

**\* « Mountains no longer inspire dreams »**

→ An Editorial in the French professional journal « Mountain leaders » (2007): an expression of a feeling of uncertainty



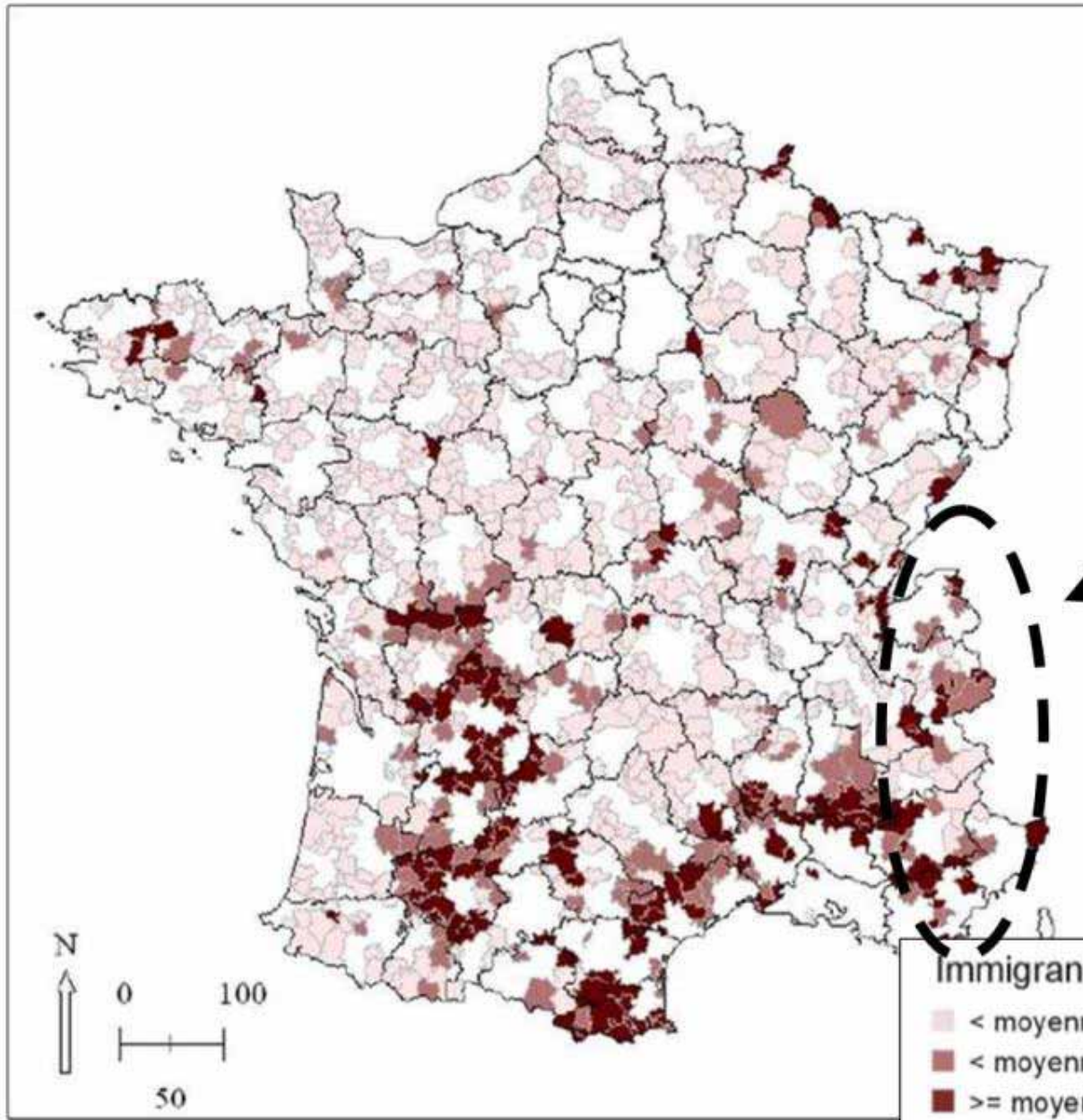
# **Amenity migrations as a restructuring force facing the alpine tourism uncertainties?**

**→ Alps as a wellness place to live for health and climate comfort (in a context of global warming)?!**

**→ Let's take into account some basic information about migration and residential phenomenon in France and French Alps**

