



UNIVERSITÉ
LAVAL

Faculté de foresterie, de géographie et de géomatique
Département de géographie



CALL for PAPERS

«6th scientific Conference on Sustainable Tourism» Conciliation of Sustainable Tourism and Business

Québec City (Canada), June 10-12th 2015

For some managers, sustainability appears as a constraint in the marketing of tourism products and tourism destinations. For others, sustainable development represents a market opportunity and the opportunity to reach a segment of tourists sensitive to the impact of their consumption on the company visit. While managers can not be separated into two distinct camps, it is clear that the integration of sustainable tourism practices can be complex and represents several challenges and appear as ambivalence.

For some managers of tourist destinations, sustainable development can also be seen as a constraint to economic development of the territory. Must then select some tourism products or logical development that does not always promote competitiveness against destinations based mass tourism, developed without constraint in a single logical short-term performance. For other managers of tourist destinations, sustainable development represents an opportunity to develop a new territory from practices that consider not only economic imperatives, but also meet local people while seeking to minimize the impact of tourism on the environment. This may even be a position based on a niche market where marketing and sustainable operations is a comparative advantage.

The objective of this conference is to address the role of sustainability in the development and marketing of tourism destinations and products. Beyond the different approaches to integrate sustainable tourism businesses or tourist areas, this conference is an opportunity to explore the opportunities, challenges, and contradictions between trade, economic imperatives, environmental and cultural. If sustainable development is of great value to tourists, why all the regions do not they use sustainable development as the main line of development? It is possible

to reconcile the interests of all stakeholders of a territory who wish to develop their region around a sustainable development approach.

This conference also aims to address the integration of sustainable development in the production of tourist services or products, especially in organizational practices and marketing. This integration is a challenge facing tourism businesses.

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

Potential themes to be addressed include following:

- Management of sustainable tourism
- Challenges and opportunities for sustainable tourism development
- Visitor expectations regarding sustainable tourism
- Tourism management of sustainable destination
- Sustainable tourism development and management practices
- Sustainable tourism planning and regional development
- Tourism sustainability, resiliency and dynamics
- Socio-ecological resilience and tourism
- Tourism planning without sustainable development
- Green Accounting Applications in mass tourism
- Challenges of sustainable tourism development in the developing world
- Approaching territorial sustainability and product certifications such as the eco-label
- Business and benefits to communities from sustainable tourism
- Governance, ethics and sustainable development
- The role of real estate in sustainable development
- Misrepresentation and sustainable tourism
- Marketing of sustainable tourism
- Greenwashing and business ethics
- Destination attractiveness and environmentally responsible
- The benefits and costs of sustainable tourism
- Consumer demand for sustainable tourism
- Sustainable Tourism and cooperation between stakeholders.

Papers may be based both on qualitative or quantitative methods. The issues covered are very broad and can raise 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 or not to integrate sustainable development in the marketing of tourism products and destinations.

ORGANIZING COMMITTEE

Erick LEROUX, Université de Paris 13-Sorbonne Paris Cité (France)
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Pascale MARCOTTE, Université du Québec à Trois-Rivières (Canada)
Bruno SARRASIN, Université du Québec à Montréal (Canada)

PAPER SUBMISSION and SELECTION

Please submit an abstract of no more than 500 words, including title and full contact details, as an electronic file to: colloqueaimtd@gmail.com. You may submit your abstract as soon as possible but no later than January 31st 2015. Each communication must be reviewed. Each paper is reviewed by two reviewers. For more information about the conference, you are invited to visit: <http://tourisme-durable-aimtd.org/quebec2015/>. You can submit your abstract in French or English, depending on the language in which the paper will be presented.

Time and Place:

The Conference: Québec City (Canada), June 10-12th 2015

Deadline for submitting abstracts: January 31th, 2015

Confirmation of accepted abstracts: February 15th, 2015

Full papers are expected by 1 April, 2015

Opening of the conference: June 10, 2015

Academic sessions: June 16-12, 2015

Tours and excursions: June 20, 2015 (information coming).

Guidelines

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

- Each file should be in .doc 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 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
 - Author name: 14 times in bold
 - Summary 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

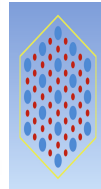
All accepted papers shall be published in the Conference Proceedings. In the case of multiple authors, please note that at least one of them must be a registered Conference participant. It is provided that some selected articles shall be published in a special edition of a well-known review (Management & Avenir, Communication & Management, Gestion et Management Public, Maghreb Machrek).

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