

## TERRITORIAL DYNAMICS OF THE BAY OF VILLEFRANCHE-SUR-MER (FRENCH RIVIERA) : FROM COMMERCIAL AND MILITARY VOCATION TO TOURISM AND SPORTING ACTIVITIES

Christian Coglievina\*  
Bernard Massiera\*\*  
Valérie Morales\*\*\*  
Imed Ben Mahmoud\*\*\*\*

### Abstract

The study concerns the dynamics of the coastal activities of the harbor of Villefranche-sur-Mer. Borrowing the concepts of territorialities (Gunn; Var, 2002) or competitiveness of an area (Wackermann, 1989), revisited in a historical perspective and development of natural territories (Bessy 2008), it explored the problem of the littoral development in the light of its past activities. Three periods succeed each other from the international trade stop, then from the military presence to the current tourist vocation leading to its "sportivation", especially in connection with the development of a local nautical offer. The articulation of these three periods determines the multiplicity of contemporary offerings which also involves the communities in a sustainability policy (sustainability of the sporting offer and protection of the marine biotope) through partnerships both scientific, National Center of Scientific Research (C.N.R.S.), and associations like A.I.D.A. (International Association for the Development of Apnea).

**Keywords:** Coastline development. French Riviera. Tourism. Sportivation. Sustainable.

## DINÂMICA TERRITORIAL DA BAÍA DE VILLEFRANCHE-SUR-MER (RIVIERA FRANCESA): DA VOCAÇÃO COMERCIAL E MILITAR AO TURISMO E ACTIVIDADES DESPORTIVAS

### Resumo

O nosso estudo diz respeito à dinâmica das actividades costeiras do porto de Villefranche-sur-Mer. Tomando emprestados os conceitos de territorialidade (Gunn; Var, 2002) ou competitividade de uma área (Wackermann, 1989), revisitados numa perspectiva histórica e desenvolvimento de territórios naturais (Bessy 2008), exploramos o problema do desenvolvimento do litoral à luz de suas actividades passadas. Três períodos sucedem-se desde a paragem do comércio internacional, passando da presença militar para a actual vocação turística que conduz à sua "esportividade", especialmente em relação ao desenvolvimento de uma oferta náutica local. A articulação destes três períodos determina a multiplicidade de ofertas contemporâneas que também envolve as comunidades em uma política de sustentabilidade (sustentabilidade da oferta esportiva e proteção do biótopo marinho) por meio de parcerias científicas, do Centro Nacional de Pesquisas Científicas (CNRS) e associações Como AIDA (Associação Internacional para o Desenvolvimento da Apnéia).

**Palavras Chave:** Desenvolvimento do litoral. Riviera Francesa. Turismo. Esportivação. Sustentabilidade.

## DINÂMICA TERRITORIAL DE LA BAÍA DE VILLEFRANCHE-SUR-MER (RIVIERA FRANCESA): DE LA VOCACIÓN COMERCIAL Y MILITAR AL TURISMO Y A LAS ACTIVIDADES DEPORTIVAS

### Resumen

Nuestro estudio hace referencia a la dinámica de las actividades costeras del puerto de Villefranche-sur-Mer. Teniendo en cuenta los conceptos de territorialidad (Gunn; Var, 2002) y de competitividad de un área (Wackermann, 1989), utilizado a la luz de una perspectiva histórica y del desarrollo de los territorios naturales (Bessy 2008), hemos analizado el tema del desarrollo de Villefranche-sur-Mer debido a sus actividades pasadas hasta el presente. Tres períodos sucedieran se desde la instalación del comercio internacional en el área, pasando por la presencia militar hasta la actual vocación y utilización turística del espacio, que lo conduce a una utilización conectada a "deportividad", especialmente en relación al desarrollo de una oferta náutica local. La articulación de estos tres períodos ha determinado la multiplicidad de ofertas contemporáneas a la cuales también se involucra las comunidades en una política de sustentabilidad (de la oferta deportiva y de la protección del biotopo marino) por medio de colaboraciones científicas, en particular con el Centro Nacional de Investigaciones Científicas (CNRS) y con las asociaciones como el AIDA (Asociación Internacional para el Desarrollo de la Apnea).

