



**International
CONGRESS**

**OF THE AFM
May 18-20, 2022
TUNIS**

38th International Congress of the French Marketing Association

CALL FOR PAPERS

MARKETING AND HOSPITALITY: BETWEEN AUTHENTICITY AND SUSTAINABILITY

For more than 38 years, AFM has brought together scholars and practitioners around common values such as mutual aid, solidarity, and sense of community. Each year, the annual AFM congress is a place of conviviality and reflection on the most recent marketing topics.

This year's AFM congress will take place on May 18, 19, and 20, 2022 in Tunis (Tunisia). It is hosted by the Institut des Hautes Études Commerciales de Carthage (IHEC Carthage), University of Carthage, the Higher Institute of Accounting and Business Administration (ISCAE), University of Manouba and by their common laboratory "Interdisciplinary Laboratory of University-Business Management (LIGUE)".

Created in 1999, LIGUE is Tunisia's first management laboratory. This laboratory has a long tradition of research in all management disciplines, including finance, accounting, human resources, and marketing. It focuses on research issues related to the societal impact of marketing and digitization; helping Tunisian companies become more sustainable is one of the main concerns of LIGUE's 145 members.

CONGRESS THEME

The tourism industry has suffered a "super shock" from the COVID pandemic, with a loss of between \$30 billion and \$50 billion by 2020, which is expected to induce major structural changes (Wassler and Fan, 2021¹). The pandemic has also raised awareness of the social and environmental effects of tourism. (Wassler and Fan, 2021). Thus, it marked the development of new trends such as "slow tourism" (Wassler and Fan, 2021) or "*the art of traveling by taking one's time, to fully immerse oneself in the surrounding nature and rich heritage*"². New travelers are described as seeking to reduce the ecological impact of their travels and looking for authentic and shared experiences.

To address the concerns of tourism professionals, researchers should focus on (1) how to move towards greater sustainability at the environmental (e.g. avoiding overuse of natural resources) and social (e.g. favoring the development of local populations) levels, (2) how to create an authentic experience while respecting health guidelines, and (3) what role digital tools should play in serving the customer and creating a memorable and authentic experience (Casado-

¹ Wassler P. et Fan D. (2021) A tale of four futures: Tourism academia and COVID-19, *Tourism Management Perspectives*, 38, 100818

² <https://www.entreprises.gouv.fr/fr/tourisme/developpement-et-competitivite-du-secteur/definitions>



Aranda, Sanchez-Fernandez, and Bastidas-Manzano, 2021³ ; Sharma, Thomas and Paul, 2021⁴). Beyond these issues, incorporating and understanding the tensions and paradoxes faced by tourism professionals is one of the great challenges for the academic community (Sigala, 2020⁵).

We wish to focus academic exchanges during the 38th AFM Congress on hospitality and authenticity, and the tensions that they can produce on the economic, social, and natural environment.

Understanding the drivers of hospitality is of concern to researchers and practitioners on both sides of the Mediterranean sea: What makes an experience (in)authentic? What makes one feel at home in a city or in a country? How can digital tools allow the appropriation of a tourist place, a museum, or a city, and what makes one feel at home there? What makes people feel truly welcome in a restaurant, hotel, or store?

A natural or historical heritage, symbol of authenticity, is fragile (Qui et al., 2020⁶): degradation of the marine ecosystem in the Mediterranean, illegal dumping generated by tourists in Tunisia, cruise ship « *negatively changing the ecosystem in Venice, and damaging the notoriously fragile city with the movement of water they cause* »⁷, etc. How can it be protected against climate change, pollution, or the overexploitation of natural resources? How to respect inhabitants while developing tourist activities? Is sustainable tourism an oxymoron?

