



Under the Patronage of His Royal Highness Prince El-Hassan bin Talal

3rd International Conference of Tourism Management & Heritage Conservation
23rd to 26th of May 2023

Queen Rania Faculty of Tourism and Heritage / Hashemite University

Conference Program

Day 1: Opening Ceremony and 1 Session

23/5/2023 at Hashemite University	
Registration (8:30-9:15)	
Opening Ceremony (10:00-12:00) <ul style="list-style-type: none"> • Welcome speech by Prof. Firas Alawneh/ Dean of Queen Rania Faculty of Tourism and Heritage/ HU and Conference Chairman • Speech of H.E. the President of HU Prof. Fawwaz M. Al-Abed Al-Haq • Speech of Her Royal Highness Princess Dana Firas/ ICOMOS-Jordan's President • Speech of H.E. Mr. Makram al-Queisi/ Minister of Tourism and Antiquities <p style="text-align: center;">SPEECH OF HIS ROYAL HIGHNESS PRINCE EL-HASSAN BIN TALAL</p>	
Paintings and Photo Gallery (12:00-12:30) Paintings of Professor Eyad Almasri Photos of Ghazwa Matrouk El-'Oun "Scent of Desert" Refreshments	
Lunch (12:30-13:30)	

A session of presentations			
Topic: Current Issues in Tourism and Heritage al-Hussein al-Bani Theater- (13:30-16:30)			
Time	Chairperson & Moderator	Authors	Title
13:30-13:50	Chairperson: H.H. Sharifa Nofa Bint Nasser Moderator: Prof. Firas Alawneh	Prof. Robert Scott	Presenting The Past
13:50-14:10		Prof. Saba Farès	Conservation of a monument in UNESCO Heritage site: the Desert Patrol Fort in Wadi Rum, Jordan
14:10- 14:30		Prof. Marcello Fantoni	A fatal attraction: Americans in Florence. From cultured residents to study abroad
14:30-14:50		Dr. Ahmad Baik	The Integration of Lidar and Photogrammetry Point- Cloud Data for Low-Cost 3D Heritage Documentation
14:50-15:10		H.H. Sharifa Nofa Bint Nasser	Does « Arabizi » Cause a Threat to Arabic?
15:10-15:30		Prof. Konstandinos Tokmakids	Alternative Tour in Thessaloniki through Extended Reality for the Development of Cultural Tourism: XpRienceThess
15:30-15:50		Prof. Philip Wang	The American Curriculum for Heritage Interpretation: An Analysis
15:50-16:10		Prof. Steve Mitchell, Prof. Mark Lyberger and Prof. Harry Hubball	Sports Tourism in Action
16:10- 16:30		Questions	

Gala Dinner – Tawaheen al-Hawa Restaurant (19:30-22:00)



Day 2: (3 Parallel Sessions in 3 Halls within 3 Intervals)

24/5/2023 at Gerasa Hotel			
First Interval (9:00-11:20)			
Topic: Tourism Destinations Hall 1, Session 1A: (9:00-11:20)			
Time	Chairperson & Moderator	Authors	Title
9:00-9:20	Chairperson: Prof. Foued Benghadbane Moderator: Dr. Dr. Nermeen al-Khasawneh	Prof. Nico Dingemans	The Case for Embedding Culinary Tourism in Jordan's National Tourism Strategy (Video media will be played)
9:20-9:40		Mr. Vatche Yergatian	Insights on Republic of Armenia's Tourism (Video media will be played)
9:40-10:00		Prof. Mairna H. Mustafa	Applying Norm Activation Model to Two Voluntary Behaviors of Tourists toward Archaeological Sites and Heritage Destinations
10:00-10:20		Dr. Ahmad Ababneh	The Structures of Shami Pilgrimage Route in Jordan and the Need for their Tourism Rehabilitation (Arabic)
10:20-10:40		Prof. Foued Benghadbane & Prof. Mahmoud Al-Habees	Urban tourism destinations in Arab cities: opportunities and challenges: An applied study in the cities of Sétif (Algeria) and Irbid (Jordan) (Arabic)
10:40-11:00		Dr. Sahar e-Smadi Dr. Rana es-Smadi and Ms. Hana Bani Ata	Studying the Reality of Managing Tourist Sites for the Special Needs (Arabic)
11:00-11:20	Questions and Discussion		

