



## **Call for Papers** **11th Scientific Conference on Sustainable Tourism**

### *Digitization in the service of sustainable tourism management*

Tahiti (French Polynesia), June 2<sup>nd</sup>-4<sup>th</sup>, 2020

Most tourists use the Internet to get information, prepare and organize their trips. Digitization in tourists' behavior is mainly oriented towards preparation of trips and the sharing of experience after it is over. While it is true that different nationalities use the Internet differently, all tourists attach importance to the comments and ratings posted on reservation sites to confirm their choice, discover bargains or share their experience. Digital technology makes it possible for tourists to look for information (about accommodation, transport, leisure, journeys), to plan their activities during their stay and to share information.

The tourism industry plays a major role in the development of places and in communication to the general public. Thanks to digitization, the actors of tourism can, for example, develop awareness of the development of sustainable development.

The issue at stake for sustainable tourism is notably to develop communication on the Internet in relation with best practice of leisure and tourism activities, via interactive and community tools.

The question of the digitization of tourism products in tourist sites, notably insular ones, needs to be considered. What digital strategy should be put into place for sustainable tourism and the protection of

nature, notably in the context of islands? What are the best communication strategies to be applied in sustainable tourism?

The objective of the conference is to examine the means to organize digitization in the framework of the commercialization of tourism destinations and products, notably islands.

Researchers are invited to submit empirical, methodological research and conceptual documents which emphasize topics linked to the implementation of sustainable tourism management.

Suitable potential issues are as follows:

- Specifics and issues at stake in sustainable island tourism
- Management of tourism flows
- Tourism sites' absorption capacity
- Valuation and protection of heritage
- Island accessibility and tourism development (international and local air/sea transport).
- Economic dependency on tourism and associated risks
- Distribution of tourism revenue
- Management of real estate
- Preservation of public access to the seashore
- Protection of marine areas and tourism policies
- Management of sustainable tourism
- Marketing and sustainable tourism organizations
- Challenges and opportunities for the development of sustainable tourism
- Visitors' expectations in terms of sustainable tourism
- Management of sustainable destination tourism
- Sustainable tourism and development of practices
- Tourism between economic and sustainable development
- Sustainable tourism and protection of ecosystems
- Planning sustainable tourism 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 regional approach and production of certificates such as ecolabels
- Business and benefits for communities in sustainable tourism
- Innovation and sustainable tourism
- Public management public and sustainable tourism
- Sustainable tourism and communication
- Quality and sustainable tourism
- Greenwashing and business ethics
- Destination attractiveness and caring for the environment
- Advantages and costs of sustainable tourism
- Consumer demand and sustainable tourism
- sustainable tourism and cooperation between stakeholders

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.

### ORGANIZING COMMITTEE

Pierre GHEWY, Co-Director of CETOP (Centre d'Etudes sur le Tourisme en Océanie-Pacifique)  
University of French Polynesia (France)

Erick LEROUX, University of Paris 13-Sorbonne Paris City (France)

Yann RIVAL, Co-Director of CETOP (Centre d'Etudes sur le Tourisme en Océanie-Pacifique)  
University of French Polynesia (France)

### PAPER SUBMISSION and SELECTION

Please submit an abstract of no more than 1000 words, including title and full contact details, in 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 2019. Each paper is reviewed by two reviewers. For more information about the conference, you are invited to visit: <http://tourisme-durable-aimtd.org/> on AIMTD website.

You may submit your abstract **in French or English**, depending on the language in which the paper will be presented.

Conference dates and venue: June 2nd, 3th and 4th, 2020 in Tahiti, French Polynesia.

Deadline for submission of abstracts: December 1st, 2019

Confirmation of accepted abstracts: December 20th, 2019

Full papers are expected by February 25, 2020

Opening of the conference: June 2nd, 2020

Academic sessions: June 2nd-3th, 2020

Tours and excursions: June 4th, 2020.

#### **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](mailto: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).

### **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*).

<b>SCIENTIFIC COMMITTEE</b>
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Mbaye Fall DIALLO, University of Lille Nord de France-(France)

Président of scientific Committee

Lalla Latifa ALAOUI University of Rabat (Maroc)

Christophe ALONSO, University of Paris V-Sorbonne Paris Cité (France)

Saehya ANN, CSU East Bay, Hayward (USA)

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Socrat GAHDBAN, University of Tourism, Beyrouth (Lebanon)

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Martin LOHMANN, Institut für Tourismus und Bäderforschung in Nordeuropa Kiel (Germany)

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Mara MANENTE, International Center of Studies of the Tourist Economy University of Venice (Italy)

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Omar MOUFAKKIR, Maastricht School of Management-Kuwait (Koweit)

Hansruedi MÜLLER, Forschungsinstitut für freizeit und Tourismus University of Berne (Suisse)

Joseph NGIJOL, Université of Sorbonne Nouvelle 3-Sorbonne (France)

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Christine PETR, University of Bretagne Sud (France)

Lionel PRIGENT, University of Bretagne Occidentale (France)

Pierre-Charles PUPION, University of Poitiers (France)

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Semih YILMAZ, CSU East Bay, Hayward (USA)

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