# Foreigners migrants in France: not mainly in the Alps!

**French Alps**



Immigrants étrangers dans la population 1999

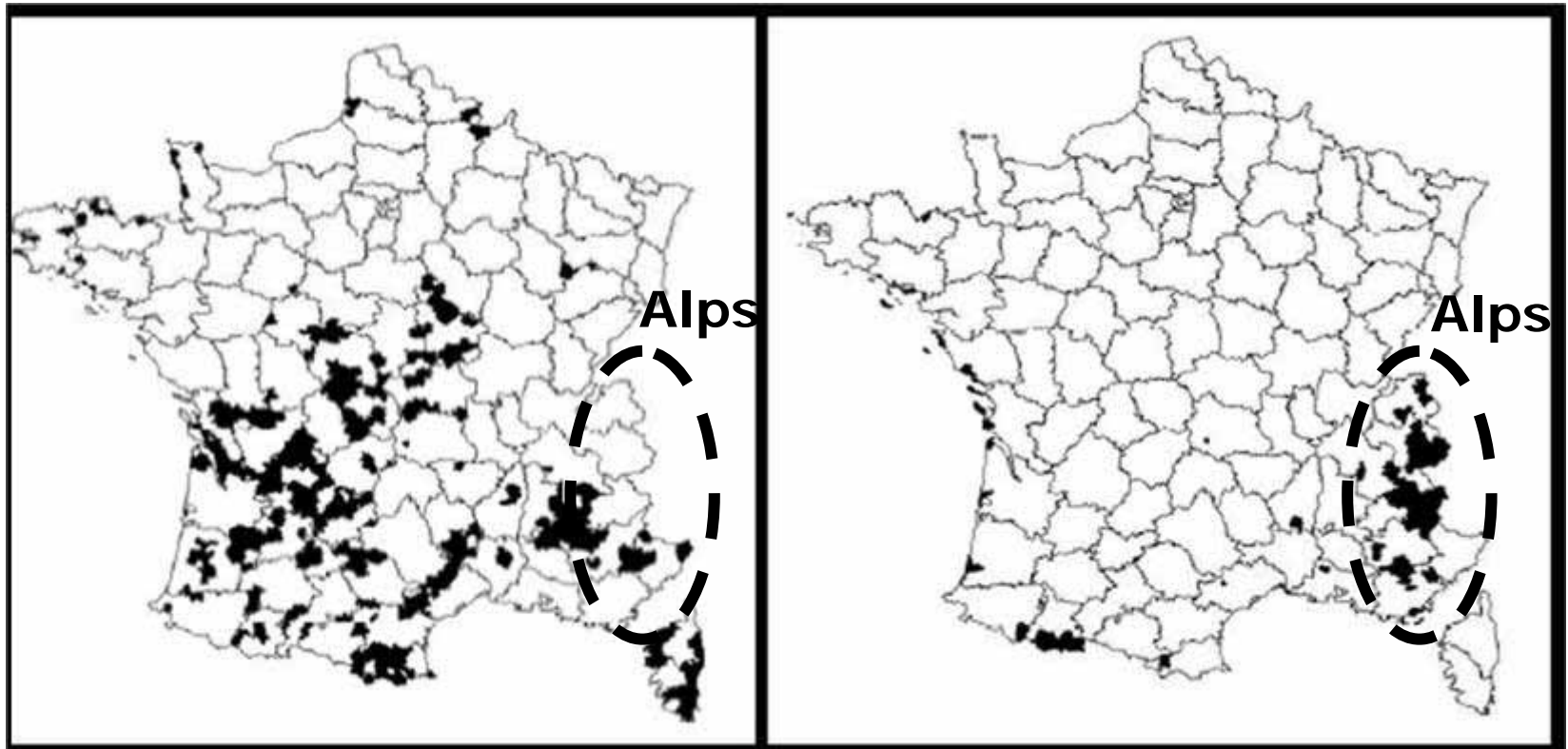
- < moyenne des bassins de vie (0,67%)
- < moyenne française (1,09%)
- >= moyenne française
- Bassins de vie dont bassins ruraux

Source: Talandier M. (2006)

# Key-factors of rural development in France: tourism remains central in Alps area

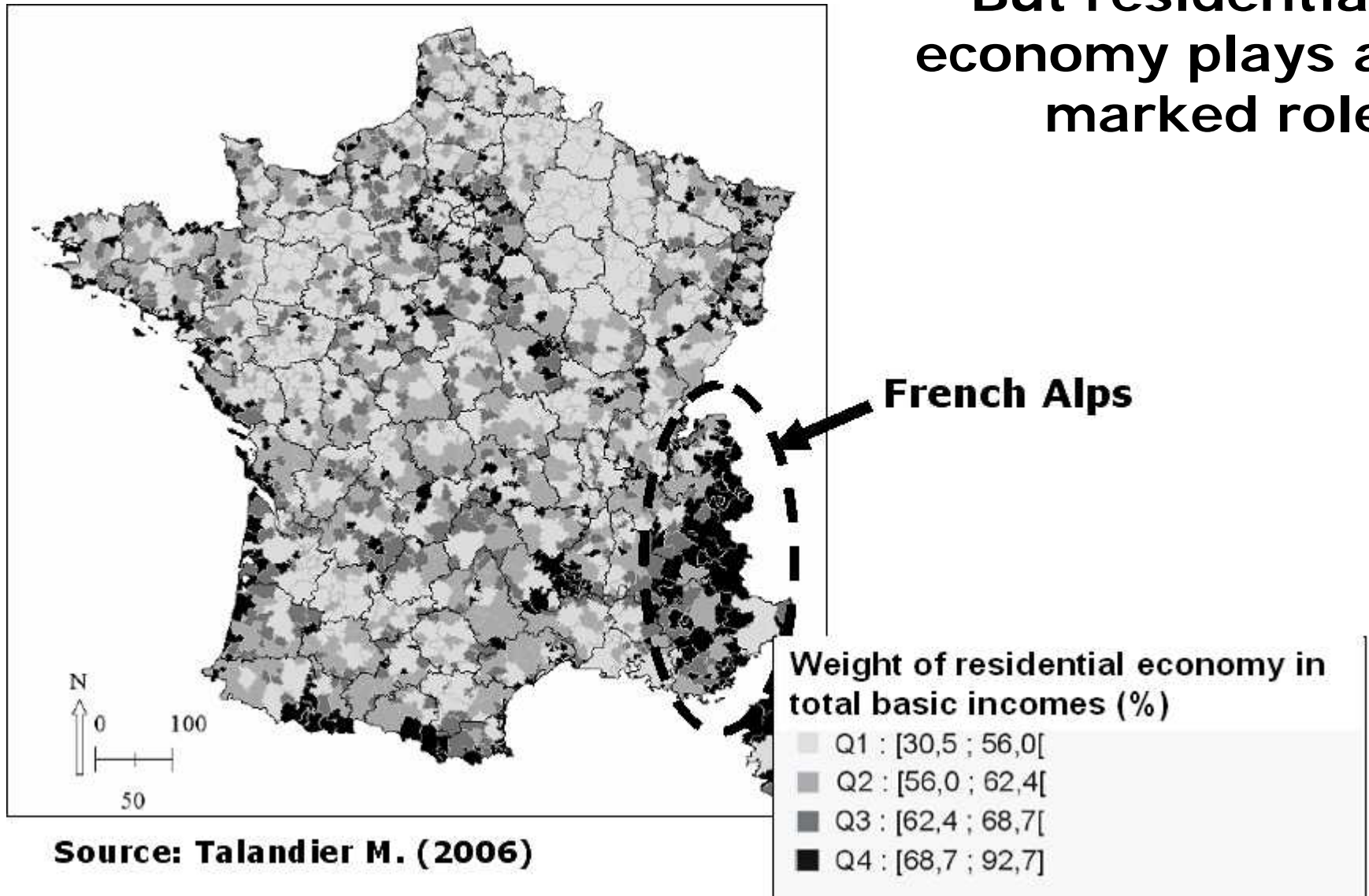
**Key-factor  
= Retirement and Tourism**

