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EAST BAY



CALL for PAPERS

«9th scientific Conference on Sustainable Tourism»

Creativity through diversity: New horizons for the management of sustainable tourism and recreation

Hayward (San Francisco East Bay Area), California, USA, April 24-26. 2018

Creative tourism is a form of tourism that is characterized by the involvement of tourists in the local area and interacting with the local population through participatory activities. The cultural diversity of each country, due in part to its traditions, is a major asset for creative tourism. Creative tourism is proving to be a very interesting tourist product because it caters to all categories of people (singles or groups, young people, adults or seniors, family groups or friends). The principle of creative tourism is to meet the expectations of tourists wishing to have an authentic experience, combining the discovery of a destination and meeting its inhabitants. Thus, creative tourism allows tourists, through participating in workshops, to discover the country visited in a more original and a more sophisticated way. In this respect, creative tourism is characterized by interactions between tourists and the destination visited, in an emotional, participatory and social nature. In 2010, a Creative Tourism Network was created with the main objective to exchange ideas on good practices and invite new destinations to support and structure their creative tourism. Members offer different activities. For example, the "Creative Tourism Santa Fe" offers courses in jewelry, paintings, ceramics, photography, cooking, and visits to local artists' studios. On the level of consumer behavior, some individuals are more actively involved in creative practices;

they exchange knowledge and also actively participate in a creative manner in their creation of knowledge contents. These new consumers, with their input, bring useful ideas to the design of tourist products and services. Thus, tourism policies that focus on creating value with creative tourism must now link tourism operators, tourists and destinations. The design of a tourist image and/or a destination brand can, within the framework of the formulation of innovative tourism products and services, associate creative activities with destinations. For this, the use of new technologies and digital media plays a major role in the dissemination of creative contents of tourism offerings. Finally, if the current trend is to segment tourism markets with new products and services such as creative tourism and other new forms of tourism (e.g. tourism, linguistic tourism, slow tourism, congress tourism, etc.), There must be a room left for sustainable development. Therefore, creative tourism must be part of sustainable tourism.

The objective of this conference is to examine the role of sustainability in the development and marketing of tourism products and services linked to creative tourism. It also aims to address the integration of sustainable development in the production of tourist services or products, particularly in organizational and marketing practices within **the context of creative tourism**.

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

Potential themes to be addressed include following:

- Creative tourism
- Challenges and opportunities for sustainable tourism development
- Visitors' expectations regarding sustainable tourism
- Tourism management of sustainable destinations
- Sustainable tourism development and management practices
- Tourism between economic performance and sustainability
- Sustainable tourism planning and regional development
- Business and benefits to communities from sustainable tourism and/or recreation
- Innovation and sustainable tourism or recreation
- Public management of sustainable tourism
- Sustainable tourism and communication
- Quality and sustainable tourism
- Greenwashing and business ethics
- Destinations' attractiveness and environmentally responsibility
- The benefits and costs of sustainable tourism
- Consumer demand for sustainable tourism
- Marine protected areas and tourism policies
- Sustainable Tourism and cooperation between stakeholders
- Marketing of sustainable recreation and/or tourism organizations
- Management of sustainable tourism and/or sustainable recreation
- Green Accounting Applications in mass tourism
- E-tourism, social media and sustainable tourism
- Recreation and sustainable tourism
- Approaching destination sustainability and product certifications such as the eco-label
- Sustainable tourism and ecosystem protection
- Socio-ecological resilience and tourism
- The hotel industry and sustainable tourism

- Creative tourism and Sustainable practices

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.

ORGANIZING COMMITTEE

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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. You may submit your abstract as soon as possible but no later than November 1st 2017. Each paper is reviewed by two reviewers. For more information about the conference, you are invited to visit:

<http://tourisme-durable-aimtd.org/9iemes-journees-scientifiques-du-tourisme-durable/>

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: Hayward (in the San Francisco East Bay Area), California, USA, April 24-26th 2018

Deadline for submitting abstracts: November 1st, 2017

Confirmation of accepted abstracts: November 30th, 2017

Full papers are expected by January 25th, 2018

Opening of the conference: April 24th, 2018

Academic sessions: April 24-25th, 2018

Tours and excursions: April 26th, 2018 (Emphasis on Sustainable Practices).

Guidelines

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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