



5th

Marrakech International Conference
on Tourisme Research - MICTR

SUSTAINABLE SOLUTIONS AND SMART
INNOVATIONS: TOURISM, HERITAGE,
AND CULTURE IN THE DIGITAL
AND AI ERA

Marrakech
November 13 to 15, 2024



The rapid expansion of digital technology and artificial intelligence represents a major transformation in tourism and heritage, exerting a significant influence on tourist destinations (Tsaih et al., 2018; Barnes, 2022; Brezovec, 2022; Li et al., 2022). Digital technologies and artificial intelligence can improve the experience of tourists visiting historical sites, museums, or other tourist destinations (Camilleri and Troise, 2023; Dangwal, et al., 2023).

These technologies can enable tourists to get more detailed information about places, their history, culture, and other important facts. In addition, digital technologies can help tourists find key attractions more easily, avoid waiting in lines, and plan their trip more efficiently. On the one hand, the integration of these advanced technologies has significantly improved accessibility to previously little-known destinations, offering explorers the world over new opportunities for discovery. Digital platforms and digital marketing strategies have opened unprecedented avenues for the development of small local businesses, stimulating tourism activity in previously little-visited regions (Li et al., 2022; Saeed Farahat et al., 2022). The result is a more balanced redistribution of visitor flows and a boost to local economies.

On the other hand, digital technologies allow more efficient management of visitor flows in tourist destinations, optimizing their experience and ensuring sustainable use of heritage sites and natural resources (Zamlynskyi et al., 2018; Brezovec, 2022; Kumar, 2023). This allows heritage objects to be protected from excessive damage and preserve their authenticity and environment for future generations (Grizane, 2023).

However, this development also presents problematic aspects: the growing popularity of certain destinations can lead to over-visiting, raising management and sustainability issues. Intensive use of natural and cultural resources can also damage the integrity of heritage, as well as violate the rights and legitimate interests of residents and other tourists (Ferraz and Serpa 2021; Wu et al., 2022). For example, the aggressive promotion of tourist sites on social networks is likely to increase the amount of waste generated and disrupt the ecological or cultural balance of the places concerned. It is therefore imperative to devise an appropriate planning and regulatory strategy to accompany the deployment of digital technologies and artificial intelligence, to guarantee sustainable enhancement and conservation of heritage.

In short, while the advent of digital technology and artificial intelligence offers enriching prospects for the development of tourist destinations and the enhancement of heritage, it is essential to strike a judicious balance (Sobhani et al., 2022). We need to navigate between exploiting these technologies to foster livability and the imperative need to preserve natural and cultural resources. Adopting a thoughtful, collaborative approach is crucial to addressing the potential challenges and maximizing the benefits that these technological innovations can bring to the tourism and heritage conservation sectors. Thus, the rapid development of digital technologies and artificial intelligence has brought great benefits to both the tourism industry and the preservation of heritage sites, promoting the sustainable development of tourism, and contributing to economic growth. It is crucial to continue using these technologies based on their positive impact and potential. It is also important to consider security and personal data protection issues. When we are using digital technologies in the field of tourism as well, it is necessary to ensure the protection of personal data too.

This call for papers therefore aims to bring together original articles. Proposals for publication may fall within any of the following themes (non-exhaustive list) :

- Sustainable strategies and digital tourism marketing
- Artificial intelligence and sustainable management of tourist destinations
- Sustainable development and the impact of digital innovations on ecotourism
- The role of Big Data in optimizing the sustainable tourism experience
- Artificial intelligence and heritage sustainability
- The role of sustainable management in the evolution of tourism and heritage
- Collaborative and participatory models in cultural and heritage tourism
- Challenges and opportunities of digitalization for World Heritage sites
- Heritage enhancement in the digital age
- Legal issues related with Tourism, Heritage, and Culture
- Tourism, territory, and technological innovation
- Eco-innovations in the tourism sector
- Creativity and digital technology: towards new forms of tourism
- AI integration and tourism flow management
- Artificial intelligence and heritage conservation
- Augmented and virtual reality applications in heritage and tourism education
- The challenges of security and privacy in e-tourism
- The impact of social networks on the promotion of sustainable tourism and heritage
- Individual's right to a clean and safe environment

KEYNOTES SPEAKERS



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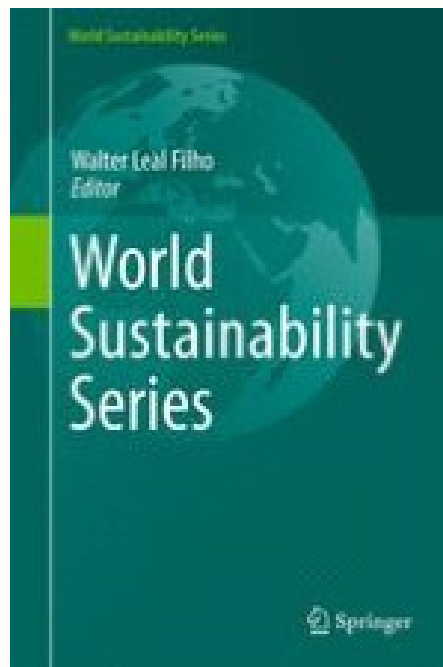
CEO of Accor Gestion Maroc
President of the National Tourism
Confederation

PUBLICATION PERSPECTIVE OF THE PAPERS

Two options to consider:

Formula A: Pre-conference publication

Book chapter as part of the *"world sustainability series"* by springer
"indexed in scopus"



Important Dates:

- Submission of abstracts (max 500 words): ~~May 20, 2024~~
June 20, 2024
- Notification of revisions to authors: ~~May 30, 2024~~
June 30, 2024
- Submission of full papers: July 15, 2024
- Publication: November 2024

Formula B: Post-conference publication

a) Selected papers within the scope of the EUROPEAN JOURNAL OF TOURISM RESEARCH (Scopus, ESCI – Clarivate Analytics) (<https://ejtr.vumk.eu>) will be invited for possible publication in a regular issue after the usual double-blind review process.



Publication of all abstracts:

All abstracts (max 500 words) will be published in the Abstract Book and will not be printed.

Important Dates:

- Submission of abstracts (max 500 words): July 10, 2024
- Notification of acceptance: July 30, 2024
- Submission of a provisional version of the text: December 15, 2024
- Notification of modifications to authors: January 30, 2025
- Submission of the final version of the text: March 15, 2025

Publication of all abstracts:

All abstracts (max 500 words) will be published in the Abstract Book and will not be printed.

PROPOSAL SUBMISSION

All communication proposals must be sent to the following contact address: mictr.conference@gmail.com

SCIENTIFIC COMMITTEE

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REGISTRATION AND FEES

- Early bird – September 10, 2024

Full fee: €320

Regular fee: €180 (excluding gala dinner, visit, and excursion)

Student fee: €120 (excluding gala dinner, visit, and excursion)

- A surcharge of 20% will apply after September 10, 2024.

The full fee includes:

- Lunches
- Receptions
- Gala dinner
- Conference materials
- Visit to the city of Marrakech and its monuments
- Excursion to the Atlas Mountains