



5TH EDITION OF THE INTERNATIONAL SYMPOSIUM ON TOURISM IN THE ARAB WORLD

Soussa from 31 October to 02 November 2022

GOVERNANCE, COMMUNICATION

AND

DEVELOPMENT OF TOURISM TERRITORIES

HONORARY PREDIDENTS

Prof. Kamel Jerfel
Doyen de la faculté FLSHS

Prof. Kadri Boualem &
ESGUQAM-Canada

Prof. Philippe Viallon
Chaire UNESCO de l'Université de
Strasbourg

Chair of the Organising committee

Scientific Coordinator

Partner Coordinator

Dr. Mohamed Hellal
University of Soussa

Pr. Mourad Ben Jelloul
University of Tunis

Pr. Khaled Abaza
University of Tunis



CALL FOR PAPERS

The Department of Geography of the University of Sousse and the research laboratory "Governance and Territorial Development" of the University of Tunis are organising the 5th edition of the international symposium on "Tourism in the Arab World" between 31 October and 2 November 2022, with the support of the Tunisian Ministry of Tourism and in collaboration with the Association of Tunisian Geographers, the UNESCO Chair of the University of Strasbourg, the Research Programme on Tourism in the Arab World (PRETA) of the Research and Intervention Group on Tourism, Territory and Society (GRITTS) of the ESG UQAM (Montreal, Canada), the World Centre of Excellence for Destinations (CED) and the PHC Maghreb Programme.

This conference will bring together professionals and researchers from various disciplines interested in the governance, communication and development of tourism territories. From a comparative and interdisciplinary perspective, it aims to examine the governance and tourism development of territories, as well as the different methods of creating the image of destinations, cities and tourist territories in the Arab world.

Security risks (terrorist attacks, Arab Spring) and health risks, including SARS, MERS and COVID-19, have destabilised Arab tourist destinations, especially those which did not have a strong tourist image. To this end, the multiplication of this type of event over the past 20 years has shown that destinations in the MENA region (Middle East and North Africa) are quite vulnerable. If past experience has shown us that a strong recovery in demand took place rapidly after crises (as they were often localised), the current pandemic pushes us to be more prudent.

Paradoxically, the MENA region is seen as a place of attraction and upheaval at the same time. Some countries have emerged as international destinations (Dubai, Qatar), while others have been shaken by political instability or terrorist attacks such as Tunisia and Egypt. While some destinations are trying to maintain themselves on the tourist scene (Morocco), others are more concerned about their survival, especially those that have lost an important heritage that represents their image capital (Iraq, Syria). In this context of instability, the situation of Tunisian tourism, which has suffered the full force of the consequences of a structural and cyclical crisis, as well as the new perspectives of world tourism after Covid-19, reinforce the idea of organising this conference.

Today, we are witnessing a lack of image of Tunisia as a "mass seaside tourism destination", in the face of a constantly changing tourist demand and fierce competition. This is an invitation not only to review the image of the known destinations, but also to develop the communication of new tourist territories.

The changes in the way people spend their holidays have put mass tourism areas in crisis. They are suffering the effects of the end of the tourist life cycle (Butler, 1980) linked to the standardisation of the tourist offer resulting from the Thirty Glorious Years. This situation is related to the change in the global context and the entry into a new tourism revolution (Violier, 2009) marked by globalisation and the segmentation of demand in relation to the use

of communication via the internet/web. It is also a new era manifested by increased tourism competition and, consequently, by the invention of new places and practices. This also implies a renewed look at the largely non-tourist actors: inhabitants, associations. What kind of work is needed on the territorial imagination in order to invent new tourist territories that meet consumers' expectations? Does the tourist invention of "ordinary" places accompany or precede their creation as heritage (tangible and/or intangible)?

Tunisia, a country with a strong heritage potential, has a human heritage of over 40,000 years and thousands of geo-sites. The new code of local authorities (April 2018) and the resulting major decentralisation project will enable local authorities to develop, independently or in collaboration with their public and private partners, an inclusive and sustainable tourism development for their territories based on natural, cultural or other assets.

The aim of the conference is to offer the various participants an area for reflection on the concepts, means of implementation and methods for involving tourism in the development of the territory. It is a real opportunity to enrich the approaches in the field of tourism development and should allow confronting experiences from different fields at national and international levels. Researchers will see it as an opportunity to make comparisons with Canadian, French, Moroccan and other destinations that have succeeded in establishing themselves as "branded territories" on the international tourism market.

This conference comes at a time when most tourist destinations are faced with numerous structural and economic uncertainties. It will focus in particular on the means of changing the perceived and experienced image into a desired image. To this end, this conference will address several questions:

- How can the image of a territory with tourism potential be constructed to make it a destination?
- What are the governance issues that condition the future of tourist areas?
- How do the interactions between political decision-makers and actors in tourist destinations work?
- What is the role of territorial marketing in the preservation of heritage?
- What means should be put in place to preserve the natural, tangible and intangible heritage? What communication strategies should be adopted?
- Can the cultural or natural identity of a territory contribute to its attractiveness?
- What is the impact of governance on the control of the image of the tourist destination (city or territory)?
- How can a collective strategy affect the perceived image with a view to improve conditions for competitiveness?
- What is the place of new technologies in tourism promotion?
- What kind of governance is needed to control tourist flows?
- How can organisational resilience contribute to relaunching a destination after a major crisis?

