

2023 International Conference on Sustaining Heritage: Innovative and Digital Approaches (ICSH 2023)

**Sakhir, Bahrain
18 – 19 June 2023**



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Program

Honolulu time	Saturday, June 17	Sunday, June 18	Monday, June 19	Sunday, June 18	Monday, June 19	Sunday, June 18	Monday, June 19
0:00 - 20:00			C1: <i>Innovative and Digital Management solutions for Cultural Heritage</i>		C2: <i>Innovative and Digital Management solutions for Cultural Heritage</i>		C3: <i>Innovative and Digital Intangible Heritage</i>
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21:40 - 22:00							
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	<i>solutions for Cultural Heritage</i>						
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Saturday, June 17

Saturday, June 17 22:00 - 23:40

A1: Innovative and Digital approaches of Tangible Heritage 1

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0

Chairs: Manal J. Khalaf, Motaz Mestarehi

22:00 The Sacred perception of Lefebvre's spatial triad in the architectural heritage of Buddhist templesN/A

Minglan Zou and Azizi Bahauddin

22:20 Preservation of Interior Heritage Through Virtual Reality: Simulation of an Interactive Interior.....N/A

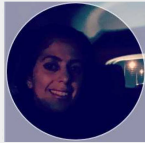
Alena Semivolos and Muhammad Anshari

Presenter bio: A first year PhD student in Management in Universiti Brunei Darussalam studying the usage of AI in knowledge management. Graduated from Universiti Brunei Darussalam and received First Class Honors in Bachelor of Business. Received Master of Management from Universiti Brunei Darussalam. Hardworking and motivated with a good sense of time management. Creative problem solver and leader. Self-disciplined and determined.

22:40 Reading the Urban Form and Spatial Heritage: A case study of urban villages in Bahrain.....N/A

Wafa Abdulrahman Al-Ghatam

Presenter bio: Wafa Al-Ghatam specialist is in Urban Form and Society and the head of the Urban and Housing Lab at the University of Bahrain. Wafa has worked for Space Syntax Limited in London on a range of projects within the UK and abroad, including strategic planning of Jeddah city in Saudi Arabia. She worked as a research associate at the Technical University of Munich, Germany (TUM). Her experience spans from East to the West, from architectural to urban projects. She has taught at Wentworth Institute of Technology (WIT), Boston USA, Boston University (BU), Boston USA, the Architectural Association School of Architecture (AA), London UK, and the Bartlett School of Graduate Studies, UCL, London UK. She currently works at the Department of Architecture and Interior Design.



23:00 Urban Canal Cultural Heritage Management Effectiveness Evaluation through Multi-Source Data.....N/A

Yinong Li, Lei Cao and Weifu Gao



23:20 Phenomenological theories in improving visitors' experiences for Heritage District in the Kingdom of Bahrain, Muharraq.....N/A

Zainab Abdulhusain

A2: Innovative and Digital Heritage Preservation and Conservation

Room: <https://teams.microsoft.com/l/channel/19%3ae6531708eb3644e59aa34d520864fd5f%40thread.tacv2/>

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Chairs: Abdulla Alqaddoumi, Nikolas Patsavos Patsavos

22:00 Investigating the Use of Capacity Building to Improve Egypt's World Heritage Site Management Effectiveness.....N/A

Mahmoud Shaaban Abdelrahman

22:20 Environmentally Sustainable 3D Printed Earthen Structures for Heritage Architecture in Bahrain.....N/A

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Presenter bio: Research Scholar at Symbiosis Institute of Business Management

23:00 Indonesia's Cultural Heritages Preservation: Knowing Wayang More Deeply.....7

Raj Gaurang Tiwari, Saroja Kumar Kumar Rout and Anurag Kumar

Presenter bio: Dr. Raj Gaurang Tiwari received Ph.D. (Computer Science) in 2013, M. Tech. (Computer Science and Engineering) in 2010 and Master in Computer Application in 2002. He

has teaching and research experience of 20 years. He is presently working as Professor and Dean in the Department of Computer Science and Engineering at Chitkara University, Punjab. He also worked as Associate Professor in the Department of Computer Science and Engineering at Sri Ramswaroop Memorial Group of Professional Colleges, Lucknow and as Assistant Professor at AZAD Institute of Engineering and Technology, Lucknow. His research interests primarily embrace Knowledge-Based Engineering, Web Engineering, Ad-hoc/Sensor Network, Recommender Systems and Data Science. He has authored more than 70 International and national journal and conference papers. He is member of Programme Committee / Technical Committee /Reviewer for many international conferences/journals. He is also Life member of various professional societies ISTE, IET, IAENG, IACST, CSTA etc.

