

Tourism

According to the World Tourism Organization, there are 1.2 billion tourists worldwide. That number is expected to double by 2030. The growth of tourism is a boon to countries' economies and development. Tourism is France's largest economic sector in terms of balance of payments and investment volume. It accounts for 7.5% of French GDP and supplies roughly 2 million direct or indirect jobs.

France welcomes some 85 million tourists each year – more than any other country. As a world leader in tourism, France boasts an array of educational programs adapted to the many types of tourism (environmental, industrial, rural, domestic, heritage, etc.).

Organizing trips and accommodating tourists (the role of agencies, guides, or interpreters) involves a range of businesses and employees. The largest tourism-related industry in France is lodging (from hotels to campgrounds). However, tourism also intersects with marketing and information technology, because tourism offices, attractions, or museums all rely on a smoothly functioning digital environment. Most tour operators have a business school background. In a competitive market, it is vital to sustain high attendance at amusement parks, theme parks, or natural parks.

With tourism spreading around the planet, new specialties have emerged, such as wine tourism, business tourism, industrial tourism, island tourism, heritage tourism, as well as affinity marketing (young people, families, seniors, disabled persons, etc.), the exploitation of regional identities, and “cultural immersion.”

Growing numbers of tourists now visit active businesses of historical and cultural significance, such as Perrier and Peugeot.

INTERNATIONAL

France remains the top tourist destination in Europe and the world. With 84.7 million tourists yearly, it ranks ahead of the United States (69.8 million) and Spain (60.7 million). For that reason, France plays a key role in the arena of international cooperation.

The international knowledge and acumen of French firms are widely recognized. Examples include Accor in the hotel business, Sodexo in institutional food service, and Club Med in the exotic vacations sector.

In the field of transportation, France has been developing high-speed rail lines since 1981. Today, it has more than 2,000 km of high-speed railways. Alstom's high-speed rail technology has fueled the firm's expansion within Europe and abroad (Argentina, South Korea, Italy, and more).

Related fields

Land-use planning - Gastronomy - Hospitality - Cultural heritage - Food service - Sports - Transportation and logistics - Health

Subfields

Ecotourism - Wine tourism - Business tourism - Alternative tourism - Cultural tourism - Sustainable tourism - Ethical tourism - European tourism - River tourism - Tourism for the disabled - Industrial tourism - Island tourism - Luxury tourism - Mountain tourism - Health and wellness tourism - Medical tourism - Polar tourism - Destination management - Religious tourism - Responsible tourism - Senior tourism - Social tourism - Tourism for solidarity - Space tourism - Sports-related tourism - Urban tourism - Vineyard tours

Related subfields

Reception - Business - Land-use planning - Hostels - Camping - Canals - Bed and breakfast - Railway - Tours - Cruise - Culture - Treatments - Sustainable development - Touring equipment - Cultural and athletic events - Environment - Excursions - Cottages - Guide - Lodging - Hotels - Interpreter - Gardens - Coast - Recreation - Maître-restaurateur - Sea - Mobile home - Monuments - Mountains - Boating - Tourism office - Amusement park - Natural parks - World heritage - Industrial heritage - Pilgrimage - Pleasure ports - Hiking - Refuges - Tourism residences - Wellness and recovery - Restaurants - Cultural and tourist sites - Sports - Ski - Ski resort - Spa therapy - Hot springs - Tour operator - Tourist transportation - Vacation - Biking - Holiday resort - Travel - Zoos

Useful links

- Association Tourisme Recherche et Enseignement Supérieur (AsTRES): <http://association-astres.fr>
- Atout France, French agency for tourism development: <http://atout-france.fr>
- National hotel and restaurant resource center: www.hotellerie-restauration.ac-versailles.fr
- Commission Nationale de Certification Professionnelle (CNCP, national commission for professional certification): www.cncp.gouv.fr
- École de Paris, des Métiers de Table, du Tourisme et de l'Hôtellerie: www.epmtth.org
- Espaces Tourisme & Loisirs: www.revue-espaces.com
- Fédération Française des Techniciens et Scientifiques du Tourisme (FFTST): www.fftst.org
- Fédération Nationale des Guides Interprètes (FNGI): www.fngi.fr
- Institut Français du Tourisme (IFT): www.i-f-t.fr
- Institut de Recherche et d'Études Supérieures du Tourisme (IREST): www.univ-paris1.fr/uftr/irest/
- Ingénierie du Tourisme, du Bâtiment et des Services (ITBS): www.univ-angers.fr/fr/acces-directs/facultes-et-instituts/esthua.html
- Métiers Hôtel Resto: www.metiers-hotel-resto.fr
- French Ministry of the Economy, Industry, and Employment: www.entreprises.gouv.fr/tourisme
- Offices de Tourisme et Syndicats d'Initiative: www.tourisme.fr
- French overseas territories: www.oultre-mer.gouv.fr
- Website on French cartography (IGN): www.geoportail.gouv.fr
- Official website of France: www.france.fr
- French tourism website: www.monrendezvousenfrance.com
- Qualité Tourisme™: www.qualite-tourisme.gouv.fr
- Network of hospitality and tourism schools: www.hotellerie-restauration.ac-versailles.fr
- Transportation and tourism in Europe: www.toutteleurope.eu/les-politiques-europeennes/tourisme.html
- French tourism database: www.veilleinfotourisme.fr

