

Sport Tourism and Local Sustainable Development: The Dynamics of Action Sports and Cultural Perspectives

5th – 7th May 2022

Bayonne, Anglet and Biarritz (France)



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Committee co-chair

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5th May

Campus de la Nive
8 All. des Platanes, 64100 Bayonne

6th May

Olatu Leku
100 Av. de l'Adour, 64600 Anglet

7th May

Excursion around Biarritz

Contact and registration

irnist2022@u-bordeaux.fr

8th IRNIST Conference

Sport Tourism and Local Sustainable Development: The Dynamics of Action Sports and Cultural Perspectives

5th - 7th May 2022 – Bayonne, Anglet and Biarritz (France)

Book of Abstracts

Program of the 8th IRNIST conference

Sport Tourism and Local Sustainable Development: The Dynamics of Action Sports and Cultural Perspectives

Thursday, May 5th 2022

Place of the conference : 8 allée des platanes, 64100 Bayonne



9h00

Reception and welcome drink

9h30

Session 1 : Impacts and effects of sport tourism

Moderator : Anne-Sophie SAYEUX

1. **Karina MUKANOVA** , **Christopher HAUTBOIS** and **Michel DESBORDES**, *The emergence of polycentric major sports events: academic and practical implications*

2. **AJOUGHLAL Hajar**, *The organization of a mega sporting event. The case of the African Games Rabat 2019 and canoe and kayak competitions.*

3. **HEPBURN James & DURAND Pierre**: *What are the socio-economics impacts of surf camps in a campsite? The example of Camping le Vivier in Biscarrosse plage.*

4. **CRISPIN CASTELLANOS Douglas** ; **FERRER SERRANO Armando**; **FERNANDEZ TRUAN Juan Carlos** ; **GARCIA UCHA Francisco E.** ; **CRISPIN RODRIGEZ Daniel**; **MASO SANCHEZ Yojany**, *Ecotourism in Bindura, an alternative pathway of sustainable development*

Coffee Break

10h30

Table bookstore with the participation of Olivier BESSY for the new book presentation: *Courir de 1968 à nos jours*, Cairn publisher, 2022.

11h00

Session 2 : Sustainable development and action sports contribution

Moderator : John TUPPEN

1. **HODECK Alexander** ; **TUCHEL Jacqueline** ; **HENTE Luisa**, *Sustainability in Diving Tourism – an analysis of German diving tourists*

2. **HOZHABRI Kazem** ; **SOBRY Claude** ; **RAMZANINEJAD Rahim**, *Contribution of Sport to Promotion of Sustainable Economic Growth in Iran*

3. **ROUX Helena**, *Action sports in the frame of industrial heritage reuse: Towards an Olympic sustainability? Comparative case-study of Torino 2006, London 2012 and Beijing 2022.*

12h00

- Lunch -

13h30

Institutionnal Opening

Pierre DURAND and **André SUCHET**, general co-chair of the 8th IRNIST conference
Guillaume ESCALIÉ, Head of LACES, University of Bordeaux
Charline CLAVEAU (with reservations), vice-presidente Nouvelle-Aquitaine Region
Claude SOBRY, IRNIST President

14h00

Holly THORPE, Professor at the University of Waikato (New Zealand)
Action Sports and the Olympic Games: Mapping the Assemblage

Keynote speaker presented by Pierre DURAND

Coffee Break - Table bookstore

15h30

Session 3 : Action Sports, the urban and Littoral perspective

Moderator : Jean-François LOUCHER

1. **LESNÉ Robin ; RIFFAUD Thomas**, *Urban action sports as a tool for tourism policies*
2. **GUIBERT Christophe**, *What is surfing the name of ? Thoughts on Categories*
3. **BRUN Clément, POINTILLART Baptiste, André SUCHET**: *Is taking the skateboard off the street really the solution ? The case of mobility's skateboarding in Bordeaux*

16h30

Session 4 : Sport tourism and sustainable development

Moderator : Christophe GUIBERT

1. **DI COLA Giovanni**, *Small Islands Developing States (SIDS) : Leadership in Sport Tourism*
2. **SLEPICKOVAI Irena** (sous réserve), *Contribution of top sport organizations to sustainable development*
3. **KRANJCEVIC Jasenka ; MARKOVIC VUKADIN Izidora**, *Sport Tourism on Small Islands, Historical Review and Contemporary Perspectives; Examples of Brijuni, Krk and Hvar (Croatia)*

Coffee Break

18h00

Round-table : Sport tourism, sustainable development and coastal environmental issues

Marion Oudenot-Piton : Project manager at ADI Nouvelle-Aquitaine & Tourisme Lab
Yann Leymarie, Surfrider Foundation Europe, Head of Sports, Sustainability & Human Rights
Myriam Casamayor, Urbanist UA 64 & associated researcher at UMR-CNRS PASSAGES
Jean Rivière, policy officer at Comité Départemental du Tourisme BPB

Team leader and moderator : **André Suchet**
French and English with translation

20h00

After-work drink

Friday, May 6th 2022

Place of the conference : **100 avenue de l'Adour, 64600 Anglet**



9h00

Reception

9h30 **Session 5** : Action sports, evolutions and Olympism

Moderator : Claude SOBRY

1. **AUSSANT Thibaut**, *The issues of surf tourism in Tahiti, in the Olympic context*
2. **BESSY Olivier**, *The progressive development of running tourism from 1970 to the present*
3. **CHAPPELET Jean-Loup**, *The new Olympic action sports*
4. **AUGUSTIN Jean-Pierre**, *Olympism, an active utopia, but cultural perspectives to improve*

Coffee Break - **Table bookstore**

11h00 **Session 6** : Action sports, cities and Tourism Events

Moderator : Annabelle CAPRAIS

1. **SEDDIKI Rym Ghizlene**, *Sport events in the marketing strategy*
2. **POINTILLART Baptiste**, *The "Bordeaux's skateboarding scene": a major participant of the integration in public space.*
3. **MELO Ricardo ; VAN RHEENEN Derek ; Claude SOBRY**, *Sport Tourism and Local Sustainable Development: The IRNIST Research Agenda and Methodology*
4. **JAVANI Vajiheh ; CAMPILLO Philippe**, *Sporting Events Leveraging for Tourism: Opportunities for Host Communities*

12h00

- Lunch -

13h

General meeting of International Research Network in Sport Tourism (IRNIST)

Claude Sobry (claude.sobry@univ-lille.fr, for contact about IRNIST)

14h00 **Belinda WHEATON, Professor at the University of Waikato (New Zealand)**
Action Sports and the Olympic Games: Critical Intersections

Keynote Speaker presented by André SUCHET

Coffee Break - Table bookstore

15h30 **Session 7 : The ocean and its relationship with action sports**
Moderator : Jean-Pierre AUGUSTIN

1. **ADOLIN Francis ; LOUDCHER Jean-François ; André SUCHET**, *The history of Lacanau Pro (1979-2019) : analysis of « recitative » and discourses in the representations of the event*

2. **KHELIFI Lilia**, *Conquering the Surfing World: A Case Study from Madagascar, France, and Morocco*

3. **SAYEUX Anne-Sophie**, *Ocean well-being in surfing, a practice of resistance in times of crisis?*

17h30 **Session 8 : Sport tourism and local strategies**

Moderator : Giovanni DI COLA

1. **TUPPEN John**, *Tourism transition, diversification and outdoor sports: what strategy for the future? The case of the northern French Alps*

2. **CERNAIANU Sorina**, *How can sport tourism structure a territory?*

3. **TERRET Cedric**, *Place and role of the technical expertise of river guides in customer satisfaction during rafting activities : an application of marketing tetraclass model*

Coffee Break - Table bookstore

18H00 **Round-table : action sports industry, eco-conception and well-being in companies**

Vincent Collet, Agence Think+ director

Pierre Pommier, CEO Notox

Christophe Seiller, EuroSIMA Cluster Manager

Jerémy Legardeur (with reservations), Professor at École sup. technologies industrielles avancées (ESTIA), **Chloé Salmon Legagneur** (with reservations), Resp. of the research chair BALI

20h00

Team leader and moderator : Pierre Durand

French and English with translation

Prize ceremony of the best doctoral student during presentation IRNIST 2022'

Chair: Claude Sobry, with Jean-François Loudcher, John Tuppen and Olivier Bessy co-chair.

Closing speech, acknowledgments and after-work drink

Pierre DURAND and **André SUCHET**, general co-chair of the 8th IRNIST conference

Cédric TERRET, vice-dean of STAPS Faculty, University of Bordeaux

Claude SOBRY, IRNIST President

Scientific project

The increase in nature, freestyle or alternative activities since the 1970s in Europe and North America has been the subject of numerous studies¹. From recreational activities to outdoor sports, numerous definitions have emerged, provoking intellectual debate in France and internationally. Several of these terminologies underline the renewed linkages between sport and tourism². The name “action sports,” for which this conference invites particular reflection, is distinguished by its recent development in the literature. Bennett & Lachowetz³ have defined actions sports as a collection of eclectic, risky, individual and alternative sporting activities. This concise conceptualisation allows for the inclusion of surfing, skateboarding, BMX, wakeboarding, and even motocross. Rather than giving an immutable and personal definition of these diverse sporting practices, Thorpe & Wheaton⁴ focus on the context of these practices, as well as the individual character of these unique activities. These authors refer to the community spirit embedded within a counter-cultural expression juxtaposed to an overly "rationalized, technologized, bureaucratized" world⁵. Beginning in the 1960s, the popularity and expansion of these activities led them to be distinguished from other traditional and dominant sports and their defining criteria. Thus, these "action sports" have emerged as a collection of cultural forms shared both by the world of "sport" and that of "alternative" practices, further interrogating the growing sportivization of physical practices worldwide. Our understanding of culture must take these social practices into account. For example, how do these distinct “bodily” practices evolve? What do they have in common and how do they acquire "social" legitimacy and corresponding sub-cultures?

