

INTERNATIONAL CONGRESS ON TOURISM RESEARCH
AN APPROXIMATION FROM THE DEVELOPMENT, THE PLANNING AND THE
MANAGEMENT OF TOURISM

Summons for the communication presentation

FIRST CALLED

Organized for:

Universidad Externado de Colombia

Hotel and Tourism Management Faculty

Master in planning and the management of the tourism

Universitat de Les IllesBalears

PhD in Tourism



Scientific committee

Chris Cooper: Doctor in geography from the University College of London and a BA in geography from the same university. Vice-rector responsible for internationalization and Dean of the Business Faculty, Oxford Brookes University, UK. He is the creator of the Tourism School at the University of Queensland and served as President of the Education Board of the World Tourism Organization between the years 2005 and 2007. United Kingdom.

Basilio Verduzco Chávez: Doctor in Urban Planning and Policy Development at Rutgers University, The State, University of New Jersey, New Brunswick, N.J. Master in Regional Development of the Colegio de la Frontera del Norte, Mexico. Bachelor's degree in tourism from the University of Guadalajara, Mexico. Teacher and researcher in the Centro Universitario de Ciencias Económico Administrativas at the University of Guadalajara. Researcher on issues related to regional urban development negotiations in process. México.

Philippe Duhamel: Doctor in geography from the University of Paris 7 - Denis Diderot, is currently a tenured professor of geography at the University of ESO-Angers. President of the French Commission of Geography of Tourism and Leisure. The research he has developed is focused on a practical analysis of the leisure practices of the Moroccan immigrants in France, new forms of mobility and residence of the Europeans as well as the history of tourism and its sights on a global scale and general theory of tourism. France

Daniel Hiernaux: Doctor in studies of Latin American Societies, Guidance Geography, Urban Planning and Land Management at the University of

Paris, New Sorbonne University, Institute of Higher Studies in Latin America, France. Magister in Science, and Urban and Regional Programming at the University of Louvain, Belgium. Researcher on issues related to critical studies about mass tourism, second homes and currently the urban tourism; in addition to an epistemological reflection on tourism as corporate process. Belgium.

Maximiliano Korstanje: Doctor Honoris Causa (Tourism) of the Skibbereen University Turk and Caicos Islands, United Kingdom. A Phd Candidate in Social Psychology of the University John. F. Kennedy, Buenos Aires, Argentina. Degree in Social Anthropology and Politics at Latin American Faculty of Social Sciences FLACSO. A bachelor's degree in Tourism and an Anthropologist of the Faculty of Applied Sciences in the Systematic study of Tourism and the population of the University of Morón, Buenos Aires. Argentina

Eduardo Salinas: Doctor in Geographical Sciences at the University of Havana. Master in Management of Tourism for local and regional development at the University of Barcelona. A Geographer from the University of Havana, Cuba. Professor at the Faculty of Geography at the University of Havana. Speaker and participant on international events of tourism research in Cuba.

Miguel Seguí: Doctor in Geography from the University of Barcelona, Spain. Master in Teaching Primary and Mestre of Català of the University Palma de Mallorca, Spain. He is a Geographer from the University of Balearic Islands, Spain. Professor of the Faculty of Philosophy and Letters of the Department of Earth Science at the University of Balearic Islands Spain.

Pablo Smulevichz: Doctor in Applied Economics from the University of Valencia, Spain. Master of Rural Development of the Universidad Austral de Chile. A bachelor's degree in Archeology, from the Universidad de Chile. Founder and First President of the Society of the Tourism Researchers of Chile (SOCIETUR-Chile). Between the year 2007 and 2013 was the Director of the Tourism Institute of the Universidad Austral de Chile. Currently he is a main profesor, leads the Interdisciplinary Center I+D+i of Tourism and Special Interests and Magister in Management and Innovation on Tourism.

José Fernando Vera: Doctor in Geography, professor of Regional Geographic Analysis at the University of Alicante, Spain. Currently serves as Director of the University Institute of Tourism Research at the University of Alicante. He ran the Official School of Tourism between the years 2002 and 2007. His experience in research is focused primarily on the Analysis of Touristy destinations and tourism planning. Spain

PaoloVignolo: Doctor in History and Civilizations of L'Ecole Des Hautes Etudes in Sciences Sociales, Paris. He is a Professional in Economics and Social Disciplines of the Università Luigi Bocconi in Milan, Italy. He's an Economist from Universidad de Los Andes, Bogota - Colombia. He is also an Associate Professor of History in the Department of History and Social Studies Center in the Faculty of Human's Sciences of Universidad Nacional de Colombia, Bogotá, Colombia.