Topic: Heritage Documentation Techniques Hall 2, Session 1B: (9:00-11:20)			
Time	Chairperson & Moderator	Authors	Title
9:00-9:20	Chairperson: Dr. Ahmad Baik	Prof. Yahya Alshawabkeh and Prof. Ahmad Baik	Using Photogrammetry and Laser Scanner for 3D Documentation and Heritage BIM
9:20-9:40	Moderator: Prof. Yahya Alshawabkeh	Ms. Tasneem Al-Bataineh and Mr.	Heritage Documentation of Agathangelos Niche

		Aissar R. al-Radaydeh	
9:40-10:00		Prof. Andrei Aioanei and Prof. Regine Hunziker-Rodewald	Enhancing the Value of Cultural Heritage: A Cost-Effective Synthetic Dataset Generation Approach
10:00-10:20		Eng. Sanaa Taan and Eng. Ahmad Jobran	Live Framing: An Architectural and Social Documentation of as-Salt City (A Documentation Project of the Old City in a-Salt) (Arabic)
10:20-10:40		Dr. Suad Malkawi and Dr. Ahmad al-Shraideh	A Proposed Vision to Preserve Jordanian Intangible Cultural Heritage and its Significance in Sustainable Tourism from the Point of View of MOTA (Arabic)
10:40-11:00		Prof. Atef al-Shiyyab	New Archaeological Discoveries in Gadara (Um Qais) 2022: Protecting and Documenting Central Water Tunnel and the Potential of its Future Tourism Development (Arabic)
11:00-11:20		Questions and Discussion	

Topic: Conservation of Heritage and Archaeological Sites Hall 3, Session 1C: (9:00-11:20)			
Time	Chairperson & Moderator	Authors	Title
9:00-9:20	Chairperson: Dr. Mohammad Najjar	Dr. Mohammad Najjar	Um ar-Rasas/ Ancient Kastron Mefa'a: Past, Present and Uncertain Future"
9:20-9:40		Prof. John Shearman	Jordanian Capacity Building in Conservation
9:40-10:00	Moderator: Dr. Ahmad Bani Issa	Prof. Mohamed Rouai, Dr. Farid Bakadi and Dr. Abdelilah Dekayir	Fracturing and Degradation Study of an Earthen Historical Rampart from Meknes City (Morocco)
10:00-10:20		Dr. Khadija Adam and Adam Shearman Inc.	Conservation Methodology and Training Program – Case Study
10:20-10:40		Dr. Rania Matrouk and Mr. Mohammad Matrouk	Exploring The Role of Urban Design Development in Enhancing and Promoting Tourism of Historical Sites: Case study of Amman Citadel

10:40-11:00		Dr. Ahmad Bani Issa and Ms. Rawan el-Rabadi	Maintenance and restoration of an icon from the Church of St. Georgios in Jordan (Arabic)
11:00-11:20		Questions and Discussion	

Coffee Break (11:20-11:40)

Second Interval (11:40-13:30)			
Topic: E-Session in Tourism			
Hall 1, Session 2A: (11:40-13:30)			
Time	Chairperson & Moderator	Authors	Title
11:40-12:05	Chairperson & Moderator: Prof. Mairna Mustafa	Dr. Qingfeng Song and Dr Alaa Nimer Abu Khalifeh	The Impact of Climate Change on Tourism Industry in China (Online)
12:05-12:30		Dr. Alaa Nimer AbuKhalifeh	Smart Tourism Destinations- A Case Study (Jeju Island) South Korea (Online)
12:30-12:55		Dr. Qingfeng Song and Dr Alaa Nimer AbuKhalifeh	Chinese Tourists' Motivation and Satisfaction to Visit South Korea During COVID 19 Pandemic (Online)
12:55-13:20		Nedhal Jarrar	Beyond Architectural Heritage Digitization in Jordan: A New Perspective on Religious Tourism (Online)
13:20-13:30		Questions and Discussion	