**Palabras Clave:** Desarrollo costero. Riviera Francesa. Turismo. Deportivación. Sustentabilidad.



Licenciada por Creative Commons  
Atribuição Não Comercial / Sem  
Derivações/ 4.0 / Internacional

\*Certified professor, economy and management, Master 2 titular (1990). Associate Professor at University of Nice. Interest areas: sport tourism. [ [coglievina.christian@hotmail.fr](mailto:coglievina.christian@hotmail.fr) ]

\*\* PhD Sciences of sport, (2003). Professor of sport management and Manager for student PhD (HDR) at University of Nice. Interest areas: management of sport and sport tourism. [ [Bernard.massiera@unice.fr](mailto:Bernard.massiera@unice.fr) ]

\*\*\* PhD Sciences of sport (2013). Assistant professor, sociology of sport, at University of Côte d'Azur. Interest areas: sport policy and participative democracy. Major affiliations: AIEST, AFEST, LAMHESS. Université Côte d'Azur. Postal address: Université Côte d'Azur, Faculté des Sciences du Sport, 261 boulevard du Mercantour, BP 3259 - 06205 Nice - cedex 3 - France. [ [valerie.morales@unice.fr](mailto:valerie.morales@unice.fr) ]

\*\*\*\* PhD in Sociology (2004). Associate professor, sport management, at University of Nice. Responsible of Master diploma. Interest areas: governance and sport tourism. [ [Imed.Ben-Mahmoud@unice.fr](mailto:Imed.Ben-Mahmoud@unice.fr) ]

## 1 INTRODUCTION

The bay of Villefranche-sur-Mer is located in France, on the French Riviera, between Nice and the Principality of Monaco. The harbor is a natural bay of the Mediterranean basin. It offers a safe anchorage away from east and west winds. The city has recorded a steady demographic decline since 1990, rising from 8000 in 1990 to 5326 in 2013.

The object of study is to show how the harbor presents itself through a double identity: cultural (through tourism) and sport (in connection with nautical activities). Nevertheless, this identity results from many evolutions, which left a mark on the city. Thus, it will study the process of “*sportivation*” inserted in a complex landscape.

Picture 1: France map.



Source: Public Archive of Villefranche-sur-Mer (2016).

Picture 2: Bay of Villefranche.



Source: Public Archive of Villefranche-sur-Mer (2016).

Today, the harbor accommodates multiple activities:

- Local fishing.

- Strategic military port, numerous national navies according to the epochs.
- Port of call for cruise ships (as main activity with 219 235 passengers in Nice-Villefranche in 2015, mainly between July and September, cf. Table 1 and 2, and Diagram 1 and 2). Villefranche-sur-Mer associate to Nice' harbor represent the first cruise destination in France.
- Contemplative or sporting nautical activities (with multiple variations of leisure) (as an activity with high development potential).

Table 1: Evolution by type of passenger between 2005 and 2015 in the different port of the French Riviera.

Année	Nice-Villefranche			Villefranche		
	Tête de ligne	Transit	Total	Tête de ligne	Transit	Total
2005	45 130	319 772	364 902	2 280	266 808	269 088
2006	64 018	402 269	466 287	4 434	314 377	318 811
2007	52 064	455 283	507 347	4 222	394 830	399 052
2008	49 303	465 630	514 933	1 404	421 640	423 044
2009	35 041	420 913	455 954	955	401 013	401 968
2010	39 412	408 870	448 282	4 222	394 041	398 263
2011	43 446	403 258	446 704	10 851	391 532	402 383
2012	31 437	332 605	364 042	9 543	328 540	338 083
2013	55 627	431 813	487 440	27 803	420 572	448 375
2014	41 631	296 079	337 710	8 585	295 457	304 042
2015	28 926	190 309	219 235	1 198	176 702	177 900

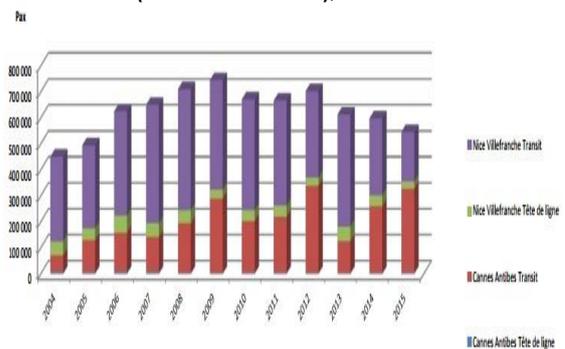
Source: Municipality of Villefranche-sur-Mer (2016).

Table 2: Monthly distribution of passengers between 2005 and 2015.