¹ Rinehart, R. E. & Sydnor, S. (Eds.). (2003). *To the Extreme. Alternative Sports, Inside and Out*. Albany, State University of New York Press. Vertinsky, P. & Bale, J. (Eds.). (2004). *Sites of Sport*. London, Routledge. Stebbins, R. A. (2005), *Challenging Mountain Nature: Risk, Motive and Lifestyle in Three Hobbyist Sports*. Calgary, Detselig. Weed, M. (2006), « Sports Tourism Research 2000–2004: A Systematic Review of Knowledge and a Meta-Evaluation of Methods ». *Journal of Sport & Tourism*, vol. 11, n° 1, p. 5-30, or for a French review Suchet, A. & Tuppen, J. (2014). *Pratiques fun, aventures sportives et sports de nature. Trois moments dans l'évolution des dynamiques sportives de nature en France (1970-2010)*. In J.-P. Callède, F. Sabatier & C. Bouneau (Eds.), *Sport, nature et développement durable. Une question de génération ?* (pp. 389-406). Pessac: Maison des Sciences de l'Homme d'Aquitaine. Melo, R., Van Rheenen, D. & Gammon, S. (2019). (Eds.). *Nature Sports: A Unifying Concept (Part I)*. Special issue of *Annals of Leisure Research* 22(5), and Melo, R., Van Rheenen, D. & Gammon, S. (Eds.). (2020). *Nature Sports: current trends and the path (part II)*. Special issue of *Annals of Leisure Research*, 23(2).

² Bourdeau, P., Corneloup, J. & Mao, P. (2002), « Adventure Sports and Tourism in the French Mountains: Dynamics of Change and Challenges for Sustainable Development ». *Current Issues in Tourism*, vol. 5, n° 1, p. 22-32. Sobry, C. (dir.). (2004). *Le tourisme sportif*. Villeneuve d'Ascq, Presses universitaires du Septentrion.

Sobry, C. (dir.). (2016). *Sport Tourism and Local Sustainable Development*. Paris, L'Harmattan. Bessy, O. (dir.). (2008). *Sport, loisir, tourisme et développement durable des territoires*. Voiron, Presses univ. du sport.

³ Bennett, G. & Lachowetz, T. (2004). « Marketing to Lifestyles: Action Sports and Generation Y ». *Sport Marketing Quarterly*, 13(4), pp. 239-243.

⁴ Wheaton, B. (dir.). (2004). *Understanding lifestyle sports: consumption, identity and difference*. London, Routledge, Thorpe, H. & Wheaton, B. (2011), « "Generation X Games", Action Sports and the Olympic Movement: Understanding the Cultural Politics of Incorporation ». *Sociology*, vol. 45, n° 5, p. 830-847.

⁵ Thorpe & Wheaton, p. 832, 2011.

Industry and techniques of action sports in the dynamics of tourism

This first focus area of exploration is to study the role of stakeholders and organizations involved within this unique sporting industry. After the development of such sporting cultures, such as surfing, bungee jumping and snowboarding, nicknamed in France *les années fun*⁶ and in North America *extreme sports*⁷, the modern passion for these outdoor activities has expanded to become a fast growing industry. This industry includes manufacturers, suppliers, and various distribution channels. The industry seeks investment funds for further growth. Clubs, athletes or consumers have led to the commercialization of these action sports, altering their meaning and cultural development. This area of focus therefore invites reflections on the multiple economic indicators surrounding the production, consumption and distribution of sporting goods in this particular field, with particular emphasis on their histories, social contexts and cultural resonance in France and in Europe, as well as the role of sport in this increasingly “capitalist” universe. The aim is to understand the issues and particularities of these emergent activities and their material and social relations.

Management and marketing logics of action sports in tourism development

In this second area of exploration, we seek scholars to analyse the strategies and development brands and market share in this emerging industry. As defined by several authors⁸: sport marketing is a section under marketing which concentrates on the promotion and advertisement of Sports teams and sports events in addition to the promotion of merchandises and services in the Sports world. In connection with the work that we carry out within the organizing team⁹, there are many perspectives to pursue. This may involve addressing the many activities that comprise the management of this commercial enterprise: setting prices, monitoring sales trends, collecting information on customers and suppliers within a given market. Likewise, this focus area seeks to understand the multiple steps taken to create new and emerging markets, such as the techniques and strategies developed by brands to determine market demand (market research and communication, distribution, customer relations). This also includes mechanisms introduced to influence consumer behavior for increased market growth of a particular product.

⁶ Loret, A. (1995). *Génération glisse. Dans l'eau, l'air, la neige... la révolution du sport des "années fun"*. Paris: Autrement.

⁷ Rinehart, R. E. & Sydnor, S. (Eds.). (2003). *To the Extreme. Alternative Sports, Inside and Out*. Albany: State University of New York Press.

⁸ Desbordes, M., Ohl, F. & Tribou, G. (2004). *Marketing du sport*. Paris: Economica. Mullin, B., Hardy, S. & Sutton, W. (2014). *Sport Marketing*. Champaign, IL: Human Kinetics.

⁹ The aim of the MI2PAS SDG Master is to train executives professionals in the field of management in the field of action sports and board sports. Established in the agglomeration of Bayonne-Anglet-Biarritz for 20 years and endowed with strong relationships with the surf industry sector and the boarding economy, the course enjoys international recognition in this field

Epistemology and definition of the links between action sports and tourism

The third area of exploration of the IRNIST Conference is part of a renewed epistemological reflection across disciplines and between different theoretical trends in the field. This focus area concerns critical studies surrounding the existence and emergence of new knowledge related to the concept of action sport, between sport and tourism¹⁰ and the debates about the sport tourism concept¹¹. We invite participants to analyze the processes of conceptual construction and deconstruction and the production of theory to rigorously assess epistemological validity and research limitations. This includes a reflection on the principles, methods, values and consequences connected to emerging concepts of action sport and cultural meaning. Proposals should attempt to understand these two concepts jointly in order to highlight their progressive hybridity, their unique identities and mutual relationship. This third area of focus therefore proposes to pay particular attention, in an epistemological approach, to the concept of sport and culture, as well as to the social and material aspects at this unique nexus.

Sports tourism and action sports within small island territories

The objective of this research area is to analyse the contribution of sports tourism and action sports to sustainable local development in several small island territories or archipelagos around the world. In this way, this focus area aims to fill a gap in the literature of sports tourism¹² and sustainable development¹³. The definition of "islands", "small states" or "island territories" for this project will be understood as a common set of geographical and topographical features spread over several oceans and seas. Islands are also characterized by a common history of colonialism, cultural and social independence and codependence framed by neoliberal policies

¹⁰ In particular, see in french Morisset, L. K., Sarrasin, B. & Ethier, G. D. (Eds.). (2012). *Épistémologie des études touristiques*. Québec: Presses de l'Université du Québec. Guibert, C. & Taunay, B. (Eds.). (2017). *Tourisme et sciences sociales, ancrages disciplinaires et épistémologiques*. Paris: L'Harmattan. Klein, G. (Ed.). (1998). *Quelles sciences pour le sport ?*. Clermont-Ferrand: AFRAPS.

¹¹ In particular, see in french : Pigeassou, C., Bui-Xuân, G. & Gleyse, J. (2003). Epistemological Issues on Sport Tourism: Challenge for a New Scientific Field. *Journal of Sport & Tourism*, 8(1), pp. 27-34. Escadafal, A. (2002). Tourisme sportif et stations touristiques. *Sud-Ouest Européen*, 13, pp. 101-104. Suchet, A. (2021). Tourisme sportif et mythe de Sisyphe : limites et critique d'une notion dans l'intelligibilité des pratiques récréatives. In T. Riffaud, N. Le Roux & E. Perera (Eds.), *Tourisme sportif, territoires et sociétés*. Grenoble: Elya.

¹² Bull C., Weed M. (1999). « Niche markets and small island tourism: the development of sports tourism » in *Malta, Managing Leisure*, 4(3), pp. 142-155. Pieters R., Gevers D. (1995). « A framework for tourism development of fragile island destinations: the case of Bonaire. In Conlin M., Baum V., T. (Eds). *Island tourism: management principles and practice* (pp. 123-132). New York: Wiley. Epitropoulos M. F, Karlis G., Kartakoullis N., Lagopoulos K., Micropantremenos M. (2003) Sport Tourism and Karpathos: the PanAegean Games of 2002, *Journal of Sport & Tourism*, 8(4), pp. 313-319. Elcock Y.J. (2005) Sports tourism in Barbados: the development of sports facilities and special events, *Journal of Sport & Tourism*, 10(2), pp. 129-134.

