



Tourist pic

Beyond crisis: a glance at a re-thinking
of alpine tourism

Philippe Bourdeau & Libéra Berthelot



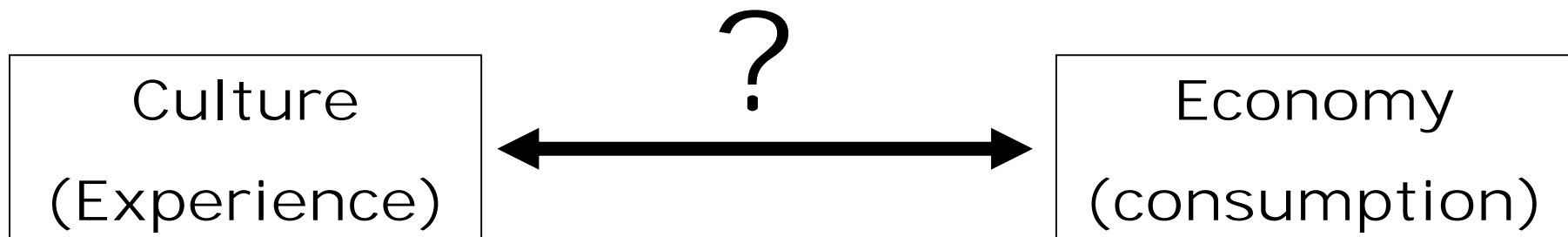
Degrowth, objection to growth...

What about Tourism?

à Degrowth as a 'semantic bomb'

à 2 key-words "happiness" and "growth"
= a question to the relationship between
Culture and Economy

à A traditional debate and misunderstanding
about the status of tourism



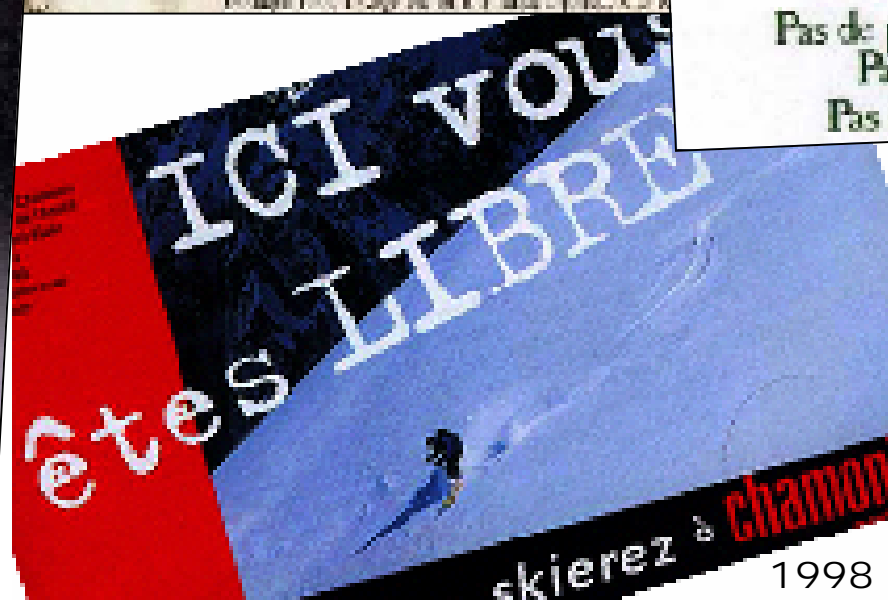
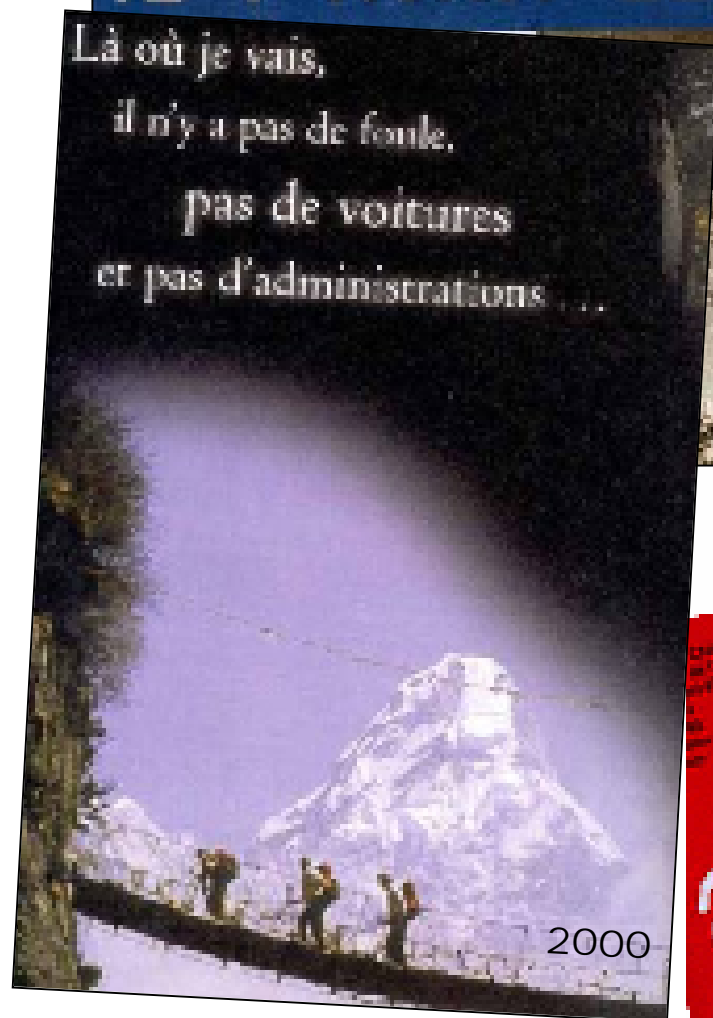
HEAVEN



EARTH

Avant les antidepresseurs, IL Y AVAIT LES MONTAGNES

Là où je vais,
il n'y a pas de foule,
pas de voitures
et pas d'administrations...



Geillag-en
Queyras

Pas de périphériques,
Pas d'hypermarchés,
Pas de parcs d'attractions,
Pas de casinos,
Pas de "fast-food".

1999

1998

Conference on tourism in U.E.
« Tourism, driving force of growth for future »
Berlin, Germany, 2007



www.tourisme.gouv.fr

Alpine tourism: from lost paradise to a new utopia?

1. Objection to growth: the possibility of de-thinking Tourism
2. Recreation / Re-creation : Re-thinking Tourism?
3. Questions for a new know-how
4. Discussion