Topic: Heritage, Communities and Museums			
Hall 2, Session 2B: (11:40-13:30)			
Time	Chairperson & Moderator	Authors	Title
11:40-12:00	Chairperson: Dr. Leen Fakhoury	Dr. Leen Fakhoury	Partnership and Community Participation for a Sustainable Urban Heritage
12:00-12:20	Moderator: Dr. Raed Ghzawi	Dr. Mohammed Hmodh	The Reality of Understanding the Local Communities of Heritage in the Kingdom of Saudi Arabia: A Case Study of the Communities of Heritage Villages in 'Asir Region (Arabic)

12:20-12:40		Eng. Marah el-Khayyat	The role of the Jordanian Engineers Association in Supporting National Efforts to Protect the Urban Heritage in Jordan (Arabic)
12:40-13:00		Mr. Mohammad AL-Qaisi	Best Learning Practices in Jordanian Museums (Arabic)
13:00-13:20		Eng. Sana H. Taan Eng. Mazen Al Ali and Eng. Raneem Kharouf	At-Tafilah Museum Interior Design Museum Design – 3D Scan – Integration Design Process – New Technologies in Design
13:20-13:30		Questions and Discussion	

Topic: Archaeological Sites, Excavations and Surveys Hall 3, Session 2C: (11:40-13:30)			
Time	Chairperson & Moderator	Authors	Title
11:40-12:00	Chairperson: Dr. Fardous al-Ajlouni Moderator: Dr. Ali Al-Manaser	Prof. Giulia Neglia, Dr. Luca Caiati, Dr. Francesca De Luca, Dr. Roberto Simone, and Dr. Simonetta Todisco	From Petra to al-Ula: A Journey through Wadis and Cultures
12:00-12:20		Prof. Manal Abouelkassim	The Classical and Egyptian Motifs Depicted on Alexander's Coins in Egypt
12:20-12:40		Prof. Mohamed I. Abouelata	The Two Nabatean Sister Cities, Petra and Hegra
12:40-13:00		Mr. Aissar R. al-Radaydeh	The Paved Streets of the Archaeological Site of Quwaylibah (Archaeological Exploration)
13:00-13:20		Dr. Ali Al-Manaser	From the Black Desert to Tablet PCs: The Badia Epigraphic Survey
13:20-13:30		Questions and Discussion	

Lunch (13:30-14:00)
Light Tea & Coffee Break (14:00- 14:10)

Third Interval			
Topic: Tourist and Hosts Studies Hall 1, Session 3A: (14:10-16:50)			
Time	Chairperson & Moderator	Authors	Title
14:10-14:30	Chairperson: Prof. Mukhles M. Al-Ababneh Moderator: Dr. Ramzi Alrousan	Dr. Suzy Hatough - Bouran, Eng. Sudki Hamdan & Dr. Ayman Harb	Tourism Ethics and the Experiential Learning Methodology an Innovative Approach for Empowering Small Businesswomen Owners on Sustainable Tourism Services: Um Qais case study
14:30-14:50		Prof. Mukhles M. Al-Ababneh	The Effects of Service Innovation and Service Quality on Tourist Satisfaction in the Hotel Industry
14:50-15:10		Mr Othman Tawalbwh	Developing the local communities surrounding the natural reserves and disseminating the eco-tourism experience (Arabic)
15:10-15:30		Dr. Mohmammad Khasawneh and Dr. Issam Makhadmeh	The role of social networking sites in reducing the culture of shame to work in the tourism and hotel sector (Arabic)
15:30-15:50		Dr. Claude Margi	Sustainable Tourism and its Role in Consolidating the Foundations of Security and Peace
15:50-16:10		Dr. Nermin A. Khasawneh and Dr. Ramzi Alrousan	A Study on As-Salt City, Jordan: Examining Travel Motivations of Domestic Tourists
16:10-16:30		Adv. Dana Hijjawi	Educating the Local Community and Workers in the Tourism Sector about Legislative and Legal frameworks for entrepreneurial/start-up and medium-sized companies (Arabic)
16:30-16:50		Questions and Discussion	

