

Mouloud MAMMERI University, Tizi-Ouzou

Faculty of Economics, Business and Management Sciences

Development, Economics, Finance and Institutions (DEFI) Research Laboratory

In partnership with: The Tourism and Crafts Department of Tizi-Ouzou

Organise an international hybrid conference

The Challenges of Tourism Development and Heritage Preservation in the face of the Imperatives of Digitalization and Territorial Attractiveness

Dates: 04th -05th may 2025

Honorary Presidents

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Dr. SMADI Amina

Chairman of the organizing committee

Dr. FIRLAS Mohammed

Important dates

November 30, 2024: Deadline for abstract submissions. Abstracts should be sent to: colloque.defi@ummt.dz

December 15, 2024: Notification of acceptance

March 15, 2025: Submission of the communication

May 4 and 5, 2025: Conference days

Languages of the conference: Arabic, Tamazight, French, English

Publication of selected texts in indexed partner journals :

European Review of Service Economics and Management

Tourism Review

Mondes en développement

Etudes Caribéennes

Revue Internationale du Tourisme, des Affaires et du Territoire (RITUREM)

Tadamsa d'Unegmu

One established component of regional development is tourism. Indeed, the latter can create local dynamics that help vulnerable populations, making it a true development lever for many locations. The global expansion and diversification of tourism, which is a key factor in regional attractiveness, is more closely aligned with the principles of sustainable development. This new approach considers tourism in terms of social, environmental, economic and territorial innovation (Erick Leroux, 2015) in front of the harmful effects of counterfeiting or over-exploitation of monuments and tourist sites. The issue of preserving tangible and intangible heritage resources, related to the lifestyles of native populations, has given rise to different approaches. In fact, enhancing heritage resources is an asset that attracts tourists and/or leads to over-visitation, which can disrupt territorial organisation and give rise to conflict. Accordingly, and in order to ensure territorial resilience, the question is how the process of heritage enhancement can be used as a tourism development tool without offending local people's sensitivities.

Therefore, the development of heritage tourism raises a number of questions inherent in the tourism offer, prompting debate on a number of issues that underlie this heritage development. Tourism, defined by Kadri, Bondarenko and Pharicien (2019) as 'the transformation of places for tourism purposes' to be 'modelled' (MIT Team, 2002), generates many problems related to development, oversized urbanisation and waste management, and over-consumption of resources. In this regard it will be essential to explore the imperative of heritage and heritage tourism in a context of limitless digitalisation, putting territorial attractiveness into perspective (capturing, attracting, maintaining), while taking these constraints into account.

The dilemma of preserving the typical character of the region's rich heritage, including its biodiversity, which is the object of tourists' curiosity, together with the amplification of digital marketing, which is constantly increasing the number of visitors, marks a decisive turning point for these embedded innovations. Digitalisation is becoming a key factor in the preservation, appeal and enhancement of our heritage. At the same time, can virtual tours reduce the over-visitation of tourist sites? This raises the question of the capacity to manage the positive and negative externalities generated, and what heritage strategy should be adopted?

In this new context, characterized by the rise of digital technology, the development of local resources is at the crossroads of the tourism and heritage development processes, which constitute a real lever for the attractiveness of territories, a multidimensional concept (Poirot & Gerardin, 2010) integrated as an objective of local strategies (Noisette & Valérgo, 2010) Does territorial attractiveness represent a region's capacity to draw various flows? In other words, what can make a region more appealing or competitive? To what extent is the tourist's interest shaped by the selection of a destination known for its brand and image (Bédard, 2011)? From this standpoint, what are the key drivers of territorial attractiveness?

The tourist destination, whose image evolves according to the 'perceptions of tourists' (Abrika, 2019), is a concept that refers to several characteristics as determined by Kullala (2007), in particular attractiveness, accessibility, image, costs, the multiple attributes of the tourist area, the services offered and functions. Its development, based on specific resources, 'goodwill' (Vlès, 2005), distinctive of authenticity and preservation of 'local wealth' (Marcotte, Bourdeau et al., 2017) in the new context of digitalisation, is marked by the mobilisation of new tools, innovative approaches and the mobilisation of a system of interdependent actors from different interrelated backgrounds. At what stage do primary and secondary tourism resources interact to make a region attractive to tourists?

The emergence of a trend (Gombault, 2011) since the 2000s, based on the empirical concept of active creative tourism (Richards and Raymond, 2000), which promotes sustainable local development as a factor in the participative preservation of heritage, has sparked further debates around cultural and heritage tourism.

In this context, how can we characterise the polysemous concept of destination widely used by tourism professionals and researchers in the era of the digitalisation of smart tourist destinations? The attribution of this qualifier depends on the services provided via digital platforms accessible using smart technologies, before, during and after the trip (Femenia-Serra et al., 2019).