Luz Angela Castro Ñungo: A doctoral candidate in Geography from Universidad Pedagógica y Tecnológica de Colombia and from the Geographic Institute Agustín Codazzi. She has a Master's degree in Geography from Universidad Pedagógica y Tecnológica de Colombia and

from the Geographic Institute Agustín Codazzi. She has a bachelor's degree in Social Sciences from Universidad Pedagógica Nacional. Colombia.

Luis Fernando Jiménez: A Phd candidate in Legal Sociology and Political Institutions of the Universidad Externado de Colombia. He has a master's degree in Philosophy at the University of Colombia Incca and a Master's degree in Baccalaureum Lure Canónico at Pontificia Universidad Javeriana. Specialized in Educational Administration of the Technical and Vocational Center of Torino, Italy. Masteen in Tourism and Sociology of the Leisure Time from the Tourism Superior Studies International Center of the UIOOT (current TWO) in Torino, Italy. Professional in Law and Political Sciences of the Universidad Libre de Colombia and Philosphist from Universidad Pontificia Bolivariana. Currently he is a Proffesor at Universidad Externado de Colombia. Colombia

Edna Rozo: Phd in Social Studies at Universidad Externado de Colombia. Master in Planning and Administration of the Regional Development of Universidad de Los Andes. Master in Tourism from the School of Tourism Sciences, Rome, Italy and in Tourism and Cultural Management of the Canada Foundation Blanch, Valencia, Spain. Director of the Master's Degree in Planning and Management of Tourism, Coordinator of Researches and represents the Sector Unit of Normativity in Sustainable Tourism in the Hotel and Tourism Management Faculty of Universidad Externado de Colombia.

Clara Inés Sánchez: Master's degree in Management, Development and Cultural Policies of the University of Girona, Spain, and UNESCO. International Specialist in Management and Cultural Administration. Professional in Hotel and Tourism Business Management of Universidad Externado de Colombia, and is currently the Director of the Quality and

Sustainability Tourism Department at Colombia's Vice-Ministry of Tourism and teaches at Universidad Externado de Colombia. Colombia.

Walfa Constanza Téllez: A doctoral candidate in Public Law and Social Sciences at the University of Nantes, France. He is a Magister in Public Administration and Management of the same university. Professional in Finance and International Relations at the Universidad Externado de Colombia. Colombia.

Principal

Juan Carlos Henao

General Secretary

Martha Hinestroza Rey

Organizing Committee

Luis Carlos Cruz Cortés

Dean

Edna Rozo

Director of the Planning and Management of the Tourism Mastery

Coordinator of the Research Area

Fredy Ochoa

Investigative Teacher

Marta Vélez Rivas

Investigative Teacher

Luisa Fernanda Tribiño Mamby

Investigative Teacher

Manuel Sierra

Coordinator of Agreements, Events and Communications

Yury Andrea Becerra Home

Assistant in the Research Area

INTERNATIONAL CONGRESS OF TOURISM RESEARCH

AN APPROACH FROM THE DEVELOPMENT, PLANNING AND MANAGEMENT OF THE TERRITORIES WITH TOURISTY VOCATION

DESCRIPTION

The territory could be conceived as the product of complex historical, cultural, economic, environmental and political processes in which dynamics and tensions are generated among the social actors that build their own life space. But it is not only the product of social processes. From a point of view based on the land it supports the construction of different experiences and multiple realities in which the subject it's expressed as a being in the world. Tourism as a social phenomenon re-creates and gives new meanings to different places which generates changes in the territories, sometimes deep ones, and builds new social practices among the actors involved.

As a result, there are complex processes of the tourism assessment: the uncertainty faced by the tourism planning and management, the adaptability capacity it has as a system, the conditions of the territory, the social, environmental, political and cultural changes. Therefore, it is necessary to analyze the variety of forms on which tourism can be developed, planned and managed so that with reflections and debates it could be understood and might generate collective knowledge to support the construction of the holistic and sustainable activity.

The research Group Tourism and Society, the program of the Master Planning and Management of Tourism of the Hotel and Tourism Business Administration Faculty of the Externado University of Colombia and the Phd in Tourism of the Balears

University, invites researchers, teachers, students, professionals involved and interested in tourism to submit proposals to participate in the International Research Congress: "International Congress of Tourism Research: an approach from the Development, Planning and Management of the territories with touristy vocation".

The conference is open to all scholars, researchers and professionals who have tackled tourism from social, human and natural sciences; as well as experts in land use, development, planning and management of the tourism phenomenon.

