



The International Spanish-Egyptian Congress for Tourism,
Hospitality and Heritage 30 MAR - 1 APR 2027, Cairo, Egypt

The Higher Board of ISECT Proudly Presents

ISECT III - CAIRO

The 3rd Edition of the International Spanish-Egyptian
Congress for Tourism, Hospitality and Heritage.

Sustainability... Identity... Technology.

30th March -
1st April 2027

Intercontinental Citystars
Hotel, Cairo - Egypt



The Higher Board of the International Spanish-Egyptian Congress (ISECT)

Proudly Presents

**The 3rd Edition of the International Spanish-Egyptian Congress for Tourism, Hospitality and Heritage
“ISECT III – CAIRO”**

Theme: Sustainability... Identity... Technology

**30th March – 1st April 2027
Intercontinental City stars Hotel, Cairo – Egypt**



VISION

Building upon the unprecedented success of the inaugural edition—organized by the Sinai Higher Institute for Tourism and Hotels (SIT) in fruitful and constructive collaboration with the Complutense University of Madrid—a milestone that served as the foundational nucleus for a congress that was truly born a giant.

This legacy continued with the second edition in Spain, organized by the University of Jaén, reflecting the tireless efforts and dedication of its organizers. A distinctive highlight of the second edition was the innovative partnership with Instituto Cervantes Cairo and the Spanish Embassy in Egypt, which facilitated interactive digital bridges, allowing Egyptian researchers to participate seamlessly from Cairo in the sessions held in Jaén.

Today, the Higher Board of ISECT is delighted to introduce the third installment of this prestigious global gathering, scheduled to take place in Cairo from March 30th to April 1st, 2027, further strengthening the high-level academic and professional bridge between Egypt, Spain, and the international community.

ISECT III revolves around three fundamental pillars: Sustainability, Identity, and Technology. It aims to establish an inclusive platform for scholars, economic specialists, industry leaders, and government dignitaries to engage in a rich, interdisciplinary discourse regarding the future of Heritage, Tourism Science, and Hospitality Management in a rapidly changing world.

Reflecting its strategic importance, ISECT III is proudly held under the esteemed patronage of the Spanish Embassy in Egypt, the Egyptian Ministry of Higher Education and Scientific Research, and the Egyptian Ministry of Tourism and Antiquities.

Beyond the scientific sessions, we invite all participants to discover a different and modern face of Cairo. While our first edition celebrated the city's timeless origins, ISECT III offers a fresh perspective on Cairo's dynamic transformation. Attendees will have the opportunity to explore a city that reinvented itself—from the grand opening of the Grand Egyptian Museum (GEM) to the vibrant contemporary cultural hubs and revitalized historic quarters. This journey will bridge the gap between Egypt's 7,000-year legacy and its bold, technological future, all while experiencing the legendary warmth of Egyptian hospitality.



CONGRESS BOARDS

Founder & Founding Board:

- Prof. Dr. Ibrahim Ellassal (Egypt)
- Prof. Dr. Frank Babinger (Spain)

Congress Version Board:

Chairman of the Congress:

- Prof. Mostafa AlZaghl (Chairman of the Board, SIT Institute, Egypt)

Vice-Chairman:

- Prof. Wael Soliman (Dean of SIT Institute, Egypt)

General Secretary of the Congress:

- Prof. Dr. Ibrahim Ellassal

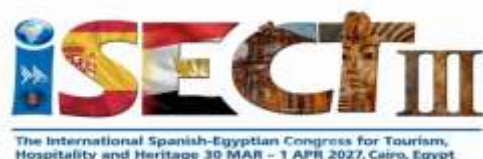
Organizing Committee (ISECT III):

- Prof. Ibrahim Ellassal (Sinai Higher Institute, Egypt)
- Prof. Frank Babinger (Complutense University of Madrid, Spain)
- Prof. Bayan El Faouri (The Hashemite University, Jordan)
- Prof. Jose Luis Durán (University of Jaén, Spain)

PARTNERING & COLLABORATING UNIVERSITIES

ISECT III is supported by an elite consortium of academic institutions:

- Egypt: Sinai Higher Institute for Tourism and Hotels (SIT) – Host Institution. Moreover, 30 faculties and institutions in the tourism and hotels fields.
- Spain: Complutense University of Madrid, University of Jaén, Nebrija University, University of Málaga, University of Córdoba, University of Castilla-La Mancha, University of Salamanca, University of Barcelona, University of Tarragona, University of Valencia, University of Extremadura.
- Portugal: University of Coimbra, University of Evora.
- United Kingdom: Cardiff University
- Mexico: Universidad Juárez Autónoma de Tabasco.
- Jordan: The Hashemite University.
- Italy: University of Bary



COLLABORATING ASSOCIATIONS

- Iberian Association of Inland Tourism - Portugal
- Skål International Madrid - Madrid
- European Council of Social Sciences – Malaga
- Instituto Cervantes - Cairo

