



## CALL for PAPERS

### 7th scientific Conference on Sustainable Tourism

Marketing of Tourism Destinations – Hotel Industry, Leisure and Regional (Urban, Rural and Coastal) Management

**Tunis (Tunisia), April 27-29th 2016**

According to the World Tourism Organization (UNWTO) in 2015, the tourism market worldwide is a strong growth sector at over 3% per year, representing about 10% of world GDP. In 2014, the number of international tourists stood at 1.138 billion – an increase of 51 million compared to 2013. Likewise revenue generated by international tourism grew by 48 million US dollars in 2014, reaching a global amount of 1,245 billion US dollars. The latest figures provided by UNWTO (April 15, 2015) mentioned 1.5 trillion US dollars (<http://mkt.unwto.org/en/news>). Tourism is a provider of revenue and currencies and contributes to the creation of jobs as well as, in certain cases, regional development. It is connected to other sectors of activity and constitutes a source of innovation. However, mass tourism today is questioned as a result of its negative impact on the environment. The individual environmental footprint left by tourists keeps on growing and requires solutions notably as regards environmental innovation. Moreover, the development of a tourism destination can only be achieved by taking into account the needs of local inhabitants. In that sense the development of responsible, sustainable tourism is to be linked to local human development. Finally, the notions of service and hospitality must be put back in the center of the preoccupations of the tourism sector which must demonstrate an ability to create social innovation – notably when it comes to rebuilding the relations between employees, employers and local entities. Tourism can be a lever for local and rural development. It can instill dynamism in traditional and cultural economic activities, while offering employment opportunities and thereby help to curb the rural exodus as long as ecosystems in maritime areas are preserved.

In that sense, with a view to responsible tourism, it is indispensable that the main stakeholders, namely consumers (tourists), tourism companies (including the hotel industry), and regional governments mobilize their competencies and know-how.

## **POSITIONING TOPICS OF PAPERS**

This conference aims to understand the relation between consumers, tourism and/or leisure organizations and regional governments from the perspective of the management of sustainable tourism. The papers to be submitted may concern any form of tourism linked to tourism and/or leisure consumption, companies or cooperatives which can define or influence regional strategies and which present the principles, practices and mechanisms of sustainable tourism. The approaches used may rely on qualitative methods as well as on quantitative techniques. The issues studied are very wide-ranging and may belong to the following fields: marketing, strategic management, communication, consumer behavior, human resources, public management, ICT, economics, finance, logistics, law, sustainable development, CSR and hospitality.

This conference also aims to address the integration of sustainable development in the production of tourist services or products, especially in organizational practices and marketing. This integration is a challenge facing tourism businesses.

Researchers are invited to submit empirical research, methodological, and conceptual papers that focus on topics related to the implementation of sustainable tourism.

- Sustainable tourism and mass tourism in southern countries: new challenges?
- Sustainable tourism and hospitality
- Sustainable tourism and geopolitical risks
- Sustainable tourism and the hotel industry
- Ethics and sustainable tourism
- Sustainable tourism confronted to the expectations and attitudes of tourists
- The marketing of sustainable tourism organizations
- Leisure and sustainable tourism
- Sustainable tourism and communication
- Tourism between economic performance and sustainability
- Brand image and development of sustainable tourism products
- Quality and sustainable tourism
- Innovation and Sustainable tourism
- Entrepreneurship and sustainable tourism
- Governance, regional development and sustainable tourism
- Sustainable tourism and heritage preservation
- Impact of regional marketing on sustainable tourism
- Environmental management, regional government and sustainable tourism,
- Protected maritime areas and tourism policies

This conference also aims to enable the meeting of tourism professionals who have decided to integrate or not to integrate sustainable development in the marketing of tourism products and destinations.

## ORGANIZING COMMITTEE

André BOYER, Université de Nice et ENAP-Montréal  
Slah HELLARA, Institut des Hautes Etudes Tunis  
Erick LEROUX, Université de Paris 13-Sorbonne Paris Cité

## PAPER SUBMISSION and SELECTION

Please submit an abstract of no more than 1000 words, including title and full contact details, as an electronic file to: [colloqueaimtd@gmail.com](mailto:colloqueaimtd@gmail.com). You may submit your abstract as soon as possible but no later than January 15<sup>th</sup> 2016. Each communication must be reviewed. Each paper is reviewed by two reviewers. For more information about the conference, you are invited to visit: <http://tourisme-durable-aimtd.org/colloques-2/7iemes-journees-scientifiques/>. You can submit your abstract in French or English, depending on the language in which the paper will be presented.

### **Time and Place:**

The Conference: Tunis (Tunisia), April 27-29<sup>th</sup> 2016  
Deadline for submitting abstracts: January 15<sup>th</sup>, 2016  
Confirmation of accepted abstracts: February 1<sup>th</sup>, 2016  
Full papers are expected by April 1<sup>th</sup>, 2016  
Opening of the conference: April 27<sup>th</sup>, 2016  
Academic sessions: April 27-28<sup>th</sup>, 2016  
Tours and excursions: April 29<sup>th</sup>, 2016 (information coming).

### **Guidelines**

All submitted papers should adhere to the following guidelines. If they do not the Conference organizers reserve the right to refuse to accept them for publication in the Conference Proceedings:

- Each file should be in .doc format (Word for IBM) and clearly labeled with the author's name (eg. Mary\_Smith.doc)
- The title page should contain the manuscript title, each author's name (full first name), position, organization, address, telephone, and e-mail address.
- Tables should be included in the manuscript (.doc format).
- The second page will contain the title of the paper, an abstract in French and English, and 4-5 keywords.

- Manuscripts must be submitted with margins of 2.5 cm. Paper Size A4. The font size of text will be Times New Roman 12 point,
- The paper must not contain appendices: charts, diagrams, images and other additions (black and white) are inserted in the text. Parties follow a simple number: 1, 1.1, 1.1.1, etc.
  - Title: 18 times in bold
  - Author name: 14 times in bold
  - Summary and Abstract fat 16 and 12 times content
  - Title 1. Times 14 bold
  - Title 1.1. Times 12 bold
  - Conclusion: Times 14 bold
- Bibliography: Times 14 bold and next content Time 12, according to the following model:
  - Book : author's name and initial of surname, date of publication, title of the book, Publisher, Place of publication (eg Mintzberg H. (1994), The Rise and Fall of Strategic Planning, Dunod, Paris).
  - Article: author's name and initial of surname, date of publication "Article Title," Journal Title, Vol. x, No. x, p. xy, publication date (example: G. Koenig (1996), "Karl E. Weick," French Review of Management, No. 108, pp. 57-70, March-April-May.).

## **CONFERENCE PROCEEDINGS AND PUBLICATION**

All accepted papers shall be published in the Conference Proceedings. In the case of multiple authors, please note that at least one of them must be a registered Conference participant. It is provided that some selected articles shall be published in a special edition of a well-known review (Management & Avenir, Communication & Management, Gestion 2000 et Management Public, Maghreb Machrek).

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