Criteria for submission of proposals

Proposals for papers should include a provisional title and an abstract of no more than 2 000 words in which the problematic, the methodological approach and the expected results are presented. The form adopted is Times New Roman 12, single spaced. The first page should include the name and title of the author(s), the e-mail address, the title of the paper and 4-5

keywords. Each proposal will be reviewed by two reviewers. The proposal should be sent to the following address: mohamed.hellal2012@gmail.com

Publication of the conference proceedings

The conference will be published. All accepted proposals will be included in the programme. However, the scientific committee reserves the right not to publish texts whose quality, in the opinion of the scientific committee, does not meet the required standards.

Venues of the conference: Faculty of Letters and Human Sciences of Sousse.

Public: Researchers, teachers, students, civil society, public authorities, professionals, journalists.

Languages of communication: Arabic, French and English.

Scientific Committee of the conference

Abaza Khaled Belgacem (University of Tunis, Tunisia); Akhiate Yassine (University Mohamed V of Rabat, Morocco); Aldighieri Barbara (CNR, Italy); Aloui Fadhila (University of Mannouba, Tunisia); Aoudia Nacer (University of Béjaïa, Algeria); Aych Fethi (University of Sousse, Tunisia); Babinger Frank (University of Madrid, Spain); Bedard François (University of Quebec in Montreal, Canada); Belhedi Amor (University of Tunis, Tunisia); Bendahan Mohamed (University Mohamed V of Rabat, Morocco); Benhacine Djamal (University of Munich, Germany); Bengharbia Habib (University of Tunis, Tunisia), Ben Jelloul Mourad (University of Tunis, Tunisia); Berriane Mohamed (University of Raba, Morocco); Bennasr Ali (University of Sfax, Tunisia); Boubakri Hassin (University of Sousse, Tunisia) ; Boujarra Ahmed (University of Sousse, Tunisia) ; Brahim Fawzi (University of Sousse, Tunisia) ; Hamzaoui Najet (University of Tunis, Tunisia); Hellal Mohamed (University of Sousse, Tunisia); Kadri Boualem (University of Quebec, Montreal, Canada); Khomsi Mohamed Réda (University of Quebec, Montreal, Canada); Merah Aissa (University of Bejaïa, Algeria); Rahmouni Lotfi (University of Carthage, Tunisia); Rjeb Hichem (University of Sousse, Tunisia); Seddik Fezai (University of Tunis, Tunisia); Suchet André (University of Bordeaux, France); Tizaoui Hamadi (University of Tunis, Tunisia), Viallon Philippe (UNESCO Chair, University of Strasbourg, France); Zerai Faouzi (University of Tunis, Tunisia).

Organising Committee

Mohamed Hellal (University of Sousse, Tunisia); Mourad Ben Jelloul (University of Tunis, Tunisia); Khaled Belgacem Abaza (University of Tunis, Tunisia); Zerai Faouzi (University of Tunis, Tunisia); Jamel Gamra (University of Sherbrouke, Canada); Taoufik Bourguiba (University of Sousse, Tunisia); Mejed Hergli (University of Sousse, Tunisia); Rim Mosbeh (University of Sousse, Tunisia); Mohamed Anes Snene (Tunisie voyages and University of Sousse, Tunisia), Mohamed Cherif (University of Tunis, Tunisia); Dalenda Bada (University of Sousse, Tunisia); Leila Lahmar (University of Sousse, Tunisia); Hichem Abbessi (University of Sousse, Tunisia) ; Slim Aliouet (University of Sousse, Tunisia) ; Emmanuel Brian (University of Bordeaux, France) ; Abdemkhalek Abderrahmen (University of Sousse, Tunisia) ; Hend ben Othmane (University of Carthage, Tunisia) ; Sarra Ben Jebara (University of Tunis, Tunisia) ; Asma Gharbi (University of Carthage, Tunisia); Maher Ben

Abdallah (Urba-Dev); Asma Rjeb (University of Carthage, Tunisia), Wadi Othmani (University of Carthage, Tunisia); Hajer Hmila (University of Sousse, Tunisia); Asma Ben Hassine (University of Tunis, Tunisia); Nesrine Kechiche (University of Carthage, Tunisia).

Calendar

31 May 2022	Reception of abstracts
30th June 2022	Response of the Scientific Committee
1st August 2022	Confirmation of registration and payment of fees
31 October – 2nd November 2022	Date of the symposium

Registration and participation fees

Researchers and others: 150 Euros;

Foreign PhD students: 75 Euros;

Tunisian Researchers: 200 DT;

Tunisian PhD students: 100 DT.

The registration fee does not cover the price of the excursion and the gala dinner.

Transfers should be made to the following account.

Bénéficiaire : Association des Géographes Tunisiens
Banque: BIAT (Agence avenue de Paris I)
RIB: 08004000622010925768
IBAN: TN59 0800 4000 6220 1092 5768
BIC: BIATTNTT
Matricule Fiscal: 1014631/H

To be paid by 1 August 2022 (deadline); the registration fee will include documentation, coffee breaks and lunches.

The registration fee does not cover accommodation. The organising committee will only provide a list of hotels that offer preferential rates during the conference.