

Competitor analysis

By mariam alquady

1. Cultural Activities – AUC Direct competitor

- The American University in Cairo (AUC) hosts numerous cultural activities, including the annual [AUC Tahrir CultureFest](#), which showcases art, music, dance, talks, panels, and cultural events in a festive atmosphere at the [Tahrir Square campus](#). The university also offers subsidized trips to coastal cities and free half-day tours to historical sites with professional guides. Furthermore, AUC's [Tahrir Cultural Center \(TCC\)](#) serves as a prominent cultural hub, providing accessible and diverse cultural activities to the community.
 - AUC offers half-day tours on Saturdays to historical sites in Cairo, led by professional English-speaking guides.
 - AUC provides a scholarship opportunity for students with distinguished achievements in any cultural activity.
- جولات قصيرة + Trips + أنشطة ثقافية للطلاب



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<https://www.aucegypt.edu/academics/arabic-language-instruction/cultural-activities#:~:text=The%20program%20offers%20free%20half,one%20of%20Egypt's%20coastal%20cities.>

2. Faculty of Tourism & Hotels, Alexandria University Forum (“Cultural Tourism Forum”)

- The Faculty of Tourism and Hotels, in cooperation with the Department of Culture at Senghor University, organized the first Cultural Tourism Forum. The forum was held under the title "Cultural Resources: Heritage and Tourism." The forum aimed to introduce graduate students at Senghor University to the cultural and tourism heritage of Alexandria.

Faculty of Tourism and Hotels Organizes First Cultural Tourism Forum

Created: 19 March 2025



3 Tourism, Hospitality, Heritage Sinai High Institute

- The ISECT, held in Cairo, was organized by the Sinai High Institute for Tourism and Hotels in collaboration with Spain's Complutense University of Madrid.
- The Egyptian Ministries of Higher Education and Tourism and Antiquities have supervised and sponsored the congress organization.
- The event was attended by ministers, ambassadors, university presidents, deans of tourism and hotel faculties, and specialists and enthusiasts from Egypt and abroad.
- It featured diverse speakers, including 25 Egyptian specialists, 24 Spanish experts, and 41 professionals from other countries.
- Their presentations, under the theme "Time to Share Experiences," covered a wide range of topics, underscoring the spirit of cooperation between the academic communities of Spain and Egypt.

ISECT enhances Egypt-Spain collaboration in tourism, hospitality and heritage

Reham El-Adawi , Sunday 9 Feb 2025

The second edition of the International Spanish-Egyptian Congress for Tourism, Hospitality, and Heritage (ISECT) took place from 4 to 6 February.



4 Digital Heritage Museum Digital Heritage Museum

- A competition run by Design Unlimited seeks design proposals for a new Digital Heritage Museum of Egypt in Cairo. With many ancient Egyptian artifacts stored away from view and rapidly deteriorating, this competition calls for alternative and immersive ways to both display and preserve historical objects.

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Design Unlimited

May, 2025

INTERNATIONAL
DESIGN
COMPETITION

DIGITAL HERITAGE MUSEUM OF EGYPT
CAIRO, EGYPT

Submission Deadline: September 14, 2025

The project seeks visions for a museum that employs cutting-edge technology, such as virtual reality, holography, and interactive displays, to bring ancient Egypt to life. It will serve as an educational resource and tourist attraction, promoting cultural preservation through innovation.

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