**Key-factor  
= Tourism**



Source: Talandier M. (2006)

**But residential economy plays a marked role**



# Looking for a way out of the Alpine tourism crisis, A.M. are often seen as the solution, but...

- In the Alps, Amenity migrations are closely linked with “metropolisation” and cohabit with a persisting tourism (Perlik, 2006)

→ This differs from “massive” A.M. in many French remote rural areas, which are both non metropolitan and non-tourist areas (Limousin, Auvergne...)

→ Amenity migrations benefit sometimes more to mountain county-towns than to ski resorts (Héliion, 1999)

- Statistical link between “owning a second home” and “Retirement migration” is much less important in the French Alps than in other rural areas

→ *“retired people don’t go to live over 5000 feet high (1500 meters)”* (Talandier, 2006)

→ Most observations tend to show that A.M. are more temporary in mountain areas than in seaside or rural areas: problems of accessibility and mobility, rough climate, snow cover...

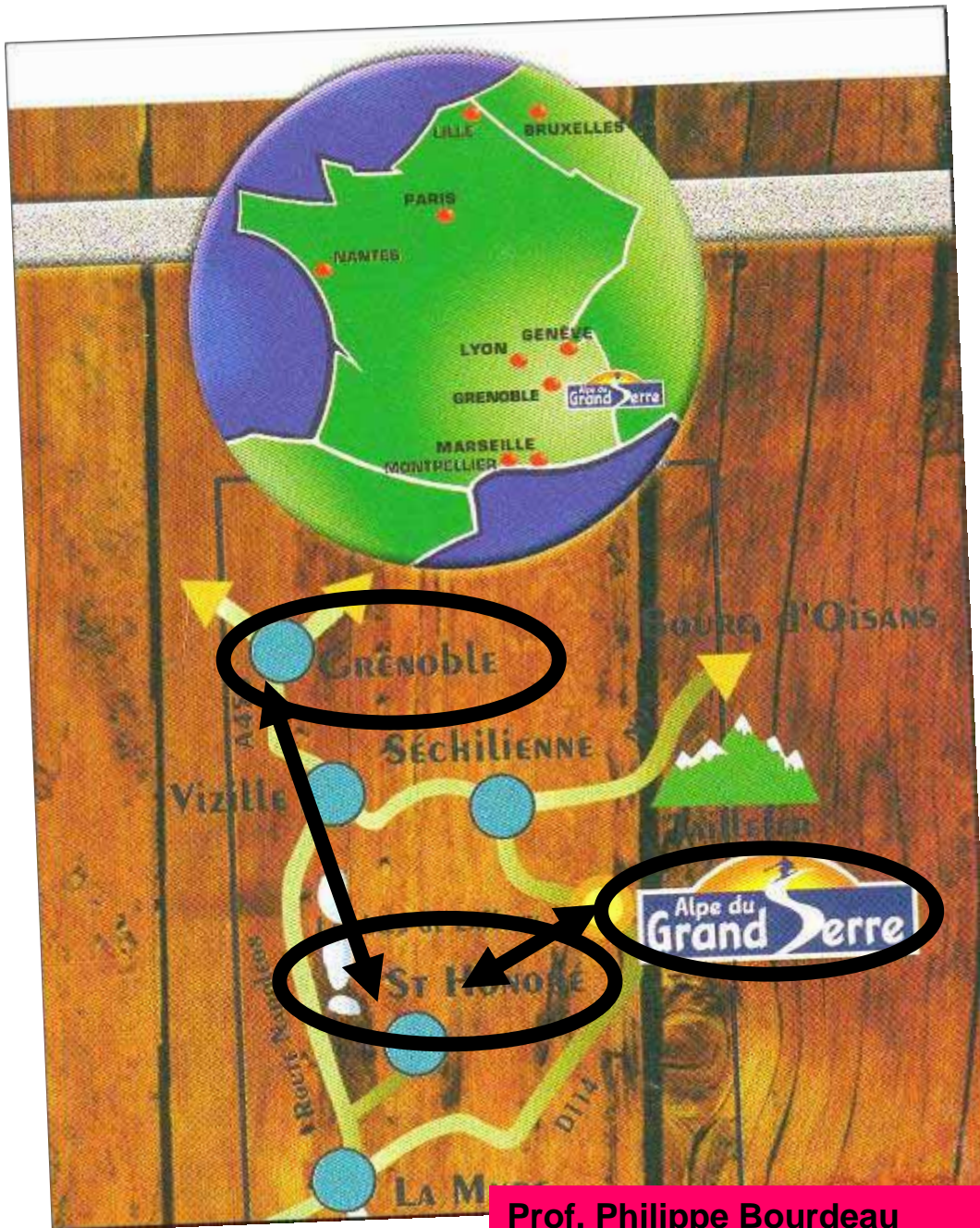
# Amenity migrations and tourism in the Alps: a persistent and strong link

