

# 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.

**.#1** international tourist destination with 90 million visitors to metropolitan France and French overseas territories (2019)

**.€170 billion** in tourist spending (2019)

**.€57.9 billion** in revenues (2019)

**.442 millions** nights spent in all tourist accommodations, including 215 million in hotels

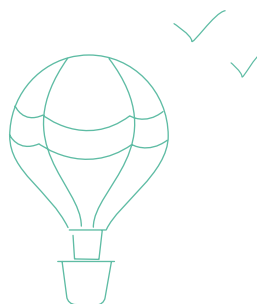
**.18,000** tourist hotels (2017)

Sources: Ministry of the Economy  
www.economie.gouv.fr

## International

France remains the world's top tourist destination, welcoming 90 million international visitors to the mainland and overseas territories. Tourism is a key sector of the French economy, accounting for €54 billion in receipts and two million jobs. The country therefore has a major stake in successful international cooperation.

French companies' skill and experience in internationalization are universally recognized. Prominent examples include Accor for hotels, Sodexo for food service, and Club Med for exotic vacations.



### RELATED FIELDS

- Cultural Heritage • Food Service
- Gastronomy • Health • Hospitality
- Land-use Planning • Sports
- Transportation and Logistics

### SUBFIELDS

- Alternative tourism
- Business tourism • Cultural tourism
  - Destination management
  - Ecotourism
- Health and wellness tourism
  - Industrial tourism
- Island tourism • Medical tourism
- Mountain tourism • Polar tourism
  - Religious tourism
  - Responsible tourism
- River tourism • Senior tourism
  - Space tourism
- Sports-related tourism
- Sustainable tourism
- Tourism for solidarity
  - Urban tourism

## Useful links

- ADN Tourisme: [www.adn-tourisme.fr](http://www.adn-tourisme.fr)
- All-Europe tourism: [www.touteurope.eu](http://www.touteurope.eu)
- Association Tourisme Recherche et Enseignement Supérieur (AsTRES): <http://association-astres.fr>
- Atout France, French agency for tourism development: <http://atout-france.fr>
- CFET (conference on excellence in tourism training programs): <https://cfet.info>
- Explore France: [www.france.fr](http://www.france.fr)
- Fédération française des techniciens et scientifiques du tourisme (FFTST): [www.fftst.org](http://www.fftst.org)
- Fédération nationale des guides interprètes et conférenciers (FNGIC): [www.fngic.fr](http://www.fngic.fr)
- France compétences, national directory of professional certifications: [www.francecompetences.fr/recherche\\_certificationprofessionnelle](http://www.francecompetences.fr/recherche_certificationprofessionnelle)
- FRANCE, Ministry of the Overseas: [www.outr-mer.gouv.fr](http://www.outr-mer.gouv.fr)
- FRANCE, Ministry of Economy, Finance, and Industrial and Digital Sovereignty: [www.economie.gouv.fr](http://www.economie.gouv.fr)
- Institut de recherche et d'études supérieures du tourisme (IREST): [www.pantheon-sorbonne.fr/ufr/irest](http://www.pantheon-sorbonne.fr/ufr/irest)
- Institut Français du Tourisme (IFT): <http://institut-francais-du-tourisme.com>
- Network of hospitality and tourism schools: [www.hotellerie-restauration.ac-versailles.fr](http://www.hotellerie-restauration.ac-versailles.fr)
- Ecole de Paris des métiers de la table: [www.epmt.fr](http://www.epmt.fr)
- Qualité Tourisme™: [www.entreprises.gouv.fr/qualite-tourisme](http://www.entreprises.gouv.fr/qualite-tourisme)
- Université d' Anger, UFR ESTHUA: <https://www.univ-angers.fr/fr/acces-directs/facultes-et-instituts/ufr-esthua-tourisme-et-culture.html>
- Website on French cartography (IGN): [www.geoportail.gouv.fr](http://www.geoportail.gouv.fr)

# LEVEL Licence

## BREVET DE TECHNICIEN SUPÉRIEUR (BTS)

NATIONAL DIPLOMA – 2 YEARS OF HIGHER EDUCATION – L2  
120 ECTS credits

The **BTS in Tourism** is offered by 140 schools in more than 100 French cities.  
<https://cataloguelm.campusfrance.org/licence>

## BREVET DE TECHNICIEN SUPÉRIEUR AGRICOLE (BTSA)

NATIONAL DIPLOMA – 2 YEARS OF HIGHER EDUCATION – L2  
The specialization in **Development and coordination of rural areas** provides cross-training in the design, implementation, coordination, and management of projects to deliver services in rural areas.

[www.campusfrance.org](http://www.campusfrance.org) >Resources center >Panorama of Higher Education and Research in France >Degrees >BTSA

## LICENCE PROFESSIONNELLE

NATIONAL DIPLOMA – 3 YEARS OF HIGHER EDUCATION – L3  
180 ECTS credits

Students can earn the vocational bachelor's degree (Licence Professionnelle) in Tourism in several broad fields. This degree is a national diploma and requires a 12- to 16-week internship.

