



## CALL FOR CONTRIBUTIONS

### International Symposium

#### **Shared Horizons: Challenges and Opportunities of Coastal Areas**

#### *Tourism, Digital Nomadism, Societies, Sports, and Entrepreneurship*

**Ibn Zohr University - Agadir (Morocco) - July 10 and 11, 2024**

English - French

#### **Conference Theme :**

The scientific symposium titled "Shared Horizons: Challenges and Opportunities of Coastal Spaces. Tourism, Digital Nomadism, Societies, Sports, and Entrepreneurship" aims to bring together researchers from various disciplines to explore sporting practices and their development in coastal territories, along with their interactions with tourism and local societies. Existing scholarly discourse has extensively examined the nexus between tourism and sporting endeavors, particularly in terms of how sports practices contribute to the attractiveness of tourist destinations, whether for permanent, temporary or seasonal durations (Slimani, 2019; Corneloup, 2005; Terral et al., 2012; Martel et al., 2019; Guibert, 2014). This dynamic has been further underscored by the advent of the slow movement ("slow sport, slow tourism") (Lebreton, 2020) and, since the Covid 19 crisis, by the development of teleworking, illustrating how tourist destinations, particularly sporting ones, are evolving by strengthening their residential attractiveness. Such developments underscore how tourist destinations, particularly those centered around sports, are evolving to heighten their appeal as residential locales (Tuppen and Langenbach, 2021). This also results in a reorganization of the values attributed to places, profoundly transforming the way in which individuals inhabit tourist spaces, which leads to a diversification of place practices, "modes/styles of living" and "regimes of living".(Stock, 2003).

Some regions have seen their appeal significantly increase, attracting digital nomads through excellent connectivity and a wide range of sports and recreational activities, illustrating the emerging concept of the "fourth place" (Gourlay et al., 2021). Concurrently, in some locations, tourism stakeholders have demonstrated remarkable resilience and enhanced creativity in the face of the pandemic by utilizing

new information and communication technologies (NICTs) to adapt their offerings and reach new audiences (Mabrouk & Van Den Plas, 2023). This dynamic also includes the active participation of micro-entrepreneurs, whether indigenous, local, or foreign, who contribute to the development of the territory by bringing their skills and promoting it.

Historically, tourism and sport have acted as distinct drivers for the development of coastal regions (Bernard, 2017). Over time, an institutional, functional, and commercial convergence of these two domains has emerged, thereby creating the concept of "sports tourism." This latter plays a significant role in the planning or revitalization of the concerned coastal areas. From a perspective of valorization and/or territorial identification, towards "territorial" or "localized" development, the strategies of local political leaders thus contribute to the construction of the coastal sports and tourism offer established in their territory (Guibert, 2014). However, such grounding cannot be exclusively reduced to political strategies: athletes and tourists, through their consumption, attendance, experiences, and mobilities, as well as providers of sports services, local organizations, and tourism promoters, etc., also contribute, in their own way, to the transformations of coastal spaces. While the economic, social, and media impacts of sports and tourism policies and their effects on the development of territories (in a broad sense) have already been the subject of numerous research studies and publications in economic and social sciences, should we see a mechanical relationship, a matter of course, between water sports, tourism, and localized development?

In recent years, including during and after the Covid-19 crisis, sports tourism is one of the fastest-growing tourism segments (UNWTO, 2023). An increasing number of tourists are showing interest in engaging in sports activities during their travels, whether or not sports are the primary motivation. Outdoor sports, in particular, have emerged as key drivers for the economic and social development of many territories (Tuppen & Langenbach, 2021). In this context, coastal tourist areas are called to integrate new political directives related to sports tourism and the imperative to design sustainable models compatible with other forms of tourism and economic activities present. The juxtaposition of new initiatives on pre-existing endogenous touristification logics, which can be very dynamic, then reveals a complex fabric where local, national, and international influences intertwine (Crabeck, 2023).

Coastal areas, as spaces for leisure and sports, are unique meeting points between humans and nature. They also raise significant environmental, economic, and social challenges. On the one hand, coastal sports can stimulate the local economy, promote social inclusion, and encourage environmental preservation. On the other hand, they can lead to conflicts of use, pressures on coastal ecosystems, and exacerbate social inequalities. In so-called "mythical" places, it is important to note that marketing can sometimes lead to an excessive simplification or distortion of the historical or cultural reality of the territory, reducing it to a stereotypical image or omitting less flattering aspects. This can provoke criticism, especially from local residents or cultural heritage experts, who may see in these strategies a form of excessive commercialization or denaturation of their cultural identity. The challenge, therefore, is to accompany the development of sports practices sustainably, balancing economic benefits and conservation imperatives, while ensuring accessibility and social equity.