These are some of the questions that we want to address at the 38th AFM Congress. Hospitality and authenticity can be addressed according under different themes such as those listed below (the list is by no means exhaustive):

- Virtual hospitality
- Connected objects at the service of tourism
- Artificial intelligence at the service of tourism
- Digital marketing tools at the service of archaeological sites and museums
- Online reviews in choosing a destination
- Inclusive and welcoming smart city
- The transformation of commerce and hospitality
- Gastronomy, well-being, and tourism
- Marketing in an intercultural situation
- Hospitality, sustainability, and identity transformation
- Sustainable tourism
- Overtourism and demarketing
- Reducing food waste in the hotel industry
- Historical heritage and marketing
- The tourist experience and authenticity

³ Casado-Aranda, L.B., Sánchez-Fernández, J. et Bastidas-Manzano, A.B. (2021), Tourism research after the COVID-19 outbreak: Insights for more sustainable, local and smart cities, *Sustainable Cities and Society*, 73, 103126

⁴ Sharma, G.P. Thomas A. et Paul, J. (2021), Reviving tourism industry post-COVID-19: A resilience-based framework, *Tourism Management Perspectives*, 37, 100786

⁵ Sigala, M. (2020) Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research, *Journal of Business Research*, 117, pp. 312-321

⁶ Qiu, R., Park, J. Li, S.N. et Song, H. (2020) Social costs of tourism during the COVID-19 pandemic, *Annals of Tourism Research*, 84, 2020, 102994

⁷ <https://edition.cnn.com/travel/article/venice-cruise-ships-ban-2021/index.html>

- Mediterranean products, authenticity, and marketing
- Storytelling in the tourism sector
- ...

In addition to the themes mentioned above, all papers on marketing-related topics are welcome.

THE PLACE – TUNIS

Over three days, we will have the great pleasure of welcoming nearly 300 researchers and practitioners in the field of marketing who will come to discuss the most important topics for companies, consumers and public authorities in order to meet the challenges of the beginning of the 21st century.

Between the Mediterranean Sea and the Sahara Desert, between Carthaginian, Roman, and Berber archaeological sites, between Medinas and modern cities, Tunisia offers a picturesque mixture of traditions and modernity. Generous and sunny, Tunisia has always been a place of welcome and authenticity for travelers. Hospitality is thus culturally anchored in Tunisia and representative of its Mediterranean lifestyle. In 2019, 9.5 million tourists discovered Tunisia's many facets. The capital Tunis is considered a heaven of peace with a diverse and unique cultural heritage.

At the heart of the Tunisian capital, the Medina, listed in the UNESCO heritage in 1979, is undoubtedly the most visited tourist attraction with its mosques, mausoleums, alleys and small craft shops and especially the old houses, transformed into restaurants and guest houses. The BARDO museum contains one of the most beautiful and largest collections of Roman mosaics in the world (the third most important collection worldwide), and the ruins of Carthage are a must to familiarize yourself with this heritage. Finally, one cannot speak of Tunisia without evoking the mythical village of Sidi Bou Saïd, located nearly 20 km from Tunis, with its port and its cafes, in particular the café des Délices.

COMMUNICATION SUBMISSION FORMATS

Papers must be submitted on the platform

<https://afm2022.sciencesconf.org/> in the « Mes dépôts » section.

- **CLASSIC PAPERS:** Papers (5 pages maximum, times 12, single line spacing and 2.5 margins excluding the title page, contact information for the author(s), bibliographic references, and appendices) presenting research that is conceptually and/or empirically advanced. Your paper must not include your name or contact details on the first page. Furthermore, your submission must not allow reviewers to identify you.
- **WORK-IN-PROGRESS PAPERS:** Papers (5 pages maximum, times 12, single line spacing and 2.5 margins excluding the title page, bibliographic references, and appendices) presenting research that is conceptually sufficiently advanced and for which data collection is in progress or about to start. Authors should take advantage of this submission format to address key questions they might have about their research in order to improve it. These questions should be clearly formulated in the conclusion of the paper and discussed during the presentation.
- **VIDEO COMMUNICATIONS:** Communications may be submitted in the form of videographies. The format of the proposed films must be between 10 and 30 minutes. The film

must meet the technical and scientific quality standards of the Association for Consumer Research. A 500-word abstract should accompany the videography.

CALENDAR

October 18, 2021: Opening date for online submissions.

December 6, 2021: Submission deadline (no submission will be accepted after this date).

February 14, 2022: Notification of the decisions to the authors and, if applicable, notification of the revisions to be made to the papers.

March 21, 2022: Submission deadline for revised entries for publication in the Proceedings.

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All information on :

<https://afm2022.sciencesconf.org>

Contact : afm2022@sciensesconf.org