

**International Symposium for Young
Researchers in Tourism
7th Edition**

UNESCO Chair of “Culture, Tourism, Development”

**Innovation, Tourism, Territories:
A Political Analysis**

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Innovation, Tourism, Territories: A Political Analysis

The doctoral students of EIREST (Interdisciplinary Research Team in Tourism) are pleased to announce the 7th International Symposium for Young Researchers in Tourism (RIJCT) which will take place on September 7, 8 and 9, 2023 at the University of Paris 1 Pantheon-Sorbonne. The theme of this edition aims at critically questioning the relationships between innovation, tourism, powers and territories. The proposed axes of reflection seek to analyse the multiple facets of the political dimension of innovation in tourism in relation to space: institutional issues and territorial governance, discourses and representations, socio-spatial power relations, the hierarchy between territories and the production of research on the subject. This call for papers is addressed to all doctoral students and young researchers who integrate, directly or indirectly, these reflections within their work.

Introduction

Innovation in tourism refers to the multifaceted developments that affect the tourism system at all geographical scales and at different times, whether they concern actors, tourist locations, practices, or tourist representations. It must be distinguished both from tourism invention, which refers to the simple discovery of these new developments (Clergeau, 2014) and from the simple "trend effect". We can differentiate between innovations from within the tourism sector and external innovations which impact it. Furthermore, we can note innovations aiming to "keep up with the times" (Equipe MIT, 2011) and those contributing to tourism development scenarios, as well as innovations occurring within the tourism paradigm and those aiming to remedy a crisis or disruption in the tourism ecosystem or to accompany the entry into a new tourism framework.

Tourism has an inherent relationship with the process of innovation: the emergence of modern tourism in the 19th century is closely linked to the technological innovations (the appearance of the railroad, etc.) and social innovations of the time (urbanisation, industrialisation, changes in the way "nature" is seen, the rise of salaried work, etc.), which profoundly affected the relationship between societies and space and time (Urry, 1990). This relationship can even be understood as a structural dynamic in that tourism practices are characterised by a "permanent revolution" and "tourism would be this "machine" that manufactures new practices" (Equipe MIT, 2011).

In recent decades, marked by the new phase of globalisation of tourism and a re-examination of "mass tourism", innovations in the tourism sector have spread at an accelerated pace. Moreover, the innovations inherent in the new stage of capitalism and globalisation as well as metropolisation indirectly impact the tourism sector. Innovations are particularly evident in three areas: technology, "sustainability" and "creativity" (Ratten and al., 2020). Innovation, which is generally considered positive by political and economic actors because it multiplies

the available choices for tourists and boosts activity, is considered a solution to systemic crises - at once economic, social, environmental, and cultural - that societies face (Besançon and Chochoy, 2013; Ducroquet and Viallon, 2017). These crises also affects tourism activities, as evidenced by the disappearance of the tour operator Thomas Cook in 2019, the initiator of the first organised trips in the 19th century, or the recent COVID-19 pandemic that forced the sector to reinvent and renew itself in order to ensure its individual components' resiliency (Cousin and al., 2021).

In the last quarter of the century, the tourism sector has been marked by numerous innovations concerning economic actors (comparators, aggregators, digital or collaborative platforms such as AirBn'B, low-cost actors), products (dynamic packages, ecotourism, short-term stays, etc.), production or distribution processes (online sales, e-tickets, self-service kiosks), destinations, organisations (e-concierge, cross-training), practices and uses (responsible tourism, local tourism, slow tourism, event and party tourism, creative tourism, experiential tourism, off-the-beaten-track tourism, and dark tourism). These innovations have been stimulated by the evolution of the technological, socioeconomic, and political environment. In particular, they are the result of the dynamics of globalisation and digitalisation that affect the entire planet, the introduction of new development models (degrowth, social-ecological transition, etc.), as well as the evolution of tourist behaviour and expectations (diversification of practices, desire for disintermediation, demand for hyper-personalisation, demand for sustainability, etc.). These processes characterise what some authors call a "third tourism revolution" in which the development of technological and most notably digital tools play a key role and which has been accelerated by the recent health crisis (Kalfon, 2009; Violier, 2016; Clergeau, 2021).

