

Mohamed Amer

29 April 1988

Married

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mohammadbadry2013@gmail.com

UAE Residence Visa (2025 – 2027)

Working Experience

Apr. 2017 – now

Independent Consultant, Researcher & Lecturer

I provide technical services and studies in assessing the outstanding values and cultural significance of (UNESCO World Heritage) heritage sites and intangible cultural heritage, historic buildings and urban/rural/cultural landscapes, a framework for the (strategic) heritage management plan, and proposing heritage marketing directions, visitor management, interpretation and cultural tourism activities. Additionally, I offer interdisciplinary capacity-building programs in heritage studies.

I provided consultancies for the following agencies and projects:

(1) Strategic Planning Review for Senior Strategist and Innovation Leader Jorge Pinto, Dubai Culture and Arts Authority (2025)

(2) Heritage Tourism Consultation for RITHU - Heritage Conservation Consultancy, Urban Regeneration Proposal for Sayed el-Shohadaa' Square in Madina al-Monawara, Saudi Arabia (2025)

(3) Research Assignment for the Architectural Engineering Department (College of Engineering, Sharjah University) Project "Climate-Responsive Urban Design and Visitor Satisfaction in the Heart of Sharjah"(2025)

(4) Research Mentorship for the University of Lincoln / British Academy - Program "Upskilling African Early Career Researchers in Archaeology and Heritage" (Upskilling-AH) (2025)

(5) Capacity-Building Coach in Heritage Management, Heritage Marketing Planning and Community-based Cultural Tourism for DAAD Kairo Akademia (2024) and ICulture Consulting (2025)

(6) Visitor Management and Interpretation Planning for Torasna for Heritage Development and Management S.A.E. - the Proposal of the Pyramids of Giza Strategic Management Plan (2019 - 2022) as a part of UNESCO EG WHS "Memphis & its Necropolis. (2018)

Apr. 2025 - now

Program Designer

ReachSci Society

As a program designer, I develop and supervise the Tourism Mini PhD program. The program enables young researchers and PhD candidates to enhance their research skills and connect with an international community of researchers. The first developed research project explores the intersection of tourism, cultural heritage, and climate resilience.

N.B.: ReachSci is a society at a university. Specifically, we are a PhD-student-led society registered with the Cambridge Students' Union, which is the entity that manages the societies for the University of Cambridge (www.cambridgesu.co.uk/organisation/reachsci/)

Apr. – Aug. 2023

Lecturer

Faculty (3) - Architecture, Facility Management and Geoinformation, University of Applied Science - Hochschule Anhalt

Module "Heritage and Tourism", International Master's Program "Architecture and Cultural Heritage"

Nov. 2019 – Feb. 2023

Doctoral Researcher

Università degli Studi Roma Tre, Architecture Department / Agenzia Italiana per la Cooperazione allo Sviluppo (AICS)

Program "Architecture: Innovation and Heritage"/ Theme "Urban Heritage and Mass Tourism"

Oct. 2021 – Nov. 2023

Visiting PhD Researcher

Sustainable Heritage Research Forum – Uppsala University

1-EU Horizon 2020 Project Be.CulTour - Beyond Cultural Tourism: Heritage Innovation Networks as Drivers of Europeanisation towards a Human-Centred and Circular Tourism Economy.

2-National Heritage Board-funded Research Project "KARUSO" (Kulturarv i Regionala Utvecklingsstrategier - Cultural Heritage in Regional Development Strategies)

3-Master Program - Cultural Heritage and Sustainability

Sept. 2018 – Oct. 2019

Research & Teaching Assistant

German University of Technology in Oman, Faculty of Business and Economics, Department of Logistics, Tourism, and Service Management [Affiliated to RWTH Aachen University]

Modules: Culture and Heritage Tourism; Tourism Planning and Development; Tourism Marketing and Communication; Research Methodology

Jan. 2012 – Dec. 2017

Freelance English Speaking-Tour Guide (Egypt)

Aug. 2016 – Aug. 2017

Researcher & Monitoring and Evaluation Officer

Ecumene Studio for Integrated Urban Development and Sustainable Architecture

- Monitoring and Evaluation officer of UNHCR (CSP Unit)-funding community development projects Ya'hl El Hay (Repairing Medical Clinics) and Schoolyard for All (Housh Ygam'ana)

- Heritage Researcher at SIWI Project (Siwa Architecture Community Centre: Towards an Inclusive and Heritage-conscious Urban Transition)

Feb. – Aug. 2016

Heritage Development Officer

Children's Civilisation and Creativity Centre (Child Museum)

Regarding heritage museums' management and marketing concepts, the heritage development officer at the Child Museum attempts to create ideas for exploring the vibrant Egyptian cultural heritage, whether tangible or intangible, professionally. He communicates with national and international entities to improve the edutainment perspective based on cultural dialogue, promoting the museum activities.

Sept. 2009 – Mar. 2014

Administrative Coordinator / Academic Secretary

General Surgery Department, Faculty of Medicine, Cairo University

A responsible for (1) coordinating a timetable and appointments, the board meetings and events, the inter-office communications, and the e-learning sessions; (2) phrasing the department messages and letters of staff; (3) a social media page and group sharing news; (4) Data Entry; (5) Public Relations Tasks; (6) Management and Administration.

Educational Background

2019 - 2023

PhD in Architecture: Innovation and Heritage

Università degli Studi Roma Tre,
Department of Architecture (Italy)

PhD thesis "[Cultural Identity and Branding: an Integrated Approach to Enhance the Heritage Value](#)" - Doctorate Program "Architecture: Innovation and Heritage" / Theme "Urban Heritage and Mass Tourism" (35th Cycle), Università degli Studi Roma Tre (Italy). PhD was funded by Agenzia Italiana per la Cooperazione allo Sviluppo (AICS) [Italian Agency for Development Cooperation] Scholarship (Partnership for Knowledge 4. "Cultural Heritage and Sustainable Tourism"), Italian Ministry of Foreign Affairs.

