



Projet ANR PEA DISCOM (University de Lille | univerisité de Thiès)



Association Internationale de Management du Tourisme Durable



UNIVERSITY SCHOOL OF MANAGEMENT

**Faculté des Sciences
Economiques et
Sociales**



Call for papers

15 th Scientific Conference on Sustainable Tourism

“SUSTAINABLE TOURISM AND SKILLS MANAGEMENT:

What training for sustainable and artisanal tourism management?”

**Dakar and Thiès, Senegal
May 28, 29 and 30, 2025**

1. Context and rationale

The global context in which tourism evolves is unique. It is subject to climatic hazards, environmental degradation, health scourges and security crises of various kinds. Despite this, tourism has become one of the key sectors in the economies of today's countries. Tourism has the potential to become one of the world's leading industries, underpinned by continuous growth and dazzling development.

According to the World Travel and Tourism Council (WTTC), the tourism sector employed more than 24 million people in Africa in 2019. In July 2020, the African Union estimated that the continent had lost nearly \$55 billion in tourism-related revenue and two million jobs in the first three months of the Covid 19 pandemic alone. While the International Monetary Fund forecast a 12% decline in real GDP for African economies dependent on tourism for the same year.

In Senegal, tourism is a priority sector for the country's socio-economic development and represents the second-largest source of foreign currency after fishing (MTTA, 2019). It therefore represents a real opportunity for all the world's economies, including Senegal's, where it is supported by a “Destination Senegal” marketing approach.

The Plan d'Actions Prioritaires Ajusté et Accéléré (PAP 3A) (Adjusted and Accelerated Priority Action Plan) for economic recovery, in line with the Plan Sénégal Émergent (Senegal's Emerging Plan), aims to make Senegal a benchmark tourist destination and turn the sector into a vector for economic, social and territorial development. This should encourage, among other things, the development of integrated tourism clusters, the requalification of sites hosting seaside resorts, the development of sustainable tourism through the design and promotion of ecotourism, cultural, religious and business products.

Indeed, Senegal boasts emblematic sites inscribed on UNESCO's World Heritage List, cross-border protected areas, significant transboundary water resources, a rich and varied flora and fauna, as well as a rich tangible and intangible heritage, and exploitable mining and gas resources. Despite these many and varied potentialities, Senegal is still struggling to launch its real tourism development. In addition to the difficulties associated with its extroverted nature,

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the tourism sector has been plunged for several years into a lethargy that was exacerbated during the Covid 19 pandemic. In this post-Covid-19 context, Senegal as a destination needs to focus more on designing sustainable products and promoting them.

Now, more than ever, is the time to stimulate all players in the sector to seize new opportunities, and to reposition Senegalese tourism on national and sub-regional routes. It is with this in mind that the fifteenth Journées Scientifiques du Tourisme Durable will be held in Senegal, with the aim of contributing to the great task of revitalizing and boosting tourism in Senegal, and thus accompanying Senegalese tourism in its quest for scientific status.

The symposium aims to build on Senegal's tourism institutional fabric and mobilize key players in the tourism sector.

Given its impact on the national economy, Senegal's ambition is to promote competitive and attractive tourism based on virtuous governance of the sector, founded on sustainable development that creates jobs and fosters the country's economic emergence, while addressing environmental issues.

In addition to the above-mentioned contextual factors, the revival of Senegalese tourism should take into account the greater involvement of local authorities under Act 3 of decentralization. Furthermore, Senegal's new status as a future oil and gas producer offers additional potential for international visibility and constitutes a real competitive advantage for strengthening the Destination's offer and competitiveness.

Co-organized by the University Iba Der Thiam of Thiès, the University of Lille (ANR PEA DISCOM project), Thelma Business School and the Réseau des universitaires en tourisme au Sénégal (RÉSUTS), this international symposium will take place in Thiès and Dakar (Senegal) on May 28, 29 and 30, 2025.

The theme is “SUSTAINABLE TOURISM AND SKILLS MANAGEMENT”: SUSTAINABLE TOURISM AND SKILLS MANAGEMENT”, with a focus on ‘What kind of training is needed to manage sustainable and ‘artisanal’ tourism? The aim is to answer the following fundamental question: “To what extent does tourism training affect the satisfaction and behavior of tourists in terms of sustainable and ‘artisanal’ tourism? How can staff training help to develop territories with a view to preserving the biodiversity of the land, rivers and sea? How can tourism be used to develop local crafts? To what extent can the training of craftsmen strengthen local tourism? etc.

