



The 2nd Arab International e Tourism and e Marketing Conference
Dec. 14-18, 2009
El Gouna, Red Sea, Egypt

The International Organization for the e Tourism Industry (IOETI) delivers distinguished travel and tourism educational services. Travel and eMarketing experts help travel and tourism service providers cope with – and profit from – the rapid technology developments in the tourism industry.

The inaugural Conference exceeded all expectations

- *320 participants,*
- *60 persons from the local, Arab, and International media,*
- *Coverage via 12 local, Arab, and international satellite channels in the Middle East,*
- *Tourism ministers from Egypt, Lebanon, Saudi Arabia, and Yemen,*
- *Arabian and European representatives of tourism ministries,*
- *Leaders of Arab and international tourism and hotel organization,*
- *Travel agencies, travel and tour operators, hotel managers, marketing management companies and their representatives, international and global tourism websites owners,*
- *Google, and*
- *International tourism universities.*

Last year's conference also included over 20 International experts from Spain, Austria, Norway, Australia, Britain, Russia, Italy, and Slovenia. These experts participated in the scientific sessions, workshops, discussions and networking events. Conference attendees came from 21 Arab countries.

Feedback from the first conference was overwhelmingly encouraging and supporting of the quality and type of presentations, asking for more of similar events in the future.

Due to that huge success of the first conference, this conference is now an annual Arab International Conference, held in Egypt under the patronage of The League of Arab States. Based on that success and positive and encouraging feedback, the 2009 conference will be bigger and more promising.

This year, The 2nd Arab International e Tourism & e Marketing Conference brings together dozens of international and regional eTourism and eMarketing experts across an outstanding variety of businesses. This valuable group of people has fresh views and perceptions, thanks to work in diverse online tourism and marketing businesses.

Organizers:

- International Organization of the e Tourism Industry (IOETI)

In collaboration with:

-The Egyptian Ministry of Tourism

- The Egyptian Ministry of Administrative Development

-Journal of Information Technology and Tourism (JITT)

Sponsored by:

-The Egyptian Ministry of Communication

The Organization:

The International Organization for the e Tourism Industry (IOETI) is a non-profit organization established in Italy aiming to serve all elements and parties involved in the e Tourism industry in the Middle East and developing countries. It is hoped that IOETI will open new channels of information and communication to all members and ensure that all members reach the highest level of professionalism. IOETI will also provide training and educational programs for its members instructed by leading experts in the e Tourism industry.

The founders of IOETI and the executive committee are professionals of the highest regard throughout the world. IOETI is comprised of academic experts in the e Tourism field combined with people of real business experience. A large part of IOETI's mission is to combine academics with real business experience to implement e Tourism in the Middle East and developing countries. The executive committee is comprised of members of weighed academic studies along with highly experience and practice in e Tourism.



Sample of Testimonials of the 1st International Tourism Online Marketing Conference

At IOETI, we are proud to work with a host of great local Arab and international clients operating in a range of diverse and exciting industries. Here is some of the feedback we have gathered from our clients:

Hossam: Congratulations to you and your team for a very well delivered event I was struck by how engaged the delegates were, and how timely and relevant the conference content was for them. Many people noted what a great 'first' effort it was – but I think it was a great effort by any standard. Bravo!"

Dr. Mohammed Al Ahmad
Director of tourism information & research at the SCTA.

Sirs: Thanks so much for sharing with us your information on Internet marketing. You provided great information on a level that we could understand.

Marina
Domina Coral Bay Hotel

We definitely learned a lot about the benefits of the E-Tourism for establishment, we're looking forward to being with you next year.

Maria George
InterContinental Hotel Beirut

The organization was more than perfect; the conference is a first of its kind in the Middle East, the weather was great .we will be applying what we have learned in our companies.Thank you Hossam.

Arnvid Akra
Norway

*A great opportunity to network and meet with all those experts all together under one roof .The organization and the management was superb.
Sharm el Sheikh is such a beautiful place.*

Diala Sherif
Diala Travel USA

We had no idea that the Middle East was starving for the E-Tourism and the E-Marketing Industry. Great opportunity and impeccable organization and mesmerizing location, hope to join you next year .