Furthermore, innovations associated with the "new heritage regime" (Gravari-Barbas, 2011) interfere with tourism innovations. The multifaceted development of the concept of heritage and the increasing musealisation of urban space gives rise to both heritage and tourism innovations that contribute to the density of the tourist ecosystem. This phenomenon can be seen through the heritagisation of urban peripheries that participates in the metropolisation of and by tourism (Gravari-Barbas and Fagnoni, 2013), the museum innovations linked to the triad of "new museums, new urban eras, new tourist mobilities" (Gravari-Barbas and Fagnoni, 2015), that favour the creation of museums increasingly updated by contemporary architecture (Paquin, 2014), or even the numerous innovations in museology (augmented exhibitions...). Similarly, the construction of heritage replicas through the implementation of innovative technologies (Gravari-Barbas, Graburn and Staszak, 2020) is part of a "heritage tourism factory" that is taking on an unprecedented scope and refers to new norms of authenticity (Morisset, 2009). Innovation in heritage and tourism also manifests itself in the blurring of professional guidance and encounters with locals, as demonstrated by the innovation of 'greeters' in New York, where local inhabitants volunteer to give tours to visitors.

These innovations, which cover various fields (social, environmental, cultural, heritage, etc.) and methods (technological, managerial, organisational, commercial, etc.) are closely linked to the territories in which they are deployed, justifying the interest of a spatial approach to innovations in tourism. Pioneering work has shown the importance of space in the diffusion of innovations (Hägerstrand, 1953; Saint-Julien, 1985) but also in their transformation (Hugill and Dickson, 1988). However, tourism sometimes tends to contradict the "classical laws of the diffusion of innovation", which are hierarchical. For example, resorts located "very low in the

urban hierarchy" can be endowed with innovations that are usually "attributes specific to the centrality of very large cities" (Knafou and al., 1997). The diffusion of innovations in proximity or in networks, which is developing in the new stage of globalisation, is typical of tourism, which has been structurally associated with the process of globalisation and with various innovations since its beginnings.

Furthermore, innovation is both a factor and a product of differentials between territories of all kinds and at all scales. Thus, within a tourism system, the relationships between innovations and territories are multiple and diverse. For example, the constitution of such a system implies the introduction of a set of innovations in tourism practices within a given place or territory. This innovation process relies on places and territories as destinations but also as resources and can contribute to the valorisation of a place or territory. Tourism innovation can contribute to the development of territories and to the production of unique spaces and can lead them to differentiate themselves and to move away from the trajectory in which they were set and it relies on specific imaginaries and representations of the spaces (Equipe MIT, 2005; Delaplace and Gravari-Barbas, 2017; Herbert, 2021). To be properly understood, therefore, tourism innovation cannot be examined solely in the context of corporate and individual actors: it must also be understood in its territorial context (Hall and Williams, 2020).

Research devoted to the study of the relationship between innovation in tourism and territories has multiplied in recent years (Falardeau, Bourdeau and Marcotte, 2018). However, like the numerous works conducted on innovation in the social sciences in general (see in particular the seminal work of Schumpeter, 1935), it is most often through the economic prism that this issue has been approached by researchers belonging to tourism studies (Hjalager, 2010), and more recently, a social perspective (Mbongui-Kialo and al., 2015). The analysis of innovation in tourism should not be reduced to the study of a simple series of technological innovations and their economic implications. It must be understood within a broader social, institutional, and ideological framework and theoretical perspective. Furthermore, it must be recognized that the political study of spatial processes of innovation in tourism remains very deficient and most often prescriptive, frequently limited to statements of possible actions (Hall and Williams, 2020; Hjalager and Jezic von Gesseneck, 2020). Therefore, there are several angles of analysis to consider: institutional issues and territorial governance, discourses and representations, socio-spatial power relations and the hierarchy between territories, and the political dimension of the production of research on tourism innovation. While the territory has a fundamental political dimension, it simultaneously demonstrates an economic, ideological and political appropriation of space by groups that give themselves a particular representation of themselves, their history and their singularity (Di Méo, 1998). The relations between tourism innovation and territories are thus underpinned by multiple power relations, the unmasking and deconstruction of which constitute a field of research that remains largely unexplored.

In this context, the RIJCT 2023 organising committee is calling for papers to participate in the critical analysis of this complex articulation between innovation, tourism, power, and territories during a conference organised on September 7, 8 and 9, 2023 at the University of Paris 1 Panthéon-Sorbonne.

Axes of Reflection

We have identified six areas of reflection; however, these are neither exclusive nor exhaustive and the conference is open to all research perspectives which offer reflection on the general theme.

