Territorial development, heritage and tourism in sensitive and threatened areas: between economic participatory, democratic dynamics and communication

Djerba - Tunisia
14-15-16 November 2012

Call for papers
1. General framework

The theme of this international symposium deals with the problem of sustainable local development in different territories of the Mediterranean basin called upon to face the challenges generated by multiple changes (environmental -- including climate --, socio-economic, and political, which are also accompanied by a democratic transition based on citizen participation at local, national and international levels. These challenges influence in a specific manner the conditions of life and production of populations living in areas already undermined and threatened, who have for a long time been able to maintain a balance and a dynamic of development despite their numerous constraints. Given this background and these constraints, we will focus on issues of territorial development in areas with strong transition dynamics on different points of view:

- social (modes of governance and representation, transformation of the institutional structures);
- economic (transfer of productive systems and economic rules);
- environmental (evolution of ecosystem in the natural and/or anthropogenic effect, regulating or growth of the tourist activities);
- communicative (exchange and the information value, role and influence of the media in the digital age and new technologies).

In doing so, one question rises about the role of public authorities, actors interested in territorial development, professionals of the tourism sector, but also the local population and the "public" tourism. All, to varying degrees, will intervene in the design, implementation and adoption of strategies of development and valorization (natural, tangible and intangible heritage, Paris…) through different forms of communication (public, political, cross-cultural, event or crisis) deploying, locally, in techniques of territorial marketing and/or, at the national or international level, in major control plans or development programs.

2. Objectives of the Symposium

This symposium is part of the Franco-Maghrebian and interdisciplinary program "Languages, objects, territories and hospitality" (LOTH) which brings together researchers in human and social sciences (sciences of information and communication, economy and history) and has a double objective:

- To present and exchange the results of scientific work and the experiences of different actors: researchers, actors of development, NGOs, cooperation agencies, communication and tourism professionals, etc.;
- To understand and analyze the dynamics - both economic and communicational - essential for these fragile and threatened areas to identify guidelines for a more effective partnership between the private and public actors of the territorial development.

3. Three themes

**Axis 1: Information/communication, public and territories**

It is to prioritize and analyze links between communication and territorial development in the preservation and enhancement of different heritages and/or the development of tourism in fragile and endangered areas while seeking to assess the effectiveness of the actions and implemented information systems and to question their usefulness to promote citizen participation. This implies three directions:

- "Fragile" and "threatened" territories in the mirror of communication

Communicating on a territory implies considering it in its geographical, climatic, cultural, socio-economic and human features. Capturing the specificities and the contexts of these areas is the-
Therefore a prerequisite to the implementation of a territorial and public communication. They will enable us to understand what role it has in this communication in the construction and representation of these areas; to analyse the strategies adopted, to promote them and to support actions of valorisation and preservation of the heritage within them; understanding how to circulate knowledge and strategic knowledge about their development and what are sharing and implemented information qualification devices.

- **Actors, populations and public: towards a participatory democracy?**

Various actors, private and public, are involved in the dynamics of the territorial and tourism development. Thus, multiple actions are carried out, resulting in political, economic and social choices. From there arises the question of the balance to find and rebuild between political will and aspirations of the local population. How, in a participatory approach and partnership, to revolve the interactions between policy makers and stakeholders in the field? How in fine, on the basis of the consultation, to establish a participatory debate about current programs and projects?

- **Position of the researcher and methodological choices**

Any research raises the question of access to the field coupled with that of the choice of the technique of data collection. We want to question the position of the researcher and methodological choices based on the characteristics of these areas, specific grounds and their populations and/or local institutions with which it must build a relationship of trust, adapt its investigation techniques and think the return of the results and the circulation of the knowledge produced.

**Axis 2: Tourism, heritage and territorial marketing**

This axis will focus on issues related to the relationship between heritage and tourism in a perspective of development and territorial promotion by the communication. Indeed, the heritage plays a role in the recognition, the visibility of the territory and the appropriation of it by its inhabitants. Vector identity and cohesion, it has also become a factor of production of wealth. Thus its valuation issues are strategic and numerous and for the economy for the socio-cultural dimension of the territory. Also, is the local development of the territories - through the establishment of a tourist dynamic based on the valorisation and preservation of heritage -, today, one of the most award-winning marketing strategies whose effects can be analyzed in three points.