¹³ Bouchet P., Gay J-C. (1998). « Les Hauts de La Réunion conquis par les loisirs », *Mappemonde*, 58, pp. 31-37. Bessy O., Naria O., (2005). « Les enjeux des loisirs et du tourisme sportif de nature dans le développement durable de l'île de la Réunion », in P. Bouchet., C. Sobry (Eds.). *Management et marketing du sport : du local au global* (pp. 307-339), Lille : Presses universitaires du Septentrion. Bessy, O. (Eds.). (2008). *Sport, loisir, tourisme et développement durable des territoires*. Voirion, Presses universitaires du sport. Naria O., Sherwin K. (2011) « Tourisme, sports de nature et développement durable aux Seychelles », *Etudes Caribéennes*, 19, pp. 46-67.

of capital accumulation and linear models of development¹⁴. This focus of the 8th IRNIST Conference, in conjunction with the book project on this theme¹⁵, seeks to challenge these models and provide innovative practices that are more inclusive, culturally sensitive, with a focus on promoting authentic and intentional sustainable development. The site or geographic location accounts for different modalities of activities, including surfing, paragliding, funboarding and other action sports. The articulation of local, regional, national, and international stakeholders in these sport tourism destinations or sites determines the contextual meaning of governance and the types of collaboration, planning, and implementation, particularly with respect to promoting local sustainable development. This process of articulation within the sport tourism sector therefore draws on the spatial, historical, socio-economic and political dimensions of sport tourism and sustainable development. This area of focus will aim to propose a theoretical and empirical review, presenting multiple case studies and a critical discussion on the relationship between tourism and sport in the context of small island territories and genuine sustainable development.

¹⁴ Naria O., Van Rheenen D., Melo R., Sobry C. (2021), « Sport tourism, island territories and sustainable development: approach to a methodological framework for research based on the insular context of the Indian Ocean » *7th IRNIST Conference*, Roma, 23rd - 24th June 2021.

¹⁵ The provisional title is : Sport Tourism and Local Sustainable Development in Small Island Territories: A Comparative Perspective (Van Rheenen et al., forthcoming)..

Scientific Committee¹⁶

Claude Sobry, *Université de Lille, France*

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Irena Slepickova, *Charles University in Prague, République Tchèque*

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John Tuppen, *Université de Grenoble-Alpes*

Salvador Anton Clavé, *Universitat Rovira i Virgili, Tarragona, Espagne*

Jean Saint-Martin, *Université de Strasbourg*

Belinda Wheaton *University of Waikato, New Zealand*

Keynote Speakers



Belinda Wheaton,
a Professor in Te
Huataki Waiora,
School of Health at
the University of
Waikato.



Holly Thorpe,
a Professor in Te
Huataki Waiora,
School of Health at
the University of
Waikato.

¹⁶ Head of Committee, as part of the IRNIST, as part of the local Organizing Committee.

Local Organizing Committee

Pierre Durand (*co-head of Local Committee*), André Suchet (*co-head of Committee*), Francis Adolin, Clément Brun, Maël Fauviaux, Annabelle Caprais, Frederic Subra, Sylvie Caunegre, Maya Cunchinabe and the secretary of the LACES.

Award for the Best Presentation by a Doctoral Student

The prize for the best presentation by a doctoral student will be awarded at the end of the conference. The jury will be composed of esteemed scholars in the field of sports tourism.

Publishing Post Conference



We are currently working with *Annals of Leisure Research* to organize a special issue based on the conference papers.

The ISSN of the journal is 11745398, 21596816, and it is covering the subject related to Cultural Studies (Q1); Geography, Planning and Development (Q2); Social Psychology (Q2); Tourism, Leisure and Hospitality Management (Q2). It is published by Routledge.

Inscriptions and Practical information: IRNIST2022@u-bordeaux.fr

Teaser : <https://www.youtube.com/watch?v=VcWVzTBU00Q>

For other further information, please contact :

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Co-head of local organisation of IRNIST Conference 2022.

Claude Sobry, claudio.sobry@univ-lille.fr, University of Lille Nord de France
President of the International Research Network in Sport Tourism (IRNIST).

The organization of a mega sporting event. The case of the African Games Rabat 2019 and canoe and kayak competitions.

Hajar AJOUGH LAL, Laboratoire LACES, University of Bordeaux, France

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African Games are a multidisciplinary sports competition to promote high-level African sport and to encourage cultural exchange between AU member states. They are held in accordance with the provisions of the African Sports Architecture approved by the 5th Ordinary Session of the Conference of Sports Ministers held in Abidjan, Côte d'Ivoire from 25 to 26 July 2013 and endorsed by the Decision of the Executive Council. The organization of the African Games is inspired by the Constitutive Act of the African Union and the Statutes of the Union of African Sports Confederations (UCSA).

The scientific literature highlights the multiple challenges of a mega sporting event on the different fields of activity of the host territory. (Getz, 2008; Müller, 2015..). The event appears as a vector of change, and dynamics of the territories, which has a power of influence on its reception space, and which now gives movement and meaning to different territories (Andrews & Leopold 2013).

This work, resulting from a doctoral thesis in progress at LACES, leads us to wonder about the possible repercussions of a mega-event on a particular type of territory, in this case a developing country. Our research objective is to understand Morocco's interest in hosting large-scale events. The case study of the organization of the African Games in Rabat is an opportunity for us to question the multiple dimensions, motivations and challenges of this organization by placing them in the context of Morocco's external positioning vis-à-vis the countries but also to measure the impact on the scale of the territory and among the population of Rabat, the host city. As part of the call for papers, we propose to address more specifically the tourism issues related to canoe kayak events in particular.

References

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MÜLLER M. The mega-event syndrome: Why so much goes wrong in mega-event planning and what to do about it. *J Am Planning Assoc.* 2015;81(1):6-17.

L'histoire du Lacanau Pro (1979-2019) : analyse du « récitatif » et des discours dans les représentations de l'évènement

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La communication que nous présentons ici vise à décrire et à analyser un événement sportif international de surf sous l'angle patrimonial. En effet, avec la reconnaissance par l'Unesco d'un nouvel objet patrimonial dit immatériel depuis 2003, de plus en plus de travaux accordent une place importante aux études des événements sportifs comme réalité patrimoniale (Ramshaw, 2011 ; Chappelet, 2014 ; Pinson, 2019). C'est dans leur prolongement que cette recherche s'intéresse au Lacanau Pro, compétition professionnelle de surf, qui se crée en 1979. Elle se répétera chaque année jusqu'à 2019 (COVID). Notre ambition est de rendre compte de cet évènement sur cette période en se demandant s'il s'inscrit réellement comme un évènement sportif patrimonial. Ainsi, nous nous interrogeons d'abord sur ce que le Lacanau pro a transmis au territoire canaulais depuis 1979. Ensuite, nous cherchons à savoir si l'évènement s'inscrit dans un « récitatif » ou un discours (mythe, histoire, représentations...) créé par des organismes privés (clubs, fédération) et publics (collectivité) pour lui donner une identité locale sur laquelle la notion de patrimoine peut s'enraciner (Loudcher et al., 2022) ?

En ce sens, cette communication examine dans un esprit critique les archives originales (documents, photos, affiches...) à notre disposition, ainsi que les témoignages oraux, histoires de vies individuelles et récits d'expérience.

Bibliographie

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Olympism, an active utopia, but cultural perspectives to improve

Jean-Pierre AUGUSTIN

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Communication seeks to escape the objectification of the controversy and to apprehend the world of Olympism as a field in which several powers clash by proposing a systemic and constructivist approach. Olympism is only one dimension of the societal system and is organized in a systematized corpus. If it is dominated by political and economic powers, it is also an attractor of social organization, a means of self-invention, and a figure of organization of contemporary societies. Olympism is not simply a constructed object but a construction; it is built in stages and plays on a dynamic process made of interactions and feedbacks. Both inductive and deductive, theoretical and empirical, the proposed approach seeks to show how the object of sport, Olympism in particular, and the practices they induce are inseparable from the now free market globalization. It is therefore necessary to think about new cultural perspectives for a more sustainable and egalitarian form of Olympism.

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The issues of surf tourism in Tahiti, in the olympic context

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How does sport tourism impact local development? This question sounds sensitive, especially concerning some practices – "action sports", as they essentially take place in "nature" – and territories – small islands, often sharing uncertain and sometimes precarious environmental, social and economical contexts. Using the example of surf tourism¹⁶ in Tahiti in the olympic context¹⁷, this presentation aims to shed light on ("action" or "nature") sport tourism's issues for small islands territories. We'll discuss both ways it is promoting just as much as harming what public policies as well as the academic community nowadays (Zaccai, 2007) call "sustainable development" - in other words an economical development including environmental, social and cultural aspects as equally important.

Considering that sport tourism is summarily made up of two kinds of tourism – sport tourists as players and sport tourists as spectators (of an event) or visitors (of a sport site) (see Bouchet and Bouhaouala, 2009) –, we'll draw up an overview of surf tourism in Tahiti and its place in the island's sport tourism. It appears that despite the identification of Tahiti to surfing, tourism determined by its practice seems rather limited (because of environmental, economical as well as political reasons). Visitors and spectators surf tourism then only exists through the wave of Teahupo'o. Well-known around the island, the archipelagos and the world, this site attracts a still bigger crowd made up of domestic and foreign tourists. Generally high during the annual international surf event, the big waves sessions... the tourist flows nowadays continue even during the flat days and the off-season, appealing foreign and unfamiliar-with-surfing tourists who have heard about the famous break. This tourism, quite limited at the island's scale, is however considerable for the "village of the end of the road", Teahupo'o, where the 2024 surf olympic competition will take place. This event generates immediate questions about tourism (how to manage it during the event?) just as it creates long-term issues (at the village's and the island's scales, where the interests are different). Thus, surf tourism in Tahiti looks to involve interesting and current issues with the olympic context.

This presentation undertakes to analyze the ways economical, social, environmental and cultural logics meet in surf tourism in Tahiti and, this way, how it contributes or not to local sustainable development. We will report its economical importance and limits in the sport tourism and tourism sectors (which is the tahitian first economical sector). About the environmental questions, which surf tourism was up to that point very indirectly concerned with, we'll see they are arisen with the Olympics in Teahupo'o. Finally we may not forget to examine how surf tourism can modify the local socio-cultural context and creates opportunities as well as troubles. Concerning this point, we assume surf tourism is a clear indicator of social and cultural tourism's issues in Tahiti, which has to deal with the (post?)colonial context, the cultural appropriation problems and so on.