2013 – 2015

M.A. in Heritage Conservation & Site Management

Faculty (6) - Architecture, Civil Engineering and Urban Planning,
Brandenburgische Technische Universität Cottbus-Senftenberg (Germany) & Faculty of Tourism and Hotel Management, Helwan University (Egypt)

- Archaeology
- Conservation of Ruins and Archaeological Sites
- Heritage Management
- Strategic Planning and Site Management Plans
- Principles of Tourism and Visitor Management
- Fundraising & Financing for Heritage
- Heritage Impact Assessment
- Case Study - [Management of Islamic Heritage / Case Study of Wilmersdorf Mosque \(Berlin\): Decision-making Models and Authorities for Religious Heritage Sites](#).
- Heritage Information Technology
- Heritage Marketing
- Introduction to Museology
- Case Study - [Heritage Interpretation and Architectural Conservation/Case Study of Elephantine Island, Aswan, Egypt](#)
- Master Dissertation- [Developing Innovative Marketing Plan to Augment the Visitation of Egyptian World Heritage Site\(s\): a Case Study on Saladin Citadel](#).

2009 – 2011

Tourism Guidance Diploma

Faculty of Tourism and Hotel Management – Helwan University

2005 – 2009

Bachelor of History

Faculty of Arts – Cairo University

Membership, Award & Accreditation

Dec. 2025 – now

COST Association - European Cooperation in Science and Technology - Cultural Heritage in Crisis: Transdisciplinary Assessment of Legal and Regulatory Frameworks (CRICULT - CA24125)
Working Group 4 "The Crisis of Intangible Heritage and Its Impact on Tangible Heritage Loss" under the leadership of Dr. Clizia Franceschini
Working Group 5 "Overtourism and Neglect of Cultural Heritage" under the leadership of Dr. Jevon Vella.

Nov. 2025

27th ICOM General Assembly Conference "The Future of Museums in Rapidly Changing Communities" in Dubai 2025 Participation Grant

Feb. - July 2025

The Creative and Talented Accreditation Certificate - The Dubai Culture & Arts Authority

2024 – now

IUCN Tourism and Protected Areas Specialist Group

2024 – now

Centre on African Public Spaces

2024 - now

ICOMOS Working Group "Our Common Dignity Rights-based Approaches"

© OCD-RBA Working Group Report 2024 (Translator): Our Common Dignity-Rights-Based Approaches Working Group: History and Milestones ([Arabic Version – التارخ و - مجموعة عمل الإيكوموس - كرامتنا المشتركة - للنهج المركزة على الحقوق: المعالم](#))

© ICOMOS Climate Action Working Group Report 2022 (Translator): "Heritage, Climate Justice and Equity" ([Arabic Version – التراث و العدالة و المساواة المناخية](#))

- 2021 - now** *International Council on Monuments and Sites (ICOMOS) - International Cultural Tourism Committee*
- ⊙ ICOMOS-ICTC International Charter (*Contributor & Translator*): ICOMOS International Charter for Cultural Heritage Tourism (2022): Reinforcing Cultural Heritage Protection and Community Resilience through Responsible and Sustainable Tourism Management. [[English – French Version](#)]
 - ⊙ *Arabic Version*: المجلس الدولي للآثار و المواقع (إيكوموس) - التشريع الدولي لسياحة التراث الثقافي لعام 2022: تعزيز حماية التراث الثقافي و المرونة المجتمعية من خلال إدارة السياحة المسؤولة والمستدامة ([هنا](#))
 - ⊙ ICOMOS AdCom Volunteer (April – Nov. 2021)
ICOMOS Scientific Committee Symposium 2021 “Living Heritage and Climate Change”
 - ⊙ Technical Report (*Contributor*): Labadi, S., Giliberto, F., Rosetti, I., Shetabi, L., & Yildirim, E. (2021), [Heritage and the Sustainable Development Goals: Policy Guidance for Heritage and Development Actors](#). Paris: ICOMOS.
 - ⊙ Reviewing UNESCO World Heritage Nomination Dossier “[Art and Architecture in the Prehistory of Sardinia, the Domus de Janas](#)” (Italy, 2025).
- 2019 – 2020** *Egypt Exploration Society*
- 2017** *ACSS Grant (Cycle 1 - Round 3) – Youth and Spatial Inequalities*
The Arab Council of the Social Sciences (ACSS), with funding from the Swedish International Development Agency (SIDA).
- 2016 - 2020** *International Council of Museums (ICOM) - Marketing and Public Relations Committee*

Internships

- July – Dec. 2016** UNESCO New Delhi-supported Initiative GoUNESCO
Internship “Country Research”
- May – Aug. 2015** UNESCO Internship – UNESCO Cairo office
International Campaign #Unite4Heritage

Languages: Arabic [L1]; English [C2]; Russian and Italian [A1]

Computer Skills: MS Office Apps. (so professional in Word and PowerPoint), Basics of SPSS as well as other internet applications and technology; Canva website for Graphics

Other Skills: Egyptian Driving License (Class B)

Training

- ⊙ (2022) - CIVIS, the European Civic University / Erasmus+ Multidisciplinary Summer School Metamorphosis in a Changing World - The Role of Culture and Heritage in Society’s Transformation “*Multiculturalism and Cultural Heritage - Rediscovering, Telling and Sharing the Visual Imprints and Fragments of the Metamorphosis: Recognize the Multiculturality inside the City, Trying to Find the Visual Traces of Multiple Cultures*” (L’Università degli Studi Roma Tre; Sapienza Università di Roma; Université Libre de Bruxelles; Aix Marseille Université; ENSA - École Nationale Supérieure d’Architecture of Marseille; Universidade de Coimbra; Universidad de Salamanca; Università Politecnica di Valencia)
- ⊙ (2021) INTERSPECIES International ONLINE Summer School “Digital Strategies for Endangered Cultural Heritage” (Pavia University (UNIPV), Italy; Technical University of Munich (TUM), Germany; Ecole Polytechnique Federale de Lausanne (EPFL), Switzerland; Universitat Politecnica de Valencia (UPV), Spain; Cracow University of Technology (PK), Poland; The Cyprus Institute (CYI), Cyprus; Europa-Universität Viadrina (EUV), Germany) [*Presentation: [Neighborhoods of Dolcho and Apozari, Kastoria, GREECE: “Ready Citizen One”, Towards Heritage Knowledge Accessibility & Conservation](#)*]
- ⊙ (2021) English Academic Writing (Dr. Veronica Arpaia, Department of Social and Economic Sciences, Sapienza Università di Roma)
- ⊙ (2020) Heritage Communities and Human Rights (ICOMOS International Working Group “Our Common Dignity” / ICOMOS Estonia - Nordic Council of Ministers, Estonian Academy of Arts, National Heritage Board of Estonia, Juminda Peninsula Society, and Lahemaa National Park Cooperation Council)
- ⊙ (2017) Community Engagement in Architectural Projects (UNHCR-CSP Unit)
- ⊙ (2016) Quality Management, Self-Marketing (DAAD Kairo Akademia)
- ⊙ (2016) Disaster Risk Management and First Aid to Cultural Architectural Heritage in Crisis Times (Centre of Documentation for Cultural and Natural Heritage (CULTNAT) - Bibliotheca Alexandrina and Egyptian Heritage Rescue Foundation (EHRF)).
- ⊙ (2015) Management of Heritage Sites (The International Scientific Committee on Archaeological Heritage Management (ICAHM) for ICOMOS).
- ⊙ (2014) Time Management, Academic Presentation, Citation Software Zotero & Research Methods (DAAD Kairo Akademia)