1. Innovation policies in tourism and territorial organisations

While innovation has long been associated with the world of business and marketing, today political actors (particularly government agencies), public organisations, and various groups concerned with acquiring political visibility and social impact (notably those belonging to the associative sector and the social economy) play a major role in driving tourism innovations through various territorialised actions. This study focuses primarily on the various forms that these innovation policies and the associated sectors take in their relationship to the territories concerned of, and not limited to: setting up tourism clusters at the local level around a destination project (Fabry and Zeghni, 2012; Alberti and Giusti, 2012), initiatives around social innovation in mountain territories (Soubirou and Jacob, 2019), regional cultural and tourism innovation projects or innovation ecosystems (Carrière and Lequin, 2009; Ben Letaifa and Rabeau, 2012), and defining national or European policies for tourism innovation (Hall, 2009; Ying Mei and al., 2012). Many of the contributions are especially concerned with heritage innovation policies in their relation to tourism: how does the current development of increasingly numerous and diverse heritage and museum resources give rise to new actions, new tools, or new methods of management and intervention?

The implementation of such innovative tourism policies occurs simultaneously with the evolution of specific relations and practices of power through the development of multiple forms of territorial relations and cooperation, thus participating in the reconfiguration of political organisations at different levels. It is thus imperative to question the role of innovation in tourism in the constitution of specific modes of governance and territorial synergies (Roussel, 2008), especially at the local level. Several components of these territorial organisations can be analysed: public-private relations, formal and informal networks, territorial resources, institutional structures, or/and the participation of local populations. Furthermore, it is important to be inclusive of singular experiences of territorial cooperation around innovation, such as those referred to by the concept of local/regional tourism innovation system, as discussed in several publications focusing on Catalonia (Prats and al., 2008) or on rural South Australia (Carson and Hodge, 2014).

2. Strategies, discourses and representations of tourism innovation in territories

Power mechanisms and power relations are often at stake in the discourses and actions concerning tourism innovation in different territories. This can be associated with a set of ideologically, politically and socially constructed values, frames of reference, and discursive strategies that need to be deciphered. How does tourism contribute to the construction of

narratives, representations, and varied and singular points of view on innovation, at the local, regional, and national levels? A diversity of research perspectives can be considered: the "rhetoric" of innovation (Bourdeau, 2009); discourses on the implementation of "sustainable tourism", as in the mountains (Clarimon and Vlès, eds, 2008) or in seaside towns (Gomis-Lopez and Gonzalez-Reverté, 2020); innovations within the framework of a "welfare state" ideology (Hjallager, 2005); the implementation of a tourism innovation strategy by a given government for political purposes, such as the development of "Islamic" tourism in Jordan (Neveu, 2010); the use of tourism innovation to serve a narrative aimed at promoting a collective identity (Debarbieux, 2012), etc.

In particular, it is a question of deconstructing and analysing the performativity of contemporary innovation rhetoric and examining the issue of whether these strategies are reduced to a simplistic integration into the field of public policy or local governance of entrepreneurial and managerial terminology related to territorial marketing and communication campaigns. Thus, are there truly new practices underlying these strategies and alternatives to the dominant models of tourism development? Studies have shown how the notion of "resource" can be leveraged by tourism actors within the framework of projects that lead to the inclusion of territories in the contemporary free-market (Oiry-Varacca and Tricoire, 2016). In the same way, do narratives on innovation mask a reproduction of these dominant models and the power relations they generate or cover? In this context, contributions criticising the tourism discourse of "innovation", whether real or supposed, and sometimes more or less imposed, or contributions addressing the debates that certain innovations (e.g. AirBNB's contribution to tourism gentrification) may thus be proposed.

3. Tourism innovation policies and the dynamics of the contemporary world organisation

Particular attention can be paid to the interaction of tourism innovations with the major organisational dynamics of the contemporary world: decolonisation and the advent of a post-colonial world, globalisation and financial globalisation, metropolisation, the climate crisis, national and international conflicts and the advent of a multipolar world. There is in return a certain procedural relationship between the manufacture of innovation and the effects of globalisation(s) (Tournay, 2012). These different dynamics have a marked spatial and political dimension. Therefore, the role of tourism innovation in globalisation can be analysed through the concept of the "moment of place" which refers to the moment when the place, due to the invention or consolidation of a practice, or more generally of a social innovation with an asserted spatial dimension, has constituted a reference, or even a model for other places (Equipe MIT, 2005). This diffusion is favoured by policies that target tourism as one of the possible paths to modernity and economic progress (Coëffé, Pébarthe and Violier, 2007; Antonescu and Stock, 2011). These have thus played a major role in the advent of various successive global tourism systems (Sacareau, Taunay and Peyvel, 2015). At the regional and local scale, it is possible to focus on the processes of metropolisation and the development of metropolitan governance that interact closely with tourism innovation policies (Kadri and Pillette, 2017). From a geohistorical perspective, the analysis of tourism innovations can serve to highlight the maintenance of colonial relations through the introduction of new forms of tourism in some territories of the "South", as mentioned by Sasha Hanson Pastran (2018)

