



UNIVERSITÉ  
LAVAL

Faculté de foresterie, de géographie et de géomatique  
Département de géographie



Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture



Chaire UNESCO  
Culture, Tourisme,  
Développement



## International Conference Tourist and Cultural Itineraries: From Memory to Development

June 13<sup>th</sup> to 15<sup>th</sup>, 2012, Québec, Canada

The road has always been the place of exchange and encounter: merchandise, ideas, peoples and cultures. All in one, it has been a pathway and a pivot, a getaway and gathering place, as such roads feed our nomadic yearnings. From St-James' Way to the Silk Road crossing the Asian continent, emblematic routes reveal the history of humanity, just as other local roads map the human movements, whether voluntary or mandatory, of individuals and entire communities.

Today, when travelling these roads, tourists seek to create, maintain or relive their individual, family, community or national memories. They then attempt to revive their collective memory. In this temporal and spatial ambiance of travel, where tourists are freed of their daily identities, they become more open to making new acquaintances. In so doing they both create and confirm their memories, heritage and descendents.

Traveled routes with guideposts marking liaisons between places, creating a sense of territorial belonging, implanting memorial vectors, these paths may then be queried from their varied facets: economically, geographically, anthropologically or culturally.

### Markers for Memory

Since these are symbols of ties and exchanges, cooperation, social and territorial solidarity, international as well as local forums or volunteer workers toiling to set up memorial thematic trails. These tourists' thoroughfares and circuits then form the basis for upholding the patrimonial heritage that borders the wayside, a perennial reminder of communal reminiscence, going so far as to comfort new political initiatives by recalling past undertakings. These pathways also aim at favoring greater understanding of current issues, thereby forming a more complete vision of what tomorrow may bring. Fathomless futures that

may take the form of local economic development, the implementation of cultural exchanges, the promotion of an identity that may well transcend regions and our homelands.

### **Roads lived and experienced**

Motorized or not, paths become roads by those who travel and experiment them. They are the products of time-worn practices grounded in local participants' usages. They owe their existence to multifarious users coming and going, using whatever locomotion they have to travel, to the idiosyncrasies that give them a unique identity, to the spontaneous networking of roadside stopping places. The roads are both drawn, infrastructure, practical and imaginative.

### **Economic Development Vectors**

Thanks to these roadways, the tourist industry has also found efficient ways to provide visitors with products and services, to suggest detours through less frequented regions or to reacquaint them with past itineraries, to promote financial cooperation between business people, to transcend political differences and to implement new touristic destinations. Scenic routes also harbor economic and commercial objectives just as much as they do civic, educational, cultural and identity similarities. Road or circuit must live up to various needs whether they are basic, esthetic or spiritual for the tourists.

This conference also seeks to understand how such roadways have come into being down through time, were maintained or disappeared by enquiring into their significance and the people (territorial authorities, associations, local inhabitants, visitors or tourists) who gave them meaning and purpose. Beyond the thematic differences and proliferation of such roadways, the conference wants this to be an opportunity to delve into the bonds between memory, identity, intercultural comprehension, the creation of a common community, but also how tourism *per se* has emerged from otherwise ordinary roads – whether born of specialization or some mundane aspects of the “touristic product.”

### **The Targeted Audience**

The conference seeks to promote the meeting of tourism and patrimonial professionals who devote their efforts to enhancing these itineraries, circuits and attracting visitors, who likewise reach out to local or international bodies to foster the possibility of making known their interests, and involve university scholars who analyze and research the economic, social, historic or territorial impact of these memorable itineraries.

### **Call for Papers**

The call for papers is addressed to researchers from various disciplines: geography, geomarketing, history, urbanism, anthropology, sociology, patrimonial studies, marketing, management, economic sciences, etc. Researchers are also invited to present their empirical, methodological, practical or conceptual research efforts that investigate themes associated with immemorial circuits. Original papers are invited to consider subject areas including, but not limited to, the following:

- Itineraries and memorable places :  
from the tangible to the intangible  
and vice-versa
- Cultural routes and pilgrimages
- Beyond borders: binational and  
multinational itineraries
- Pilgrims, hikers, cyclists, motorists:  
ancient and contemporary
- Itineraries and their effect on  
citizenship
- From individual memory to  
historical memory: remembrance  
itineraries / war tour itineraries

- Paths of dehumanization: interpretation, educating, meditation
- Paths to memory: from paths to electronic itineraries
- Transportation: maritime, overland (cycling, motoring...)
- Sustainable routes
- Organizations and associations - public or private - that create or promote itineraries
- Creating roadways, then demarcating them
- Cultural itineraries and World Heritage
- Labels and itineraries
- Marketing and itineraries
- Overabundance of roadways
- Rural tourism and roadways
- Suitability of roadways, between density and authenticity

Anyone wishing to propose a paper are requested to file an abstract (maximum 500 words) along with a short author's biography (100 words) addressed to [GeoUNESCO@ggr.ulaval.ca](mailto:GeoUNESCO@ggr.ulaval.ca) prior to January 5, 2012. Proposals for abstracts can be written and presented in English, French or Spanish.

#### **Time and Place:**

The Conference: 13<sup>th</sup> to 15<sup>th</sup> June 2012 in Québec City (Québec)  
 Deadline for submitting proposed papers: January 5<sup>th</sup>, 2012  
 Confirmation of Accepted Papers: February 10<sup>th</sup>, 2012  
 Publication of Preliminary Program: March 15<sup>th</sup>, 2012.

#### **Deadline for Submitting Articles for the Conference Proceedings**

Authors of accepted abstracts shall be requested to file their completed articles prior to September 15<sup>th</sup>, 2012 (English, French or Spanish) in order that they may be included in the Conference Proceedings. The final document must be no more than 5,000 words. Please consult the guidelines posted on the Conference Internet Site

#### ***Conference Proceedings and best manuscripts or "best papers"***

All accepted papers shall be published in the Conference Proceedings. In the case of multiple authors, please note that at least one of them must be a registered Conference participant. It is provided that some selected articles shall be published in a special edition of a well-known review. Best contributions are also slated for publication during the year 2012.

For further information on the Conference, please refer to the following internet site: <http://quebecunitwin.ggr.ulaval.ca/?lang=en>.

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The Conference is being organized by: [Université Laval](#), the [Université du Québec à Trois-Rivières](#), the [Université Paris 1 Panthéon-Sorbonne](#) and the [Center for Tourism and Cultural Change](#) (Leeds University). Under the auspices of the UNESCO/UNITWIN NETWORK for Culture, Tourism and Development, this conference will be an opportunity for fostering cooperation between universities and managers.

## Partners

