

Workshop

## Tourism and sports

Crossed and (trans)national histories of two heterogeneous phenomenon  
(1850-1950)

2<sup>nd</sup> and 3<sup>rd</sup> September 2021

Lausanne University  
*Synathlon Building*

## Program



*Organized by*

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UNIL | Université de Lausanne

Institut des sciences du sport  
de l'UNIL (ISSUL)

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Centre interdisciplinaire de  
recherche sur la montagne

 Université  
Gustave Eiffel

## Thursday 2<sup>nd</sup> September 2021

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**11h15-12h00. Keynote 1. *The rise of winter tourism in the German Alps: the impact of alpine modernism on the mountain village Oberstdorf (Allgäu)***

Annette Hofmann – PH Ludwigsburg

**12h00-14h00. Mealtimes – Dorigny**

**14h00-14h45. Keynote 2. *The “Mise en tourisme” of a sport exploit. Stages of a valorization***

Pierre-Olaf Schut – Gustave Eiffel University

**14h45-16h30. Session 1. *Tourism organizations as drivers of sports development and competitions?***

- *Anti-sport in the age of tourism: Englishness and the Cyclists' Touring Club (1878-1930)*  
[online]  
Neil Carter – De Montfort University
- *Sports and Switzerland's National Tourism Organization (NTO): cultural and institutional dependences in the Interwar Period*  
Anna Amacher Hoppler – Lucerne University of Applied Sciences and Arts
- *The French State and sports tourism associations: partners in the creation of popular sports tourism for young people at the end of the Second World War*  
Marion Philippe – Gustave Eiffel University  
Chair: Nelly Valsangiacomo – University of Lausanne

**16h30-17h00. Short break**

### 17h00-17h15. Official introduction

Emmanuel Bayle	Institut des Sciences du Sport de l'Université de Lausanne (ISSUL)
Emmanuel Reynard	Centre interdisciplinaire de recherche sur la montagne, Université de Lausanne

Pierre-Olaf Schut	Université Gustave Eiffel
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**17h15-18h00. Public keynote (in French). *La complexité des relations entre tourisme et sport : le cas de la Suisse (1850-1950)***

Cédric Humair	Université de Lausanne
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**18h00-19h30. Roundtable (in French). *Comment le tourisme alpin peut-il se réinventer ?***

***Tirer les leçons du passé pour préparer l'avenir***

Sergei Aschwanden	Délégué à l'organisation “Porte des Alpes”, député au Grand Conseil du canton de Vaud
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Christophe Clivaz	Professeur à l'Université de Lausanne, Conseiller national
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Françoise Jaquet	Présidente du Club Alpin Suisse
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Andreane Jordan Meier	Cheffe de service du département de la promotion économique et de l'innovation (SPEI) du canton de Vaud
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Chair: Emmanuel Reynard	Université de Lausanne
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**From 20h00. Dinner at *Café de Grancy*, Lausanne**

## Friday 3<sup>rd</sup> September 2021

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8h30-9h00. Welcome coffee

### 9h00-10h45. Session 2. *Sports and tourism areas: from local to transnational*

- *From the sea to the mountains. Bicycle touring around 1900 in (trans)national perspective*  
Lars Amenda – University of Hamburg
- *The role of tourism in the development of winter sports (1880-1950)* [online]  
Susan Barton – De Montfort University
- *The World Alpine Ski Championships: a tool for the development of tourism in the Alps? (1930-1939)*  
Sébastien Cala – University of Lausanne  
Chair: Claude Hauser – University of Fribourg

10h45-11h00. Short break

### 11h00-11h45. Keynote 3. *Tourism and Sport in Germany: Economic, social and health aspects of sports tourism in the 20th century*

Jurgen Mittag – German Sport University, Cologne

11h45-13h45. Mealtime – Dorigny

### 13h45-15h30. Session 3. *The 'multi-position' of actors, between sport and tourism*

- *Traditionalizing cycling? Tension between the sporting and tourist sides of Swiss cycling in the light of the trajectory of the practice's first leaders (1883-1900)*  
Gil Mayencourt – University of Lausanne
- *Promoting St. Moritz between 1928 and 1948. Writing a Sociohistory of an Engadin's Leading Tourist Office*  
Grégory Quin, Philippe Vonnard – University of Lausanne
- *A saga of Alpe d'Huez? From the first ski lift (1936) to the institutionalization of the SATA (1959)*  
Dorothée Fournier – The Rhône-Alpes historical research laboratory  
Chair: Alexandre Elsig – Ecole Polytechnique fédérale de Lausanne

15h30-15h45. Short break

### 15h45-16h30. General conclusions

Laurent Tissot – University of Neuchâtel

Thomas Busset – Centre International d'Etude du Sport, Neuchâtel