This presentation is based on my PhD. thesis researches, about the issues of surfing in Tahiti in

16. For an extensive overview of the scientific litterature about surf tourism, see Martin and Assenov (2012).

17. Tahiti will host the surf olympic competition in 2024.

the olympic context. As I began it in october 2021, it's still an exploratory research. The materials used are varied. Tourism documentation and press articles related to this topic have been collected and analyzed. A first fieldwork in november 2021 enabled several observations along with interviews with concerned people (surfers, environmental associations, politicians, inhabitants, tourism institutions, the surf federation ...).

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The progressive development of running tourism from 1970 to the present

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In the dynamics of the "civilization of leisure" (Dumazedier, 1962) running increasingly escaped in the 1960s and 1970s from the hegemonic Courbertinian conception saturated with moralizing values to be based on an ethics of pleasure (Vigarello, 1982). This evolution of representations linked to the postmodern revolution (1968-1989) contributed to the expansion of running and favored its entry into tourism at the end of the 1970s (Bessy, 2022). Likewise, tourism is looking for new products and is continuing to expand into new promising sectors, including running.

Over the past ten years, the relationship between running and tourism has been recomposed thanks to the emergence of transmodernity (Rodriguez Magda, 2014). This new paradigm favors the hybridization of different models marked by, on the one hand, the pursuit of hypermodern values and, on the other, the emergence of eco-humanist values (Morin, 2011). It is part of the current recreational transition, which is helping to renew the racing supply and demand market, by diversifying the modes of practice as never before, by redistributing the demand, which has become more polymorphic, and by responding in multiple forms to the current quest for identity. Running is characterized today by a cohabitation within it of the logic of globalization and commodification which prioritizes traditional forms of tourism and the logic of greening and solidarity based on an approach which favors alternative forms of tourism. The first is based on the realization of financial and symbolic benefits by private actors with the integration of running in a world tourist market which does not stop growing constantly fed by new goods and services and by a process of technologization. without end which modifies the conditions of the practice and its diffusion. The second is based on improving the quality of life through the development of recreational uses of a pedestrian nature that promote breathing, greening, solidarity and respond to a new geography of urban and rural territories. Running then becomes one of the major vectors in the construction of a recreational habitability synonymous with living well on a daily basis by promoting the re-enchantment of places.

Finally, running through its more experiential methods of practice (marathons, trails, etc.), its structuring facilities (trail stations) and its more participatory events, contributes to the construction of new sporting territorialities. The latter are sources of revitalization of places and tourist enhancement of urban, peri-urban and natural territories (rural, mountain, sea). Running thus contributes to the emergence of "transmodern sporting territorialities" (Corneloup, 2016), likely to optimize forms of governance and participate more effectively in public action. This new approach requires a change of paradigm: from the productivist paradigm linked to a sports micro-economy to the territorial paradigm structured by a macro-economy encompassing all

the dimensions of the territory and in particular tourism. The COVID-19 crisis reinforces this phenomenon.

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Is taking the skateboard off the street really the solution?

The case of mobility's skateboarding in Bordeaux

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For almost 50 years in France, young people have been exploring new forms of bodily expression through the urban practices of sliding (Loret & Waser, 2001), acrobatics (Laurent, 2008) and freestyle (Wheaton, 2004; Rinehart & Sydnor, 2003), of which skateboarding is the best-known and most recognized form. Defined as both a playful (Calogirou, 2005) and sporting practice (Fize, 1993), skateboarding is above all a means of transport and wandering in the city. This paper therefore proposes to study the skateboard as a means of locomotion in the service of active mobility (Lavadinho, 2011; Winkin, 2008), and to question the integration of mobility skateboarding in Bordeaux by current public policies.

Methodologically, the first part of our investigation is based on the ongoing work of Baptiste Pointillart, a PhD student at the University of Bordeaux, highlighting the various municipal policies against skateboarding and its practitioners, including the mediation initiative between the municipality, skateboarders, and local residents. A second part will be based on two semi-directive interviews with Léo Valls, one of the main ambassadors of urban skateboarding in Bordeaux, and Marion Etcheparre, a young skateboarder invested in the development of women skateboarding through "girls' sessions" that she organizes throughout Bordeaux. These interviews were mainly focused on the integration of skateboarding in the urban space of the city, and on the possibility of integrating it into public policies in favor of active mobility.

We will demonstrate that the skateboard has become a permanent part of the Bordeaux's urban ecosystem. Soft and active mobilities are a major trend in Bordeaux area represent a part of the future where skateboarding plays a legitimate role. The apprehension of skateboarding as a means of transport by public policies could thus be a logical continuity for the development of skateboarding by the Bordeaux municipality.

How can sport tourism structure a territory?

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The IRNIST scientific project being sport tourism and local sustainable development, two approaches are already done, one concerning the socio-economic impact of half marathons on the organizing community, that is similar sport events, half marathons, in different territories and surroundings, 9 races on 3 continents. The second work starts from similar territories, small islands, and try to analyse the impact or/and the possibilities of socioeconomic development thanks to sport tourism.

This communication is the first step of a next IRNIST research project, that is to say: how sport tourism can be at the origin of a territory.

After defining what is a territory, in another way than the administrative division, the idea is to show how the territory is a construction that finds its origin in the reading of some of the local actors. The question is : how can sport tourism create a territory ? In this approach we will take two examples to illustrate our point and the purpose pursued for a futur research: the establishment of downhill mountain biking and trail running in a traditional ski resort, and how the creation of a new breed of horses a few years ago led to the collaboration of all the local actors who saw the interest that everyone could get by attracting new tourists.

Ecotourism in Bindura, an alternative pathway of sustainable development

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The tourist development in Zimbabwe has been based for years on nature and sport tourism. Nevertheless, the great number and diversity of ecosystems, landscapes and sorts of flora and fauna, have done possible that lately a new tourist offer of great commercial and environmental interest is occurring with great acceptance. That is called Ecotourism. This tourist potential of Zimbabwe is based on the combination of four basic elements: Culture, history biodiversity and wildlife. The objectives of this project are: to contribute to the environment protection through ecotourism and contribute to develop the environmental awareness in people living in urban settlements to protect natural areas using ecotourism. The theoretical and methodological basis of this study, have been ethnographic and descriptive, based on abstract logic theory as well as empirical methods for the triangulation of the data obtained from the literature review, interviews, observations and measurements. The study area was the Kimbini Mountain, Bindura, Zimbabwe and has been carried out throughout year 2014. Hiking ecotourism methodology was also used (Crispin, D. 2012). The expected results are: Ecological excursions can be organized with students and the general population to develop environmental awareness due to direct human-nature interaction. That will contribute to develop the notion of the environment importance in citizens for human survival and will contribute to carry out actions directed towards environment conservation. The introduction of knowledge about easily applicable measures for the sustainable use of the environment will give added value to this study. With the economic benefits of these ecotourism tours, the proposal will become sustainable.

The new Olympic action sports

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In 2016, the Tokyo 2020 Olympic Organizing Committee proposed to stage three action or “lifestyle” (Wheaton 2004) sports (climbing, skateboarding, and surfing), as well as karate and baseball/softball, in addition to the 28 sports already on the Olympic programme at that time. Male and female events in these three action sports were successfully organised in the summer of 2021 and are planned to be organised again for Paris 2024. In December 2021, the IOC (International Olympic Committee) Executive Board decided to include these three action sports in its list of “core sports” for the Games to be organised in Los Angeles in 2028 and thereafter (IOC 2021). This inclusion in the Olympic programme on a permanent basis was rather fast according to Olympic standards. This paper explains how it happened and which role was played by the various bodies claiming to organise and govern these action sports and the many practitioners who have sought to distance themselves from the institutionalized competitive structure of the Games. It shows that the tourism and sustainability impacts of these sports were not taken into consideration.

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Small Islands Developing States (SIDS) : Leadership in Sport Tourism

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Small Island Developing States (SIDS) are a group of 58 countries and territories, of which 38 are United Nations (UN) member states and 20 non-member states (seven of them are Least Developed Countries LDCs) - grouped in three regions: the Caribbean, the Pacific, Africa, Indian Ocean, and South China Sea (AIS) region. At the regional level, SIDS are supported by inter-governmental organisations, primarily the Caribbean Community (CARICOM), the Pacific Islands Forum (PIF) and the Indian Ocean Commission (IOC).

SIDS are a diverse group, including large geographical, cultural and other differences between and within the Pacific, Africa, Caribbean and AIS regions. The aggregate population of all the SIDS is 65 million, slightly less than 1% of the world's population with a total GDP of 733 USD billion, of which Singapore accounts for about half. GDP per capita in SIDS -on average weighted by population is 11,200 USD ranging widely from about 64,600 USD in Singapore to 800 USD in Guinea-Bissau.

SIDS share common challenges to climate change and sustainable development to varying degrees, exacerbated by COVID-19. Caribbean economies were among the worst hit by the COVID-19 pandemic especially due to their high dependence on tourism.

The resilience of SIDS is part of their ADN. It is an asset for all climate change related debate policies and programmes. The recent examples are: 1/ The impact of the pandemic is hitting the SIDS economies hard with minus 16-18 per cent of the GDP in 2020 for Caribbean countries. 2/ The eruption of the volcano La Sufriere in St Vincent and the Grenadines in August 2021 has put again the country in a vulnerable situation. 3/ The eruption of the volcano near Tonga in January 2022 showed the impact on infrastructures and on communications including digital ones.