This scientific event also aims to analyze how sports activities, backed by indigenous and normative categories (so-called "lifestyle" sports (Wheaton, 2004), "sliding sports", "action sport" "outdoor",

"adventure", "extreme", etc.), as well as sports practiced outside of institutions (consider football or walking on the beaches in Morocco, etc.), in light of their eminently plural and composite properties (Guibert, 2020), shape cultural identities, influence local economies, and interact with natural and urban environments.

By emphasizing interdisciplinary and intercultural dialogues, the conference aims to unveil new perspectives on coastal sports practices as vectors of sustainable development, social inclusion, and territorial transformation. Special attention will be given to comparative analyses between different territories as well as to examples of best practices that could be adapted and replicated in various environments.

## Sub-themes

### 1. Influence of Sports on the Territorial Identity of Coastal Areas

- Study of how sports activities contribute to the (trans)formation of a territory's identity
- Impact on the brand image of tourist destinations

### 2. Economic Dynamics and Local Development

- Analysis of the economic impacts of sports for local communities
- Role in job creation and in the development of the tourism economy
- Youth entrepreneurship in the coastal sports ecosystem
- Sports in the Global South: a lever for economic and sports development

### 3. Environmental Practices and Sustainability

- Exploration of the interactions between sports and the coastal environment
- Initiatives and good practices for sustainable development of sports activities

### 4. Culture, Society, Inclusion, and Social Innovation

- Perception of residents towards sports tourism
- Impacts of sports activities on cultural practices and social dynamics
- Role in promoting social inclusion and diversity
- Relation between sport and the development of workation spaces (digital nomadism, etc.)
- Gender and class effects

### 5. Governance, Public Policies, and Territory Urban Planning

- Management and planning strategies for spaces dedicated to sports and tourist territories with a sports vocation
- Public policies promoting the balanced and integrated development of sports
- Local governance and citizen perception of nautical activity territories
- Measures and initiatives to strengthen the industrial attractiveness of sports tourism territories

### 6. Innovation, Technology, and Equipment

- Technological advancements and their impact on practices
- Evolution of equipment and accessibility to the greatest number

## 7. Intercultural Perspectives and International

- Exchanges Intercultural exchanges generated by sports in coastal areas
- Sharing of experiences and practices between different cultures

## 8. Surf in Morocco, a socio-economic territorial challenge but also continental, highlighting Africa's influence

## 9. Image, Imagination, and Discourse

- Myth of counter-culture, lifestyle Communication of influencers, brands, and impacts of discourses on practices
- Effects of discourses on representations and practices

## Conference Details

When: **July 10 and 11, 2024**

Where: **Ibn Zohr University, Agadir, Morocco**

Format: **In Person - On Line**

Communication languages: **French - English**

## Publication

Articles will be published in a special issue of the **REFSICOM Journal** [<http://www.refsicom.org/>]. The Francophone Journal of Information and Communication Sciences (REFSICOM) is the continuation of a long process of collaboration among Francophone researchers from North American (mainly Canadian), African, and European (mainly French) universities in the fields of Information and Communication Sciences (ICS) and more broadly, Social and Human Sciences (SHS). Therefore, the goal of REFSICOM is naturally to link, exchange, and confront viewpoints in the Francophone space and beyond, on research dealing with various ICS and SHS fields and research grounds in the Global North and South. REFSICOM thus promotes multidisciplinary and comparative approaches. It allows for the perspective of works and reflections on epistemological dimensions. It also values empirical studies from the Francophone world that explore new research grounds or re-question existing concepts and approaches.

## Science Popularization

**Taghazout Surf Expo October 24-27, 2024** [<https://taghazoutsurfexpo.com/>]

As a partner of the Taghazout Surf Expo, the Scientific Committee offers to the authors the opportunity to present their work in a more flexible context opening up to a large public during the event that will be held from October 24 to 27, 2024, in Taghazout. Besides the general public, the expo gathers experts from various backgrounds (scientists, industrialists, tourism actors, athletes, etc.), fostering interdisciplinary exchanges and potentially leading to future collaborations. This event also provides speakers the opportunity to present research to a varied audience, potentially including policy makers or influential territory actors, increasing the visibility of their work both within the scientific community and with the general public and media.

## Important Dates

Abstract submission deadline: **April 20, 2024**

Acceptance notification: **May 10, 2024**

## Submission Guidelines

Contribution proposals can take the form of research articles, case studies, literature reviews, or presentations of innovative projects. Submissions must be original and must not have been published previously nor be under review for another conference or publication.

Proposals for communication should be sent in the form of an abstract of 3000 to 4000 characters (500 to 600 words) indicating the title, the subject, 5 keywords, the corpus on which the contribution is based, its originality, as well as the research hypotheses or the demonstration that will be developed. Proposals must be sent via the form accessible by clicking on the following link :

[\*\*Submission Form\*\*](#)

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