



جهة الداخلة وادي الذهب
ⵜⴰⵎⴻⵔⴰ ⵏ ⵏⵓⵔⵉⵏⵏ ⵏ ⵏⵓⵔⵉⵏⵏ
Région Dakhla Oued Eddahab

المدرسة الوطنية للتجارة والتسيير - الداخلة
ⵜⴰⵎⴻⵔⴰ ⵜⴰⵏⵓⵔⵉⵏⵏ ⵜⴰⵏⵓⵔⵉⵏⵏ ⵜⴰⵏⵓⵔⵉⵏⵏ
ÉCOLE NATIONALE DE COMMERCE ET DE GESTION - DAKHLA



**The National School of Business and Management of Dakhla,
The Regional Council of Dakhla-Oued Eddahab
The Regional Council of Tourism
The Research Laboratory on the Saharan Space (LARES)
And The Research Laboratory on Tourism Studies (LARET)**

Organize

The First edition of:



**DAKHLA, MOROCCO 2019
International Conference on Tourism
and Sustainable Development**

**Under the theme:
Destinations and Tourism Products: Competitiveness
and Innovation**

CALL-FOR-PAPERS

ENCG Dakhla - Morocco, 24th and 25th April 2019

RATIONALE

As a vital sector of the global economy, tourism has boomed around the world due to competitive prices and the quality of services offered by host countries. The purpose of this first edition of the conference is to examine innovative practices that meet the expectations of a clientele that has become increasingly demanding, in order to help stakeholders diversify their tourism potential.

Indeed, the latest UNWTO Barometer states that international tourist arrivals jumped 7% to a total of 1.322 billion. This remarkable boost is expected to continue in 2018, at a rate of 4% to 5% and expected to be doubled by 2020, especially in emerging countries.

Europe for example, which received 63% of international arrivals in 1980, will only host 41% in 2030. While emerging destinations that have experienced a decline in attendance in the past, they aim to intensify the reception of tourists by 2030, twice as much as in countries with "advanced economy". To achieve this goal, the concerned countries should necessarily take advantage of new technologies, with a view to developing innovative services and modulating their offers.

In this context, Zurab Pololikashvili, the Secretary-General of the UNWTO posits that "harnessing innovation and digital advances provides tourism with opportunities to improve inclusiveness, local community empowerment and efficient resource management, amongst other objectives within the wider sustainable development agenda". This being said, better competitiveness requires focusing efforts on building an original and strong brand image through creativity and innovation that are key challenges for destinations.

This event aims to bring together professionals in the tourism sector, experts, institutions and researchers from several disciplines (management, strategy, marketing, geography, economy ...) in order to bring in-depth reflections on the logics of innovation and competitiveness to help stakeholders to improve their tourism potential and become aware of the need to renew their practices on the model of the perpetual developments in the tourism industry in the world.

Finally, this conference will also be an occasion of pleasure and relaxation and in this regard, we invite you to discover the charms of the 'Pearl of the South of Morocco, Dakhla'.

Proposals for papers should fit into one of the following thematic axes:

- Emerging destinations
- Governance of tourist destinations
- Competitiveness of tourist destinations
- Marketing of destinations and tourism products
- Attractiveness of tourist territories
- Innovation in the tourism offer
- Sustainable tourism management
- Tourism and technological innovation
- The innovative tourism business
- Tourism and heritage management
- Skills management for innovative destinations

SUBMISSION GUIDELINES

The full text should not exceed 15 pages and must respect the following format:

- A4 Format.
- Margins (upper, lower, left, right) of 2.5cm.
- Font: Times New Roman (12 points), single and justified line spacing.

All proposals must include a cover page which is not counted in the maximum number of pages. It should include:

- The title of the article (Times 20 bold);
- The name (s) of the author (s) (Times 12 bold);
- Affiliations & addresses (Times 12);
- The email address (Times 12);
- A single-spaced abstract of approximately 250 words, followed by a list of a minimum of five key words (Times 12).
- Tables and figures must be embedded in the text with a title.
- The necessary notes will be placed at the bottom of the page.
- The article should be followed by:
 - Bibliographical references, in alphabetical order of authors and written according to the AFNOR standards;
 - Annexes.

Proposals and complete papers must be imperatively sent, in Word format to the following email address: conf.tsd2019@gmail.com

N.B:

The selected best papers will be published in the *International Journal of Cultural and Digital Tourism*.

CONFERENCE LANGUAGES:

English, French, Arabic and Spanish.

IMPORTANT DATES:

28th February 2019	Deadline for receipt of the Abstracts.
15th March 2019	Deadline for the notification of acceptance of abstracts by the Scientific Committee.
15th April 2019	Deadline for receipt of the full text of the presentation.
24th and 25th April 2019	Date of the conference
26th April 2019	Social program (Excursion): discovery of the tourist potential of the region of Dakhla.

PARTICIPATION FEE:

- Free for PhD students.
- 120 Euros for all other participants.
- The participation fee covers:
 - The documentation.
 - 2 coffee breaks
 - 2 lunches.
 - The conference dinner.

SOCIAL PROGRAM: (Optional participation)

A one day excursion to Dakhla and its region:

- The White Dune
- The Island of the Dragon
- Saharan lunch
- The Desert and ‘Wetland of Imlili’
- Puerto-rico Beach
- Asmaa Thermal Source.

Price: 50 Euros per person

HONORARY COORDINATORS

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Juan Manuel BENITEZ, Dean of the Faculty of Economics and Tourism, University of Las Palmas, Spain.

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COORDINATOR OF THE ORGANIZING COMMITTEE

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For further information about the conference please consult the conference website:

<http://ictsd.encg-dakhla.ac.ma>

Or contact the local organizing committee at:

conf.tsd2019@gmail.com