1. Degrowth: the possibility of dethinking tourism

à A radical point of view

Tourism as the flagship of a work-based society



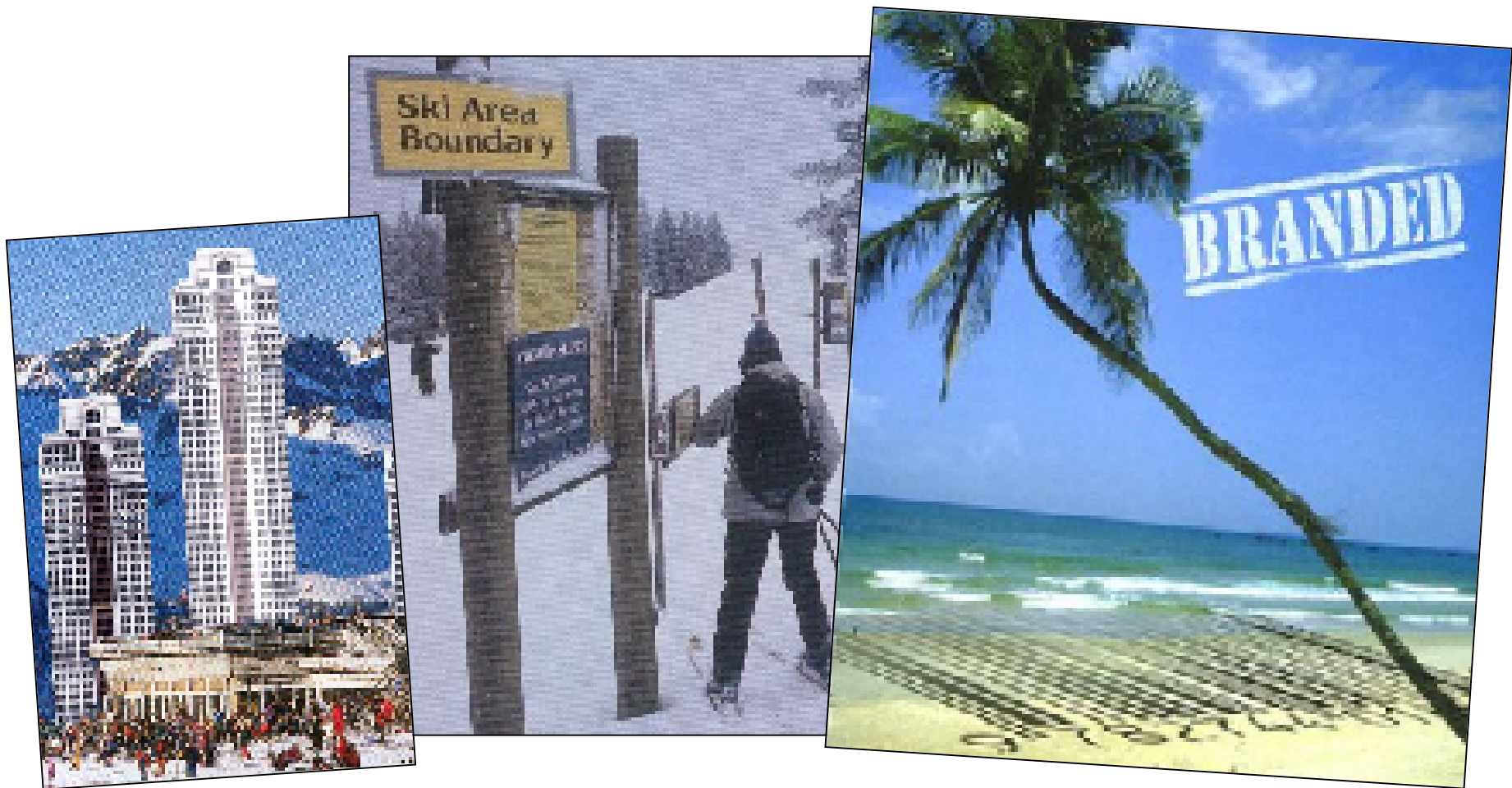
Tourism at the core of the misuse of mobility



à Junk mobility?

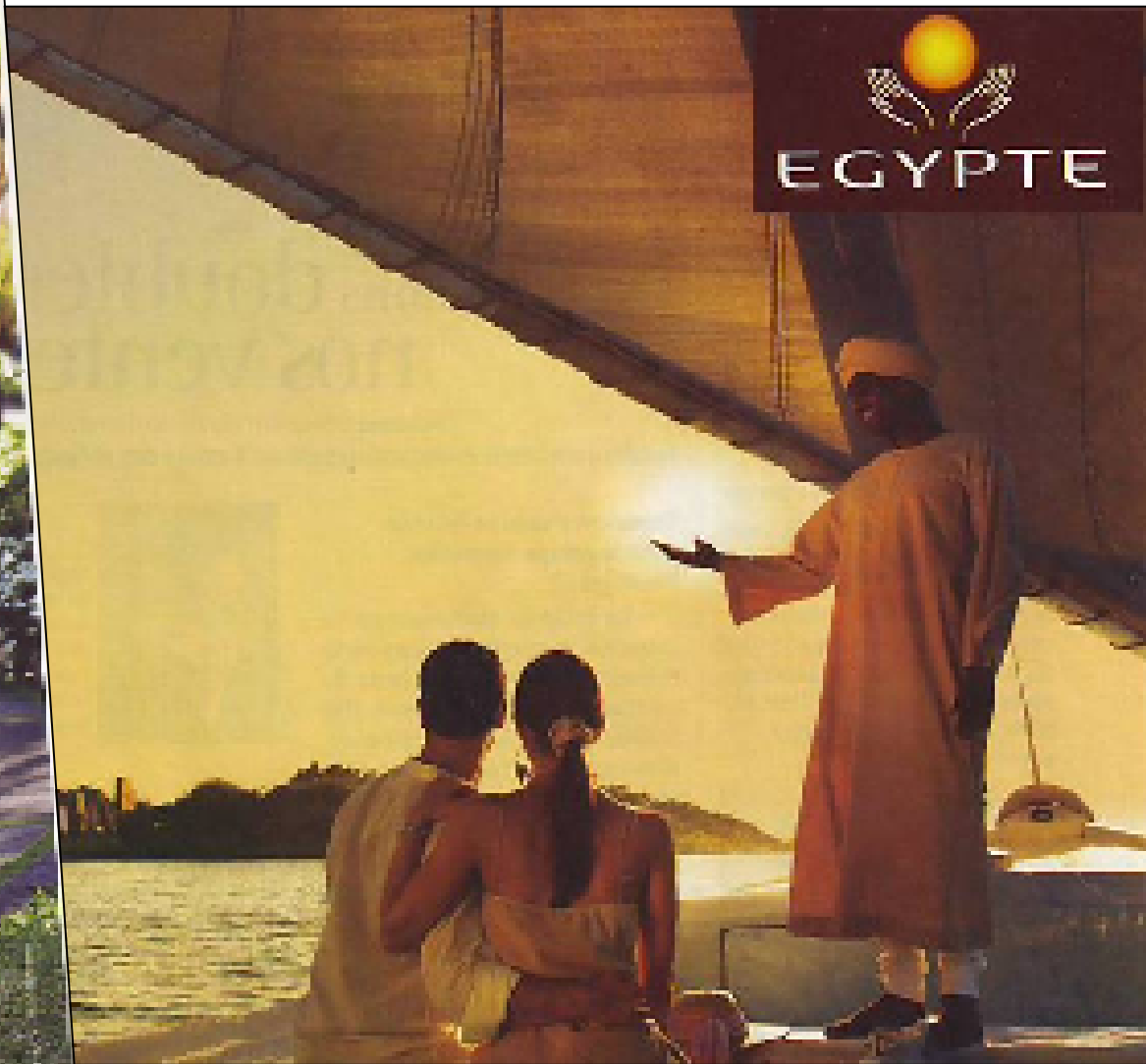


Tourism as a common and branding process for places



à Junkspaces?

Tourism as the showcase of North-South asymmetry



2006

From exoticism to neo-colonialism

Tourism as a laboratory for neo-liberalization



The image is a screenshot of a website banner for the World Tourism Organization (WTO). At the top left is the WTO logo, a stylized globe with blue and white segments, followed by the text "WORLD TOURISM ORGANIZATION". To the right is a search bar with the word "Search" in a small font. Below the header is a blue banner with the text "LIBERALIZATION WITH A HUMAN FACE" in large white capital letters, and "Poverty Alleviation - Sustainability - Fair Trade" in smaller white italicized text below it. To the right of the text is a circular logo showing a globe with people around it. Below the blue banner is a green navigation bar with four buttons: "Liberalization with a Human Face", "Trade in Tourism Services", "Poverty Alleviation", and "STEP - Sustainable Tourism - Eliminating Poverty". Below the green bar is the main content area with the text "LIBERALIZATION WITH A HUMAN FACE*" in large blue capital letters. Below this is a paragraph: "Tourism growth based on the [UN Millennium Development Goals](#) and the World Tourism Organization's [Global Code of Ethics](#) - profiling:".