Professor Jamie Murphy

The effort the great organizing and this conference filled with knowledge and information; we will make sure we attend next year.

Marina Boyz
Highland Tours, Russia

I've always dreamt about a conference like that in the Middle East and finally the dream came true. We will definitely be joining you in 2009.

Khalid El Ghanem
Kuwait

The Conference:

The objective of this event is to create awareness, educate, and update the travel and tourism industry with sound e Marketing and e Commerce strategies to improve sales and profits with minimum costs and efforts. The main conference focus is e Tourism trends such as online marketing, search marketing, social media, and online brand reputation.

*Over three consecutive days, the **agenda** of the scientific sessions and the workshops will be relatively flexible so that content and topics can respond to market movements and participant interests. Egypt offers an ideal venue for all specialists and experts of e Tourism and e Marketing to meet and network with leading e Commerce travel specialists, review the balance between traditional and Internet advertising, decide on means to target prospective clients, and understand how to use search technology as a marketing tools. More information is available on the website.*

The conference topics will be discussed in details over three days, formally and informally. The conference format includes an official opening ceremony, networking opportunities, scientific sessions, workshops, and an exhibition, social events and gala dinners. For the first time in the region, this conference will initiate a Website Competition for the top tourism websites in the Arab world and Africa. This competition is under the supervision of the IOETI.

I. CONFERENCE TOPICS:

- *E Tourism overview: history, foundations, economic impacts, legal issues, trends and challenges.*
- *Online advertising such as search engine advertising and search engine marketing.*
- *Facilitating online shopping such as payment and via mobile phones.*
- *e Learning and specialized e Tourism education.*
- *Geo-mapping and tourism.*
- *Advances in scientific research of e Tourism.*
- *Latest technology and pitfalls of tourism and travel websites, such as social media and Web 2.0.*
- *Banks and Credit Cards payment online.*
- *E Governments Case Studies.*
- *Shift in distribution channels*

II. WORKSHOPS:

- *Maintaining your reputation online in the age of web 2.0*
- *Search Engine Optimization*
- *Optimizing Press Releases*
- *Best Practices of email Marketing*
- *Everything Google*
- *Online Payment & Credit Management*
- *Arabic Search Engine Registration*
- *Banks and Credit Cards payment*
- *e Governments Case Studies*
- *Shift in distribution channels*

III. SCIENTIFIC and ACADEMIC SESSIONS:

"E-Tourism: Innovation and Growth in Developing countries"

The Journal of Information Technology and Tourism (JITT) Workshop Series

El Gouna, EGYPT

15 December 2009

Endorsed and supported by (in alphabetical order):

- Arab Administrative Development Organization
- Center of Marketing Excellence at Glion Institute of Higher Education and LRG University of Applied Sciences
- Centre for Tourism and Services Research, Victoria University
- Egyptian Ministry of Communication and Information Technology
- Egyptian Ministry of State for Administrative Development
- Egyptian Ministry of Tourism
- Emirates Academy
- Faculty of Tourism & Hotels. Fayoum University, Egypt
- Information Technology Department, College of Computer and Information Sciences, King Saud University
- The Jordan Tourism Board
- Laboratory for Intelligent Systems in Tourism, Texas A&M University
- The MBI Al Jaber Foundation
- MODUL University Vienna

- Prince Sultan College for Tourism and Business
- Temple University National Laboratory for Tourism and e Commerce, School for Tourism and Hospitality Management
- The University of Western Australia Business School
- The University of Western Australia Centre for Muslim States and Societies
- Welsh Centre for Tourism Research, University of Wales Institute, Cardiff

This boutique conference focuses on applying Internet technologies in tourism and hospitality, particularly in developing countries. The Arab world and Africa have the advantage of learning from and leapfrogging developed areas in the management and implementation of Internet technologies in hospitality and tourism. The conference aim is to share knowledge, experience and ideas that encourage and facilitate innovative and in-depth analysis of systems that enable scholars and practitioners, especially in Arab and African countries, to implement Internet technologies effectively.

