



6<sup>th</sup> MARRAKECH  
INTERNATIONAL CONFERENCE ON  
TOURISM RESEARCH  
MICTR

Call for papers

# Aligning Low-Tech and High-Tech Innovations: A Multidisciplinary Approach to the Sustainability of Territories and Destinations

Marrakech - November 10 to 13, 2025



## **Aligning Low-Tech and High-Tech Innovations: A Multidisciplinary Approach to the Sustainability of Territories and Destinations**

Achieving sustainability in territorial and tourism development necessitates a harmonious integration of both low-tech and high-tech innovations. High-tech solutions, such as information and communication technologies (ICT), enhance efficiency in resource management and visitor experiences. For instance, smart city innovations can address challenges like overcrowding and environmental degradation by optimizing tourist flows and infrastructure usage (Lee et al., 2020; Gretzel et al., 2015). Conversely, low-tech approaches, rooted in traditional knowledge and community engagement, offer resilience and cultural preservation. These methods emphasize sustainable practices that align with local contexts, ensuring that technological advancements do not overshadow indigenous practices and societal values (Mazzucato, 2018; Raworth, 2017).

In the context of tourism, the integration of low-tech and high-tech innovations presents a crucial opportunity to promote sustainability while enhancing the visitor experience. Smart tourism technologies, such as real-time monitoring, AI-driven recommendations, and digital twin systems, can facilitate sustainable tourism management by reducing congestion, mitigating environmental impacts, and personalizing tourist experiences (Xiang & Fesenmaier, 2017). However, a complete reliance on digitalization risks undermining authenticity, exacerbating digital divides, and eroding traditional tourism practices (Ali & Frew, 2014). Low-tech solutions, such as slow tourism models, community-based tourism initiatives, and locally crafted experiences, help preserve cultural integrity while ensuring that economic benefits are distributed equitably among host communities (Dangi & Jamal, 2016). The convergence of technological efficiency with community-driven resilience offers a transformative framework for sustainable destination management, aligning with broader social and environmental imperatives.

The Marrakech International Conference on Tourism Research (MICTR-6) aims to explore how combining low-tech and high-tech innovations can promote the sustainability of territories and destinations. By integrating technological optimization with community-based resilience, we can develop adaptive and inclusive strategies that align with contemporary environmental and socio-economic imperatives.

## Conference Themes (Non-Exhaustive List):

- Low-tech and high-tech synergy for sustainable management of territories and tourism
- Smart cities and territorial resilience: innovations and adaptation to global changes
- Sustainable architecture and urban planning: balancing tradition, innovation, and climate adaptation
- Sustainable mobility: innovations in transport and infrastructure for accessible territories
- Overtourism and sustainable destinations: technological and social innovations for resilient and inclusive development
- Artificial intelligence and sustainable management of natural and human resources
- Circular economy and eco-design: innovations for the ecological transition of territories
- Territorial governance and responsible innovation: political and strategic issues
- Sustainable tourism: technological innovations and heritage valorization
- Digital inclusion and technological divide: challenges and solutions for territorial development
- Biodiversity and conservation: convergence of traditional knowledge and innovative technologies
- Legal and regulatory frameworks for sustainable innovation and territorial governance
- Climate resilience and crisis management: hybrid solutions for vulnerable territories
- Cultural and creative industries: between handicrafts, digital innovation, and local economic development
- Social and solidarity economy: integrating technological and ecological innovations
- Education and research in sustainable tourism and multidisciplinary innovations
- Ethics and innovation in tourism: balancing technology and authenticity
- Territorial marketing and destination attractiveness: impact of technological innovations
- Geographical dynamics of low-tech and high-tech innovations: inequalities and opportunities
- Sociology of sustainable innovations: perceptions, adoption, and resistance to new technologies
- Economic models and financing of the sustainable transition of territories
- Data and territorial governance: towards smart and sustainable management systems
- Recommendation systems for tourism personalization and destination enhancement
- NFTs and decentralized valorization of cultural heritage
- Gamifying the ecological transition: raising awareness and engaging local communities
- Citizen-centric automation in urban governance and inclusive tourism infrastructure
- Neurodiverse-friendly urban automation: designing inclusive tourism spaces
- Predictive analytics for tourism demand: anticipating flows and optimizing destination management
- Tourist behavior prediction for ethical and responsible marketing strategies
- Urban flood prediction through hybrid modeling: protecting vulnerable and touristic territories
- AI for predicting social inequality hotspots: equity and inclusion in territorial development

## KEYNOTE SPEAKERS :

# Aligning Low-Tech and High-Tech Innovations: A Multidisciplinary Approach to the Sustainability of Territories and Destinations