through her work on solidarity tourism and "voluntourism". However, Tournay (2012) highlights that in the new stage of globalisation, innovation is no longer the sole responsibility of rich countries, it is deeply woven as well into the dynamics of emerging countries. This is demonstrated by what some people refer to as "reverse innovation," to describe the diffusion of an innovation from an emerging country to a rich country (Tournay, 2012). Often studied in the context of economics or economic geography, these phenomena should be analysed within the scope of tourism and political studies. From a tourism perspective, it would be equally valuable to reconsider the links between innovation, politics, and environmental and ecological issues, especially in the wake of the global climate crisis and its present and future multi-scalar and socio-spatial consequences. Considering how certain events can rapidly disrupt the tourism ecosystem (sanitary crisis, natural disaster, social unrest, etc.), it is also important to reflect on how governance systems adapt or innovate through these transformative processes. Finally, it is possible to reflect on the way in which certain actors use tourism innovations as a geostrategic tool within the framework of a desire for a multipolar reorganisation of geopolitical and geoeconomic space at the global, but also regional and local levels. Might proactive policies in the area of tourism innovation be able to reduce the dependence of certain territories on others?

4. Innovation in tourism and socio-spatial relations of power

Innovative processes in the tourism sector participate in the hierarchisation of territories and the (re)production of relations of domination or resistance within them, relations that notably concern social and cultural norms. In this sense, they participate in the transformation and reconfiguration of the social body (Boukhris and Chapuis, 2016), a reorganisation that can be analysed under different aspects (identities, inequalities, conflicts, contestations, solidarities...) and at multiple scales. For example, the desire to develop tourism innovations may come up against conflicts between different possible uses of the territory or between tourists and inhabitants. It can also contribute to producing negative externalities suffered by local populations (Delaplace and Gravari-Barbas, 2017). The development of new forms of tourism can also reinforce the processes of marginalisation of certain social groups (Oiry-Varacca, 2016). These may then manifest a refusal to "submit" to the imperative of innovation and the ideology of progress that underlies it. The concept of "NOvation" thus refers to the propensity of several local communities to turn away from, slow down, or oppose tourism innovations in order to maintain their way of life, protect its meaning, or preserve their belonging to a territory (Godin and Vinck, 2017; Sorensen and Hjalager, 2020; Falardeau, 2022). More broadly, tourism innovation developed by external capital within the framework of the contemporary capitalist economic system can lead to questioning the social and political functioning of a territory and the institutionalised terms on which it is based, including instances of appropriation and resistance (Delaplace and Gravari-Barbas, 2017; Lapointe, 2022). Contemporary reflections are driven by works that are particularly related to political economy or that favour a materialist approach to tourism (Bianchi, 2009; Marie Dit Chiro, 2017). Such work contributes to the elaboration of a theoretical framework that prompts us to rethink tourism innovation policies through the lens of power dynamics and at varying scales. How are residents (and of what social groups...) invited to take part in the tourism management process? How do innovation processes contribute to the diversification of the economy at the local, global, and international level?

5. Politics and criticism of research on the territorial approach to tourism innovations

The scientific study of the power relations that constitute the multiple links between tourism innovation and territories can also lead to an examination of the political positioning of the researcher in the uncovering of these interactions. What power relations does the researcher maintain with the actors investigated or for whom he or she is investigating, whether they are public or private? The study of territorial innovation in tourism should thus lead to questions of neutrality, ethics, and reflexivity in tourism research. Additionally, it can allow us to question the political dimension of the structures that frame and condition this research and which give rise to innovations: what are the new ways of doing research, teaching, and training throughout the course of one's career on these subjects? What are the new objects of study that are being promoted? Why and how (funding, recruitment, publications, etc.)? What are the consequences of the structural development of tourism studies? Lastly, an analysis on the current proliferation of references to innovation in the academic field as well as the very relevance of these notions should be considered. Is the focus on the idea of a World in permanent recomposition simply a "trend" within tourism research? Moreover, does it not obscure the need to reflect on permanence, instability, reproduction, or the return to the "same" -a reflection that is inseparable from that on innovation and change? In this sense, the newness of certain tourism innovations should be put into perspective in light of the broader history of tourism: Proximity tourism has existed since the very beginning and even since the "prehistory" of tourism (Boyer, 2005), in connection with holiday practices and a different definition of proximity in terms of the contractility of space and time. Furthermore, tourism structurally acts on the dialectic between the "frontstage" and the "backstage" (MacCannell, 1973), with the majority of today's highly touristy destinations having started out as "off the beaten track". Going further, some interventions may propose to go beyond the notion of innovation and contrast it with other notions: tourism alternatives (Cousin and al., 2015) or, from an epistemological perspective, tourism "transition." A tourism paradigm shift, in interference with a new heritage regime which oscillates between different evolutionary scenarios should be considered in conjunction with these interventions (Gravari-Barbas, 2014). Calls to "reinvent tourism" in a "fourth tourism revolution" (Knafou, 2021), marked by the transition to "reflexive tourism", defined as tourism that constantly questions itself, its approach, its objectives, its purposes, its means while developing (Knafou, 2017) perhaps allows for both a better identification of the contemporary tourism "innovations" and to expand beyond the limits of the notion of innovation.