23:20 preservation and conservation of National Museum of Ras Al Khaimah collection and its sustainability for future generations accessibility13

Nagmeldeen Hamza

Presenter bio: conservation scientist at the Grand Egyptian Museum from 2010 until 2022. My main duties are analysis and conservation of organic, In-organic, and composite materials. Master in archaeological material science about the study and conservation of Cultural Heritage materials ,PhD student - Environment and Cultural Heritage at the Department of Earth Sciences of Sapienza - University of Rome. Senior Conservation scientist at National Museum of Ras Al Khaimah, department of antiquities and museums from 2022 till now.



A3: Innovative and Digital Management solutions for Cultural Heritage

Room: [https://teams.microsoft.com/l/channel/19%3ac38ddead538a4d4290b87224cd061e76%40thread.tacv2/ICSH%252023%2520Virtual%2520Room%2520\(A3\)?groupId=7b940d67-be4a-4057-978d-992be5587a0f&tenantId=026137b5-e313-46d1-9b2f-026ecb50c842](https://teams.microsoft.com/l/channel/19%3ac38ddead538a4d4290b87224cd061e76%40thread.tacv2/ICSH%252023%2520Virtual%2520Room%2520(A3)?groupId=7b940d67-be4a-4057-978d-992be5587a0f&tenantId=026137b5-e313-46d1-9b2f-026ecb50c842)

Chairs: Anamika Jiwane, Ayesha Agha Shah

22:00 Machine Learning Models for the Classification of Heritage Sites to Enhance the Economic Growth through Tourism.....N/A

Shagun Sharma and Kalpna Guleria

22:20 Aspects of Architectural Innovation in the Heritage of Al Ain (UAE).....N/A

Adriaan De Man and Boshra Hassan

22:40 Understanding the Perceived Terroir Product as an Intangible Cultural Heritage Element: Exploratory Approach from Consumers and Restaurateurs Standpoints.....N/A

Karim Ben Yahia, Amira Trabelsi-Zoghalmi, Salma Ines Daou and Soukeina Touiti

Presenter bio: Dr. Karim Ben Yahia is an assistant professor in marketing at the College of Business Administration, University of Bahrain, Kingdom of Bahrain. Dr Ben Yahia teaches both management and marketing, and his areas of interest are digital marketing, advertising communication, mobile banking, E-banking, agri-food industry marketing, innovation, cultural congruency in advertising, word of mouth, and buzz marketing. Dr Ben Yahia has published his research work in indexed academic journals such as the European Journal of International Management, the Web of Science, and the International Journal of Bank Marketing. Dr Ben Yahia has also participated in several international conferences such as the Annual Conference European Marketing Academy (EMAC), the Information Management Conference (IBIMA), the International Marketing Trends Conference (IMTC), the International Conference on Communication and Management (ICCM), and Research Days on African Countries...



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Presenter bio: Research Scholar at Symbiosis Institute of Business Management

Sunday, June 18

Sunday, June 18 20:00 - 21:40

B1: Innovative and Digital Heritage Preservation and Conservation

Room: [https://teams.microsoft.com/l/channel/19%3abe86e11344f346cfb656906115e486e8%40thread.tacv2/ICSH%252023%2520Virtual%2520Room%2520\(B1\)?groupId=7b940d67-be4a-4057-978d-992be5587a0f&tenantId=026137b5-e313-46d1-9b2f-026ecb50c842](https://teams.microsoft.com/l/channel/19%3abe86e11344f346cfb656906115e486e8%40thread.tacv2/ICSH%252023%2520Virtual%2520Room%2520(B1)?groupId=7b940d67-be4a-4057-978d-992be5587a0f&tenantId=026137b5-e313-46d1-9b2f-026ecb50c842)

Chair: May Khalfan

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Hala Aawd Lenghi

Presenter bio: Hala Awad Ali Lenghi is an accomplished Libyan urban planner with over three decades of experience. She is renowned for her exceptional management skills in delivering urban projects within stipulated deadlines and budgets. Hala earned a Bachelor's degree in Urban Planning Engineering and a Master's degree in Urban Geography from the University of Benghazi, and she is currently pursuing a PhD in the Architecture Department at Eastern Mediterranean University. Hala has held various roles in her career, including working as an engineer in a housing project, an assistant secretary for the Benghazi Engineers Syndicate, a member of the Old City Committee, a professor of urban design, and a consultant. She has a strong interest in creating plans for old city planning, evaluating historical records, and providing clerical support. Hala is widely known for her expertise, reliability, and commitment to delivering high-quality work. Her contributions to urban planning in Libya have been significant, and she continues to make valuable contributions to the field.