PARTNERSHIPS:

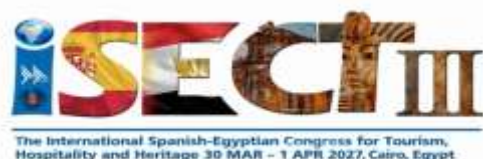
- Ministry of Higher Education – Egypt
- Ministry of Tourism - Egypt
- Embassy of Spain in Egypt

SCHEDULE AND RELEVANT DATES

- Conference Announcement & Call for Abstracts: July 27, 2026
- Abstract Submission Deadline: October 1, 2026
- Abstract Acceptance Notification: November 1, 2026
- Early Bird Registration Deadline: December 20, 2026
- Standard Registration Deadline: February 28, 2027
- Detailed Agenda Release: March 10, 2027
- Congress Dates: March 30 – April 1, 2027
- Full paper submission: May 10, 2027
- Full Paper Acceptance Notification: June 30, 2027
- Notification on Publication: July 2027
- Special Issue Publication: January - March 2028

Venue:

- 30 & 31 March: Intercontinental City Stars Hall for Congress sessions (Nasr City – Cairo – Egypt)
- 1st April: the entertainment day



CONGRESS FEES & PACKAGES (For International Participants)

1. Registration Fees:

- Early Bird Registration: 350 EUROS
- Regular Registration: 400 EUROS

Note: Registration fees **include** scientific publication fees, access to all sessions, conference materials, and official certificates.

2. Accommodation & Tourist Package:

- Enjoy a premium stay and an immersive cultural experience in the heart of Cairo.
 - ✓ 650 EUROS: Single room accommodation (Bed & Breakfast).
 - ✓ 390 EUROS: Per person in a double room (Bed & Breakfast).
- Venue: InterContinental / Holiday Inn Citystars Hotel (The official congress venue).
- Duration: 4 Nights / 5 Days.
- Package Includes:
 - ❖ Catering: Coffee breaks, Business Lunch (Day 1), and a prestigious Gala Dinner (Day 2).
 - ❖ Full-Day Grand Cairo Tour: A comprehensive, all-inclusive excursion featuring:
 - The Grand Egyptian Museum (GEM): A visit to the world's largest archaeological museum.
 - The Great Pyramids of Giza: Exploring the last remaining wonder of the ancient world.
 - Historic Cairo: A journey through the city's vibrant medieval quarters and heritage.
 - ❖ Tour Services: Private air-conditioned transfers, all entrance tickets to the mentioned sites, and a traditional Egyptian lunch during the tour.
 - ❖ Academic Interpretation: All archaeological visits will be led by Professional Licensed Tour Guides providing deep historical and academic insights.



Extended Stay & Special Congress Rates:

Participants wishing to extend their stay beyond the 4 nights may do so at exclusive discounted rates negotiated specifically for ISECT III guests. These rates are significantly lower than direct hotel bookings. To benefit from these special prices, please coordinate your extension requests through the conference administration.

IMPORTANT NOTICE:

The Accommodation & Tourist Package fee is separate from and in addition to the Conference Registration fee. Both fees must be settled to cover both your academic attendance and your stay/tour program.

Total for Early Bird (Single): 350 (Reg) + 650 (Pkg) = 1,000 EUROS.

Total for Early Bird (Double): 350 (Reg) + 390 (Pkg) = 740 EUROS.

PAYMENT PROCEDURES

International Participants (Non-Egyptians):

Upon the successful completion of your registration and the acceptance of your scientific abstract, you will receive a confirmation email containing your personalized payment details. To streamline the process, the conference administration has coordinated directly with the InterContinental Citystars Hotel (the official venue).

Your payment information and the total calculated amount (including registration fees and the 3-night accommodation package) will be forwarded to the hotel management. You will then be required to settle the payment directly with the hotel. This ensures a smooth and secure transaction for all international guests.

Conference Theme Selection

Authors are invited to submit abstracts that align with one of the following interdisciplinary themes, covering Tourism, Heritage, Hospitality, and Tour Guiding sectors:

Theme 1 – Sustainability: Resilience, Ethics, and Green Practices

This theme focuses on the long-term viability of the industry and the protection of resources.

- Heritage & Archaeology: Climate change impact on monuments, resilient conservation strategies, and sustainable site management.
- Tourism Science: Regenerative tourism models, carry-capacity management, and rural/community-based tourism development.
- Hospitality & Hotel Management: Green hospitality ethics, zero-waste operations, eco-friendly hotel design, and sustainable supply chains.
- Tour Guiding: Sustainable guiding practices, the role of guides in environmental awareness, and ethical interpretation of sensitive sites.

Theme 2 – Identity: Heritage, Diplomacy, and Cultural Narrative

This theme explores the "Soul" of destinations and how history shapes the modern guest experience.

