



1st Announcement



October 6 University
Faculty of Tourism & Hotel Management, Egypt

In Cooperation with

The Ministry of Tourism, Egypt
& The Egyptian Tourism Authority

International Conference On
“THERAPEUTIC AND CURATIVE TOURISM”

01 – 03 November, 2014
Hurghada - Red Sea , Egypt

Under the Auspices of

- **Ministry of Tourism**
- **Ministry of Higher Education**
- **October 6 University**

Steering Committee:

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- **Prof. Dr. Khiereldin Abdellatif**, Vice- Chairman of The Board of Trustees for International Strategies and Cultural Relations.
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- **Mr. Sayed Aly Mousa**, Ex- Chairman of The Egyptian Tourism Authority and Chairman of Tourism Committee, National Council for Production-Specialized National Councils.
- **Prof. Dr. Adel Hammam** , Dean , Faculty of Tourism & Hotel Management, October 6 University, Egypt.

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- **Prof. Dr. Azza Saad** , Vice Dean, Faculty of Tourism & Hotel Management, October 6 University University, Egypt.
- Prof. Dr. Hanaa Fayed**,Vice Dean, Faculty of Tourism & Hotel Management, Fayoum University, Egypt.
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Scientific Committee:

- **Prof. Dr. Adel Hammam** , Dean , Faculty of Tourism & Hotel Management, October 6 University, Egypt.
- **Prof. Dr. Mohammed Abdel-Wahhab**, Dean Faculty of Tourism & Hotel Management, Fayoum University, Egypt.
- **Mr. Sayed Aly Mousa**, Ex- Chairman of The Egyptian Tourism Authority and Chairman of Tourism Committee, National Council for Production-Specialized National Councils.
- **Representative of The Ministry of Tourism, Representative of The Egyptian Tourism Authority**
- **Dr. David Laurant**, Karoly Robert College, Hungary.
- **Prof. Dr. Soad Omran** , Faculty of Tourism & Hotel Management, Suez Canal University, Egypt
- **Prof. Dr. Azza Saad** , Vice Dean, Faculty of Tourism & Hotel Management, October 6 University, Egypt.
- **Prof .Dr. Hanaa Fayed**, Vice Dean, Faculty of Tourism & Hotel Management, Fayoum University, Egypt

Conference Objectives:

Travel has always contributed to health and wellness as it has paved the way for more relaxation and escapism. Many tourists prefer to go on trips which could have more direct goals of improving their health conditions.

On the other hand, some destinations are trying to find their position in the curative/medical market. This may encompass Spa Tourism, Social Tourism, Sports and Adventure Tourism, Work-related wellness trips and religious refuge.

These types can be medical, leisure, stress management or spiritual. They are founded on modifying daily life trends by trying healthier food, fitness schedule and Spirituality. Moreover, the relation between tourism and health appears to be getting stronger since customers are inclined to make more curative trips.

The conference objectives are to explore the impact of curative tourism on the following aspects:

- Comprehensive development planning and implementation.
- Broad concept of traditional tourism.
- Environment exploitation.
- People participation as stakeholders.
- Exchange of tourism expertise.
- National income in terms of tourism revenues, average of tourist's expenses.
- Curative activities that improve wellness and quality of life.
- Procedures to shift from traditional curative towards preventive types.
- The link between popular types of tourism and new forms.
- Aspects of investment and return in curative tourism.
- Characteristics of planning, management and marketing of curative tourism.

Conference Topics:

- 1) **The natural resources for therapeutic and curative tourism:**
 - a) Climate.
 - b) Mud.
 - c) Sand.
 - d) Water.
- 2) **Therapeutic and curative tourism infrastructure.**
 - a) Health Spa.
 - b) Health Clubs.
 - c) Well-being establishments.
- 3) **The human element:**
 - a) The profile of clientele.
 - b) Qualifications and skills of the staff.
 - c) Accompanying persons.
- 4) **Marketing techniques and practices for therapeutic and curative tourism:**
 - a) E-marketing.
 - b) M-marketing.
 - c) Innovative measures for Marketing.
- 5) **Towards a code of ethics for all stakeholders of this field.**
- 6) **A historic review of curative tourism through ages.**
- 7) **Spa Management.**

Important Dates:

- Abstract Submission: 1st August, 2014
- Abstract Acceptance Notification: 15th August, 2014
- Full Paper Submission Deadline: 1st October, 2014
- Oral/Poster Acceptance Notification: 1st October, 2014
- Full Paper Revision Submission Deadline: 15th October, 2014

Registration Fees:

- Non-Egyptian Participants USD 600.
- Non-Egyptian Accompanying Person USD 500
- Egyptian Participants EGP 2000
- Egyptian Accompanying Person EGP 1500
- Non-Egyptian Participants Without Paper USD 500
- Egyptian Participants Without Paper EGP 1500

The registration fees include:

- Conference Registration and Publication.
- Conference Proceedings in C.D.
- Accommodation (For 3 Nights 5 Star Hotel) .
- Breaks as Well as Social Function.
- Also Transportation is Available By Bus Between Cairo-Hurghada-Cairo.

The Registration Fees are to be transferred to:

Misr Iran Bank Account No 408932/01 October 6 University Branch,
October 6 City, Giza, Egypt

The official Language of the conference is English.

Publication:

All Papers presented in the Conference will be published in scientific magazine.

Writing Style of papers:

Text font: Times New Roman

Text Size: 12

Titles size: 12 Bold

Paper size: A4

Margins: 4cm Top, 4 cm Bottom, 3.5 cm Left, and 3cm Right

Line Spacing: The space between lines is single. There is no space between paragraphs.

Tables and Figures:

Table and Figure titles are placed above the table or the figure as follows:

Table 1. Number of tourists in 2014

Figure 1. Chart of tourists number in 2014

The source of Table/ Figure is placed below the table or the figure as follows: Source: John et al. (2014)

References:

References should be cited in text and listed in full in the reference list.

Ex: Tourism is defined as (John, 2013).

John, L. (2013) Defining Tourism, International Journal of Tourism Research, 5 (1), 23-25.

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N.B:

Non-Egyptian Participants are Advised to Travel Directly to Hurghada.