The conference format will support in-depth discussion and collaboration, with separate tracks in Arabic and English. As such, each session will include extended presentations (20 – 30 minutes) and time for further discussion. In addition, participants should receive the final papers prior to the conference in order to support informed discussions. Papers, in Arabic or English, are invited on e-Tourism in general and especially in Africa and the Arab world. Conference topics include but are not limited to the following:

- | | | |
|-----------------------|-------------------|------------------|
| • Information search | • Search and | • Search engines |
| • Management | Web 2.0 | • Search engine |
| information systems | • Search engine | optimization |
| • Decision support | marketing | • Mobile search |
| systems | • Mobile | • User |
| • Revenue and yield | marketing | experience/User |
| management | • Tourism Portals | modeling |
| • Online marketing | • Destination | • User generated |
| information systems | marketing | content (text, |
| • Forecasting systems | • E Tourism | photos, video) |
| • Online marketing | technology | • Benchmarking |
| research | • User | • Program |
| • B2B networks | technology | evaluation |

- adoption
- Location based marketing
- Data mining

"E-Tourism: Innovation and Growth in Developing countries"

The Journal of Information Technology and Tourism (JITT) Workshop Series

***El Gouna, EGYPT
15 December 2009***

Endorsed and supported by (in alphabetical order):

- ***Arab Administrative Development Organization***
- ***Center of Marketing Excellence at Glion Institute of Higher Education and LRG University of Applied Sciences***
- ***Centre for Tourism and Services Research, Victoria University***
- ***Egyptian Ministry of Communication and Information Technology***
- ***Egyptian Ministry of State for Administrative Development***
- ***Egyptian Ministry of Tourism***
- ***Emirates Academy***
- ***Faculty of Tourism & Hotels. Fayoum University, Egypt***
- ***Information Technology Department, College of Computer and Information Sciences, King Saud University***
- ***The Jordan Tourism Board***
- ***Laboratory for Intelligent Systems in Tourism, Texas A&M University***
- ***The MBI Al Jaber Foundation***
- ***MODUL University Vienna***
- ***Prince Sultan College for Tourism and Business***
- ***Temple University National Laboratory for Tourism and eCommerce, School for Tourism and Hospitality Management***
- ***The University of Western Australia Business School***
- ***The University of Western Australia Centre for Muslim States and Societies***
- ***Welsh Centre for Tourism Research, University of Wales Institute, Cardiff***

This boutique conference focuses on applying Internet technologies in tourism and hospitality, particularly in developing countries. The Arab world and Africa

have the advantage of learning from and leapfrogging developed areas in the management and implementation of Internet technologies in hospitality and tourism. The conference aim is to share knowledge, experience and ideas that encourage and facilitate innovative and in-depth analysis of systems that enable scholars and practitioners, especially in Arab and African countries, to implement Internet technologies effectively.

The conference format will support in-depth discussion and collaboration, with separate tracks in Arabic and English. As such, each session will include extended presentations (20 – 30 minutes) and time for further discussion. In addition, participants should receive the final papers prior to the conference in order to support informed discussions. Papers, in Arabic or English, are invited on e-Tourism in general and especially in Africa and the Arab world. Conference topics include but are not limited to the following:

- *Information search*
- *Management information systems*
- *Decision support systems*
- *Revenue and yield management*
- *Online marketing information systems*
- *Forecasting systems*
- *Online marketing research*
- *B2B networks*
- *Search and Web 2.0*
- *Search engine marketing*
- *Mobile marketing*
- *Tourism Portals*
- *Destination marketing*
- *e Tourism technology*
- *User technology adoption*
- *Location based marketing*
- *Search engines*
- *Search engine optimization*
- *Mobile search*
- *User experience/User modeling*
- *User generated content (text, photos, video)*
- *Benchmarking*
- *Program evaluation*
- *Data mining*

"E-Tourism: Innovation and Growth in Developing countries"

***The Journal of Information Technology and Tourism (JITT) Workshop Series
El Gouna, EGYPT, 15 December 2009***

SUBMISSION OF ABSTRACTS, WORKING PAPERS and FULL PAPERS

The Workshop is part of an on-going series of conferences focusing on e-Tourism. The Journal of Information Technology and Tourism (JITT) will consider top papers presented in the conference for publication. To encourage submissions, authors may submit full papers of 10-20 pages, working papers of about 10 pages and extended abstracts of three-four pages.