The above background explain the importance for the SIDS to forge an equitable pathway for the blue and green economy and possibly rescheduling debt for climate change which could unlock sustainable recovery and safeguard progress on the SAMOA Pathway and SDGs towards resilient, inclusive societies and diversified economies.

INTERNATIONAL FRAMEWORKS SUPPORTING SIDS POLICIES

It is useful to understand the SIDS through the lenses of the various international frameworks underpinning SIDS policies both at the national and at the subregional levels.

- **Barbados Programme of Action(BPoA)** (1994) – enabler actions for SIDS to achieve sustainable development.
- **Mauritius Strategy** (2005)- engagement for further implementation of the BPoA.

- **SAMOA Pathway** -SIDS Accelerated Modalities of Action (2014) - a new pathway for the sustainable development of SIDS through five priority areas: 1/sustained and sustainable, inclusive and equitable economic growth with decent work for all; 2/climate change ;3/biodiversity ;4/human health and social development ;5/partnerships development.
- **2030 Agenda for Sustainable Development**, SDGs, the Addis Ababa Action Agenda, the Paris Agreement and the Sendai Framework for Disaster Risk Reduction.
- **UN Reform** - 2020 Quadrennial Comprehensive Policy Review (QCPR) resolution emphasized the need to improve the UN system’s support to Least Developed Countries (LDCs), Landlocked Developing Countries (LLDCs), and Small Island Development States (SIDS).
- **UN Reform** - Regional and Multi-Country Offices Reviews was a response to long-standing concerns of SIDS and LDCs about the level of support and UN presence in the 41 countries covered by multi-country resident coordinator offices.
- **Financing for Development in the Era of COVID-19 and Beyond** (March 2021) -UN SG urged governments to provide fresh concessional financing, especially for SIDS and LDCs; a new general allocation of IMF Special Drawing Rights; to extend the WB’s Debt suspension Initiative till June 2022, especially for SIDS that have been gravely affected by crisis.
- **UN-OHRLS** (2001) - mobilize and coordinate the United Nations system and other stakeholders towards supporting implementation, follow-up and monitoring of the Barbados Programme of Action (BPoA), Mauritius Strategy and SAMOA Pathway at the country, regional and global levels.

SIDS APPROACH TO SPORT AND TOURISM LEADERSHIP

The SIDS easily recognize the role of sport as a socio-economic driver. Sport is being also the pattern of leadership in governance since the independence in particular in the Caribbean. The above also was the case of larger communities like CARICOM and the COMMONWEALTH. The latter is being used by the SIDS and by the Caribbean countries to implement human rights standards and due diligence processes. Such an approach can effectively contribute to streamline countries and their sport tourism ecosystem. This latter cannot be framed under existing and previous European and American experiences. First because their basis is grassroot and connects with local populations (example of cricket and athletics in the Caribbean) and second because the sport health and tourism was not developed nor marketed abroad as a critical addition to tourism. Moreover, the social tissue of the islands is refractive to exogenous demands. It is not easy to import practices that are not accepted by the populations. Yet the talent of a few have determined for example the development of disciplines which would have been odd to import otherwise. That is the example of cycling (both track and road) in Trinidad and Tobago that has flourished through the years and has settled events recognized by the UCI like the Tour of Tobago.

The presentation will focus on specific cases as indicated above providing information on real life examples yet unknown to the public outside the SIDS and the Commonwealth.

What is surfing the name of? Thoughts on Categories

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If we take into account the fact that surfing is only what social agents make of it, it becomes difficult to categorize surfing. By using Jean-Claude Passeron (« Attention aux excès de vitesse. Le "nouveau" comme concept sociologique », *Esprit*, 1987), this communication aims to question the categories "action sport", "sports de glisse", "alternative sport", "counter-culture", which too often characterize surfing. Surfing is indeed a plural and composite activity. Surfing is just as much a professional or amateur competitive sport, an Olympic sport, a professional activity for instructors, a physical activity allowing the physical maintenance of the body, a pretext for travel and discovery, a summer leisure activity in the tourist offer of destinations, a "free" activity, an "art of living", etc. This communication therefore aims to deconstruct essentialist and non-analytical categories in favor of a critical posture.

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What are the socio-economics impacts of surf camps in a campsite? The example of Camping le Vivier in Biscarrosse plage.

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The practice of action sports has been growing fast for a few lately and its influence is notable on the socio-economic sphere (Bennett & Lachowetz, 2004 ; Thorpe & Wheaton, 2011). Indeed, the example of surfing is quite revealing of this trend, whether in schools or in stores, surfing is growing (Caillet V., Euro SIMA Surf Summit 2021). Faced with this growing trend, new actors of sports actions appear everywhere on the coast of Nouvelle Aquitaine and especially in the campsites. The case of Surf Camps is particularly interesting in the context of sports tourism.

If surf tourism has been widely studied, especially in economic and societal terms (Augustin, 1994 & 2002 ; Labomme, & Prat, 1999 ; Drobniowski, 2014), Surf Camps are still relatively unknown. The latter, generally located near popular surf spots, aim to offer a complete package, between surfing lessons, guided tours and various services such as accommodation and catering (Brochado, A., Stoleriu, O. & Lupu, C, 2018).

In this work of research and through the example of the campsite le Vivier in Biscarrosse Plage, we will analyze the development of these new actors in a first step. Then, it will be necessary to evaluate the economic benefits that the campsite can draw from this collaboration with the Surfs Camps. Finally, we will study the integration of the latter within the vacation village itself.

First, we will highlight the influence of the Surf Camps on the economic development of the campsite through the internal documentation of the establishment. Then, we will study the notion of social integration of these groups within the establishment through two methodologies. In the first phase of the survey, the notion of social integration will be analyzed through questionnaires distributed to all the staff. Then, in a second time, interviews with the deputy director of the campsite, the animation coordinator and a manager of one of the Surf Camps will allow to collect qualitative data in order to complete the analysis of this notion of integration.

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Sustainability in Diving Tourism – an analysis of German diving tourists

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Introduction

In general, sustainability becomes a more and more important factor in tourism and especially in sports tourism. Sustainability has long played a significant role in both the fields of tourism (McCool, 2015) and sports (Taks, 2013). Streimikiene et al. (2021) already showed in their review the increasing importance of sustainability in the tourism industry and the related challenges especially in times of Covid-19 and possible further pandemics. In sports tourism, sustainability has already played an important role since some years (Gibson et al., 2012). Diving tourism is an established and traditional form of sports tourism, which must be seen in special relation to the issue of environmental sustainability. The paper focuses on the attitudes of dive tourists regarding sustainability. The aim is to find out whether sustainable offers can be a meaningful part of diving tourism and which aspects must be considered. Consequently, the paper will analyse the following questions:

To what extent do people who maintain a sustainable lifestyle in everyday life also behave sustainably on vacation or specifically when diving?

Are there significant differences in behavior regarding age, gender and educational level of the vacationers, as well as the frequency of diving vacations?

Are diving tourists willing to pay a higher price for a sustainable diving offer and does the price play a greater role than other aspects in concrete diving offers?

Methodology

In the period March 2020 - May 2020, 174 diving tourists were surveyed about their sustainable behavior in everyday life and during (diving) vacations via online questionnaire (via LimeSurvey). 174 German-speaking dive tourists participated in the survey. Data were collected using a standardized online questionnaire. The questionnaire is based on the tourism literature and was pretested. The survey contains seven sets of questions: (A) travel behavior (frequency of (diving) vacation); (B) sustainability rating; (C) sustainability in general; (D) sustainability on vacation; (E) sustainability on diving vacation; (F) conjoint analysis; and (G) personal information (gender, age (in decades); educational status; origin; diving experience). For categories B-E, closed-ended questions with a 5-point Likert scale were used (1 = strongly disagree; 5 = strongly agree). Data was analyzed by SPSS 27 using cluster and conjoint analysis.

Results and Discussion

The subjects were clustered regarding their sustainable behaviour into two groups (high sustainable divers and diverse divers). It could be shown that there is a correlation between age as well as gender and sustainable behaviour. A conjoint measurement showed that for diving tourists, ecological aspects are more important than the prize of a diving trip. The gained insights can contribute to establish new and more sustainable offers in diving tourism and thus developing this area of sports tourism more sustainably overall. But because of the limitations of the study results should be proofed by further studies integrating divers from other countries. In addition, an inclusion of other active sports tourists to compare them with divers might be sensible.

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Contribution of Sport to Promotion of Sustainable Economic Growth in Iran

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The sports industry has played a critical part in development agendas, especially the 2030 agenda for sustainable development goals (SDGs) and its targets. One of these goals is SDG 8¹⁸ which The potential of sport to contribute to these goals is recognized by the World Economic Forum's Global Agenda Council (World Economic Forum, 2009).

Various economic activities at a different level of sport, have special characteristics that make them especially suited to contribute to SDG 8 targets. However, measurement of the contribution of the sports industry has always had difficulties because of the diverse range of economic activities that are directly and indirectly associated with the sport. This is more difficult in some developing countries such as Iran because of the lack of financial transparency and the existence of an underground economy, which some studies have estimated at up to one-fifth of the country's GDP (Zareian et al., 2018).

Despite substantive work on sport and economy (Zareian et al., 2018; Sarlab, & Askarian, 2016), there remains a dearth of evidence into the contribution of sports towards SDG 8 targets in the context of Iran. In this paper, we do not seek to measure the share of sport in the economy of Iran, but rather the process that sports would take the path to achieve the SDG 8 targets.