- Tourism gives (both symbolic & economic) value and fame to places
  - Tourism enable amenity migrants to “test” places where they intend to live (Cériani, 2006), so migration floods tend to follow tourist floods (Viard, 2005)
  - In French alps many ski-resorts now integrate Amenity migrations in their urban and architectural policies (more spacious apartments, amenities...)
  - A.M. stimulate recreation and can even stimulate “Visiting friends and relative (VFR) tourism”
  - Tourism is still essential to mountain economy, but amenity migrations appears as a solution for diversification, helping mountain areas to find a way out of “all tourism”
- In the Alps, Post-tourism link to A.M. needs to be understood as “after all tourism” and not (yet) as “after-tourism”

**An example *a contrario* near Grenoble (France):  
Saint-Honoré**

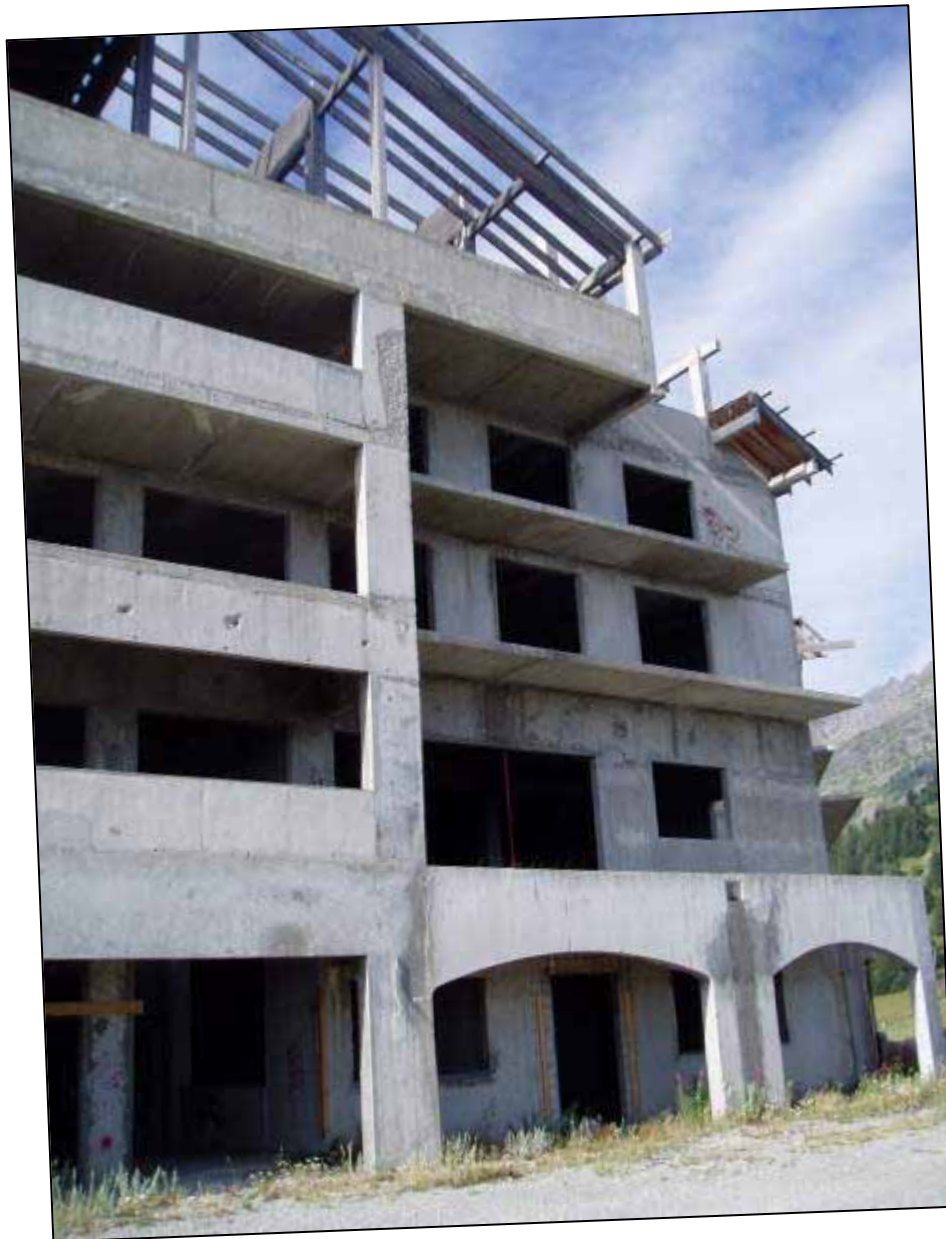
**→ From a tourist fallow land to a residential village thanks to amenity migrations in a context of metropolisation**





## Saint-Honoré:

- 23 miles (37 km) and 45 minutes from Grenoble (160 000 inhabitants, 560 000 in urban area)
- nearness with ski resort of l'Alpe du grand Serre



**1995: a tourist fallow  
land after a real  
estate bankruptcy...**

2005: a nice place to live  
in "grand air"



[www.sainthonore1500.com](http://www.sainthonore1500.com)

**Prof. Philippe Bourdeau**  
Institut de Géographie Alpine, Université Joseph Fourier, Grenoble

## **4/ Amenity migrations in mountain areas: Stakes of sustainability and management**

Real estate  
and low  
fares flights:  
two driving  
forces for  
A.M. in the  
Alps

**Fly Europe all ways from its Alpine heart**

Flights to Grenoble and Chambéry from

- LONDON
- WARSAW
- STOCKHOLM
- ROME\*
- MARRAKESH
- MONASTIR
- SOUTHAMPTON
- BIRMINGHAM

LOW FARES FLIGHTS

Chambéry Savoie aéroport Grenoble Isère aéroport

The advertisement features a yellow map of Europe with a central red dot in the Alps. Dotted lines with arrows radiate from this central point to various European cities. A stylized airplane is shown flying over the map. A circular logo with the text 'LOW FARES FLIGHTS' is positioned in the upper right corner. At the bottom, logos for 'Chambéry Savoie aéroport' and 'Grenoble Isère aéroport' are displayed.