WORLD TOURISM ORGANIZATION

Search

LIBERALIZATION WITH A HUMAN FACE
Poverty Alleviation - Sustainability - Fair Trade

Liberalization with a Human Face | Trade in Tourism Services | Poverty Alleviation | STEP - Sustainable Tourism - Eliminating Poverty

LIBERALIZATION WITH A HUMAN FACE*

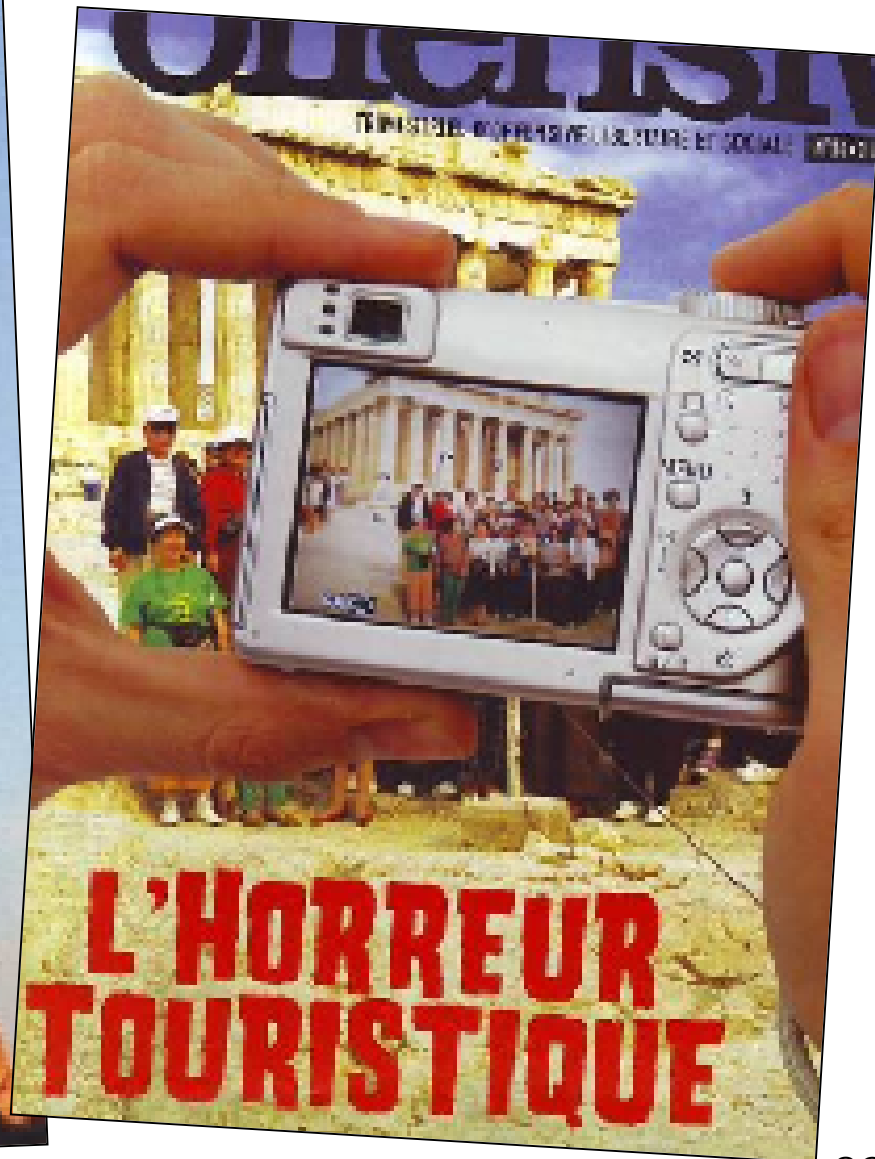
Tourism growth based on the [UN Millennium Development Goals](#) and the World Tourism Organization's [Global Code of Ethics](#) - profiling:

WTO 2005

Tourism facing growing criticism



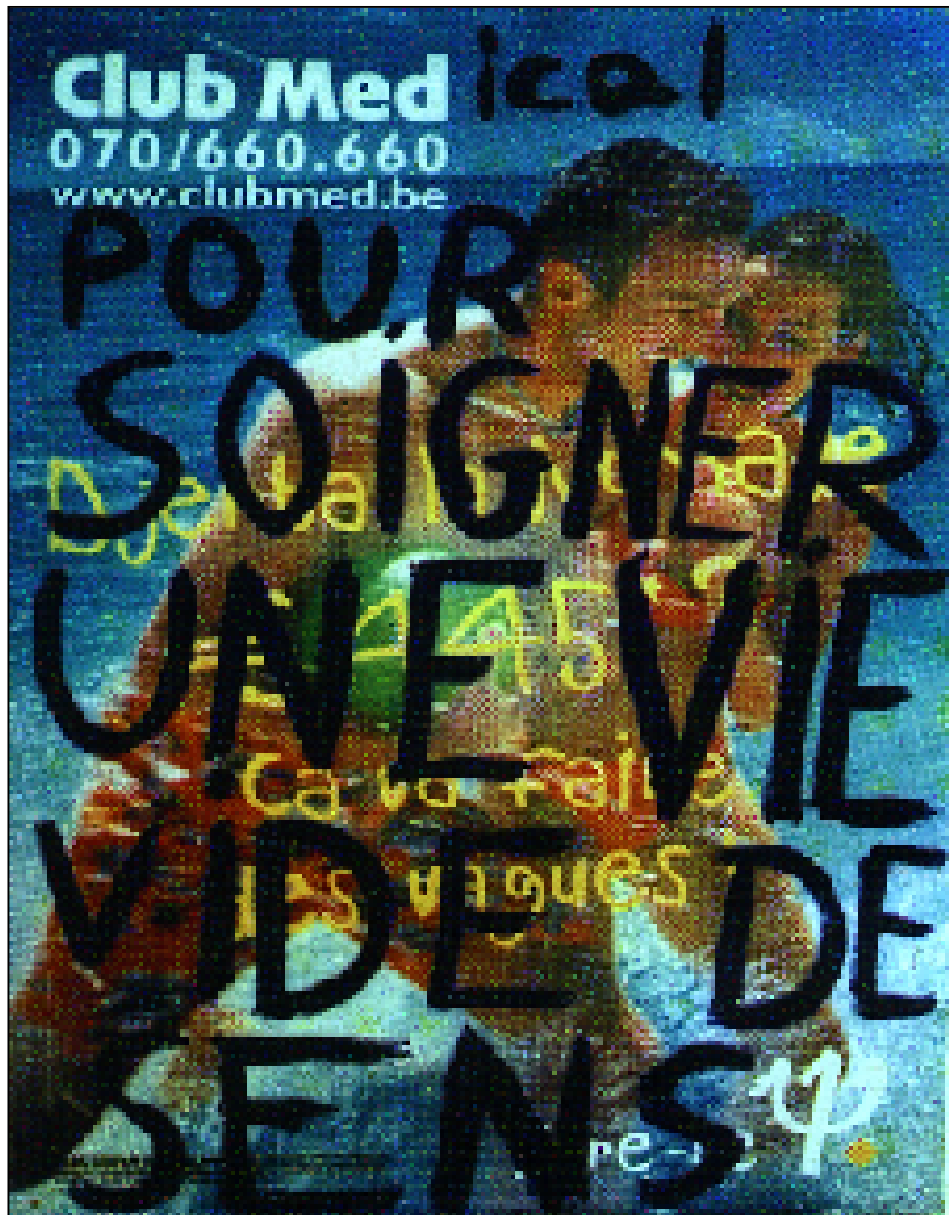
2001



2007

« Tourist go home »





Attacks on the
essence of tourism

* « Club Med(ical)
to treat a life empty
of sense »

Adbusters/ Casseurs de pub, 2003



Game over?