Topic: Linking Archaeology to Other Fields Hall 2, Session 3B: (14:10-16:50)			
Time	Chairperson & Moderator	Authors	Title
14:10-14:30	Chairperson: Prof. Zeidan Kafafi Moderator: Prof. Naif Haddad	Prof. Claudine Dauphin	Archaeology and GID Project
14:30-14:50		Prof. Julie Bonnéric	Archaeological Heritage and Cash-for-Work: Lessons from the Madad Project in Umm as-Surab (Jordan)
14:50-15:10		Prof. Zeidan Kafafi	Amman National Archaeological Park: A Proposal
15:10-15:30		Prof. Naif Haddad	Insights on Cultural Heritage 3D Virtual Reconstruction, Archéocinema and Film Industry as an Act for the Re-interpretation and Promotion of Heritage Tourism
15:30-15:50		Mr. Jihad Haroun, Mr. Hussam Ababneh, and Dr. Paul Creasman	Augmented Reality Project: Khirbet Salameh, an Agricultural Settlement Founded Around the 3rd Century BC
15:50-16:10		Nivin Abu Shawish, Prof. Naif Haddad, and Dr. Adeib Abu Shmais	Insights on Late Bronze Age Trade Goods Routes: The Case of Jordan
16:10-16:30		Prof. Konstandinos Tokmakids	The TRIQUETRA project: Monuments and the Climate Change
16:30-16:50		Questions and Discussion	

Topic: Tourism and Heritage Management Topic: Hall 3, Session 3C: (14:10-16:50)			
Time	Chairperson & Moderator	Authors	Title
14:10-14:30	Chairperson: Prof. Philip Wang Moderator: Dr. Kwatar Kantar	Prof. Jolanta Mlynarczyk and Prof. Mariusz Burdajewicz	Archaeology Aims and Tourist Management Perspectives: Khirbat es-Sar as a Case Study
14:30-14:50		Prof. Abir Arkawi	“For old city Damascus” Management of World Heritage site was placed on the UNESCO's List of Danger.
14:50-15:10		Prof. Mohammad Waheeb, Prof. Firas Alawneh, Dr. Muhanad Trad and Dr. Abdel Aziz Mahmoud	Documentation of the International Incense Route in Jordan
15:10-15:30		Dr. Kawtar Kantar and Dr. Amjad el-Hamad	Commitment to Informing in the Tourism Contract, a Comparative Study in Algerian, Jordanian and French Laws
15:30-15:50		Dr. Khaldoun Kanaan and Dr. Mohammad Abujeleh	Green Innovation Actions to Improve Hotel Campsites Performance in Rural Areas: Dissi Tourists Campsites Water Reuse (DTCWR).
15:50-16:10		Mr. Ahmad Al-Rifai	The Contribution of Tourism Clusters on Regional Development: The Case of the Golden Triangle Region in Jordan.
16:10-16:30		Prof. Philip Wang	Social Entrepreneurship for Heritage Management: A Case Study
16:30-16:50		Questions and Discussion	

Short Break 16:50-17:00

Recommendations of the Conference & Certificates Awarding - Hall 3, (17:00 - 18:00)
Chairperson: Prof. Naif Haddad/ Head of the Scientific Committee

There will be two trips with free meals as part of the conference program; one will be to the Nabataean glorious capital of Petra on May 25th 2023 (<https://www.visitpetra.jo/Default.aspx>), and the other will be on May 26th 2023 to Um Qais, a great Roman/Ottoman site that was awarded as one of the "Best Tourism Villages" by UNWTO (<https://international.visitjordan.com/Wheretogo/Umm-Qais>).

Thank you all and see you in next conference!