITY IN TOURISM BUSINESS AS AN INNOVATIVE APPROACH FOR ENHANCING COMPETITIVENESS OF TOURISM IN EGYPT

**Gustavo Dejak**

TOURISM, EDUCATION AND RESEARCH: INDISSOLUBLE FACTORS OF SUCCESS

**Caterina Rinaldi - Micaela Solinas - Matteo Attolico**

LOCAL COMMUNITIES AND TOURISM DEVELOPMENT. THE TRIM PROJECT

**Francisco Calderon - Giovanni Ruggieri**

RELATIONAL TOURISM: CHALLENGES AND CAPABILITIES

**Ferdinando Trapani**

MOTRIS PROJECT: AN HISTORY OF RELATIONAL COOPERATION

## **SESSION D.4 Local Economies and Rural Development**

*Conference Hall*

**Presidents of session: Salvatore Tomaselli, Mahmoud Hewedy**

### **Papers Session**

**Nermen Kamel El Gedawy**

DAILY LIFE PHARONIC PRODUCTS & CIVILIZATIONS DIALOGUE AND ITS ROLE IN THE DEVELOPMENT OF INTEGRATED RELATIONAL TOURISM

**Yasser Saeed Mohamed Bendary**

ESTABLISHMENT AND REHABILITATION OF A SPECIALIZED ZONE THAT ACCOMMODATES THE LOCAL GLASS INDUSTRY AS ONE OF THE CRITICAL HERITAGE INDUSTRIES IN EGYPT

**Manuel Ferrer**

TRI STRUCTURAL DIFFERENCES AND PERSPECTIVES IN THE NORTHERN MEDITERRANEAN AND SOUTHERN MEDITERRANEAN. COMMERCE AND RURAL-URBAN INTERACTION

**Mona Mohamed El Agry**

THE SYMBOLIC INDICATION OF HERALDRY (THE RENOK) AS AN APPROACH TO ENRICH THE DESIGNS OF SOUVENIR METAL BROOCH

**Islam Gharib**

FLEXIBLE MANUFACTURING SYSTEMS, CREATIVITY AND INNOVATION: "AN APPROACH TO IMPROVE THE TRADITIONAL INDUSTRY OF TOURISM PRODUCTS"