

Call for Papers  
**3rd International Workshop on**

# **Innovation, Culture, and Tourism**

**March 15-16, 2023 - Toulouse, France**

**Transformations and transition(s) in the arts,  
culture and tourism sectors**



# Transformations and transition(s) in the arts, culture and tourism sectors

In conjunction with the Centre de Recherche en Gestion des Organisations (CREGO) of the Universities of Bourgogne, Franche-Comté and Haute-Alsace, and in partnership with the Association Internationale de Management des Arts et de la Culture (AIMAC), the Association Française du Marketing (AFM) and the Association Française de Management du Tourisme (AFMAT), **TBS Education will host the 3rd edition of the International Workshop on Innovation, Culture and Tourism on March 15 and 16, 2023 on its campus in Toulouse, France.**

This 3rd edition aims to bring a theoretical and practical perspective to the ecological challenge and the consequent transition that the arts, culture and tourism sectors are facing. It is intended for doctoral students, teacher-researchers and researchers in management sciences, sociology and human sciences, as well as professionals in the sectors concerned.

While the art, culture, and tourism sectors have often displayed a great ability to recover and/or maintain their integrity, identity, and continuity when internal or external disruptions have occurred (Donelli, Fanelli, Zangrandi 2021; Fouts and Smith 1999; Titon 2015), in recent years they have been confronted with profound and unprecedented changes directly related to global warming. According to Descola (2015),

"Global warming is becoming a major environmental constraint to which human societies must adapt, unable to do so as they had previously done at the local scale - by resorting to a whole series of micro-adjustments whose retroactive effects had progressively transformed many of the planet's ecosystems to make them more hospitable to human presence."

The consequences of global warming are already visible, and others are foreseeable. For example, we are seeing accelerated deterioration of facades, the development of porosity of wooden structures and materials of monuments and cultural buildings, poorer preservation of books and works of art, or destinations experiencing more frequent and violent flooding or submergence (Jigyasu 2019; Lefèvre 2020).

Energy transition, ecological transition, cities in transition... These are all necessary responses to the ecological, social, economic and health crises that are looming. Responses that imply evolutions in the way of accompanying new and "sustainable" modes of consumption and production, and that pose questions to the actors of art, culture and tourism, in particular concerning:

- The nature of these structures: what transformations (micro-museums, at-home culture...)? What new forms (cooperatives...)? Which project holders (new entrepreneurs in these sectors...), and which life trajectories?

- The audiences of these activities: between desirable diversification of the audiences, complex renewal, and change of relationship with these audiences for more participation and inclusion.
- Digitalization: between the predominant role of platforms and more widely the appearance of new digital forms of artworks, tourism experiences, and mediations that have to be thought with a cross-channel perspective.
- The territories: caught between relocation (tourism and local culture) and changes in the revaluation or governance modes.
- The relationship to time and leisure: between acceleration in an increasingly liquid society and the slow movement - tourism, food or culture, management of abundance or minimalism and sobriety.
- The management tools: for other modes of management by better integrating sustainable development, corporate social responsibility, and the stakeholders concerned, natural capital and human capital, and more generally the commons.

These topics, far from being exhaustive, show how much the stakes of these transitions challenge the management, marketing and governance of creative and cultural organizations in the art, culture and tourism sectors. They are an opportunity to revisit our disciplinary frameworks - perception, experience, value, satisfaction - in a changing context.

**We therefore invite teachers, researchers and doctoral students in management sciences, sociology and humanities to submit their research project in French or in English.**

## References

- Descola, P. 2018. "Humain, Trop Humain ?" In *Penser l'Anthropocène*, R. Beau and Catherine Larrère, eds. (p. 19-35). Paris: Presses de Sciences Po.
- Donelli, C. C., S. Fanelli and A. Zangrandi 2021. "Inside and Outside the Boardroom: Collaborative Practices in the Performing Arts Sector." *International Journal of Arts Management*, Vol. 24, no 1, p. 48-62.
- Fouts, P. A. and A. W. Smith. 1999. "Shaken and Stirred: Arts Organizations Reacting to Radical Environmental Change." *International Journal of Arts Management*, Vol. 1, no 3, p. 10-21.
- Jigyasu, R., 2019. "Managing Cultural Heritage in the Face of Climate Change." *Journal of International Affairs*, Vol. 73, no 1, p. 87-100.
- Lefèvre, R-A., 2020. "Le Patrimoine Culturel Français face au Changement Climatique Mondial : Un aperçu pour les conservateurs, restaurateurs, architectes, décideurs, chercheurs et enseignants." Report available in French at [http://france.icomos.org/resources/library/0/Le\\_patrimoineculturelfrancaisfaceauchangementclimatique\\_mondial\\_R.A.Lefevre.pdf](http://france.icomos.org/resources/library/0/Le_patrimoineculturelfrancaisfaceauchangementclimatique_mondial_R.A.Lefevre.pdf)
- Titon, J. T., 2015. "Sustainability, Resilience, and Adaptive Management for Applied Ethnomusicology." In *The Oxford Handbook of Applied Ethnomusicology*, S. Pettan and J. T. Titon, eds. (p. 157-195). New York: Oxford University Press.