Objectives

- Submit to the academic and scientific community the latest research in tourism and open a space for discussion and analysis on new insights for its development, planning and management.
- Encourage awareness and analysis of various forms of development, planning and management of tourism in order to interpret it and generate new knowledge to face the challenges of globalization.
- Facilitate the meeting of researchers interested in the reflection, the theoretical and methodological debate on development, planning and management of tourism in order to foster partnerships and academic collaboration that contribute to the construction of an interdisciplinary perspective on this phenomenon.

Date and Place

The event will be held on October 22nd, 23rd and 24th, 2014 in Bogotá, Colombia.

Location: Universidad Externado de Colombia

Calle 12 No. 1-17 Este. Phone numbers contact: (00571) 3537000; 282 60 66 Ext. 1411; 1402; 1405.

City: Bogotá, Colombia.

Email: congresoinvestigacionturismo@uexternado.edu.co

Presentation of summons

The academic program of the Congress will be developed through lectures and sessions by subject area. Each of the five thematic areas will be developed in a workshop and start its work session with a lecture by an expert on congressional thematic axes.

Topics

The conference will be structured around the following central themes that will be reflected in plenary and parallel sessions:

1. Territory and tourism.

Tourism as a phenomenon has been closely linked to its most concrete manifestation, the territory, which is not only defined by physical elements as it has been conceived in the past years, but it also incorporates close relationships between social subjects that are there and that from its concrete and particular experiences construct new meanings and senses of the territory. Tourism appears as a phenomenon of modernity linked to global dynamics of economic, social and cultural exchange where the land becomes the main platform and expression of different forms of ownership and social, symbolic and aesthetic production of these places, in which social subjects as residents, tourists, tour operators, among others, build multiple interactions.

Trends in the development, planning and management of tourism account for a new reconfiguration of space, leading to a redefinition of multiple senses, full of dynamics and tensions in which the ephemeral, the volatile, the fragmentation, insecurity and uncertainty, determine its conditions as a being. From another perspective, the social production of a site plays with the possibility of building experiential trips from the ethics based on the

territory which prioritizes respect for the place and the other, the traveler, is subject to the rules of the game established from here. Through the touristy experience the maps and routes are redraw creating new forms of expression of material, immaterial, even spiritual content of those territories, redefining their forms of development, planning and management. Is then expected to contribute to the understanding of tourism as a social place of the contemporary and its dynamics, interactions and impacts, in which the state and social actors can determine future visions on these territories.

This line of analysis seeks to understand what are the new forms of development, planning and management of areas for tourism? How do the different changes and transformations occur in the territory that suffers the usage off tourism as the main one in order to reveal the variety of forms the social actors use to express themselves, such as appropriation, development, planning or the enhancement of places with a touristy vocation? How do you express the forms of negotiation between stakeholders in a territory tourism?, How can we build ethically desirable development visions and plausible by social actors who inhabit a territory tourism-oriented?, How do you get the various changes and transformations occurring in a territory that overlaps tourist use, trying to reveal the various ways in which social actors are expressed and forms of ownership, development, planning or commissioning value of tourism-oriented areas?, Who built senses of attraction?, How can redefine and override the locations, planned or not, with the tourist experience?, What relationship does the sense of place with the imaginary and social representations and the various forms of beautification or aesthetic construction, such as material and symbolic expression of the place?

2. Society, culture and tourism.

Tourism as a social fact itself of modernity has been the catalyst for cultural effects on both hosts as tourists and visitors.

The complexity of social relations is reflected in the tourist encounter: relations of power, exclusion and exchange cultural values are expressed on it; however; both the host societies and visitors are dynamic and have interests sometimes difficult to reconcile.

The arrival of tourists creates social tensions, cultural and behavioral those are related with the processes of globalization. In tourist encounters modern values prevail in these relationships and reproduce models and idealized pre-modern societies against postmodern societies which, in many cases, the tourist is a native.

Although identities are changing and liquid sometimes tourists seeking out companies "idealized" with cultural manifestations "authentic". The construction of the tourist product is permeated by the need to satisfy such imaginary and they construct identities and territories in line with expectations of the visitor, in some cases to the detriment of the future of the local communities.

Host populations have experienced through tourism processes affecting local identities with changes in social organization, in the use of its territory and in meaning and significance of cultural expressions that become primarily an object of market or have been emphasized looking to become a tourist attraction. There is a desire to become museums of pre-modern which can be interpreted as an indicator of the victory of modernity in which a candle artificial preservation and reconstruction in modern society where the tourist imaginary is characterized by a search for authenticity and aesthetic pleasure, this being a key concept in the construction of the imaginary. Moreover, the dynamic set "Patrimonialización" (it refers to the

critique of declaring an attraction or object in heritage since one starts returning statically) favor conservation but moreover enable market logic that promotes exclusion.