Method

The method was qualitative and based on Grounded theory in which the approach of Strauss and Corbin (1998) was used. In-depth semi-structured interviews were conducted with 7 male and female experts from the ministry of sport and youth, the National Paralympic Committee, and academic experts working on the economic development of the sport. The samples were selected by Judgmental sampling and based on their theoretical and practical background in this field. The data analysis process was according to the three stages of open, pivotal, and selectional coding. The validity of the findings was done through a continuous review of the text and codes by the research team. The final research model was presented in which causal factors, contextual conditions, Interventions, strategies, and outcomes were identified.

Results

Causal factors are at the basic level of Figure 1 and refer to two categories of direct functions (concepts such as professional sports, sports tourism, and sports occupations) and

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indirect economic functions of sport (concepts such as long-term effects which include codes such as improving the international image of cities, infrastructure development and so on.

Contextual factors (It is in the text of the figure) include systemic barriers, which refer to the four concepts of policymaking, law and dysfunctional management, structural barriers, and underground economic. **Interfering factors** (Indicated by the red arrow that affects strategies) are presented in the form of political factors. This category refers to the concept of sanctions, which include codes such as preventing entrance the new technologies in the field of sports, depriving Iran of opportunities to host world-class games, and so on. **The strategy** (vertical column) that has been proposed is capacity building, which focuses on concepts such as strengthening events, developing sports tourism, developing professional sports, improving the business situation, reforming rules and procedures, and implies empowerment.

An important **outcome** is an increase in the share of sport in GDP. This category includes the two concepts of sustainable growth in the areas of sport and endogenous development. The first refers to indirect revenues from sports activities and refers to codes such as tax revenues, tournament revenues, etc., and the second refers to the economic prosperity that comes from the heart of sports activities.

Conclusion

It seems that the sport of Iran can improve its contribution to economic development by building capacity in various sectors. Of course, this will be achieved by improving the political and economic situation on a larger scale than sports and at the macro-level of government.

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Sporting Events leveraging for Tourism: Opportunities for Host Communities

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Objective: Sporting events have become an important element of the reconstruction and shaping of sport tourism products and services. Therefore, the study aims to exploration how sport events leveraging for tourism from prospective of host communities.

Methodology: This was a qualitative study .The method of data collection was semi-structured interview. The sampling method was purposive sampling with maximum diversity or heterogeneity .In this study, 21 stakeholders from two international events; traditional archery of Geo Park Aras and the Iran-Azerbaijan International Cycling Tour were interviewed in depth about the economic impact of sport tourism events on Aras Free Zone. The interviews were analyzed by thematic analysis.

Results: Finally, all the extracted codes were categorized into four themes: infrastructure development and services, increased awareness of the host community, managerial and policy development, business development and investment.

Conclusion: According to the findings of this study, sports tourism and sports competitions can be used as a tool for development of places and regions. In addition, the applicable level of sport tourism cooperation, design and implementation of strategy for sport tourism, and leadership processes of sport tourism need to be considered within key stockholders concerns.

Conquering the Surfing World: A Case Study from Madagascar, France, and Morocco

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As a geographer involved in the fields of social and cultural geography, I am interested in the modalities of diffusion and local appropriation of a globalised practice through the study of surfing. The constructions of the imaginaries in the collective and individual representations are analysed through the social and spatial practices expressed by individuals claiming to be surfers. This communication will be based on field data collected in three localities in eastern Madagascar during a month in 2017 and on ongoing research about French and Moroccan surfers. In Madagascar, a qualitative ethnographic survey method was adopted based on direct and participative observations on beaches and among small groups of local surfers. Semi-structured interviews were conducted with surfers, the founder of the surfing federation, school and business leaders in relation to surfing, and associative stakeholders in the surfing community. The suspension of international flights in March 2020 required the pursuit of research by means other than an ethnographic fieldwork. The issue of mobility had already been raised during the previous field survey in Madagascar. Initially, French surfers were questioned about their mobility, but the recurrence of the destination Morocco led the survey to include Moroccan surfers and to consider a fieldwork there. Regular consultation of social networks (*Facebook*) on targeted pages and groups, such as Moroccan *surfing camps*, the group "Surfers from Paris", and many others, made it possible to target potential interlocutors to request semi-structured interviews. A double approach has been chosen for the study, by the territories and by the inhabitants. Three lines of research will be developed. Firstly, surfing is a practice less and less marginalised, but some territories and social categories, even racial ones, remain invisible. Strategies for gaining legitimacy, differentiated in time and space, are deployed by different stakeholders. In Madagascar, local surfers are organising themselves, while in Morocco and France, political and economic stakeholders, particularly in the tourism sector, are helping to shape surfing territories. It is necessary to point out that coastal tourism is barely developed in Madagascar, unlike in France and Morocco. Secondly, these difficulties of access to surfing can be explained in part by the expensive equipment. New shaping techniques are slowly returning to wood in France, while in Madagascar it is the lack of choice that has led young people to salvage pieces of used fishermen's dugout canoes to carve their boards from. This material, which became obsolete with the rise of the petrochemical industry in the 1960s, was used until the beginning of the 20th century. Some Malagasy respondents therefore used a culturalist argument to legitimise their practice, pointing to their common ancestry – the Austronesians – with the Polynesians, the creators of surfing. Lastly, mobilities are conditioned by the supply of the practice area, which is dynamic, but also by the construction of the figure of the surfer in effect from the 1960s onwards through increased (audio)visual production, especially from California. The surfer-traveller and the surfer-tourist would be two distinct figures, according to their way of living their trip and of being interested in the local people.

To conclude, the development model based on coastal tourism through the provision of tourist facilities is to be criticised. The recent covid-19 pandemic and its handling through successive lockdowns has led to a boom in outdoor activities, according to the French interviewees. Besides, domestic tourism has been encouraged by governments, leading to a dissuasive overuse of the waves.

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Sport Tourism on Small Islands, Historical Review and Contemporary Perspectives; Examples of Brijuni, Krk and Hvar (Croatia)

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The Mediterranean islands have always attracted the attention of tourists due to their attractive space, benevolent climate, but also diverse nature. These elements of attractiveness are the basis for the development of tourism and related sports-recreation (especially related to outdoor / nature sports). The growing trend of interest in tourist demand for physically active holidays in the world is visible in Croatia, which is confirmed by a series of visitor attitudes surveys (TOMAS survey) (Institute for tourism, 2005, 2011, 2015, 2018, 2020). According to the latest survey from 2019 almost 50% of tourists in Croatia emphasize sports-recreation as a motive to visit Croatia (Institute for tourism, 2020). However, *Strategy for the Development of Tourism in Croatia 2013-2020* pointed out that the potential for the development of sports tourism in Croatia was insufficiently used and that there was a lack of sports centres for year-round tourism (Ministry of tourism, 2013).

For the purpose of this paper, two Croatian islands, Hvar and Krk and one archipelago, Brijuni, are chosen as case studies. From the beginning of modern tourism on these islands, also began development activities related with sports tourism. Especially interesting is the continuity of tourism development, on all three islands, which begins in second half of 19. Century to the present day. In the whole period (more than one century) we can analyse different aspects of sport tourism on mentioned island. These three islands / archipelagos, have many similarities, but also differences, which are primarily evident in their distance from the mainland, size, level of culture and nature protection primary form of tourism, history of sport tourism, sport tourism offer, quality of sport tourism infrastructure (before and now), sport tourism events and connection with sustainable development.

Therefore, the research methodology is based on a qualitative approach and relies on the analysis and valorisation of historical data, the development of sports tourism, sports infrastructure, sport tourism events and recent public documents at the national, regional and local level connected with sport tourism. With the aim of recognizing lessons learned from past and new opportunities.

Finally we can conclude that despite the tradition and potential for the development of sports tourism on the islands, there is still a lack of clear views on the connection between the development of sports tourism and the local community, especially in relation to the local economy and sustainable development. It is interesting that even in the past, the connection between tourism and the community was emphasized more than it is today. Ultimately, modern trends in tourism, especially on islands, must consider all the components of potential impacts on sustainability, which is not the case so far. Sports tourism has the potential to have a positive

impact on sustainability monitoring, especially because sporting events have recently become mandatory to implement environmental and community impact monitoring.

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Urban action sports as a tool for tourism policies

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When cities are the focus of attention concerning sport tourism, it is most often as a host area for sports events. Despite the heuristic character of this approach, its prevalence leads us to believe that only natural spaces are attractive for practising action sports tourism (Pigeassou, 2004). Our work on parkour, rollerblading, skateboarding and BMX shows us the opposite. Riders and parkour practitioners are travellers. They move from city to city to expose themselves to new spaces of practice. In urban sports, as in outdoor activities, there is a quest for novelty that going elsewhere can satisfy. Other researches already identified the economic and tourist stakes linked to the travel of surfers, trail runners and climbers. The purpose of our paper is therefore to begin to fill this gap in the work on urban sports.

We will draw on the surveys we have conducted in and around these practices since 2018 for parkour and 2013 for rollerblading, skateboarding and BMX. They rest on several sessions of participatory observation, mostly in France, in which we have been more or less involved. Interviews conducted with practitioners of these activities but also with institutional actors involved in the issue of tourism complete this empirical material. We will also mobilise our respective cultures of the studied practices, both the multimedia content shared on social networks and our personal experiences.

We will articulate the presentation of our results in two stages, between cross-referencing and comparing activities. Firstly, we will reiterate that parkour practitioners and riders are urbaphiles and that their sporting undertaking consists in exploring the city as if it were unknown to them (Lesné, 2021; Riffaud, 2021). They discover new urban territories by wandering from mainstream tourist programmes, preferring a logic of *dérive* guided by their urbanistic knowledge and by the construction of a very sensitive relationship to urbanity. Secondly, we will look at some totemic spots that are more than hotspots for the practices, especially because they have become tourist checkpoints for these communities. For example, we will look at places like the Manpower in Evry, the *Dame du Lac* in Lisses, *HdV* in Lyon or the Bowl du Prado in Marseille. We have observed that the tourism actors do not all have the same approach to these emblematic places and we will try to analyse this diversity.