Academic Participations

- **16 Jan. 2025** *Guest Lecture* in the webinar "[Cultural and Architectural Heritage: Resilience through Sustainable Tourism](#)" - International Union of Architects.
- **03 Nov. 2024** *Guest Lecture* "Vernacularisation of Cultural Identity: Disneyfying Community-based Tourism"- Webinar "Vernacular Architecture and Heritage: Lessons for Sustainable Design"- Sustainable Architecture and Urban Design (SAUD) Program, Faculty of Fine Arts, Architecture Department, Helwan University.
- **22 Oct. 2024** *Alumni MAECI Public Seminar* "[The Cultural Landscape of Civita di Bagnoregio: Heritage Branding and Authenticity](#)" - Italian Archaeological Centre in Cairo.
- **20 Oct. 2024** *Short Talk* "#HeritageForAll Platform: between Enhancement and Market" – Cultural Heritage Narratives and HeritaGeeks.
- **12 Aug. 2024** *Short Talk* "People-centred Heritage Branding Approach" - Webinar "[Marketing Beyond the Surface: Leveraging Anthropology and Archaeology](#)" by The 7th Bridge Consulting.
- **19 March 2024** *Public Seminar* "[Cultural Identity and Heritage Site: People-centred Approach](#)" – Bawtaqah Architectural Foundation (in Arabic Language).
- **16 Nov. 2023** *Moderator* of Session (E) "Creative Tourism and Cultural Heritage Management", the 15th International Conference "Culture and Creativity" - Vilnius University Kaunas Faculty, Institute of Social Sciences and Applied Informatics [Scientific Group "Creative Industries and Innovations"] and Vilnius Academy of Arts Kaunas Faculty.
- **08 Nov. 2023** *Guest Lecture* "Community Engagement and People-Public-Private Partnerships" – Online Colloquium "[Urban and Architectural Heritage in Danger](#)", BTU Cottbus-Senftenberg (Germany) in partnership with (Cairo University & Alexandria University (Egypt) - Baghdad University and Kurdistan University, (Iraq) - German Jordanian University (Jordan)) with the DAAD fund in the framework of Ta'ziz Partnership - Short Measures 2023.
- **18 Oct. 2023** *Public Seminar* "Cultural Identity and Heritage Site: Between Preservation and Development" – Egypt Exploration Society, British Council in Egypt.
- **30 Sept. 2023** *Online Lecture* "[May Cultural Identity Create an Effective Heritage Brand?](#)"
- **26 April 2023** *Guest Lecture* "Civita di Bagnoregio: a People-centred Heritage Branding Approach" – Course "Corporate Social Responsibility and Sustainability", Department of Business Administration, Università degli Studi Roma Tre (Italy).
- **01 March 2022** *Keynote Speaker* "Cultural Identity: Enhancing a Heritage Site in the Cultural Tourism Market" - Sharjah Heritage Week "Heritage Enrich" (Faculty of Arts, Humanities, and Social Sciences, Sharjah University – UAE)
- **25 Nov. 2021** *Guest Lecture* "Heritage Branding Approach: Research Tools and Classification" – Module "Research Methodology", Master Program in Cultural Heritage and Sustainability [Art History Department, Conservation Division– Uppsala University].
- **11 & 30 Nov. 2021** *Guest Lecture* "Heritage Branding and Sustainable Cultural Identity" - Conservation Dept. Platform "Sustainable Heritage Research Forum (SuHRF)" - Uppsala University (Visby, Gotland, Sweden). / – Nature and Cultural Heritage Division, Master Program in Sustainable Destinations [Ethnology Department – Uppsala University]
- **17 Dec. 2020** *Guest Lecture* "Cultural Heritage Recognition" – M.A. Program in Heritage Management, Faculty of Social Sciences, History Department, Banaras Hindu University, India.
- **24 Nov. 2020** *Guest Lecture* "Cultural Identity: International Case Studies of People-centred Approach" - the Master Program in Cultural Heritage and Protection of Cultural Goods, Heidelberg Centre for Cultural Heritage (HCCH), Heidelberg University, Germany.
- **13 June 2020** *Online Lecture* "[Heritage Branding: Protective Shield to Sustain the Cultural Sites](#)" – HeritageForAll Initiative and Ecumene Studio.
- **18 April 2020** *Online Lecture* "[Cultural Identity: Curating the Heritage City](#)" – HeritageForAll Initiative [ICOMOS International Day of Monuments and Sites (World Heritage Days 2020) "*Shared Cultures, Shared Heritage, Shared Responsibility*"]
- **March – June 2020** *Online Lectures* "in ARABIC" – [Heritage Management Principles](#)
- **02 April 2020** *Guest Lecture* "The Mediterranean Diet in Egypt" - the International Master Program in Agricultural Heritage Systems, Laboratory for Landscape and Cultural Heritage of the School of Agriculture, Università degli Studi di Firenze, Italy.
- **29 March 2020** *Guest Lecture* "[Conservation: Terms and Differentiation](#)" – Faculty of Engineering, Architecture Department, Ain Shams Uni., Egypt
- **27 Sept. 2019** *Keynote Speaker* "[How to Market the Heritage Value?](#)" at the 2nd International Conference on Regional Challenges and Exploring Sustainable Solutions (Architectural Profession in Pakistan: Vision 2025 and Beyond) RCESS-II/IAPex-2019, Institute of Architects Pakistan [in cooperation with Uni. of Engineering and Technology Peshawar and Hazara Uni. Mansehra, Peshawar Khyber Pakhtunkhwa.
- **08 Aug. 2019** *Keynote Speaker* "[World Heritage Terminology](#)" that to be a particular contribution to the Raquda Foundation for Art and Heritage's Initiative of Alexandria World Heritage Simulation that was founded in partnership with the Alexandria Centre for Hellenistic Studies - Bibliotheca Alexandrina as well as academic sponsorship by UNESCO UNITWIN Network for Underwater Archaeology; Alexandria Uni. and Centre d'Études Alexandrines.
- **23 June 2019** *Public Lecture* "[The Mediterranean Diet in Egypt and its Socio-economic Impacts](#)" at the Alexandria and Mediterranean Research Centre, Bibliotheca Alexandrina, Egypt.
- **07 Apr. 2019** *Round Table* "The Real Situation of Egyptian Heritage: the Possible and the Desirable" – Celebration of International Day for Monuments and Sites (World Heritage Day 2019) [The Alexandria and Mediterranean Research Center (AlexMed), Bibliotheca Alexandrina; Abu Simbel 50 Campaign; National Organization of Urban Harmony, Ministry of Culture; and Alexandria International Book Fair 2019]