à Tourism as an icon of a both threatening (for the planet) and threatened way of life

~~Consensus on the benefits of tourism
and its political or values neutrality~~



Rise of radical criticism (tourist-phobia?)
and environmental or social disputes
at all scales



The end of the modern
tourist utopia and uchronia?

Even sustainable Tourism can be seen as
an hypocrisy





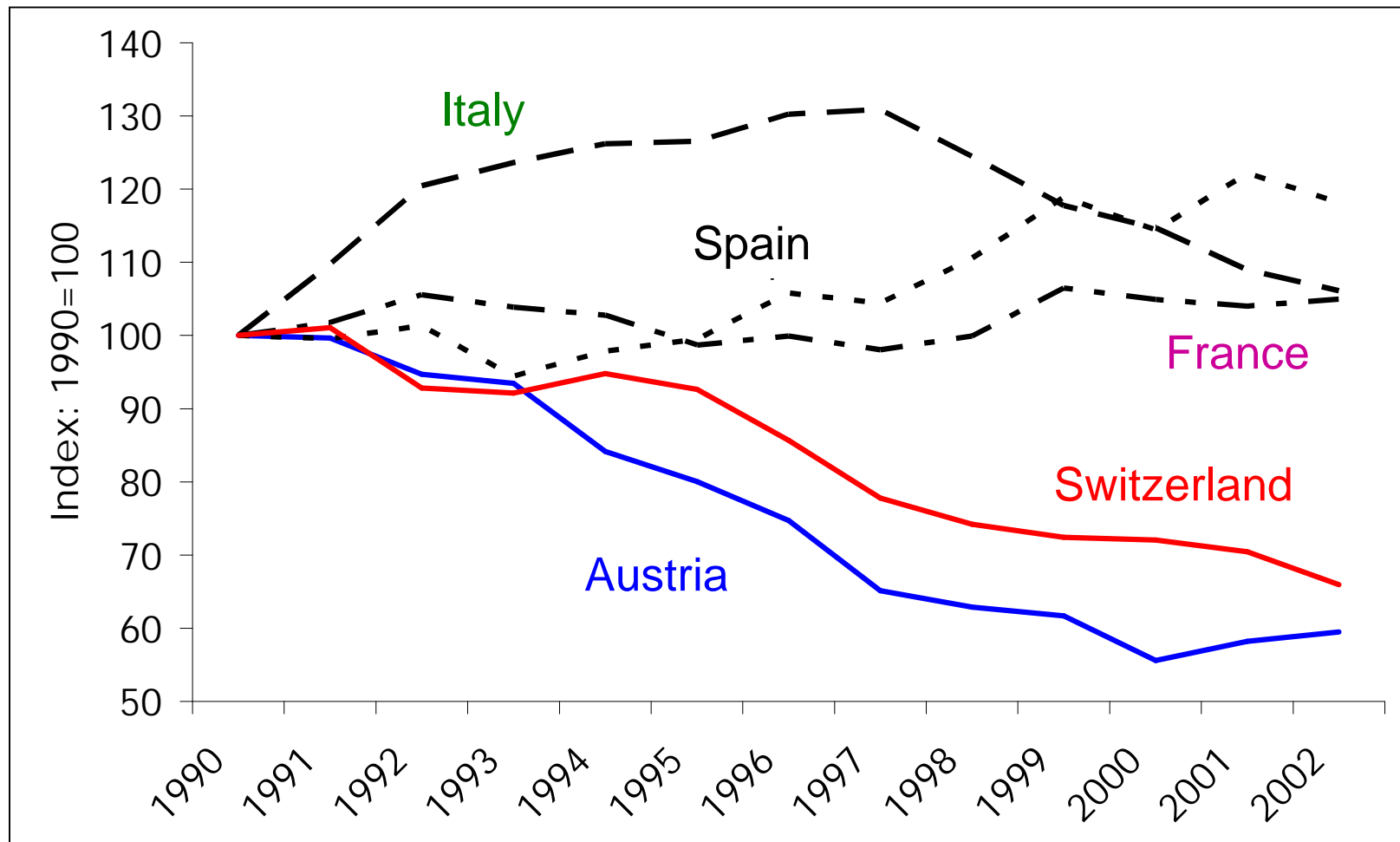
* « Let's break
ski resorts »

[Departure rate to
winter sports in
France : 7,4 %]

2004

2. Recreation / Re-creation? Re-thinking Tourism?

The pressure of crisis in Alpine tourism à loss of market share of alpine countries



Climate change?

à an indicator for structural contradictions and weaknesses of alpine tourism (an ending model, reduced to a niche market)



Uncertainty and a feeling of crisis are rising



... But new frontiers of Alpine
tourism are (of course) already at
work...

New relationships
between « here » and « elsewhere »

à A future already here?!



Staycation: a way out from obviousness

✱

« Don't go anymore in holidays »

« The newspaper for those who decided to stay »

✱ ✱

« My holidays at home »

[Links with amenity migrations]