In general terms, this work consists of questioning the methods of investing in the touristic potential of urban action sports. We have observed real touristic flows and a bottom-up tourism development in a number of spots. In our opinion, tourism actors and city policies can rely on these places as long as they know and respect the culture of the urban sports in question.

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Sport Tourism and Local Sustainable Development: The IRNIST Research Agenda and Methodology

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The aim of this paper is to provide a modest contribution to the field offering important methodological advances in comparative studies, improved theoretical knowledge, and a host of innovative practices for those engaged in, and those studying, the intersection of small scale sport tourism and local sustainable development. The research goal was to outline the contribution of sport tourism, particularly, small scale sport tourism events for local sustainable development in nine different countries. For this purpose, contributors (individual, co-authors, or teams of researchers/scholars) were invited to describe the multiple impacts of small scale sport tourism events, taking as an example the half marathon race organized in small- and medium sized cities in nine countries, reflecting three continents, including seven from Europe (Czech Republic, France, Hungary, Italy, Portugal, Romania, and Switzerland), one from Africa (Algeria), and one from South America (Brazil). Indeed, this is the culmination of a work in progress. This work began a decade ago, when the International Research Network In Sport Tourism (IRNIST) was established. IRNIST is an international research network of academics and professional working in the sport tourism field. The purpose of IRNIST is to develop international and interdisciplinary collaborations to create strategies and methodologies, and to disseminate knowledge, in order to enhance local sustainable development. Over the course of the last 10 years, members of this research community have developed and honed a theoretical framework as the basis of how IRNIST conducts its scholarship. The group remains reflective as an international community of practice, attempting within this project to develop a comparative methodology. As such, the group remains steadfast in our efforts to develop ways of defining and studying this scholarly field of inquiry. Underlying the increased call for comparative study is the desire to learn from others, to better understand the cultural and political circumstances and nuances of different sites hosting a similar event.

The following section of this paper provides a background to the research by focusing on small scale sport tourism events and local sustainable development, with a particular focus on potential economic, environmental and sociocultural impacts of these kind of events. The third chapter presents the proposed comparative mixed methodology utilized for this international research project, including the foundations for comparison. The paper then presents the main results of this research project, highlighting the similarities and differences found in this like event in different locations around the world, shedding light on the ways in which small scale sport tourism events are organized and experienced globally. Finally, some conclusions and implications are outlined that contribute towards a better understanding of the sustainability

dimension of hosting small scale sport tourism events. Limitations and challenges, and future directions about comparative studies on sport tourism will be also presented.

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The emergence of polycentric major sports events: academic and practical implications

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Organizing multisport mega events that involves action sports such as Summer and Winter Olympic and Paralympic Games requires particular natural and weather conditions. This cancels out so many potential hosts, who do not meet such conditions. Therefore, the events provoke the need to come up with solutions that could lead to unsustainable outcomes for the hosts. Besides, one can see the increasing tendency of the events shifting to non-democratic regimes (Frawley, 2017). Nevertheless, IOC has been addressing this issue. In accordance with the Olympic Agenda 2020+5, it has systematically allowed host cities/countries go beyond one host city concept, allowing sailing, surfing, rowing or equestrian sport and some of the winter sport disciplines outside the mainland of the host country due to various reasons ranging from national regulations to lack of weather conditions or nature sites. This makes such events in fact polycentric, which creates a new way in which we can look at the events.

Academically, there is still a research lacuna to discuss these emerging hosting shifts. It is uncertain if the current research findings within academia on sports events can be transferrable to various polycentric scenarios without an established understanding of polycentric event typologies and their major differences. Therefore, applying Kaspar (2018)'s "polycentric" lenses to the latest event classification based on 3 dichotomies by Chappelet and Parent (2015), a clear research gap appeared within polycentric events that were disregarded in the literature before. Thus, an additional dichotomy on the event centrality is necessary to classify today's events' contexts to monocentric and polycentric. This new complementary dimension will represent current changing environments in the event hosting, providing a panoramic view on all possible polycentric event scenarios. The theoretical contributions of this research include the identification of specific research gaps and vulnerable polycentric events for further empirical study. For the practitioners, the research findings will shed a light on which events today follow which centrality patterns, which events can no longer exist in monocentric context due to its growth and what actions should therefore be undertaken on managerial level.

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The "Bordeaux's skateboarding scene": a major participant of the integration in public space

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The study of the history of skateboarding at the local level in the city of Bordeaux shows a long history and a deeply rooted vitality. However, the municipal policy for its integration is recent and still fragile. The latter was built over a long period of time and, paradoxically, owes its development to the outbreak of a conflict of use between local residents and skateboarders.

How does a municipality, using the dynamic and positive image of board sports for the benefit of the city, move from the repression of board sports to their integration in the local public space?

To answer this question, which is echoed in many Western metropolises, we propose to analyse the reticular construction of the local specialised industry acquiring a legitimate economic power in the eyes of the public authorities and skateboarders, making it possible to negotiate with the municipality. This dense network can be compared to the notion of a "music scene" to the extent that the concept of a "Bordeaux's skateboarding scene" has the meaning of close links between the economic and professional actors of skateboarding offering a legitimate visibility in the eyes of the public, specialist or not.

The organisation of the local skateboarding scene has made it possible to enter into negotiations with elected officials and then to militate towards a policy of integration of the practice, taking advantage of a certain *mainstreaming* of the attached culture and an explosion in the number of practitioners.

In this presentation, we first propose to discuss the adaptation of the concepts of "music scene" and "cultural scene" to the field of skateboarding, echoing the post-subcultural paradigm common in Anglo-Saxon studies concerning *action sports*. This questioning is then based on a field study: the organisation of the economic actors of skateboarding in Bordeaux.

Our study is based on thirty-two semi-structured interviews conducted between 2018 and 2021 with the main local elected officials, managers of specialised shops, directors of companies in the sector (clothing and board brands, magazines), photographers, professional and non-professional skateboarders of all generations, presidents of associations, local residents and directors of the municipal police. This panel allows us to offer a wide visibility on the notion of skate culture and its history. In addition to this work, we carried out observations on the city's main spots, but above all informal discussions with fifty or so skateboarders in order to get a sense of the reticular scope of the local skateboarding industry.

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Action sports in the frame of industrial heritage reuse: Towards an Olympic sustainability? Comparative case-study of Torino 2006, London 2012 and Beijing 2022

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The institutionalization action sports, in which we can include some outdoor and urban sports, was facilitated by the emergence of dedicated spaces in planning strategies. Modern sports are indeed intrinsically linked to urban change (Wilcox, 2003) as sport and tourism are privileged in urban regeneration (Hall, 1992), which includes industrial spaces. As industrial buildings come with a size and architecture often unsuitable for human life such as housing, the development of sportive activities appear as a convenient way of reuse, among others like creative industries. After firsts examples marked by spontaneous occupation of industrial sites (Roux, 2019), the capture of industrial heritage potential by public authorities and private stakeholders encouraged more top-down regeneration projects. In a way, both action and urban sports, and former industrial sites, share the characteristic of being the testimony of alternative uses progressively incorporated as more mainstream practices and lifestyles. This association reached its peak with Olympic Games being organized in the clear aim of boosting urban regeneration, as a remedy against industrial wasteland. It was the case with the industrial sites as the Lingotto and Dora Parc of Torino in 2006, the Lower Lea Valley for London 2012, as well as the Shougang Industrial Park for Beijing 2022, welcoming Olympic venues and everyday life sportive infrastructures. The purpose of this research is to understand to what extent and how industrial heritage is used for the development of sports industry and touristic purposes, and what is the impact on citizens uses. A comparative framework between the three case studies help to precise the evolution of industrial heritage regeneration through Olympic Games and mega-events, using qualitative methods such as observations, interviews, and analysis of planning documents.

Along with the emergence of legacy requirements from the IOC¹⁹ and environmental goals announced in official bids or Olympic Committees²⁰, the sustainability narrative also adds a layer of interpretation to industrial heritage renovation projects, by the act of reuse itself, and by the growing integration of surrounding elements such as rivers, parks, and local biodiversity (London Olympic 2012 and Lower Lea Valley Regeneration Master Plan, 2006; Beijing Legacy Plan 2019). Yet, this same Olympic frame puts into question the real sustainable dimension of these strategies, especially in cases where sports infrastructures were created *ex nihilo* on top of existing industrial structures. In the case of Beijing 2022 for example, the development of winter sports industries doesn't seem so compatible with local sustainability issues, especially

¹⁹ International Olympic Committee, *Legacy Strategic Approach Moving Forward*, 2017
https://stillmed.olympics.com/media/Document%20Library/OlympicOrg/Documents/Olympic-Legacy/IOC_Legacy_Strategy_Full_version.pdf

²⁰ Torino Organizing Committee (TOROC), London Organizing Committee (LOCOG), Beijing Organizing Committee (BOCOG)

in a region where natural conditions aren't reunited for it – the weather being too dry and cold in winter to maintain snow. Moreover, the focus on long-term impact and legacy of the Games, under cover of environmental concerns, actually helps integrating these spaces to the evolving neoliberal economy, and to turn the practice of urban sports into a staged experience, towards the development of the experience economy (Pine and Gilmore, 1999; Mehmetoglu and Engen, 2011). Indeed, the set-up of outdoor sports in reconverted industrial sites use the Olympic narrative and the industrial aesthetic to enrich the practice and attract consumers to this newly renovated space. Although action sports can translate a certain way of interacting with natural amenities a place offers, in such cases, it relates to human-shaped environments with economic growth purposes stepping on ecological ones. Therefore, if these sports tend to valorize the surrounding landscape, it is now not only the natural one, but also the urban, and industrial landscape, sold as part of the experience, according to a consumption-based economic model.