20:20 The Aspects of Authenticity in the Digitalization of Cultural Heritage: A Drifting Paradigm.....39

Mohammad Saad Hanif Haji

Presenter bio: M.SAAD HANIF, is an Interior architect and Cultural Heritage Student. Born in Pakistan and having lived and studied in Bahrain, Saad graduated from University of Bahrain in 2019 and has over 5 years of Design field experience. He has worked on Projects in Bahrain, Saudi Arabia and Lebanon. Currently Saad is pursuing his Masters in Cultural Heritage from Eastern Mediterranean University in Famagusta, Cyprus. He is also working as a research assistant and teaching assistant at the Architecture Department at Eastern Mediterranean University. Saad is an active Volunteer member of World Heritage Watch, a non profit NGO based in Berlin. He is an avid traveler with a keen interest in cultural monuments and urban heritage. His area of research includes Identity, Authenticity, Heritagization, and Adaptive Re-use. Recently, Saad had the opportunity to publish his paper on Mohenjo-Daro in World Heritage Watch Report 2023, Berlin. He is also working on his second paper titled Reconstruction Of Urban Cultural Heritage In Gcc States: Reclaiming The Lost National Identity Via Heritagization – The Case Of Al Diriyah, presented at the International Conference Cultural Heritage at the Urban and Metropolitan peripheries held at Paris 1 Panthéon-Sorbonne University.

20:40 Deep Learning Architect: Classification for Architectural Design Using Artificial Intelligence.....45

Naresh Trivedi, Raj Gaurang Tiwari, Vinay Gautam and Anshbir Singh

Presenter bio: Dr. Raj Gaurang Tiwari received Ph.D. (Computer Science) in 2013, M. Tech. (Computer Science and Engineering) in 2010 and Master in Computer Application in 2002. He has teaching and research experience of 20 years. He is presently working as Professor and Dean in the Department of Computer Science and Engineering at Chitkara University, Punjab. He also worked as Associate Professor in the Department of Computer Science and Engineering at Sri Ramswarop Memorial Group of Professional Colleges, Lucknow and as Assistant Professor at AZAD Institute of Engineering and Technology, Lucknow. His research interests primarily embrace Knowledge-Based Engineering, Web Engineering, Ad-hoc/Sensor Network, Recommender Systems and Data Science. He has authored more than 70 International and national journal and conference papers. He is member of Programme Committee / Technical Committee /Reviewer for many international conferences/journals. He is also Life member of various professional societies ISTE, IET, IAENG, IACST, CSTA etc.

21:00 An Application of MRCNN Model for Hemispherical Domes Recognition in India Heritage Monuments.....51

Vinay Kukreja and Deepak Kumar

Presenter bio: Mr. Deepak Kumar completed his bachelor degree from RIMT university and Master degree from Chitkara university, Punjab. He is Ph.D. student at Chitkara university, Punjab.

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B2: Innovative and Digital Intangible Heritage

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Chairs: Noor Aldoy, Anamika Jiwane

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Eslam Nofal, Mohamed Waheed Fareed and Monther Jamhawi

Presenter bio: Eslam Nofal is an Assistant Professor at the Department of Architectural Engineering at the University of Sharjah (UAE). Her is also affiliated to Assiut University (Egypt) and worked as a Postdoctoral Researcher in Digital Heritage at Maastricht University (The Netherlands). His main research interests are related to digital heritage, human-computer interaction, and emerging technologies (such as tangible interaction, and augmented and virtual realities). He focuses on designing, implementing and evaluating interactive systems that help users to gain insights and knowledge, in particular about communicating heritage information and enhancing visitors' engagement in museums and heritage environments. Dr. Nofal holds a bachelor's degree in Architectural Engineering from Assiut University, a joint Master Degree in Management of Cultural Landscapes (Université Jean Monnet, Université Federico II, Universität Stuttgart), and a PhD degree from KU Leuven (Belgium) in Architecture and Digital Heritage. In his PhD, he developed the approach of "Phyigital Heritage", which entails how heritage information can be disclosed via simultaneous and integrated physical and digital means.



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Aditi Moudgil

21:23 The Historical and Heritage Values Embodied in Arabic Calligraphy Art.....N/A
Duaa Alashari

B3: Innovative and Digital Management solutions for Cultural Heritage

Room: <https://teams.microsoft.com/l/channel/19%3aaf8ebcd3528346bb8d6b51d74312694a%40thread.tacv2/>

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Chair: Hawra Jaafar Shaikh Mansoor

20:00 A Review of the Consequences of Social Media Usage and the Mediating Role of Technology-based Customer Engagement in Heritage TourismN/A

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Presenter bio: Research Scholar at Symbiosis Institute of Business Management

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Muhammad Anshari, Syamimi Ariff Lim and Alena Semivolos

Presenter bio: A first year PhD student in Management in Universiti Brunei Darussalam studying the usage of AI in knowledge management. Graduated from Universiti Brunei Darussalam and received First Class Honors in Bachelor of Business. Received Master of Management from Universiti Brunei Darussalam. Hardworking and motivated with a good sense of time management. Creative problem solver and leader. Self-disciplined and determined.

