



**IRNIST AND THE LABORATORIES LRPFPG, LAMSO, ISO OF ENCG
CASABLANCA HASSAN II UNIVERSITY ORGANIZE:
THE INTERNATIONAL CONFERENCE ON SPORT TOURISM**

Under the theme :

SPORT TOURISM AND LOCAL SUSTAINABLE DEVELOPMENT

**From the Researcher to the Decision Maker:
International Experiences and Comparisons**

24- 26 April 2019 Marrakech / MOROCCO

"STC'19" 6th IRNIST conference

Call For Papers



Argumentary and broad reflections on the theme

To promote sports tourism, you need an attractive show or seductive physical activity. Innovation, however, sustain growth.

There is no doubt that among the spectators who come to Bernabeu or Nou Camp, one can count several different nationalities. They enjoy a show that embodies globalization and, they visit museums of Real Madrid and FC Barcelona who were able to market their glorious history and the image of their champions.

Mountaineering, climbing, hiking and other mountain activities are physical activities that serve as pillars for a real business which keeps European and American tour operators alive. Everest in Nepal with a traffic jam at the top – even if it is not always respecting the environment – is a tangible proof of the attractiveness of mountains for tourists eager to climb and get high.

« Central park » in Manhattan or « Hyde park » in London are concrete examples of territorial development that stimulates the practice of sport. Going to these parks and not going for a ride, a swim or any other physical activity is a mess.

Needless to say that the good show, the natural endowment and territorial governance need creative ideas to ensure that the supply of sport tourism is irresistible. In this sense, cycling may seem like « trend idea to sell France ».

Sand marathon, le rallye Aicha des gazelles, le grand-prix Hassan II of tennis, le grand-prix Mohamed IV of Tbourida, as well as other sporting events, are Moroccan bands of symbiosis that is supposed to characterize the relationship between tourism and sport.

Morocco is indeed full of an important tourist potential thanks to its natural and geographical richness. In addition to the desert, there are beaches, rivers, mountains and snow, thus promoting the sport offer diversification.

Morocco's option for advanced regionalization, through financial resources and decision-making power available in the region, is expected to bring a new approach to territorial governance devoting the valorisation of the territories, among other things, by the richness and originality of its sports offer.

The national, regional or local sports offer should highlight the distinctive features of the human, cultural and natural territory. Each territory must draw all these heritages to seduce, to attract attention and attract the maximum of tourists. This means that a substantive work should be orchestrated by public authorities and politicians as part of a participatory approach involving tourism professionals, the sports movement and civil society.

It is obvious that this offer of sport tourism must, not only to boost wealth creation, but it must also and above all impact positively the daily life of the inhabitants and this happens following a sustainable development approach.

The dynamic of the territories is not without questioning the researcher who has the obligation, through his analyses, reflections and publications, to bring clarity to the designers of public policies at national, regional and local levels.

The exchange of experiences between regions within a country or between different countries can only be a creator of value through time and means saving that it makes possible.

It is more practical for each territory, after a good census of its wealth, potential and distinctive features to design an attractive sport offer. Whether the focus is on the show or the practice, the key is that it is able to contribute to the well-being of locals and visitors.

The axes of « STC'19 »

The axes of reflections proposed are:

1- Sport tourism and territory

- Sport and territorial identity
- Sport and territorial marketing
- Sport and local tourism
- Sports tourism and the role of local authorities
- Sport tourism and security
- Sport tourism: comparative strengths of a territory

2- Sport tourism: economy, management and governance

- Condition for development of sports tourism
- Sport position in tourism policies
- Socio-economic benefits of sport tourism
- Sport tourism and entrepreneurship
- Sports and ethical tourism
- Sport tourism and sustainable development
- Sports tourism : a destination management

3- Tourism and sport dynamic

- Sports culture and tourism
- Impact of major sporting events
- Promote tourism through sport
- Tourism and leisure sports
- Tourism and development of sports heritage

4- Sport tourism and innovation

- Sports e-tourism
- New professions in sports tourism
- Sport tourism and innovative projects

The Keynotes Speakers (Subject to their agreement and availability)

- Minister of Youth and Sport
- Elizabeth Ann Du Preez University of Pretoria, South Africa
- Derek van Rheenen, University of Berkeley, USA
- Tor Arne Gjertsen The arctic university, Norway

Publication

The papers presented at the conference will be reviewed by the scientific committee. The best articles could be published in a special issue in one of the following journals (based on the completion of the discussions with the editors):

- **International Sports Studies**
- **Cambridge Scholar Publishing**

Time period

Date	Wording
January 15, 2019	Deadline for sending abstracts
January 25, 2019	Date of acceptance notification
March 25, 2019	Date of sending the full paper
April 05, 2019	Notification deadline
April 20, 2019	Deadline of sending the final text
April 24-25-26, 2019	Holding the colloquium

Guidelines to authors

Abstracts

Summary of about 500 words in French and English in word format, font Times New Roman 12 font size and spacing 1.5.

The authors must accompany their summaries with the following pieces of information:

- Paper title (14 font size, Bold)
- Names and affiliations of the authors (University, Laboratory.../10 font size).
- Phone, email, mailing address...