**Get your home**  
Offrez-vous une résidence  
**in the Alpes**  
dans les Alpes

FRENCH MORTGAGE  
PRÊT IMMOBILIER

The advertisement shows a close-up of two hands, one in a red winter jacket and the other in a brown leather glove, shaking hands in a snowy mountain landscape. The background is a bright blue sky over snow-covered peaks.

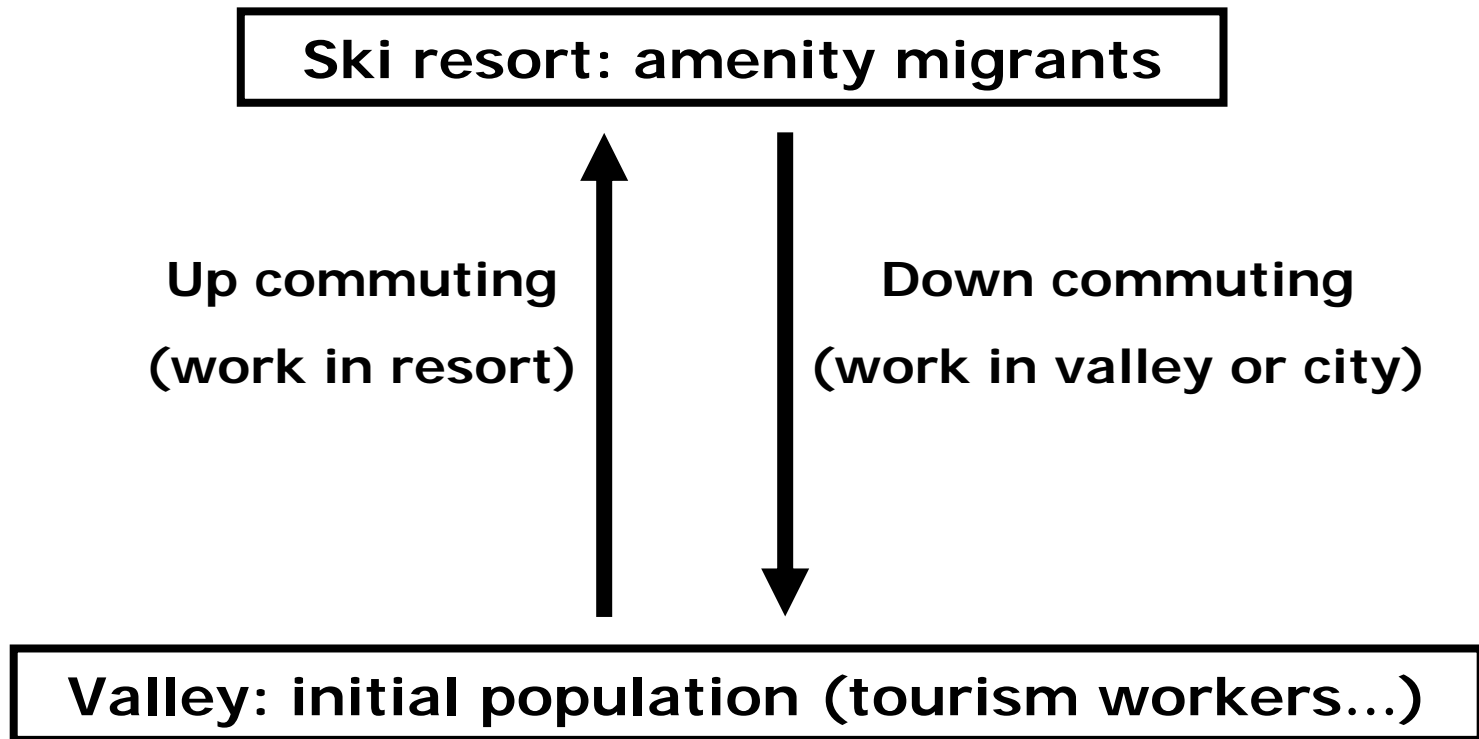
2007

But also problems of  
speculation and  
greenhouse effect...

## A.M. from benefits to risks according to different local contexts

Local context	Benefits of A.M.	Risks of A.M.	Stakes of sustainable management
« Holy places of tourism » (Chamonix...)	Economic and seasonal diversification	Real estate pressure and speculation competition between tourism and A.M.	<ul style="list-style-type: none"> <li>• “Welcome of new population” policies</li> <li>• Local agenda 21</li> <li>• Soft mobility</li> <li>• ...</li> </ul>
« Tourist and leisure suburbs » of alpine cities	Speeding up of “metropolisation” and restructuring, greenhouse effect		
« Non-tourist places »	<ul style="list-style-type: none"> <li>• Territorial development</li> <li>• End of depopulation</li> <li>• Attraction of a “creative class”</li> </ul>	Clashes between new and initial populations	

# « Amenity migrants in ski resorts, “old” inhabitants in valley »: a reverse commuting?



- a growing established fact in French alps
- a new a geographical segregation?