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Thea Shane P. Sorolla, John Exequiel B. Canda and Brian Dominic Javier Rabino

21:23 The Preservation and Enhancement of Tunisia's Cultural Heritage: Integration of Digitalization and Innovative TechniquesN/A

Karim Ben Yahia and Fedia Bouslama

Presenter bio: Mrs. Fedia Bouslama is a Business Education Manager at the American Cultural & Educational Center Bahrain. She has a B. Sc in Marketing from Tunis Business School, and an MBA with a specialization in Digital Marketing from the American University in North Africa, Tunisia. Mrs. Bouslama has over 5 years of experience in sales & Marketing, working in international environments. She also has over 3 years of experience in Management, leading teams coming from international backgrounds. Furthermore, Mrs. Bouslama is a Business Communication trainer, coaching professionals on business skills including leadership, public speaking, negotiation, project management etc. Mrs. Bouslama is keen on linking her professional experience with academic researches, aiming to come up with value-adding managerial contributions based on her professional knowledge and expertise.



Sunday, June 18 22:00 - 24:00

C1: Innovative and Digital Management solutions for Cultural Heritage

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Chairs: Wafa Abdulrahman Al-Ghatam, Islam Hamdi El Ghonaimy

22:00 FinTech in Tourism and Cultural Heritage for a Sustainable Economy: A Literature Review.....N/A

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C2: Innovative and Digital Management solutions for Cultural Heritage

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Chairs: Asma Ayari, Weldy Saputra

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M. Shabri Abd. Majid, Maulana Kamal and Maulidar Agustina

Presenter bio: I completed a bachelor's degree in Islamic Economics department at Syiah Kuala University (GPA 3.84/4.00) and a bachelor's degree in English Language Education department at UIN Ar-Raniry (GPA 3.59/4.00) Banda Aceh, Indonesia. In September 2020, I began my master's degree in Economics at Syiah Kuala University with a PRUUPD (Program Riset Unggulan USK Percepatan Doktor) scholarship. I'm currently doing research about banking, economic growth, poverty, and income disparity in Indonesia.

Presenter bio: M. Shabri Abd Majid is a Professor at the Faculty of Economics and Business, Universitas Syiah Kuala University, Indonesia. His research areas include financial economics, Islamic economics, banking and finance, and applied econometrics. He has published more than 90 articles in the Scopus database-indexed journals. He has also presented his papers in various seminars locally and internationally.



22:48 Batik Classification in Indonesia: Exploring its Significance on Tourism and Economy.....119

Raj Gaurang Tiwari, Ambuj Agrawal, Vishal Jain and Anurag Kumar

Presenter bio: Dr. Raj Gaurang Tiwari received Ph.D. (Computer Science) in 2013, M. Tech. (Computer Science and Engineering) in 2010 and Master in Computer Application in 2002. He has teaching and research experience of 20 years. He is presently working as Professor and Dean in the Department of Computer Science and Engineering at Chitkara University, Punjab. He also worked as Associate Professor in the Department of Computer Science and Engineering at Sri Ramswaroop Memorial Group of Professional Colleges, Lucknow and as Assistant Professor at AZAD Institute of Engineering and Technology, Lucknow. His research interests primarily embrace Knowledge-Based Engineering, Web Engineering, Ad-hoc/Sensor Network, Recommender Systems and Data Science. He has authored more than 70 International and national journal and conference papers. He is member of Programme Committee / Technical Committee /Reviewer for many international conferences/journals. He is also Life member of various professional societies ISTE, IET, IAENG, IACST, CSTA etc.

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C3: Innovative and Digital Intangible Heritage

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Chairs: Hesham Alammal, Fatema Albalooshi

22:00 Deep learning-Based Comic Recognition and Analysis for the Preservation of Indigenous Intangible Heritage.....136

Rishabh Sharma and Vinay Kukreja

Presenter bio: I am a Ph.D. scholar, pursuing my full-time Ph.D. at Chitkara University. My areas of interest are Image processing, computer vision, and Artificial Intelligence. I am currently working on various deep learning-based techniques and models for the multi-classification of image based documents.

22:20 Education Partnership with Cultural Heritage: Digital Solutions.....N/A

Hessa AlAtawi, Hajar Ali Mahfoodh, Asma Hasan and Shamsina Mohamed Ebrahim

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