

3rd International Workshop on Innovation, Culture, and Tourism

March 15-16, 2023 - Toulouse, France

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3rd International Workshop on Innovation, culture, and Tourism

Transformations and transition(s) in the arts, culture and tourism sectors

March 15-16, 2023 – Toulouse, France

PROGRAM

Scientific committee

Mathieu ALEMANY OLIVER, TBS Education, France · Rebecca ARDITTI-SIRY, TBS Education, France · Isabelle ASSASSI, TBS Education, France · Bertrand BELVAUX, CREGO, Université de Bourgogne, France · Pierre-Jean BENGHOZI, Ecole Polytechnique, France · Laurent BERTRANDIAS, TBS Education, France · Dominique BOURGEON-RENAULT, CREGO, Université de Bourgogne, France · Kirsten BURKHARDT, CREGO, Université de Bourgogne · Antonella CARU, Bocconi University, Italy · Cécile CLERGEAU, LEMMA, Université de Nantes, France · François COURVOISIER, Haute école spécialisée de Suisse occidentale (HEG Arc), Neuchâtel, Switzerland · Alain DECROP, NADI-CeRCLe, Université de Namur, Belgium · Maud DERBAIX, Creative Industries Research Center, KEDGE Business School, France · Florence EUZEBY, CEREGE, La Rochelle Université, France · Yves EVRARD, HEC Paris, France · Marc FILSER, CREGO, Université de Bourgogne, France · Renaud GARCIA-BARDIDIA, CREGO, Université de Bourgogne · Laurence GRAILLOT, CREGO, Université de Bourgogne, France · Maria GRAVARI BARBAS, EIREST, Université Paris 1 Panthéon-Sorbonne, France · Allègre HADIDA, University of Cambridge, England · Isabelle HORVATH, CREGO, Université de Haute Alsace, France · Elodie JARRIER, Burgundy School of Business, France · Rémi MENCARELLI, IREGE, Université de Savoie Mont Blanc, France · Thomas PARIS, CNRS et HEC Paris, France · Juliette PASSEBOIS, IRGO, Université de Bordeaux, France · Christine PETR, IREA EA 4251, Université de Bretagne Sud, France · Nicolas PEYPOCH, CRESEM, Université de Perpignan Via Domitia, France · Mathilde PULH, CREGO, Université de Bourgogne, France · Arnaud RIVIERE, VALLOREM, Université de Tours, France.

Organizing committee

TBS Education: Mathieu ALEMANY OLIVER · Rebecca ARDITTI-SIRY · Isabelle ASSASSI
CREGO – Université de Bourgogne: Dominique BOURGEON-RENAULT · Renaud GARCIA-BARDIDIA · Mathilde PULH

MARCH 15, 2023

8.00 am – Welcome

**8.30 am – 9.00 am
Opening Session**

“Transformations and transition(s) in the arts, culture and tourism sectors”

**9.00 am – 10.30 am
Plenary Session**

Today's and tomorrow's challenges for transformations and transitions in the arts, culture and tourism sectors

SUSTAINABLE MUSEUM: ARE VISITORS READY?

Juliette PASSEBOIS DUCROS, IRGO, Université de Bordeaux, France
Guergana GUINTCHEVA, EDHEC Business School, France

**UNDERSTANDING THE IMPACT OF DIGITAL ON LIVE PERFORMANCES INDUSTRY:
PROPOSAL FOR A SYSTEMATIC LITERATURE REVIEW**

Margaux VALES, CREGO-RHESO, France
Yacine OUAZZANI, CREGO-CERMAB, France
Mathilde PULH, CREGO-CERMAB, IAE Dijon, France

HIGH MOUNTAIN GUIDES CONFRONTED WITH CLIMATE AND INSTITUTIONAL CHANGE

Thomas CURTET, Université Paris Dauphine – PSL, IRISSO, France

**10.30 am – 11.00 am
Coffee break**

**11.00 am – 12.30 am
Parallel Morning Sessions**

*Parallel Session A - Participation and inclusion of the public
Parallel Session B – Territorial considerations and change*

Parallel Session A - Participation and inclusion of the public

CARING FOR POPULATIONS THROUGH ACCESS TO CULTURE: THE CASE OF EXCLUDED AND REMOTE AUDIENCES

Alice SOHIER, Université Rouen Normandie, France
Kenza MARRY, Université Rouen Normandie, France
Dania MOUAKHAR-KLOUZ, Université Rouen Normandie, France

THE MARKETING OF A HYBRID CULTURAL OFFER: AN EXPLORATORY STUDY OF THE “ARTS & SCIENCE” FESTIVAL *CURIOSITAS*

Ghofrane GHARIANI, RITM, IUT Sceaux – Université de Paris-Saclay, France

THE EFFECTS OF THE PERCEPTION OF THE ARTIST'S AUTHENTICITY IN THE CASE OF A CO-BRANDING STRATEGY

Dominique BOURGEON-RENAULT, CREGO, Université de Bourgogne, France
François H. COURVOISIER, HEG Arc – HES-SO, Switzerland
Joëlle LAGIER, CERIIM, Excezia Business School, France
Rémi BRÉHONNET, CERIIM, Excezia Business School, France

