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Sunday, September 29

Sunday, September 29 12:30 - 14:10

A1: Digital Transformation of Intangible Heritage Representation

Chairs: Noor Alalawi, Manal J. Khalaf

12:30 A Deep Learning-Based Approach for Damage Detection in Cultural Heritage Images and Generating Heat Maps ...1

Çağatay Umut Öğdü, Merve Yilmazer and Mehmet Karakose

Presenter bio: I'm Merve Yilmazer I graduated from Firat University Computer Engineering. I am doing my master's degree at Firat University. I am working as a research assistant at Munzur University Computer Engineering Department.

12:50 Reconstructing Artistic Heritage: Style Transfer in Ottoman Miniature Paintings using Pre-trained CNN with PSNR based Image Similarity...6

Turan Goktug Altundogan and Mehmet Karakose

Presenter bio: Turan Goktug Altundogan, Turan Goktug Altundogan was born in Elazig, Turkey in 1994. He received his bachelor's degree in Computer Engineering from Firat University. Then, he received his master degree in same department and university. Now, He is research assistant at Celal Bayar University in Manisa, Turkey.



13:10 From Ancient Legends to Well-being: The Digital Transformation of Five Animal Frolics...11

Yue Zhang, Qiuyue Yan and Ange Gao

13:30 Preserving the Unseen: Innovative Approaches to Safeguarding Intangible Cultural Expressions through Immersive Technologies...16

Shiva Mehta and Vinay Kukreja

13:50 Improving the tour booking intention in tourism through digitalizing cultural intangible heritage: Evidence from Vietnam...22

Bui Thanh Khoa

A2: Sustainable Management Solutions for Cultural Heritage

Chair: Omaira Alabbasi

12:30 The impacts of unsustainable urbanization on the cultural heritage...N/A

Abdulkarim Hasan Rashed

Presenter bio: BSc. in Chemistry and MSc. in Environment and Sustainable Development, in the thesis stage of Ph.D. He was working in the Supreme Council for Environment for over 16 years, as head of the waste recycling & treatment unit. Also, he was the project technical manager for the SAICM. Active participant in many workshops and short courses in environmental management organized by the University of Bahrain, UNEP, UNDP, UNIDO, and other local organizations in Bahrain. Registered trainer in the Chartered Institute of Environmental Health (UK) and the National Examination Board in Occupational Safety and Health (NEBOSH - UK). Member of the preparation of Bahrain Environmental Strategy, and State of Environment Report, and a team leader for updating Bahrain's National Profile to Assess the National Infrastructure for Chemical Safety (2nd ed.). Contributing author in the Six Global Environmental Outlook (GEO-6), and review editor in GEO-7. Member of UNIDO Global Forum of Best Available Technology and Best Environmental Practice (BAT/BEP).

12:50 Unveiling the Role of Explorebeds in Digital Cultural Tourism, Heritage Preservation, and Sustainable Development: A Case Study in Bahrain...N/A

Karim Ben Yahia, Zafrul Allam and Ansa Savad Salim

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...



13:10 Innovative Engagement for Cultural Preservation: Dilmun Burial Mounds and Pottery Making in Bahrain..N/A

Ashraf Mohamed Talat Ibrahim Ali

13:30 How to improve the destination choice in heritage tourism through tourism digitalization: Case of Vietnam...26

Bui Thanh Khoa and Tran Trong Huynh

13:50 Potentials of Employing Digital Technologies for Advancing Sustainable Tourism, and Preservation of Historic Sites: Insights from Manama, Bahrain...31

Ayesha Agha Shah

Monday, September 30

Monday, September 30 10:40 - 12:00

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Chairs: Karim Ben Yahia, Nehal Ali Almurbati

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Fritz Menzer

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Osman Furkan Kucuk, Niyazi Furkan Bar and Mehmet Karakose

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B3: Sustainable Management Solutions for Cultural Heritage

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May Jalal Al Saffar

11:30 Blockchain Application in Documentation-Challenges and Future Prospects...71

Sathish Kumar M, Rahul Singh Gautam, Ganeshkumar D. Rede and Shailesh Rastogi

11:55 The Socio-Economic Changes in the Traditional Cities: A Case Study of Najaf, Iraq...N/A

Ula Merie, Sabeeh Lafta Farhan and Dhirgham Alobaydi

Presenter bio: Dr.Ula Marie: is a lecturer at the University of Babylon, She holds a PhD in post-colonial architecture, focusing on the architecture of the post-war period and utopianism, from the Sheffield School of Architecture. Ula is a researcher at the Heritage Borders of Engagement Network/NTU, a representative for Iraq in the Epidemic Urbanism Initiative, a Research Fellow at The Academic Research Institute in Iraq (TARI), an Associate at the GIGA Institute for Middle East Studies, And Principal investigator of the project (UA - Urban acupuncture: A strategy of catalytic interventions): Ta'ziz Science Cooperations 2023–2025: The German Academic Exchange Service (DAAD) in partnership with (Universität Kassel, Beirut Arab University, Alexandria University). Her research explores architectural humanities (history and theory), the architecture of home and heritage, the history and theory of architecture in post-war cities, spatial justice, conflicted identities, politics, ethics, gender equality, and the contestation of urban environments—ranging from public to private—under the umbrella of design and power.

Monday, September 30 12:30 - 13:50

C: Reimagining Urban Heritage through Digital Intervention

Chairs: Nazish Abid, Fariel Khan

12:30 Sharing and Celebrating Heritage Through Technology: Empowering Local Communities...N/A

Zafrul Allam, Karim Ben Yahia, Nasir Ali, Sayeeduzzafar Sayeeduzzafar, Ansa Savad Salim and Aloma Jayasundera



12:50 Data-Driven Solutions for Revitalizing Historical Urban Areas: Case of Lado Sarai Delhi...76

Somi Sareen, Nazish Abid and Mazharul Haque

Presenter bio: Somi Sareen is an aspiring young research scholar hailing from India. Currently pursuing her Ph.D. in the Department of Architecture and Planning at the esteemed National Institute of Technology (NIT) in Patna. Somi's journey in the realm of architecture began with her undergraduate studies, where she completed her Bachelor of Architecture (B.Arch) degree in 2016. Driven by her desire to delve deeper into the subject, she subsequently pursued a Master's degree in Architecture (M.Arch) with a specialization in Urban Regeneration. Having honed her academic acumen, Somi's career path took her to the Faculty of Architecture, Planning, and Design at Integral University in Lucknow. There, she served as an Assistant Professor for a commendable period of three years. Presently, Somi has embarked on an exciting research endeavor, focusing on the critical topic of Peri-urban Land Management Practices in North Indian cities. Her research explores the challenges and processes involved in effectively managing land in the rapidly evolving urban landscapes of the region.

13:10 Preserving the historical Jassan hill using 3D scanning techniques...84

Hussein Ismael Ahmed and Sabeeh Lafta Farhan

13:30 Crowdfunding's Impact on Urban Cultural Districts: A Comprehensive Analysis...90

Deepak Pandurang Gavade

Presenter bio: Deepak Pandurang Gavade is a passionate scholar currently pursuing his Master of Commerce (M.Com II) at the esteemed Vivekanand College in Kolhapur. With a keen interest in the realms of management, business administration, data analysis in management, and various commerce-related research projects, Deepak is a dedicated student who aspires to make meaningful contributions to these fields. His academic journey is fueled by a quest for knowledge and a commitment to excellence in research.