However, it has shifted the search for authenticity by the inauthenticity, valuing a superlative way, the artificially constructed spaces such as Disney World, in which the simulation is one the main objectives for the tourist. Formal representations over other people, presented antiques of museums, travel agencies, theme parks, among others, in which there trivialization of culture from the co modification of such representations embodied in objects, performances or transmitted images through guide books and brochures advertising whose main concern is focused on showing the official face of the territory or city, which stands in a hegemony of the image. It is important the identities making them a market product, stereotyped appreciated and sought by the tourist who sees in them what is led to see, either through the guides, or through their own cultural experience and social imaginary social construct on destinations and host cultures.

The purpose of the panel is to reflect critically on the dynamics and cultural tensions that are generated in an area with the advent of tourism.

These reflections raise different questions:

How to represent and build the imaginary on a destination, how do you permeate imaginary tourist experience? , How is the interaction between tourists and the host population? What are the relations of alteration in tourism? How do you redefine and reconstruct identities and regional cultural events for tourism? , How stories are built on tourism?

3. Development, governance and tourism

The relationship between development, governance and tourism generates a triad of importance and increasing controversy for those territories seeking to adopt or promote this activity as a strategic alternative for social development and economic growth. First, the relationship between tourism and development stimulated a debate that includes various perspectives, which vary from positions defending the purely capitalist, pro-economic utility maximization, and simplification of social problems and ecological activity associated with such externalities concept, to the views that highlight the responsibility of the tourism sector as a source of positive or negative effects for local development and social and environmental situation of the territories where it sits.

The regulations made by government authorities, through regulations and public policies related to tourism, take on a role in the development of the previous debate. At one extreme neoliberal, authorities may opt for a policy of non-intervention work freely letting market forces. Some of the risks of this approach include the irresponsibility or lack of interest from the private sector to the social and environmental side effects of perversely affecting local scale, accompanied by the leakage of profits to the global level.

In the other hand, the authorities can intervene progressively the performance of this sector regulate and restrict private interests and ensure community well-being, social and ecological locations. A risk associated with this position is in contrast, discourage private investment participation in tourism development, which seeks other institutional settings with fewer restrictions and better profit margins.

At this point, the issue of the relationship between the authorities and the local population is highly significant, which introduces the problem of governance and sustainability. The amount and quality of social and community participation in decision-making in relation to planning, regulation and development of the tourism sector thus emerge as a key factor for the

distribution of benefits and harms associated with the development of the tourism.

So far the dominant governance models in the industry offering various signals on the link between the authorities and the population. These signs are for example, how much (or how little) responsibility and decision making and action by public authorities to recognize local people about their present and future, which is critical in terms of sustainable development.

In the case of tourism these discussions on development and governance, cannot be separated from the territory, the complex web of relations between society and nature, resulting in cultural diversity and specific fundamental ecosystem and landscape tourism. At this point the sustainability emerges as a crosscutting issue in the discussion, it is precisely the models of development and the way decisions are made affecting the livelihoods of human populations and the conservation of nature.

In sum, tourism, governance and development, structure a valuable debate about the rise of global tourism and its role and scope, its merits and risks, as a catalyst for economic growth and sustainable development at regional and local scales.

The aim of the subject is to present experiences and research to feed the debate on the role of tourism as an agent of development and potential impacts, as well as the analysis of the decision-making and governance of tourism in the development of the territory.

These reflections raise the following questions:

What is the role of tourism and how it affects development in vulnerable populations?, Who are the key players in tourism, what is its role and how it relates to decision making?, What is the relationship between governance models and what is in the planning of tourism in the area?, How viable alternatives to development and management of local tourism use, along with their supply chains?, Does the field of human relations nature, how and why tourism?, Is nature-offer as attractive or territory and how to manage

the impacts of tourism sustainability?, How do you approach tourism from different schools of development.

4. Management and innovation in destinations.

The management of tourist destinations can be defined as an organized process that achieves the preparation of land and local communities to provide services responsible, competitive, sustainable and high quality. In this process, cooperation and partnerships between the various actors' involved, interagency coordination and public-private partnerships are the main factors that determine the value of tourism management. In this framework, territorial marketing, innovation, technology platforms, new forms of management, the profile of travelers and new trends in tourism markets are established as important factors on which they develop strategies that promote quality the tourist experience, develop and manage information and interpret the value of a destination resort in a globalized and subject to constant change.