Passagers	2012	2013	2014	2015
Janv	678	-	-	381
Fev	-	4 227	-	2 462
Mars	5 241	7 978	2 036	3 327
Avril	40 551	40 452	30 970	22 812
Mai	108 241	99 146	90 887	82 927
Juin	104 305	76 716	104 063	79 041
Juil	115 687	103 261	105 292	99 241
Août	122 261	92 895	95 627	92 925
Sept	104 040	89 161	92 513	93 096
Oct	88 159	80 828	71 361	45 916
Nov	7 304	17 171	2 936	22 045
Dec	6 730	1 351	2 340	2 024
TOTAL	703 197	613 186	598 025	546 197

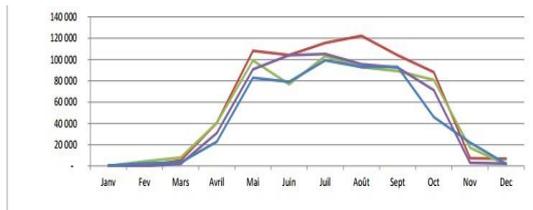
Source: Municipality of Villefranche-sur-Mer (2016).

Diagram 1: Breakdown by type of cruiser (transit and header), 2012-2015.



Source: Municipality of Villefranche-sur-Mer (2016).

**Diagram 2: Monthly cruise ship distribution (2012-2015).**



Source: Municipality of Villefranche-sur-Mer (2016).

Nevertheless, secondary activities are established in Villefranche-sur-Mer, and are partly explained by the socio-economic history of the harbor. It is thus a territory for:

- Maritime free port.
- Shipyards and nautical maintenance.
- Residential constructions.
- Water tourism.
- Organization of cultural, social and sporting events.

This classification (main and peripheral activities) allows us to observe that the bay of Villefranche, like most of similar sites in the world, are distinguished by numerous utilities that it will present from the various periods that the harbor has experienced since the "Antiquity" until the development of multiple forms of tourism (seaside, contemplative, business, cultural, etc.) and sports activities (nautical and terrestrial).

## 2 THEORETICAL FRAMEWORK ABOUT THE TERRITORIAL DEVELOPMENT OF THE LITTORAL

This investigation refers to social constructivism to investigate the strategy of development of seaside tourism in favour of territorial activities (SPECTOR; KITUSE, 1977; SHEPHERD; LUCKMAN, 1986; HACKING, 2001). The interest of this approach centred on sociology of the rationale in actions allows us to explain the basis for the choices of developments and to understand the rationalities which exist behind every facility. By identifying the construction of the modes "to think and decide" the seaside development allows the understanding of the mechanisms have been developed. The theoretical frame of the rationale of action allows a combination of decision-makers and action analysis.

### 2.1 Theoretical Framework of Territorial Development

Various approaches exist in tourist development. In a recent work on the subject, Hall (2008, p. 50) determines 5 approaches ("*boosterism*", an economic approach, a spatial approach, a community oriented approach, and a sustainable tourism approach).

Even if the two most recent visions of tourist development (community oriented and sustainable tourism approaches) develop continually, the vast majority of strategies follow the economic approach and aim essentially at increasing, or, at the very least, guaranteeing the scenic attractiveness of a place.

On the whole, the attractiveness of a territory is one of the first conditions for its economic development. On a worldwide scale, the major tourist destinations, such as the French Riviera, continue to put up stiff competition amongst the emergence of new major tourist destinations.

China, for example, could become the number one tourist destination for international tourists in 2020, dethroning France (UNWTO). The attractiveness of a destination would allow it to generate a flow of tourist clientele. As a result "*the focus for much tourism policy and planning, with very few exceptions, countries, regions and destinations are seeking to attract and retain the voluntary mobile*" (HALL, 2008, p. 8).

Besides the question of the image of a destination, the tourist attractiveness is based on what it offers (RODRIGUEZ-DIAS, ESPINO-RODRIGUEZ, 2008), thus on the development of locations, the variety, the quality and even the originality of facilities proposed to the various tourist clientele.

The local private and public stakeholders from major tourist destinations make sure that a variety and high level of services are proposed. The quality and the innovation of these services insure the competitiveness of an area (WACKERMANN, 1989).

Innovation concerns simultaneously the tourist products and the tourist facilities, given that tourist products exist which follow fashion trends. In fact, major destinations must possess fashionable tourist facilities firstly to differ themselves, and secondly to not fall behind the competition (CHRISTOFLE, 2003).

Tourist development proves an essential tool in working out strategies of land use and territorial development (GUNN; VAR, 2002). It visibly demonstrates the role-players' willingness, which is fundamental in our era of world communication. A big project, a large-scale development is therefore "a language, it is a window into a destination that shows its dynamism, source of economic, cultural and social attractiveness" (LECROART, 2007, p. 30).

The tourist destination, according to Mc Kercher (1999) and Farrel & Twining-Ward (2004), is a complex system which adapts itself to the environmental, economic, political movements [...] to assure these interactions and this constant adaptation of the system towards the outside (attractiveness - competitiveness), the role- players in the private sector (individuals, people working in the tourism industry, developers, companies) as in the public sector (the state, city

councils, and so on...) consume and produce land at the same time (HALL, 2008).

