



3rd IRT INTERNATIONAL SCIENTIFIC CONFERENCE

INTEGRATED RELATIONAL TOURISM - TERRITORIES AND DEVELOPMENT IN THE MEDITERRANEAN AREA

Egypt | 24 | 25 | 26 October 2009

Call for Paper Second Call

INTRODUCTION

ARCES University College, CRUEC – New Humanism Research Centre Edoardo Caracciolo - together with the Università degli Studi di Palermo, Helwan University and the Embassy of Italy in Egypt announce the Call for Papers for the III International Scientific Conference on IRT which will take place in Cairo.

The event will be held at Helwan University from Saturday 24th to Monday 26th October 2009. The theme of the conference regards the development and the territories of the Mediterranean in an Integrated Relational Tourism approach.

The Scientific Committee of the Conference invites all those interested to submit their scientific contribution on the aforementioned theme and on the topics related to tourism and to local development in Mediterranean countries. The Committee will inform the authors if their papers have been chosen and will schedule an open panel discussion of a limited number of contributions. The papers which are chosen and discussed will be published on a CD ROM. Some of the papers will also be included in an international scientific publication.

THE MAIN THEME OF THE CONFERENCE

For some years the process of globalization has been creating a **standardization in the consumption and the behaviour of individuals**, to the detriment of local identities. The imposition of external models has led to the subsequent **abandonment of certain traditional and cultural values** in many regions of the world.

The **concentration of the population in cities** has increased while areas in **the interior have lost their value, especially their economic worth**. These territories have progressively gone from being functional to the economy of urban areas (primary sector) to becoming indifferent containers of inconvenient functions or "something else".

The loss of values, practices and customs has led to the **abandonment of buildings**, scattered here and there or concentrated in one place, under-used or unused, some of which are of undeniable historical and architectural value.

Today this cultural heritage can lead to the **development of new types of tourism**, which can **re-launch the inland areas**, through the re-discovery of their authenticity and local identity. Today's tourists reveal a need to **establish human relationships** to counterbalance the isolation of the anonymity of big cities. In this way, in the silence of the "vast territory in the interior" human relationships between residing population and travellers are assuming, if adequately directed, an increasingly important role in tourism.

Today's **tourists prefer "to be" rather than "to have"**, and therefore they want to become part of the daily life of the places they visit, and want their journey to be a source of knowledge and leisure. The **tourist reclaims the old function of journey**, intent on widening his knowledge of the surrounding territory, while respecting the social and cultural equality of other populations.

Tourists seem less interested in the traditional sites of mass tourism, which has damaged local identities. More and more tourists **prefer less known sites and inland areas** where outside influences have had little influence on local culture and folklore.

The Mediterranean area is experiencing this change and with its culture lends itself to the realization of the **Integrated Relational Tourism (IRT)**, a theory which intends to overcome the traditional concept of tourist demand and supply limited to the field of economic competition. IRT promotes a network of activities and services, based on shared qualitative criteria for the valorization and the creation of synergies of the resources of the territory, establishing a satisfactory relationship with the inhabitants

and the areas visited.

IRT pertains to a particular economic area in which demand and supply meet through a balanced, combined management of interpersonal relations.

IRT proposes the territorial development of the Mediterranean while respecting the cultural and environmental sustainability and attempts to limit the **economic divergences** between the interior and coastal areas, which are usually more developed. IRT attempts to **restore rural architecture**, by contributing to the environmental quality - often damaged by the presence of abandoned and unprotected buildings - and **activities related to the primary sector. IRT can be realized through** an active **participation** of all the key players of local development such **as government offices, businesses and local communities.**

TOPICS OF INTEREST

The development of new forms of tourism targeted on the common values of the Mediterranean

What types of tourism could be considered "unique" in the diverse environmental, social, historical and cultural contexts of the Mediterranean? What elements have to be included in traditional tourism and in the new Mediterranean tourism? Which tourist and mobility offers are necessary for the management of the new forms of tourism?

Local development policies and governance according to criteria of sustainability criteria

What tourist economies for the development of the Mediterranean countries? What strategies to achieve a balance in the social impact between tourist-resident? What structure will be able to govern the territory and the local development processes based on tourism? What cooperation between the public and the private sector?

The supply of services and infrastructures for the qualification of the local offer

What is necessary for the growth of forms of tourism based on the cultural heritage, the architecture, villages and the rural, natural and naturalistic areas? What regulations are essential to regulate the supply of necessary services? What role could new technologies play in the organization and fruition of the territory?

The Mediterranean agricultural production and the tourism linked to rural areas

What local productions can support the social recomposition a local and territorial level? What businesses and protected areas in the territory can give life to new forms of

hospitality and manifold use of rural resources?

The topics of interest encourage thought on the characteristics of the Integrated Relational Tourism theory. This approach aims to give prominence to the awakened territory, whose three main challenges are a territorial re-alignment of the economies, a re-assessment of the cultural identity and a recomposition of social groups.

THE CHALLENGE FOR A MULTI-DISCIPLINARY APPROACH

The Scientific Committee promotes a multi-disciplinary approach to tourism. Although the interdisciplinary approach has helped to reach concrete objectives without altering the respective vocabulary and grammar, today what is needed is a multi-disciplinary commitment, based on a common cultural language, in a situation capable of facing complex themes which are those of a territory facing the prospect of development. The main topic of the Conference is in line with this important objective. Understanding, mastering and managing problems related to change require contributions from various scientific sectors that represent heterogeneous disciplines such as management, economy, geography, pure science, and social and human sciences.

The Committee calls for the presentation of scientific works whose aim is to help, develop and define the general theme, using the basic concepts specific to the following areas:

- Tourism
- Environment and sustainability
- Regional and territorial planning
- Economy, finance, markets and management
- Agriculture
- Sociology
- Communication and the computer science
- Local history, culture and the intangible heritage
- Political and legislative systems, international and human rights
- Tradition and handicrafts of the Mediterranean
- Education and Research
- Climate changes and the Mediterranean basin
- Public and private sectors cooperation.

PRESENTATION OF THE ABSTRACT

Abstracts should be written in English and should consist of 400 to 600 words. The title, authors, address, institution affiliation and key words (maximum 5) should be included. Information has to be sent via e-mail to the Conference Secretariat, info@irtconference.org, **no later than July 15th 2009**. The authors will receive communication regarding to their Abstract acceptance **by July 30th 2009**.

FINAL PAPER PRESENTATION

The authors who receive confirmation of their abstract acceptance should write their Paper following a multi-disciplinary approach and concentrating on the indicated topics.

The suggested structure should satisfy the following requisites:

- Introduction (starting point, problem presentation, research topics, brief summary of the contents);
- Theoretical and methodological (brief presentation of the theoretical and methodological approach including the bibliography, indications on the choice of the specific approach including motivations and strong/weak points of the analysis);
- Expected results (possible results, results of other studies, plausibility of considerations);
- Conclusions (relevance of the chosen research approach, results of such research, methods and procedures);
- Bibliography.

Papers should be written preferably in English, not exceeding 9000 words (not counting the bibliography) and following the editorial rules indicated on the site www.irtconference.org. Also they should be sent to the Conference's Secretariat **by September 30th 2009**.

A Referee Committee will consider the Papers prepared and presented in English only will be part of an international scientific publication.

DEADLINES

Abstract Presentation	July 15 th 2009
Abstract Evaluation	July 30 th 2009
Draft Paper Deadline	September 30 th 2009
Conference	October 24 th -25 th -26 th 2009
Finished Paper for publication	December 15 th 2009

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