



UNIVERSITÉ
SORBONNE PARIS NORD

AIMTD

Association Internationale de Management du Tourisme Durable

INTRARE
Innovation
Transformation
Responsabilité



AMFORHT
World Association for Hospitality
and Tourism Education and Research

Call for Papers

16th Scientific Conference on Sustainable Tourism

Gastronomy, Territories, and Heritage

Troyes (France, Champagne), 23 - 25 avril 2026

Tourism products based on heritage offer commercial alternatives to mass tourism. Visits to vineyards, particularly organic ones, with wine tastings are offered throughout France. The creation and development of these products enable tourism organizations to increase the attractiveness of the destination while developing new management practices. Tourism products that allow tourists to sample the local cuisine and learn more about the culinary practices of the people they visit are becoming a central part of travel. The cuisine and culinary practices offered by tourism businesses, particularly the restaurant industry, enable certain regions to position themselves as gastronomic destinations. The relationship between the attractiveness of a region and its gastronomy is increasingly seen as a sustainable tourism practice, but it requires a differentiated tourism offering based on the culture and heritage of the people. This poses a major challenge for tourism businesses, which must offer profitable gastronomic experiences and products that meet tourist demand while drawing on the heritage of the regions visited.

This symposium aims to explore the following questions, focusing on management approaches:

- What new tools are available to better promote heritage, particularly gastronomic heritage, for tourism (tourism marketing, experiential marketing)?
- What role do local products and gastronomy play in the attractiveness of a region?
- How does the wine industry help position a tourist destination? How can the production of non-alcoholic wine change consumer behavior?
- What is the link between organic production and local products and gastronomy?
- To what extent should specific training programs be developed for heritage and local product management?
- What policies should be implemented to promote heritage and local produce (management of tourist destinations, regional marketing, networking among stakeholders)?
- What new indicators for sustainable development and social responsibility should be applied in the gastronomy, agrotourism, and heritage activities sectors (sustainable development and CSR)?
- How can hotel and restaurant businesses promote a tourist destination?
- What sustainable pricing strategies can be developed to enhance the attractiveness of the region, local products, and gastronomy?
- What strategies should be promoted to make food and gastronomic heritage more important for many tourist destinations?

POSITIONING

COMMUNICATION THEMES

This conference seeks to understand the relationship between gastronomic heritage and the attractiveness of tourist destinations from a sustainable tourism management perspective. Proposed communications may concern all forms of tourism related to catering, food, culinary practices, and agri-food that may define or influence tourist attractiveness and that present the principles, practices, and mechanisms of sustainable tourism. The approaches valued are based on both qualitative and quantitative methods. The issues addressed are very broad and may fall within the following fields: marketing, strategy, communication, consumer behavior, human resources, public management, ICT, economics, finance, logistics, law, sustainable development, and CSR.

Potential topics to be addressed include the following:

- Sustainable tourism and territories
- Gastronomy and organic products
- Agriculture and vineyards
- Specific features and challenges of sustainable island tourism
- Management of tourist flows
- Site absorption capacity
- Heritage enhancement and protection
- Accessibility to islands and tourism development (international and local air/sea transport).
- Economic dependence on tourism and associated risks
- Distribution of tourism revenues
- Land management
- Preservation of public access to the coastline
- Protection of marine areas and tourism policies
- Sustainable tourism management
- Sustainable tourism marketing and organizations
- Challenges and opportunities for sustainable tourism development
- Visitor expectations regarding sustainable tourism
- Sustainable destination tourism management
- Sustainable tourism and the development of practices
- Tourism between economic performance and sustainable development
- Sustainable tourism planning and sustainable development
- Sustainable tourism and hospitality
- Socio-ecological resilience and tourism
- The hotel industry and sustainable tourism
- Green accounting applications and mass tourism
- E-tourism, social media, and sustainable tourism
- Tourism and climate change
- Leisure and sustainable tourism
- Sustainable territorial approach and certification schemes such as eco-labels
- Business and benefits for communities in sustainable tourism
- Innovation and sustainable tourism
- Public management and sustainable tourism
- Sustainable tourism and communication
- Quality and sustainable tourism
- Greenwashing and business ethics
- Destination attractiveness and respect for the environment
- Benefits and costs of sustainable tourism
- Consumer demand and sustainable tourism
- Sustainable tourism and cooperation between stakeholders.
- Sustainable tourism and ecosystem protection

This conference also aims to bring together teachers, researchers, and tourism professionals who have decided to integrate sustainable development into the protection of tourist areas and the marketing of tourism products and destinations.

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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Socrat GHADBAN, Graduate School of Tourism - Y SCHOOLS - Troyes

Erick LEROUX, University Sorbonne Paris Nord (France)

Philippe ODOU, Research Director Y SCHOOLS - Troyes REIMS (France)

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| PAPER SUBMISSION and SELECTION |
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Please submit an abstract of approximately 1000 words, including the title and full contact details, in the form of an electronic file to be sent to: colloqueaimtd@gmail.com. You may submit your abstract as soon as possible, but no later than January 15, 2026. Each paper will be reviewed by two reviewers. For more information about the conference, please visit: <http://tourisme-durable-aimtd.org/11-jstd/> on the AIMTD website.

You may submit your abstract in French or English, and then present your paper in the language in which the document will be presented.

Date and location of the conference: April 23 and 24, 2026, in Troyes (France).

Deadline for abstract submission: January 15, 2026.

Confirmation of accepted abstracts: January 30, 2026.

Full presentations are expected by March 30, 2026.

Conference opening: April 23, 2026

Academic sessions: April 23 and 24, 2026

Excursions: April 25, 2026.

Authors of projects selected for journals associated with the conference must submit their full articles by September 15, 2026.

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. 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:
 - 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).

Registration fees:

The conference participation fees are as follows:

- Teachers, researchers, and professionals: 3 days (€350)
- Teachers, researchers, and professionals: 2 days (€300)

- Doctoral students: 3 days (€200)
- Doctoral students: 2 days (€150)

Payment methods:

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

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 caribéennes, The European Journal of Tourism Research*).

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