- **Arts, Literature 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.).

IUTs (university-based Institutes of Technology) offer the University Bachelor of Technology degree with two specializations: (1) marketing techniques (marketing option); (2) administrative and commercial management of organizations (option in management of cultural, artistic, sports, and tourism activities).

## PROFESSIONAL CERTIFICATION

RNCP – 3 YEARS OF HIGHER EDUCATION

Approximately ten institution-specific bachelors programs in Tourism are offered in French or in English. These pertain to international tourism, tourism and hospitality, event and business travel, international destination and tourism, travel conception and tourism, and other subjects.

# LEVEL Master

## MASTER

NATIONAL DIPLOMA – 5 YEARS OF HIGHER EDUCATION – M2  
120 ECTS credits

Several broad disciplinary areas within the universities offer a Master with a concentration in Tourism and a variety of tracks: E-tourism, cultures-travel-regions; Management of hotel and tourist operations; Management of coastal tourist operations and structures; Tourism management and engineering; Planning and management of tourist facilities and sites; Tourism and sustainable regional development; Transition management; Tourism-related planning and destination management; Management of tourism enterprises; Management of tourism projects and destinations; Management of cultural and touristic activities; Management of tourism operators' destinations; tourism 'innov'action'; Historic and cultural heritage (use for tourism and recreation); Hotel management; economics of international development of tourism; Management of tourism and hotel operations; Touristic and cultural engineering; Destination planning and development.

- **Arts, Letters, Languages:** Concentration in Cultural projects and organizations, track in Cultural tourism; concentrations in European and international studies, cultural tourism and international promotion of regions; Concentration in applied foreign languages, tracks in Tourism and interculturality, tourism and international business hotels.
- **Law, Economics, Management:** Concentration and track in Tourism law; Concentration in organizational economics, track in Economic sports and tourism strategies; Concentration in management, track in Tourism management; concentration in information system planning, track in International air transport and tourism management; concentration in sectoral planning, tracks in Management of event-related tourism, tourism and international hotel management, Management of heritage and tourist areas; concentration in Strategic management, track in Tourist hotel management.
- **Humanities and Social Sciences:** Several tracks are offered within various concentrations: Tourism, mountains, regions; Tourism, innovation, transition; Management of natural and intangible heritage and sustainable tourism; Management of tourist hotels; International projects on culture and tourism; Concentration in tourism, tracks in Tourism "innov'action" and heritage (touristic and leisure applications); Tourism and development; touristic and cultural engineering; Tourism planning and destination development; Tourism and coastal engineering; International business and luxury tourism; Development and planning of regional tourism; Management of heritage sites and their tourism potential (including the Euro-Mediterranean region); Leisure, tourism and regional development; Cultural tourism; Planning and management of tourist facilities, sites, and areas; Management of coastal tourism operations and structures; Management of tourism enterprises; Management in the tourism industry.

# Tourism

- **Science, Technology, Health:** Concentration in sciences and techniques of physical and athletic activity, tracks in sports management; management of sport-related tourism; leisure, tourism, and innovation; international and mountain tourism and e-tourism.

<https://cataloguelm.campusfrance.org/master>

- **Education and Training:** Concentration in training practices and engineering. The national institute on teaching and education at the Université de Caen offers a track in mobility and educational tourism. A C1 level in French (Proficient User according to the European Framework) is required.

<http://inspe.unicaen.fr>

<https://cataloguelm.campusfrance.org/master>

### Programs Taught in English:

A dozen programs are offered in English, with several specializations: Management of International Tourism, Wine Tourism Innovation, Science in Sports & Tourism Management, Science in Tourism and E-business, Tourism Management, Hospitality & Tourism Management, Tourism Marketing & Management, Event Management, and Tourism Management.

[www.campusfrance.org](http://www.campusfrance.org) > Students > Studying > Find your programme > Programs Taught in English

### IREST (INSTITUTE OF HIGHER EDUCATION AND RESEARCH ON TOURISM)

Housed at the Université Paris 1 Panthéon-Sorbonne, IREST offers professional *Licence* and Master's degrees with concentrations in the fields of planning and development of tourist regions, the use of cultural heritage sites for tourism, management of hotels and tourist operations, international tourism, and e-tourism. Programs are given in Paris and abroad in both French and English.

<https://irest.pantheonsorbonne.fr/se-former/nos-formations>

### ESTHUA TOURISM AND CULTURE

The ESTHUA faculty of tourism and culture at the Université d'Angers offers several degree programs related to tourism: the DEUST (2 years); the professional *Licence* (3 years) with 10 concentrations and a variety of tracks; the Master with a concentration in tourism and various tracks and options.

[www.univ-angers.fr/fr/acces-directs/facultes-et-instituts/ufr-esthua-tourisme-et-culture/formations.html](http://www.univ-angers.fr/fr/acces-directs/facultes-et-instituts/ufr-esthua-tourisme-et-culture/formations.html)