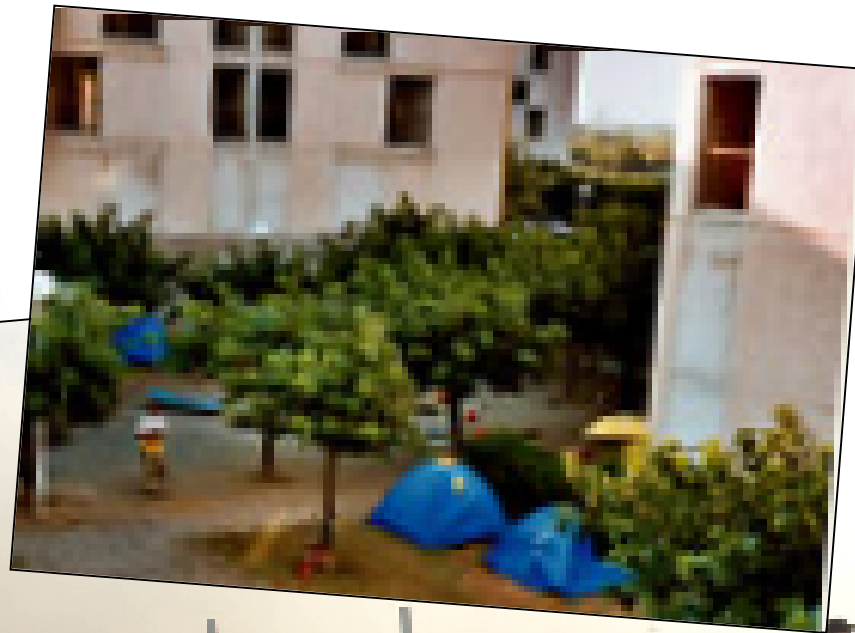
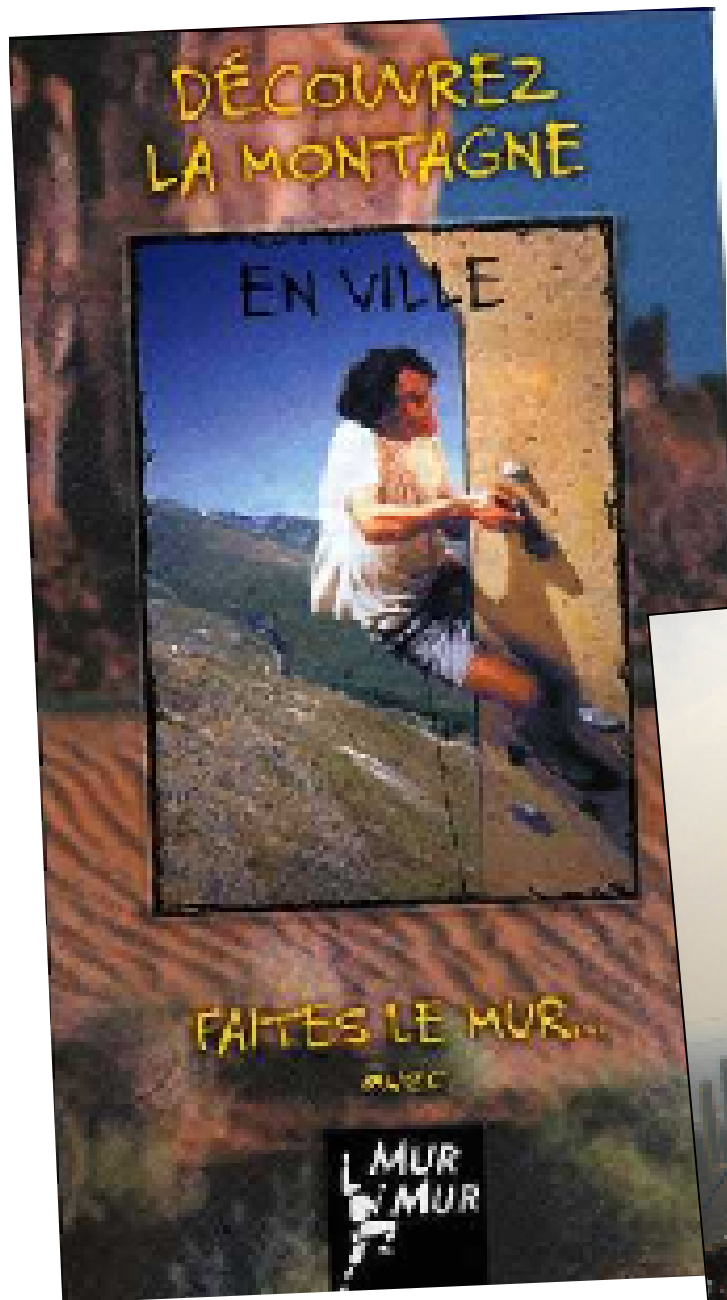
2007