- ⊙ **30 Mar. 2019** Lecture "[Social Media and ICH Marketing](#)" - The capacity building program of UNESCO Cairo office - in collaboration with the Ministry of Youth and Sport - to help the Egyptian initiatives and associations preserve and promote an intangible cultural heritage.
- ⊙ **10 May 2018** Lecture "Challenges of Heritage Interpretation in Egypt" in Cooperation with the Explore Egypt Initiative and the French Institute in Cairo.
- ⊙ **04-08 Oct. 2017** Workshop "[Urban Architectural Heritage and Social Interaction](#)" in collaboration with the Egyptian Ministry of Antiquities, and the Arab Council for the Social Sciences (ACSS) by a grant from the Swedish International Development Cooperation Agency (SIDA) at Rashid – Open Air Museum, Behira Governorate, Egypt.
- ⊙ **13-16 Sept. 2017** Workshop "Revitalisation of Lala Studio Surroundings" in collaboration with Lala Studio, John D. Gerhart Centre and School of Business - American Uni. in Cairo (AUC), CLUSTER, and MATRIX Consultants.
- ⊙ **15 July 2017** Workshop "Heritage and Financial Support" – Capacity Building for the volunteers of an initiative of Cycling to Alexandria Heritage that is moderated by Raquda Foundation for Art and Heritage.
- ⊙ **18 June 2017** Lecture "[ICOMOS Charter on Built Vernacular Heritage: a Case Study on Siwa Oasis Karshif Settlements and Traditional Architecture](#)", SIWI Webinar series 2017.
- ⊙ **26 May 2017** A Facebook live UNESCO New Delhi Office-supported initiative, GoUNESCO Conference – Session 2: UNESCO Site Management and Marketing.
- ⊙ **18-20 May 2017** Workshop "How to Market the Heritage Value?" in collaboration with the Goethe Institute in Alexandria, Administration of Archaeological Awareness – Egyptian Antiquities Sector – Ministry of Antiquities, and Bibliotheca Alexandrina.
- ⊙ **15 May 2017** Lecture "[Historical Effects and Siwan Traditional Architecture](#)", a joint workshop "The Concept Design: Siwan Challenges" with Design Tour a scientific debate "ArchitectureForChange Genius Tempus 2017" in cooperation with Institut Français d’Egypte in Alexandria.
- ⊙ **02 May 2017** Lecture "[Historical Timeline of Rome and its Urban Architectural Form](#)" in collaboration with Ms. Insaf Othmane, an instructor of the module "Architectural Theory", Faculty of Engineering (Architecture Department), Université Française d’Egypte.
- ⊙ **19-22 Apr. 2017** Workshop "Manage your Heritage Site!", HeritageForAll initiative at Mesaha Foundation for Community Development (NGO).
- ⊙ **30 Mar.-01 Apr. 2017** Workshop "MARKET YOUR PAST – Heritage Marketing Planning", Raquda Foundation for Arts and Heritage, Alexandria.
- ⊙ **11 Mar. 2017** Lecture "Heritage Sites, Museums and Marketing Planning", Supreme Council of Egyptian Uni.s, Faculty of Archaeology, Civilisation and Heritage Centre, Fayum University.
- ⊙ **08 Mar. 2017** Field Trip to Historic Cairo – in collaboration with Ms. Insaf Othmane, Lecturer of "Architecture History and Theory" at Université Française d’Egypte and Dr. Passaint Massoud, Adjunct Faculty, Architecture Department, American Uni. in Cairo – with Architecture students, at Université Française d’Egypte and Uni. of Paris 1 Panthéon Sorbonne, to clarify **the Islamic architectural heritage beyond design and application** throughout a group of examples in Saladin Citadel, Sultan Hassan Mosque, and el-Refai Mosque where are one of the main elements of Egyptian World Heritage City "Historic Cairo".
- ⊙ **28 Jan. 2017** Lecture "Architectural Heritage: Architecture vs. Heritage", SIWI project / Ejoudar workshop, Siwan Documentation Centre of Cultural and Natural Heritage, Siwa Oasis.
- ⊙ **08 & 15 Nov. 2016** Field trip and Lecture in collaboration with Ms. Insaf Othmane, an instructor of the module "Architectural Theory", Faculty of Engineering (Architecture Department), the Université Française d’Egypte and Uni. of Paris 1 Panthéon Sorbonne
 - Field trip to Children’s Civilization and Creativity Centre (Child Museum) using the museum’s exhibition halls to explore the features of ancient Egyptian civilisation.
 - Lecture "Architecture and Ancient Egyptian Mythology: the Pyramids"
- ⊙ **22 Feb. 2016** M.A. Dissertation "Developing Innovative Marketing Plan to Augment the Visitation of Egyptian World Heritage Site(s): a Case Study on Saladin Citadel" - Deutsches Archäologisches Institut (DAI Kairo).