# General Information

## Dates and deadlines

- May 15, 2022:** submission of abstracts opens  
**October 15, 2022:** deadline for submission of abstracts  
**December 1, 2022:** notification of acceptance  
**January 1:** workshop registration opens  
**February 15, 2023:** deadline for submission of final papers  
**March 1, 2023:** workshop registration ends  
**March 15 and 16, 2023:** workshop begins, in Toulouse

## Workshop registration

Registration is open from January 1 to March 1, 2023 at the following address: **wict23@tbs-education.fr**

## Registration fees

### Participants with a paper accepted:

- For one day (March 15): **65 €** / Doctoral student: 35 €
- For 2 days (March 15 and March 16, with cultural visit): **90 €** / Doctoral student: 45 €

### Participants without paper to present:

- For one day (March 15): **80 €** / Doctoral student: 50 €
- For 2 days (March 15 and March 16, with cultural visit): **105 €** / Doctoral student: 60 €

## Contact

For any questions about the event, registration, or the submission of communications, you can contact the organizers at the following address: **wict23@tbs-education.fr**

# Instructions to authors

## Submission information

### IMPORTANT

Papers are selected on the basis of an abstract to be sent before October 15, 2022. After notification of the decision, the final papers must be sent before February 15, 2023

All authors agree to:

- Submit a paper that has not yet been published at the time of submission
- Submit a paper that has not been presented in a past ICT workshop
- Respect the word and page limits for their paper
- Acknowledge all contributors to the paper
- Have at least one person at the workshop to present the accepted paper

## 1/ Submission of abstracts (deadline for submission: October 15, 2022)

Authors are asked to send an abstract of their research by email to: **wict23@tbs-education.fr**

Abstracts will be written in French or English in MS Word format, Times New Roman, size 12, 1.5 line spacing.

The document should contain the following information

- Title of the paper in French and English
- Author(s), affiliations, and emails
- Abstract of 75-100 words in English and French (*the organizers can help for the authors not speaking French at all*)
- 3-5 keywords in French and English
- A long abstract of 750-1000 words in French or English. References, figures and tables are not included in the word limit.

**Abstracts will be evaluated anonymously by two reviewers.** The evaluation will be based on the quality of the research, the conceptual, theoretical, methodological or managerial contribution, the clarity of the presentation of the research, as well as its originality and relevance to the theme of the workshop.

## 2/ For accepted abstracts (deadline for submission: February 15, 2023)

For authors with an accepted abstract, the final submission consists of a short paper that they should submit by email to: **wict23@tbs-education.fr**

The final paper that is submitted should follow the style of the *International Journal of Arts Management* ([see IJAM format](#)) and be written in English or French in MS Word format, Times New Roman, size 12, 1.5 line spacing. They should contain the following information:

- Title of the paper in French and English
- Author(s), affiliations, and emails
- 75-100 word abstract in English and French
- 3-5 keywords in French and English
- The text, in French or English, limited to 4500 words (including references, figures and tables)

Authors will also have to consider the reviewers' initial comments made on the abstract before submitting their final work. The papers will be published online on the TBS and CREGO websites, where they will be freely accessible. Authors retain all rights to their papers and are encouraged to submit them to academic journals, in keeping with the spirit of these days, which are intended to be a place for meetings, exchange and debate.

## scientific committee

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*The scientific committee is under the responsibility of Mathieu ALEMANY OLIVER (TBS Education), Rebecca ARDITTI-SIRY (TBS Education), Isabelle ASSASSI (TBS Education), Dominique BOURGEON-RENAULT (Université de Bourgogne), Renaud GARCIA-BARDIDIA (Université de Bourgogne), and Mathilde PULH (Université de Bourgogne).*

## organizing committee

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