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Ocean well-being in surfing, a practice of resistance in times of crisis?

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Faced with a society in crisis, both from an environmental, pandemic, societal, moral and economic point of view, immersion in nature allows some individuals to free themselves from everyday anxieties by feeling the elements through their bodies. By choosing a local point of view: the anthropology of surfing in the South-West of France, we can understand more generally how nature offers practitioners an ataraxic parenthesis that could be considered as a source of well-being (Sayeux, 2021), which would go against the current of "Olympic" surfing, carrying more traditional sporting values, especially in its classification systems (Loland, 2021).

The various successive crises that cross our contemporary societies generate many anxieties that weigh on a daily basis: professional, economic and even family difficulties, fear of the future, oppressive health situation. However, some, through their immersions in nature, find an answer allowing them to free themselves, if only ephemerally, from the weight of everyday life. The uncertainty of the natural elements becomes a positive anchor for surfers in the face of the chaos of the world.

A multi-year field has shown how regularly immersing themselves in a changing ocean allows them to resist social anxiety, adapting their lived time to the rhythm of fickle nature. Thus, this nature is not that of risks, uncontrollable disasters and cataclysms, but that of the game with uncertainty: the *alea*. Even if on the wave, fear can be felt by surfers, the latter is not anxiety-provoking, it is a pleasure to be constantly renewed, "a cry of pleasure and pain" (De Certeau, 1990) that makes you feel more alive.

In previous works, we have deconstructed the common sense of surfing defining it as a sliding sport (Pociello, 1982, Touché, Calogirou, 1995, Loret, 1996), as a counterculture or risk sport (Sayeux, 2008, 2010). We proposed to consider it rather in subculture: "different conjunctures that situate them in a distinct way in relation to existing cultural formations (culture of immigrants, culture of adults, other subcultures, dominant culture)" (Hebdige, 2008, p. 86) oscillating between norms and deviances (Sayeux, 2008). Today, we continue to think that surfing, a self-managed bush practice (op.cit.: 2008b, 2010), is a place of silent resistance (Scott, 2008) rather than opposition, and reinvention of the relationship with the world. This is how we propose, relying on our various terrains, including that of handisurfing, to consider the oceanic well-being experienced in surfing as a resistance to social and sporting injunctions, but also as a basis for a common surf culture.

After explaining our field and our methodology of investigation inscribed in the disciplinary field of social and cultural anthropology, we will focus on anthropologically defining well-being, not as a social injunction, but as an element experienced by the surfers interviewed. This will allow us to understand how this quest for positive sensations is against the current,

particularly of certain sports prescriptions. Here, there is no search for performance, surpassing oneself, or struggle with the elements, but an incorporation of the individual into the heart of nature where "the environment is perceived as fundamentally indistinct from oneself, as an atmosphere where collective identity flourishes." (Descola 2005: 55). We postulate that resistance is in this greening (Andrieu, Sirost, 2014) of oneself which proposes a relationship to time, to the environment, to the reinvented body (Sayeux, 2019, 2021).

Thus, this communication wishes to shed light on how the individual, through his contact with nature and his immersion in it, resists, perhaps ephemerally, the flaws of our society. Man can then find in the environment, through the "sensitive dimensions of experience" (Bromberger, 2004: 119), a force of resilience in the face of the uncertainties of contemporary worlds, thus reappropriating a beneficial nature.

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Sports events in the marketing strategy

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Today, traditional tourism cannot exist in isolation from the sporting word; the combination of these two activities is a necessity for the country. Algeria has enormous untapped potential in a variety of sectors, most notably tourism and, more specifically, sports tourism. While sports consumption is increasing in terms of practice, the tourism sector in Algeria is characterized by an incomplete offer.

Sport can play a significant role in the development and maintenance of a country's brand image, most notably through the organization of sporting events (Getz 2003). The value placed on the brand that organizing sporting events can have on a country is significant. Several authors have made the connection between branding and a country's political ambitions, referring to sporting events as political objects. Nauright (2013) by an increasing number of countries worldwide, more precisely "as a means of achieving international visibility" Cornelissen (2007) or "as a means of achieving international notoriety and national prestige" (Essex and Chalkley, 1998)

Territories that have associated their development to sporting events (De Knop 1990) have established a virtuous economic dynamic in which sport serves as a competitive advantage. Indeed, the territory's tourism is not limited to its traditional aspects. Additionally, the territory is defined by a thriving economic and industrial life (health, agrifood, etc.) (Bouchet and Bouhaouala 2009), highlighting the critical role of the sports, its offers and its promotion in attracting investors and facilitating the region's tourist development (Sobry 2003).

Given that we are assessing sporting events, fieldwork is critical for conducting our analysis, validating our hypotheses, as well as answering the questions we have posed. Our investigation will take place in Algeria, with periodic updates to socioeconomic data. The findings of this study will enable us to establish a preliminary diagnosis of our study area. This diagnosis will be made by comparing existing socioeconomic data from Algeria (quantitative analysis) to stakeholders' perceptions (qualitative analysis).

This work entails compiling statistics on socioeconomic data collected by various government agencies (devolved state administrations, local authorities, etc.). These statistics are going to be critical in establishing a baseline diagnosis for the study of the targeted region. A global perspective will emerge from this exercise as a result of the SWOT analysis, along with an in-depth description of the situation, emphasizing on both the country's assets and disadvantages. The Retrospective and prospective study.

Retrospective analysis

The purpose of this study is to examine sporting events produced in Algeria and their impact on the country's image through the consultation of works (history, geography, archaeology, archives...), as well as the treatment of quantitative and qualitative indicators from various sectors (Social, Economic, etc.). This will enable conclusions about the current situation to be

drawn. These findings enable the development of a prospective analysis. likely to be mobilized in Algeria's tourism development process.

Prospective analysis

This study will be conducted in several stages: site visits, observation, description, and interviews with tourism and sport industry stakeholders (associations and sports clubs, etc.). This approach entails gathering elements of appreciation for the future with the goal of improving decisions making process that will ensure a result in the future that is more in line with preferences.

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Place and role of the technical expertise of river guides in customer satisfaction during rafting activities: an application of marketing tetraclass model

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Satisfaction is essential in a sports tourism business because it can be the source of customer loyalty, but above all of their recommendations. It is linked to the positive or negative experience that customers have for a relatively short period of time.

This communication proposes to analyze the results of a satisfaction survey carried out during the months of July and August in a Spanish whitewater adventure company, specifically on the rafting activity. It is based on Llosa's tetraclass model which consists in classifying the factors acting on the satisfaction-dissatisfaction pair according to two criteria: (1) the level of performance of the factors and (2) their influence on overall satisfaction. The strategic element of this model which primarily impacts satisfaction is the « key element ». This includes criteria that exert a strong influence on satisfaction when they are perceived positively and conversely on dissatisfaction when they are perceived negatively. The other three elements of the model are the « plus », « basic » and « secondary » elements.

Our results show that the human factor represented by river guides constitutes a « key » element, and in particular the most important of all. Satisfaction or dissatisfaction largely depends on the guide's technical expertise in handling the boat. The more expert and experienced the guide, the more likely it is that customers will be satisfied regardless of the level of satisfaction of other criteria. This is due to the ability of expert guides to (1) instill a sense of security during the activity and (2) make the experience fun and entertaining.

These results showing that technical expertise is a « key » element of satisfaction make it possible to consider avenues in the technical training and learning of whitewater guides, and more usually of instructors in adventure and nature activities.

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Tourism transition, diversification and outdoor sports: what strategy for the future? The case of the northern French Alps.

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Tourism destinations face a number of challenges. Certain originate from outside the resort and relate to overriding environmental, economic, political, social and health issues. Others concern the destination itself and the need to adapt tourist activities to changing demand or to take account of factors such as a loss of population, a desire to restrict the number of visitors or to modernise existing facilities. These influences all contribute to what is widely referred to as the ‘tourism transition’. The aim of this present paper is to look at these issues and the responses to them in the northern Alps of France. Alpine regions in particular are faced with the need to adapt to changing climatic parameters and were especially affected in 2020 and 2021 by the Covid-19 crisis.

One of the key changes has been the pursuit of strategies of diversification. Such strategies may take various forms. The range of tourist activities on offer can be enlarged or modified to take account of new tastes; tourist seasons can be extended, favouring year-round activities or for resorts highly dependent on one season (the winter), attempts can be made to create a better balance with the summer season; new types of clientele can be targeted, including permanent residents; and the governance of the destination can be modified to include new actors. Amongst all these initiatives, particular importance has been accorded to diversifying the range of activities accessible to tourists and, amongst these, to widen or adapt the provision of outdoor sports’ pursuits.

Such changes pose various questions from a strategic point of view. Is the best strategy to diversify at all costs, providing new activities, attracting a wide range of clientele, or is it preferable to encourage a more specialised or concentrated form of diversification? This latter strategy favours the development of a limited range of activities benefitting from synergies which exist between them to provide maximum benefits. In terms of the implementation of such strategies, there are clearly a number of geographical dimensions; for example, high altitude resorts do not necessarily adopt the same policies as lower altitude destinations which arguably offer more opportunities for expanding their activities in both winter and summer.

To illustrate these different themes and to reflect on trends for the future, the northern French Alps are used as a case study region. Within this area reference is made to different resorts in a range of contrasting geographical locations.

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