Publications:

- ⊙ **Book Chapter:** Amer, M. (2026). Farnese Palace in Caprarola (Italy): People-centred Brand Image Proposal. In G.G. Cheirchanteri (ed.), *Cultural and Architectural Heritage: Resilience through Sustainable Tourism*. International Union of Architects. [Submitted]
- ⊙ **Journal Paper:** Yahia, M.W., Sukkar, A.W., & Amer, M. (2026). Green Landscape and Authentic Trees: Rethinking Ecosystem-centred Urban Development in Sharjah. *Urban Ecosystems*. [Ongoing]
- ⊙ **Journal Paper:** Amer, M., Abu Raed, A., & Lantratova, S. (2026). Authentic Trees and Biocultural Heritage Conservation Research from 2015 to 2025: Natural-Cultural Regeneration Insights from a Bibliometric Review. *Journal of Cultural Heritage*. [Submitted]
- ⊙ **Journal Paper:** Yahia, M.W., Sukkar, A.W., Amro, D.K., & Amer, M. (2026). Green Urban Spaces and Outdoor Thermal Environment: Evaluating the Potential for Expanding the Green Cover in the Heart of Sharjah, UAE. *Urban Ecosystems*. [Under Review]
- ⊙ **Journal Paper:** Amer, M., & Fareed, M.W. (2026). Museum and Community Research from 2005 to 2025: a Bibliometric Review. *Museum & Society*. [Under Review]
- ⊙ **Journal Paper:** Amer, M., & Fareed, M.W. (2026). Cultural Tourism Research from 2015 to 2025: Technical Insights from a Bibliometric Review. *International Journal of Tourism Research*. [Under Review]

- ⊙ **Journal Paper:** Yahia, M.W., Sukkar, A.W., Ibrahim, I., & Amer, M. (2026). Interaction of Microclimate and Heritage Space: Toward Responsive Urban Design in the Heart of Sharjah, UAE. *City and Environment Interactions* [Decision in Process]
- ⊙ **Conference Paper:** Abu Raed, A., & Amer, M. (2026). Augmenting Memory: Digital Tools for Community-Led Modern Heritage Preservation and Climate Resilience in the UAE. *The 30th Conference on Cultural Heritage and New Technologies 2025*. [Decision in Process]
- ⊙ **Book Chapter:** Akaak, A., & Amer, M. (2026). Koofan Heritage Lodge, Oman: a Dhofari Model Towards a People-centred Heritage Entrepreneurial Approach. In H. Aziz, O. El-Said, D. Al Jahwari & Kh. Mokdad (eds.), *Opportunities for Heritage: Fostering Innovation, Conservation and Sustainability*. Cham: Springer Nature. [Published in January 2026]
- ⊙ **Journal Paper:** Fareed, M.W., & Amer, M. (2025). [Al-Qata'i, Egyptian Lost Heritage: Audio Guide Towards Enhancing a Conservative Interpretation Experience](#). *Built Heritage*, 9(44). [DOI: 10.1186/s43238-025-00218-8]
- ⊙ **Journal Paper:** Najjar, R., Amer, M., Charafeddine, M., & Abu Raed, A. (2025). [From Preservation to Participation: Digital Applications for Sustainable Cultural Tourism in Tripoli Old City](#). *SCIRES-IT-Scientific Research and Information Technology*, 15(1), 65-84. [DOI: 10.2423/i22394303v15n1p65]
- ⊙ **Journal Paper:** Amer, M., & Kovaleva, A. (2025). [Farnese Palace in Caprarola, Italy: Towards a People-centred Brand Image in a Cultural Tourism Market](#). *Smart Tourism*, 6(1), 3145. [DOI: 10.54517/st3145]
- ⊙ **Book Chapter:** Amer, M. (2024). [Mutrah Old Market, Oman: Analysis to Enhance a Living Heritage Site](#). In L. Makhloufi (ed.), *Tangible and Intangible Heritage in the Age of Globalization*. Cambridge: Open Book Publishers, 103-126. (DOI: 10.11647/OBP.0388) [Berlin: Arab-German Young Academy of Sciences and Humanities (AGYA)]
- ⊙ **Conference Paper:** Fareed, M.W., & Amer, M. (2023). [People-centred Natural Language Processing for Cultural Tourism Market: a Research Agenda](#). In A. Amelio, F. Cauteruccio, D. Ursino, & L. Virgili (eds.), *the Proceedings of the 2nd International Satellite Conference on Visual Pattern Extraction and Recognition for Cultural Heritage Understanding* (Vol. 3600) [co-located with 27th International Conference on Theory and Practice of Digital Libraries (TPDL 2023)]. Zadar: CEUR-WS Workshop. [ISSN 1613-0073]
- ⊙ **PhD Thesis:** Amer, M. (2023). [Cultural Identity and Branding: an Integrated Approach to Enhance the Heritage Value](#) [PhD in Architecture: Innovation and Heritage / Theme "Urban Heritage and Mass Tourism"]. Rome: Department of Architecture, Università degli Studi Roma Tre. [DOI: 10.13140/RG.2.2.34737.35680]
- ⊙ **Journal Article:** Amer, M., Ginzarly, M., & Renzi, M.F. (2023). [Civita di Bagnoregio, Italy: Towards a People-centred Heritage Branding Approach](#). *Journal of Heritage Tourism*, 18(4), 483-503. [DOI: 10.1080/1743873X.2023.2188450]
- ⊙ **Journal Article:** Gustafsson, C., & Amer, M. (2023). [Forsvik, Sweden: Towards a People-Public-Private Partnership as a Circular Governance and Sustainable Culture Tourism Strategy](#). *Sustainability*, 15(5), 4687. (Special Issue: Sustainable Tourism, Cultural Heritage and Corporate Social Responsibility in Urban Environment) [DOI: 10.3390/su15054687]
- ⊙ **Technical Report:** Hamrouni, I.B.O., & Amer, M. (2021), Siwa Oasis: a Forgotten Heritage under Threat. In S. Doempke, L. Tournillon & M. Turne (eds.), [World Heritage Watch Report 2021](#). Berlin: World Heritage Watch, 122-126.
- ⊙ **Book Chapter:** Amer, M. (2020). [Cultural Identity: Concept and Heritage Review](#). In A.C. Antunes, G. Angjliu, & M. Bellanova (eds.), *Advances in Cultural Heritage Studies. Contributions of the European Students' Association for Cultural Heritage 2020*. Oeiras: Mazu Press, 89-105. [ISBN 978-989-54519-8-2]
- ⊙ **Book Chapter:** Amer, M. (2020). [Interactive Relationship between Cultural Identity and Heritage Branding](#). In A.C. Antunes, G. Angjliu, & M. Bellanova (eds.), *Advances in Cultural Heritage Studies. Contributions of the European Students' Association for Cultural Heritage 2020*. Oeiras: Mazu Press, 161-177. [ISBN 978-989-54519-8-2]
- ⊙ **Journal Paper:** Amer, M., & Abdel Maksood, A. (2019), [The Manifestations of the Mediterranean Diet in Egyptian Intangible Cultural Heritage](#). *International Journal of Heritage and Museum Studies*, 2(1), 206–229. [DOI: 10.21608/IJHMS.2019.119041]
- ⊙ **Conference Paper:** Amer, M. (2019), [Egyptian Rural Practices: Living Heritage and Musealization](#). In P.M. O'Donnell (ed.), *ICOMOS Advisory Committee Scientific Symposium Rural Heritage - Landscapes and Beyond*. Marrakech: ICOMOS Morocco. [DOI:10.7275/9yw4-0q19]
- ⊙ **Book Chapter:** Amer, M. (2018), [Egyptian Intangible Heritage between Preservation Management and Sustainable Development Pattern: Analysis of the Popular Craft of Manufacturing Mats](#). In A. De Trafford, G.J. Tassie, J. van Wetering & O. El Daly (eds.), *A River Runs through It: Studies in Honour of Prof. Fekri A. Hassan*. London: Golden House Publications, 226-242. [ISBN-13: 978-1906137373]
- ⊙ **Journal Article:** Amer, M. (2017), [Marketing Planning as a Tool to Augment the Visitation of Heritage Sites and Museums](#). *International Journal of Heritage and Museum Studies*, 1(1), 229–238. [DOI: 10.21608/IJHMS.2019.119042]
- ⊙ **Technical Report:** Amer, M. (ed.) (2017), [Urban Architectural Heritage and Social Interaction: Rashid-Open Air Museums, Workshop Results](#). HeritageForAll Initiative. [Arab Council of the Social Sciences (ACSS) / Swedish International Development Agency (SIDA)]
- ⊙ **M.A. Dissertation:** Amer, M. (2015), [Developing Innovative Marketing Plan to Augment the Visitation of Egyptian World Heritage Site\(s\): a Case Study on Saladin Citadel](#) (M.A. in Heritage Conservation and Site Management). Cairo: Helwan University (Egypt) and BTU Cottbus-Senftenberg (Germany). (Unpublished) [Doi: 10.13140/RG.2.1.3584.1042]

