

## 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)

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# Urban action sports as tools for tourism policies

Session 3: Action Sports, the Urban and Littoral Perspective

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# Introduction

## Urban action sports and tourism

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Shortcoming in the scientific literature

Research in the field of outdoor sports and tourism

- Water sports
- Mountain sports
- Mega events

Singular urban sports as a field of research about urban tourism

A traceur practicing parkour



Thomas Riffaud rollerblading

# Theoretical Framework 1

## Practitioners as tourists: cross reading our works

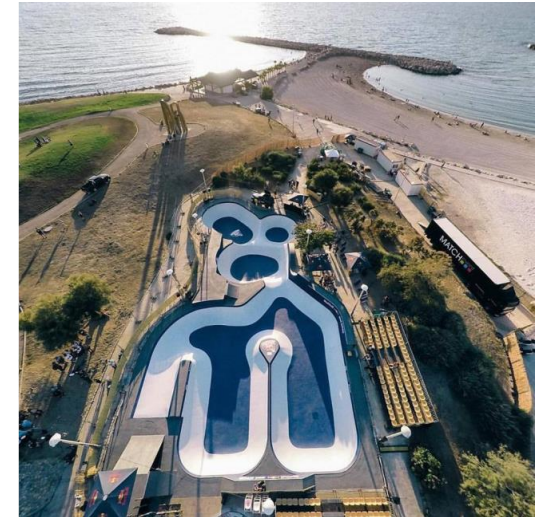
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Few works on the touristic dimension of the practices themselves (Lesné, 2019, 2021a, 2021b; Marquet, 2017; Riffaud, 2018b, 2021)

Similarities with off-the-beaten-track tourism (Gravari-Barbas and Delaplace, 2015)

Community construction of “circuits” for urban action sports practitioners

Le Prado  
Bowl,  
Marseille



Roof  
gap,  
Louvain-  
la-Neuve

# Theoretical Framework 2

## The “touristic” spaces of urban action sports

From high place (Gentelle, 1995) to totemic space (Riffaud, 2018a)

- Sacralisation (Durkheim, 1960)
- Images
- Collective memory (Halbwachs, 1950)

BigO  
skate  
park,  
Montréal



Dame  
du Lac,  
Evry

# Material and Methods

## Interviewing actors of the local institutions

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		Tourist Office	Elected officials	City officials	Local action sport association
Historical territories	Evry	1 agent		1 (attractiveness)	2 executives
	Marseille	2 managers			
Other totemic spaces	Lyon	2 managers			
	Louvain-la-Neuve		2 (culture, sport)		
Specific case	Roubaix	2 agents	2 (culture)	1 (sport)	2 executives

# Results

## Urban action sports and tourism policies

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Links between urban action sports and local institutional actors

- Knowledge
- Relations

Urban action sports in political strategies of territorial attractiveness

- Territorial marketing
- Tourism

*“In Marseille, everyone knows about the bowl, or almost everyone. On our side, we know that it is an opportunity for the metropolis. We know that people come to ride here.”*

*“And in the collections [of the tourist office], there were different things and there was a “Rencontre” collection. [...] There were a whole bunch of proposals and the proposals with the members of Parkour 59 [Roubaix parkour association] were made at that time, in that context.”*

*“Because the image is a bit like that of the city [Evry], that is to say that it is quite young [...], it is innovative and because it conveys a sporting image. Which is something that can only be positive!”*

*“The HDV square was at the centre of many discussions, but especially in relation to urban planning... to make it skatable was complex. The question of tourism was not central; it was just another argument that weighed in the discussions.”*

# Discussion

## Urban action sports as tools for tourism policies?

### Territorial marketing (Mould, 2015)

- Urban action sports as extra elements
- Urban action sports as identity markers

### Tourism

- Urban actions sports still not considered as tourism resources
- 2 logics of using urban actions sports as tools for tourism policies



Evry city's official website

### Evry parkour event inscription



# Conclusion

## In progress research

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### Summary

- Urban action sports tourism: practitioners ≠ institutional actors
- Urban action sports as territorial marketing tools
- Self-organised practices under the radar of institutions
- 2 logics of using urban actions sports as tools for tourism policies

### To be continued

- Interviews with tourism actors
- Interviews with local practices structures and their executives



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