To encourage widespread dissemination of the proceedings and scholarly endeavours on e-Tourism in Africa and the Arab world, final accepted submissions will be freely available on the conference website. In addition, authors will hold full copyright privileges of their work. Submissions may be qualitative, quantitative, or conceptual, and may be works in progress.

All submissions, English and Arabic, will undergo a double-blind review by the scientific committee.

- *Submissions of full papers, working papers and extended abstracts: 20 Sept, 2009*
- *Notification of Acceptance: 15 October 2009*
- *Final submissions: 15 November 2009*

Submissions should include:

1. *Title page including complete contact information of author(s): name, affiliation, postal address, phone, fax, email and website.*
2. *As a rule, submissions, particularly full papers, should include the following sections:*
 - a. *Introduction and Research Objectives*
 - b. *Literature Review*
 - c. *Methods*
 - d. *Main Results*
 - e. *Conclusions*
3. *Submissions should follow the JITT guidelines available at <http://ojs.modul.ac.at/index.php/jitt/about/submissions>*

WORKSHOP REGISTRATION FEE: *There is no fee for submitting manuscripts; the JITT Workshop costs US\$100 for academics and US\$75 for students.*

The 2nd Annual Arab International Conference on e Tourism and eMarketing: The JITT Workshop will be in concert with the Arab International Conference on e Tourism and eMarketing, held from December 14 – 18. This conference will educate and update the travel and tourism industry with sound eMarketing and e Tourism strategies to improve sales and reduce expenses.

For an additional US\$250, Workshop registrants can enjoy the opening ceremony on the evening of 14 December, all conference activities on 15 December, two days with Half Board Accommodation (Breakfast and Dinner), and arrival/departure meet and assist from the Cairo airport. Details for The 2nd Annual Arab International Conference on e Tourism and eMarketing are at <http://ioeti.org/ioeticonference>

If interested, workshop registrants with an accepted paper enjoy about a 25% discount – US\$ 1150 (single room) or US\$ 1300 (double room) – for the Arab International Conference on e Tourism and eMarketing. This price includes the workshop, all conference activities, five days with Half Board Accommodation (Breakfast and Dinner), and arrival/departure meet and assist from the Cairo airport.

MANUSCRIPT SUBMISSION: Please label your submission as a Full Paper, Working Paper or Extended Abstract and email Arabic submissions to Professor Karl Wöber and English submissions to Professor Daniel Fesenmaier. For general questions in Arabic please contact Hanine Lakkis and Professor Jamie Murphy for questions in English.

Contacts

	Arabic	English
Manuscripts	Professor Karl Wöber MODUL University Vienna karl.woeber@modul.ac.at	Professor Daniel R. Fesenmaier School of Tourism and Hospitality Mgt. Temple University Philadelphia, USA drfez@temple.edu
General Questions	Ms. Hanine Lakkis Conference Manager M.A. Engl.Lang.	Professor Jamie Murphy School of Business The University of Western

	<i>M.A. Cultural Management Hanine44@hotmail.com</i>	<i>Australia Perth, Australia jmurphy@biz.uwa.edu.au</i>
--	--	--

