



AT THE FAIRMONT LE CHÂTEAU FRONTENAC, QUEBEC CITY, CANADA

TOURISM and INTERNATIONAL LABELS

Protection and Commercialization



PHOTO Claude Bouchard

Call for Papers

Deadline for submitting proposed papers: **January 31th, 2019**

Time and Place

The Conference: 10th to 13th May 2020 in Québec City (Canada)
Confirmation of Accepted Papers: February 15th, 2020
Publication of Preliminary Program: April 15th, 2020

Information : label2020.chairedetourisme.ulaval.ca/en/home

UNESCO's labels (World Heritage, Biosphere Reserves, Creative Cities, Global Geoparks) have been created, amongst other reasons, to ensure the sustainable development of areas with special characteristics. Each label has specific objectives, be it conservation or protection, education, or networking of these areas.

The site selection processes, the setting and monitoring of objectives at these sites, along with their reputation, make these international labels similar to commercial labels, whose methods aim at distinguishing and guaranteeing the qualities of these recognized "products".

The labeled sites must, of course, respect the objectives of the programs, but their labeling also serves to increase their tourist attractiveness. While these labels have not been designed to contribute to the commercialization of tourism, many destinations enjoy the prestige, reputation, and guarantee of quality or exceptionality associated with these labels to attract visitors, residents, and investors. Some site managers also use these labels to educate residents and visitors about their specific characteristics.

The use of these international labels in a marketing context therefore poses a large number of challenges, both from practical and theoretical points of view.

The **Tourism and International Labels Symposium – Protection and Commercialization**, invites researchers, professionals, and site managers to share empirical, methodological, practical, or conceptual research. Themes to be addressed may include, but not be limited to:

The governance of labels

- Ecosystem surrounding the establishment and management of a label
- Mobilization and leadership required in obtaining and managing a label
- Stakeholder networking
- Scales of intervention and responsibilities of the actors
- Diversity of interests and expectations of the label among stakeholders
- Regulation and jurisdiction
- Consistency between the marketing steps and the requirements of the label
- Unauthorized or authorized use of the label
- High hopes and concrete effects of the label.

Expectations and guarantees regarding labels

- Credibility and recognition of the label
- Effect of the label on destination choice and the perception of the tourist experience
- Values granted to the label and the territory
- Guarantee: monitoring and evaluation of the site
- Impacts and benefits associated with the label
- Labeled destinations and network effects
- Customers targeted by the marketing of the label.



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Site identity and the homogenization of labeled destinations

- Uniqueness and comparability of labeled sites
- Standardization of services at labeled sites
- Tangibility and intangibility of recognition criteria
- Attachment of visitors and residents to the site and the label
- Desirability and competition between territorial labels
- Success of the label and mass tourism.

The use of labels for educational, promotional, and marketing purposes

- Use of labels for educational purposes for visitors and residents
- Different ways of interpreting and mediating labels
- Use of labels for promotional purposes by prescribers
- Creation of brands associated with labels
- Labels and tourist souvenirs
- Labels as a marketing tool
- Marketing of tourist destinations using labels.
- Economic and cultural development of the economies of labelled terroirs.

Target audience

The call for papers is aimed at researchers and academics from different disciplines including management, marketing, geography, history, urban planning, sociology, economics, communication.

This conference also aspires to allow the meeting of tourism professionals who use or wish to work with labels. Label site managers are invited to participate in this event to share their experiences in the use of labels for the protection and marketing of labeled sites.

Submit an abstract

Please submit an abstract of no more than 500 words, including title and full contact details, as an electronic file to: chairedetourisme@ulaval.ca. You may submit your abstract as soon as possible **but no later than January 31, 2019**. Abstracts can be written and presented in English, French or Spanish.

Conference Proceedings and best manuscripts or “best papers”

All accepted papers shall be published in the Conference Proceedings. In the case of multiple authors, please note that at least one of them must be a registered Conference participant. Authors of accepted abstracts will be invited to submit their full papers by **July 15, 2020**, for inclusion in the Conference Proceedings. It is provided that some selected articles shall be published in a special edition of a well-known review.

Organizing Committee

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Pascale Marcotte, Université Laval
Olivier Dehoorne, Université des Antilles (FWI)
Maria Gravari-Barbas, Université Paris I Panthéon-Sorbonne & UNESCO-UNITWIN ‘Culture, Tourism, Development’ Network

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