The contributions of an innovative solution that encourages the linking of the strategic processes of the supply of tourism products and services and strengthening public-private interrelations create comparative advantages and competitive position of tourism destinations.

This theme will aim, first to identify new trends in tourism management and tourism markets and understand turn these trends provide opportunities to enhance competitive advantages and on the other hand, understand the role played by social agents in the management of the territory Also, identify strategic processes leading to best practices mediated technologies to stimulate and contribute to the development and competitiveness of tourism.

They try to find answers to the following questions:

What is the role of partnerships between stakeholders in managing tourist destination?, What are the opportunities to enhance competitive advantages in tourist destinations?, What are the trends in the consolidation of travel?,

What are the contribution of new technology platforms to manage tourist destinations?, what is the profile of the contemporary traveler? What kind of integration and coordination can be achieved in the tourism sector?, What are public and private actors to be chained?, What are the dimensions of the chain: transverse local / regional?, what are the Policies and programs from the public and private support chaining process?

5. Challenges of tourism in coastal areas

There are many types of tourism developed in the coastal areas of the world, however, historically, the sun and beach tourism has been the most popular type, especially in those areas located near to urban centers, the social benefit of the beaches is related with the rest that it provides, where tourists motivated by this activity cite the "escape from urban life" as the main.

Beach tourism, as other types of conventional tourism, has a lot of negative impacts on the environment, in many occasions including local culture. Due to the emerging destinations of beaches are especially vulnerable to the negative effects of tourism, because they have areas in good environmental conditions with a highlighted offering in biodiversity. These resources are appreciated for travelers moving thousands of miles to enjoy it. However, in a short period of time, the offer begins conform to the demand, which leads to the growth in the number of visitors to the target, generating a negative environmental impact.

The objective of this theme is to present experiences and research in tourism in coastal areas, looking for considers the following points:

- How has the development been in Latin America?
- What is the current state of tourism in the coastal areas in Colombia and Latin America?

- How to improve the planning and management of these areas and especially those with a high environmental fragility and socio-cultural?
- What are the challenges of the tourism in coastal areas?

Important:

New themes will be accepted when the researcher or researchers interested submit proper justification thereof and potential participants to this. Request to be approved by the program committee.

Guide to the presentation of sum.

The abstracts must meet the following criteria:

- Maximum length: 400 words
- Content: Objectives, relevance, results and conclusions
- Source for the body of the text: Arial 11
- Double space
- Note: Do not include tables, graphs or photos.

Title of the presentation (centred, boldface, Arial 12)

Summary

Name of the Author (justified to the right, Arial 11)

Institution of the principal author, if it applies (justified to the right, Arial 10)

E-mail (justified to the right, Arial 10)

key Words: maximum five (5) (cursive, centred, Arial 11)

Procedures for sending

Abstracts of papers should be submitted in Word by email:
congresoturismo@uexternado.edu.co.

Deadlines

Receipt of abstracts will be open until April 30, 2014.

Communication about the selection and exhibition will be held on May 20, 2014.

Guidelines for submission of full papers

Selected papers must meet the following criteria:

- Maximum length: 15 to 20 pages excluding the bibliography (maximum 40,000 characters including spaces)
- Source for the body of the text: Arial 11
- Double space

The following is the outline for the header of the presentations:

<p style="text-align: center;">Title of the presentation (centred, boldface, Arial 12)</p> <p style="text-align: right;">Summary</p> <p style="text-align: right;">Author Names (justified to the right, Arial 11)</p> <p style="text-align: right;">Institution of the principal author, if it applies (justified to the right, Arial 10)</p> <p style="text-align: right;">Theme: (justified to the right, Arial 10)</p> <p style="text-align: right;">E-mail (justified to the right, Arial 10)</p> <p style="text-align: center;">key Words: maximum five (5) (italic, centred, Arial 11)</p>

Procedures for sending

Papers should be sent in Word by email: congresoturismo@uexternado.edu.co

Deadlines

Receipt of papers will run until the June 30th, 2014. Once selected the communications presented in each work session by theme, the author (authors) must take into account that the presentation can only be 15 minutes. .

Recreational activities during the congress

Post-event trip.

Presenters will have the opportunity to meet one of the most visited tourist destinations in the region:

- Guatavita
- Zipaquirá

Contact:

congresoinvestigacionturismo@uexternado.edu.co

Edna Rozo

Director Mastery in Planning and Management of the Tourism
Coordinating Research Department
edna.rozo@uexternado.edu.co

Luisa Fernanda Tribiño
Research Department
luisa.tribino@uexternado.edu.co