Reviewing Papers:

- ⊙ **Dec. 2025** - *From Rescue to Reintegration: Urban Archaeological Heritage Governance in Istanbul's Historical Peninsula* (Manuscript ID - JCHMSD-08-2025-0261) - Journal of Cultural Heritage Management and Sustainable Development.
- ⊙ **Nov. 2025** - Member of the Scientific Committee of the International Conference "Creativity and Culture: Between Art and Technology" - Vilnius University and Vilnius Academy of Arts, Lithuania.
- ⊙ **Nov. 2025** - *Gen Z Social Media Storytelling in Heritage Tourism: The Sheikh Safi UNESCO World Heritage Site* (Manuscript ID - JTCC-3804) - Journal of Tourism and Cultural Change.
- ⊙ **Sept. 2025** - *Valorization of the Cultural and Architectural Value of Aqaba Castle in Jordan and the Possibility of Inclusion in the World Heritage* (Manuscript ID - JCHMSD-05-2025-0137) - Journal of Cultural Heritage Management and Sustainable Development.
- ⊙ **June 2025** - *The Role of Higher Education Background in Heritage Cognition: a Conceptual Model and Exploratory Study Based on PLS-SEM* (Manuscript ID - HSSCOMMS-32036-T) - Humanities & Social Sciences Communications.
- ⊙ **June 2025** - [Identifying and Measuring Destination Attributes Contributing to Cultural Tourism Experience](#) (Manuscript ID - TMP-D-25-00582) - Tourism Management Perspectives.
- ⊙ **Dec. 2024** - [Applied Research on Innovation and Development of Blue Calico of Chinese Intangible Cultural Heritage Based on Artificial Intelligence](#) – Springer Nature (SNAPP) Journal "Scientific Reports" (www.nature.com/srep/).
- ⊙ **Nov. 2024** - *Heritage Management and Sustainable Development Innovating Creative Tourism and Community Capitals for Sustainability: a Case Study of a Prehistorical Millennium Old Ban Chiang's World Heritage in Thailand* (Manuscript ID - JCHMSD-08-2024-0189) - Journal of Cultural Heritage Management and Sustainable Development.
- ⊙ **Sept. 2024** – Member of the Scientific Committee of the International Conference "Housing Development in Metropolitan Cities: Analysis, Comparison, Debate" - Berlin, Germany [Arab-German Young Academy of Sciences and Humanities (AGYA); German Federal Ministry of Education and Research].
- ⊙ **Aug. 2024** - [Digital Threads of Architectural Heritage: Navigating Tourism Destination Image Through Social Media Reviews and Machine Learning Insights](#) (Manuscript ID - JAABE2405403UP.R1) - Journal of Asian Architecture and Building Engineering.
- ⊙ **July 2024** – [Social Entrepreneurship in Tourism: a Framework-Based Scoping Review and Research Agenda](#) (Manuscript ID - TMP-D-24-00630) - Tourism Management Perspectives.
- ⊙ **June 2024** - *Digital Threads of Heritage: Navigating Cultural Tourism Through Social Media Reviews and Machine Learning Insights* (Manuscript ID - JAABE2405403UP) - Journal of Asian Architecture and Building Engineering.
- ⊙ **May 2024** - *Prospects for Tourism Sustainability Using a Community-Based Collaborative Governance Model: Lessons Learned from Indonesia* (Manuscript ID - QASS-2023-0429.R1) - Cogent Social Sciences.
- ⊙ **Feb. 2024** - *Muslim-Friendly Tourism as Sustainable Tourism: Multidimensional Evaluation Frameworks for Tourists and Destinations* (Manuscript ID - 1460-8031-2-RV) - International Symposium "Networks, Markets and People" (Mediterranea University of Reggio Calabria, Italy).
- ⊙ **Jan. 2024** - *The Influence of Cultural Identity in Achieving Sustainable Urban Development in Developing Countries* (Manuscript ID - JCHMSD-02-2023-0012.R1) - Journal of Cultural Heritage Management and Sustainable Development.
- ⊙ **March 2023** - *Building the Governance to Conserve and Utilize Industrial Heritage in East Asia: the Cases of Japan and Taiwan* (Manuscript ID - JAABE2302081UP) - Journal of Asian Architecture and Building Engineering.