- **The enhancement of the heritage: tourism dimension and territorial marketing**

The territories that impose themselves with a lot of dynamism are those who have mostly managed to integrate heritage, lever, in the heart of their tourism development strategy. However the problem arises of “the deterioration of the heritage” by tourist traffic on sites that became accessible and should be economically profitable. The role of political decision-makers, economic actors and the population in this process will be crucial to define what each one means by recovery, especially when the proposed actions fall within an "ecotourism".

- **Role of territorial marketing in the preservation of heritage**

If territorial marketing has become a priority in the development of the territories, it must also, in these areas, couple to a strategic reflection on the actions of preservation. We will try to prioritize the tools and means to put in place to preserve the natural, tangible and intangible heritage. What communicative strategies to adopt and how to evaluate in the context of development of non-destructive (tourism, trade...) professional activities?
-Heritage challenges and risks of tourism

The relationship between heritage and tourism is part of dynamic generating upgrading economic and cultural opportunities while posing great challenges. How to suggest a process from process coupling enhancement, preservation and citizen participation under some risks (non-adequacy between the training of professionals and needs, protection of sites, inappropriate tourism products / generics) while leading them to think about the authenticity of heritage properties as well as their symbolic and cultural force?

Axis 3: Tourism, ICT and identity construction in the Mediterranean

In fragile and endangered areas, issues related to the transformations of social ties and identities linked to those of the appropriation of digital technologies is needed to grasp new ways of communicating and thinking certain fractures between the urban and rural/agricultural environment, between coastal and internal regions. Consider ICT as a tool to add value, otherwise, in sensitive areas of the Mediterranean territories leads to investigate three dimensions.

- The use of new tools of communication in the era of ICT

It is to study the social uses of ICT in new ways to communicate, to be in society. How Mediterranean societies build differently or similarly their relationship to the other via ICT? How tools of e-participation - websites, blogs, forums - or even multimedia develop as new "channels" of public communication territorial and tourism while promoting the construction of an "electronic citizenship"?

- The causes and consequences of "the communicational divide" in the Mediterranean

The communicational divide affecting both the political, economic, scientific and socio-cultural areas is often presented as a source of inequalities in development. It must therefore determine the forms and measure the potential consequences in areas particularly affected by the existence of disparities between different social classes: urban / rural; centre / periphery.

- Designs and uses ICT applied to the tourism sector

Issues of civic participation are not thought over without any reference to the digital information and communication systems. When it must also serve as a tourism development, it is useful to prioritize the interactions between people, between professionals of the tourism sector and heritage and target audience or users’ visitors, expatriates or inhabitants. It is here that an analysis of the impacts of the tools of Web 2.0 and social networks on the internet strategies of tourism in these areas makes sense, and, more generally, with it, what curricula can be observed between uses and appropriation of ICTs in the Maghreb countries?

4. Proposals of communications and organization of the Symposium

Individuals wishing to submit a communication are kindly requested to send by e-mail to the following address (ColloqueLOTHTmedenine2012@gmail.com) no later than January 2, 2012 a summary of 2500 signs in French or English. The summary must be accompanied by the title, five keywords and 3-5 references, choice of the theme, of the name of the authors, their function and institutional connection and their full contact information (Mail, phone, Fax and mailing address). Authors whose abstracts have been retained by the Scientific Committee will be asked to submit the full text of their communication within a period of three months.
5. Calendar

- January 2, 2012: deadline for the abstracts in a Word (.doc) format file with the name of the author.
- January-February 2012: review of the summaries by the Scientific Committee.
- 5 March 2012: announcement of selected contributions and publication of the program of the Symposium.
- June 4, 2012: deadline of the final texts (35 000 signs including spaces) and registration cards (the registration fee includes lunch and the proceedings of the Symposium).
- 6 August 2012: return to the authors of the comments of the Scientific Committee.
- September 3, 2012: return of the Scientific Committee contributors permanently retained for acts and publication of the final program of the Symposium.
- 14, 15 and 16 November 2012: holding of the Conference in Djerba.

6. Scientific and organizing committees

Scientific coordination of the Symposium: Houcine Khatteli, Mongi Sghaier and Vincent Meyer

Composition of the Scientific Committee

- Ali Abaab (Deutsche Gesellschaft für Internationale Zusammenarbeit, Germany)
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