CHOOSE YOUR PROGRAM

- Campus France program catalogue: www.campusfrance.org-Trouvez votre formation
- Catalogue of programs taught in English: www.campusfrance.org-Programs Taught in English
- Catalogue of short academic programs and language courses: www.coursdete.campusfrance.org
- CampusBourses, financing your studies in France: www.campusfrance.org-Financez vos études

Tourism by the numbers

- 84.7 million tourists in France (2013)
- €156.9 billion in tourism expenditures (2013)
- €51 billion spent by foreign visitors (2013)
- €42.2 billion in revenue (2013)
- Revenue from foreign tourists accounts for 2.3% of French GDP
- 7,308 travel agencies (2012)

Source: French Ministry of the Economy, Industry, and Employment, www.entreprises.gouv.fr

Licence level

Brevet de Technicien Supérieur (higher technical certificate) (Secondary diploma +2 years of higher education) – L2

The **BTS** in **tourism** is offered by 170 schools in 115 French cities.

- www.campusfrance.org>Espace documentaire>Offre de formation>Fiches Diplômes>BTS

Diplôme d'Études Universitaires Scientifiques et Techniques (DUT)

(Secondary diploma +2 years of higher education) – L2

The Nice Côte d'Azur Technology Institute at the Université de Nice offers a DUT in marketing with a concentration in **tourism marketing**.

- <http://iut.unice.fr>>Les Formations>Les Diplômes Universitaires de Technologie

Bachelor

(Secondary diploma +3 years of higher education) – L3

A dozen schools offer bachelor's degrees in tourism-related fields: management, international hospitality, sustainable development, business, event planning, marketing and design, destination management, travel, etc.

Professional licence (Secondary diploma +3 years of higher education) – (L2 +1 year)

Students can earn the professional *licence* in **tourism** in several broad fields. This degree is a national diploma and requires a 12- to 16-week internship.

- **Arts, letters, and languages** (option: hospitality and tourism; specializations: wine tourism, cultural projects, reception and travel, recreational facilities, guides-lecturer).
 - **Law, economics, and management** (option: hospitality and tourism; specializations: tourism company management, management of tourist sites, business tourism, tourism distribution networks, etc.).
 - **Humanities and social sciences** (option: hospitality and tourism; specializations: land-use planning, cultural heritage, languages and tourism, recreational facilities management, etc.).
 - **Physical education and athletics**, known as "STAPS" in France (option: athletics; specializations: activities coordinator, outdoor activities, tourism, etc.).
 - **Sciences, technologies, and health** (option: hospitality and tourism; specializations: wine tourism, tourism, recreational sports, etc.).
- www.campusfrance.org>Espace documentaire>Offre de formation>Fiches Diplômes>Licences professionnelles

Master level

Diplôme Universitaire

(Secondary diploma +5 years of higher education) – M2

The Institut de Recherche et d'Études Supérieures du Tourisme (IREST) at the Université Paris 1 Panthéon Sorbonne offers a DU entitled "**International Tourism, the French Approach**" in French and English. It is designed for students or international professionals having already completed four years of higher education.

The program includes core classes and two tracks:

- land-use planning and tourism;
- hotel development.

- www.univ-paris1.fr/diplomes/desup-irest/

Master

(Secondary diploma +5 years of higher education) – M2

Numerous programs offer master's degrees in **tourism** with a wide range of specializations:

• **Law, economics, and management:**

- tourism development,
- tourist organizations,
- cultural tourism and art,
- athletic and cultural events,
- e-tourism,
- sustainable tourism,
- tourism law,
- tourist activities.

• **Humanities and social sciences:**

- tourism and the environment,
- tourism and regional promotion,
- tourism and leisure,
- cultural tourism,
- coastal tourism,
- tourism and sports,
- land-use planning and tourism.

- www.campusfrance.org>Trouvez votre formation>Master

• **Education, teaching, and training** with a specialization in teaching and training program design.

The École Supérieure du Professorat et de l'Éducation at the Université de Caen offers a specialization in educational travel and field trips. Students must have obtained a C1 level of French (Common European Framework) in order to enroll.

- <http://espe.unicaen.fr/formations/>>Pratiques et ingénierie de la formation

Master of Business Administration (MBA)

(Secondary diploma +5 years of higher education) – M2

MBA degrees are offered by some private institutions in Paris. They are taught in French or English:

- "International Hospitality and Luxury Brands Management" at the Institut Européen de Tourisme et d'Hôtellerie (IETH),
- Tourism and hospitality management at the Académie Internationale de Management (AIM) and ESG Paris,
- Tourism at the École Française d'Hôtesses et de Tourisme (EFHT).

Beyond the master level

Mastère Spécialisé (MS, specialized master)

(M2 +1 year of higher education) – post-M

Labeled by the *Conférence des Grandes Écoles*, the specialized master in **management and marketing in the travel, hospitality, and tourism sectors** is a one-year program open to holders of a master's degree (or *diplôme d'ingénieur*). It allows students to earn an institutional credential attesting to dual competence in 15 months.

- *Toulouse Business School* (ESC Toulouse):

www.tbs-education.fr/fr/formations/ms-msc/masteres-specialises-ms