Supervising Dissertation(s):

Mohamed W. Fareed (2024). *Developing an Alternative Touristic Route for Lost Cultural Heritage through Audio Guide: the Case of Al-Qata'I, Egypt's Forgotten Islamic Capital*. [M.A. in World Heritage Studies (Online Track)] at Faculty (6) - Architecture, Civil Engineering, and Urban Planning, BTU Cottbus-Senftenberg (Germany) – the supervision is joint with Prof. Roland Bernecker (Chair of Cultural Management).

Media Publications:

- ⊙ **Interview:** Monaco, A. (2024). [Corporate Heritage vs. Branding Cultural Heritage Site](#). ARTI Website.
- ⊙ **Interview:** Durafour, M. (2024). [Why Has Cultural Awareness Become Crucial?](#). People Are Culture Website.
- ⊙ **Interview:** Lüber, K. (2022). [A Better Understanding of Heritage Management](#). DAAD Alumni Letter 01/2022 [Remembrance: Understanding History and Taking Responsibility](#), 44-47.

Channels:

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Portfolio 2017 - 2025

Project (1): SIWI Project

Project Title	Siwa Architecture Community Centre: Towards an Inclusive and Heritage-conscious Urban Transition
Organisation	Ecumene Studio for Integrated Urban Development and Sustainable Architecture
Year	2017
Location	Siwa Oasis (Egypt)
Position	Heritage Researcher / Project Associate
Achievement	<p>Cooperating with some national stakeholders in Egypt, I contributed to raising awareness of the local community about Siwan-built vernacular architecture and the cultural significance of traditional architectural heritage. Through this brief, you can recognise how I culturally enhance the partnership and communication perspective:</p> <p><i>Siwa is a world-known oasis for its unique and rare cultural and vernacular architectural heritage. It is one of the magnificent Egyptian tourism attractions. Considering SDG 11, the project's overall goal is to preserve and safeguard the Siwan architectural heritage, as well as to define a new vision for its urban fabric through a holistic and integrated approach. The SIWI project is a community-based initiative that looks forward to bringing the local community, and local NGOs, e.g. Abnaa Siwa, Siwa Community Development and Environment Conservation (SCDEC), together with the City Council, governmental and academic bodies, researchers, and experts, striving to work on raising awareness, conserving or safeguarding the oasis's Architectural heritage. Moreover, SIWI aims to design and build an architecture community centre in the heart of Siwa Oasis (partially an extension of an old Siwan house) that will work as the main centre for SIWI and a technical, research, and architectural hub for Siwans as well as for any visitor intending to study Siwa Oasis.</i></p>

Project (2): Giza Strategic Management - Master Plan (2019 - 2022)

Project Title	Pyramids of Giza Strategic Management - Master Plan (2019 – 2022)
Organisation	Torasna for Heritage Development and Management S.A.E.
Year	2018
Location	Giza Pyramids (Egypt) - UNESCO EG WHS "Memphis and its Necropolis"
Position	Project Associate
Achievement	<p>Sector "Visitor Management and Interpretation"</p> <p>(1) Jointly with the team members, to draw the main features and pillars of the master plan; (2) responsible for the section on visitor management and interpretation, and tourism management, to focus on engaging the positive cultural values of the surrounding demographic area, not only to display the archaeological heritage attributes.</p> <p>This section assesses the robusticity, market appeal, and organisational attributes of the site in question qualitatively. It is concerned with the interpretation, presentation, and valorisation of the site. It states the guidelines for design, content development and the communication mediums that will be used to transmit the heritage site knowledge to the visitors. It outlines how the site should be presented to the public to valorise it and increase its market appeal.</p> <p>It discusses the latest market needs and trends, especially the concept of the visitor experience before, during and after the visit. Presents examples from the most recent developments in improving visitors' experience at heritage sites from across the world. It defines the demand generators that will be used in the marketing strategy and the critical success factors for its realisation. Supported by visual references and infographics such as renders showing the view from the three different panoramas that give the viewer a good feel of the area, and the different elements and activities taking place there. These renders can come in a combination of wide and medium shots to show things like the full view of the Pyramids, and the activities taking place there such as the stereotypical photography moments (holding the pyramid, kissing the sphinx, or riding the camel), and the facilities around such as toilets, bazaars, information & first aid point, camels photo zone, shades, cafe or refreshment point.</p> <p>In addition, it includes renders showing the recreation area to the south of the pyramids zone, showing the bus stop, the entry gates to the recreation area, a panorama and photo zone, animal stops and riding areas, cafes, toilets, information and first aid point, bazaars, shades and other urban furniture. It is important to show this area as a lively and vibrant entertainment spot at the site. It is important to note that most of the animal activities will move to this place, so it should be given the importance it deserves, being a place where the local community living in the area will be earning from. It will be promoted to the local market as an attraction for non-cultural visitors to come and have a good time. Other supporting visuals will include renders showing the special events area currently located halfway between the Pyramids and the recreation zone. It should show the diverse functions this area could have for special events, corporate functions and sports tournaments. The renders should also show a back area for services and support functions.</p> <p>Then, Interpretation and Presentation show how to improve the destination quality at the product level. Defines what would be the likely choices for interpretation and communication media that could be used to transmit the site information. Gives a feel of how the site presentation would be upgraded concerning UNESCO's guidelines, and how more value will be created in and out of the site. Specifies the main guidelines that should be adopted in the development briefs that should follow in the implementation stage. This section will be supported by renders showing the look and feel, in wide shots, of the proposed adaptive reuse and/or restoration of buildings such as a) the engineering department building (next to panorama two) which can become a food and retail spot catering for a local audience, b) Cairo University building which can be turned into a co-working space for scholars, post-grads, and missions, c) the current management building next to the Mena House entrance, which can be turned into a fine-dining restaurant overlooking the Pyramids. In addition to these, it will show an upgraded look of the tired Khufu boat museum. It will also be supported by renders showing the look & feel of the visitor's approach to the main heritage attractions. Some of the elements that can be shown here include pathways, directional signage, interpretive panels, refreshment points, urban furniture and shades. In addition, renders of some random independent elements will be distributed around the site in different locations, away from the panoramas, to satisfy some visible visitors and staff needs such as shades for the local police and cleaners, places to sit for the elderly coming out of the demanding entry/exit from the pyramids coupled with mobile refreshment points, ramps for special needs, and assembly points for</p>