# 4 main conditions of sustainability in places concerned by A.M. in the Alps

1/ Preserving natural, landscape, cultural, economic, social... “alterity” (otherness) and diversity

2/Managing relationships between “old and new residents”

3/ Controlling real estate speculation

4/ Setting soft mobility and energy solutions to prevent “unsustainability in human settlements” (A. Berque) → *an example in Switzerland...*

# Swiss program "Alpine bus": towards soft mobility

Alpentäler Bus

bus alpin

Trägerschaft  
*Porteurs du projet*



Schweizer Alpen-Club SAC  
Club Alpin Suisse  
Club Alpino Svizzero  
Club Alpin Suisse



Verkehrs-Club  
der Schweiz



Finanzierung  
*Financement*



innovation  
tourism

**Pilotregionen / les régions pilotes:**

Binntal (VS)  
Gantrisch (BE)

Lugnez (GR)  
Moosalp (VS)

**In France, innovation in management  
of amenity migration comes  
from countryside areas**

**(not from mountain areas,  
still exclusively focusing on tourism)**

**→ A crossing of private and public initiatives**

→ web pages dedicated to amenity migrations

→ a national networking between 30 "welcome places" in France



The screenshot shows the homepage of the website 'Installation-Campagne.fr'. The header features the site's name and tagline 'Portail national de l'Installation en milieu rural' against a background of wheat stalks. Navigation links include 'Actualités', 'Lettre d'information', and a search bar with a 'Recherche' button. A teal box on the left contains a map of France and the text 'Ce portail est vivant ! Ici vous découvrirez régulièrement toutes les nouveautés...'. The main content area has a large heading 'Bienvenue sur le portail de l'installation à la campagne !' followed by a paragraph about the site's purpose and a small image of a rural landscape. On the right, an 'Actualités' section lists two news items: one from 30 November 2007 about 'Partir vivre à la campagne' and another about 'Kamini présente la Picardie sur Demain.TV'. A link 'Voir toutes les actus' is at the bottom of the news section.

**Installation-Campagne.fr**  
Portail national de l'Installation en milieu rural

. Actualités . Lettre d'information   . Recherche :   . [Nous contacter](#)

**Actualités**

**Ce portail est vivant !**  
Ici vous découvrirez régulièrement toutes les nouveautés...

**Bienvenue sur le portail de l'installation à la campagne !**

Que vous soyez porteur d'un projet, acteur du développement local et des politiques d'accueil, ou tout simplement intéressé par les migrations ville-campagne, vous trouverez sur ce site toutes les informations et les actualités, tous les conseils & les contacts utiles...

**Actualités**

**30 Novembre 2007 - Partir vivre à la campagne**  
Une envie, une idée d'installation à la campagne ? Le Collectif Ville Campagne vous propose conseils & contacts.

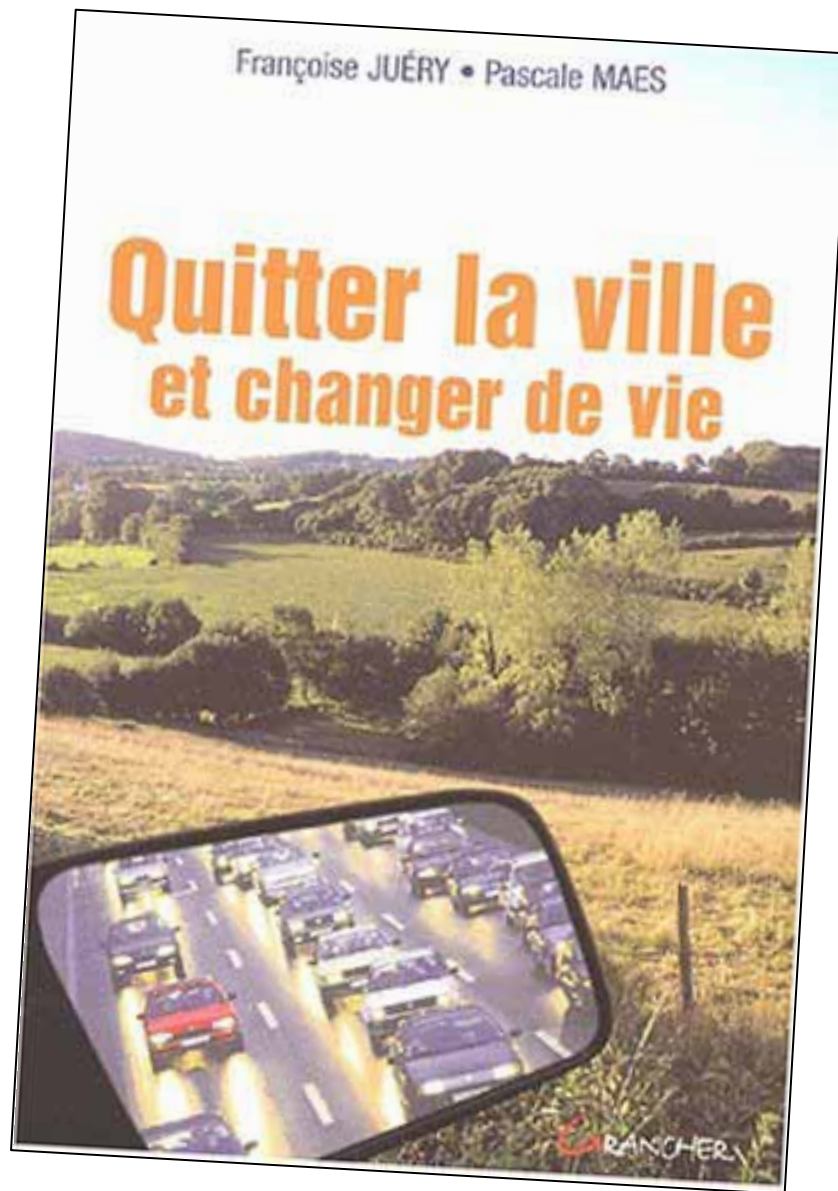
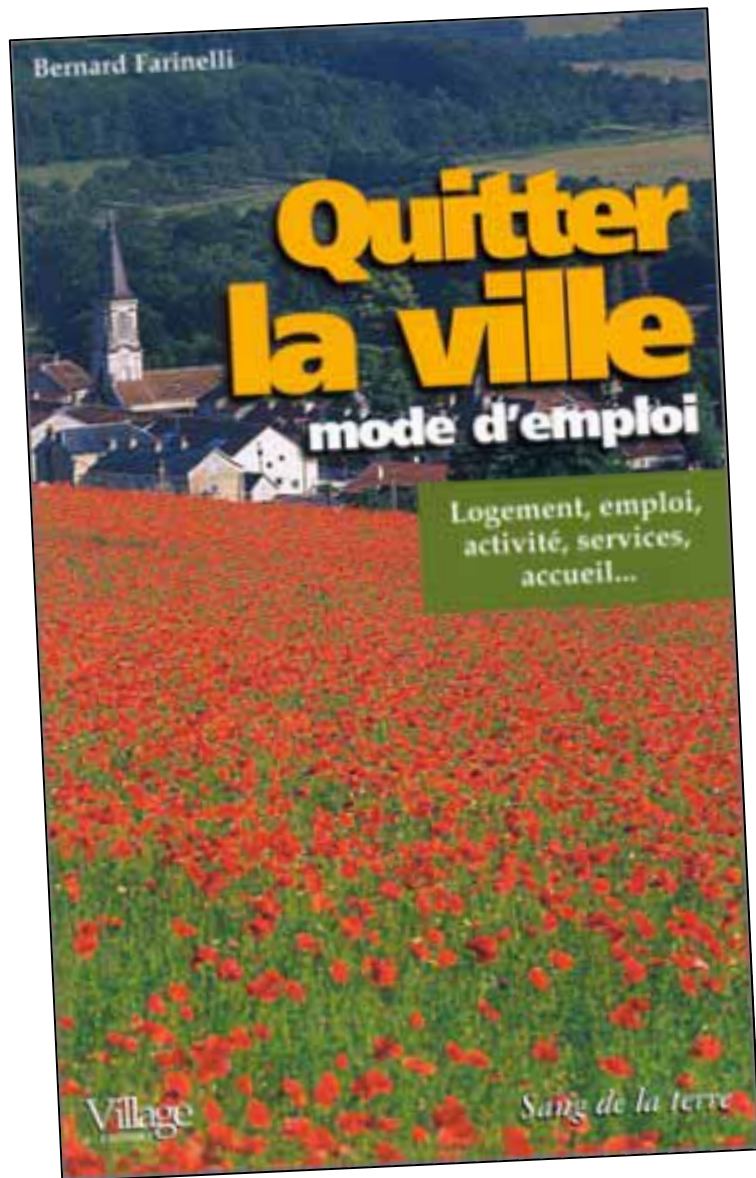
**--- - Kamini présente la Picardie sur Demain.TV**  
Kamini, le rappeur des champs, vient présenter les opportunités de formations offertes en Picardie, sa région natale.

