



## Call for Papers

### 10th Scientific Conference on Sustainable Tourism

Management of sustainable tourism and commercialization of tourism products:  
an opportunity for the protection of the sea shore and marine areas?

Salvador de Bahia (Brazil), April 16th-18th 2019

The growing number of tourists results in an increase of individual environmental footprint. In the context of mass tourism, it is to be feared that tourist sites can become polluted. Marine protected areas (MPAs) must of course be included. As a reminder, there are five oceanic areas where plastic accumulates (garbage patches), located respectively in the North Pacific, the South Pacific, the North Atlantic, the South Atlantic and the Indian Ocean. Thus billions of bits of plastic, representing 80,000 tons of waste are floating in the oceans. The largest tip is floating in the Pacific: it spreads over a surface three times the size of France. This grave pollution is interfering with marine biodiversity as well as the blue economy. In addition fishing should contribute to the preservation of marine life. For the ocean's resources to be used in a fair, sustainable way, it is necessary to regulate marine areas. In that sense, economic agents should get more involved, while taking more responsibility for what they do. Sea exploitation techniques must be improved in order to reduce or compensate the impact of

activities. According to Aichi Biodiversity Target 11, ten per cent of marine areas must be protected by 2020 and a level of quality must be reached to allow these areas to be managed efficiently.

Therefore the question of the commercialization of tourism products in tourist sites, notably sea resorts, poses itself. What marketing strategy should be put into place with a view to sustainable tourism and nature protection? What are the best nature and ocean conservancy strategies and techniques in the context of commercialization for tourism?

The objective of this conference is to examine the means to put into place the protection of marine areas and ecosystems in the context of the commercialization of tourist products and destinations. It also bears on the integration of sustainable development in the production and sale of tourist services or products.

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

Suitable potential issues are as follows:

- 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
- 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
- Sustainable tourism and protection of ecosystems

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 hospitality, recreation and tourism professionals who have decided to integrate or not to integrate creative tourism in marketing their businesses and destinations.

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| <b>PAPER SUBMISSION and SELECTION</b> |
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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 2018. Each paper is reviewed by two reviewers. For more information about the conference, you are invited to visit:

- [AIMTD website](#)

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

Time and place: April 16th, 17th and 18th, 2019 in Salvador de Bahia, Brazil.

Deadline for submitting abstracts: December 1st, 2018

Confirmation of accepted abstracts: December 20th, 2018

Full papers are expected by February 25th, 2019

Opening of the conference: April 16th, 2019

Academic sessions: April 16-17th, 2019

Tours and excursions: April 18th, 2019 (visits of protected marine areas).

**Normes de présentation**

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:

- 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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