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

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Suitable potential issues are as follows:

- Sustainable tourism and biodiversity
- Sustainable tourism and sanitary crisis
- Specifics and issues at stake in the sustainable tourism of islands
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- The absorption capacity of sites
- Island accessibility and tourism development (international and local air/sea transport).
- Distribution of tourism revenue
- Preservation of public access to the seashore
- Management of sustainable tourism
- Challenges and opportunities for the development of sustainable tourism
- Visitors' expectations in terms of sustainable tourism
- Sustainable tourism and development of practices
- Tourism between economic and sustainable development
- Sustainable tourism and hospitalitynn
- The hotel industry and sustainable tourism
- Tourism and climate change
- Sustainable regional approach and production of certificates such as ecolabels
- Business and benefits for communities in sustainable tourism
- Innovation and sustainable tourism
- Sustainable tourism and communication
- Greenwashing and business ethics
- Sustainable tourism and protection of ecosystems
- E-tourism, social media and Sustainable tourism
- Management of tourism flows
- Heritage valuation and protection
- Management of real estate
- Protection of marine areas and tourism policies
- Marketing and sustainable tourism organizations
- Management of sustainable destination tourism
- Cultural and creative industries and sustainable tourism
- Planning sustainable tourism and sustainable development
- Socio-ecological resilience and tourism
- Green accounting applications and mass tourism
- Leisure and sustainable tourism
- Public management and sustainable tourism
- Quality and sustainable tourism
- Destination attractiveness and caring for the environment

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Papers may be based both on qualitative or quantitative methods. The issues covered may pertain to one of 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 sustainable tourism into the protection of tourism at local or regional level and the marketing of tourism products and tourism destinations.

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SUBMISSION OF COMMUNICATIONS AND PROCEDURE

Please submit an abstract of no more than 1000 words, including title and full contact details, in an electronic file to: colloqueaimtd@gmail.com. You may submit your abstract as soon as possible but no later than January 6th, 2024. Each paper is reviewed by two reviewers. For more information about the conference, you are invited to visit: : colloqueaimtd@gmail.com ; mbaye-fall.diallo@univ-lille.fr ; erick.leroux@sorbonne-paris-nord.fr

You may submit your abstract in French or English, depending on the language in which the paper will be presented. <https://tourisme-durable-aimtd.org/>

You can submit your abstract or project as early as possible, but no later than November 1, 2024. Each communication will be reviewed by the Reading Committee. For more information about the conference, you are invited to visit [the AIMTD website](#).

In the subject line of the submission message, put: Submission 15th JSTD Senegal You can submit your project in French or English, then present your communication in one of the two languages.

Date and place of the conference: May 28, 29 and 30, 2025 in Senegal (Dakar and Thiès).

- Deadline for submission of abstracts: November 1, 2024
- Date of confirmation of accepted projects: December 15, 2024
- Date of sending of final revised articles (5 pages + possible annexes): February 10, 2025
- Academic sessions / round tables: May 28-29, 2025
- Tours and excursions related to local sustainable tourism practices: May 30, 2025.

The AIMTD conference will take place at the University Iba Der Thiam of Thiès (Thiès) and at Thelma Business School (Dakar) in partnership with the Network of Tourism Academics in Senegal (RESUTS).

Registration fees:

The conference participation fees are set as follows:

- Teachers-researchers (230 euros – 150,000 FCFA)

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- Professionals (150 euros – 100,000 FCFA)
- PhD students: 100 euros – 65,000 FCFA)

Payment methods:

- Bank transfer
- Online credit card
- Check payable to AIMTD (only for participants based in France)

PRESENTATION STANDARDS

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

- The first page should contain each author's name (including full first name), position and the title of the paper.
- The second page should contain only the paper title, an abstract in French and English, and 4 to 5 key words. - Manuscripts should be typed in Word, with margins of 2.5 cm; paper size A4; font Times New Roman, font size 12 points, single line spacing. They should be must be submitted to the following e-mail address: colloqueaimtd@gmail.com
- The paper must not contain appendices: charts, diagrams, images and other additions (black and white) are inserted in the text. Parts follow a simple number: 1, 1.1, 1.1.1, etc.
- Title: Times 18 in bold
- Author's name: Times 14 in bold
- Abstract in bold in 16, then text in Times 12 - Title 1.: Times 14 in bold - Titles 1.1.: Times 12 in bold - Conclusion: Times 14 in bold
- Bibliography: Times 14 in bold, thn text in Times 12, according to the following model: 5 - 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). Titles, subtitles, introductory paragraphs are the journal's own responsibility; the journal reserves the right to modify those proposed by the author(s).

CONFERENCE PROCEEDINGS and PUBLICATIONS

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 caribéennes, The European Journal of Tourism Research, RAMAP (African Review of Public Management)).

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