Nowadays, the attractiveness of tourist destinations is associated with their creativity and the innovations that strengthen territorial intelligence (Höjer and Wangel, 2015). A smart destination is therefore defined as a tourist destination that is innovative, accessible and sustainable (Lopez de Avila, 2015). Furthermore, Boes, Buhalis et al (2015) analyse the vectors of intelligence within a tourist destination, of which governance (Beritelli, Bieger et al., 2007) constitutes the Gordian knot of consultation and coordination of stakeholders. Lanquar (2020) refers to intelligent governance as the quality of services in a smart city based on innovation and democratic inclusion.

Tourism development is a complex, multidimensional system, a sequential process of change and/or creation based on tangible and intangible territorial resources that Kadri and Pilette (2017) break down into four dimensions. Its governance involves various actors from the public and private spheres, in particular the local communities directly affected by the changes taking place. The latter represents a 'diagnostic tool', according to the work of the MIT team (2000), derived from the programmes and actions of upstream and downstream stakeholders carried out as part of the strategies for developing tourism in a destination.

The structuring of tourist destinations which host innovative events (Bessy, 2016) results in multiple negative externalities particularly for the environment while simultaneously fostering sustainable development of the territories. What are the policies, strategies and incentive mechanisms for smart tourist destinations? hence the need to establish indicators (Ivars-Baidal, Celdrán-Bernabeu et al., 2021). This brings in mind indicators from the European Capital of Smart Tourism competition, which focuses on accessibility, digitalisation, sustainability, creativity and cultural heritage.

In the tourism industry, we are moving towards transforming the content of travel destinations by merging them with virtual experiences. The future of tourism will depend on the willingness and ability of local authorities to harness the potential of artificial intelligence in a model based on social values and solidarity, incorporating climate variables and biodiversity into the new globalised economy described by Lanquar (2023). Indeed, artificial intelligence provides a wide range of constantly interactive applications, creating major tourist attractions that captivate travelers' expectations. The use of these innovative technologies is opening up unprecedented prospects, with the tools of generative artificial intelligence boosting the attractiveness of the region and increasing tourist creativity when organising trips. In a context of competition imposed by globalisation, how do the infinite solutions (time saving, personalised assistance, etc.) offered by generative AI impact the tourism sector ecosystem?

By looking at the interaction between heritage and tourism and the phenomenon of digitalisation as factors in the development of tourism in the perspective of territorial attractiveness, this conference aims to confront the reflections of researchers from different disciplines, tourism professionals and institutional representatives, as well as organisations and actors from the regional development economy.

This conference, by addressing the interactions of heritage and tourism associated with the phenomenon of digitisation as factors of tourism in the perspective of territorial attractiveness, aims to compare the reflections of researchers from different disciplines, professionals in the field of tourism, institutions, but also organizations and actors in the territorial development. Through its multiple dimensions (economic, social, environmental, governance), this symposium will involve reflections, debates and criticism around empirical experiences or conceptual analyses for tourism and will provide objective proposals that will complement existing research in this field.

Through its multiple dimensions (economic, social, environmental, governance), this conference will involve reflections, debates, criticisms around empirical experiences or conceptual analyses intended for tourism practitioners and will provide objective proposals that will complement existing research in the field.

The main tracks of the conference:

We welcome contributions related to the following topics

1. **Conceptual and theoretical framework of territorial attractiveness**
2. **The attractiveness of tourist destinations**
3. **The rise of creative tourist destinations in the digital age**
4. **The tourism of heritage resources**
5. **The actors and governance of the tourism and heritage development processes**
6. **The role of digital marketing in attracting tourists**
7. **The impact of digitalization on the heritage development process.**
8. **Strategic management of heritage and tourism**
9. **Sustainable tourism, culture(s) and the attractiveness of regions**
10. **Smart tourist destinations**
11. **Territorial intelligence and sustainable tourism**
12. **Generative artificial intelligence, heritage and tourism**

The papers selected by the symposium's scientific committee will be published in a collective work and in partner scientific journals indexed according to the guidelines of the following journals:

European Review of Service Economics and Management: <https://ersem.univ-lille.fr/>

Tourism Review: <https://www.emeraldgrouppublishing.com/journal/tr>

Mondes en développement : <http://www.mondesendveloppement.eu/pages/presentation-de-la-revue/>

Etudes Caribéennes : <https://journals.openedition.org/etudescaribeennes/7896>

Revue Internationale du Tourisme, des Affaires et du Territoire (RITUREM):

<https://journals.uco.es/index.php/riturem/index>

Tadamsa d'Unegmu : <https://www.asjp.cerist.dz/en/PresentationRevue/795>

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MOULOUD MAMMERI UNIVERSITY OF TIZI-OUZOU
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 UMMTO, 4th -5th May, 2025

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Title of the participation	
Abstract	
Keywords	
<p>Conference languages: French, English, Arabic, Tamazight. Form to be returned by e-mail before Saturday 30 November 2024 to the following address colloque.defi@ummtto.dz</p>	