	groups and guided tours. Other supporting visuals will include sketches showing typologies of way-finding signage, interpretive panels and furniture.
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Project (3): *Mutrah Old Market – Living Heritage Space*

Project Title	Authenticity and Socio-economic Integrity of a Living Heritage
Organisation	German University of Technology in Oman (GUTech), Faculty of Business & Economics, Department of Logistics, Tourism, and Service Management [Affiliated to RWTH Aachen University]
Year	2018 - 2019
Location	Mutrah Old Market (Muscat, Oman)
Position	Research Assistant / Project Coordinator
Achievement	Culture and heritage are a means of conserving the inherited past, enabling it to inform the present and develop a future vision through the transmitted cultural heritage expressions, including the tangible and intangible cultural aspects and the community. Mutrah Old Market, as a cultural heritage space, is a focal point of Omani living heritage. The chapter reviews the cultural significance, guaranteeing it a main vehicle of acting on sustainable development. As a research method, the chapter presents the SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) using qualitative methods such as direct observation and the interview(s). The chapter clarifies the current situation of Mutrah's old market as a case study seeking to preserve the authentic value and ensure the integrity factor.

Project (4): *EU Horizon 2020 Be.CulTour Project*

Project Title	EU Horizon 2020 Be.CulTour project - "Beyond Cultural Tourism: Heritage Innovation Networks as Drivers of Europeanisation towards a Human-centred and Circular Tourism Economy" (2020-2023)
Organisation	Department of Art History (Conservation Division), Uppsala University In cooperation with Karlsborg Municipality and Västra Götaland Region
Year	2021 - 2023
Location	Forsvik – Swedish Industrial/Rural Heritage Destination
Position	Researcher & Heritage Management Professional
Achievement	I mainly focus on community-centred cultural tourism in Forsvik by reviewing the outcomes of the Västra Götaland Regional Development Policy, European Regional Development Fund – Interreg Project CHRISTA "Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions" (2016 – 2020) and European Research and Innovation Program – Horizon 2020 Project (CLIC) "Circular Models Leveraging Investments in Cultural Heritage Adaptive Reuse" (2018 - 2020), which strategically support the cultural tourism process. I could operationalise, jointly with a collaboration of Dr. Christer Gustafsson, Professor of the Economics of Heritage Conservation, a model of a strategic dynamic partnership among mainly three partners: people or the host community, the public sector, and the private sector (a People-Public-Private Partnership). This model recognises the modern and contemporary interactions of the community throughout a group of sustainable bottom-up-centred and/or circular economy-based projects, or in other words, a circular/participatory business model (a corporate entity).

Project (5): *AICS Project - Civita di Bagnoregio: Beyond Massive Territorial Branding*

Project Title	Cultural Identity and Branding: an Integrated Approach to Enhance the Heritage Value
Organisation	Roma Tre University – Architecture Department & Economy Department with <i>Agenzia Italiana per la Cooperazione allo Sviluppo</i> (AICS) [Italian Agency for Development Cooperation] Fund (Partnership for Knowledge 4. "Cultural Heritage and Sustainable Tourism") in cooperation with <i>Comune di Bagnoregio</i>
Year	2019 - 2022
Location	Bagnoregio (Orvieto City) & Rome
Position	Researcher/Project Associate
Achievement	Contributing to the future heritage industry, I could contribute to the heritage preservation-based definition of the "Cultural Identity" concept, valorising the values of cultural diversity in the same demographic area, thus the authorities might generate socio-economic opportunities, especially for the youth generation, enhancing the level of stewardship or in other words "the sense of the place". Thus, they become motivated to create an innovative business that reflects their culture and heritage. I aimed basically to develop a people-centred heritage branding approach that interlinks the tangible and intangible heritage forms, as well as to emancipate the level of community involvement. Thus, the research generates a group of tools which provide the updated socio-economic requirements of the local communities and, at the same time, mitigate socially the rapid modification and deterioration in their cultural knowledge. Overall, the project focuses on the qualitative methods of urban development and the preservation policies that sustain the cultural identity of "local/indigenous" communities, representing the cultural heritage and serving as the main generator of future heritage.

Project (6): UoS Project - Climate-Responsive Urban Design and Visitor Satisfaction at the Heart of Sharjah

Project Title	Influence of Urban Planning and Design on Microclimate, Visitor Satisfaction and Outdoor Thermal Comfort in the Heart of Sharjah
Organisation	University of Sharjah
Year	2025
Location	Sharjah
Position	Junior Researcher
Achievement	The project's aim is based on how urban planning regulations, including various urban design elements such as buildings, public spaces, streets, pedestrian corridors, etc., in the Heart of Sharjah (ICESCO Heritage Site) can contribute to better microclimate and outdoor thermal comfort to increase the quality of outdoor spaces and decrease the heat stress. The project employs a mixed-methods approach, combining qualitative methods (e.g., interviews) with quantitative methods (questionnaires and microclimate simulations). These mixed-methods investigate (1) strengths and weaknesses of existing urban planning regulations, (2) thermal characteristics in different existing urban morphologies, and (3) how to further develop existing urban regulations. The project's outcomes facilitate multiple levels of knowledge, seeking high-quality public spaces. Also, sharing knowledge between various levels of society positively contributes to the transformation towards a sustainable society.