The conclusion to the transformation is the effect on attendance and on the functioning of the system: new clients, new uses of the land, new services (CLARY, 1993). It is necessary to recognize that the involvement of the role-players is not identical and that the development is essentially a public activity, even if strategic partnerships can be established with private players (LECROART, 2007; HALL, 2008).

Globally, two big types of development strategies appear: those which look at the external attractiveness of the tourist destination (outside - in approach), by far the most common, and those corresponding to the internal needs of the destination (bottom-up approach). The first case generally concerns the proven locations, competitive tourist destinations which wish to remain in a positive trajectory. The second case concerns instead territories in economic and social reconversion which rely on the tourist development to take them out of a difficult situation.

Whatever the chosen initiative, the development of tourism is globally perceived by the decision-makers as a means to promote growth in an essentially economic approach. To keep or even to increase the attractiveness of a destination is thus the *leitmotiv* of the public strategies concerning tourist development.

Thanks to the increase and the solvency of people who are eager to consume coastal tourist products, the development of amenities adapted to this clientele would be an opportunity to expand the charm of the destination. Possessing these specialised equipment could then prove to be in itself a competitive advantage, a key for success, which would allow the tourist destination to surpass the competition of the other tourist destinations.

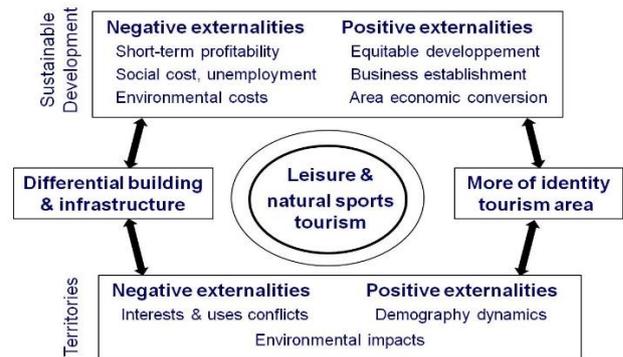
## 2.2 The Problem of the Littoral's Development Processes

The inquiry concerns the processes that led to an evolution of the tourist attractiveness of the harbor, from antiquity to the present day, through the various developments that have succeeded each other. The evolution of the attractiveness of the roadstead, from antiquity to the present day, has gone through different stages, ultimately leading to "sportivisation" of activities. Chronologically the following activities appeared in the harbor: anchoring, trade route, commercial activities, military activities, scientific exploration, cruise stops, cultural, sports and recreational events).

This demonstration is based on the model of analysis of the development of natural territories (BESSY, 2008). This model highlights how different territories adapt to environmental, economic and

political movements and how they are structured and promoted from a perspective of sustainable development through adjustments, practices and events. Indeed, the development of seaside tourism on the Côte d'Azur has led to a multitude of economic practices that today structure the territories using the most diverse and inaccessible natural environments as its coastline and its bays as it is show in this study from antiquity to the present.

**Diagram 3: Analysis model of the development of natural territories.**



Source: Bessy (2008).

## 3 METHODOLOGY

In view of this object, it used methodological tools for capturing the subjective aspects of the observed social scene. This study used a qualitative approach to collect the data. To facilitate the value neutrality (WEBER, 1965), it made a remotely engagement (ELIAS, 1993). The proximity promoted the internalization of social relationships (PAUGAM, 2008). Detachment is a condition that allows for an epistemological separation (BACHELARD, 1938), a detachment from cognitive and emotional links as well as praxis, promoting the process of theorising.

Concerning data collection, it worked on individual interviews with local stakeholder and restorers and hotels representatives. These interviews are objectified through a triangulation of researchers crossing a double views: two researchers made the interviews together with the sample. It also used a documentary watch based on daily newspapers, both current and older, in the archives of the city. In fact, this qualitative approach is based on participatory observation (GOLD, 1958).

## 4 RESULTS AND DISCUSSION

### 4.1 The Uses of the Roadstead from Antiquity to the Present Day

Since antiquity, the harbor of Villefranche-sur-mer has sheltered human activities for economic and strategic reasons.

#### 4.1.1 The period of Antiquity to the Eighteenth Century: a harbor economy

##### 4.1.1 A business activity

From the antiquity the harbor of Villefranche-sur-mer is frequented by the Greek and Roman sailors who appreciate this site of anchorage. In the 13th century the Count of Provence, Charles d'Anjou, noted the strategic importance of the harbor and the village is christened Villa Franca with a franchise of free port. On 15 October 1482 the fleet of knights of Malta with the support of the Turkish sultan Giaume and some of the Grand Master of the Order who had just acquired the right to anchor in all the ports of Turkey, settled at Villefranche-sur-Mer.