[Voir toutes les actus](#)

[www.installation-campagne.fr](http://www.installation-campagne.fr)

- **An increasing number of book and manuals to help amenity migrants**

«Leaving town and changing of life: Instructions for use »





\* "How to milk a chicken?"

A manual to help new country(wo)men" in everyday life in rural areas

2006

- Workshops and congresses in link with European countries

CONFÉRENCES - DÉBATS - ATELIERS

**WELCOM!**  
QUELLES COMMUNICATIONS POUR QUEL ACCUEIL ?

Clermont Ferrand 18, 19 et 20 Juin 2008  
Grande Halle d'Auvergne

2<sup>ème</sup> Université Européenne de l'Accueil de nouvelles populations

**WELCOM !** \*

Quelles communications pour quel accueil ?

Grand témoin 2008 : la Suède

Conférences, débats, ateliers, rencontres,  
un rendez-vous professionnel à ne pas manquer !



- \* "Which communication to welcome?"
- \* "Invited country: Sweden"

- And even new jobs offers to organize and manage amenity migrations

**OFFRES D'EMPLOI :**

**Chargé de mission « Animation de la politique d'accueil » (H/F) - Pays du Centre Ouest Bretagne (22)**

Offre publiée le 31/01/2008

**Contexte :** Le Pays du Centre Ouest Bretagne est un territoire rural de 103 000 habitants situé au cœur du Morbihan, des Côtes d'Armor et du Finistère. Son projet de territoire vise à construire une nouvelle attractivité fondée sur deux ambitions :

- ▶ être exemplaire en matière de développement durable.
- ▶ accueillir de nouvelles populations et entreprises

**Vos missions :** Elles consisteront à l'animation de la politique d'accueil du pays pour rendre performant le dispositif d'accueil des entreprises, salariés et familles sur le territoire du Centre Ouest Bretagne. Elle se traduit par :

- ▶ L'établissement d'une stratégie de promotion endogène et exogène du territoire (présence sur des salons, organisation d'un événement sur le COB...)
- ▶ La coordination et l'animation d'une cellule d'accueil des porteurs de projets (information, premier conseil, mise en place de cessions de découverte du territoire...)
- ▶ La création d'un dispositif partagé par les partenaires pour l'accompagnement et le suivi des créateurs
- ▶ L'animation et le développement du réseau des Relais d'Info Locale (RIL) pour l'accueil des familles
- ▶ Des actions spécifiques en direction des populations non francophones Vous participerez également à l'émergence ou au développement de nouvelles filières économiques dans le domaine des éco activités.

