

**Ministry Of Higher Education And Scientific Research**  
**Higher National School of Management "ENSM" Kolea**



**Laboratory of Managerial Innovation, Governance and  
Entrepreneurship "LIMGE"  
The Incubator of the School**

**National Association of Tourism Inspectors  
Organize a national conference entitled**

***Artificial Intelligence as a Digital Alternative, a  
Means of Creativity and Innovation for the  
Development of the Tourism Environment in Algeria***

**Monday, November 27 Th, 2023**

**Honorary Chairman**

Full Prof. SAHEL Sidi Mohammed (Director of ENSM)

**General Director of the Conference**

Prof. FERROUKHI Amine (Professor at ENSM)

**Coordinators**

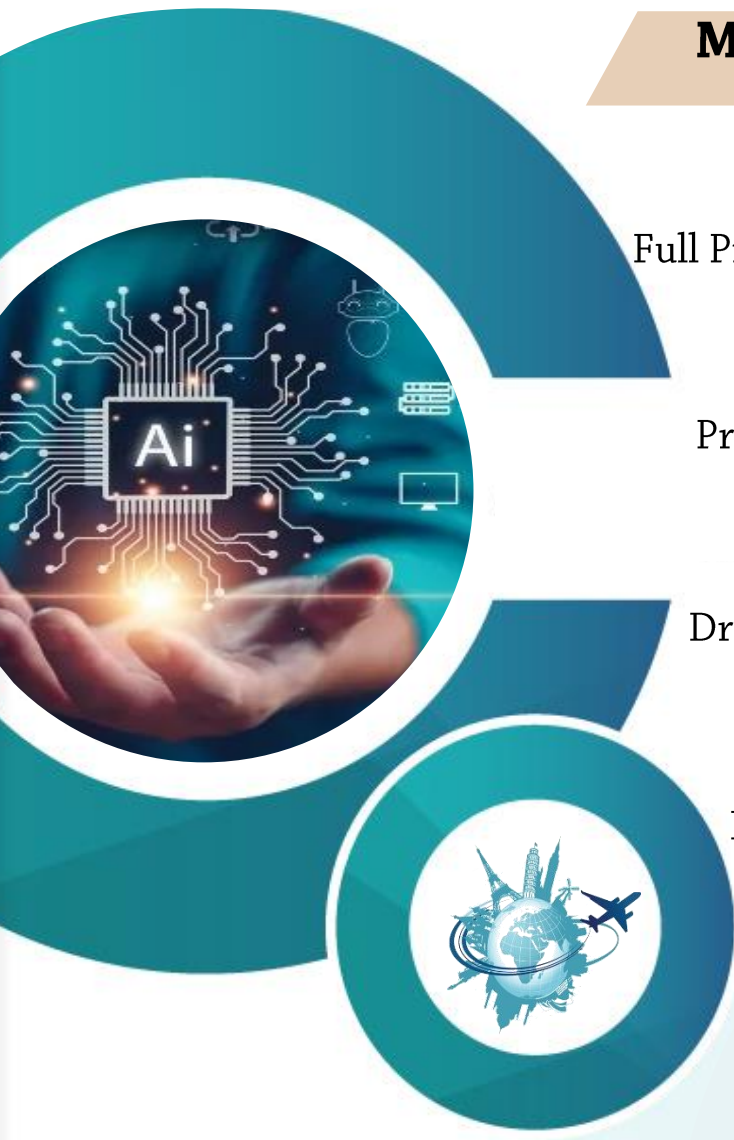
Dr. BELALI Mounir and Mr. BOUBEKHER Souheli

**Conference Chair**

Dr. MOHAMMED EL HADJ Leila (ENSM)

**Conference Co-Chair**

Dr. Saba Amine (ENSM)





المدرسة الوطنية العليا  
للمناجمنت  
Ecole Nationale Supérieure de  
Management

## Call for papers

### Conference Context

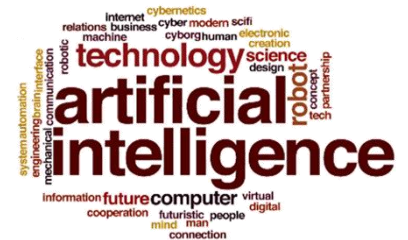


**N**owadays, with the advancement of technology and the world's shift towards the **digital** age, **tourism** has emerged as a critical sector that heavily relies on **digital transformation** and the utilization of **artificial intelligence** to drive innovation and creativity, ensuring both growth and sustainability.

**Tourism** plays a pivotal role in the economy of every nation, contributing significantly to annual revenue and foreign currency reserves. It stands as a substantial pillar of the global GDP. Experts and researchers emphasize the role of integrating **digital transformation** methods that simplifies access to information

the delivery of services, enabling the sector to meet tourists' evolving needs while bolstering its competitive edge and perpetually enhancing service quality. Recent studies have shown a remarkable evolution in the production of global data, reducing the time required from 24 hours in 2012 to a mere 20 seconds in 2016.