The fleet of the Order of Malta renewed this anchorage until 1530. It was at this period that it allowed the population of Villefranche to face the scarcity of the time thanks to regular supplies from the Sicily organized by the Order of Malta. In the Middle Ages, in 1543, the harbor was occupied by the Franco-Turkish fleet and the Duke of Savoy Emmanuel Philibert fortified the site by the construction of the citadel Saint Elme. This citadel has been restored and can be visited today. The port of Darse is set up for military naval construction and fishing boats. During this period the fishing activity continued. During the XVII<sup>th</sup> and XVIII<sup>th</sup> century Villefranche is successively occupied by the Turks, the French and Savoisiens of Charles Emmanuel III.

Picture 3: Trade activities in Villefranche's bay.



Source: Public Archive of Villefranche-sur-Mer (2016).

#### 4.1.2 Period of the XIXth Century to the Sixties: the strategic interest

##### i. The Imperial Russian Navy

In 1856 the Duke of Savoy gave the Russian Imperial Navy the lease of Villefranche. This lease involved the construction of communication infrastructure such as the road from Nice road to Villefranche.

From 1856 to 1930 the imperial Russian navy occupied the harbor as both a port of attachment for military purposes and for the imperial nobility in resort on the French Riviera.

During this period of the scientific teams of Kiev University begin the first oceanographic research inside the harbor. This research continued until 1930, despite the political uncertainties between France and the U.S.S.R., a new geopolitical entity resulting from the Bolshevik revolution.

##### ii. The French Navy

From 1860 following the linking of Nice to France, Villefranche became French, which enabled France to become a major user of the harbor for its military fleet, which could control, with the military port of Toulon, the maritime movements of the Mediterranean basin.

##### iii. The U.S. Navy

First, at the end of the Second World War, under the North Atlantic Treaty (NATO), the harbor welcomed the 6th American fleet ("US fleet") until the France which in 1966 renounced the military N.A.T.O. partnership with the United States.

This decision obliged Villefranche and France to turn away from the choice of a military development towards that of the activity of reception of cruise ships. This choice enabled Villefranche to be in association with the port of Nice, the first French cruise port from 1970 to 2007.

The year 1966 was the pivotal date of the socio-economic activity of the harbor: from a military strategy to a tourist strategy. This development is of major importance in order to understand the development of cultural and sports activities following this period. This first step will have required some twenty years before it recorded a real return on investments which permit to maintain the competitiveness of the place (WACKERMANN, 1989).

Picture 4: Military activities in Villefranche's bay.



Source: Public Archive of Villefranche-sur-Mer (2016).

### 4.1.3 Period of the 20th century, tourism conditioning the development of sports leisure

#### *i. The fundamentals of maritime tourism*

This tourism and leisure period (especially sports) in Villefranche has benefited from the steady growth of cruise tourism from the 1970's until today. This economic activity in the Mediterranean basin has resumed the criteria of success of cruises in the Caribbean. These criteria are the quality of hospitality, catering, accommodation, security in the broadest sense of the term, and the quality of animation and the provision of leisure and sporting events. Tourists now find all these criteria at their stopovers in Villefranche (survey Master G.A.T.H. 2002). In addition, frequentation of the harbor increased steadily from 3% to 6% between 1970 and 2012 (C.C.I. Nice, 2013).

Picture 5: Maritime economic activities.



Source: Meretmarine.com (2016).

#### *ii. The first facilities for the cruise*

In 1932 the first determining factors of maritime tourism, through adapted infrastructures, settled in the environment of the harbor. Thus, two large anchorage were positioned in the middle of the bay to accommodate the large cruise units in the Mediterranean.

The construction of a real ferry terminal was introduced in order to receive tourists cruise through a shuttle service. These initial conditions for tourism were first used by the sailors of the national fleets who were anchoring in the harbor before being dedicated to commercial tourism.

#### *iii. Professional tourism real estate*

Progressively, with the development of the bay, the city is economically more welcoming with the opening of hotels, restaurants, drinking places, outdoor cinema, museums, the theater and congress hall,

beach diving centers, boat rental and all other marine equipment (rowing, windsurfing, paddle, ...), as well as real estate rentals. These establishments participate in the animation and dynamism of the city throughout the year.

#### *iv. Scientific exploration*

The oceanographic research site continues its development until the end of the XIXth century by the scientists of Kiev. This development of a conduit to be integrated with the University Pierre Marie Curie of Paris and the National Center of Scientific Research (C.N.R.S.). This recognition contributes to the development of the notoriety of Villefranche in the fields of maritime ecology, marine biodiversity, respect for fauna and marine flora.