Scientific Committee

	Organization	Country	Arabic
<i>Mustafa Ahmed</i>	<i>King Fahd University of Petroleum & Minerals</i>	<i>Saudi Arabia</i>	
<i>Mamoun N. Akroush</i>	<i>The German-Jordanian University</i>	<i>Jordan</i>	<i>Yes</i>
<i>Yousuf AlHinai</i>	<i>Sultan Qaboos University</i>	<i>Oman</i>	<i>Yes</i>
<i>Hend Al-Khalifa</i>	<i>King Saud University</i>	<i>Saudi Arabia</i>	<i>Yes</i>
<i>Ali Essa Al-shabbi</i>	<i>Prince Sultan College</i>	<i>Saudi Arabia</i>	<i>Yes</i>
<i>Hafedh AlShihi</i>	<i>Sultan Qaboos University</i>	<i>Oman</i>	<i>Yes</i>
<i>Faiz Anuar</i>	<i>Texas A&M</i>	<i>USA</i>	<i>Yes</i>
<i>Floor Bleeker</i>	<i>Jumeirah Group</i>	<i>UAE Dubai</i>	
<i>Chris Cooper</i>	<i>Oxford Brookes University</i>	<i>UK</i>	
<i>Diana Derval</i>	<i>Derval Research</i>	<i>Netherlands</i>	
<i>Mohammed Ibrahim Iraqi</i>	<i>Fayoum University</i>	<i>Egypt</i>	<i>Yes</i>
<i>Daniel R. Fesenmaier</i>	<i>Temple University</i>	<i>USA</i>	
<i>Thouraya Gherissi-Labben</i>	<i>Lausanne Hotel School</i>	<i>Switzerland</i>	<i>Yes</i>
<i>Matthew Gray</i>	<i>Australian National University</i>	<i>Australia</i>	
<i>Ulrike Gretzel</i>	<i>Texas A&M</i>	<i>USA</i>	
<i>Ghada Aly Hammoud</i>	<i>Helwan University</i>	<i>Egypt</i>	<i>Yes</i>
<i>Noor Hazarina Hashim</i>	<i>Universiti Teknologi Malaysia</i>	<i>Malaysia</i>	
<i>Charles Hofacker</i>	<i>Florida State University</i>	<i>USA</i>	

<i>David Horrigan</i>	<i>Glion Institute of Higher Education</i>	<i>Switzerland</i>	
<i>Eleri Jones</i>	<i>University of Wales Institute, Cardiff</i>	<i>UK</i>	
<i>Jane Klobas</i>	<i>Bocconi University of Western Australia</i>	<i>Italy Australia</i>	
<i>Hanine Lakkis</i>	<i>IOETI</i>	<i>Lebanon</i>	<i>Yes</i>
<i>Rob Law</i>	<i>Hong Kong PolyU</i>	<i>China</i>	
<i>Hoda Latief</i>	<i>Fayoum University</i>	<i>Egypt</i>	<i>Yes</i>
<i>Michael McGrath</i>	<i>Victoria University</i>	<i>Australia</i>	
<i>Ali Medabesh</i>	<i>Jizan University</i>	<i>Saudi Arabia</i>	<i>Yes</i>
<i>Jamie Murphy</i>	<i>University of Western Australia</i>	<i>Australia</i>	
<i>Sanjay Nadkarni</i>	<i>Emirates Academy</i>	<i>UAE Dubai</i>	
<i>Lawrence Neale</i>	<i>Queensland University of Technology</i>	<i>Australia</i>	
<i>Abd El Halim Nur El Din</i>	<i>Cairo University</i>	<i>Egypt</i>	<i>Yes</i>
<i>Peter O'Connor</i>	<i>ESSEC</i>	<i>France</i>	
<i>Roland Schegg</i>	<i>HES-SO Valais</i>	<i>Switzerland</i>	
<i>Noel Scott</i>	<i>University of Queensland</i>	<i>Australia</i>	
<i>Ahmed Seffah</i>	<i>Lausanne Hotel School</i>	<i>Switzerland</i>	<i>Yes</i>
<i>John Sutton</i>	<i>Emirates Academy</i>	<i>UAE Dubai</i>	
<i>Paul Williams</i>	<i>American University of Sharjah</i>	<i>UAE Sharjah</i>	
<i>Karl Wöber</i>	<i>MODUL University Vienna</i>	<i>Austria</i>	
<i>Samina Yasmeen</i>	<i>University of Western Australia</i>	<i>Australia</i>	

V. EXHIBITION:

Along with the conference sessions, there will be an exhibition on the latest e Tourism and travel technology. A special area for exhibitors includes 15 Desks and space (2m x 3m). Those interested in showcasing their products should reserve

their desks soon. The conference organizer will provide a desk, chair, Internet access and lighting.