- Heritage & History: Shared Mediterranean legacies, decolonization of heritage narratives, and the preservation of "Indigeneity" (Egyptianization/Local identity).
- Tourism Science: Cultural diplomacy through tourism, destination branding based on national identity, and soft power in tourism.
- Hospitality & Gastronomy: Traditional culinary heritage as a hospitality pillar, "Food-ways" and identity, and localized guest experiences in boutique hotels.



- Tour Guiding & Interpretation: The guide as a cultural ambassador, storytelling and national identity, and interpreting diverse religious and historical layers (Interdisciplinary Guiding).

Theme 3 – Technology: Innovation, Digitalization, and Smart Solutions

This theme examines the digital transformation and how technology enhances efficiency and experience.

- Heritage & Archiving: 3D digital archiving of monuments, Virtual/Augmented Reality (VR/AR) in museums, and digital twins for heritage preservation.
- Tourism Science: Smart destination management (SDM), Big Data in tourism behavior analysis, and digital marketing for historical sites.
- Hospitality & Service Operations: Artificial Intelligence (AI) in guest services, robotics in hotel operations, and smart room technologies.
- Tour Guiding: Digital interpretation tools, the impact of AI on tour guiding, and tech-enhanced storytelling (Apps, Audio-guides, and Wearable tech).



PUBLICATION OPPORTUNITIES (Updated & Confirmed)

All submitted full papers will undergo a rigorous double-blind peer review by the ISECT III Scientific Committee. Based on the paper's scientific quality, originality, and methodology, the Committee will determine the most appropriate publication outlet:

1. Special Issue: Worldwide Hospitality and Tourism Themes (WHATT) – Emerald Publishing

The Organizing Committee is pleased to announce a confirmed agreement with Worldwide Hospitality and Tourism Themes (WHATT), published by Emerald Publishing, for a dedicated Special Issue featuring selected high-quality papers from ISECT III (Scheduled for 2028).

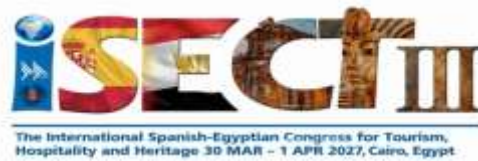
WHATT is an internationally recognized journal indexed in Scopus and the Web of Science Core Collection (ESCI – Clarivate).

Important Submission Criteria for WHATT:
Prospective authors should note that WHATT has a unique editorial scope:

- Articles must be entirely qualitative; statistical or quantitative measurements are not accepted.
- Focus should be on secondary analysis and practical investigations involving industry professionals.
- We highly encourage submissions based on case studies, interviews, and roundtable discussions that integrate the "voice of practitioners" alongside academic perspectives.

2. Official Conference Proceedings: Atlantis Press (Springer Nature)

An official agreement has been signed with Atlantis Press, part of Springer Nature, to publish the ISECT III Conference Proceedings. The proceedings will be published in the Atlantis Highlights in Social Sciences, Education and Humanities (AHSSEH) series or another appropriate Springer Nature series.



Key Features:

- Open Access: All papers will be published in Open Access, ensuring worldwide dissemination.
- DOI Assignment: Every paper will receive a unique DOI.
- Springer Nature Production: The production process will be managed by the Springer Nature production team.
- Indexing: The proceedings are officially listed and will be submitted for indexing in major databases, including Scopus, Google Scholar, Dimensions, CNKI, Wanfang Data, and CPCI (WoS), subject to the evaluation of the respective indexing services.

The Scientific Committee reserves the right to determine the most suitable outlet for each accepted paper to ensure it aligns perfectly with the specific objectives and scope of our publishing partners.

ABSTRACT SUBMISSION & PUBLICATION

- Abstracts must be written in English.
- Abstracts should be 300–500 words in length.
- The title should clearly reflect the content of the research.
- The abstract should briefly present the background, objectives, methodology, key findings (or expected outcomes), and significance of the study.
- Include 3–5 keywords below the abstract.
- Authors should indicate in the abstract the selected conference theme from the list below.
- The corresponding author's full name, affiliation, country, and email address must be provided.
- Each submission will undergo a double-blind peer-review process by the Scientific Committee.
- Accepted authors will be invited to submit a full paper in accordance with the conference template and submission deadlines.

Abstracts should be submitted electronically to: ISECT3Cairo@outlook.com



CONTACT INFORMATION

- Congress Official Email: isectcairo@gmail.com
- Congress Manager (Prof. Dr. Ibrahim Ellassal):
 - Email: Ibrahim.elassal@sit.edu.eg
 - WhatsApp: +201276687002
- Scientific Editor for Publications (Dr. Bayan El Faouri)
Email: Bayanf@hu.edu.jo ; ISECT3Cairo@outlook.com

The Higher Board of ISECT looks forward to welcoming you to the vibrant city of Cairo for this landmark third edition.