Feeling good without going far:
rediscovering nearness

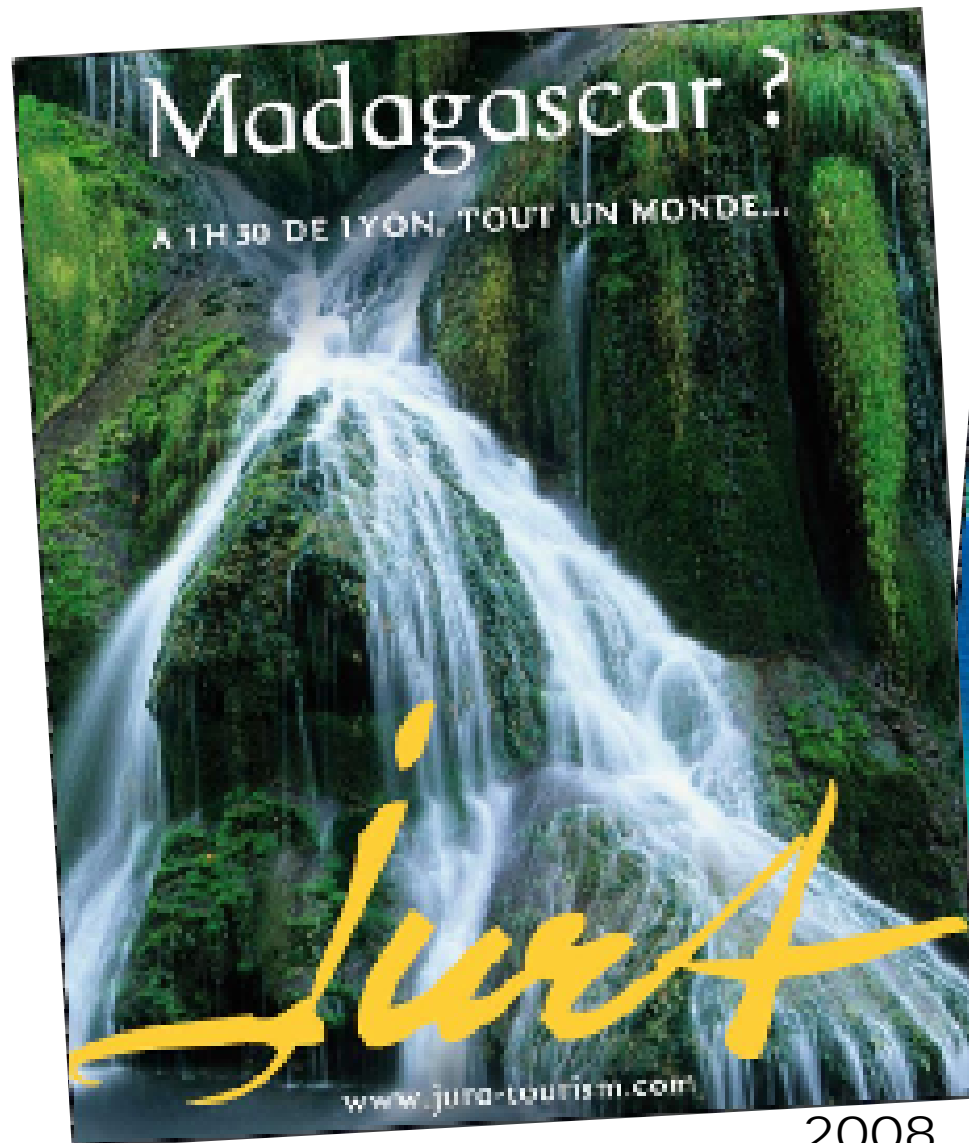


Urban and peri-urban leisure activities

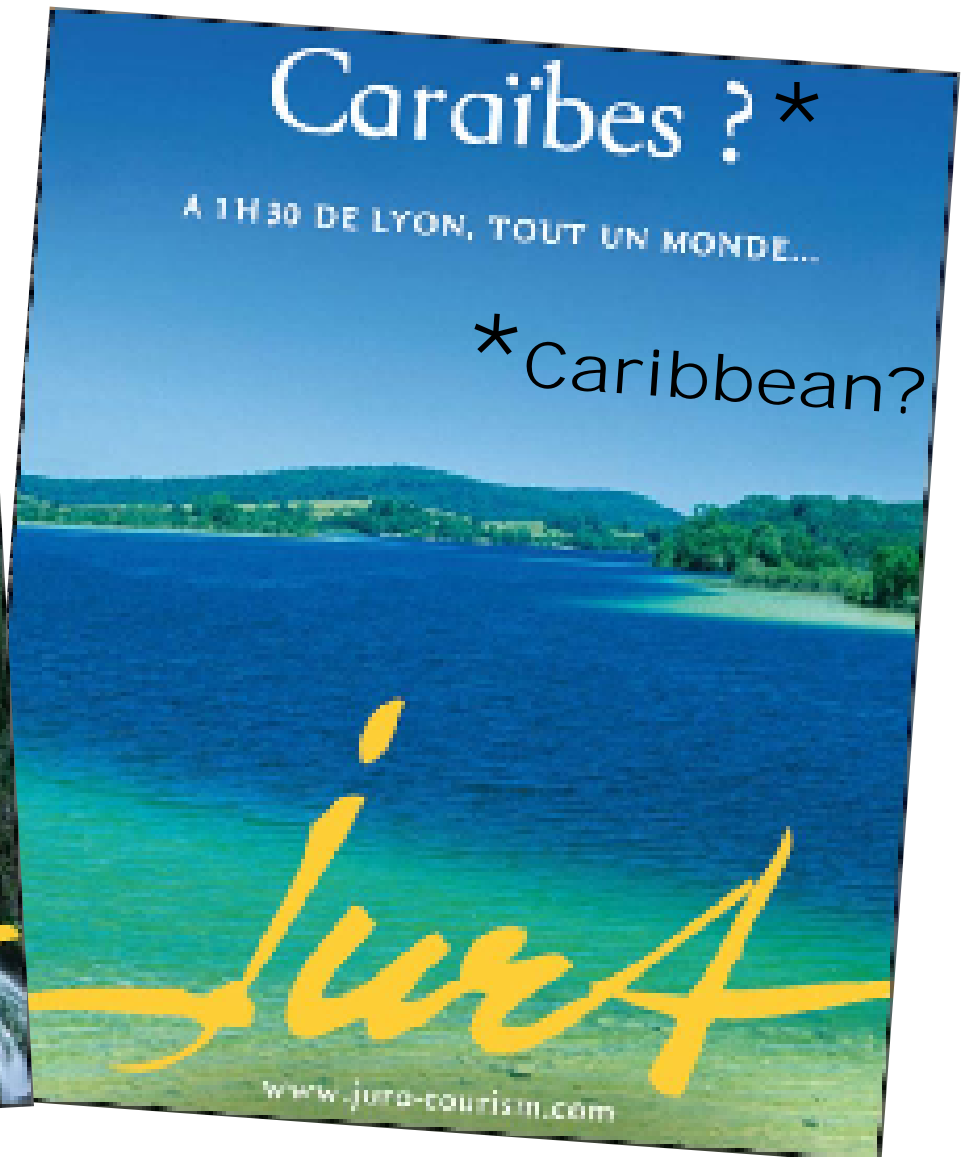
à new leisure experiences in
common places



A game with images and geographic references



2008



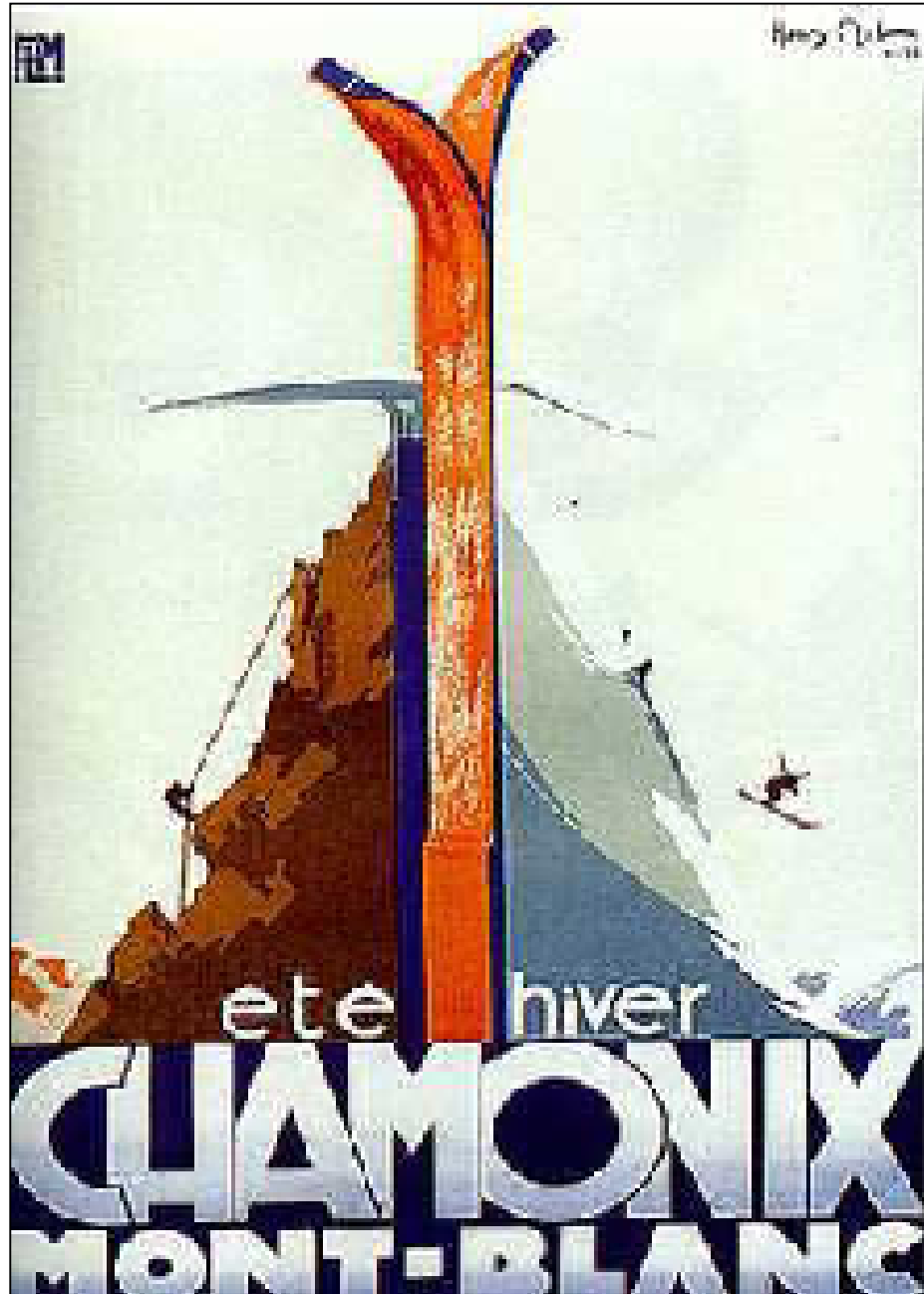
Switzerland or New-York?!