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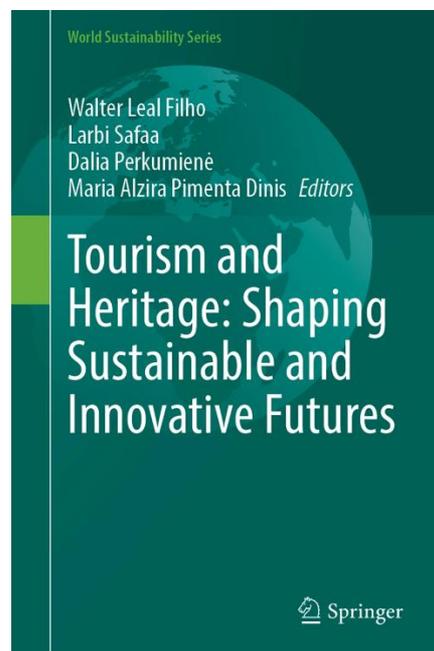
**REDA ABOUDIHAJ**

Co-founder Hospitality Web Services (Morocco)

- **Publication perspective of the papers**

Two options to consider:

- **Formula A: Pre-conference publication**
- Research Paper as part of the "World Sustainability Series" by Springer "Indexed in Scopus"



- **Important Dates: (Pre-Conference Publication)**

- Submission of full papers: June 15, 2025
- Notification of revisions to authors: July 15, 2025
- Publication: November 2025

Authors are required to submit their chapters in Microsoft Word (.docx) format. The preferred font is Times New Roman, with the body text set to 12 pt, justified for readability. Each chapter should be between 6,000 and 8,000 words, including references, tables, and figures. Additionally, an abstract of 150-250 words must be provided, along with 4-6 relevant keywords to enhance searchability. All citations and references should follow the APA (7th edition) style or the specific guidelines required by the Springer series.

- **Formula B: Post-conference publication**
- Special issue for the journal *Études Caribéennes*



- **Important dates: (Post-conference publication)**
  - Submission of extended abstract (between 500 and 1000 words): July 15, 2025
  - Notification of acceptance: July 30, 2025
  - Submission of a provisional version of the text: November 30, 2025
  - Notification of modifications to authors: December 20, 2025
  - Submission of the final version of the text: January 30, 2026
- **Publication of all extended abstracts**
  - All extended abstracts will be published in the Abstract Book
- **Important dates: (Publication of all abstracts):**
  - Submission of extended abstract (between 500 and 1000 words): July 15, 2025
  - Notification of acceptance: July 30, 2025
  - Submission of the final version of abstracts: September 30, 2025

Proposals for communication, written in either English or French, must include a title and an abstract of at least 500 words and no more than 1000 words. They should be accompanied by five keywords and formatted according to the following requirements: Times New Roman font, size 12, single spacing, and compliance with APA bibliographic standards.

Authors should indicate their primary institutional affiliation as well as their discipline.

The abstract must explicitly present the research problem, along with the set of hypotheses or research questions addressed. It should also detail the methodological approach adopted, present the main results obtained, and provide a critical discussion of these findings.

- **Proposal submission**

All communication proposals must be sent to the following contact address:  
mictr.conference@gmail.com

- **Honorary Chair**

- Abdeljalil LOKRIFA – Dean of the Faculty of Letters and Human Sciences, Cadi Ayyad University (Morocco)
- Said RAKRAK – Dean of the Faculty of Science and Technology, Cadi Ayyad University (Morocco)

- Mindaugas SAMUOLAITIS – Dean of Alytus Faculty, Kauno Kolegija Higher Education Institution (Lithuania)
- Shiwei SHEN – Dean of the Joint Institute of Ningbo and Angers Universities / Sino-European Institute of Tourism and Culture, Ningbo University (China)

### ○ **Conference Chairs**

- Omar BENCHAREF – Faculty of Science and Technology, Cadi Ayyad University (Morocco)
- Larbi SAFAA – Centre of Excellence Tourism and Hospitality Management, Cadi Ayyad University (Morocco)

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- Khalid EL HOUSNI – Higher School of Technology of Essaouira, Cadi Ayyad University (Morocco)
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## ○ **Organizing Committee**

- PhD Students – Laboratory for Studies on Resources, Mobility, and Attractiveness (LERMA)
- PhD Students – Computer Engineering and Information Systems Laboratory (L2IS)
- Students – Centre of Excellence in Tourism and Hospitality Management School

## ○ **Registration and fees**

- Early Bird Rates (until September 15, 2025):
  - Full Rate: €340
  - PhD Student Rate: €130

- **Low-Income Countries:**

A discounted rate of up to 50% will be available for participants from low-income countries and Moroccan scholars, upon presentation of appropriate justification. Please contact the organizing committee at [mictr.conference@gmail.com](mailto:mictr.conference@gmail.com) to verify your eligibility.

- **The Full Rate Includes:**

- Conference materials
- Lunches and coffee breaks
- Receptions and Gala dinner
- Guided tour of Marrakech, its monuments, and the Atlas Mountains
- Visit to the city of Essaouira