## 4.2 Actualities and Prospects

This historical richness permit to observe the multiplicity of current uses and to imagine what development could be envisaged with a valorization of local specificities additional to different functional uses. This objective is realized through the use of "trend" products and equipment to control the evolution of competitive aeras (CHRISTOFLE, 2003).

### 4.2.1 The roadstead as a support site

The roadstead is a site support composed of different assets that allow it to distinguish in relation to all the roadsteads that can be found around the planet.

#### *i. Scientific site*

This site which was hatched at the end of the nineteenth century under the Kiev scientist leadership is nowadays recognized as one of the major centers of an environmental study on marine ecology. Throughout the years, studies and researches are undertaken to improve environmental approaches to the marine ecology (Bessy, 2008). It confirms the internationally image that respects the H.Q.E. (High Environmental Quality) criteria.

#### *ii. Business events*

The harbor and the city of Villefranche, offers diversified shops for the local population and tourists can find all kinds of desires like shopping. Local shopping offers a wide selection of fashion items and regional crafts. In this negotiation activity, it should be noted that throughout the year, the municipality receives congresses, exhibitions and exhibitions in the old castle

of Saint Elmo and in the communal gardens. The municipality organizes every Sunday a flea market and punctually throughout the year some intellectual and commercial manifestations.

### *iii. Marine physical activities*

Since 2000s, it has found that the uses of tourists have evolved. They are no longer satisfied with a traditional seaside tourism. They aspire to more active practices like culturally and / or sportive activities. These practices are more or less gentle, accessible to the highest number and however their age and their physical characteristics.

This trend is found both for all types of tourists and for all local and environmental populations. It has allowed the development of new activities like: aqua gym, nautical trails, all derivatives of windsurfing, paddle, sea triathlon, sport swimming on the high seas,... Not forgetting pedal boats, scuba and underwater diving, water skiing, water polo, ... Knowing that these "ludosports" activities are present throughout the year in the bay of Villefranche. Moreover, the elements respond perfectly to the emergence of environmental requirements of local activities (SPECTOR; KITUSE 1977; BERGER; LUCKMAN 1986; HACKING 2001), as illustrated by the ban on water skiing since the 1980s in Villefranche' bay. This allows for a good classification for environmental standards. It is focused on a most relevant follow-up of the part of the town hall and the "Observatoire Océanologique" recognized by the Pierre and Marie Curie University (Paris) and the National Center of Scientific Research (C.N.R.S.).

## **4.3 The Harbor as a Place of "Practices"**

### **4.3.1 Touristic activities**

Touristic activities can be cultural by visiting a cultural heritage and museums (Volpi museum, Cocteau chapel, medieval town, Saint Elmo castle). The touristic activities can also be gourmet through the discovery of local specialties proposed in many typical and traditional restaurants.

Shopping is, as it has previously presented, well represented in the town. To these traditional touristic activities, it is important to present a great local cultural event like the nautical carnival. It takes place every year in March and attracts the public in resort on the French Riviera coming simultaneously for the carnivals of Nice, Menton and Villefranche.

Moreover, during the summer season, a naval battle is organized every year during the month of August in the harbor. These two nautical manifestations are made on small fishing boats called "pointu" (local fishing

boat). These folk events bring tourists as well as the local population.

### **4.3.2 Sports practices**

Since the beginning of the 21st century the sports practices more and more present in and around the harbor complete the local tourist offer. They can be classical activities such as the Pasqui Trophy Regattas or as the pedestrian rounds which are very popular with the local population as well as tourists or visitors.

However, since 2 years the town of Villefranche has imagined and created the Triathlon of the seas (combining three practices: swimming, paddle and rowing) whose first edition met a great success. This event takes place in September and extends the summer season.

**Picture 6: Nautic sport activities in Villefranche's bay.**



**Source:** Public Archive of Villefranche-sur-Mer (2016).

In addition to these traditional or innovative sports practices, the town of Villefranche-sur-mer hosts the International Center for Snorkeling, which since 1989 is one of the most remarkable "spots" of apnea on the planet. This site brings more and more practitioners around the world. It should be recalled that many world records of snorkeling were beaten in the harbor by Loic Leforme (1999, 2000, 20001, 2002 and 2004) who left his life in 2007 and Guillaume Néry who succeeded him by becoming World champion (2008) and record holder of the dive world in constant weight (September 10, 2015). The harbor, is one of the world championship and record sites, which attracts enthusiasts and media of extreme sports.