* Explore smallest metropolis in the world

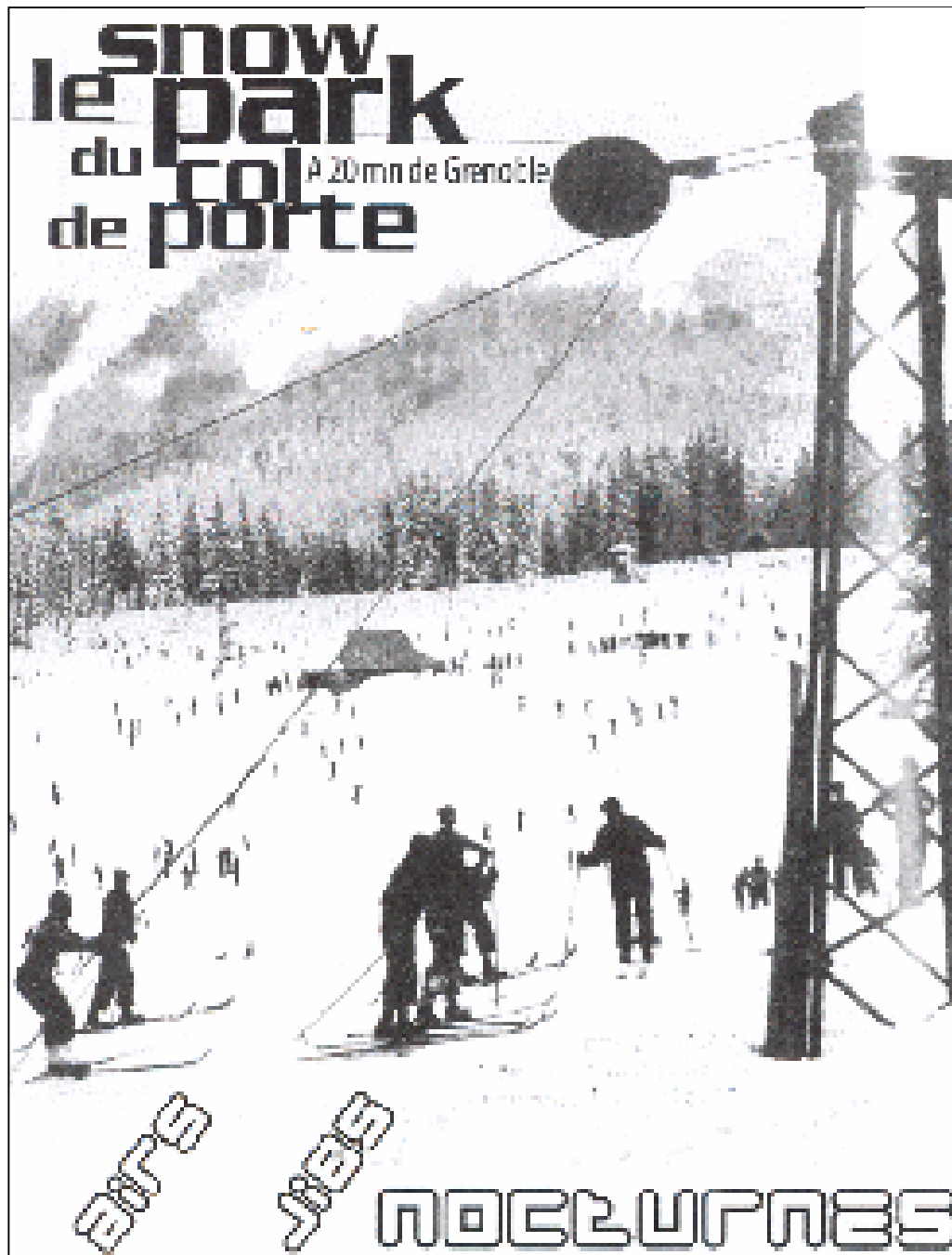
2008

3. Questions for the setting of a new know-how



How to manage the
revival of multi-
seasonal tourism?

1932

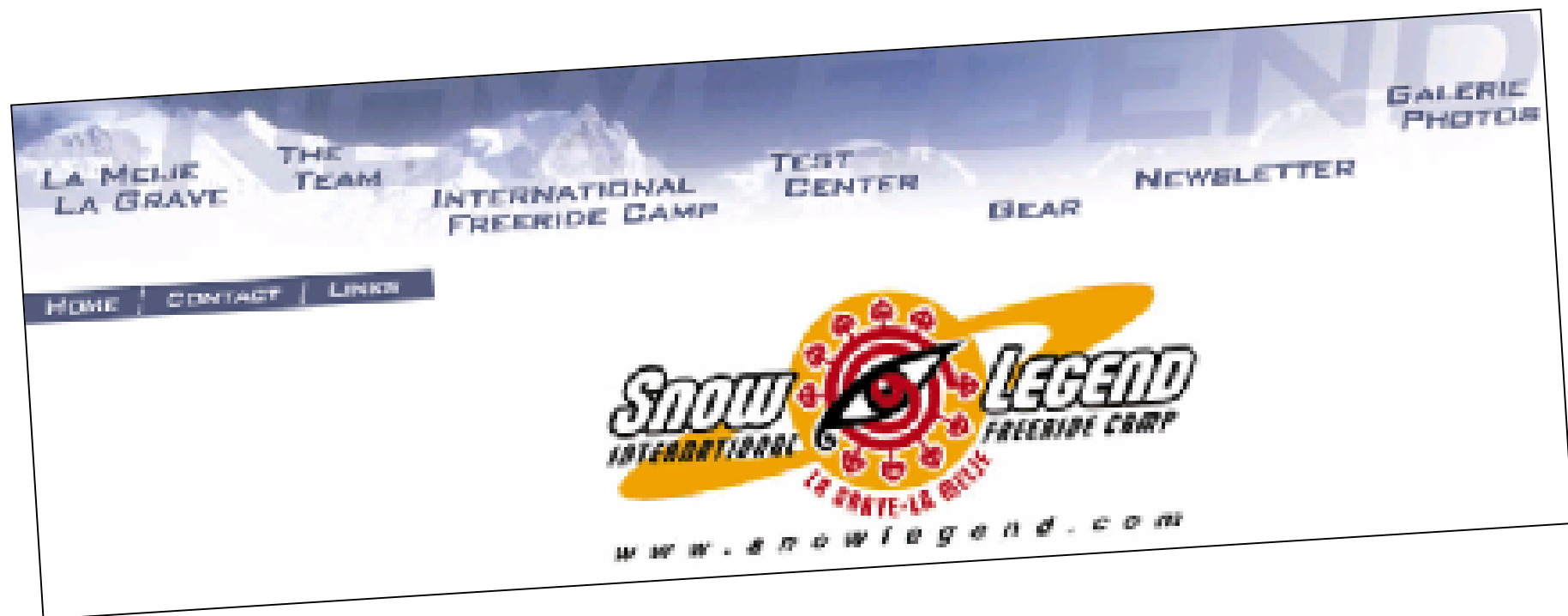


How to understand and promote the revival of Outsiders (very small resorts, peripheral mountains...)

à « small is beautiful » ?

How to manage the post-resort phenomenon »
(unity of place, ~~time & action~~)

à What is happening beside and between the resorts?



How to integrate counter-cultural creativity?

à underground and experimental tourism...

à Beyond transgressions a renewal in the use, sense and rules of place, time (night practises), amenities, technologies (geocatching), body (in respect with nature)



8-9-12-19



How to create and let create Situations?

3 levels in tourist experience:

1. Décor (planning, equipment)
2. Show (entertainment, event)
3. « Situation » : psycho-geographic experience

Tourist = spectator



Visiteur = actor

Renewal of Alpine Tourism is no more a matter of technology or marketing... But more than ever a matter of culture (experiences, atmosphere, game, education...)

à Mountain as a "Dream factory" (WTO, 2004)?

à Never forgetting that Tourists made Tourism!

« Free time = free space » (E. Bloch) ???

Creation-destruction: a forgotten question?

à To apply to tourist destinations and activities at all scales

	Creation	Destruction
Creation	<i>« I create what is creating me »</i>	<i>« I create what is destroying me »</i>
Destruction	<i>« I destroy what is creating me »</i>	<i>« I destroy what is destroying me »</i>

4. Discussion about stakes and questions

Growth objection applied to Tourism: a counter-utopia?

à Radical questions to the obviousness of Tourism :
mobility, exoticism, relationship between work and
leisure, here and faraway...

à Inversion of the main codes of Tourism : nearness,
everyday life, low consumption, slow mobility, immersion
in time, reduction of technological mediation...