N.B the exhibiting company must hang the company's banner or a roll up sign on the desks.

VI. WEBSITE COMPETITION:

In parallel with the conference and under the supervision of IOETI, there will be an international competition for the top tourism websites for individuals, countries, and companies in the Arab and African world. The first three winners will get financial support and a special trophy recognizing their distinguished creativity Applications are open till Nov.15th, 2009.

For more information on the Competition's Rules, Conditions and Guidelines, kindly visit www.IOETI.org or e-mail us at: Info@ioeti.org , Hossam@ioeti.org

Our Speakers:

Top notch world Speakers are invited to lecture in the conference and give specialized workshops on specialized topics as follows:

- 1. e Tourism overview: history, foundations, economic impacts, legal issues, trends and challenges.*
- 2. Online advertising such as search engine advertising and search engine marketing.*
- 3. Facilitating online shopping such as payment and via mobile phones.*
- 4. E Learning and specialized e Tourism education.*
- 5. Geo-mapping and tourism.*
- 6. Advances in scientific research of e Tourism.*
- 7. Latest technology and pitfalls of tourism and travel websites, such as social media and web 2.0.*

Invited Speakers:



Yehia Abu EL Hassan



Hossam Darwish



Christian Maurer



Matt Jerwood



Tinkara Pavlovic



Jamie Murphy



Wael Fakharany



Diego J. Lofeudo



Johnny Thorsen



Mohamed El Alfy



Karl W. Wöber



David Horrigan

Who Should Attend:-

The conference invites different categories of people with interests in travel and tourism industry such as:

- *Tourism Ministries*
- *Tourism Boards and Councils*
- *e Governments in the Arab states*
- *Arab and international tourism organizations*
- *Travel & Tourism agents*
- *Online tourism agents*
- *Tour operators*
- *Worldwide tourism website designers/owners*
- *Advertising, journalism and multimedia companies*
- *International airlines*
- *Banks and credit cards issuers*
- *Public relations companies*

- *All categories of hotel management*
- *restaurants and bazaars*
- *Tourism project investors*
- *Communications and mobile companies*
- *Internet providers for private and public companies*
- *Transportation and car rental companies*
- *Business schools from Arab and Western universities*
- *Faith tourism organizers*
- *Conference and festival organizers*
- *Internet tourism project managers*
- *Chambers of public and private tourism*
- *Information technology, development and administrative associations*
- *Non Governmental organizations dealing with culture and tourism*
- *Arab and international E-Tourism organizers*
- *Online payment companies*
- *Senior level travel marketing executives*
- *State and regional travel associations*
- *Cruise lines*
- *Destination marketing organizations*
- *Advertising, public relations, and marketing agencies with travel industry clients*
- *Software companies that specializes in hospitality and tourism software*
- *Continental and Regional Tourism Organizations and Managements.*

Benefits and advantages for the participants:

- *Meet and network with leading e Commerce travel companies and experts in a convenient and interactive environment.*
- *Access to select experts in roundtable sessions to answer your questions.*
- *Understand online trends that will affect your business now and in the future.*
- *Review on the balance between traditional and Internet advertising for your business.*
- *Grasp how to target prospective clients with more precision than ever before.*
- *Understand how to use search technology as a marketing tool.*

Functions of the Conference:

The main functions of the conference are: the Opening Ceremony, Scientific Sessions, Seminars, Workshops, Discussion Sessions, Exhibition, and the Conference Gala

Dinner. They are all held in the Dolphin Hall, Sea Stars Room and the Sea Horse Room at the Mövenpick Resort & Spa El Gouna. Also, Lunches and Coffee Breaks will be at the Mövenpick Resort & Spa El Gouna

However, Breakfast and Dinner will be served at the hotel of your accommodation. Buses will be available for guests of other hotels to take them to the Mövenpick Resort & Spa El Gouna. Participants should be at the Conference Hall at least half an hour before the beginning of the sessions. Bus schedules will be available at all hotels of the conference guests.