**Algeria's tourism** sector has undergone a substantial transformation through the embrace of **digital technologies** and the application of **artificial intelligence**. **Digital alternatives** and **artificial intelligence** methodologies have now assumed a pivotal role in fostering innovation, steering tourist destinations, and infusing creativity into tourism promotion.



Despite the government's concerted efforts to bridge the **digital** gap in Algeria, global structural indicators continue to highlight the country's struggle with this **digital** disparity. In 2013, **Algeria** introduced the e-Algeria strategy, aimed at expanding internet access, digitalizing public services, and establishing a suitable legal framework. This strategy seeks to diversify the national economy by developing multiple sectors, including **tourism**.

The 2030 **tourism** development plan serves as a comprehensive roadmap to advance the sector. It aims to unlock the full potential of Algeria's **tourism** industry by merging latent resources with modernization needs, investing in technological infrastructure, and nurturing **digital** innovation.

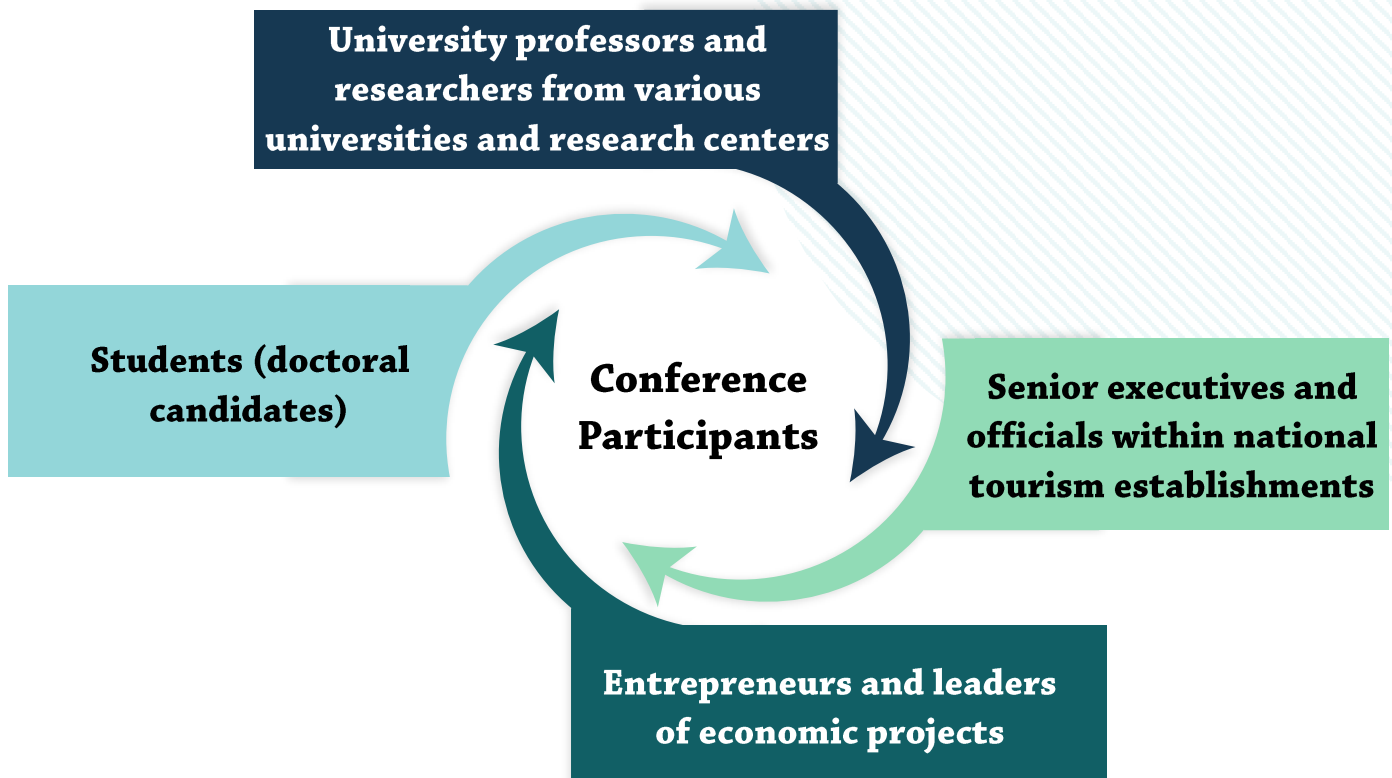
In this context, the key question of our conference can be framed as follows:

**What are the digital alternatives and solutions that can be accessible for the enhancement of the tourism environment in Algeria?**

### **Conference Objectives**

1. Evaluate the current state of the tourism environment in Algeria and explore the latest innovations in the field, sharing ideas and researches on the digital future of the tourism industry.
2. Identify the barriers and issues hindering the swift transition to e-tourism.
3. Examine opportunities and prospects for digital transformation and innovation in delivering tourism services.
4. Determine methods and digital marketing strategies to boost tourist demand.
5. Draw inspiration and learn from leading international experiences in digital tourism transformation and artificial intelligence implementation.
6. Explore how digital transformation can contribute to achieving objectives and enhancing the role of tourism in national economic development.
7. Provide a platform for learning, exchange, and collaboration to create a promising future for the tourism industry in Algeria through digital innovation and artificial intelligence.
8. Pay special attention to understanding the positive impacts and potential challenges arising from this digital transformation.