## 5 CONCLUSION: THE COMPLEXITY OF HARBOR ATTRACTIVENESS, A SPORT OPPORTUNITY

This study identifies the historical evolution of the tourist attractiveness offer of the Villefranche bay during the twenty centuries (CHRISTOFLE, 2003). From this approach it can note the pragmatic use of the harbor which has become highly diversified and complex over time. From an exclusively functional use of the harbor until the 15th century, it is nowadays occupied, by cultural and social uses like tourism and sport leisure. Between these two different vocations, the harbor has had military and scientific uses.

Finally this site and its population have been able to adapt to the various geo-political, socio-economic and environmental developments over the last century (BESSY, 2008). Of course these developments are not over. Public actors such as municipalities and the department (in partnership with Pierre and Marie Curie University and C.N.R.S.) and private companies (various entrepreneurs and sports clubs) are part of current policies: sustainable development, preservation of biodiversity and the ecological environment of the bay. This ecological approach aims to preserve and develop the quality and safety of the site for all its users (humans, fauna and flora).

To illustrate this permanent evolution of the attractiveness of the harbor it can remind the implementation of a new moorings regulation. The opening for summer 2016 of a new beach granted to "Marinières" and finally the project of thalassotherapy and well-being center for 2018/2019 on the flanks of the harbor above the fort Saint Elme.

These two tourist' tools will make it possible to valorise spaces that did not present any positive externality for the business of the harbor namely tourism attractiveness, based especially on sports activities, leisure and well-being.

It distinguish here sports activities as related to analogue culture and purely sports activities (measured, performing and competitive) such as those related to digital culture (LORET, 1995). Moreover, these innovations bring structuring effects to the tourist offer with an adapted architecture, H.Q.E. (High Environmental Qualities), and the use of natural materials.

These characteristics are central in a participatory policy sensitive to the reasoned development of the environment. Within the framework of sports tourism activities, a sustainable development objective contributes to reducing the destructive effects of the territory. These relate to the overall increase in pollution, wild moorings, erosion, faulty markings, and tourist over-frequency according to seasonality. It is in

this perspective that local elected representatives are looking for a model to protect the site and the socioeconomic development of the site.

Finally this contribution questions the strategies of reconversion of the various profitable activities in the seaside towns, especially around the Mediterranean coast. This work highlights a successful example of reconversion. This is for the future the double dilemma that public and private decision-makers will have to solve in the coming decade.

## BIBLIOGRAPHY

- AVE M., *Les templiers*. Ed. M.S.M. 2000.
- BACHELARD G. *La formation de l'esprit scientifique*. Paris: Vrin, 1938.
- BEN MAHMOUD I., MASSIERA B., IONESCU S., CIUBOTARIE R. Le marathon de Timișoara: de la compétition sportive à l'enjeu touristique, *Revue Discobolul*, n° 20, Bucarest: UNEFS, 2010 bis.
- BEN MAHMOUD I., MASSIERA B. L'attractivité d'un événement sportif entre accomplissement personnel et enchantement touristique: le cas du marathon Nice Cannes, *Revue Téoros*, volume 31, N°2, 2012.
- BEN MAHMOUD I., MASSIERA B. Jeux d'influences et de dépendances dans la gouvernance d'un événement sportif entre promotion du sport, enjeux économiques et intérêts politiques, *Revue Européenne de Management du Sport* N° 41, 2014.
- BEN MAHMOUD I., MASSIERA B., COGLIEVINA C. *L'événementiel sportif, vecteur d'attractivité territoriale d'une destination orientée vers le tourisme de luxe*. Ed. Mondes du Tourisme, 2014bis.
- BESSY O. *Sport, loisir, tourisme*. Ed. Presses Universitaires du Sport, 2008.
- BOOTH D., Modern sport: Emergence and Experiences. In: COLLINS, C. (ed.) *Sport in New Zeland Society*. Cengage Learning Australia, 2000.
- BOSSEVAIN J. *Ritual, Tourism and Cultural commoditization in Malta: Culture by the pound?* Ed. T. Selwyn:1996.
- BUFFON E. *Du rôle de Villefranche dans l'histoire*, 13ème année N°8 Academia Nissarda, avril 1910.
- BUTLER R.W. *The influence of Sport on Destination Development: the case of golf at St. Andrews, Scotland*. Sport Tourism Destination. Ed. J.E.S. Higham, 2005.
- CHAMBRE DE COMMERCE ET D'INDUSTRIE, *Statistiques fréquentation port Villefranche sur mer*, 2013.
- CHRISTOFLE S. *Côte d'Azur et "événementiel congrès": leadership territorial et renouvellement de destinations?* Ed. Mondes du tourisme H.S. DECEMBRE, 2014.
- CHRISTOFLE S. Dynamiques, réseaux urbains et mondialisation dans le système des réunions et des congrès internationaux, *Netcom*, vol. 17, n°1-2, 2003.
- CLARY D., *Le tourisme dans l'espace français*. Editions Masson, Paris, 1993.