Accommodation will be at the Mövenpick Resort & Spa EL Gouna, Sheraton Miramar Resort EL Gouna and Steigenberger Golf Resort EL Gouna. All the Conference Activities and functions will be held at the Mövenpick Resort & Spa EL Gouna.

*For more information about our conference please visit this website:
<http://ioeti.org/ioeticconference/index.php>*

About El Gouna:

El Gouna is called the Venice of the Red Sea for its exquisite beauty; it is located just north of the Hurghada on the west coast of the Red Sea.

El Gouna is the home to 14 spectacular hotels built along 10 kilometers of beachfront and spreads across islands interlinked by lagoons. Neighborhoods of attractive villas and apartments bustle with the activity of entrepreneurs, artists, environmentalists, sports enthusiasts and other individuals and families from all over the world who have made El Gouna their permanent or vacation home.

El Gouna is immaculately maintained and has a wide variety of activities and entertainment options, world-class cuisine and an exciting nightlife.

To learn more about El Gouna, please Visit this website: www.elgouna.com

Rates of Accommodation :

- \$1750 USD per Person in DBL Room

- \$1850 USD Per person in SGL Room

Special Rates for Spouses, Children and Family Members

1. Children Policy: 50% of adult sharing parent's room (Maximum 2 Children)
2. Children accommodated in separate rooms are charged as Single Rooms (Maximum 2 Children)
3. Children over 12 are charged as adults

Above Package rate includes:

- Three full day conference sessions
- Workshops
- Official certificate of attendance
- Four nights in 5- star accommodation on half board basis (this policy includes these 3 hotels; Mövenpick Resort & Spa El Gouna, Sheraton Miramar Resort El Gouna and Steigenberger Golf Resort El Gouna)
- Opening Ceremony and Gala Dinner
- Farewell Party
- Interpretation from English to Arabic and vice versa, if needed.
- Daily coffee breaks and light lunch
- Greeting and assistance at Cairo Airport
- Free transfers (Cairo/El Gouna/ Cairo by air conditioned bus)
- Meet and Assist at the Hurghada Airport is available for free

Does not include:

- Any service not mentioned in the conference program.
- Extra nights' accommodation.
- Domestic or international flights.
- Any extras such as: laundry, drinks, telephone calls or Internet access in rooms.
- Optional tours are available upon request for an additional fee, for more information please visit www.IOETI.org , or contact our travel agent at: www.memphistoursegypt.travel

Marketing plan:

▶ ***Press Conference.***

A press conference will be held in the first week of November to announce the release of the e Tourism Conference of Dec. 14th to 18th, 2009.

▶ ***Releasing SMS Campaign through Etisalat, sending 150000 SMS to the entire Arab World.***

▶ ***Press release campaign through many International wire webs such as PR web, Turbo News, Travel Daily News, JITT, ACTE and Tourism Magazine; covering all those who work in the Tourism Sector.***

▶ ***Publishing all the conference news in many national and international newspapers.***

- ▶ *A huge advertising campaign in many Radio & TV channels.*
- ▶ *Flyers and brochures.*
- ▶ *Mailing list: contacting all interested in tourism industry by mail or E-mail through our database mailing system.*
- ▶ *An E-marketing campaign led by IOETI (the International Organization for the E-Tourism Industry) which is the official website dedicated to the conference.*
- ▶ *Email announcements to almost 10,000 academics via listservs such as ELMAR, Trinet and ISWORLD*

Thanks

Best Regards

Hossam Darwish

Secretary General

IOETI-The International Organization for the E-Tourism Industry

Tel: +20 (2) 27927250

Fax: +20 (2) 27927252

Mob: +2 012 329 3909

: +2 012 289 9862

Email: Hossam@IOETI.ORG

www.IOETI.ORG