



## CALL for PAPERS

### «8th scientific Conference on Sustainable Tourism»

#### Marketing of tourism products, businesses and the protection of ecosystems: Issues and Challenges ?

HO CHI MINH City (Vietnam), April 12-14th 2017

Currently tourism is still a growth driver for the global economy. According to the UNWTO World Tourism Barometer, international tourist arrivals grew by 4.4% in 2015 to reach a total of 1 billion 181 million arrivals. Compared to 2014, tourists (visitors staying overnight) were about 50 million more to travel to international destinations worldwide last year. Between January and April 2016, international tourist arrivals grew by 5%. Globally there were 348 million international tourists between January and April 2016, about 18 million more than last year (+ 5.3%) for the same period. Ultimately, 2016 could be the seventh consecutive year of higher-than-average growth for international arrivals which have increased by 4% or more each year since the 2009 crisis. However, tourism is facing various challenges: climate change, the attacks in some countries, the risks of degradation of the natural heritage and biodiversity, risk the deterioration of public infrastructure and conflicting interests of stakeholders. Today, there is a need to move towards more sustainable tourism transforming the competitive landscape of firms towards more sustainability. In that sense it is necessary to take into account the demands of tourists questioning the relevance of traditional tourism policies and to face environmental issues.

Now tourism businesses are forced to change their vision for space development locations, to redesign their products. Even policy makers are forced to design the development of a tourism that is respectful

of the natural economic environment, and cultural environment. New business models for sustainable tourism are needed both to ensure the protection of ecosystems, including marine areas and coastal areas, and to enable economic development.

The objective of this conference is to examine the role of sustainability in the development and marketing of tourism destinations and products. It also aims to address the integration of sustainable development in the production of tourist services or products, particularly in organizational and marketing practices while ensuring the protection of ecosystems.

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

Potential themes to be addressed include following:

- Management of sustainable tourism
- Marketing of sustainable tourism organizations
- Challenges and opportunities for sustainable tourism development
- Visitor expectations regarding sustainable tourism
- Tourism management of sustainable destination
- Sustainable tourism development and management practices
- Tourism between economic performance and sustainability
- Sustainable tourism planning and regional development
- Sustainable tourism and hospitality
- Socio-ecological resilience and tourism
- The hotel industry and sustainable tourism
- Green Accounting Applications in mass tourism
- E-tourism, social media and sustainable tourism
- Tourism and climate change
- Sustainable tourism and ecosystem protection
- Leisure and sustainable tourism
- Approaching territorial sustainability and product certifications such as the eco-label
- Business and benefits to communities from sustainable tourism
- Innovation and sustainable tourism
- Management public and sustainable tourism
- Sustainable tourism and communication
- Quality and sustainable tourism
- Greenwashing and business ethics
- Destination attractiveness and environmentally responsible
- The benefits and costs of sustainable tourism
- Consumer demand for sustainable tourism
- Marine protected areas and tourism policies
- Sustainable Tourism and cooperation between stakeholders.

Papers may be based both on qualitative or quantitative methods. The issues covered are very broad and can raise the following different fields: marketing, strategy, communication, consumer behavior, human resources, public management, economics, finance, logistics, legal and sustainable development.

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 for sustainable tourism.

### **ORGANIZING COMMITTEE**

Zaher (Zach) HALLAB, California State University East Bay, Hayward, CA (USA)  
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### **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 December 1st 2016. Each paper is reviewed by two reviewers. For more information about the conference, you are invited to visit: <http://tourisme-durable-aimtd.org/infos-pratiques-8emes-jstd-ho-chi-minh-city-vietnam-2017/>

**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: HO CHI MINH (Vietnam), April 12-13th 2017

Deadline for submitting abstracts: December 1st 2016

Confirmation of accepted abstracts: December 20th, 2016

Full papers are expected by February 25th, 2017

Opening of the conference: April 12th, 2017

Academic sessions: April 12-13th, 2017

Tours and excursions: April 14th, 2017 (visit the Mekong Delta).

#### **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 or .docx format (Word for IBM) and clearly labeled with the author's name (eg. Marie\_Dupont.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 or .docx 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**
  - **times in bold**
  - **Summary Author name: 14**
  - **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, Gestion et Management Public, Maghreb Machrek, Etudes caribeennes, The European Journal of *Tourism Research*).

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