- Axe of the paper
- The Abstract should present: **the problem, the methodology and the results**
5 keywords in French and English

The complete articles

- Word format, font Times New Roman 12 font size and spacing 1,5.
- The full text, including bibliography and appendices, should not exceed 200 pages.
- Articles may be submitted in two languages: French and English.

Abstracts and Articles should be sent to the following address

sport.tourism.conference.2019@gmail.com

The scientific committee of du « STC'19 » will reward the best three papers

Scientific committee

Head of the committee : Mohamed Nabil BENCHEKROUN (ENCG Casablanca)

Vice-president of the committee : Claude SOBRY (Université Lille France)

Membres of the committee :

Abdellatif KOMAT (FSJES Casablanca)/ Abdelmajid IBENRISSOUL (ENCG Casablanca) / A. ALAOUI MDAGHRI (FSJES Casablanca)/ Abderrahim RHARIB (ENCG Casablanca) / Abderahim BENLAKOUIRI (EST Casablanca)/ Barbara MAZZA(Sapienza - University of Rome, Italy)/ Derek VAN RHEENEN(UC Berkeley, USA)/ Heather GIBSON(the University of Florida)/Irena SLEPICKOVA (Charles University, Czech Rep)/John SAUNDERS (Australian Catholic University Australia) / Karim GASSEMI (ENCG Casablanca)/ Kristina BUCAR (University of Zagreb, Croatia)/ Malek BOUHAOUALA(University of Grenoble Alpes, France)/ Mohamed KAACH (IRFC Rabat)/ Patrick BOUCHET (Burgundi University France)/ Pedro GUESDES (CIDESD_ISMAI, Maia, Portugal)/ Ricardo MELO(Polytechnic Institute of Coimbra Portugal)/ Said OUHADI (ENCG Marrakech)/ Said YOUSSEF (ENCG Casablanca)/ Smail KABBAJ (ENCG Casablanca)/ Sorina CERNAIANU(University of Craiova Romania)/ Tarik KASBAOUI (FSJES EL JADIDA)/ XijiaLIU (Hebei Normal University, China)/ Hanane ROCHDANE (ENCG Casablanca)/ Mike Weed (Canterbury Christ Church University) / Sean Gammon (University of Central Lancashire)/ Mohamed IBRAHIMI (ENCG Casablanca) / Hanane AAMOUM (ENCG Casablanca) / Naima EL HAUD (ENCG Casablanca) / Nafii IBENRISSOUL (ENCG Casablanca) / Karima MIALED, ENCG Casablanca/ Mbarka EL GHAZALI (ENCG Casablanca) / Siham JABRAOUI (ENCG Casablanca) / Hasna GABER (ENCG Casablanca) /Ahmed EL HRAK (ENCG Casablanca)/ Mohamed LAHMOUCHI (ENCG Casablanca) /Mustapha EL AMRI (ENCG Casablanca) /Rhizlane GUATI (ENCG Casablanca) /Mohamed ZERHOUNI, (ENCG Casablanca) /Taoufik ZINAOUI (ENCG Casablanca) /Adil BOULAHOUAL (ENCG Casablanca).

Organization committee

Abderrahim RHARIB (ENCG Casablanca) / Amina AZMI (FSJES Casablanca) /Aymane BELHAOUTA (ENCG Casablanca) / Fahd CHRAIBI (ENCG Casablanca)/ Hicham BERBER (ENCG Casablanca)/ Hicham DRISSI (ENCG Casablanca)/ Kamal ABOU EL JAOUAD (ENCG Casablanca)/ Karima MIALED (ENCG Casablanca)/ M'barka EL GHAZALI (ENCG Casablanca)/ Mohamed BOUKHALKHAL (ENCG Casablanca)/Mohamed ZERHOUNI (ENCG Casablanca)/My Youssef EL ALAOUI ISMAILI (FSJES Casablanca)/ Nafii IBENNRISOUL (ENCG Casablanca)/ Said OUHADI (ENCG Marrakech)/ Said YACINE (FSJES Settat)/ Said YOUSSEF (ENCG Casablanca)/ Smail KABBAJ (ENCG Casablanca)/ Youssef SIAME (ENCG Casablanca / Zineb JIBRAILI (ENCG Marrakech)

Participation fees

Professors	250 Euros
The professionals	250 Euros
PhD students	150 Euros

The participation fee will be paid by bank transfer to the following account:

- **International Association of Management and Governance Sciences**
- **RIB : 01178000056200001194805 (for national transfers)**
- **IBAN : MA64 01178000056200001194805 & BIC : BMCEMAMC (for international transfers)**

The payment credentials (transfer order or Swift) are to be sent by mail to the following address:

reglement.stc.2019@gmail.com

At the latest by 20 April 2019

Fees cover only the participation, documentation, coffee breaks and lunch. Accommodation and transport costs are to be paid by the participants.

Contact

For further information, please contact:

- M.Smail KABBAJ (kabbaj_69@yahoo.fr)
- M.Abderrahim RHARIB (a-rharib@hotmail.com)
- M.Youssef SIAME (siame90@hotmail.com)