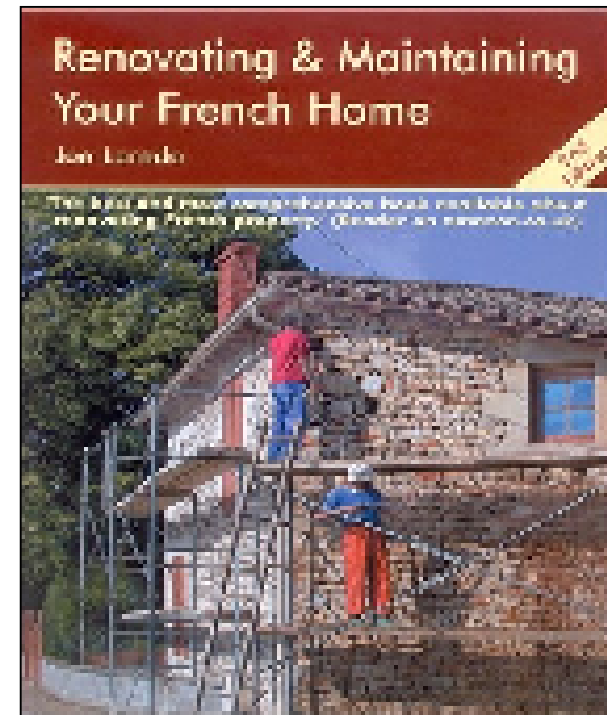
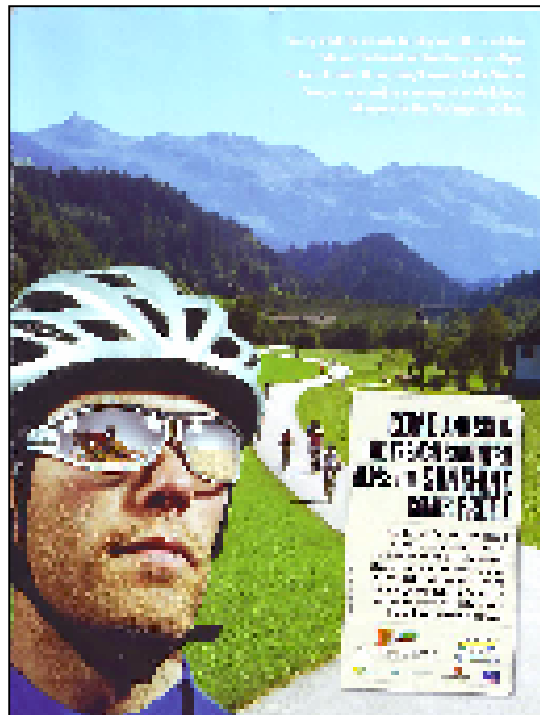
Transitions and revolutions to take into account

In the Alps: towards post-tourism ?

« Way out from
all-ski »

« Way out from
all-snow »

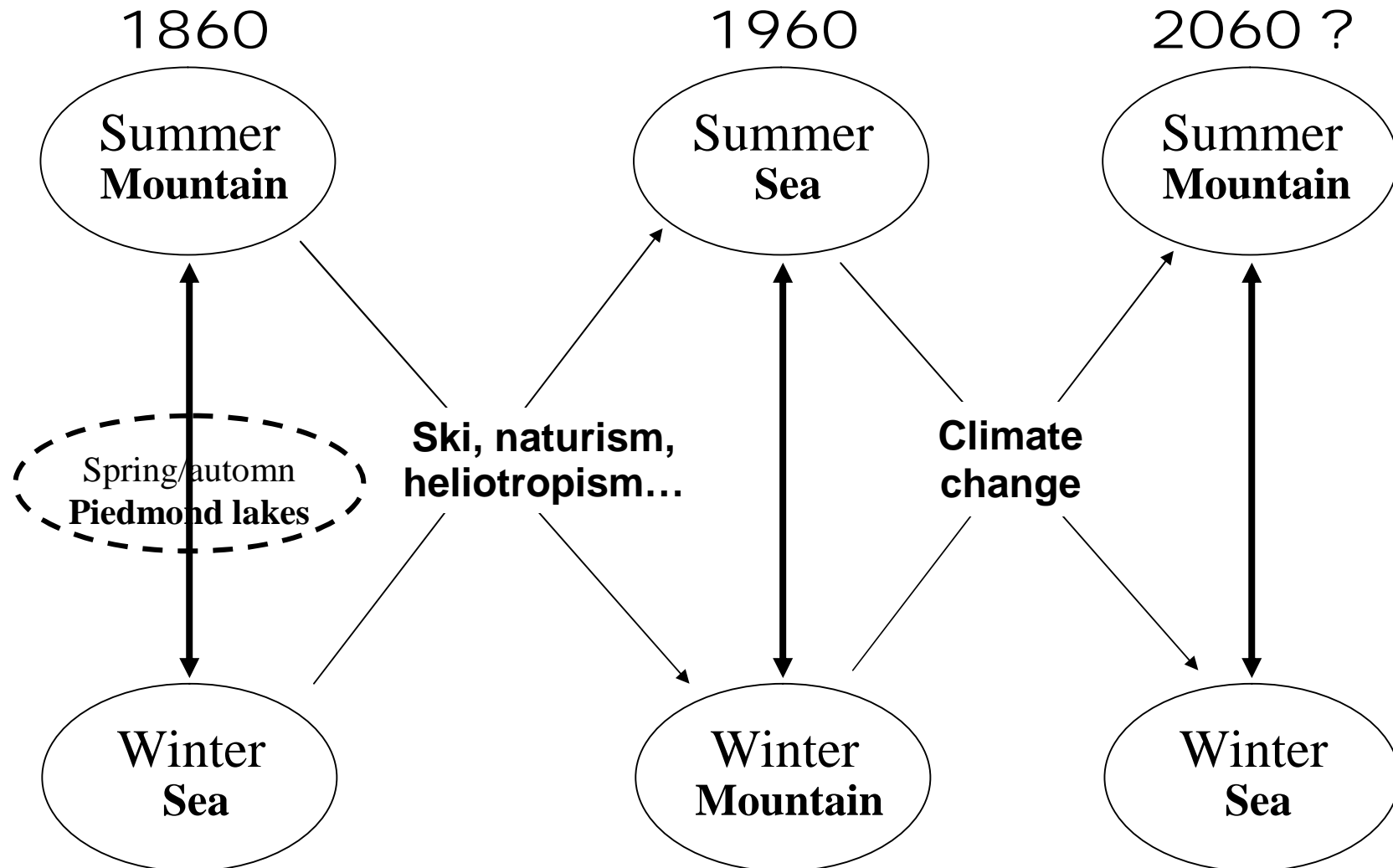
« Way out from
all-tourism »



TOURISM

POST-TOURISM

Adaptation to climate change Towards a new seasonal reversal?



Growth objection applied to Tourism:

So many (new or old) questions!

- Which relationships between Tourism as a cultural experience and as an economic phenomenon?

Culture à Economy (and not inverse!)

- How to manage transitions, links, betweenness...?

à resorts/villages, corporate/community, commercial/non-commercial...

- How to succeed re-localization of Tourism without withdrawn attitude?

à Opening of mind, liberation, discovery...

- How to connect places and visitors?

Mountain to the fourth scenario

« 4 seasons » ...

« 4 spaces » : ski resorts-villages-protected areas-cities

« 4 economies » : productive-public-résidential-social

« 4 activities » : agriculture-craftsmanship & services-
recreation-ICT

Thank you
for your attention