

1st presenter

Webinar Outline (Monday, 8th February) / 15 minutes (16:35~16:50)

Presentation Title		Multi-Analytical Techniques for Understanding Deterioration Mechanisms of Archaeological Textiles	
Presenter introduction	Name	Ms. Mariam Ghattas Samy Amin	
	Title, affiliation	Assistant Lecturer, Faculty of Archaeology, Fayoum University, Egypt.	
	Short-bio	Ms. Mariam Ghattas Samy is a Ph.D. Candidate in the Faculty of International Business and Humanities (FIBH) in the Heritage Conservation Science program at Egypt-Japan University of Science and Technology (E-JUST). She received her M.A. degree in Archaeology (Textile and Carpet Conservation) from Fayoum University in 2022. Her research focuses on the conservation and scientific investigation of archaeological textiles and carpets, with particular interest in deterioration processes, natural dyes, digital documentation, analytical characterization techniques, and the application of sustainable materials in cultural heritage conservation. She has participated in several national and international academic events, workshops, and training programs related to heritage conservation and interdisciplinary research.	
Brief description of presented content		This webinar is intended for students, researchers, and heritage professionals interested in the study and conservation of archaeological textiles as an important component of cultural heritage. In the first part, participants will be introduced to the significance of archaeological textiles, the main factors affecting their preservation, and the challenges associated with documenting and assessing highly fragile textile remains. The session will discuss current approaches used to investigate textile objects and evaluate their state of preservation. The second part will focus on the integration of digital documentation and scientific analytical techniques in the study of archaeological textiles. Through selected case study/studies from Egyptian cultural heritage, participants will gain insight into how multidisciplinary methods can contribute to understanding deterioration mechanisms, supporting conservation decision-making, and improving documentation practices.	

Webinar Outline (Monday, 8th February) / 15 minutes (16:50~17:05)

Presentation Title		Hospitality in Hotels and Museums: A Conceptual and Case-Based Analysis of Visitor Experience Design	
Presenter introduction	Name	Ms. Reem EL-Roumy	
	Title, affiliation	Master's student, Heritage Science, Egypt-Japan University of Science and Technology (E-JUST), Egypt	
	Short-bio	Reem Mohamed El-Roumy is a postgraduate researcher in Heritage Science at the Egypt-Japan University of Science and Technology (E-JUST), Egypt. She holds a Master's degree in Museum Management from E-JUST and is currently pursuing a second Master's degree in Heritage Science. She graduated from the Faculty of Tourism, Hospitality and Heritage Management at Alexandria University and also earned a Diploma in Education. Her academic background includes tourism, hospitality and heritage management, education, and international study experience at Philipps University Marburg, Germany. Her research interests include museum management, heritage science, museum hospitality, sustainable tourism, and visitor experience. She has presented her research at academic events, including International Museum Day 2025 in collaboration with ICOM.	
Brief description of presented content		This presentation explores the concept of hospitality beyond the traditional hotel industry by examining its application within museums as visitor-centered cultural institutions. Through a conceptual framework and case-based analysis, participants will gain insights into how hospitality principles influence visitor experience, service design, and emotional engagement in both hotels and museums. Drawing on case studies from the Greco-Roman Museum and Hilton Hotel in Egypt, the presentation highlights the similarities and differences in hospitality practices across the two sectors. It also introduces an analytical model that demonstrates how principles such as welcome, care, personalization, and atmosphere contribute to visitor satisfaction and memorable experiences. By bridging hospitality management and museum studies, the presentation encourages participants to consider interdisciplinary approaches to visitor experience design and offers practical insights for researchers, museum professionals, tourism practitioners, and students interested in cultural heritage, hospitality, and sustainable tourism.	

Webinar Outline (Monday, 8th February) / 15-minutes (17:05~17:20)

Presentation Title		GEM Learning Centre: Strategies, Programs, and Impact	
Presenter introduction	Name	Dr. Enas Karim	
	Title, affiliation	Director of Child Museum and Learning Center, The Grand Egyptian Museum, Egypt	
	Short-bio	Dr. Enas Karim is the Director of the Child Museum and Learning Center at the Grand Egyptian Museum (GEM). She leads the development of educational strategies, innovative learning programs, interactive visitor experiences, and community engagement initiatives that connect diverse audiences with Egypt's cultural heritage. She holds a PhD in Heritage and Museum Studies, an MA in Museum Studies, and a BA in Egyptology. Her research and professional work focus on museum accessibility, inclusive learning, and community-centered heritage practices. Dr. Karim has participated in numerous international programs and conferences, including MuseumsLab, the International Seminar on Museum Management Capacity Building (China), and the International School for Cultural Heritage (Italy). She is an active member of ICOM and is committed to advancing inclusive and socially engaged museum practices.	
Brief description of presented content		The presentation introduces the concept of museum education and its importance in strengthening the connection between museums and their audiences, while highlighting the vision and mission of the Learning Center. It also provides an overview of the Children’s Museum, and the Crafts and Arts Center, focusing on their target audiences, types of educational programs and activities offered, and methods of delivering them to the public. The lecture also highlights the main initiatives and activities implemented by the Learning Center, including educational programs, workshops, university student training programs, as well as efforts to enhance accessibility and promote the inclusion of people with disabilities in museum experiences and activities.	