Call for Proposals

The International Symposium for Young Researchers in Tourism aims to allow young researchers to exchange their research and collaborate with established researchers. Applications from doctoral students (from their first year of studies onward) or young researchers are strongly encouraged. More broadly, all young researchers working in the various disciplines concerned with the field of tourism are invited to participate. We propose to reflect in particular on the following themes, without excluding additional themes related to the political dimension of the relations between tourism innovation and territories:

- actors/institutions/groups behind tourism innovation policies
- the many tourist innovation policies put into practice and the methods employed (financing and investment, legislation and regulations, communication, etc.)
- Tourism and heritage/museum innovation policies
- innovation in tourism and territorial governance/synergies/cooperation
- innovation in tourism and digital transformation and governance
- discourses and imaginaries of innovation in tourism
- innovation in tourism and political ideologies
- innovation in tourism and geopolitical, geo-economic and environmental issues
- innovation in tourism and colonial/post-colonial domination of territories
- innovation in tourism and North/South relations
- innovation in tourism and the production of the territory of the state, the nation and various politico-administrative entities, from local to global
- innovation in tourism and the production of socio-cultural identities and territorialities
- innovation in tourism and processes of segregation/exclusion/discrimination/socio-spatial marginalisation
- innovation in tourism and spatial (in)justice
- innovation policies in tourism studies
- Use of the notion of innovation in tourism studies: criticism, transcendence, alternatives

The presentations can focus on different regions of the world, at various spatial and temporal scales, target different types of innovation, and draw on a variety of research methodologies. They can be conducted in French or English, but there will be no simultaneous translation: In order to help with the cohesion of the conference, we ask all participants of the conference to provide slides corresponding to their presentation in English (in the form of a slide show projected during the intervention and also put online).

Participation in person will be encouraged, however a video conference may be considered for participants who cannot make arrangements to travel.

Submitting a Proposal

Participation proposals for this meeting can take several forms: presentation followed by a discussion with the public, photographic exhibition or video projection.

To propose a scientific communication, please submit a summary (500 words) and a one-page CV.

To propose a photograph or photographic exhibition, please submit a selection of captioned photos along with a one-page CV.

To propose a film, please submit a critical presentation of the film along with a one-page CV.

To submit your research proposal, please submit the following information:

- First and Last Name, affiliation (University and laboratory), and contact email of all contributors
- The type of proposal (communication, poster, photo, audiovisual)
- The target axis
- The title of the proposal
- The summary
- Keywords (3 to 5)

All components of the research proposal must be sent in a single document, in Word format, Arial 12 font, and 1.5 line spacing in the chosen language of communication (French or English).

Submission Deadline: May 6, 2023

All submission documents should be sent to the organising committee via email at the following address: rijct2023@gmail.com.

All participants can expect a response in the beginning of June.

Guidelines for presenting your research proposal:

Selected participants will need to send us their summary (1000 words) and their posters and exhibitions in PDF format by July 16, 2023, to the same email address: rijct2023@gmail.com.

PowerPoint-formatted support slides in English must be emailed to the conference address by September 3, 2023, for instant online posting.

Publication and diffusion of conference contributions

The abstracts of the accepted proposals will be compiled in a document (paper and digital format) and made available to the conference participants. Further details and indications concerning the form of the presentations will be given following the selection of the abstracts. If you have any questions, please do not hesitate to contact the organising committee.

The work produced during the symposium will be published on the website of the University Paris 1 Panthéon Sorbonne with the agreement of the authors. The most notable contributions will be supported by the organisers for publication in quality scientific journals, in order to enhance the value of this event in the context of the professionalisation of young researchers.

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