- \* Situation vacancy for a « welcome organizer » in Brittany region

**→ Of course, these initiatives are innovative in France, but maybe not elsewhere...**

**As a conclusion: Amenity migrations as a way out to “all tourism”**

## General remarks

- There is today more and more autonomy in the choice of a place to live → towards a “society of mobile individuals” (Stock, 2005) where “to choose a place to live is to choose a way of live” (Detraz, 1989)  
  
→ Generalization of “temporary inhabitants” (Stock, 2001) or “permanent tourists” (Jaakson, 1986)  
[Always betweenness!]
- In France, Amenity migrations are less massive in the Alps than in rural areas and overall in coastal areas, where number of permanent residences has grown up of 67% in the last 20 years, and where seaside resorts become “post-tourist towns”
- Links with urban areas are too strong to enable an economic and social “autonomy” of residential places [*“invisible flows of wealth”* (Davezies, 2008)]

# **Hypothetic typology of places concerned by A.M. in rural and mountain areas in Europe**

- 1. Tourist places converted in residential places (close to urban areas: many examples near French alpine cities (Grenoble, Annecy, Annemasse ...) ; very few examples more than 1h30/2 hours far from alpine cities**
- 2. Mixed places “mainly tourist but also residential”:**  
**majority of cases whatever their location towards alpine cities**
- 3. Almost “exclusive tourist places” with very limited residential function: few examples of “ski or leisure parks”**
- 4. “Non-tourist remote rural places” becoming residential poles: many examples out of mountain areas [becoming tourist places soon or later (VFR tourism...)?]**

# Some arguments to discuss about Amenity migrations in the Alps

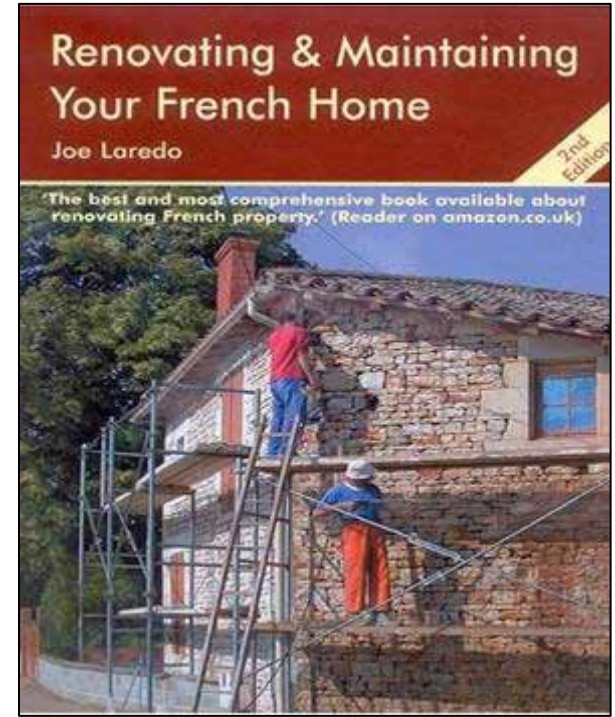
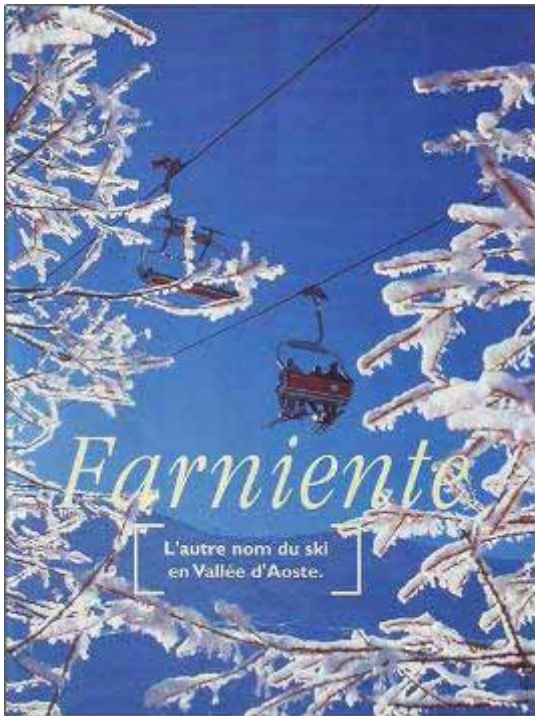
- Amenity migrations can help to “embody” ski resorts in their territory → contribution to a “territorial turn” (Pecqueur, 2006)
  - They also increase the resilience [ability to support problems] of tourist place in case of crisis
  - A.M. areas are often said to “*benefit from urban areas*”... But we can also consider that urban areas “benefit from A.M. areas” (bringing dynamism in attracting population and offering quality of life)
- A.M. may still appear as a “low intensity signal” in the Alps, but with climate change and downsizing /end of snow tourism, they will be more and more a topical question...

# Towards a post All-tourism?

« Way out of all-ski »

« Way out of all-snow »

« Way out of all-tourism »



TOURISM

POST-TOURISM

**But the cohabitation of A.M. and tourism is not always a “quiet river”: loss of tourist beds, loss of income in ski-lift industry (less skiers), “stress” in uses of time and places, ways of life...)**

**→ there are very few experiences and knowledge on how to manage it...**

# Stakes of knowledge:

- **Setting database to weigh up Amenity migrations in mountain areas (in France, more and more data on A.M. in rural areas, so methodologies becomes to be O.K.)**
- **Developing case studies to understand “tourist and residential convergence” : temporary or permanent A.M., mono or multi residential uses, cultural experience of place, identity, trajectories of tourist places...**
- **Developing macro and micro works on residential and “presential” economy: populations being present in a place at a given moment (Terrier, 2005)**
- **Developing monitoring of local and regional public and private policies or A.M. management including “good practices”**

**Thank you for your attention**

**... and many thanks to Manfred  
and Amy who made it possible!**

# Annexe 1

**1999-2004: 19.5 million of people migrated into France and 30 % have changed of region**

**2003: 223 000 second homes are owned by foreign people in France (mainly european, but 6500 by American)**

**2006: 150 000 Britannic people live in France (75 000 in 1999)**

### **In France, an inversion of migration flows from 20th to 21th centuries**

**1950-1980: migrations to industrial areas (rural and mountain depopulation)**

**1990→ migrations to less industrial and developed areas (Provence-Alpes Côte d'Azur, Limousin, Dordogne, Auvergne, Bretagne, Pays-de-Loire...)**

**Nowadays, most attractive area for migration in France is Languedoc-Roussillon, which is at the last rank for gross domestic product! (but Mediterranean seaside, heritage, vineyard...)**