- COGLIEVINA C., MASSIERA B., BEN MAHMOUD I. L'enjeu pour la Côte d'Azur du tourisme sportif: Impact socio-économique du marathon Nice Cannes, *Revue Espaces Tourisme & Loisirs*, N° 287 (2), 2010.
- CORNELOUP J. *Sciences sociales et loisirs sportifs de nature*. Ed. Du Fournel, 2007.
- ELIAS, N. Engagement et distanciation: contributions à la sociologie de la connaissance. [Translation from German by Michèle Hulin of Engagement und Distanzierung. Arbeiten zur Wissenssoziologie I and with a foreword by Roger Chartier.] Paris: Arthème Fayard, 1993.
- ESPINO-RODRIGUEZ T.; MANUEL RODRIGUEZ-DIAZ M. Effects of internal and relational capabilities on outsourcing: an integrated model, *Industrial Management & Data Systems*, Vol. 108 Iss: 3, pp.328 – 345, 2008.
- FARREL B.H.; TWINING-WARD L. Reconceptualizing Tourism. *Annals of Tourism Research*, 31 (2): 274-95, 2004.
- FARRELL B.H.; TWINING-WARD L. Seven steps towards sustainability: tourism in the context of new knowledge. *Journal of Sustainable Tourism*, 13 (2), 109–122, 2005.
- FORMICA S.; KOTHARI T.H. Strategic Destination Planning: Analyzing the Future of Tourism, *Journal of Travel Research*; 46; 355-367, 2008.
- GOLD, R. L. Roles in sociological field observations. *Social Forces*, 36, 217-223, 1958.
- GUNN C. A.; VAR T., *Tourism Plannings Basics, Concepts, Cases*, 4th ed., Routledge, New York, 2002.
- HALL C.M. *Tourism planning, policies, processes and relationships*. Pearson Education, 2<sup>nd</sup> Ed. 2008. 302p.
- HIGHAM J.; HINCH T. *Sport and Tourism Globalization, Mobility and Identity*. Ed. Butterworth-Heinemann, 2009.
- LANE H. *Quand l'esprit entend. Histoire des sourds et muets*. Ed. Odile Jacob, Paris, 1991.
- LATOUCHE, R. *Histoire de Nice t. 2. De 1860 à 1914*. Ed. La ville de Nice, 1954.
- LECROART, P. Stratégies, acteurs et grands projets: quelques points de repère, *Cahiers de l'laurif*, n°146, 212 p, 2007.
- LEQUIN, M. *Ecotourisme et gouvernance participative*. Ed. Presses de l'Université du Québec, 2014.
- LIEGEARD, S. *La Côte d'Azur*. Ed. Maison Quantin, 1988.
- LORET, A. *Génération glisse: dans l'eau, l'air, la neige...la révolution du sport des "années fun"*. Ed. Autrement, coll. Mutation, 1995.
- MC KERCHER, B. A Chaos approach to Tourism, *Tourism management*, 20 (4), 425-34, 1999.
- ORIGET DU CLUZEAU, C.; VICERIAT, P. Le tourisme des années 2020. Ed. La documentation Française, 2009.
- PAUGAM, S. *La pratique de la sociologie*. Paris: Presses universitaires de France, 2008.
- SOBRY, C. *Le tourisme sportif*. Ed. Presses universitaires du Septentrion, 2004.
- UNIVERSITE NICE SOPHIA ANTIPOLIS *Master G.A.T.H., Enquête de satisfaction ports de Villefranche et Nice*, Ed. Master G.A.T.H., 2002.
- WACKERMANN, G. Equipements techniques, services et attraction touristique internationale, *Annales de Géographie*, Vol. 98, n°545, pp. 51-70, 1989.
- WEBER, M. Essai sur le sens de la "neutralité axiologique" dans les sciences sociologiques et économiques. pp. 399-477. In: WEBER, M. *Essais sur la théorie de la science*. [trad. fr. de Freund J.], Paris, Éditions Plon, 1965b [1917].

#### Acknowledgments

to Pascale Hattemberg, Deputy Mayor Delegate for Tourism and Events.

---

Processo Editorial / Editorial Process

Editor Chefe/Editor-in-chief: PhD Thiago D. Pimentel (UFJF).

Recebido em 25 de Janeiro de 2017; aceito em 30 de Janeiro de 2017; publicado online 10 de Fevereiro de 2017.

Received on November 23, 2016; accepted January 30, 2017, published online February 10, 2017.

Artigo original de pesquisa/ Original research article. Seção revisada por pares / Double bind review section.