## Conference Participants



## Research Areas

1. The applications of artificial intelligence in the management of the tourist ecosystem.
2. The impact of innovation in managing tourist destinations, with examples of creative applications.
3. The experience of digital tourism and its role in managing tourist data for effective decision-making.
4. Online promotion strategies for local tourist destinations via internet and social media.
5. Ensuring the security of tourist information: challenges and cyber security solutions in the tourism sector.
6. The importance of training and skills development programs in the digital sector.
7. Using digital solutions to promote sustainable tourism in local tourist destinations.
8. The regulations and laws of digital tourism: an analysis of the legal framework and regulations required to support the development of digital tourism in Algeria.
9. Presentation of international experiences in using artificial intelligence, creativity, and innovation to enhance the tourist environment.

## Scientific Committee

Chair of the Scientific Committee: **Dr. LARRAS Chafika**

Vice-Chair of the Scientific Committee: **Dr. Yahiaoui Djalal Eddine**

Scientific Committee	Institution
Pr. SAHEL Sidi Mohammed	ENSM
Pr. FERROUKHI amine	ENSM
Pr. ABIDA salima	University Blida 2
Pr. ZEROUTI Messaoud	ENSM
Mr. BOUBEKHER Souhili	University Québec canada/ tourisme
Mr. MANSOUR Abdeslam	University Nice France/ tourisme
Dr. TOUMI Djamila	ENSM
Dr. BELALI mounire	ENSM
Dr. BOUCHETARA mehdi	ENSM
Dr. ABID Nabila	ENSM
Dr. MOUSSAOUI Samia	ENSM
Dr. MOHAMMED EL HADJ leila	ENSM
Dr. SABA Amine	ENSM
Dr. GRAMTIA Zahia	University Blida2
Dr. CHEDRI MAAMAR Sara	ENSM
Dr. BAALICHE Faiza	University Blida2
Dr. FERROUKHI Wafia	University Khemis Miliana
Dr. BACHOUTI Asma	University Alger 3

## Organizing Committee

Chair of the Organizing Committee: **Dr. CHEDRI MAAMAR Sara**

Organizing Committee	Institution
Mr. SLIMANI OMAR farouk	ENSM
Mrs. CHADER Souad	ENSM
Dr. BENMOUSSA Omar	ENSM
Dr. KADI Omar	ENSM
Dr. MOHAMMED AZIZI Yasmine	ENSM
Dr. DJENNADI Lydia	ENSM
Dr. GAHLAM Nadia	ENSM
Dr. BELIMANE Wissam	ENSM
Dr. AMARA Nesrine	ENSM
Dr. MANSOUR Amina	ENSM
Dr. BKHITI Ali	ENSM
Dr. ADNANI Khaoula	ENSM
Mrs. SAOULI Tassaadite	ENSM

## Submission Guidelines

- The paper proposal must focus on one of the main themes of the conference.
- The research should not have been already presented at a scientific event.
- Adherence to the methodological framework and criteria for academic writing and research.
- Paper proposals should be no less than 15 pages and should not exceed 20 pages in 4A format, including the bibliography and annexes.
- Paper proposals must be written using Microsoft Word, with traditional Arabic font size 16 for the main text and size 11 for the margins. For papers in a foreign language, it is recommended to use Times New Roman font size 12 for the main text and size 10 for the margins.
- Each proposal should include an abstract in Arabic and its translation into a foreign language, both limited to one page (150 words), as well as a JEL classification.
- Submissions are accepted in Arabic, French, and English.

## Important Dates and Publication

- The conference is scheduled to take place on **November 27, 2023**, at the Higher National School of Management.
- The deadline for the complete submission of the proposals is set for **November 10 th, 2023**, to be sent to the following email address: [Colloque.numerisation.t.2023@gmail.com](mailto:Colloque.numerisation.t.2023@gmail.com)
- The final response regarding the acceptance of the research will be communicated on **November 12th, 2023**.
- **The best contributions will be published in a collective work issued by the LIMGE research laboratory.**
- **Most contributions will be published in the School Review (Algerian Journal of Management Sciences - AJMS) in the upcoming issue.**



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