


The example of Tomorrowland Winter in Alpe d'Huez

 Dorothee FOURNIER Assistant researcher
PhD STAPS, History and Sociology of sport
University Grenoble Alpes | UFR STAPS
Laboratoire SENS | Labex ITEM | LARHRA

- CONTEXT
- The development of **electronic music festivals** in the mountains fits within a **very recent period** marked by a diversification through **culture** and **event** management.
 - So as to **retain its international position**, the ski resort of **Alpe d'Huez** took a gamble on the Tomorrowland Winter **festival**. Is this so-called original positioning **so different** than that of **winter sports**?

- IN 2019 :
- Tomorrowland **Belgium** : **400 000** visitors, 15th Ed.
 - Tomorrowland **Winter**: **27000** visitors, 1st Ed & **36000** people on wait list.

- Alpe d'Huez
- « European Best Ski resort ».
 - Made the **Top 50** list of best **international** winter sports **resorts**.

- OBJECTIVES
- To show how this **festival** (managed by Belgian operators and which draws an international clientele) reveals the **current transformations** within **tourism** practices.
 - To highlight the **contradictory** stakes of tourism **diversification** through two different trends: on the one hand the **desire** for **recreational** practices and on the other hand the **search** for **authenticity**.

- METHOD
- **Inductive** approach.
 - Use of **different sources**: national and regional press, websites of organizers and collaborators, participant observation, interviews with stakeholders.

- DISCUSSION
- This study highlights the **inconsistencies** of an event of a **generic** nature which appears to be **environmentally friendly**.
 - It emphasizes a process of **deterritorialization** operating in **mountain tourist destinations** that makes light of **natural** versus **artificial** dialectics, all the while showing a model approach.

The Electronic Dance Music festival, a diversification strategy through culture, but for which alpine project?

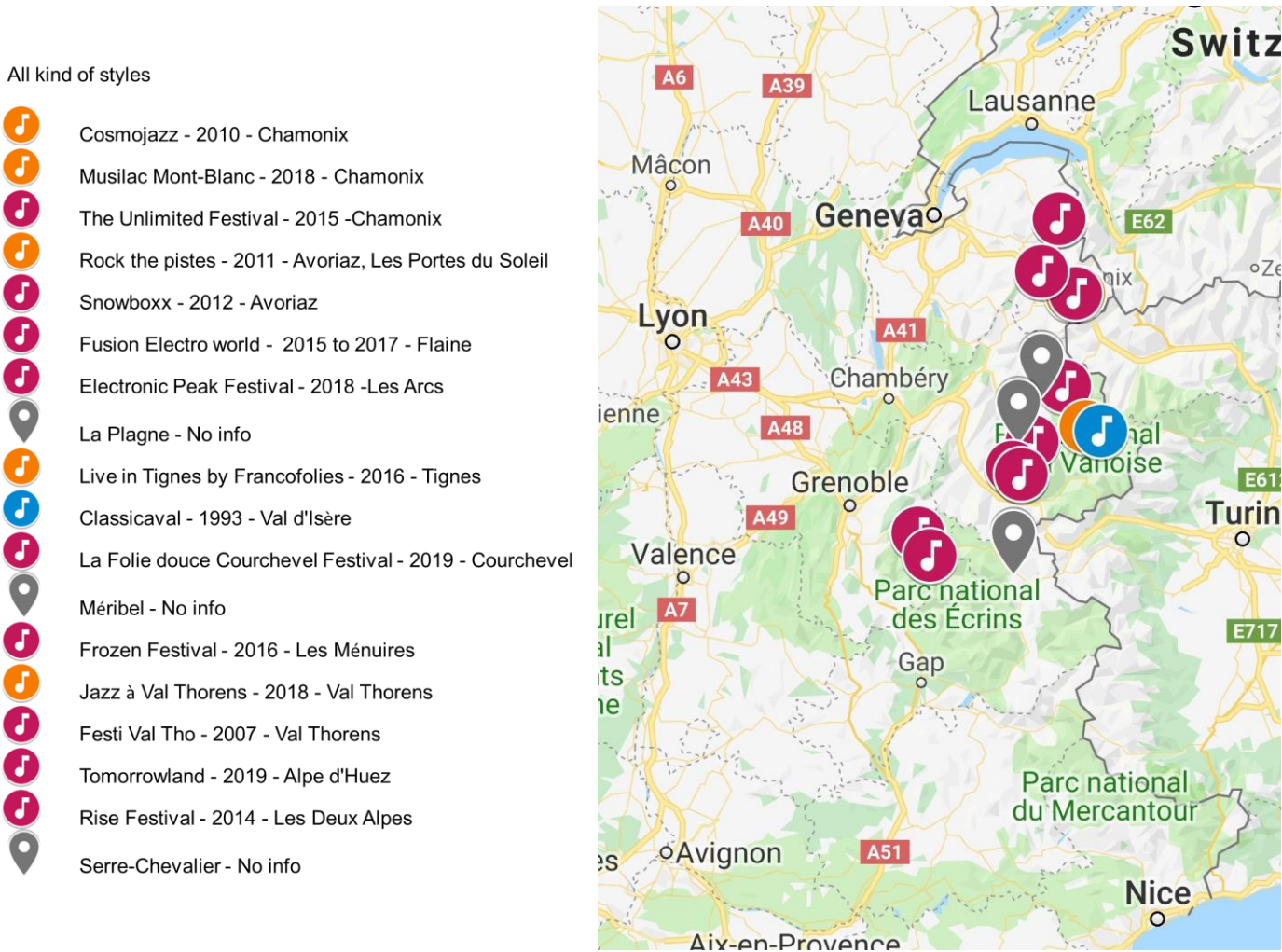


The main stage « Amicorum Spectaculum » at the Tomorrowland Winter 2019 festival.

1. Tomorrowland Winter in Alpe d'Huez, a mass event, a young and cosmopolitan clientele.



2. A niche developed by all international winter sport resorts in France.



Festivals taking place in some of the French resorts that made the Top 50 list of best international ski resorts.

3. An environmental Discourse.



The team in charge of the recycling.
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