Parallel Session B – Territorial considerations and change

UNESCO WORLD HERITAGE RECOGNITION AND ATTRACTIVENESS OF MARGINALIZED REGIONS: FINDINGS FROM TWO PRE- AND POST-COVID-19 STUDIES IN SEJNANE - TUNISIA

Hanene OUESLATI, CREGO, Université de Bourgogne, France
Imen BEN SLIMENE, CREGO, Université de Haute-Alsace, France

THE NEW CITY LEISURE PARKS (CLP), BETWEEN HERITAGE, IDENTITY AND SOCIETAL INNOVATION: THE CASES OF THE HALLE DE LA MACHINE IN TOULOUSE AND THE GUNDAM FACTORY IN YOKOHAMA

Patrice BALLESTER, Euridis Business School, France

THE EFFECT OF E-WOM ON THE INTENTION TO VISIT A TOURIST DESTINATION: THE CASE OF TRIPADVISOR IN TUNISIA

Hanéne HAMMAMI, ERMA, FSEGT – Université de Tunis El Manar, Tunisia
Afef SAHLI, FSEGT – Université de Tunis El Manar, Tunisia

12.30 pm – 1.45 pm
Lunch buffet at the Novotel Hotel

1.45 pm – 3.15 pm
Roundtable

Pierre-Jean BENGHOZI

Research Director at CNRS, Professor at the Ecole Polytechnique, Paris, and the University of Geneva. *Moderator.*

Jean-Lou FOURQUET

Blogger, Columnist and Trainer on climate change, innovative technologies and renewable energies.

David IRLE

Independent Consultant on climate change and green transition in the arts and cultural industries. Co-Author of “*Décarboner la culture*” (2021, PUG).

Angelika SAUERMOST

Director of the Quality Business Unit at the Regional Tourism Agency, Occitanie, France.

3.15 pm – 3.45 pm
Coffee break

3.45 pm – 5.15 pm

Parallel Afternoon Sessions

Parallel Session A - Transitions in the modes of valorization or governance of the creative industries

Parallel Session B – Innovation as a source of transformation

Parallel Session A - Transitions in the modes of valorization or governance of the creative industries

COMPANIES AS A NEW TALENT TRAJECTORY IN THE ART MARKET

Thomas BLONSKI, ESCP Business School, France

Pierre POINSIGNON, CEREN & i3 – CRG, Burgundy School of Business, France

AGGREGATION DYNAMICS OF CREATIVE TERRITORIES, BETWEEN TANGIBLE AND PERCEIVED FACTORS. THE CASE OF THE ART MARKET TRANSFORMATIONS IN PARIS.

Thomas BLONSKI, ESCP Business School, France

Thomas PARIS, GREGHEC, CNRS & HEC Paris, France

Pierre POINSIGNON, CEREN & i3 – CRG, Burgundy School of Business, France

EXPLORING THE DISCIPLINARY AND COGNITIVE GOVERNANCE SYSTEM OF THE CLASSICAL MUSICIAN-ENTREPRENEURS IN CHINA

You LI, CREGO, Université de Bourgogne, France

Parallel Session B – Innovation as a source of transformation

THE ROLE OF AUGMENTED REALITY IN ENRICHING MUSEUM VISITOR EXPERIENCE

Oumayma BEN MBAREK, ERMA, FSEGT, Université de Tunis el Manar, Tunisia

Kaouther SAIED BEN RACHED, ERMA, FSEGT, Université de Tunis el Manar, Tunisia

DEMYSTIFYING TOURISTS' LOCAL COOKING CLASS EXPERIENCE: AN ACTIVITY THEORY APPROACH

Shuyue HUANG, Mount Saint Vincent University, Canada

Sunghwan YI, University of Guelph, Guelph, Canada

THE DEWEY MODEL OF ENQUIRY AS A SOLUTION FOR REGULATING THE PARADOX OF RIGOUR AND RELEVANCE: AN APPLICATION TO DOCTORAL RESEARCH ON THE TRAINING OF CREATIVE WORKERS

Cassandra HALLER, InCIAM, CERGAM, Aix-Marseille Université, France

Djelloul AREZKI, InCIAM, CERGAM, Aix-Marseille Université, France

Edina SOLDI, InCIAM, CERGAM, Aix-Marseille Université, France

5.15 pm – 5.45 pm

Closing Session

7.00 pm
Dinner at La Maison Nougaro
Péniche Sancta Nox
Port de l'Embouchure

MARCH 16, 2023

9.30 am – 11.30 am
Guided tour of the Théâtre du Capitole
Meeting with the management team
Place du Capitole