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- UNESCO Chair on Education for the Sustainable Development of Cooperatives
- Belgorod University of Cooperation, Economics and Law
- Russian Federation



**ECONOMIC DEVELOPMENT DEPARTMENT
OF THE BELGOROD REGION GOVERNMENT**

**AUTONOMOUS NON-PROFIT ORGANIZATION OF HIGHER EDUCATION
BELGOROD UNIVERSITY OF COOPERATION, ECONOMICS AND LAW**

**UNESCO Chair on Education for Sustainable Development of Cooperatives
at Belgorod University of Cooperation, Economics and Law**

INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE

**“DEVELOPMENT POTENTIAL OF THE TOURISM AND SERVICE
INDUSTRY THROUGH THE INTEGRATION OF SCIENCE, EDUCATION
AND BUSINESS”**

held for the Year of Humanitarian Cooperation between Russia and Egypt

March 03 2021

11.00 (UTC+3)

Platform Zoom

ID 874 4717 4777 Password 059514

Connecting link

<https://us02web.zoom.us/j/87447174777?pwd=d01FMdRyM1hMNFg0T1BIQXBzUzdRQT09>

Belgorod

Dear Sirs/Mesdames

Belgorod University of Cooperation, Economics and Law jointly with the Economic Development Department of the Belgorod Region Government invite you to participate in the International Scientific and Practical Conference *“Development Potential of the Tourism and Service Industry through the Integration of Science, Education and Business”* held for the Year of Humanitarian Cooperation between Russia and Egypt.

We invite you to take part in the conference!

ORGANISING COMMITTEE

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- | | |
|------------------------------------|---|
| Teplov V.I. | – Rector of Belgorod University of Cooperation, Economics and Law, Doctor of Economics, Professor, Chairman |
| Abramov O.V. | – Deputy Governor of the Belgorod Region – Head of the Economic Development Department of the Belgorod Region Government |
| Isaenko E.V. | – First Vice-Rector of Belgorod University of Cooperation, Economics and Law, Doctor of Economics, Professor, Deputy Chairman |
| Tarasova E.E. | – First Vice-Rector for Research of Belgorod University of Cooperation, Economics and Law, Doctor of Economics, Professor, Executive Director of the UNESCO Chair on Education for Sustainable Development of Cooperatives, Moderator |
| Balabanova T.V. | – Advisor to the Rector on International Cooperation, BSTU named after V.G Shukhov, General Director of the Alumni Association of Universities of the Central and Southern Regions of the country “Commonwealth”, Doctor of Economics |
| Ali Habib | – General Director of OWN Investment Educational LLC |
| Allaham Yaser Seiffidin | – Adviser of International Cooperation, Belgorod University of Cooperation, Economics and Law |
| Makrinova E.I. | – Head of the Department of Hotel and Tourism Service, Commerce and Advertising, Belgorod University of Cooperation, Economics and Law, Doctor of Economics, Professor |

PROGRAM
OF THE INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE
“DEVELOPMENT POTENTIAL OF THE TOURISM AND SERVICE
INDUSTRY THROUGH THE INTEGRATION OF SCIENCE, EDUCATION
AND BUSINESS” HELD FOR THE YEAR OF HUMANITARIAN
COOPERATION BETWEEN RUSSIA AND EGYPT

MODERATOR: Tarasova Elizaveta Evgenievna, First Vice-Rector for Research, Belgorod University of Cooperation, Economics and Law, Doctor of Economics, Professor, Executive Director of the UNESCO Chair on Education for Sustainable Development of Cooperatives

Welcome speech to the conference participants:

Isaenko Elena Vitalievna – First Vice-Rector, Belgorod University of Cooperation, Economics and Law, Doctor of Economics, Professor

Abramov Oleg Vasilievich – Deputy Governor of the Belgorod Region – Head of the Economic Development Department of the Belgorod Region Government

Mohamed Gibali – Counsellor for Cultural Affairs, Embassy of the Arab Republic of Egypt in Russian Federation

Medvedeva Olga Ilyinichna – Chairperson of the Belgorod City Council

Balabanova Tatyana Valerievna – Advisor to the Rector on International Cooperation, BSTU named after V.G Shukhov, General Director of the Alumni Association of Universities of the Central and Southern Regions of the country “Commonwealth”, Doctor of Economics

Sheriff Ged – Chairman of the Arab Alumni Association of Soviet and Russian Universities, Chairman of the Egyptian Alumni Association

REPORTS AND SPEECHES OF THE CONFERENCE PARTICIPANTS

Makrinova Elena Igorevna – Head of the Department of Hotel and Tourism Service, Commerce and Advertising, Belgorod University of Cooperation, Economics and Law, Doctor of Economics, Professor (Russian Federation)

Conference topic: Innovation and Sustainability: Search for a New Paradigm of Tourism Industry Development in the International Research

George Hannah – General Manager, «Stella Di Mare Beach Hotel and Spa Sharm ElSheikh» (Arab Republic of Egypt)

Iskander Farid – Executive Manager of «Gezira Travel» (Arab Republic of Egypt)

Sheko Sergey Vladimirovich – President of the Belgorod Association for the Promotion of Hospitality, Recreation and Entertainment (BelAGOR), Director of the Park-hotel Europa (Russian Federation)

Conference topic: Provisions for Effectiveness and Development of Tourism and Hotel Business in the New Economic Reality

Mesad Avis – Secretary General of the Russian-Egyptian Center for Culture and Science (Arab Republic of Egypt)

Conference topic: Tourism in Egypt

Kameneva Yulia Mikhailovna – Deputy General Director for Sales of the Resort Complex Riviera Wellness Resort (Russian Federation)

Conference topic: Presentation of Tourism Products of the Resort Complex Riviera Wellness Resort

Ali Habib – General Director of OWN Investment Educational LLC (Arab Republic of Egypt)

Niviin Gomaa Almildiin – Professor, Cairo University (Arab Republic of Egypt)

Conference topic: In the Footsteps of Tourist Treasures of Egypt

Representatives of the hotel business of the Russian Federation and Arab Republic of Egypt:

Hesham Makram – General Director, Royal Monte Carlo Sharm Villas and Suites, Arab Republic of Egypt;

Abdullah El Hadidy – Guest Relationship Leader, Arab Republic of Egypt

Anna Myasnikova – Manager, Il Mercato Hotel and Spa, Arab Republic of Egypt;

Aziz Ramadan – Manager, Il Mercato Hotel and Spa, Arab Republic of Egypt;

Bishoi Nabil – Manager, Hilton Hotel, Arab Republic of Egypt;

Nur Nada – Cairo University, Professor, Arab Republic of Egypt

Conference topic: Activity Area of the Egyptian-Russian Relations Development in the Field of Tourism

Ranya Nazmi – Damanhour University, Professor, Arab Republic of Egypt

Nikulina Svetlana Petrovna – Director of the Travel Company Fifth Season (Russian Federation)

Conference topic: Presentation of the Tourist-Excursion Route “On the Southern Frontiers. Along the Belgorod Line”